

The Billboard



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Studios Ponder TV For Star Features

Warner Brothers May Lead the Way To Cash In on TV's Product Needs

By GENE POLTNIK and LEON MORSE

NEW YORK, Feb. 5.—The feature-film side of the TV business seems to be on the verge of another revolution that will dwarf the one caused last year when General Teleradio brought in 30 star-studded movies from the Bank of America.

The ultimate, that which many in the trade have hoped for and feared, may finally come to pass. Reliable trade sources report that Warner Brothers is preparing to put on the TV market all its sound pictures produced between 1933 and 1944. It is generally expected that once one of the major motion picture companies makes such a move, the others will follow suit.

Other reports have it that Warners is putting out feelers to the TV market with its black and white cartoons produced during the aforementioned decade. The William Morris Agency is said to be scouting the TV distributors for a deal. If it gets an attractive one, according to this report, it will then get set to put features into TV.

Big Impact

In terms of both quantity and quality, the release of even one of the major companies' product to TV is calculated to have an impact that will reverberate for the next five years.

It is regarded as doubtful that any established picture producer will ever release post-1948 pictures to TV because of the probable high cost of talent re-payments. Of their pre-1948 output there are estimated to be over 1,000 pictures in the vaults. This is approximately 30 per cent of the number of feature films currently in TV.

The 11 years' output that Warners is rumored to be about to tele-release is roughly estimated to total 200 titles. This would be the biggest single block of features to go TVward since the original Associated Artists Productions brought in 199 Monogram pictures seven years ago. The bundle is part of the MPTV library which as of this week is under the aegis of Guild Films.

Aside from the mere quantity in such a package, the caliber of star and story that would thereby get on TV screens would, according to many observers, make much of the competition look dim.

TV Hay Ere Color Shines

NEW YORK, Feb. 5.—If the Hollywood majors want to reap a harvest in TV with their pre-1948 pictures they will have to do it before color TV becomes a reality. Color pictures in any process were only an occasional phenomenon in those days. It was not until Hollywood began to feel the impact of TV—after 1948—that it began to turn out color films in quantity.

Once color TV sets become a factor in ratings, black-and-white programming of any kind may have it tough competing against multi-chrome.

For instance, Warner's contract players during the latter 1930's and early 1940's included James Cagney, Bette Davis, Errol Flynn, Olivia de Havilland, Susan Hayward, the Lane Sisters, Leslie Howard, Paul Muni, Pat O'Brien, Dick Powell, Claude Rains, Ronald Reagan, Edward G. Robinson, Ann Sheridan and Jane Wyman.

Some of the Warner releases during that decade were "Boy Meets Girl," "Brother Rat," "Cain and Mabel," "Charge of the Light Brigade," "Jezebel," "Kid Galahad," "The Petrified Forest," "The Green Pastures" and "White Banners."

The possibility of the majors putting pictures into TV has, of course, been a favorite topic of speculation for years. In viewing the prospect, TV distributors and stations have had alternate flashes of confidence and fear over the years.

Two years ago when Spyros Skouras told his stockholders that 20th Century-Fox would be willing to consider TV, MPTV sent a two-page letter to all station film buyers giving a list of arguments why this was not likely to develop in the foreseeable future.

The MPTV arguments, which became dogma for practically all of the company's personnel, were undoubtedly sound as far as they went, witness the fact that the ma-

(Continued on page 4)

U. S. TV LURES ITALY'S DISK BORN WARBLER

NEW YORK, Feb. 5.—Caterina Valente, the Italian canary who warbled Decca's hit version of the Spanish classic, "Malaguena," in German, is about to see how she can do in English. On the heels of the smash success of her disk, the singer has been besieged with American night club, television, TV film and motion picture offers. She planes over shortly to appear on NBC's "Colgate Comedy Hour" on March 13, and to work out future plans with her American representative.

A recent European Valente film is being rushed into release here also, to capitalize on her sudden popularity. Niteries in Las Vegas and New York are bidding for her upcoming bistro debut. The gal's future is being carefully blueprinted by her local manager, Marlit Bieler, of Claire Wilson, Inc. Miss Bieler, a 21-year old prodigy herself, is working closely with NBC, Decca and Marks Music toppers for a rounded program for the warbler.

Hoping lightning will strike twice, a similar build-up is being prepared by the Bieler-Wilson duo for French chanteuse-film star Mick Micheyl, with her initial exposure due here shortly via an Angel Records album and a New York nitery booking.

Leadership Laurels Fall on Few Heads In BB Film Awards

Industry Poll Indicates Dominance Trend of a Firm in Each Division

By SAM CHASE

NEW YORK, Feb. 5.—The fledgling TV film industry, or at least part of it, has grown into long trousers, and this is now making it possible to separate the men from the boys.

A definite trend toward domination by one organization in each of the several divisions of the vid-film business is shown by the results of The Billboard's Third Annual TV Film Service Awards, announced in the current issue. Whereas earlier of these all-industry polls tended to show several organizations sharing honors in the various facets of the business, the current balloting, covering outstanding service to the industry during 1954, shows a clear drift towards one-firm leadership being established.

Ziv Honors

Thus, among distributors of film, Ziv Television Programs, which won its share of honors in earlier polls, this year moved into clear-cut leadership over the field, in terms of programs, sales and such other service features as providing film in best condition, with the

best labeling and film leaders, and the best and most prompt shipping of film. Ziv took first place in every syndication category.

Guild Films, by virtue of its absorption of distribution of the feature film library formerly sold by Motion Pictures for Television, took first place for best library and best film salesman. Last year, five different series distributors won first place awards, with two other firms winning first for feature films.

KTTV and WGN-TV

Among TV stations, KTTV, Los Angeles, swept the three awards dealing with effective programing, outstanding sales ability and fastest time availabilities. In the servicing field, involving the careful and conscientious handling of film programs and commercials, and returning of the film, WGN-TV, Chicago, again proved the popular winner for both awards. Last year, five different TV stations took down first place awards.

The Jello vidfilm commercial proved the popular choice with the voters in both classifications for commercials this year. It was voted the best and most effective commercial of 1954, and also the most original and imaginative of the year. This sweep duplicates the double win scored last year by the Bardahl Oil commercial. However, second place in both cases this year also was swept by the same commercial—Ford. This, too, is unique in the Service Awards.

Consolidated Win

Consolidated Film Industries walked off with all three first place honors for laboratories this year, for lab quality, speed and economy. Last year, three companies (of which Consolidated was one) shared the lab awards. Precision Film Labs this year took second place in two of the categories.

Among the producers of TV film commercials, two of the three first place awards were won by Kling Film Enterprises, with Sarra, Inc., taking the third championship. A year ago Sarra won two of the

(Continued on page 4)

Arlene Francis In Disk Debut

NEW YORK, Feb. 5.—Show-wise Arlene Francis who emceed NBC-TV's daily "Home Show" and is a regular panelist on CBS-TV's "What's My Line" will make her record debut next month on a platter in which she will share feature billing with Tchaikovsky and Schubert.

She'll be the narrator in the first LP of a new "Music Appreciation for the Home" series being readied by Camden Records, low-price subsidiary label of RCA. Works discussed by Miss Francis on the disk will be the "Nutcracker Suite" and the "Unfinished Symphony."

NEWS OF THE WEEK

Medium-Sized TV Film Distrib Firm's Nut: \$750,000 Yearly . . .

It costs approximately three-quarters of a million dollars a year just to keep a medium-sized TV film distribution firm in business. The figure does not include the cost of acquiring product. A breakdown of the high cost of running a film distribution organization points up the current trend toward consolidation among smaller firms, and absorption of weaker outfits by the giants. . . . Page 14

Spectacular Water Display Scheduled for Big Season . . .

Eleven "Dancing Waters" units will operate thruout the U. S. during the summer season, with at least four touring with carnivals. The water spec is enjoying heavy bookings, with numerous contracts from home, builder and automobile shows. . . . Page 59

New York Fairs Fail

In Quest for More State Aid . . . A planned effort by New York county fairs to double their State financial aid to a million-dollar total was nipped in the bud by Daniel J. Carey, newly appointed Democratic commissioner of agriculture and markets, who said other fiscal needs required every dollar. . . . Page 59

ABC Film Syndication Plans To Double Program Roster . . .

ABC Film Syndication has put on a full load of steam. The firm is making arrangements to add six new properties this year, thereby more than doubling the number of shows on its roster. ABC's new acquisitions is expected to help make it a contender in the TV film sweepstakes. . . . Page 13

Name Artists on NJB Label

Good Possibility, MOA Reports . . . All major record companies contacted to land top name artists on national juke box label. First release chalks up sales of over 32,000.

Second release to be out within 30 days, reports association president George A. Miller. . . . Page 19

Push-Button Machines Gross Record \$1.65 Billion in '54 . . .

The number of automatic vending machines in operation reached an all-time high, sell record gross annual sales in 1954, reports Vend magazine in its ninth annual census of the vending machine industry. . . . Page 80

Label "X", In 2nd Year, Reported Planning Diversified Activity . . .

RCA Victor's subsidiary label, "X" Records, enters its second year this month, with many expecting the firm to move into the classical record market and, perhaps, to issue such appliances as radios and phonographs. . . . Page 20

Screen Gems Anticipates Big TV Film Rerun Package Sales . . .

Screen Gems is looking forward to doing its heaviest business in the sale of TV film rerun packages as summer replacements this year. The firm is putting together five separate rerun shows for sale as summer replacements. Last year, its sale of reruns provided the firm with one of the biggest financial success stories of the year. . . . Page 4

DEPARTMENTS AND FEATURES

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What's New? Godfrey Quits 'Friends'; NBC Has New Plan

Star's Load's Too Heavy; 3 NBC Clients Offered Shares on 3 Shows

By LEON MORSE

NEW YORK, Feb. 5. — Two major developments—the first of a series of revolutionary programing shake-ups— took place this week in network TV planning for next season. Arthur Godfrey will cut back his evening video chores by one-third on CBS-TV. And NBC-TV will offer advertisers a chance for participation buys in its 8-9

p.m. Sunday, Monday and Tuesday night hour.

Godfrey will drop his current Wednesday night show — "Arthur Godfrey and His Friends" — and move an expanded hour version of "Talent Scouts" into that time period. The Monday evening half hour, 8:30-9 p.m., vacated by the latter show, will be filled by a Godfrey-owned dramatic show. All of the current Godfrey clients, Lipton's Tea ("Talent Scouts") and Frigidaire, Toni and Pillsbury ("Friends"), will be taken care of by letting them share the two shows on a rotating basis if they wish. Indications are that all these clients will accept the new CBS-Godfrey set-up.

Choice Hours

The second development finds NBC will be giving sponsors a crack at three of the choice hours in TV. This season the slots are filled by "Colgate Comedy Hour" on Sundays, by Sid Caesar on Mondays and by Milton Berle, Martha Raye and Bob Hope on Tuesdays. Three advertisers will be offered a chance to buy two

rotating participations in the triple line-up of programs next fall at an estimated \$6,000,000 for time and talent.

It is not known what will be into Sundays 8-9 at that time, but chances are it will be a line-up of comedy talent or a top variety show. Mondays will be filled by Sid Caesar; Tuesdays by Berle, who will do 13 hours next season; by Martha Raye, slated to do the same numbers of programs as this season, about 10 hours, and by an unnamed comic or comics to be used to replace Bob Hope, who is retiring from TV. Once a month Sundays and Mondays will be used for spectaculars, to continue the current pattern into next year.

"Criss Cross"

The "Criss Cross" plan, as the NBC participation scheme is known, will offer advertisers tremendous impact because of the strong properties they are buying. But it will mean the end of Colgate's long time franchise on Sunday 8-9. Colgate undoubtedly will get first crack at the "Criss Cross." (Continued on page 3)

LONDON AGENCIES UP IN ARMS AT COMMERCIAL RESTRICTIONS

LONDON, Feb. 5.—Advertising agencies here, already groggy from the myriad restrictions hedging their part in the upcoming commercial TV service, were sent reeling again this week from news that almost the last straight advertising privileges not milked away from them has finally been taken over by the program contractors. Associated-Rediffusion, Ltd., the company handling the London station's airings from Monday thru Friday, let it be known this week that agencies will have no say in the placing of commercials.

Because of the pressure of clients wanting to air over A-R, which is opening three months before its rivals, the company has worked out a complicated system of rotation whereby an advertiser buying a peak hour spot may find its

plug appearing one week before a panel show, the next after a concert, the third in the middle of a drama. A-R's ad manager, George Laskey, who will control the complicated machinery needed to handle this system, feels it is the only fair way of giving the bulk of advertisers a fair shuffle.

The smaller advertisers, seeing the chance of natural rotation bringing their plugs before larger audiences than they could have bargained for, are smugly content. But among bigger advertisers who will eventually pay the bulk of the program contractors' costs, the mood is one of savage fury, which may well translate itself into some positive action for revision of the policy before rate cards are published later this month.

Y&B Seeking Replacements For Sour Segs

HOLLYWOOD, Feb. 5.—Young & Rubicam this week began a search for new TV series for its sponsors next fall, with two of its shows definitely canceled for the 1955-56 season and another hanging on the ropes.

Off definitely are "I Married Joan," in trouble ever since it has had to buck "Disneyland" on ABC-TV as well as Arthur Godfrey on CBS, and "Halls of Ivy," which has never fulfilled its promise and has slipped steadily in ratings.

Also likely to be axed is "The Ray Milland Show," which has never really gotten off the floor against "Groucho Marx." There is a chance that if another time slot can be found for next season the show may stay on. Demise of the three programs would leave CBS open with the 8 p.m. time slot Thursday and with 8:30 p.m. on Tuesday, and NBC with the 8 p.m. slot on Wednesday.

Colgate and Borden's Join 'M. Mouse Club'

NEW YORK, Feb. 5.—Colgate and Borden's have climbed aboard ABC-TV's "Mickey Mouse Club," Walt Disney's new daytime across-the-board kiddie show, for next fall, bringing to four the number of advertisers known to have signed. The other two are Campbell's Soup and General Mills.

Each of the four bankrollers are understood to have purchased one or more quarters per week of the stanza for a firm 52 weeks. ABC-TV hopes to clear about 83 stations for the show, which will bring it within reach of about 95 per cent of all TV homes in the U. S.

The web, meanwhile, found itself with a blank three-quarters of an hour on its hands Sunday, 9:15-10 p.m. Revlon is pulling its "Pantomime Quiz" show from the 9:30-10 p.m. period on February 27, and one week later Ciba bows out of the 9:15-9:30 slot with its "Horizons" stanza. Ciba, which had a limited budget from the start, had picked up the show for a 13-week airing only. Because of its limited funds, it had beamed the show only to about 18 stations.

The web also made a decision this week to pull its "Stork Club" Saturday night show off the air on March 5. The show had been unable to do better than get a one-third sponsor, Gemex.

ABC-TV Lines Up Raft Of Shows for Fall Pitch

NEW YORK, Feb. 5.—ABC-TV's programing department is pouring a batch of new shows into the hands of the web's salesmen to be pitched at sponsors for a fall start. Among the new shows is an hour-long live dramatic stanza the programing boys want to slot in the Saturday 9-10 p.m. period. Their feeling is that Saturday night offers considerable potential for development into a profitable night provided the proper programing is put into the periods.

Among the other new properties the web has available for sale is a half-hour variety stanza, "This Is Your Show," which is packaged by the Louis Cowan office. A kind of the stanza was shot this week. The Woody Herman orchestra provided the music, while Jackie Cooper acted as emcee. The format of the show provides for a different emcee every week.

The web is also getting set to film a pilot of a new daytime soap opera, "My True Story," which it

would air 15 minutes across the board in the mornings. ABC-TV for some time has had a half-hour evening version of the property in its shop, but no sale has been made.

Wyatt Earp

Other new properties include a film series about the exploits of the Wild West gunfighter, Wyatt Earp, which Lou Edelman, who (Continued on page 3)

Liggett-Myers Seeks Show

NEW YORK, Feb. 5.—Liggett-Myers this week was reported on the lookout for a new show to put into its choice ABC-TV post-"Disneyland" time slot, following a decision to drop the Stu Erwin stanza, which it now sponsors.

The bankroller is known to have been unhappy with the failure of the Erwin show to pick up much of the audience from "Disneyland," which immediately precedes it.

TOOLS OF THE TRADE

TeleSales Uses Video To Sell TV to Clients

NEW YORK, Feb. 5. — The newly formed NBC-TV TeleSales department is using TV tools to sell the medium to advertisers. By employing kines and closed-circuit telecasts, TeleSales is seeking to create the kind of impact in advertising circles that never existed before.

A prime example of its job is its closed-circuit color telecast to 58 cities where 2,600 food brokers that handle the Star-Kist line saw the show. They saw Dave Garro-way, Steve Allen and Arlene Francis tell them what the client was doing to promote his product. The advertiser bought \$900,000 worth of "Today" and "Home."

Special kines are being created for new NBC programing, such as "Background" and the Maurice Evans spectaculars. These are being taken about to agencies and will be shown all over the country to interested advertisers by NBC merchandising men who will be outfitted with rear screen projectors.

TV Sells TV

The idea is to use TV to sell TV. These methods are to dramatize tremendously the virtues of the medium. They feature messages from star personalities and top NBC brass aimed at individual sponsors. They preview the property being submitted, which busy salesmen and potential prospects sometimes never find time to see.

NBC advertisers also get free kines which they can show to their salesmen and distributors to whip up more interest in their wares. These are given for the purchasing of NBC programing. Seventy per cent of the TeleSales creations are aimed at the selling of the network's shows, and 30 per cent at merchandising these properties. Eric Hazelhoff is the manager of the department.

Billy Hillpot, formerly of CBS and NBC, has joined the General Artists Corporation as a salesman in its TV department. He reports to veepee Milton Krasny.

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NEWS IN BRIEF

The Federal Communications Commission's policy against de-intermixing UHF and VHF outlets may be put to the test by the growing battle over the petition by WROW-TV, Albany, N. Y., to have Channel 10 allocated to nearby Vail Mills. The Greylock Broadcasting Company, which operates WMGT-TV on Mount Greylock, Mass., which covers the Albany-Schenectady-Troy market area, this week added its protests against putting a second VHF outlet in the area. Greylock charged that a second VHF station would put four UHF stations out of business in the area, and supported WTRI-TV's, Albany, proposal for complete de-intermixture by switching General Electric Company's WRGB-TV, Schenectady, from Channel 6 to 17. WROW-TV, now operating on Channel 41, is owned by CBS commentator Lowell Thomas.

Television receiver production reached 7,346,715 in 1954, the second highest level on record, according to the Radio-Electronics-Television Manufacturers' Association. The record was set in 1950 with an output of 7,463,800 TV sets. The radio output in 1954 totaled 10,400,530 units compared with 13,368,556 in the previous year. RETMA reported that the decline was caused in part

by a drop of about 1,000,000 in orders for auto sets last year.

The Federal Communications Commission issued two commercials and one noncommercial, educational TV grants this week, bringing total authorizations to 731, of which 625 are post-freeze grants, including 45 noncommercial educational grants. With 123 grants canceled, outstanding authorizations now number 608. This week's grants went to WSAV, Inc., Channel 3, Savannah, Ga.; Great Commission Schools, Inc., Channel 631, Anderson, Ind., and the Department of Education of Puerto Rico, Channel 6, San Juan, P. R.

A protest against two House resolutions hopped by Oren Harris (D., Ark.) and Carl Hinshaw (R., Calif.) to limit the height of radio and television antenna towers was made this week by Ralph Hardy, vice-president of the National Association of Radio and Television Broadcasters. In a letter to Rep. J. Percy Priest (D., Tenn.), chairman of the House Interstate and Foreign Commerce Committee, Hardy said the aviation and broadcasting industries were working out the problem of antenna tower height and the resolutions were unnecessary.

'DISNEYLAND' SHOOT TO 4

NEW YORK, Feb. 5.—ABC-TV's "Disneyland" scored a new triumph this week by skyrocketing to the No. 4 spot on the Nielsen Big 10 within three months of its bow, and it was topped only by one regularly scheduled TV program, "I Love Lucy."

The stanza, which can be considered the biggest programming success story of the year, garnered a 47.8 rating in the Nielsen report for the first half of January. The No. 1 spot was taken by the Rose Bowl game with a 55.5 rating; the second and third spots went to "I Love Lucy" for its audience pick-up on two consecutive weeks. The week "Lucy" was bankrolled by Procter & Gamble it snatched a rating of 54.7, while the Philip Morris segment got 52.4.

GE Cancels Joan Davis, Quits Time

NEW YORK, Feb. 5.—General Electric this week canceled its Joan Davis show at the end of its cycle in the Wednesday 8-8:30 p.m. time period on NBC-TV. The advertiser is also turning the time period back to the network.

Joan Davis has been on for several seasons for General Electric, but this season especially has been buffeted by "Disneyland" and Arthur Godfrey, driving her ratings down. Miss Davis has announced that she will retire from the medium for a year to rest.

Indications are that the NBC Film Division may get the property to re-run next season. The film distribution arm of the network has been in need of product, and the show is owned by the network.

Underhill to Steel As Radio-TV Head

NEW YORK, Feb. 5.—Charles Underhill, former ABC-TV programming chief, has joined U. S. Steel Corporation in an executive capacity.

Underhill reportedly will take charge of the firm's radio-TV activities.

TELEPHONE SOLICITORS

Experienced, courteous men for radio station in Boston. Sober. Can start at once. Contact
BEACON 2-2261
9 to 5. No collect calls.

'Get All the Facts,' Jones to Tell Senate B'cast Probers

Report to Cite Need for Deep Study Of Net Relations, Plight of UHF

By BEN ATLAS

WASHINGTON, Feb. 5.—The Senate Interstate and Foreign Commerce Committee under Sen. Warren G. Magnuson (D., Wash.), blueprinting a new and many-sided probe of the TV-radio broadcasting industry, will get a "primer" on procedure in a report early next week from just-resigned GOP staff counsel Robert F. Jones, a former member of the Federal Communications Commission and ex-congressman from Ohio.

The Jones report, it has been reliably learned, will amount to implied criticism of sweeping recommendations handed to the Magnuson committee this week by just-resigned Democratic staff counsel Harry Plotkin. The Jones document will have the effect of criticizing the Plotkin report by declaring that material assembled by the now-defunct Bricker subcommittee is inadequate industry information on which to base drastic recommendations at this time, and he will advise the Magnuson committee to proceed without delay to get "all of the facts" and "then make your findings."

The Jones report will cite a need for exploring "deeply" into network relationships and the plight of UHF-ers, but, contrary to rumors circulating for weeks in trade circles, the ex-commissioner will not suggest a new TV allocations plan. The ex-commissioner, it is learned, will point out that the present plan of TV allocations as set up by the FCC has worked to a serious disadvantage of UHF prospectors and small market stations, and that the FCC and industry will have to do their best to improve it while living with it.

80% of National Gross

Jones will tell the Magnuson committee that the situation is a sorry one. He will point out that networks and stations in the first 50 markets have amassed 80 per cent of the yearly national revenue in TV. The report will state that this is an unwieldy and unfair situation, with the bulk of the stations in the land left to scramble for the remaining 20 per cent of the available national revenue from TV billings.

The Magnuson committee's investigation is expected to consume the bulk of a \$200,000 appropriation which the Senate Rules Committee has okayed for the group. The probe will move into higher gear in mid-March after the Justice Department and FCC study the

Plotkin and Jones reports and submit suggestions to the Magnuson group.

Magnuson indicated that Plotkin's report, issued in mid-week, will serve as "an excellent basis" for the committee's continuing study which, Magnuson said, will embrace "the entire field of broadcasting."

The Magnuson probes will study the plight of UHF stations, the question whether networks should be barred from acting as agents for stations in selling national spot advertising, the question whether network affiliation should be made available to all TV stations on a basis the same as for newspapers, as outlined by the Supreme Court in the Associated Press case, and the question of how to speed FCC actions in processing TV applications and in facing up to policy matters.

Legislation Ample

Magnuson appears to be greatly impressed by Plotkin's declaration that the FCC now has ample power to regulate networks and needs no further legislation to handle this.

The Magnuson committee will seek to answer questions raised by Plotkin's report which proposed that: Networks be required to make affiliations available to any station serving a substantially different area than that served by a regular affiliate of the network; networks make available to non-affiliated stations programs which their own affiliates in an area do not telecast; prohibit networks from acting as agents for stations selling na-

tional spot advertising; require that terms of affiliation contracts be made public and that provisions which favor the networks be changed; determine thru the Justice Department whether existing practices violate anti-trust legislation.

The Senate Judiciary Committee headed by Sen. Harley M. Kilgore (D., W. Va.) is preparing to go ahead with a separate probe of the communications industry despite the far-reaching scope of the Magnuson investigation. Magnuson indicated that he and Kilgore have reached an agreement as to how far each probe will go so as to avoid overlapping and duplications. The Kilgore committee will confine its study to "monopoly aspects" in the electronics manufacturing and TV broadcasting industries. Kilgore, like Magnuson, will await results of a study by Justice Department and FCC of the Plotkin and Jones reports.

Kilgore indicated that his committee will be interested largely in delving into relationships between manufacturers which have interests in TV-radio networks. Kilgore pointed out that his committee will also explore the extent of TV and radio ownership by newspaper interests and the extent of TV ownership by radio interests. Paradoxically, another aspect of his probe will be to determine whether the FCC has been discriminatory against newspaper interests in findings in contested TV application cases.

RESTLESS PEOPLE

Gordon A. Hellmann, director of sales presentations of the CBS net, is the new prexy of the John Hopkins Club of New York. . . . Ray Shaw, TV singer, has opened his own Gotham bistro, which carries his name. . . . Frank Egan, New York office manager of D. P. Brother, has been upped to veepee in charge of New York office activities. . . . Doris Storm, who does the Consolidated Edison commercials on the "Telepix Newsreel" on WPIX, New York, is leaving the show to have a third child. She is the wife of producer-director Frank Jacoby.

Jay Eliasberg has returned to CBS-TV after an absence of six years to step into the Research Projects supervisor slot. . . . Don Staley, Weed Television San Francisco staffer, has been upped to West Coast operations manager succeeding the late Lincoln P. Simonds. . . . Arthur Godfrey will vacation from February 11 to 20 and will be spelled by Peter Lind Hayes along with Lester Gottlieb who will produce the Wednesday (16) "Arthur Godfrey and His Friends" show.

Edward R. Hitz, NBC vice-president in charge of the Central Division TV Network Sales office, announced the appointment of William Hohmann as a member of the sales staff, effective February 1. At the same time, Harold Smith, NBC Chicago network advertising and promotion manager, announced the appointment of Robert Elrod as a staff assistant in his department.

The Council of Radio-Television Journalism recently elected Prof. Donald E. Brown, of the University of Illinois, as its chairman. . . . Dick Holloway has been appointed national sales manager for WSBT radio and television in South Bend, Ind. He was formerly with the station's sales staff. . . . At WBKB in Chicago, Charles Buzzard was promoted to assistant chief engineer, Charles R. DeJanovich was promoted to engineer in charge of TV operations, and Charles Kiser was upped to head engineer on the "Breakfast Club."

What's New?

Continued from page 2

Also to be given the opportunity to buy in are RCA, Speidel and American Chicle, Sid Caesar's current sponsors, and General Foods, which now is paying the freight for Bob Hope. Buick has already dropped its sponsorship of Milton Berle, but General Motors will probably be given a chance to move in because of its long-time association with the network.

The NBC plan is the latest manifestation of the current advertiser demand for circulation rather than identification and is along the lines of the recent Procter & Gamble purchases on CBS.

Too Heavy

The cutback in Godfrey programming on CBS during the evening is a manifestation of the fact that the load was too heavy on him, dogged as he has been by illness. The network feels that by expanding his "Talent Scouts," it is lightening its demands to an absolute minimum. His function will be, as always, just to emcee.

The current Wednesday night show, aside from the fact that its rating has been lower this season because of the "Disneyland" competition, has been a source of trouble to Godfrey because of unfavorable newspaper publicity resulting from internal shifts within the talent and production line-up.

ABC Fall Pitch

Continued from page 2

produces the Danny Thomas show, has shot and is turning over to ABC-TV. A kind of "Cafe Istanbul" is still on the agenda, as is "Devil's Theater," a half-hour stanza which the Theater Guild has developed for ABC-TV.

The only daytime property the web is definitely set to air next fall is "Mickey Mouse Club." It's no secret, however, that ABC's planning on coming up with additional properties that will put it into the daytime television business in a big way.

There is still talk about bringing Frank Sinatra into the ABC-TV picture, but nothing definite has been disclosed.

A POST EXCLUSIVE

"This is the kind of dame I am!"



Ethel Merman—"the girl who was born with a trumpet in her throat"—tells her bold and brassy story!

"Yak, yak, yak," says Ethel Merman. "For months I've been yakking into that portable recording machine of Pete Martin's. You can take it from me that little Ethel is absolutely fascinating—even more than I thought I was. As my current 20th Century-Fox movie and my Decca record say, 'There's no business like show business!'"

Here's the year's biggest story from the entertainment world. It's told in Merman's own words, and it's full of intimate glimpses of show biz headlines. Ethel lets her hair down as she tells why she's never been afraid of an audience, gives her secret for belting a song across the footlights, reveals just what she thinks of top stars—like Jimmy Durante, Bob Hope and Mary Martin—and tells why she'll never return to Broadway!

The Merman story is bound to be one of the best-read and most-talked-about articles of the year. So get your copy of the Post and begin reading it today!

That's the kind of dame I am by
ETHEL MERMAN
as told to Pete Martin

Feb. 12 issue—out Feb. 8

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Warners May Lead Way to Answer TV's Product Need

Major Movie Makers Feel Time Is Right to Take Television Step

• Continued from page 1

have been niggardly with their tele-releases to date.

But in the years between, the General Teleradio revolution and other developments have radically changed the TV-movie outlook.

Exhibitor Reaction

The main obstacle to the majors' tele-release was the danger of exhibitor reaction. This bugaboo now appears to have been exploded by Walt Disney Productions. Disney has been freely displaying his old and recent wares on ABC-TV's "Disneyland." So far there is no indication that this has had any detrimental effect on his current

theatrical release, "20,000 Leagues Under the Sea."

On the contrary, the TV showcasing of the man and his films seems to have spurred the box office to a remarkable degree. "Leagues," opening Christmas week in 57 cities with a healthy plug from "Disneyland," in a matter of weeks had grossed over \$2,000,000, and it's still going strong. In fact, Disney hardly makes any money out of his TV show directly, merely regarding himself as its fourth sponsor.

Since the MPTV letter, the motion picture business has swung completely to wide screens, big pictures and color productions. Nothing that TV has been able to put on so far has been able to keep the customers away from the theaters. The majors and the exhibitors have been making nothing but money. Warners itself this week reported a \$1,203,000 net profit for the last quarter, which beat the previous year by more than 50 per cent.

No Fear

Under these circumstances, the exhibitors are expected to have little or considerably less fear of any competition TV can put up. And they themselves would have little use of the old narrow-gauge pictures anyhow.

The producers, finding that the theaters are now gobbling up every big picture they can turn out, can afford to abandon their former cautiousness in their exhibitor relations. Evidence of this is the fact that Fox, and perhaps others, are preparing to follow the lead of Columbia's Screen Gems in going into TV film production.

Further, feeling in a generally expansive and prosperous mood, they no longer need to hold onto the assets that their vaults represented during the early postwar dog days. Also, seeing the money that General Teleradio was able to

(Continued on page 15)

Map 4 Series For Networks, Syndication

HOLLYWOOD, Feb. 5.—Plans for four new TV film series were formulated this week, two intended as network shows and two for syndicated runs.

Pilot for "The Amazing Miss Withers," a whodunit type show, will be shot February 21 by Tom McKnight at Hal Roach Studios for NBC. Agnes Moorehead and Paul Kelly are cast in the title roles. Script is by Stewart Palmer and Harry Clark.

CBS-TV has signed Marie Wilson for the lead in "Miss Peppercorn," comedy in which she will play a receptionist at a model agency. Everett Freeman is developing the series.

Jack Douglas is packaging a new documentary-type program, "Kingdom of the Sea," intended for syndication. Other show being packaged for syndication is George Fisher's "Let's Go Hollywood," deal being agented by Ben Pearson.

Leadership in Pix Award Poll Falls to Few

• Continued from page 1

three firsts, which are for quality, economy and speed.

It is interesting to note that this trend is quite a natural one, which would seem to go hand in hand with the consolidations and mergers which have shaken the telepix industry during the past year and continue to make news. The giants have been absorbing their weaker competitors, and strong firms have merged with each other to make for stronger combinations.

Thus, despite the sweeps registered in this year's balloting, the ever-changing face of the telepix business, as companies jockey for position and continue to merge and combine, makes future editions of these awards as uncertain as ever. It is these exceptions which prove the rule—that TV film is becoming bigger business indeed, and that the men will continue to be separated from the boys.

Offbeat Show For Belafonte

NEW YORK, Feb. 5.—Production of a pilot film of a projected quarter-hour series starring Harry Belafonte is being planned by Belafonte's manager, Jay Richard Kennedy, who will write and produce.

The format will see Belafonte singing folk tunes and demonstrating dance steps of various countries, and reciting translations of poetry. He will also use off-beat guest personalities. A small string orchestra will provide background music.

SAG's Pitch Would Hike Com'cial Costs

HOLLYWOOD, Feb. 5.—Considerable price rise in the production of commercials is indicated in negotiations that began this week between the Screen Actors' Guild and leading ad agencies.

The Guild is asking for a 15 per cent wage raise, restrictions on editing privileges and payment on performance. The last two demands are sleepers in the negotiations.

In the past, for instance, a producer could film a 60-second commercial, then edit other commercials of varying lengths, such as 30 seconds or 20 seconds, out of it while having to pay the performer

only once. The SAG now demands that a performer be paid for each of such commercials.

Payment on performance means that an actor be paid at the time of filming rather than at the time of delivery, as in the past, when, if a commercial were not delivered to an agency, the performer received no pay.

Both sides report negotiations as tough, with many participants feeling that no agreement will be reached within the two weeks for which the conference originally was scheduled. The present contract expires March 1.

12 New Areas To Get 'Badge'

NEW YORK, Feb. 5.—Ohio Oil is on the verge of purchasing "Man Behind the Badge" for 12 Midwest markets. The advertiser has already run thru its 26-week sponsorship of "Secret File USA" and there are no more films in production.

Ohio Oil was extremely happy with its sponsorship of "Secret File" because it jacked up its male viewing audience. Official Films distributes "Secret File."

GOIN' TO BE A FILM SEASON

Re-Runs' Ratings Power Prompts Screen Gems' Summer Step-Up

NEW YORK, Feb. 5.—With the market for re-run summer replacements expected to be greater this year than ever before, now that film shows have proved themselves capable of garnering almost as large an audience on their second run as they did on their first, Screen Gems is going into the summer replacement business on a mass production basis.

Sales veepee John Mitchell this week began peddling five separate packages of second-run dramas to advertisers that are laying off their regular stanzas for the summer. Two of the Screen Gems' summer replacement offerings come from this season's "Ford Theater." Another three packages have been

gleaned from this season's 44 "Fire-side Theater" episodes. Screen Gems is taking over for distribution. Ford, itself, will be re-running during the summer this season's first 13 "Ford Theater" episodes.

Important Factor

Increased use of film re-runs as summer replacement fare can be an important factor in aiding producers to get their cost and profits out of a film series quickly. For instance, Screen Gems last year, because of its summer replacement sales, saw 34 of its 39 "Ford Theater" episodes obtain a second network airing within the space of a 13-week period.

As a result, the firm was completely off the hook on production costs and was able to pocket a nice profit besides within one year, all of this before spending a single dollar in syndication costs. This

EDITORIAL

Industry Picks Its Own

For the third consecutive year The Billboard has conducted an industry-wide poll of the leaders in the TV film industry for the purpose of determining those organizations and individuals who have performed the most meritorious service in their respective fields during the past year. These, the third annual TV Film Service Awards, are perhaps the most coveted of their type, since they represent recognition by the industry itself of those deemed to have deserved them. Results appear in this issue.

It is because these awards are derived from the voting by the professionals of the trade on their fellow-professionals that they mean so much to those who win them, and that we take so much pleasure in sponsoring and presenting them.

The TV Film Service Awards this year deal with TV film distributors, TV stations, TV film commercials, TV film commercial producers and TV film laboratories. As in all TV film competitions under the auspices of The Billboard, the balloting was completely secret; the voting was by every important advertiser, ad agency, station, producer and distributor. The ballots were tallied on The Billboard's mechanical computing equipment to assure complete accuracy and full secrecy of balloting.

A total of 408 voters participated in the current balloting. The number of votes from each group of voters, and those classifications on which they voted were:

154 TV station execs—voted on distributors, commercials, commercial producers, laboratories.

102 ad agencies—voted on stations, distributors, commercials, commercial producers.

65 advertisers—voted on distributors, stations.

48 distributors—voted on stations, laboratories.

39 producers—voted on stations, laboratories.

We are again proud to present the results of our all-industry TV Film Service Awards. As usual, at the conclusion of the current season, another all-industry ballot will determine the winners of the 1954-'55 TV Film Program and Talent Awards.

Guild Sees \$20 Million Year; Sets 'Goldbergs'

NEW YORK, Feb. 5.—Guild films expects to gross \$20,000,000 during 1955, according to Reub Kaufman, president of the video-film distribution organization. Kaufman made the statement at the sales meeting of Guild, which was held here last weekend.

He also told his sales executives that Guild's newest property, "The Goldbergs," would go into production March 15 under the supervision of Duke Goldstone, its execu-

tive producer. The show will feature substantially the same cast as used on its last network outing on Du Mont. Molly Goldberg will be featured. Production will be in New York.

Meanwhile, several Motion Pictures for Television salesmen this week transferred their allegiance to MPTV Films, Inc., the new Guild subsidiary. Fred Yardley will continue to cover Boston; Dalton Dannon, Detroit; Dick Feiner and Marvin Lowe, Chicago, and John Cole, Los Angeles.

Three other former MPTV salesmen who are joining MPTV Films, Inc., will work out of Guild offices in Dallas, New Orleans and Atlanta. They are Irv Feld, Robert Feiner and Bob Mooney respectively. Guild this week also hired Bruce Collier, a former MPTV sales staffer, to head up its Southwestern sales push from its Dallas headquarters.

Package New Kidfilm Series

NEW YORK, Feb. 5.—Associated Artists has packaged a half-hour vidfilm series to be known as "The Kiddie Show." The series will offer a variety of Western and action subjects selected from outstanding films for kiddie viewing.

Among the programming matter will be "Johnny Jupiter," Tom Tyler, Jack Perrin and Starlight, the wonder horse; Bob Custer, and the famous Rin-Tin-Tin, based on James Oliver Curwood's stories.

BRUSH TO COSTLY, UNPROVEN SHOWS

Sponsors Put Thru Wringer; Agency Trend Is Toward Established Shows

HOLLYWOOD, Feb. 5.—With sponsors having taken their worst beating in the history of television this year, ad agencies will balk at putting high-budget unproven shows on the air next season, a top ad agency executive predicted this week.

Agencies have gone thru the shock treatment, the exec who prefers to remain anonymous declared, and are not likely to take the cure a second time. He gives as specific example a TV film program which cost \$75,000 per week—pro-

duction and air time—yet never garnered more than about a 15.0 ARB rating.

The trend is toward ad agencies buying into shows which have established their ratings, he contends, such as "Jackie Gleason," the "Comedy Hour," etc. With two sponsors selling dissimilar products, e.g. Jello and automobiles, sharing the bill, new programs to be developed will have to be of reasonable cost, he believes, in order to find a ready sponsor.

Winning Distributors

● WHICH TV FILM DISTRIBUTOR WOULD YOU TURN TO FIRST IN SEEKING A PROGRAM SERIES BECAUSE OF THE QUALITY OF ITS PRODUCT?

Place	Company	Points
1	Ziv TV Programs	223
2	MCA-TV, Ltd.	141
3	NBC Film Division	113
4	Guild Films	93
5	United Television Productions	91
6	Screen Gems	58
7	CBS TV Film Sales	52
8	Television Programs of America	32
9	Official Films	24
10	Motion Pictures for Television	21

● WHICH TV FILM DISTRIBUTOR HAS THE SALES STAFF DOING THE MOST OUTSTANDING JOB, REGARDLESS OF THE QUALITY OF THE FILM PRODUCT?

Place	Company	Points
1	Ziv TV Programs	163
2	MCA-TV, Ltd.	120
3	United Television Programs	81
4	NBC Film Division	80
5	Guild Films	77
6	Motion Pictures for Television	61
7	CBS TV Film Sales	59
8	Sterling Television	38
9	Official Films	28
10	Television Programs of America	24

● WHICH DISTRIBUTOR'S LIBRARY-TYPE PLAN DO YOU CONSIDER BEST?

Place	Company	Points
1	Motion Pictures for Television	80
2	MCA-TV, Ltd.	56
3	Sterling Television	48
4	United Television Programs	44
5	National Telefilm Associates	42
6	Unity Television	36
7	Ziv Television Programs	27
8	Hollywood TV Service	19
9	Official Films, Inc.	11
10	Flamingo Films	10

● WHICH TV FILM SALESMAN GAVE THE BEST SERVICE DURING 1954?

Place	Salesman	Company	Points
1	Fred Yardley	MPTV Films-Guild Films	77
2	Ed Simmel	United Television Programs	64
2	Dick Dinsmore	Screen Gems, Inc.	64
4	Bob Bersbach	NBC Film Division	52
5	Merriman Holtz	Guild Films	41
5	Ed Owens	MCA-TV, Ltd.	41
5	Bill Hooper	Ziv Television Programs	41
5	George Weiss	Guild Films	41
9	Arl Breicher	Official Films	24
9	Dale Sheets	United Television Programs	24
9	Larry Stern	M & A Alexander	24

● WHICH DISTRIBUTOR SUPPLIED THE MOST ASSISTANCE IN MAKING OR HELPING MAKE SALES DURING 1954?

Place	Company	Points
1	Ziv Television Programs	112
2	NBC Film Division	76
3	MCA-TV, Ltd.	68
3	United Television Programs	68
3	Guild Films Company	68
6	Motion Pictures for Television	35
7	CBS-TV Film Sales	32
8	Television Programs of America	21
9	National Telefilm Associates	18
10	Official Films	17

● WHICH DISTRIBUTOR PROVIDED FILM IN THE BEST CONDITION AND WITH THE BEST LABELING AND FILM LEADERS DURING 1954?

Place	Company	Points
1	Ziv Television Programs	151
2	Guild Films Company	75
3	NBC Film Division	74
4	Hollywood TV Service	51
5	MCA-TV, Ltd.	50
5	United Television Programs	50
7	CBS TV Film Sales	46
8	Motion Pictures for Television	34
9	Official Films	21
10	Television Programs of America	19

● WHICH DISTRIBUTOR PROVIDED THE BEST AND MOST PROMPT SHIPPING SERVICE DURING 1954?

Place	Company	Points
1	Ziv Television Programs	131
2	Guild Films Company	71
3	Hollywood Television Service	58
4	NBC Film Division	57
5	MCA-TV, Ltd.	53
6	CBS TV Film Sales	52
7	United Television Programs	45
8	Motion Pictures for Television	42
9	Official Films	23
10	Television Programs of America	20

DISTRIBUTORS

Ziv Tops Program Quality; MPTV Library Voted Best

For the third successive year Ziv Television Programs were voted tops for program quality by stations, sponsors and agencies. The veteran distributor released three new series in 1954, all with established name appeal. And the show with which it wound up the year, "The Eddie Cantor Comedy Theater," was unquestionably one of the most ambitious productions ever put into TV film syndication.

In a category in which the voting was almost entirely by stations, Motion Pictures for Television was declared to have the outstanding station library plan, moving up from second place in this category last year. MPTV's library is, of course, made up of features and Westerns, of which it still has the largest single collection. The MPTV library is understood to consist of over 600 titles all together, tho the firm has never made an official disclosure of the total.

Library sales have been the heart of MPTV's business since its founding in 1951, and, indeed, it was one of the first distributors ever to offer stations this type of plan. Its two and three-year contracts in which stations were billed a fixed fee per hour, often sensationally low, helped get many a station into business during and after the freeze.

For Small Stations

In 1954 MPTV's library contracts were for the most part being written for new and smaller stations. And here is where the giant feature firm came up with a new wrinkle in library plans. Over a nominal service charge, MPTV asked the stations to pay in spot time instead of money, time which the distributor then intends to sell to national advertisers. In 1955 the trade will be eagerly watching to see if this scheme can pay off.

In the voting for program quality, MCA-TV moved up ahead of the NBC Film Division, which it trailed last year. MCA-TV took on new programs at an accelerating

rate thru 1954. Aside from replenishing its enormous dramatic anthology series, "Famous Playhouse," the firm started the fall by picking up two topical sports shows, "Telesports Digest" and "Touchdown." Then it added a musical and mystery series, Guy Lombardo and "The Man Behind the Badge." At the end of the year MCA-TV had another musical and an adventure series in production, Xavier Cugat and "Soldiers of Fortune."

MCA-TV's Coup

MCA-TV's biggest programing coup came at the end of the year when it took over the catalog of United Television Programs, a move that occurred too late to be reflected in this poll. However, it is interesting to note that UTP on its own came out fifth in the voting on program quality.

NBC Film Division in 1954 released two mysteries, "Inner Sanctum" and "The Falcon." At the end of the year it had put on sale a new situation comedy, "His Honor, Homer Bell." And, of course, during 1954 it put out a second series of the top-rated "Badge 714."

In the station library voting, MCA-TV moved up to second place. MCA-TV first started selling its half-hour collection to stations in the summer of 1953. Sparked by Lou Friedland, the distributor made a station library deal in every major market in the country during 1954. Flexibility is the keynote of MCA-TV's library plan. Friedland tries to tailor the library to the station's specific programing problem and eschews unlimited play deals.

In half-hour libraries MCA-TV's biggest competitor was UTP, which was selling its Crosby package for unlimited play. UTP came out in fourth place in this category. In 1955, of course, the UTP library falls under the wing of MCA-TV. Just before its absorption by MCA-TV, UTP was selling its first-run

shows to stations for strip booking. Sterling Television, which probably has the most diversified assortment of 15-minute series, plus a few half hours, came in third. Sterling, with an extensive library of miscellaneous shorts, also offers stations one of the most liberal stand-by plans available.

National Telefilm Associates, which just got into library sales this year with an attractive pay-as-you-sell plan, placed fifth in this category.

DISTRIBUTORS

Ziv Film Tops For Condition, Quick Handling

Ziv Television Programs was a runaway winner in the voting for the best film condition and for the most prompt shipping. In the first of these two categories Ziv is repeating its victory of last year. In the matter of shipping, Ziv moves up from a close second place last year.

Ziv's efficiency in its print handling goes hand in hand with its strong showing in programing and sales. It is this aspect of the distributor's job that can often make the difference in keeping the customer happy, and the outfit that does that usually shows well in all categories of The Billboard's poll.

A great number of Ziv's clients get their prints thru Modern Talking Picture Service, specialists in TV film care and trafficking. Ziv usually refers its multi-market sponsors to Modern, which takes care of commercial insertions, shipping and checking print condition.

Guild Films, which has consistently shown a conscientious attitude toward print handling, moved up to second in both these categories this year, having run third in the former last year. Guild this year installed an electronic dirt detector in an effort to keep its prints in top condition.

Firms Merge Since Voting

Two major changes in the industry took place after the balloting began on The Billboard's Third Annual TV Film Service Awards. These changes involved the absorption of United Television Programs by MCA-TV, and the formation of MPTV Films, Inc., as a wholly owned subsidiary of Guild Films, handling the MPTV feature film library.

In the latter instance, the entire MPTV library, as an entity, moved over to the new set-up, along with the sales and service organization which handled it. As a result, this move would not have made any change in the voting. The votes thus have been transferred to the MPTV Films-Guild Films operation.

In the case of the MCA-UTP deal, it is impossible to assume that all the votes cast for each as a separate group would have been given to the combined operation under the MCA banner, so the votes for the two firms are shown separately.

Nevertheless, it is interesting to note that a combination of the MCA and UPT votes would have offered a potent threat to the domination of the distrib field by Ziv-TV. Instead of five first places scored by Ziv out of six questions devoted to distributors as companies the combined UTP-MCA votes would have taken four firsts to two for Ziv, with MCA-UTP running second in the latter two instances.

DISTRIBUTORS

Selling, Station Aid Wins Go to Ziv-TV

Ziv Television Programs took first place for both categories of selling, for its assistance to stations and agencies in closing deals as well as for the most outstanding over-all sales staff.

But in the voting for the top individual salesmen it was a different situation. Ziv placed, only one man in the top ranks, and that was Bill Hooper, who was caught in a four-way tie for fifth place.

The top individual salesman was Fred Yardley, who covers New England for Motion Pictures for Television. In last year's poll, Yardley won first place among feature-film salesmen. This year, voting for feature and syndication salesmen were combined in one category.

Tied for second place among the salesmen were Ed Simmel, of United Television Programs, who has now moved over to MCA-TV as field supervisor out of New Orleans, and Dick Dinsmore, of Screen Gems, who manages the firm's West Coast sales out of San Francisco. Bob Bersbach, Chicago salesman for the NBC Film Division, took fourth place.

It would seem that Ziv's showing in the two general sales categories reflects its numerical sales power and its over-all sales policy rather than the prowess or popularity of any individual salesmen. Ziv today lays claim to a staff of over 75 salesmen, undoubtedly the largest in the business. The firm continues its policy of selling in separate concentrated campaigns. Its stand-

ing in this respect is borne out by its sales record this past year not only on its three new properties but on second-year renewals on "I Led Three Lives," "Favorite Story" and now "Mr. District Attorney." It is further borne out by the fact that Ziv in 1954 was clearly the top grosser in syndication.

This trend in the voting—for the over-all sales effectiveness rather than individual salesmanship—is further reflected by the fact that MCA-TV ran a comfortable second for over-all sales staff. Even before absorbing UTP, this firm had what was probably the second largest staff in the field, 35 men. As opposed to Ziv, MCA-TV was not dedicated to one property at a time, but it did manage to push thru the last possible mile on every show it had. At variance with its standing in these categories, MCA-TV had only its Ed Owens running in a four-way tie for fifth among individual salesmen. Simmel's votes were still for his service with UTP.

Of course, working for a larger company inevitably cuts down a salesman's own chances in this poll, since, as a consequence, he has a more limited territory and is therefore known to fewer customers and voters.

It is again interesting to note that UTP gave a good fight to MCA-TV, which has now absorbed it, in both sales categories. It ran next behind MCA-TV in sales staff and tied it for third in sales assistance.

STATION PROGRAMING

Indie KTTV Pix Best Battler Of Nets; WOR, WCBS Next

Syndicated TV film shows have become a major weapon for independent stations. It's not surprising, therefore, that the two stations coping top honors for most effective and imaginative programing of film shows in 1954 were both independent stations located in the two markets where there is most competition from the webs and other stations.

KTTV, Los Angeles, took first place in this category and was followed by WOR-TV, New York. Third spot in the voting was picked up by WCBS-TV, New York, the CBS flagship.

The race for other positions among the top 10 was also close. The runners-up came thru the the voting in the following order: Fourth place, WRCA-TV, New York; fifth, WABC-TV, New York; sixth, WGN-TV, Chicago; seventh, WBNS-TV, Columbus, O.; eighth, WLW-TV, Cincinnati; ninth, KNXT, Hollywood, and 10th, KBT, Denver.

Other Wins

First place winner KTTV, which also garnered two other first-place awards plus one second and one third spot in the other categories of station film operation (see other stories), has done extremely well thru its use of film in combating the TV webs in the highly competitive Los Angeles market. During one week in August, 1954, for example, the indie outlet, headed by Dick Moore, moved into top-dog status by pulling higher American Research Bureau ratings than any other station in the market, including the NBC outlet, KNBH,

and CBS' station, KNXT (The Billboard, September 4). It achieved its stature by sparing no expense in a deliberate effort to acquire every top-quality film stanza available to it. The station reportedly spends over \$100,000 a week in its operation.

Second spot winner in the programing classification, WOR-TV, gained fame and fortune last year thru its "Million-Dollar Movie," which embodied a revolutionary new approach to feature film pro-

10 SECONDS

Or Better Yet, Cut Throat!

Station film directors have headaches galore in just getting some film on the air, let alone doing a job worthy of winning garlands such as have been voted in The Billboard's Third Annual TV Film Service Awards. For example, after receiving the following wire from ABC-TV, Hollywood, one film manager tried to swallow a whole box of aspirin.

The TWX read, "The 'Readers Digest Show' prod nbr 107.03, 'Mrs. Robert Louis Stevenson' runs 29-40. If this extended length of show causes schedule difficulties edit the film according to the following instructions. If you bicycle print on to another station pls inform station if you edit print. Edit as follows in order to make film time 29 minutes 30 seconds.

"Measure down from Academy start mark on 16-mm. footage counter to 687 feet plus 35 frames. Then cut out 2-1-2 16-mm. feet or 96 frames. This cut will eliminate part of two scenes, the reverse angle of a boat and a med. long shot aboard boat-girl fires gun. After splicing continue in footage counter to 795 feet plus 28 frames from start-mark after deletion. Then cut out 9-1-2 feet of 16-mm. footage or 380 frames. This cut will eliminate part of boat in stormy sea, a med. two shot inside stateroom in boat, a closeup of sailor in doorway and a part of a two shot inside stateroom of boat. Regards."

Any questions?

graming. WOR-TV's idea was to use top-quality first-run feature films as prime time programing fare in a multiple-exposure pattern. Each feature is shown 16 times a week.

Stanza SRO

The stanza is completely sold out to eight participating sponsors, each of whom gets a one-minute commercial plus a billboard on each showing of the film. The show, which has given each bankroller as high as an 84.2 cumulative Telepulse rating for a week, hiked WOR-TV's position in the New York market from sixth to third spot in ratings. The station is headed by Gordon Gray; its film director is Milford Fenster.

WCBS-TV earned its third-place spot in the voting for effective and imaginative use of film programing largely on the basis of its success with showcasing feature films before and after the network option periods. The outlet has built up a hefty audience following for its feature programs—the "Early

(Continued on page 15)

Strip Booking KRON's Aid

The second-place win of KRON-TV, San Francisco, for outstanding sales reflects the station's ingenious promotion of its strip booked film shows. Beginning in October, KRON-TV ran "The Falcon" 11-11:30 p.m. daily and almost immediately sold out the schedule to spot advertisers. Among the sponsors are Ford, Herbert Tareyton, Anahist and Polydent.

Shortly after this success, the station began multi-booking half-hour series in daytime.

Reps Who Help the Stations to the Top

A large portion of the credit for any station's win for TV film sales or service on availabilities must go to the station representatives.

The reps of the three winners in each of these two categories are: KTTV, Los Angeles—Blair-TV; KRON-TV, San Francisco—Free & Peters; KOIN-TV, Portland, Ore.—Avery-Knodel; WOR-TV, New York—H-R Representatives.

TELEVISION STATIONS

KTTV Tops Sales, Time Info Groups

One of the most important areas of station operation is sales. Closely allied with it is the process of supplying information on time availabilities. KTTV, Los Angeles, led the pack as the station that's tops in both of these categories, so far as TV film programs are concerned, according to balloting for the third Annual TV Film Service Awards.

The aggressive West Coast indie, which also came out on top in the voting for the station with the most imaginative and effective programing (see other story), took first place in both these categories by a heavy margin.

In the balloting for the station which did the most outstanding sales job on its TV film programing last year, KRON-TV, San Francisco, copped second place, while WOR-TV, New York, picked up third.

KOIN, KRON-TV

Second and third place spots in the voting for which station supplied the fastest information on time availabilities were picked up by KOIN-TV, Portland, Ore., and KRON-TV respectively.

The fact that KRON-TV placed among the top three in both categories—that of sales, and providing

information on time availabilities—is an indication of the extent to which the station has turned toward film as an important part of its salable programing. Harold See, general manager of the outlet, was chairman of the TV film panel at the National Association of Radio and Television Broadcasters' convention last year.

The other stations that pulled in a goodly number of votes for the job they did in selling their TV film shows were KNXT, Hollywood, in fourth place; WCBS-TV, New York, fifth, and WPIX, New York, sixth. Seventh place went to KBT, Denver, while WGN-TV, Chicago, and WXYZ-TV, Detroit, tied for eighth; KOIN-TV, Portland, Ore.; WRCA-TV, New York, and WFBC-TV, Greenville, S. C., finished in a dead heat for 10th.

In the category of providing information on time availabilities, the fourth spot was won by WGN-TV, while WCBS-TV took fifth; WBNS-TV, Columbus, O., sixth; WALA-TV, Mobile, Ala., seventh, and WCCO-TV, Minneapolis-St. Paul, eighth; WJBK-TV, Detroit, ninth, and a tie for 10th spot between WPIX, New York, and KFEL-TV, Denver.

Winning Stations

WHICH STATION PROGRAMED ITS TV FILM SHOWS MOST EFFECTIVELY AND IMAGINATIVELY DURING 1954?

Table with 2 columns: Place, Station, Points. Lists top 10 stations for effective and imaginative programming in 1954.

WHICH STATION DID THE OUTSTANDING SALES JOB ON ITS TV PROGRAMING DURING 1954?

Table with 2 columns: Place, Station, Points. Lists top 10 stations for outstanding sales job on TV programming in 1954.

WHICH STATION SUPPLIED THE FASTEST INFORMATION ON TIME AVAILABILITIES, REGARDLESS OF LENGTH OF TIME PERIOD INVOLVED?

Table with 2 columns: Place, Station, Points. Lists top 10 stations for fastest information on time availabilities in 1954.

WHICH STATION WAS MOST CAREFUL AND CONSCIENTIOUS IN HANDLING TV FILM PROGRAMS AND MOST PROMPT IN RETURNING THEM?

Table with 2 columns: Place, Station, Points. Lists top 10 stations for careful and conscientious handling of TV film programs in 1954.

WHICH STATION WAS MOST CAREFUL AND CONSCIENTIOUS IN HANDLING TV FILM COMMERCIALS AND MOST PROMPT IN RETURNING THEM?

Table with 2 columns: Place, Station, Points. Lists top 10 stations for careful and conscientious handling of TV film commercials in 1954.

TV STATIONS

WGN Repeats Film Handling Top Honors

That proper handling of films and promptness in returning them on the part of stations can save distributors a considerable amount in print costs will be attested to by all distributors. The station that was voted most careful and conscientious in handling and most prompt in returning film was WGN-TV, Chicago.

The balloting on this phase of station operations was split into two categories. One concerned filmed programs, and the other film commercials. WGN-TV scored tops in both categories.

KTTV, Los Angeles, placed second in the handling and returning of programs, and WCBS-TV, New York, came in third in this category. Oddly enough, these two stations switched places when it came to the same activities as applied to film commercials. WCBS-TV placed second, KTTV placed third.

WGN-TV has long been known for its efficient film department, headed by Elizabeth Bain. The station last year also won first place in The Billboard's TV Film Service Awards for its handling and returning of film programs.

Follow-up places in the voting on handling and returning film programs were: KOIN-TV, Portland, Ore., fourth; KRCA-TV, Los Angeles, fifth; WBNS-TV, Columbus, O., sixth; WJAR-TV, Providence, seventh; WBAP-TV, Fort Worth, eighth; KRON-TV, San Francisco, ninth; WAAM-TV, Baltimore, tenth.

On the question of handling and returning film commercials, KOIN-TV took fourth and WPMY-TV, Greensboro, N. C., reaped fifth honors; KNXT, Hollywood, was sixth; WHBQ-TV, Memphis, seventh; WBAP-TV, eighth; KPRC-TV, Houston, ninth; WMIN-TV, St. Paul, tenth.

Winning Commercials

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

Place	Company	Points	
1.....	Jello	148	
2.....	Ford	143	
3.....	Alka-Seltzer	133	
3.....	Gillette	133	
5. Lucky Strike	97	8. Hamm's Beer	71
6. Bardahl Oil	85	9. Pamper Shampoo	55
7. Peter Paul	83	10. Bulova	44
		10. Godchaux Sugar	44

● WHICH ADVERTISER'S TV FILM COMMERCIAL DO YOU REGARD AS THE MOST ORIGINAL AND IMAGINATIVE OF 1954!

Place	Company	Points	
1.....	Jello	156	
2.....	Ford	138	
3.....	Bardahl Oil	124	
4. Gillette	90	7. Pamper Shampoo	68
5. Peter Pan Peanut Butter	79	8. Hamm's Beer	57
5. Alka Seltzer	79	9. Goldchaux Sugar	45
		10. Lucky Strike	43

Winning Commercial Producers

● WHICH PRODUCER OF TV FILM COMMERCIALS DID THE HIGHEST QUALITY JOB IN 1954 REGARDLESS OF TYPE OF COMMERCIALS HANDLED!

Place	Company	Points	
1.....	Sarra, Inc.	150	
2.....	Alexander Film	130	
3.....	Kling Film Enterprises	129	
4. Five Star Productions, Inc.	85	7. Screen Gems, Inc.	54
5. Transfilm, Inc.	68	8. TV Spots	49
6. United Productions of America	57	9. Shamus Culhane Publications	46

● WHICH PRODUCER OF TV FILM COMMERCIALS TURNED OUT THE FASTEST WORK IN 1954 REGARDLESS OF TYPE OF COMMERCIALS HANDLED!

Place	Company	Points	
1.....	Kling Film Enterprises	116	
2.....	Alexander Film	113	
3.....	Sarra, Inc.	98	
4. Shamus Culhane Publications, Inc.	86	8. Screen Gems, Inc.	54
5. Transfilm, Inc.	84	9. Fidicam Pictures	45
6. Film Associates, Inc.	75	10. Robert Lawrence Productions	41
7. TV Spots	72		

● WHICH PRODUCER OF TV FILM COMMERCIALS DID THE MOST ECONOMICAL JOB IN 1954 REGARDLESS OF TYPE OF COMMERCIALS HANDLED!

Place	Company	Points	
1.....	Kling Film Enterprises	108	
2.....	Central Telefilm	89	
3.....	Alexander Film	66	
3.....	Film Associates, Inc.	66	
5. Five Star Productions, Inc.	55	8. Lalley and Love	32
6. Shamus Culhane Publications, Inc.	41	9. Lewis and Martin	28
7. Peter Elgar Productions	35	10. Ray Patin Productions	24

Winning Laboratories

● WHICH LAB PROVIDED THE HIGHEST QUALITY SERVICE DURING 1954!

Place	Company	Points	
1.....	Consolidated Film Labs	140	
2.....	Precision Film Labs	129	
3.....	Movielab	124	
4. DeLuxe Film Labs	91	7. Byron Film Labs	50
5. Pathe Film Labs	76	8. Guffanti Film Labs	40
6. General Film Labs	62	9. Capitol Film Labs	37
		10. Kling Film Labs	31

● WHICH LAB PROVIDED THE FASTEST WORK DURING 1954!

Place	Company	Points	
1.....	Consolidated Film Labs	140	
2.....	Precision Film Labs	129	
3.....	DeLuxe Film Labs	119	
4. Movielab Film Labs, Inc.	96	7. Circle Film Labs	46
5. Pathe Film Labs	84	9. Film Service Labs	44
6. Guffanti Film Labs	60	10. Byron Film Labs	39
7. General Film Labs	46	10. Capitol Film Labs	39
		10. Film Associates	39

● WHICH LAB PROVIDED THE MOST ECONOMICAL WORK DURING 1954!

Place	Company	Points	
1.....	Consolidated Film Labs	128	
2.....	DeLuxe Film Labs	115	
3.....	Precision Film Labs	111	
4. Movielab Film Labs, Inc.	90	7. Circle Film Labs	65
5. Pathe Film Labs	79	8. Byron Film Labs	55
6. General Film Labs	69	9. Film Associates	53
		10. Guffanti Film Labs	46

COMMERCIAL PRODUCERS

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

Two producers of film commercials—Kling Film Enterprises and Sarra, Inc.—walked away with top honors in The Billboard's Third Annual TV Film Service Awards. Kling won first place awards for producing both the fastest and most economical work. And Sarra garnered the largest number of votes in an extremely important category—for producing commercials of the highest quality during 1954.

The Alexander Film Company nailed down the runner-up spot in both the fastest work classification and for highest quality service. Sarra made itself felt again in the fastest service voting when it ran third for speed, while Kling took third for quality. Fourth place in the speed category went to Shamus Culhane Publications, with Transfilm fifth. Five Star Productions of Hollywood and Transfilm won fourth and fifth places, respectively, in the quality voting. Following Kling, respective vote-getters for economy were Central Telefilm in second place, a third place tie between Alexander Film Company and Film Associates, Inc., and Five Star Productions, Inc., which placed fifth.

Now only 10 years old, Kling Studios of Chicago and Hollywood

is a firm that has grown along with TV. Early last year Kling took over the Chaplin lot in Hollywood and has also expanded its Chicago operation by moving into the old Roller Bowl there, giving it the largest sound stage outside of the Coast. It has representatives in most of the major Middle Western cities and conducts about 30 per cent of its business with out-of-town agencies. The firm has top animation and stop-motion departments and specializes in custom commercials.

Another Chicago operation, Sarra, which started as high-fashion photographers, is already making its mark in New York City. One of its specialties is animation, and it has turned out commercials for such clients as Pabst, St. Joseph's aspirin, Continental Baking and Lever Bros. This year has been spent working on color to perfect the new medium for advertisers.

Location Factor
The voting for most economical commercial producers reveals that firms outside the large cities are able to benefit from reduced labor costs. Central Telefilm is located in Peoria, Ill., and has been under the management of Herb Landon, formerly of Kenyon & Eckhardt.

Film Associates is the Dayton, O., firm and also handles film processing. And the Alexander Film Company is the well-known Colorado Springs, Colo., producer which has been turning in fine work for many years.

Award Reflects Kling Upsurge In Film Plugs

Kling Film Enterprises, which has its home office in Chicago but has major facilities in Hollywood, has greatly expanded its production of vidfilm commercials in the past year. Its animation department, particularly, has increased its output in recent years. The result of all this activity is reflected in Kling's winning of two top awards among commercial producers, for both speed and economy.

Kling has had a long and variegated list of clients for which it has turned out commercials. A sampling of these includes such firms as Admiral TV sets, Armour meats, Baltimore paints, Capehart-Farnsworth phonos, radios and TV sets, Carling beer, Cat's Paw shoe soles, Dodge autos, Frigidaire products, General Electric major appliances, Genesee Brewing, the Andrew Jergens Company, O'Ceard mops, Standard Oil of Indiana and Stewart-Warner Corporation.

Sarra, Inc., which took top honors for quality among commercial producers, has a similar list of blue chip accounts, many of them the same as those also serviced by Kling.

Sarra's List

The Sarra list includes Benrus Watches, Cat's Paw soles, the Electric Auto-Lite Company, Hoffman beverages, Jergen's Lotion, Manor House coffee, Stoppette deodorants, Mutual of Omaha insurance, Pabst beer, Schick electric shavers, the Sun Oil Company, Sylvania electric products and U. S. Tobacco.

The Alexander Film Company of Colorado Springs, Colo., took second honors for both quality and speed, and third for economy. This veteran firm handles such accounts as Continental Airlines, Fairmont foods, Frigidaire products, Interstate bakeries, Maytag washers and dryers, Seven-Up and the Union Pacific Railroad.

COMMERCIALS

Jello Wins Awards In Two Categories

The General Foods' Jello commercials were voted the most original and imaginative, as well as the best and most effective, thus winning in the two commercial classifications in The Billboard's Third Annual TV Film Service Awards. Second place in both categories went to the Ford Motor Company.

The voters thus paid tribute to Jello's "Busy Day" commercials, which were first introduced in December, 1953. They brought something new to TV in the work of famous cartoonist Saul Steinberg and were so well received by the trade that they won the Art Directors' Gold Medal. A combination of animation and live, the one-minute commercials showed a weary housewife and how her problems were solved by the product. The animation was by United Productions of America. Young & Rubicam developed the commercial for Jello.

The second place winner, Ford,

also used animation to sock across its message. The 20-second spots featured a Magoo-type character whose sales approach was fast and breezy. These commercials were made by the Storyboard Company of Hollywood for J. Walter Thompson. Also noteworthy were the Ford commercials using Professor Thomas Folds, of the Northwestern art department, whose work remained vivid to many viewers days after it was seen, according to a study made by the client.

In the best and most effective commercial category, third place honors were shared by Alka-Seltzer and Gillette, and fifth place went to Lucky Strike cigarettes. In the most original and imaginative voting, Bardahl Oil's refreshing commercials of 1953 still retained enough impact to win third place, Gillette nailed down fourth spot, and Peter Pan Peanut Butter, a division of Derby Foods, tied for fifth with Alka-Seltzer.

LABORATORIES

Consolidated Tops In Quality, Speed, Economy

Consolidated Film Laboratories this year emphatically showed its heels to other film processing firms in the voting when it won all three top prizes—for highest quality service, fastest, and most economical—in the Billboard's Third Annual Film Service Awards. In last year's competition, Consolidated won first place for the quality of its work.

Runner-up spot for both highest quality service and fastest work went to Precision Film Labs, which last year did not place in any of the three top positions of any of the classifications. DeLuxe Labs won second position for its economical processing, and in the same classification, Precision ranked third, followed by Movielab Film, Inc., and Pathe Labs, Inc.

For the high quality of their service, Movielab, DeLuxe and Pathe tallied votes for third, fourth and fifth places in that classification. Third, fourth and fifth spots for fastest work went to DeLuxe, Movielab and Pathe respectively.

A division of Republic Pictures, Consolidated handles the major portion of the processing for film shows in its West Coast plant. The film processor is also moving into a more active position on the East Coast, where it is starting to increase its portion of the processing business. Consolidated has been extremely active in the development of color processing.

Precision Film Labs is owned by John A. Maurer, the noted film and sound engineer. Its specialty is 16-mm. work, and it has placed a great accent on research with electronic printing and color. DeLuxe is a 20th Century-Fox Film subsidiary and is one of the largest processors of color film. One of its specialties is the processing of kines. The independently owned Movielab, whose president is Saul Joffe, has been thru a year of growth and expansion, culminating in the opening of its own preview theater, which is equipped to handle all widths of film.

UPA Turned Out Jello Commercial Thru Y.&R. Firm

Jello, whose commercial took top honors in both categories for vidfilm commercials, has all of its advertising developed by the Young & Rubicam ad agency. Several commercials producers have handled plugs for this division of General Foods. Among them are Screen Gems, Lars Caloni, Gray-O'Reilly, and Hankinson, as well as United Productions of America which turned out this year's champ.

Ford Motor Company, second place winner in both categories, is handled by J. Walter Thompson. It has had its commercials produced by Screen Gems and by MPO-TV, the latter specializing in Ford color pitches. The Storyboard Company handled an animated commercial for Ford which created most excitement.

Bardahl Oil, which took third place for the most original and imaginative commercial, is handled by the Wallace Mackay agency, and has the majority of its commercials produced thru Ray Patin Productions.

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

PRESTON FOSTER
WATERFRONT

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

Authentic! Filmed On Location At Picturesque Los Angeles Harbor!

Here's the show that captures the tingling drama of the waterfront as no TV series has ever done before. "Waterfront" vividly depicts the exciting events in the lives of a tugboat Captain and his family. It stars Preston Foster, one of Hollywood's most popular actors.

Each show exploits "Waterfront's" great potential for action-adventure, and family-situation plots. "Waterfront" is a prestige program for any sponsor. So act now while it's still available in many markets!



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

NEW YORK: 598 Madison Ave.

BEVERLY HILLS: 9370 Santa Monica Blvd.

ATLANTA: 515 Glenn Bldg.

BOSTON: 45 Newbury St.

KANSAS CITY, KANSAS: 6014 W. 76 Terrace,
Overland Park

CHICAGO: 430 North Michigan Ave.

CLEVELAND: 1172 Union Commerce Bldg.

ROANOKE: 116A West Kirk Ave.

NEW ORLEANS: 504 Delta Bldg.

CINCINNATI: 3790 Gardner Ave.

DALLAS: 2102 No. Akard St.

DETROIT: 837 Book Tower

SAN FRANCISCO: 105 Montgomery St.

SEATTLE: 203 White Building

SALT LAKE CITY: 212 Beason Bldg.

MINNEAPOLIS: 1048 Northwestern Bank Bldg.

PITTSBURGH: 550 Grant St., Suite 146

PHILADELPHIA: Bellevue-Stratford Hotel,
Broad & Walnut Sts.

ST. LOUIS: 1700 Liggett Drive

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

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

MCA-TV ENGLAND: 139 Piccadilly, London W1

GUY LOMBARDO



AND HIS ROYAL CANADIANS

39 half-hour films, featuring America's No. 1 musical favorite and a famous female guest star vocalist each week.

THOMAS MITCHELL MAYOR OF THE TOWN



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

FAMOUS PLAYHOUSE



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

JOHN RUSSELL CHICK CHANDLER SOLDIERS OF FORTUNE



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

LOUIS HAYWARD THE LONE WOLF



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

ABBOTT AND COSTELLO



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

ROCKY JONES SPACE RANGER



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

HEART OF THE CITY



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

PAUL HARTMAN PRIDE OF THE FAMILY



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

ROD CAMERON CITY DETECTIVE



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

KEN MURRAY WHERE WERE YOU?



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

ROYAL PLAYHOUSE AND COUNTERPOINT



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

GEORGE RAFT I'M THE LAW



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

TELESPORTS DIGEST

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

TOUCHDOWN

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

CHARLES BICKFORD MAN BEHIND THE BADGE



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

CURTAIN CALL



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

ALAN HALE, JR. RANDY STUART BIFF BAKER U.S.A.



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

MELVYN DOUGLAS HOLLYWOOD OFF-BEAT



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

PLAYHOUSE 15

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

RALPH BELLAMY FOLLOW THAT MAN



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

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

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

MCA

TV

Film Syndication

This one



L15P-WTG-WX7L

Profiles of First-Place Winners

The Billboard's Third Annual TV Film Service Awards

Ziv Television Programs



JOHN SINN
President

Ziv Television Programs won in five of the six categories for TV film distributors in this year's TV Film Service Awards. A subsidiary of the Frederic W. Ziv Company, which was just 15 years old this year, Ziv-TV was one of the first companies ever to distribute a TV film series, starting six years ago with "Yesterday's Newsreel." The move into TV came naturally to the Ziv outfit, since the syndication type of selling was its specialty in radio. Call it syndication or Sinn-dication, it's still practically synonymous with John Sinn, president of the firm.

Since pioneering in the business, Ziv-TV has continued to expand at a rate that has secured its leadership as manifested in every one of The Billboard's TV film polls. In 1954 the firm's expansion was most spectacular. It released three shows, boosted its sales force to around 75 men and bought its own production studios, the former Eagle-Lion lot in Hollywood. And Ziv-TV has not stopped growing yet. In 1955 it is expected to release six shows and is still enlarging its sales force.

The firm's brass under Ziv and Sinn are M. J. Rifkin, on sales; Maurice Unger, on production; Bob Friedheim, business manager, and Leo Cutman, on advertising and promotion.

KTTV, Los Angeles



RICHARD A. MOORE
General Manager

KTTV, one of the leading independent stations in the country, has become a heavy user of TV film during prime nighttime hours. By the end of 1954 the station's nighttime programming consisted of 59 per cent film, almost twice as much as any of the other six stations in the Los Angeles area.

The station purchases the best first-run programs available, slotting them back to back. Its strongest shows are pitted against weak spots in its opposition's schedules. Much of its late-evening and afternoon programming fare consists of half-hour re-runs across the board.

In selling, the station has developed a "triple play plan," whereby sponsors are offered spots in three different programs in Class A time. Advertisers, of course, can also buy an entire show. On several

occasions the outlet has bought regional rights to a show it wants and then sold the show regionally to a sponsor who puts in on KTTV in the Los Angeles market. The station's general manager is Richard A. Moore; its film director is Dick Woolen.

Consolidated Film Laboratories



HERBERT J. YATES
President, Republic Picture.

Consolidated Film Laboratories, which dominated the film processing voting and walked away with the three top prizes for quality, economy and speed, is an example of a movie producer which embraced TV and is financially the gainer for it. Consolidated, of course, is owned by Republic Pictures, which has also been active in releasing many of its old pictures to TV. Herbert J. Yates is president of Republic.

The firm, by expanding its laboratory facilities for 16-mm. prints in Hollywood last year, solidified its domination of video film processing. It has also steadily moved ahead in the East, where it has increased its portion of the kine work. Arthur J. Miller heads up the East Coast operation; Sidney J. Solow is in charge of its West Coast work.

MPTV Films, Inc.



REUB KAUFMAN
President, Guild Films

Victory for the best library plan by the feature films formerly sold by Motion Pictures for Television comes at a time when the films are about to change auspices, since a deal was closed last week by which Guild Films is taking over the sale of the MPTV library. Guild is headed by Reub Kaufman. The library will be sold via the newly organized MPTV Films, Inc., a wholly owned subsidiary of Guild Films.

The exact number of titles in the library has never been officially disclosed, but it is undoubtedly the largest single collection of features and Westerns in TV. Since its founding in 1951, MPTV has been selling its pictures in two and three-year library deals, which are usually the chief topic of conversation when two or more film buyers get together. In the MPTV deal, the station buys a certain number of hours of film per year at a rate which is usually far be-

low that which the station can get anywhere on a per picture basis. MPTV's bookers always work closely with the station's program directors in scheduling the individual titles in the library, and the firm's servicing and film handling has always been excellent.

This past year MPTV began selling library deals under a barter arrangement by which smaller stations were able to pay in spot time instead of money.

WGN-TV, Chicago



ELIZABETH BAIN
Film Director

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

The station's film director, Elizabeth Bain, has held that post for seven years and has her department functioning like a well-oiled machine. When the department was organized under her direction in 1948, the station was equipped with only one 16-mm. projector for screening purposes.

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

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

Kling Film Enterprises

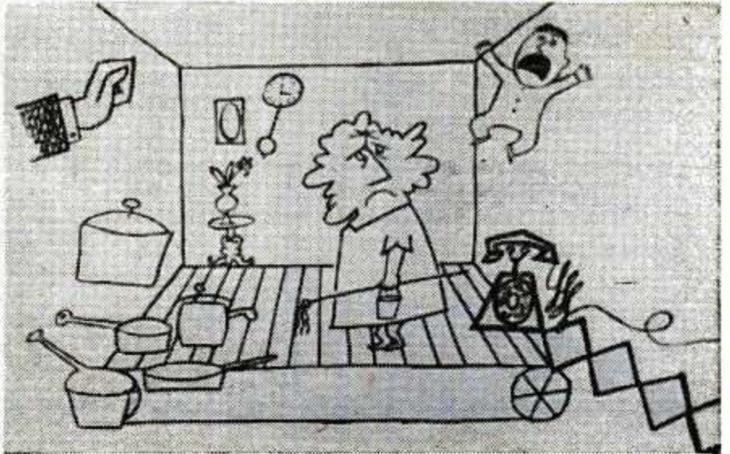


FRED NILES
Vice-President,
TV-Motion Picture Division

Originally an art studio, Kling Film Enterprises has become a major power in the industry. Sparked by veepee Fred Niles, who is in charge of its TV-motion pictures division, the firm has now expanded into motion picture production and has three full-length films scheduled.

In addition to the production of commercials, Kling also has done a great deal of work on industrial films. It has made commercials for virtually every important account, with the majority of its work coming from Middle Western firms such as Swift and Pure Oil. In recent years its animation department, which is based in Hollywood, has begun to find favor with advertisers.

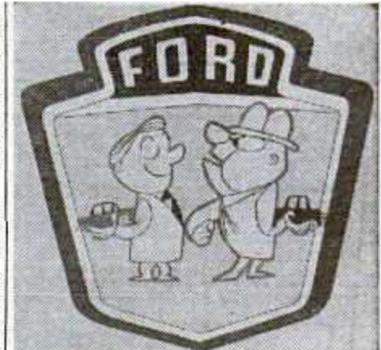
Winning Commercials



The Jello "Busy Day" commercials tell the story of a weary housewife who fears the clock so much that she becomes depressed by dinnertime, until she thinks of Jello instant puddings. The factor that made the commercial was the use of artist Saul Steinberg and his style of drawing. Also noteworthy was the sound track which used a "busy, busy" chant.

The idea for using Steinberg came from Young & Rubicam's Bob Shapiro, an art director. Barbara Demaray, of the agency's TV commercial staff, was responsible for the "busy, busy" chant. Animation was by United Productions of America, which incidentally also won first prize at the Fifth International Exhibition of Documentary Film and Short Subjects at Venice, Italy.

The Ford 20-second animated commercial titled "The Deal" created much comment in the trade this year. Made by the Storyboard Company of Hollywood for J. Walter Thompson, the commercial shows a Ford sales being consummated in breezy, memory-sticking style.



With the scene the entrance to a Ford showroom (indicated by the Ford medallion), the exchange between dealer and buyer runs this way: D-Come on in. B-Trading today? D-Yeah! B-(whistles on seeing model). D-Like it? B-Yeah! D-Let's see yours. B-(shows quickly) Higher trade-in? D-The highest. B-Lower price? D-The lowest. B-It's a deal! (They

switch cars very fast and B's mouth animates the letters F-O-R-D as he says-It's a Fooorrrrd!)

Fred Yardley



FRED YARDLEY
MPTV Films-Guild Films

Frederick W. Yardley, the TV film industry's top salesman, has spent his entire career in this business with Motion Picture for Television, which last week came under the aegis of Guild Films. Yardley joined MPTV at its inception in 1951, and has been its Northeast division manager out of Boston all along.

Before getting into film, Yardley had a varied and distinguished career in retailing, securities and industry. His last position before going to MPTV was as president of Prack Laboratories. His other jobs, in reverse order, were with the Wall Street firm of Babcock, Rushton, with the New York department store, Lord & Taylor as merchandise manager, with the Structural Gypsum Corporation as advertising manager and with the Penn Dixie Cement Corporation as assistant advertising manager.

Yardley, unquestionably one of the best liked and effective feature-film peddlers in the business, is becoming accustomed to honors. In last year's TV Film Service Awards he won first place for fea-

Sarra, Inc



VALENTINE SARRA
President

Sarra, Inc., is proof positive that the transition from high-fashion photography to film commercials can be successfully made. Valentine Sarra got into the business during its earliest stages, took a toe hold and never relinquished it.

During that time it has steadily expanded its facilities both in New York and Chicago. New York City headquarters are to get a sound studio when the Third Avenue Elevated line comes down shortly. Sarra's animation department, which created the famous Lucky Strike cigarette marching commercial, is still one of its most widely respected assets.

ture salesmen, and this year, with the amalgamation of the two categories, he was top over-all salesman. It was to get personnel of this caliber, it is said, that Guild made the MPTV deal.

Yardley is married to the former Norah Adamson, formerly of WBX, Boston, and has a son in the Air Corps.

THE "The Amusement Industry's
BILLBOARD Leading Newsweekly"

... with Audited Paid Circulation to match!



FOREMOST PRODUCERS OF TELEVISION FILMS!

THE LIFE OF RILEY

(Hal Roach Studios for NBC)
starring
WILLIAM BENDIX

AMOS 'N' ANDY

(Hal Roach Studios for CBS)
starring
ALVIN CHILDRESS
SPENCER WILLIAMS
TIM MOORE

MY LITTLE MARGIE

(Hal Roach, Jr.,-Roland Reed for Scott Paper Company)
starring
GALE STORM
CHARLES FARRELL

PUBLIC DEFENDER

(Hal Roach, Jr. for Philip Morris)
starring
REED HADLEY

HAL ROACH Studios

ALL Facilities Under One Roof

PASSPORT TO DANGER

(Hal Roach, Jr. for ABC Syndication)
starring
CESAR ROMERO

STU ERWIN SHOW

(Hal Roach, Jr.-Roland Reed for L and M Cigarettes)
starring
STU and JUNE ERWIN

YOU ARE THERE

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

WATERFRONT

(Roland Reed Productions, UTP Syndication)
starring
PRESTON FOSTER

IT'S A GREAT LIFE

(Roydic for Chrysler)
starring
MICHAEL O'SHEA
BILL BISHOP
JAMES DUNN

ROCKY JONES, SPACE RANGER

(Roland Reed Productions, UTP Syndication)
starring
RICHARD CRANE

SO THIS IS HOLLYWOOD

(Arrowhead Productions for Tom)
starring
MITZI GREEN
and VIRGINIA GIBSON

TWO SIDES TO VIDPIX STORY

Distributors Weak on Promos; Stations Mishandling Stuff

HOLLYWOOD, Feb. 5. — TV film distributors are falling down in the supplying of promotional material to stations, and in many cases the stations are missing what material they do receive. This situation has resulted in the two parties registering complaints against each other, but so far doing very little to correct or solve the problem.

There seems to be no consensus as to which syndicators are the biggest transgressors, with all coming in for some share of the blame. Stations, in general, however, are agreed that theatrical film distributors are the ones that have been doing the least for them.

One of the main beefs registered by promotion managers is that they are not supplied with material that will aid in selling the show to a sponsor. Brochures are needed on the background of the series, the format, stars, producers, directors, etc., to display to the local advertiser, giving him an idea of what he's buying. Syndicators have been remiss in providing this information which, in many cases, can make the difference between a sale and no sale.

Furthermore, story lines are all too often not provided in advance, a situation which in a number of instances has led to the embarrassment of sponsors. If, for example, a half-hour segment depicts a smash-up as the result of beer drinking, a brewery would probably prefer not to be identified with it and therefore hold it out of the series. This, however, is impossible if no one knows ahead of time what the show is going to be about.

The practice of bicycling print proves another common pitfall. The station may release the story line of one half hour while an entirely different episode arrives in the mail. This problem is a diffi-

cult one to solve, but might be alleviated if a synopsis accompanied each print.

Some syndicators provide a kick-off booklet for the series—Ziv-TV is singled out for this practice—but then are not heard from again for the duration of the run of the show. This faces stations which make a habit of writing a publicity release for each week's episode with an almost impossible situation.

Service Costly

Distributors, on the other hand, point out that such a continuing service is costly, and that many of the smaller stations don't have the personnel to make use of it anyway. One program director frankly admits that a good part of the material he receives remains sitting in the files.

Similarly, much of the material is misused because stations have never been shown the way to exploit it. Wynne Nathan, vice-president of MCA-TV, contends quite logically that distributors cannot afford to hold every station's hand around the country. It might be worthwhile, however, for distributors to institute a training program for stations in the use of promotional material.

Rev Winckler, publicity director of Los Angeles Station KTTV, gets to the heart of the problem when he states that selling the product to sponsor and public is as important as the quality of the product itself. Quality is necessary if the sales pitch is to be effective, but what good is a \$30,000 or \$40,000 show if not a dime is spent to publicize it?

Still pictures are not provided in either the quantity or the kind needed, stations contend, blaming this to a great extent on the fact that syndicators seem to have no conception of what newspapers will

(Continued on page 18)

Imperial Sells 'Song Stories'

CHICAGO, Feb. 5. — Imperial World Films announced this week that "Ken Curtis Song Stories of the West," a 15 minute film series in both black and white and color, has been sold in Butte, Mont., and St. Joseph, Mo. The firm started sale of the new series last week.

Thirteen episodes are now available and 52 will be available as shooting schedules progress. Imperial World Films recently obtained exclusive distribution of the series. The shows are timed at 11.45 minutes running time, allowing for four commercials per show at the most. Among titles now available are "Cool Water," "Ride 'Em Cowboy," "Old Trail," "Cowboy's Prayer," "Rim of the Canyon," "Wind," "Home Corral," "Trail Dust," "It's a Lie," "Followin' the Sun," "Old Pioneer," "Blue Prairie" and "Biscuit Blues." The entire series was shot on location by Pardee Enterprises.

NOW MORE CONVENIENT THAN EVER TO GET FREE FILMS FOR TELEVISION

because MODERN now is serving you from 3 exchanges—CHICAGO—LOS ANGELES—NEW YORK

with dozens of outstanding films you can show FREE as a public service.

MODERN

Talking Picture Service
420 N. Michigan Ave., Chicago
3450 Wilshire Blvd., Los Angeles
219 E. 44th St., New York

H'w'd Angels Seeks 200G in Stock Sale

NEW YORK, Feb. 5. — Hollywood Angels, Inc., the new TV and film program investing company, will have working capital of \$202,

000, if its current issue sells as expected. A spokesman for the company said that the stock, selling at 50 cents a share, is moving very well and at this rate will be completely subscribed within six months.

The stock prospectus states that HA "will invest 60 per cent or more of its assets other than cash in wholly owned productions and 40 per cent or less in production controlled by others." It goes on to say, "We believe there exists large opportunities for an organization which is professionally prepared to produce and finance TV shows in their pre-sponsorship stage."

The breakdown means that HA would ultimately have around \$80,000 to put up as first money in outside pilot films.

As first TV film venture, HA executives had been toying with the idea of taking on the distribution of "Angel Auditions," the half-hour series being produced under the auspices of Broadway Angeles, the predecessor company which concentrates on the legitimate theater. But thinking now is to turn it over to an established distributor, and a decision is expected on this shortly. Five installments of "Angel Auditions" are completed.

The president of HA is Laurence Schwab, former director of NBC-TV shows, "American Inventory," "Lights Out" and "The Clock." HA vice-president and secretary is Howard Field, film and TV writer. Another vice-president and treasurer is Grant Williams, actor and former Broadway and TV producer.

HA will use a board of "professional advisors" in the selection of properties in which to invest. The

(Continued on page 15)

THE BILLBOARD SCOREBOARD

• Top 25 Vidfilms Among Teens

and Their Pulse Multi-Market Ratings

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

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

Rank Order	Title and Distributor of Series	Teens per 100 Homes	Avg. Dec. Rtg.
1	Cisco Kid (Ziv-TV)	34	12.8
2	King's Crossroads (Sterling TV)	30	7.0
3	Corliss Archer (Ziv-TV)	28	12.2
4	Terry and the Pirates (Official Films)	27	8.4
5	Dick Tracy (Combined TV)	26	4.2
5	Rocky Jones, Space Ranger (MCA-TV)	26	7.9
7	Tales of Tomorrow (Tee Vee)	25	7.8
8	Annie Oakley (CBS Film)	24	13.5
8	Superman (Flamingo Films)	24	17.3
8	Wild Bill Hickok (Flamingo Films)	24	15.2
11	Death Valley Days (Pacific Borax)	23	8.7
12	Amos 'n' Andy (CBS Film)	22	11.5
12	Flash Gordon (UM&M)	22	7.0
12	Follow That Man (MCA-TV)	22	6.4
12	Foreign Intrigue (Sheldon Reynolds)	22	11.4
12	Kit Carson (Coca-Cola)	22	12.6
12	Victory at Sea (NBC Film)	22	6.3
12	The Visitor (NBC Film)	22	5.3
19	Badge 714 (NBC Film)	21	16.1
19	Ramar of the Jungle (TPA)	21	9.7
19	Range Rider (CBS Film)	21	13.9
22	Boston Blackie	20	10.8
23	Heart of the City (MCA-TV)	19	3.8
23	Liberace (Guild Films)	19	13.3
23	Sherlock Holmes (UM&M)	19	7.4
23	Time for Beany (Consolidated TV)	19	9.4
23	Waterfront (MCA-TV)	19	11.9
23	The Whistler (CBS Film)	19	13.4

TV HASSLE OVER KEGLERS

Chi Users of Bowlers Vie for Their Control

CHICAGO, Feb. 5.—A fair-sized battle over the TV control of the nation's top bowlers looms here. Principal figures in the fray are Pete Demet, Chicago auto dealer and backer of the first bowling package, and Matt Niesen, bowling alley proprietor and producer of the original show.

Since the original one-hour live show hit Chicago via NBC local, WNBQ, Demet has packaged a TV film series, "Championship Bowling," which is currently running in 62 markets. Niesen, in the meantime, is still airing the one-hour live show over WNBQ, as well as a half-hour live show over the same station another night.

The hassle began when Demet began signing up some of the nation's top keglers for network, local and film deals. He is said to have 30 pacts and shooting for 40. Niesen, on the other hand, feels that these contracts may prove to his disadvantage on the live local show and had his attorney send Demet "cease and desist" notification. Demet, in turn, sent Niesen a notice, much in the realm of a restraint of trade notice, because he felt he could do what he wants and the man that "gets there first with most" can sign anyone.

Ratings Good

Bowling has come up on the interest scale as is proved by the ratings.

Rockhill to Settle Suit

NEW YORK, Feb. 5.—Du Mont and Rockhill Productions were this week understood to be near a settlement of a suit against the latter for money due on the production of "Tom Corbett, Space Cadet" last season. In New York Supreme Court the network asked for \$14,114 still due for services and facilities.

At the end of the show's run on Du Mont—it's now on NBC-TV—Janet Taylor, president of Rockhill, took ill, during which time another party moved into the firm and allegedly began misappropriating funds. That person is now said to be a fugitive from justice. Meanwhile Miss Taylor is understood to have offered to make good the outstanding bill in installments.

ings. According to Bernie Crost, sales manager of Walter Schwimmer Productions, distributor of the filmed version, "There are about 20 million registered bowlers in this country and many more that bowl on an occasional basis. This makes it the biggest participation sport in the country."

In Chicago, the one-hour live show last had a rating of 16.8 against the next closest sport show which had a 16.5. The filmed version here racked up a rating of 9.7 on Sunday night against "What's My Line?" In South Bend, Ind., the filmed show got a rating of 22 against the opposition's 6. In Cincinnati the ratings were 14.2 against a 3 and a 3.2. According to the distributor, the show has proven a remarkable rating grabber regardless of market, time or opposition, at least for a sport show.

Sen. Org Raps Some TV Film

WASHINGTON, Feb. 5.—The Senate Juvenile Delinquency Committee's long-expected report on TV crime and horror shows will reach Congress next week. The report will contain sharp criticism of some of the TV film fare turned out by certain TV film producers, but the subcommittee will have a pat on the back for the National Association of Radio and Television Broadcasters' TV Code Review Board for its efforts to encourage improvements.

The report will represent the subcommittee's interim findings from its look-see at TV thus far. The subcommittee will point out that it hopes to look further into TV if Congress grants the group an additional year's lease of life with a good-sized appropriation.

The interim TV report will be followed a week later by an overall report, which will touch less extensively on the TV aspects and will embrace all areas of the subcommittee's probe. The group will point out that if the subcommittee's life is extended, the probe will move into all mass media, including movies and magazines.

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321 different TV Production Aid Selections, available from no other source, and built expressly for telecasters. More telecasters use APS than any other transcription library—once you've heard this APS TV production music, you'll know why.

• **HERE'S WHAT YOU GET:**
321 different TV Production Aid Selections—music available from no other source—all carefully coded by production experts in a specially designed catalog which actually spells out the most functional use of every single selection. Every selection precisely timed, all faithfully reproduced on 16 inch virgin vinylite lateral transcriptions for ease of handling and highest fidelity. Every selection tailored to meet the most exacting requirements.

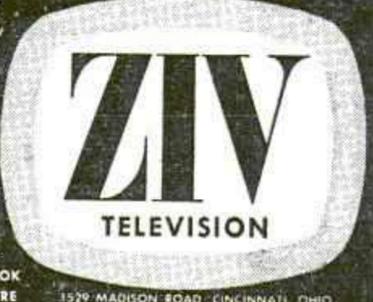
• **HERE'S WHAT YOU PAY:**
Just \$19.50 per month on a simple one year contract basis.

Write, wire or phone "The library that pays for itself"
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• FAVORITE STORY
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• SPORTS ALBUM
• STORY THEATRE
• THE LIVING BOOK
• YOUR TV THEATRE



1529 MADISON ROAD CINCINNATI, OHIO
NEW YORK HOLLYWOOD

New Film Co. Opened by Detroiters

DETROIT, Feb. 5.—A new TV film company, centering its activities in Detroit, was established Wednesday (2) when Standard International Productions, Inc., opened for business. Its officers include names well known to Detroit advertising circles.

Granville C. Ryan, president, was formerly in the Detroit office of This Week magazine, with Liberty magazine, and the McGraw-Hill Company in New York City. His experience includes writing, directing and producing in Hollywood.

Heading up the technical staff is Robert J. Anderson, secretary and treasurer. Anderson operates his own motion picture and photographic business. Ken B. Crawford, vice-president, will continue as president of Whipple & Black Advertising Agency, where he has been for the past 18 years. Donald A. Blomquist, formerly TV writer-producer with W. B. Doner & Company, Detroit, has been appointed assistant to the president. His advertising experience has centered in TV and his production experience includes such shows as "Man Against Crime," "Strike It Rich," "The Big Pay-Off" and the Garry Moore show.

Standard International's first packaged film show has been screened both in New York and Detroit, and formal announcement of the series will be made in the near future. The firm is also concentrating on the production of spot film commercials. Production of these films is now under way for several national advertisers.

Name Olivieri New Chairman For NATFD

BOSTON, Feb. 5.—The National Association of TV Film Directors acquired a new acting chairman at its District 1 meeting here last week. Ernest Olivieri, film director of WNHC-TV, New Haven, Conn., was elected to succeed Bill Cooper, WJAR-TV, Providence, for both District 1 and the over-all organization. Cooper had held the gavel since the organization was formed here last summer.

Olivieri will serve until a national meeting can be called. The New England group is trying to set up such a meeting in New York some time next fall.

The NATFD now has over 100 stations as members. The District 1 meeting decided to recommend to the other district chairmen that they invite distributors to sit at a round-table discussion after their regular business meetings. It seems a few distributors have asked to be included in NATFD activities, but no action will be taken on a suggestion to grant them membership until the national meeting.

Nabisco Eyes Exclusive Rights to 'Rin Tin Tin'

NEW YORK, Feb. 5. — Pretty happy with the ratings its been getting on its "Rin Tin Tin" series, Nabisco is reportedly interested in obtaining from Screen Gems exclusive rights to the show in all markets. The stanza, which airs on ABC-TV Friday 7:30-8 p.m., has been picking up ratings of over 30.

The original deal Nabisco closed with Screen Gems gave the TV film firm the right to syndicate the show to local advertisers in markets where Nabisco wasn't beaming the network show. It provided, however, that Screen Gems inform Nabisco of any local sales made to a Nabisco competitor and gave the bankroller the option of adding those markets to its own network of 60 stations rather than letting the local advertiser pick up the prop-

'WAIF' REPORTS 40 YEARS LATE

NEW YORK, Feb. 5.—Sterling Television's "Movie Museum" series includes a 1914 Edison production titled "The Heart of a Waif," which starred nine-year-old Edith Peters. When putting the show together, Sterling and narrator Paul Killiam often wondered what had happened to the bright child star. Their curiosity was satisfied recently when Miss Peters and her two married daughters stopped into the office. The former star, now a housewife in Annapolis, Md., had seen the show on a local TV station. The twist to the story is that the featured player in the antique picture was 13-year-old Clare Booth, now U. S. ambassador to Italy.

Luxembourg on Commercially

LUXEMBOURG, Feb. 5.—Radio Luxembourg will tee off its commercial video transmissions on February 15. Station will have a 30-kilowatt signal and will use the French television system. It will cover Luxembourg, Belgium and France, with programs in English, French, German and Dutch.

In addition to being commercially sponsored, the programs will be offered for sale to other stations. Conditions of these sales are not yet set. A non-commercial program was aired on January 23, in honor of the birthday of Grand Duchess Charlotte. Station is understood to be interested in acquiring U. S. vidpix.

ABC Film Booms, Readies Six New First-Runs for Fall

NEW YORK, Feb. 5.—In a major expansion move that will more than double the number of its properties, ABC Film Syndication has made arrangements with various producers whereby it plans to add six important first-run shows to its list before the end of the year. At least three of the properties will be available for sale by ABC within the next few months.

The move unleashes the distribution firm from the straitjacket imposed by the limited number of properties on its roster to date. It will put it into position for the first time to offer advertisers a wide variety of first-run shows, and it marks the start of a campaign by ABC Film to catapult itself into a leadership role in TV film billings and programming.

The first of the new properties the firm is acquiring is the "Douglas Fairbanks Presents" series. George Shupert, president of ABC Film Syndication, made the deal with Eliot Hyman, who controls distribution rights to the show, the Hyman's own firm, Associated Artists, never distributed the series. ABC will get 78 of the Fairbanks episodes. It will take over the 39 that Interstate Television Corporation has been syndicating and the newest group of 39 now in production in England. (The first 39 Fairbanks episodes are being syndicated by NBC Film Division under the title of "Paragon Playhouse.")

New Properties

Other new properties are: "Life Can Be Beautiful," a daytime soap opera to be produced by John L.

Clark, of the Trans-American Broadcasting and Television Corporation, and which will be available both in a quarter-hour across-the-board form and in a half-hour once-a-week version; "Sheena, Queen of the Jungle," to be produced by Don Sharpe and William Nassour, and two properties, not yet selected, that Hal Roach Jr. will produce for the Rabco Corporation, which will turn it over to ABC for distribution.

Rabco is the production company jointly set up and owned by Roach and ABC. Another property, not yet selected, is planned for production by Herald Television, a company jointly owned by ABC and John Gibbs. The first show that Herald had planned to produce for ABC, "Mandrake, the Magician," died a mysterious death as a result of some tangled finances within the firm that Herald had hired to produce the show in Bermuda.

Availabilities

"Life Can Be Beautiful" will be offered nationally and regionally as soon as a week's supply of quarter-hour episodes can be shot as pilot material, and "Sheena" is expected to be available to start airing in May. The format of the soap opera calls for a complete story to be told within a week.

As part of its deal on the Fairbanks property, ABC gets the right to make Fairbanks available to handle the commercials for sponsors in markets other than those where Rheingold sponsors the show. Fairbanks already does the Rheingold commercials.

ABC's new acquisitions will give it a total of 10 shows by the end of the year. The firm now distributes four properties—"Passport to Danger," "Racket Squad," "The Playhouse" and "John Kieran's Kaleidoscope," a quarter-hour stanza. "Passport" is the only one of the four shows that's first-run. "Racket Squad" and "Playhouse" had aired on network before being syndicated by ABC, while the Kieran stanza had been syndicated by United Artists before ABC took it over.

According to ABC's sales veepee, Don Kearney, the firm will probably add more salesmen to its staff, but not before the fall. ABC currently operates with eight salesmen working out of five offices throught the country.

Sees Writer, Technician Shortage With Mounting Telefilm Production

HOLLYWOOD, Feb. 5.—An unprecedented shortage of writers and technicians is foreseen next fall by Martin Leeds, vice-president of Motion Picture Center, if present indications as to the increase in TV film production are borne out.

Leeds thinks that even if all or most of the major theatrical producers enter the telefilming field this would not cause a surfeit of stage space or TV film output. But he questions source of story material for the new productions and of manpower to handle the actual filming.

His beliefs are confirmed by producers Dick Chevillat and Ray Singer. Writers, they contend, are now in such demand that they can name almost their own terms. TV, they point out, is the greatest material-consumer that the entertainment industry has ever known. The shortage is especially noticeable in situation comedies, they declare, where in many cases the comedy is wearing thin because of the lack of situations.

In this connection, Leeds points out that Motion Picture Center

this year is turning out as many feet of film as all the majors combined. Not only does this make for masses of material to be written and produced but, in most cases, it also necessitates haste that depreciates the quality of the product.

With the present corps of writers, directors, technicians and featured actors all working at nearly full capacity, where personnel for added production is going to come from a serious problem to studio heads and producers. Aggravating the situation is the fact that very few newcomers are being developed, the TV film industry never having established a proving ground for new personnel, due, in

considerable part, to tight budgets and schedules.

Only stage space, a problem during the 1954-'55 season, is likely to be adequate once 1955-'56 production gets under way. Other factors could easily lead up to the biggest production scramble in Hollywood history.

DENMARK

Making of Vidpix Is Booming

COPENHAGEN, Denmark, Feb. 5.—Production of films for video outlets in the United States is booming here at present. Most active group is that of producer Carl Moseby, who handled the filming of the Hans Christian Andersen fairy tale vidfilm series.

At present, Moseby is working on a series of 30 video films which will be titled "International Music Halls." Big-time vaude, circus and revue talent will be used, as well as the renowned Royal Ballet company of Copenhagen. Already signed for a number of the films is Boyd Bachmann, a Danish screwball mimic, comedian and xylophonist, who is currently a feature attraction of the hit show at the New Scala Theater here.

Jens Bjerre's travel film of New Guinea has been sold to Sol Lesser for TV showing in America. Bjerre will go to Los Angeles to appear in TV interviews and to show his collection of weapons and other items from New Guinea. Deal was arranged here by Ebbe West Larsen, a Danish-American of Los Angeles.

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902

Payment enclosed Bill me

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 Occupation or Title _____
 Company _____
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 City _____ Zone _____ State _____

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

COST OF RUNNING VIDFILM DISTRIBERY 750G A YEAR

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

NEW YORK, Feb. 5.—The cost of operating a modest-sized video-film distribution firm runs to slightly less than \$750,000 yearly, according to an estimate made by an informed trade source. And this figure is likely to be hiked considerably because of the increased competition in the trade which makes it mandatory that larger staffs be used, more advertising be employed, more product be sold in order to create profit.

The major cost is for salaries of salesmen, which runs about \$225,000 yearly or \$4,500 weekly for 30 men. They are usually paid \$150 weekly plus a 5 per cent commission. Another deal is to give them the same advance against a 10 per cent commission, a type of arrangement favored by Frederic A. Ziv. Top men, of course, rate much more. Commissions usually average out to about \$112,500 yearly for a staff, or another \$2,250 weekly.

Travel and entertainment chews up another \$50,000 yearly or \$1,000 a week. This allows an average of about \$33 a week for the two expenses, a figure that might be a shade low. Film servicing and film shipping cost about \$40,000 each yearly, an estimate that may be slightly high unless at least three or four series are being serviced and sold around the country.

Telephones and wires eat up another \$75,000 yearly. This figure may sound high but it must be remembered that communication is the lifeline of this business and that constant contact must be maintained between offices in order to be in a position to sell.

Office Expenses

Office rental amounts to another \$50,000 a year. This includes expensive office space in the Madison Avenue district of New York City and the various smaller offices that must be maintained in key cities such as Chicago and Los Angeles, in addition to the even smaller spaces occupied as headquarters in smaller cities.

Another \$25,000 is spent for

general office expense. This includes salaries for secretaries, incidentals for office materials and other expenses. Another \$100,000 must be on hand for advertising and promotion. Only major advertising expenditures and merchandising kits and materials are tallied in this cost. It does not include trade advertising or such potential charges as tours made by stars.

Another \$25,000 is set aside for uncollectable debts, a charge that sometimes goes higher if product is sold to unsuccessful stations who can't pay their bills.

Production Costs

Operating expenses then runs to a total of approximately \$750,000. It does not take into consideration the cost of product. To get a sufficient number of shows for profitable operation another \$750,000 is needed. This money is given

to the videofilm producer who uses it for production coin.

The \$750,000 would probably bring the distributor three half-hour series, figured at the rate of \$250,000 invested in each. Guarantees against recoupment, second money, pick-up guarantees and other such deals can be arranged, but the coin must be available to get a crack at product. When a distributor invests he, of course, gets an interest in the product so that he figures to collect both ways—on distribution and on production—if it clicks.

But in any event, the business has become an expensive and highly competitive one and has moved out of its early stages where as little as \$10,000 was needed to operate. There have been several recent absorptions, so that to compete with such giants as Ziv and MCA-TV heavy sugar is needed.

Du M Has System of Concurrent Filming

LOS ANGELES, Feb. 5.—Dr. Alvin B. Du Mont this week in effect acknowledged that the "technological improvement" his labs have been working on to re-shape networking procedure is a rapid filming technique.

In a speech before the Chamber of Commerce here about various developments in electronics, Dr. Du Mont went into a description of the piggy-back miniature TV camera mounted beside a film camera for instantaneous viewing, which his firm recently demonstrated in collaboration with one of the studios.

Elaborating on this device, Du Mont said, "By the same token, TV networks will be able to present a live show, let us say, from New York or Los Angeles, and at the same time a true quality film

version of the show is made simultaneously. These would be actual top quality films—not teletranscriptions or kinescopes. Thru the use of film in this manner the differences in time zones between various parts of the United States would be bridged."

He continued, "Still another major problem will be solved by combination cameras. There are serious registration and equipment problems today in the live televising of color shows. The problem is quickly licked when a motion picture camera works with the TV camera. Color film is used, and the full color show is recorded on film for subsequent showing."

Unveiling of Du Mont film process is expected any day now. A demonstration is due to take place at the network's Tele-Center in New York, where the equipment has been undergoing tests for a number of weeks. It was said that Du Mont intends to run thru the entire process to a final print right before visitors' eyes.

FILM SURVEY

Fortune Theater Hits 26%

NEW YORK, Feb. 5.—WORTV's new "Fortune Theater" was viewed in 26 per cent of the TV homes in the New York area within the first two weeks it was on the air, according to a special Advertest survey.

Advertest began its interviewing in 582 homes on January 25, after Fortune's first week on the air, and ended it on January 30, before the second week was over.

Spots on the show have been picked up by three sponsors to date. Kaz Electric Vaporizer has purchased two one-minute spots per week on the 9-10 p.m. showing; Baylcreem has bought seven one-minute spots per week in the 11:30 p.m.-1 a.m. showing, and General Tire has come in for three one-minute spots in the 9-10 p.m. showing.

with new ones coming in every day. Actually, not all of these are final and approved. Stations under common ownership must join as a group, according to TvB bylaws. And a few of those that have applied must still await the applications of their sister stations before they can be acted upon.

The list of applicants is pretty much of a cross-section of station sizes, with virtually all the major cities represented. Oliver Treyz, TvB president, said that most of the applications resulted from personal conversations, and so far TvB officials have had the time to talk to only less than half the country's stations.

'ROCKY' SPACE WINGS FLY

PROVIDENCE, Feb. 5.—WJAR-TV here recently pitched a pair of space wings as a premium for "Rocky Jones, Space Ranger." In four days the station received 1,241 pieces of mail on the offer.

The syndicated film show is sponsored by Harvest Bread here, Tuesday, 6-6:30 p.m. MCA-TV is the distributor.

KCOP Rating Hike Credited To Telefilm

HOLLYWOOD, Feb. 5.—Increase of evening TV film programming from 10 to 20 per cent during the past two months is given credit by Jack Heintz, general manager of Los Angeles independent Station KCOP, for the station's rating rise from 2.1 to 3.4 during that period.

Rating places it sixth instead of seventh in the Southern California market. Station shifted to telefilm programming only last December and now has acquired 17 syndicated shows, including several first runs.

In its continuing vidpix expansion, station last week bought "His Honor, Homer Bell," and is now negotiating for the "Gene Autry" half hours as well as for "Kingdom of the Sea," new Jack Douglas production.

NBC Film Hires Two

NEW YORK, Feb. 5.—The NBC Film Division this week hired two salesmen for its West Coast staff. They are Thomas A. Beemer, formerly with Frederic A. Ziv, and Howard M. Lloyd, last regional sales manager of Clubtime Productions. They will report to Clifford Ogden, who heads up the West Coast operation for the NBC Film Division.

Lambert Joins Ziv

NEW YORK, Feb. 5.—Bert Lambert, long-time sales exec at WNEW here, who resigned last week, this week joined the Frederic W. Ziv Company in top sales position. It was not made immediately clear whether he would work on the radio or TV side or both.

REAR SCREEN PROJECTION

Screen Gems Installing First East Coast Unit

NEW YORK, Feb. 5.—The first rear screen projection unit to be used on the East Coast for film production will be put into action by Screen Gems shortly.

The rear screen unit will enable Screen Gems to effect considerable savings in production of commercials, according to Ben Berenberg, Eastern production chief. It will make it possible to shoot scenes in the studio which heretofore had to be shot on location; also, by using stock footage as background, it will enable scenes to be shot in settings that could not be duplicated with normal production budgets.

The new piece of equipment, purchased in Hollywood from Mario Castenagro, is located on Screen Gems' sound stage at the 20th Century-Fox studio in Manhattan. Screen Gems has been quietly testing it for the past few months and is now ready to use it in actual production of commercials. It would also be used for any programs the firm shoots in New York in the future.

Not for Rent

The Screen Gems unit, which will not be rented to other producers, is only the first of several other pieces of similar equipment that will appear on the New York scene in the near future. Cinema

Soundstage Productions, which is opening a new East 95th Street studio, is reported equipping itself for rear screen projection. Also, Film Graphics is said to be planning installation of rear screen equipment.

The major factors that has held New York TV film commercial producers back from installing rear screen units up to now is the cost of purchasing and installing the equipment, and uncertainty of union attitudes. The Screen Gems unit reportedly cost about \$27,000 to buy.

Ziv Planning April 1 Debut For Science Fiction Series

NEW YORK, Feb. 5.—Ziv-TV is apparently giving itself less than two months for its sales drive on its new "Science Fiction Theater." The firm is understood to have set a debut date of April 1. Ziv's sales policy is to push one show at a time and taper off after debut to turn its salesmen's attention to the next property.

This speed-up was anticipated when Ziv announced near the end of 1954 that it would double its production rate in 1955, and then

Tee Vee Firm Reported Set To Liquidate

NEW YORK, Feb. 5.—The Tee Vee Company was this week reported to be shopping around the trade for another distributor to take over its catalog of 15-minute series. Marc Frederics, general manager of the small distributing company, was reported to be in Hawaii recuperating from a recent illness. And it was meanwhile reported that the owners of the firm had decided to liquidate.

Tee Vee's properties are "Little Theater," "Invitation Playhouse," the Charles Laughton show, "The Camera's Eye," and "Gigi and Jock." It also distributes the kines of "Tales of Tomorrow," which Eversharp had in 40 markets for a while. But these belong to George Foley.

White has been with Biow-Beirn-Toigo for the past two years as manager of its radio-TV department. For three years before that he was with CBS as associate director of TV network programming, co-ordinator of color programming, and business manager of the radio and TV networks. He was president of World Video, one of the pioneer TV packaging firms, which was formed in 1947.

Henry White New Ad Head For S. Gems

NEW YORK, Feb. 5.—Screen Gems this week reorganized its advertising-promotion department. Henry S. White, who resigned this week from Biow-Beirn-Toigo advertising agency, has been named director of advertising and promotion. White will replace Elihu E. Harris, who shifts to another executive post, not yet disclosed by the firm.

Frank Young, up to now Screen Gems press manager, has been promoted to new position of director of press. Under new set-up, the director of press will be on a par in the organizational chart with the director of advertising and promotion. As press manager, Young had reported to the director of advertising and promotion. Now both White and Young will report directly to Ralph Cohn, vice-president and general manager of the firm.

'Mayor' Sales Reach 762G

HOLLYWOOD, Feb. 5.—Sales of "Mayor of the Town" this week reached \$762,000, one of the best records achieved to date by a syndicated TV show for the first three months of its run.

The Gross-Krasne produced MCA-distributed product is seen in approximately 100 markets, but has not yet made its debut in either of the two top areas in the country, Los Angeles and New York.

Stockholders Of Vitapix Co. Meet in N. Y.

NEW YORK, Feb. 5.—The Vitapix Corporation holds its first stockholder's meeting since its recent affiliation with Guild Films on Thursday (10) here at the Ambassador Hotel. The aim of the confab is to further integrate and implement its recent agreement with Guild Films.

Also on the agenda will be new applications for membership expected to increase the rolls to 60 stations. Also to be disclosed are Guild-Vitapix advertising plans for the coming year.

Reub Kaufman, president of Guild Films, will host the Vitapix execs at a cocktail party at the Ambassador. Present at the party will be such Guild personalities as Molly Goldberg, Ina Ray Hutton and George Liberace.

TvB Puts Charter Member Roster at Over 100 Stations

NEW YORK, Feb. 5.—The Television Bureau of Advertising this week finally revealed its charter membership list, and it turns out to be a whopping 113 stations,



One reason why
advertisers in
THE BILLBOARD
get all they pay
for.

The Billboard's Non-Network ARB Film Ratings

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

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

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

All films shown are sold on a syndicated basis unless they are designated by a dagger (†).

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

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

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

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Dec. ARB Rating	Top Opposition & Rating
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DAYTON, O. 2 STATIONS

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

1. Toast of the Town, WHIO 47.4	6. Bob Hope, WLW-D 40.1
2. I Love Lucy, WHIO 46.9	7. This Is Your Life, WLW-D 39.4
3. Jackie Gleason, WHIO 43.6	8. Our Miss Brooks, WHIO 39.1
4. I've Got a Secret, WHIO 40.5	9. Godfrey and Friends, WHIO 38.7
5. Talent Scouts, WHIO 40.5	9. George Goebel, WLW-D 38.7

3. Badge 714 (Mys.), NBC Film WLW-D-Su, 7:00-7:30 . . . 34.7 Life Begins at 80, 9.1	10. Annie Oakley (West.), CBS Film WLW-D-Su, 1:00-1:30 . . . 16.9 It's Your World, 3.0
2. Kit Carson (West.), Coca-Cola Co. WLW-D-Su, 6:00-6:30 . . . 32.7 Masquerade Party, 6.3	11. Waterfront (Adv.), MCA-TV WHIO-S, 7:00-7:30 . . . 15.5 Midwest Hayride, —
3. Range Rider (West.), CBS Film WLW-D-T, 6:00-6:30 . . . 23.2 Sports; Weather; Ohio Story, 0.8	12. Secret File, USA (Adv.), Official Films WHIO-F, 10:30-11:00 . . . 15.4 Cavalcade of Sports, —
4. Wild Bill Hickok (West.), Flamingo Films WLW-D-W, 6:00-6:30 . . . 21.8 Cartoons; Don's House, 5.3	13. Meet Corliss Archer (Comedy), Ziv-TV WHIO-Th, 7:00-7:30 . . . 14.0 Star and the Story, —
5. Racket Squad (Mys.), ABC Film WHIO-T, 7:00-7:30 . . . 20.0 Ray Bolger, 7.6	14. I Led Three Lives (Adv.), Ziv-TV WHIO-T, 9:00-9:30 . . . 13.8 Fireside Theater, —
6. Ramar of the Jungle (Adv.), TPA WLW-D-F, 6:00-6:30 . . . 19.7 Various, 4.1	15. Star and the Story (Drama), TPA WLW-D-Th, 7:00-7:30 . . . 13.0 Meet Corliss Archer, —
7. Liberace (Music), Guild Films WHIO-Th, 7:30-8:00 . . . 19.7 Dinah Shore, News, 23.5	16. Hopalong Cassidy (West.), NBC Film WHIO-M, 6:00-6:30 . . . 10.8 Superman, —
8. Mr. District Attorney (Mys.), Ziv-TV WLW-D-W, 10:30-11:00 . . . 19.3 Blue Ribbon Bouts, 21.7	17. I Am the Law (Mys.), MCA-TV WHIO-S, 10:30-11:00 . . . 9.9 Your Hit Parade, —
9. Superman (Adv.), Flamingo Films WLW-D-M, 6:00-6:30 . . . 17.9 Hopalong Cassidy, 10.8	18. Into the Night (Drama), Sterling TV WLW-D-F, 11:15-11:45 . . . 6.1 Various, —
10. Annie Oakley (West.), CBS Film WLW-D-Su, 1:00-1:30 . . . 16.9 It's Your World, 3.0	19. Yesterday's Newsreel (Docum.), Ziv-TV WLW-D-Th, 11:30-11:45 . . . 2.4 Sports Desk; Theater, —

CINCINNATI 3 STATIONS

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

1. Groucho Marx, WLW-T 53.9	6. Your Hit Parade, WLW-T 43.5
2. Jackie Gleason, WKRC 49.2	7. Disneyland, WCPO 40.1
3. Dragnet, WLW-T 47.6	8. Bob Hope, WLW-T 38.3
4. George Gobel, WLW-T 47.3	9. I Led Three Lives, WLW-T 38.2
5. This Is Your Life, WLW-T 43.8	10. I Love Lucy, WKRC 38.1

1. I Led Three Lives (Adv.), Ziv TV WLW-T-Th, 8:30-9:00 . . . 38.2 Climax, 17.0	11. Wild Bill Hickok (West.), Flamingo Films WLW-T-S, 6:00-6:30 . . . 28.0 Meet the Press, 9.3
2. Cisco Kid (West.), Ziv TV WCPO-Su, 6:00-6:30 . . . 28.0 Meet the Press, 9.3	12. Meet Corliss Archer (Comedy), Ziv TV WLW-T-W, 10:30-11:00 . . . 19.4 Stop the Music, 17.9
3. The Whistler (Mys.), CBS Film WKRC-W, 9:00-9:30 . . . 22.1 Kraft TV Theater, 30.5	13. Passport to Danger (Adv.), ABC Film WLW-T-T, 10:00-10:30 . . . 19.1 U. S. Steel Hour, 20.3
4. Mr. District Attorney (Mys.), Ziv TV WLW-T-T, 10:30-11:00 . . . 19.4 Stop the Music, 17.9	14. Liberace (Music), Guild Films WCPO-F, 7:30-8:00 . . . 16.4 Coke Time; News, 13.9
5. Passport to Danger (Adv.), ABC Film WLW-T-T, 10:00-10:30 . . . 19.1 U. S. Steel Hour, 20.3	15. Superman (Adv.), Flamingo Films WLW-T-M, 6:00-6:30 . . . 16.3 Early Home Theater, 4.9
6. Liberace (Music), Guild Films WCPO-F, 7:30-8:00 . . . 16.4 Coke Time; News, 13.9	16. Annie Oakley (West.), CBS Film WLW-T-W, 6:00-6:30 . . . 14.6 Early Home Theater, 6.9
7. Superman (Adv.), Flamingo Films WLW-T-M, 6:00-6:30 . . . 16.3 Early Home Theater, 4.9	17. Favorite Story (Drama), Ziv TV WCPO-T, 7:30-8:00 . . . 14.0 Dinah Shore; News, 22.3
8. Annie Oakley (West.), CBS Film WLW-T-W, 6:00-6:30 . . . 14.6 Early Home Theater, 6.9	18. Badge 714 (Mys.), NBC Film WLW-T-Su, 7:00-7:30 . . . 13.9 You Asked for It, 25.8
9. Favorite Story (Drama), Ziv TV WCPO-T, 7:30-8:00 . . . 14.0 Dinah Shore; News, 22.3	19. Wild Bill Hickok (West.), Flamingo Films WLW-T-S, 6:00-6:30 . . . 12.9 Pro-Football, —
10. Badge 714 (Mys.), NBC Film WLW-T-Su, 7:00-7:30 . . . 13.9 You Asked for It, 25.8	20. Meet Corliss Archer (Comedy), Ziv TV WLW-T-W, 10:30-11:00 . . . 12.6 Blue Ribbon Bouts, —
11. Wild Bill Hickok (West.), Flamingo Films WLW-T-S, 6:00-6:30 . . . 12.9 Pro-Football, —	21. Death Valley Days (West.), Pacific Borax WKRC-F, 10:30-11:00 . . . 12.4 Cavalcade of Sports, —
12. Meet Corliss Archer (Comedy), Ziv TV WLW-T-W, 10:30-11:00 . . . 12.6 Blue Ribbon Bouts, —	22. Ramar of the Jungle (Adv.), TPA WLW-T-F, 6:00-6:30 . . . 11.8 Early Home Theater, —
13. Death Valley Days (West.), Pacific Borax WKRC-F, 10:30-11:00 . . . 12.4 Cavalcade of Sports, —	23. Hopalong Cassidy (West.), NBC Film WKRC-T, 6:00-6:30 . . . 9.9 Range Rider, —
14. Ramar of the Jungle (Adv.), TPA WLW-T-F, 6:00-6:30 . . . 11.8 Early Home Theater, —	24. Dick Tracy (Mys.), Combined TV WLW-T-Th, 6:00-6:30 . . . 9.9 Early Home Theater, —
15. Hopalong Cassidy (West.), NBC Film WKRC-T, 6:00-6:30 . . . 9.9 Range Rider, —	25. Range Rider (West.), CBS Film WLW-T-T, 6:00-6:30 . . . 7.6 Hopalong Cassidy, —
16. Dick Tracy (Mys.), Combined TV WLW-T-Th, 6:00-6:30 . . . 9.9 Early Home Theater, —	26. Wild Bill Hickok (West.), Flamingo Films WLW-T-S, 9:30-10:00 a.m. . . . 7.6 Uncle Al, —
17. Range Rider (West.), CBS Film WLW-T-T, 6:00-6:30 . . . 7.6 Hopalong Cassidy, —	27. Tales of Tomorrow (Drama) Tee Vee Co. WCPO-W, 10:30-11:00 . . . 6.9 Blue Ribbon Bouts, —
18. Wild Bill Hickok (West.), Flamingo Films WLW-T-S, 9:30-10:00 a.m. . . . 7.6 Uncle Al, —	28. Star and the Story (Drama), Official Films WKRC-T, 8:00-8:30 . . . 5.8 Bob Hope, —
19. Tales of Tomorrow (Drama) Tee Vee Co. WCPO-W, 10:30-11:00 . . . 6.9 Blue Ribbon Bouts, —	29. Dick Tracy (Mys.), Combined TV WLW-T-S, 8:30-9:00 a.m. . . . 5.8 F. O. P. Quiz, —
20. Star and the Story (Drama), Official Films WKRC-T, 8:00-8:30 . . . 5.8 Bob Hope, —	22. China Smith (Adv.), Nat'l Telefilm Assoc. WCPO-T, 6:30-7:30 . . . 4.2 All Star Movie, —

22. Ramar of the Jungle (Adv.), TPA WLW-T-S, 9:00-9:30 a.m. . . . 4.2 Cartoons, —	6. *Racket Squad, uWEEK 53.2
24. Frankie Laine (Music), Guild Films WCPO-S, 2:15-2:45 . . . 3.9 Wrestling; Playhouse, —	7. *Cisco Kid, uWEEK 53.0
25. Play of the Week (Drama), Nat'l Telefilm Assoc. WCPO-Th, 10:30-11:00 . . . 3.6 Lux Video Theater, —	8. *I Led Three Lives, uWEEK 52.7
26. Your Star Showcase (Drama), TPA WCPO-Th, 6:30-7:00 . . . 2.9 All Star Movie, —	9. Truth or Consequences, uWEEK 52.1
27. Famous Playhouse (Drama), MCA-TV WLW-T-S, 2:30-3:00 . . . 2.4 Frankie Laine; Football, —	10. Milton Berle, uWEEK 50.9

PEORIA, ILL. 2 STATIONS

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

1. Dragnet, uWEEK 73.0	6. *Racket Squad, uWEEK 53.2
2. Groucho Marx, uWEEK 63.6	7. *Cisco Kid, uWEEK 53.0
3. George Gobel, uWEEK 60.7	8. *I Led Three Lives, uWEEK 52.7
4. Jackie Gleason, uWTVH 59.6	9. Truth or Consequences, uWEEK 52.1
5. Your Hit Parade, uWEEK 57.7	10. Milton Berle, uWEEK 50.9

1. Racket Squad (Mys.), ABC Film uWEEK-F, 7:30-8:00 . . . 53.2 Ray Bolger, 7.2	11. Lone Wolf (Mys.), MCA-TV uWTVH-M, 7:30-8:00 . . . 27.2 Caesar's Hour, —
2. Cisco Kid (West.), Ziv-TV uWEEK-Th, 7:30-8:00 . . . 53.0 T-Men in Action, 18.5	12. Life of Riley (Comedy), NBC Film uWEEK-S, 8:30-9:00 . . . 24.0 Meet Millie, —
3. I Led Three Lives (Adv.), Ziv-TV uWEEK-Th, 8:30-9:00 . . . 52.7 Kraft TV Theater, 16.2	13. Inspector Mark Saber (Mys.), Thompson-Koch uWEEK-M, 9:30-10:00 . . . 19.2 Studio One, —
4. Life With Elizabeth (Comedy), Guild Films uWEEK-F, 8:30-9:00 . . . 48.1 The Beardsmen, 10.9	14. Florian ZaBach (Music), Guild Films uWEEK-W, 8:00-8:30 . . . 17.9 Strike It Rich, —
5. Badge 714 (Mys.), NBC Film uWEEK-Su, 10:00-10:30 . . . 45.1 News; Weather; Sports, 11.7	15. Inner Sanctum (Mys.), NBC Film uWEEK-M, 10:30-11:00 . . . 14.9 Playhouse 99, —
6. Janet Dean, R.N. (Drama), U M & M uWEEK-Su, 9:00-9:30 . . . 33.8 Father Knows Best, 33.2	16. Texas Rassin' (Sports), Sportatorium uWEEK-S, 10:30-11:30 . . . 13.7 Wrestling, —
7. Meet Corliss Archer (Drama), Ziv-TV uWTVH-M, 8:30-9:00 . . . 31.7 Robt. Montgomery, 38.7	17. Greatest Fights (Sports), Mannie Baum Ent. uWTVH-Th, 6:45-7:00 . . . 8.3 News Caravan, —
8. Hopalong Cassidy (West.), NBC Film uWEEK-W, 5:30-6:00 . . . 30.9 Kartoon Korner, 15.7	18. Beulah (Comedy), Flamingo Films uWEEK-T & Th, 3:00-3:30 . . . 7.3 Brighter Day; Secret Storm, —
9. Ellery Queen (Mys.), TPA uWEEK-W, 9:30-10:00 . . . 30.2 Blue Ribbon Bouts, 34.6	19. Walt's Workshop (Educa.), Reid H. Ray uWTVH-S, 5:15-5:45 . . . 6.4 Various, —
10. Annie Oakley (West.), CBS Film uWEEK-S, 12:30-1:00 . . . 29.8 Frontier Playhouse, 1.3	

BALTIMORE 3 STATIONS

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

1. Jackie Gleason, WMAR 60.0	6. Dragnet, WBAL 43.9
2. I Love Lucy, WMAR 49.5	7. Groucho Marx, WBAL 43.7
3. Two for the Money, WMAR 47.4	8. Talent Scouts, WMAR 41.8
4. This Is Your Life, WBAL 46.3	9. Godfrey and His Friends, WMAR 36.4
5. Toast of the Town, WMAR 45.9	10. My Favorite Husband, WMAR 35.9

1. Cisco Kid (West.), Ziv TV WBAL-T, 7:00-7:30 . . . 26.4 News; D-Day, 5.3	11. Liberate (Music), Guild Films WBAL-Su, 7:00-7:30 . . . 13.6 You Asked for It, —
2. I Led Three Lives (Adv.), Ziv TV WBAL-W, 10:30-11:00 . . . 25.9 Blue Ribbon Bouts, 20.0	12. Amos 'n' Andy (Comedy), CBS Film WAAM-Th, 10:30-11:00 . . . 11.1 Lux Video Theater, —
3. Superman (Adv.), Flamingo Films WBAL-W, 7:00-7:30 . . . 24.3 News; Going Places, 7.1	13. Hopalong Cassidy (West.), NBC Film WBAL-M, 6:15-6:45 . . . 11.0 Early Show, —
4. Ramar of the Jungle (Adv.), TPA WBAL-M, 7:00-7:30 . . . 24.1 News; Our Children, 6.4	14. Tales of Tomorrow (Drama), Tee Vee Co. WMAR-Su, 7:00-7:30 . . . 10.0 You Asked for It, —
5. Wild Bill Hickok (West.), Flamingo Films WBAL-F, 7:00-7:30 . . . 20.4 News; Family Doctor, 5.6	15. I Led Three Lives (Adv.), Ziv TV WBAL-T, 8:30-9:00 . . . 10.0 Puppets; Cartune Time, —
6. Annie Oakley (West.), CBS Film WBAL-S, 5:30-6:00 . . . 19.5 Football, 23.8	16. Hopalong Cassidy (West.), NBC Film WBAL-Th, 6:15-6:45 . . . 10.0 Early Show, —
7. City Detective (Mys.), MCA-TV WMAR-Su, 11:00-11:30 . . . 19.0 Various, 6.9	17. Terry and the Pirates (Adv.), Official Films WBAL-F, 6:15-6:45 . . . 9.9 Early Show, —
8. Badge 714 (Mys.), NBC Film WBAL-T, 10:30-11:00 . . . 18.7 Wrestling, 15.4	18. Mr. District Attorney (Mys.), Ziv TV WBAL-S, 10:30-11:00 . . . 9.5 Celebrity Parade, —
9. Abbott and Costello (Comedy), MCA-TV WAAM-Su, 6:30-7:00 . . . 15.1 You Are There, 12.0	19. Dangerous Assignment (Adv.), NBC Film WMAR-M, 11:15-11:45 . . . 7.7 Short Story; Tonight, —
10. Hans Christian Andersen (Child), Interstate TV WBAL-Th, 7:00-7:30 . . . 14.5 News; Sports, 5.8	20. Hopalong Cassidy (West.), NBC Film WBAL-S, 3:30-4:30 . . . 6.9 NCAA Football, —
11. Liberate (Music), Guild Films WBAL-Su, 7:00-7:30 . . . 13.6 You Asked for It, —	21. Ellery Queen (Mys.), TPA WAAM-Su, 10:30-11:00 . . . 6.6 What's My Line?, —
12. Amos 'n' Andy (Comedy), CBS Film WAAM-Th, 10:30-11:00 . . . 11.1 Lux Video Theater, —	22. Colonel March (Mys.), Official Films WBAL-M, 10:30-11:00 . . . 6.2 Studio One, —
13. Hopalong Cassidy (West.), NBC Film WBAL-M, 6:15-6:45 . . . 11.0 Early Show, —	23. Flash Gordon (Adv.), U M & M WBAL-S, 4:30-5:00 . . . 5.8 NCAA Football, —
14. Tales of Tomorrow (Drama), Tee Vee Co. WMAR-Su, 7:00-7:30 . . . 10.0 You Asked for It, —	24. Janet Dean, R.N. (Drama), U M & M WBAL-S, 7:00-7:30 . . . 4.9 Football, —
15. I Led Three Lives (Adv.), Ziv TV WBAL-T, 8:30-9:00 . . . 10.0 Puppets; Cartune Time, —	25. Meet Corliss Archer (Comedy), Ziv TV WBAL-Su, 6:30-7:00 . . . 4.6 Abbott and Costello, —
16. Hopalong Cassidy (West.), NBC Film WBAL-Th, 6:15-6:45 . . . 10.0 Early Show, —	26. The Falcon (Mys.), NBC Film WAAM-W, 10:30-11:00 . . . 3.6 I Led Three Lives, —
17. Terry and the Pirates (Adv.), Official Films WBAL-F, 6:15-6:45 . . . 9.9 Early Show, —	27. All Star Theater (Drama), Screen Gems WMAR-T, 11:15-11:45 . . . 3.3 Tonight; Short Story, —
18. Mr. District Attorney (Mys.), Ziv TV WBAL-S, 10:30-11:00 . . . 9.5 Celebrity Parade, —	28. Cases of Eddie Drake (Mys.), CBS Film WMAR-S, 12:00-12:45 . . . 2.1 Celebrity Parade, —
19. Dangerous Assignment (Adv.), NBC Film WMAR-M, 11:15-11:45 . . . 7.7 Short Story; Tonight, —	29. Hank McCune (Mys.), Minot TV WBAL-Su, 2:30-3:00 . . . 0.3 Celebrity Parade, —
20. Hopalong Cassidy (West.), NBC Film WBAL-S, 3:30-4:30 . . . 6.9 NCAA Football, —	

Heart Attack Claims Levin

CHICAGO, Feb. 5.—Funeral services were held here this week for William (Biggie) Levin, 49, radio and television talent agent and producer, who died Sunday (30) of a heart attack.

His firm, W. Biggie Levin Television Air Shows, Inc., Chicago, produced the television and radio shows of the Chicago Symphony Orchestra over the Du Mont network. Besides handling Dave Garraway on a personal management contract, Levin also produced "Friday With Garraway" and "Easy Money," which air over the NBC radio network. Levin was the first ever to put a symphony orchestra on the air under a sponsorship, the Philadelphia Symphony Orchestra under the direction of Leopold Stokowski, sponsored by a bank group.

Levin, during his career, was also personal manager for such artists as Mme. Ernestine Schumann-Heink, Eddy Howard, Dennis Morgan, Harry Lauder, Otis Skinner, Edgar Guest, Clifton Utley, and the Don Cossack Chorus. Levin began his theatrical career in 1920. He is survived by his two children, Mary and William; his parents, Sam and Elkie Levin, and two sisters.

Screen Gems

• Continued from page 4

One group of 13 was picked up by Helene Curtis, and another 8 episodes was bought by Campbell's Soup. Ford, of course, followed its usual course of re-running 13 of the year's supply of 39 films.

The 39 "Ford Theater" episodes last year got an average rating of 40.5 in their first run. The 13 Ford re-runs during the summer pulled an average of 33.8, while Helene Curtis garnered a 22.0 average with its group of 13 re-runs. Both Ford and Helene Curtis out-rated their competition with the summer re-runs.

As of the January 1 Nielsen report, "Ford Theater" this season has topped all dramatic anthology stanzas on the air with an average 35.7 rating. "Fireside Theater" pulled an average rating of 31.5 since it went on the air early in September. It's the top-rated network show in its time slot.

Indie KTTV

• Continued from page 6

Show, "Late Show" and, finally, the "Late, Late Show" which doesn't begin airing until after midnight. Its success in this sphere comes mainly from its careful selection of the films it programs.

Coca's Show Tests Sketch

NEW YORK, Feb. 5.—The Imogene Coca show has signed three regulars and is in the process of trying out a plot around which a situation-comedy format can be built. New regulars on the NBC-TV show are David Burns, Hal March and Bibi Osterwald.

The program is also featuring a sketch which uses the three new featured players and Imogene Coca. Miss Coca and March play two single people, and Miss Osterwald and Burns play their neighbors. The sketch will be expanded from now thru the season to see whether it finds favor with the viewers.

Hwd. Angels

• Continued from page 12

advisors will receive fees for their services, but no salaries.

The present advisors are Wallace Garland, president of Broadway Angels and the financial brain of HA; Maxwell Seligman, head of Tele-Craft Film Editing Service here; Thomas Legate, an actor, director and musician, and co-producer of "Angel Auditions"; Paula Stone, TV and Broadway producer, and Roddy McDowall, actor.

Product Need

• Continued from page 4

gamer in the TV distribution of its 30 pictures is calculated to make a TV filer at this time seem quite attractive.

And 1955 would appear to be the year to take the fling, while the TV industry's conversion to color is still proceeding at a snail's pace. Once color circulation is widespread the old black and white pictures will probably find rating competition tough against color shows.

But in the present situation the stars and titles the majors filmed

'Phoebe' May Split Billings

NEW YORK, Feb. 5.—Campbell Soups is said to be looking for a sponsor to share half the costs of "Dear Phoebe." The program is on NBC-TV 8:30-9 p.m. Fridays.

The property started out very strongly, ratingwise, but has failed to increase its standing substantially. Batten, Barton, Durstine & Osborn is the agency.

PRODUCTION NOTES

By BOB SPIELMAN

First 12 films of Paul Coates' "Confidential File," to be syndicated by Guild Films, are in the can, and Guild is now looking for a sponsor for the top-rated program, according to Producer Jim Peck. First 13 half hours are, in the main, reproductions of shows seen live over Los Angeles Station KTTV. Program consists of interview with about one-minute film clips spliced in. Peck thinks the show will be just as quickly accepted nationally as it was in Los Angeles since problems dealt with, such as narcotics, comic books, rackets, etc., are of national scope.

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

Desilu Productions has three new series planned for next year, "Desilu Playhouse," an anthology; "Those Sisters" and "Girls in Grease Paint." Studio also expects to do eight or nine pilots for the nets. Studio Vice-President Martin Leeds says the trend for next year seems to continue along situation comedy lines, with some adult Westerns also likely to be filmed.

"Lux TV Theater" is happier with host James Mason, and vice versa, now that show is putting more production into commercials instead of doing them more or less off the cuff.

June Haver is set to replace Betty Grable on the February 17 "That's Life" segment of "Shower of Stars" following Miss Grable's ankle-spraining.

Deal is in the works for Lawrence Welk to go into film syndication if two or three knotty problems can be ironed out. Welk show presently is among top 25 in Los Angeles.

Chances appear good that the Singer-Chevillat production, "It's a Great Life," will escape the axe this year. Show, sponsored by Chrysler, has risen steadily in ratings after a bad start and was extended from 26 to 34 weeks last week with another five-week option added.

Dr. Frank Baxter has been named speaker for the Screen Writers' seventh annual award dinner February 28.

Ziv-TV winds up 78th stanza of "I Led Three Lives" this month. Star Richard Carlson is scheduled for a theatrical feature, "San Antonio de Bexar."

The "Hope Howard Show," new musical starring the 12-year-old of the same name, is being filmed in San Francisco by Jack Welch and Ken Rich.

First "You Are There" segment to be filmed is being shot at Hal Roach Studios under direction of Bernard Girard. Story is "The Completion of the Transcontinental Railroad."

Ballet stars Jeanmaire and husband Roland Petit have bid to do Max Liebman spectacular in May.

"Disneyland" has been named "TV Program of the Year" by NABET, Southern California listener organization.

The Collier Young-Ida Lupino company, Filmakers, Inc., has been taken off the SAG blacklist following agreement for payment of 15 per cent to actors for release of 1950 theatrical pix, "The Young Lovers," to TV.

Jayne Drennan, originator of the silhouette for TV commercials, says her figure can do just about anything a man can, including, possibly, play baseball.

REVOLVING DOOR

Jack H. Harris, Exploitations Productions' veepee, flew from Los Angeles to Washington last week after completing a survey of new production for EPI. . . . Earl Bennett, the Sir Frederick Case of Spike Jones' "Musical Depreciation Revue," has joined the cutting and editing department of United Productions of America and will also be available for character voices. . . . Vivian Blaine, of "Guys and Dolls" fame, will bring her characterization to TV in Screen Gems' "Pick the Winner," first telefilm in the new "Damon Runyon Theater" series.

Dr. Henry Brown, Atlas TV Corporation prexy, attended the premier of the "Captain Z-Ro" film series in San Antonio over KTBC-TV. . . . David Brian, who portrays the title role in Ziv's "Mr. District Attorney," will speak at the Texas State convention of district and county attorneys and law enforcement officers on Monday (7).

Andrew P. Jaeger, newly appointed sales veepee of Procter Television Enterprises, heads for Washington Wednesday (9) and from there flies to Hollywood for several days. . . . Frank McMann, formerly of NBC, has joined MCA-TV Film Syndication as ad manager, reporting to Wyn. Nathan, sales manager.

Frank Smith, sales manager of the new Cinepix Corporation, is leaving on his first sales tour next week which is expected to run for three weeks. Smith will be promoting the firm's extensive library of cartoons, features, Westerns and comedies. . . . Jules Weill's Fortune Features, Inc., has moved to new and expanded quarters within the same building, 1501 Broadway, New York.

Guild Films exhibited its "Confidential File" show on "Horror Comics" before the joint legislative committee studying comic publications in New York. The film created such a good impression that it is expected to be shown before the New York State Legislature in Albany shortly.

T. C. Murphy, formerly of the WNBQ-TV engineering department in Chicago, has joined the staff at Telecine Film Studios, Inc., Park Ridge, Ill. . . . Kling Film Studios has just completed filming of a one-and-a-half-minute TV commercial announcing Hotpoint's golden anniversary kitchen. The film was produced under the supervision of Earl Kennedy, of Maxon, Inc., agency for Hotpoint.

Stephen Strassberg, formerly account exec for Art Franklin, Inc., and Harriet Feinberg, assistant promotion manager for ABC Film Syndication, have joined ABC as publicity head for WABC and WABC-TV and advertising and promotion for the two stations respectively. . . . Charles H. Rosen, executive producer, and Morton Zimmerman, director for Arthur B. Modell TV Productions, who have been filming the five-minute "Tiny Fairbanks" series, are looking for historical locations to film the next 13 "Tiny" films.

Kenneth Hyman, Associated Artists Productions' veepee, left New York on Friday (28) for a three-week trip to Hollywood. Hyman will complete negotiations to acquire Hollywood-made motion picture features for TV distribution.

ATPS Opens 5 New Offices in South

HOLLYWOOD, Feb. 5.—New offices are being opened in Atlanta, Miami, Nashville; Richmond, Va., and Dallas by Advertising Television Program Service, the company's general manager, Maurie Gresham, announced this week. The company, distribution outfit for John W. Loveton Productions, previously had offices only in Los Angeles, Chicago and New York. Expansion is expected to result in intensification of sales campaign for the "Mr. and Mrs. North" vid-show.

TV FILM PURCHASES

WOW, Omaha, will program "Million Dollar Movies," a series of recent Hollywood releases, February 6. The series, purchased from General Teleradio, will be on a first-run basis in Omaha. Watson Bros. Transportation Company will sponsor the show, which will be seen every Sunday at 10:15 p.m.

New business for KGMB, Honolulu, includes "Tele-Sports Digest," an MCA-TV property, for Lucky Lager Brewing Company, and "Madison Square Garden Highlights," distributed by Winik Films, for Procter & Gamble.

This past week was a light one sales-wise in the TV film industry. Nevertheless NBC Film Division managed to bag an eight-series deal to one station, WJTV, Jackson, Miss. Shows contracted for are "The Falcon," "Inner Sanctum," "Captured," "Paragon Playhouse," "Dangerous Assignment" and "Hopalong Cassidy" in its half-hour series A, half-hour series B, and one-hour version.

Other NBC Film sales include: "Badge 714" to WITV, Bloomington, Ill., for Drewry's Beer, and to KOPO, Tucson, Ariz., for Valley National Bank; "Paragon Playhouse" to WTWD, Durham-Raleigh, N. C., and to WDSU, New Orleans, for Maison Blanc. "Watch the World" was sold to WRCA, New York, and "Life of Riley" to KROC, Rochester, Minn., and WDAY, Fargo, N. D. "Hopalong Cassidy" in its half-hour version, Series A & B, was sold to KGUL, Galveston, and "Dangerous Assignment" to KFSD, San Diego, Calif.

"All Star Theater," a Screen Gems property, was sold to WTVO, Rockford, Ill., for General Electric Supply Company and WICS, Springfield, Ill., for G & E Furniture Company. Loeb Storage and Hearing, Collins and McInnis will sponsor the "Big Playback" over WBRZ, Baton Rouge, La., and Dixie Dairy, a division of the Borden Company, will sponsor "Rin Tin Tin" over WMAZ, Macon, Ga. Screen Gems also sold "Top Plays" to KOPO, Tucson, Ariz., and "Jet Jackson" to WSUN, St. Petersburg, Fla.

Block Drugs will sponsor CBS TV Film Sales' "The Whistler" in two markets. They are WBZ, Boston, and WNHC, New Haven, Conn. "Whistler" was also sold to WBES, Fort Lauderdale, Fla. "Amos 'n' Andy" was sold to KTLK, Lake Charles, La., with the Dedman Company picking up the tab, and "Annie Oakley" will now be seen in Anchorage, Alaska, over KTVK. "Range Rider" was sold to KBT, La Crosse, Wis.

"Captain Z-Ro," which debuted last week, was sold by Atlas Television to the following markets: WRCA, New York; CKLW, Windsor, Ont., for State Sample Department Store; KTBC, Austin, Tex., for alternate sponsorship by Carnation Milk and Exchange Stamp Company; XETV, San Diego, Calif., and KBOI, Boise, Idaho.

Objectionable R&B Records Subject of 'Confidential' Show

HOLLYWOOD, Feb. 5.—Objectionable lyrics in rhythm and blues records, and their effect on youngsters, is scheduled to be the subject of Paul Coates' "Confidential File" telecast Sunday (6) via Station KTTV here.

Coates' show has already stimulated widespread interest in the music trade here.

Disk jockey Joe Adams, KOWL; a music publisher, a PTA official and a 13-year-old girl are to be interviewed to ascertain the reason behind the growing popularity of rhythm and blues records, and what, if any, censorship rules are enforced by the trade.

Coates told The Billboard that the telecast has no intention of castigating the rhythm and blues field in general, but will be restricted to the harm caused by double entendre lyrics in some r.&b. records.

FANFARE

Distrib TV Log Free in Calif. Stores

HOLLYWOOD, Feb. 5. — TV Fanfare, 12-page weekly television log distributed free thru Southern California market chains, has reached a circulation of 72,000 with \$100,000 in advertising billings in 1954, and is beginning to become a distinct threat to newsstand sales of weekly TV publications relying mostly on logs for their sales drive.

The publication now plans to begin experimental free mailing to all television homes in this area, a move which would boost circulation to approximately two million. First mailing of 10,000 copies is scheduled for mid-1955.

Founded in 1953 by Ned North, the publication derives its revenue from three-by-three-inch box ads which it sells to non-competitive regional retailers near the distributing supermarket units.

ANNOUNCING

"The New York Yankees Game of the Week"

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Name Artists May Spark NJB Label

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

OAKLAND, Calif., Feb. 5.—Juke box operators may soon have the opportunity of purchasing records by top-name artists on National Juke Box Music, Inc.'s, NJB label.

According to George A. Miller, president and general business manager of Music Operators of America, all major recording companies have been contacted by MOA and the prospects for future NJB labels using top recording artists look bright.

"To insure top artists on future records," Miller said, "the present arrangement of MOA receiving 10 cents per record sold will be discontinued."

Distribution of future records is expected to be handled in the same manner as used on the first NJB

release. Operators order their disks from NJBM, which notifies the record company pressing the tune. Shipments go to operators directly from the record company.

32,000 Sales Mark

National Juke Box Music, formed last November by Barney Young and supported by MOA, has already topped the 32,000 sales mark with its first release, "Early, Early in the Morning" and "Daddy from Georgia Way," Miller said.

Because music operators proved that they would support a third copyright licensing organization, Miller said, plans for future releases have already been scheduled.

The next NJB record has been

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OTTO DRIVES US ALL SCHRAGE IN TABULATION

NEW YORK, Feb. 5.—"Happy," "Crazy" or "Schrage," this Otto fellow has created all sorts of problems. It's like this.

There are now being marketed—and very successfully—a Decca record by "Crazy Otto" which couples "Smiles" with "Glad Rag Doll," and a Johnny Maddox disk on Dot Records which is titled the "Crazy Otto Medley."

But dealers, disk jockeys and operators seem to prefer calling either or both records "the Crazy Otto record." This creates a problem in surveying the field action on both records. When it comes to tabulating The Billboard's "Honor Roll of Hits," any points accruing to the Maddox "Medley" on Dot cannot be counted since it's a medley of songs—not a song. The "Honor Roll" is song-based.

Neither, of course, can the two votes for the Decca disk be added to those for the Dot disk toward a tabulation for the "Honor Roll." The two records are of different material—even if the dealers, operators and jockeys won't think of them that way.

The Decca disk, incidentally, is now billed as by "Crazy Otto." It was originally "Schrage," then changed to "Happy Otto," and now it's "Crazy"—the situation, that is, in addition to the name.

Columbia Introduces Standard Recording Level on All 45's

'CSL' Designed as Boon to Juke Box Ops, DJ's in Maintaining Steady Tone Timbre

NEW YORK, Feb. 5.—Columbia Records is introducing a standard recording level for all of the firm's pop 45 r.p.m. releases. It was developed by the firm's engineering department in order to eliminate wide variations in recording levels that have been the bane of radio station engineers and deejays for a long time.

The step means that all current and future Columbia pop releases will not go over a specific level, even on the loudest passages, and thus will avoid "overpeaking" or sudden surges that require lowering and then raising the gain by jockeys or engineers on radio shows. The firm expects this to also please juke box operators who have long wanted a standard level for records.

All records to be released by the diskery with the standard recording level will be designated "CSL," which stands for Columbia Sound Level. This will be printed in red on all deejay copies. Current releases, including the latest Johnnie Ray, Frankie Laine and Joan Weber cuttings, have this designation.

In order to acquaint deejays fully with this new development,

the diskery is sending out a letter from President Jim Conkling, and another from engineering exec Bill Bachman, explaining the move in both technical and non-technical terms. With the letters, the firm is shipping a standard level record which can be used by radio stations as a guide to the actual program level of all Columbia "CSL" records.

In technical jargon the tone level on the record is five centimeters per second RMS (7.07 peak). This is close to the level used when the 45 r.p.m. record was originally introduced. It also happens to be the level at which Columbia LP records are cut. When the channel level is set on radio station equipment, so that the indicator reads 100 per cent

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MERC CONTEST

Centers on Vaughan's 'Important'

CHICAGO, Feb. 5.—Mercury Records this week announced another participation contest open to all deejays following the successful conclusion of their "Melody of Love" contest. The new contest is centered around Sarah Vaughan's recording of "How Important Can It Be?" In the former contest, the deejay was asked to read poetry to the backing of David Carroll's "Melody of Love." In the new set-up the deejay is asked to sing along with Sarah Vaughan. Sheet music containing a suggested harmony part and contest rules will be in the mail to deejays over the weekend, according to promotion director of Mercury, Kenny Myers.

Myers stated that the contest was started because he found out

(Continued on page 30)

Peyton C. Ford NAMM's Counsel

CHICAGO, Feb. 5.—Peyton C. Ford, Washington attorney, has been selected as the legislative counsel by the National Association of Music Merchants' national committee for the repeal of the musical instrument excise tax.

The committee is composed of all music industry associations in addition to cultural and educational organizations in the field. The present excise tax is 10 per cent, and musical instruments are still listed as luxuries.

Clef Skeds Getz Jazz Concert LP's

HOLLYWOOD, Feb. 5.—Norman Granz's Clef Records will release the first jazz concert package by Stan Getz on March 1, titled "Stan Getz at the Shrine."

Material for the package, a plush album containing a spiral bound series of photos and two 12-inch LP's, was culled from a recent Duke Ellington-Dave Brubeck-Stan Getz concert at the Shrine Auditorium here.

Album will retail for \$10.

MOA, Mfrs. Against Both Kilgore, Thompson Bills

CHICAGO, Feb. 5.—Juke box manufacturers and George A. Miller, president of Music Operators of America, turned thumbs down on both the Kilgore (S. 590) and the Thompson (H.R. 2677) bills this week in their first complete statements on the subject.

The Kilgore bill, which would eliminate the juke box exemption clause from the Copyright Act of 1909, was labeled by both the manufacturers and Miller as the same as measures previously sponsored by the American Society of Composers, Authors and Publishers.

Miller stated after discussing the Kilgore bill with Sidney H. Levine, legal counselor of MOA, "We both find that it is identical with, and has the same wording as some of the very first bills, presented to the Congress in 1947, better known as the Scott bill."

Miller said that the Thompson bill, which recommends a federal

fact-finding commission to study the entire Copyright Act, "would seem designed to keep bills before Congress for longer period of time, with the hope that the ultimate end would be in favor of certain performance rights societies."

Fight to the End

Miller, Levine and other executive officers of MOA declared: "We'll fight these bills to the bitter end."

Following a meeting of the Automatic Phonograph Manufacturers' Association, a joint statement on both the Kilgore and the Thompson bills was issued by the manufacturers. Issuing the statement were J. W. Haddock, president of AMI, Inc.; David C. Rockola, president of Rock-Ola Manufacturing Corporation; N. Marshall Seeburg, president of J. P. Seeburg Corporation, and R. C. Roling, president of the Rudolph Wurlitzer Company and president of the manufacturers' association.

Their joint statement is as follows:

Mfrs.' Statement

"There is nothing really new in either the Kilgore Bill or the Thompson Bill. Our industry has

been confronted with legislative proposals similar to the Kilgore bill almost annually for the past quarter of a century. There have been many hearings on such proposals, the latest only a little over a year ago. Our experience has been that when the facts are exposed and the members of Congress are apprised of the true nature of these proposals the decision invariably has been in favor of our industry and against amendment of the copyright law.

"The Thompson Bill would delegate fact-finding powers to a body other than the Congress whose elected members have heretofore conducted these numerous able and impartial hearings concerning the identical issues. The proponents of the Thompson Bill are apparently dissatisfied with the findings of the Congressional committees and in seeking to change these

(Continued on page 85)

A-V Tape Pacts Labels For Rep Now on Disks

By IS HOROWITZ

NEW YORK, Feb. 5.—A-V Tape Libraries has signed Vanguard, Elektra, Seeco and Rainbow Records to long-term contracts calling for the release of pre-recorded tapes featuring repertoire already out on disks. Under the pacts, A-V will have access to all suitable material in the diskeries' catalogs.

A-V, the pioneer pre-recorded tape company, has been active in the new industry for more than four years. In addition to recording original material, the firm has in the past had release deals with various companies, including Remington and Musical Sound Books. There are currently about 150 titles in the A-V catalog.

The move to sign the diskeries is part of a plan by the company

to build a comprehensive tape catalog covering all types of repertoire. Negotiations are now being held with other independent manufacturers.

First Release

First releases under the newly signed pacts will be issued later this month and will feature Latin-American etchings from the Seeco catalog. Tapes carrying material culled from the Vanguard, Elektra and Rainbow catalogs will begin to appear in March.

All tapes will be issued on double-track reels and in the two popular speeds. In the case of some of the new classical material, the new Minnesota Mining No. 190 tape will be used, a thinner product which permits up to 90 minutes on a standard seven-inch reel. Price for these longer playing tapes will be set soon.

BMI Finalizes Reciprocal Deal With PRS

NEW YORK, Feb. 5.—After long negotiations, Broadcast Music, Inc. and Performing Rights Society, Ltd., have agreed to a contract. Under the arrangement PRS will license the performing rights of BMI repertory in Great Britain, Ireland, South Africa and other territories administered by PRS. BMI will license the performing rights in the United States of all

(Continued on page 30)

Victor Readies New Push in R&B Field

NEW YORK, Feb. 5.—A revived push into the rhythm and blues field is being readied by RCA Victor and will break early next month when the firm's subsidiary label, Groove, issues its first wax since its recent separation from Label "X."

Groove general manager Ray Clark, brought up as head of the operation last month from a long-time post as Southern field man, has named Bob Rolontz as artist and repertoire manager for the label. With The Billboard as music-radio editorial staffer for the past three years, Rolontz formerly held several record company executive posts. He assumes his new position with the diskery later this month.

The Groove operation, which will function independently from its parent company on the a.&r. level, will dovetail part of its sales activities within the Victor frame-

work. Thus, many Victor distributors in the South and Southwest will handle its r.&b. wax, while independent distributors will be offered the line in most Northern and Western territories.

Clark, now in the process of lining up his distributor organization, is aiming at a net of 29 outlets nationally. In all territories regular Victor field men will handle distributor, dealer and juke box operator relations.

It is expected that some of the distributors signed when Groove was part of the Label "X" operation will be retained.

The Groove talent roster currently available to Rolontz includes Oscar Black and Sue Allen, the Du Droppers, John Greer, Piano Red, Bertice Reading and Ernestine Washington. New artists are expected to be added.

RCA to Outline Store Program To Field Men

Modernizing Plan Accents Trend to Self-Service Style

NEW YORK, Feb. 5.—RCA Victor will outline its new store modernization program to company field men next week. The program is designed to facilitate the growing trend toward self-service dealer operation.

In effect, the company plan is an integral part of Victor's recent price readjustment which the company expects will result in increased record volume in established outlets and the creation of new outlets which Victor anticipates will now enter the record market.

Under the plan there will be made available to dealers a set of 18 display units designed and manufactured by W. L. Stensgaard & Associates, a merchandising presentation house. In addition to the RCA-sponsored fixtures, the plan calls for a consultation service for dealers desiring custom advice on store layout.

The fixtures, suitable for floor, wall or counter use, have been designed so that they may be

(Continued on page 30)

London Cuts Price On Internationals

Dealers to Benefit From New Discount Structure, Plus 'Subscribers Club' Plan

NEW YORK, Feb. 5.—London Records, thru its recently formed subsidiary, London International, Inc., will launch its direct-to-dealers sales program for disks in its London International, Telefunken, L'Oiseau Lyre and Durium series next week.

At the same time London will reduce suggested list prices of these labels to an expected \$4.98 per 12-inch LP and \$2.98 per 10-inch, and increased dealer discounts to a new spread of 38 and 10 per cent. Additional benefits will be awarded members of a new "Dealer Subscribers Club" who sign up to accept delivery of at least one copy of each new LP issued under London International auspices.

London indicated its intention of by-passing its established distributor net for secondary label mar-

keting about a month ago. At that time it was said that the relatively specialized appeal of the secondary labels could most efficiently be exploited by direct distribution from London to retailers.

Distribution of London Records proper will not be affected by the special steps taken to market the International series.

New Prices

Under its new price and discount structure London International 12-inch LP's listing at \$4.98 will cost dealers \$2.78 each, with the dealers' cost for \$2.98 10-inchers to be \$1.66. Orders will be filled direct from headquarters here and a depot on the West Coast. About 15 titles a month will be released.

Dealers who sign up for the subscribers club will become entitled to 30 days extra dating, in addition to 100 per cent return rights on all London International LP's. Dealers may cancel their membership at any time.

Disks carrying all four labels in the International program will be boxed and carry special art.

London International disks will feature Spanish-recorded zarzuelas, as well as classical and pop material recorded in Europe. Telefunken will concentrate on central Europe repertoire, while the L'Oiseau Lyre catalog will consist of rarely recorded or performed serious music. Durium disks will offer Italian pop material.

SERVICES AIRED FROM CAVERNS

SAN ANTONIO, Feb. 5.—The Alamo Funeral Home is sponsoring a 30-minute radio program from the Cathedral Room of Boerne's Cascade Caverns. Each week a local church will conduct the services in the special room in the underground cave. The series will be presented for 52 weeks.

The room has been wired for lighting, and a Hammond organ has been installed for accompaniment of choral groups.

NAMM's Music Trade Show to Chi, July 18-21

CHICAGO, Feb. 5.—The 1955 Music Trade Show of the National Association of Music Merchants this year will be titled "Music-Orama." It will be held in the Palmer House here July 18-21.

Among the principal categories of exhibits at this year's show will be high fidelity, radios, phonographs, television, records, sheet music, pianos, organs and musical instruments.

Exhibitors at last year's show will have first opportunity for display rooms and booths at this year's event. After March 15, any unclaimed space will be open to re-

(Continued on page 32)

McDonald Praises Thompson Proposal

WASHINGTON, Feb. 5.—Rep. Frank Thompson Jr.'s (D., N. J.) bill to create a federal copyright fact-finding commission got a strong boost this week from Earl McDonald, manager of the Philadelphia Orchestra Association.

In a letter to Thompson, whose bill calls for creation of a 13-member independent commission to study and make recommendations for revision of the entire Copyright Act, McDonald hailed the proposal as "a promising move in an entirely befogged field."

McDonald continued: "If any time you would like me to come to Washington to give my views on certain of these problems, I shall be happy to do so."

At the present time it is uncertain whether the Thompson bill will gain a hearing in the House Judiciary Committee where the bill has been sent. The bill will come up for consideration first by the

House Judiciary Subcommittee on Copyrights, Patents and Trademarks, which is headed by Rep. Edwin E. Willis (D., La.).

The Kilgore bill to end an exemption on juke box copyright royalties continues to face strong prospects of being reported out of the Senate Judiciary Committee, but deliberations are still in the distance. It is likely that a hearing would be staged on the bill if the Senate Judiciary Committee receives a convincing number of requests from parties interested in appearing at a hearing. Sen. Harley M. Kilgore (D., W. Va.), chairman

(Continued on page 85)

Cap to Issue Newsletter to Juke Operators

HOLLYWOOD, Feb. 5.—Capitol Records has scheduled the release of a newsletter to music operators as part of a long-range program to keep the music machine industry better informed of Capitol records and sales policy.

First letter to operators is scheduled to be in the mails next week, with Capitol stressing its recently announced program of music operator return privileges. Music ops, who previously have not had a return privilege, are now allowed a blanket 10 per cent return every six months. In order to qualify for the 10 per cent return operators must return at least half the number of returnable records, and will receive the 5 per cent return increase in an automatic credit.

In addition, operators who make over-the-counter purchases for cash are entitled to a discount of 5 per cent. Latter move is designed to encourage purchases in Capitol branches.

COL. PLUM

4 Crockett Disks From Disney Pix

NEW YORK, Feb. 5.—Columbia Records snagged a prize plum this week when it purchased four records made by Walt Disney Enterprises for the sound track of the Davey Crockett film series. The disks include the "Ballad of Davey Crockett" sung by Fess Parker. The tune has been causing a lot of excitement in the business. The diskery is rushing it to market this week.

The Disney firm made records of the tune about two weeks ago, and sent them out to jocks across the country to use on their shows. The records were not for-sale, but when they were played on various

(Continued on page 30)

Progressive Music Hires Prof. Manager

NEW YORK, Feb. 5.—Progressive Music, Atlantic Records' wholly owned publishing firm, took its first step toward increased activity with the hiring of Jack Shiffman as professional manager. Shiffman will show Progressive songs to other diskeries, and the firm intends to add contact men in other cities.

Progressive Music has created a lot of excitement in the trade recently with such hits as "Tweedle Dee" and "It May Sound Silly." "Tweedle Dee" has been cut by LaVerne Baker on Atlantic and over a dozen other artists, including Georgia Gibbs, Poe Wee King,

(Continued on page 30)

DETERMINED

Ham Finds Album Via Wireless

By BENN OLLMAN

MILWAUKEE, Feb. 5.—When some disk collectors want a particular album, they'll go to unusual lengths to get what they are after.

Witness what happened when Stu Glassman, of the Radio Doctors disk shop here, kept disappointing Pat Shanahan, a customer hot after an album on the Unicorn label out of Boston. Glassman, after contacting all of the disk distributors he could think of, was unable to locate the Unicorn distributor for this territory.

In desperation, customer Pat Shanahan, an amateur radio hobbyist, contacted a fellow ham, Dick Morris, in Melrose, Mass., a suburb of Boston. Obligingly, Morris phoned Unicorn at its Boston office via the conventional telephone. He was told the name of the Chicago distributor handling Unicorn and relayed the information promptly to Shanahan, who passed it on to Glassman.

The involved wireless transaction was completed in a few hours, and two days later the record album was delivered to the elated Shanahan. The distributor? It turned out to be M. S. Distributors of Chicago, a regular supply house of Radio Doctors, and the only firm on his list of wholesalers that Stu Glassman had neglected to check for the hard to get item.

Motorola Seeking Land in Phoenix As New Plant Site

CHICAGO, Feb. 5.—Motorola, Inc., thru its president, Paul V. Galvin, announced this week that it was negotiating for the purchase of an 18-acre tract in Phoenix, Ariz., on which to construct manufacturing facilities. The firm already has one plant in Phoenix which employs about 800 people.

The new facilities expect to hire between 400 and 500 employees and will enable Motorola to undertake pilot runs and larger commitments on such small and precise equipment as transistors. The firm has been making transistors in its laboratories for exploratory application to a wide variety of products. The announcement implied that the actual purchase of the property and finalizations of construction plans were still dependent on legal clearances.

The new building will measure 200 by 260 feet and will be surrounded by campus-like grounds. It is claimed that Phoenix already has enough skilled labor to fill the plant's needs.

'X' May Up Releases, Enter Classic, Semi-Classic Fields

NEW YORK, Feb. 5.—As Label "X," the RCA Victor subsidiary record firm, enters its second year this month, there is much trade speculation that the label's future includes an increased release schedule, an entry into the classical and semi-classical packaged record field and the eventual issuance of a line of radios, phonographs and appliances. The company execs are loathe to talk about some of these aspects, there are enough signs now evident which point to this expansion.

The diskery in its first year issued 80 single records and 60 album packages. There are now 40 artists on the label, some non-exclusive, and the line is handled by 33 distributors. It is interesting to note that of the 33 distributors, 12 were not in the record business until they were set up to handle the "X" line.

It is now believed that the label will add about 150 albums to its catalog in 1955 and should release about 120 single disks. Not included in the 150-album total for the year are the potential classical releases. Tradesters believe that

these will be gleaned by the HMV catalog.

RCA TILL '56

RCA Victor, the "X" parent company, will continue to issue HMV packages here until the end of 1956. While those HMV artists already identified with the RCA

RCA Pop, Jazz Albums to AM Subscribers

NEW YORK, Feb. 5.—RCA Victor next week will ship its first batch of pop and jazz albums to radio stations subscribing to the firm's new subscription plan covering the new musical categories. Advance promotion which began a month ago has already brought in over 500 station subscribers for the pop material and 200 for the jazz.

(Continued on page 30)

Victor label thru earlier releases will stay on the Victor label, some of the newer HMV longhairs may find their wax on the "X" label within the next 12 months.

The move into radios-phonos-appliances is still in the talking stage, but there is now a strong possibility that there will be an announcement this summer of an "X" line of phonos and small radios to be manufactured by Victor's newly organized Victrola Division.

Guiding the "X" operation are Jimmy Hilliard as general manager and a.&r. chief and Joe Delaney as general sales manager. This is the same team which started the Coral label for Decca. The rest of the "X" executive staff includes Eddie Kissack in the a.&r. department, musical director Gordon Jenkins, Midwestern field reps Barney Fields and Curly Dmytro and Northeastern distributor contact Tim Tormey. Delaney expects to have five field reps by the end of 1955.

Foreign Deals

Also in the future for the label are a series of foreign distribution deals, a return to the rhythm and

(Continued on page 32)

How do sales of phonos affect record sales?

What types of stores sell most records and phonos?

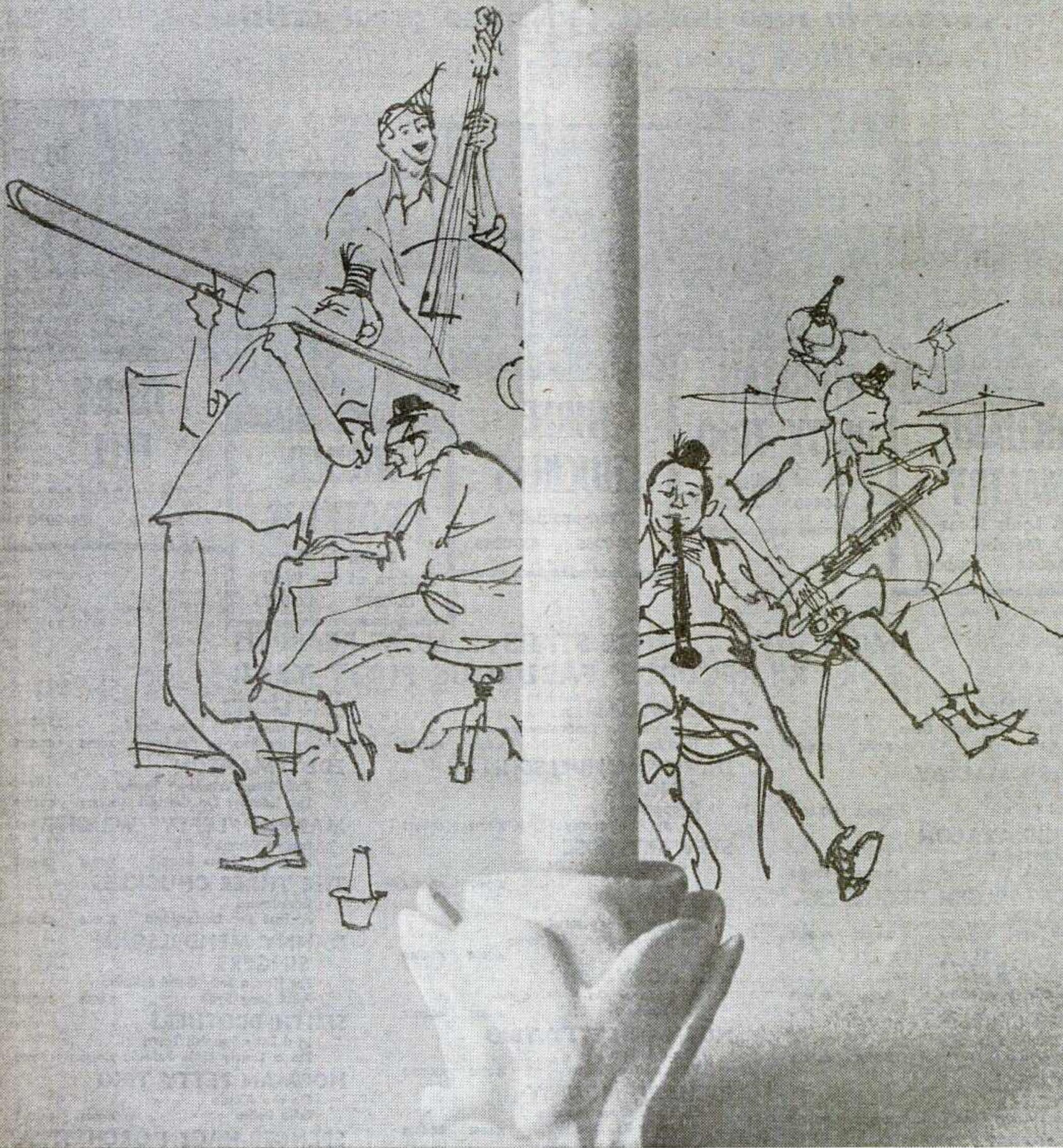
You'll find the answers to these—and many more—questions in

The Billboard's 1955 Record-Phono Sales Opportunities Number

ISSUE DATED—FEBRUARY 26

ADVERTISING DEADLINE—FEBRUARY 16

A TRIUMPHANT FIRST BIRTHDAY



"X"

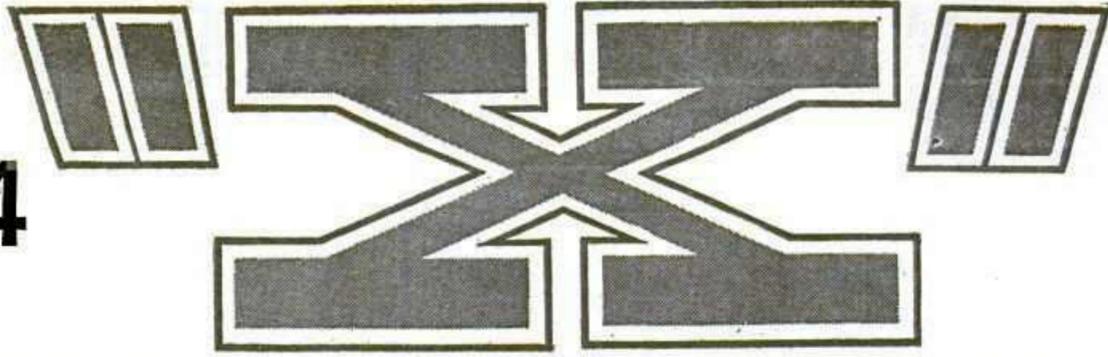
records and "X" vault originals—from an unknown quantity to a known quality in just twelve exciting months

"X"

a Product of Radio Corporation of America

RECORDS MARK THE HITS!

In 1954



RECORDS WAS INTRODUCED

...and in turn introduced these great artists
...and these great records.



RICHARD MALTBY

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



NORMAN PETTY TRIO

"Mood Indigo"
X-0040 4X-0040



THREE CHUCKLES

"Runaround"
X-0066 4X-0066



WILDER BROTHERS

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



TERRY FELL

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

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

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

RICHARD MALTBY
Deep Blue Sea
Patrol Polka X-0002 4X-0002

FRANKIE AVALON
Trumpet Sorrento
The Book X-0006 4X-0006

SPENCER-HAGEN ORCHESTRA
Angel Bells
Black Sapphire X-0007 4X-0007

SAL FRANZELLA
Impossible Motion
Fantastic Impromptu X-0008 4X-0008

SMITH BROTHERS
The Things I Love
Echo Bonita X-0009 4X-0009

TERRY FELL
Don't Drop It
Truck Driving Man X-0010 4X-0010

BEN LIGHT
Back Home Again in Indiana
Carolina in the Morning X-0014 4X-0014

AL MORGAN
That Silver-Haired Daddy of Mine
My Mom X-0015 4X-0015

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

GERI GALIAN
Slaughter On Tenth Avenue
Tara Lara X-0018 4X-0018

**DANNY MENDELSONH
SINGERS**
Happy Birthday
Happy Anniversary X-0022 4X-0022

STEWART ROSE
I Complained
I Want You X-0027 4X-0027

BEN LIGHT
Georgia On My Mind
Deep in the Heart of Texas X-0030 4X-0030

RED NORVO
All I Wanna Do
"X" Marks the Hits X-0037 4X-0037

NORMAN PETTY TRIO
Mood Indigo
Petty's Little Polka X-0040 4X-0040

RICHARD MALTBY
St. Louis Blues Mambo
Beloved, Be True X-0042 4X-0042

HELEN GRAYCO
Teach Me Tonight
Oop-Shoop X-0051 4X-0051

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

RUSS CARLYLE
In a Little Spanish Town
It Was Nice Knowing You X-0055 4X-0055

BEN LIGHT
Alexander's Ragtime Band
By the Sea, By the Sea X-0058 4X-0058

EDDY MANSON
The "Rear Window" Theme
The Heather On the Hill X-0059 4X-0059

MARVIN "LEFTY" WRIGHT
Boogie Mambo #1
Kentucky Home Boogie X-0063 4X-0063

THE THREE CHUCKLES
Runaround
At Last You Understand X-0066 4X-0066

**DANNY MENDELSONH
SINGERS**
For He's a Jolly Good Fellow
Auld Lang Syne X-0068 4X-0068

SMITH BROTHERS
In a Little Spanish Town
I'm a Lonely Little Petunia X-0070 4X-0070

NORMAN PETTY TRIO
On the Alamo
Echo Polka X-0071 4X-0071

SPENCER-HAGEN ORCHESTRA
Vera Cruz
I Met You Once Before X-0072 4X-0072

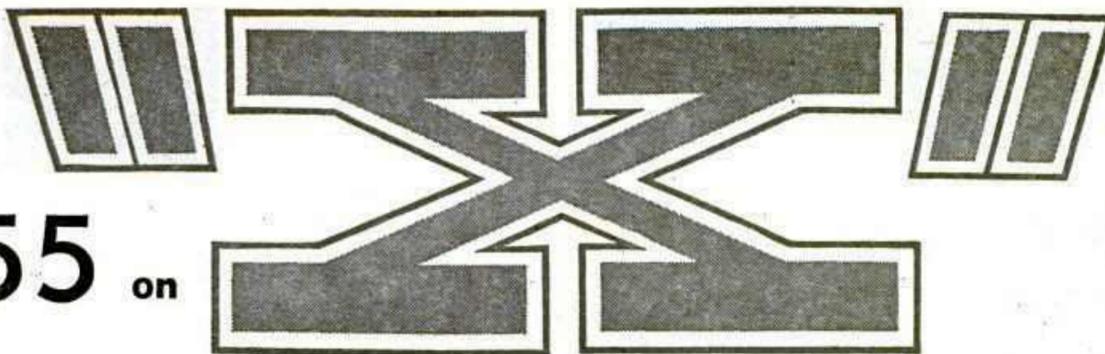
JIMMY PALMER
Somebody Goofed
Valencia X-0073 4X-0073

DINAH KAYE
Butterscotch Mop
When Are You Comin' Home, Joo? X-0074 4X-0074



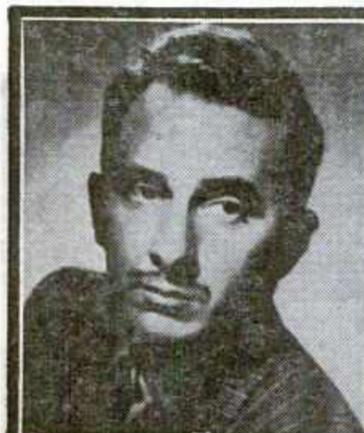
a Product of Radio Corporation of America

RECORDS MARK THE HITS!



... in 1955 on

THESE GREAT ARTISTS...



GORDON JENKINS

"My Own"
"Tired of Waitin'"
X-0097 4X-0097



FRANKIE LESTER

"Wedding Bells"
"Tell It To Me Again"
X-0077 4X-0077



HELEN GRAYCO

"Say the Word"
"Please Don't Freeze"
X-0089 4X-0089



BETTY CLOONEY

with Bill Darnel
"Whisper"
"Si, Si, Señor"
X-0076 4X-0076



JIMMY PALMER

"The Waltz You Saved for Me"
"Hut Sut Song"
X-0090 4X-0090

... THESE POWERFUL NEW RELEASES:

RICHARD MALTBY

Stardust Mambo
Strictly Instrumental X-0075 4X-0075

BETTY CLOONEY

Si, Si, Señor
Whisper X-0076 4X-0076

FRANKIE LESTER

Wedding Bells
Tell It To Me Again X-0077 4X-0077

TERRY FELL

Get Aboard My Wagon
You Don't Give a Hang About Me X-0078 4X-0078

GEER SISTERS

Unloved and Unclaimed
Menu Love X-0079 4X-0079

JAN STRICKLAND

Let's
Come To Me, My Little Darlin' X-0080 4X-0080

ROBERTA LEE

When You Kiss Me
Travelin' On X-0081 4X-0081

THE DOLPHINS

Chicken Scratch
When the Angelus Is Ringing X-0082 4X-0082

GERI GALIAN

Airecu
Snowfall X-0083 4X-0083

MAY HAWKS

Don't Let Them See My Face
Pastime Girl X-0084 4X-0084

ZEKE AND RED

Get Your Dad Burn Fingers Offa Me
The World Would be a Better Place If It
Was a Farm X-0085 4X-0085

THE PICCADILLY PIPERS

featuring BONNIE DAVIS
Angry
I Wanna X-0086 4X-0086

BETTY CLOONEY and BILL DARNEL

Ko Ko Mo
So All Alone X-0087 4X-0087

SMITH BROTHERS

Scrape Off De Bark
Chocolate Whiskey and Vanilla Gin X-0088 4X-0088

HELEN GRAYCO

Say the Word
Please Don't Freeze X-0089 4X-0089

JIMMY PALMER

The Waltz You Saved For Me
Hut Sut Song X-0090 4X-0090

ANDY WILLIAMS

Now I Know
Here Comes That Dream Again X-0091 4X-0091

PHYLLIS AND BILL HOLMES

"MR. AND MRS. MELODY"
That Is the Makings of Love
Three Little Kisses X-0092 4X-0092

JACK TUCKER

Stark, Staring Madly in Love (With You)
First On Your List X-0093 4X-0093

RICHARD MALTBY

(To Be Announced) X-0094 4X-0094

THE THREE CHUCKLES

Foolishly
If You Should Love Again X-0095 4X-0095

EDDIE FONTAINE

Rock Love
All My Love Belongs To You X-0096 4X-0096

GORDON JENKINS

My Own
Tired of Waitin' X-0097 4X-0097

WILDER BROTHERS

Ichi Bon Tami Dachi
Say Goodbye X-0098 4X-0098

STEWART ROSE

How Much Do I Love You
We Doodle-Do-Do Have Love X-0099 4X-0099

LOU PROHUT

Swiss Lullaby
Hen House Polka X-0100 4X-0100

KENNY PRICE

Cold Hearted Love
No Mon', No Hon' X-0101 4X-0101

ROCKIN' "RUDY" HANSEN

The Mambo Queen
I Walked Away X-0102 4X-0102

JOHNNY SPARROW

Keyhole Special
Sparrow's Nest X-0103 4X-0103

NORMAN PETTY TRIO

I Wonder Why
Three Little Kisses X-0104 4X-0104

HERE ARE THE DISTRIBUTORS THAT SUPPLY YOU WITH "X" RECORDS AND "X" VAULT ORIGINALS:

Atlanta, Ga.—Tri-State Record Dist., Inc.
Baltimore, Md.—M. B. Lesnick Record Co.
Birmingham, Ala.—Tri-State Distr. Co.
Boston, Mass.—Transdisc Corp.
Buffalo, N. Y.—Melody Dist. Corp.
Charlotte, N. C.—Mangold Distr. Co.
Chicago, Ill.—M. S. Distr. Co.

Cincinnati, Ohio—Hit Record Dist., Inc.
Cleveland, Ohio—Custom Record Dist. Co.
Dallas, Tex.—Big State Distr. Co.
Denver, Colo.—Pan American Supply Co.
Detroit, Mich.—Arc Record Distrs.
El Paso, Tex.—Record Dist. Co.
Great Falls, Mont.—Music Service Co.

Hartford, Conn.—Transdisc Corp.
Houston, Tex.—Southcoast Amuse. Co.
Jacksonville, Fla.—Binkley Distr. Co.
Los Angeles, Calif.—Record Sales Co.
Memphis, Tenn.—Music Sales Co.
Miami, Fla.—Binkley Distr. Co.

Milwaukee, Wis.—M. S. Distr. Co.
Minneapolis, Minn.—Lew Bonn Co.
New Orleans, La.—Mallory Distr. Co.
New York, N. Y.—Transdisc Corp.
Ogden, Utah—Zion Distr. Co.
Oklahoma City, Okla.—Okla. Record & Supply Co.

Philadelphia, Pa.—Edward S. Barsky, Inc.
Pittsburgh, Pa.—Portal Distributors
Portland, Ore.—B. C. Record Service
Richmond, Va.—Allen Distrs.
San Francisco, Calif.—Chatton Distr. Co.
Seattle, Wash.—B. G. Record Service
St. Louis, Mo.—Midwest Distr. Co.

"X"
RECORDS MARK THE HITS!

a Product of Radio Corporation of America

A Double

"FOOLISHLY

c/w

"IF YOU SHOULD LOVE AGAIN"

The Three Chuckles

X-0095 (4X-0095)



**MUSICAL
ENTERTAINMENT
AGENCY**
226 West 47th Street
New York City
Phone: CO 5-4135



a Product of Radio Corporation of America

RECORDS MARK THE HITS!

Punch!!

Eddie Fontaine

**"ROCK
LOVE"**

b/w

ALL MY LOVE BELONGS TO YOU

X-0096 (4X-0096)

"X"

a Product of Radio Corporation of America

RECORDS MARK THE HITS!

England to Get Cut-Rate Disks From U. S. Firm

LONDON, Feb. 5.—The record industry here is reeling from the news that an American company plans to release disks of pop songs at cut-price rates in this country. Headed by Manny Kopelman, who controls the Cameo, Manhattan, Parliament and Whitehall labels in Canada and the U. S., the new

BARON SPEAKS

Indie Radio Must Attract Nat'l Sponsors

HOLLYWOOD, Feb. 5. — The future of the independent radio station lies in attracting national sponsorship, as opposed to a heavy leaning toward local accounts. This is the opinion of George Baron, general manager of radio station KOWL, local indie Spanish language and Negro station outlet.

"Our roster of regional and national accounts in November, 1954, showed an increase of over 50 per cent from November, 1953," says Baron. "National advertising agencies have recognized the importance of the Negro, Mexican and Mexican-American markets, and stations that reflect the true tastes of these markets."

"By refusing to accept sponsors with questionable products and market approach, we turned down between \$30,000 and \$40,000 in billing last year. But we picked up or renewed such national accounts as Pet Milk, Creomulsion, Seven Up, Folger's Coffee, Barbara Ann Bread, Burgermeister Beer and Coca-Cola, along with many others."

Now in its eighth year of broadcasting, the 10,000-watt station airs daily disk shows with Negro radio personalities Joe Adams and Lillian Randolph, Spanish language shows by Elena Salinas and Senor Orozco, and Mexican-American Lionel (Chico) Sesma.

Commenting on the present popularity of rhythm and blues music, disk jockey Joe Adams aired the view that the trend is merely a phase and does not reflect the true or predominant tastes of the area's Negro market.

"Altho recorded material is a question of interpretation," says Adams, "I don't feel it necessary to program records that I consider obviously suggestive."

KOWL's George Baron backs this stand, and points to the fact that high standards in programing has paid off in revenue to the station.

Col'bia Ships Out Dealer Demo Kits On Philly Symp

NEW YORK, Feb. 5.—Columbia Records is shipping this week a new demonstration kit for dealers containing sample recordings by the Philadelphia Orchestra. Titled "The World's Greatest Orchestra," the package contains five of the orchestra's latest waxings, "Gaité Parisienne," "Les Sylphides," "Scheherazade," Cesar Frank's D Minor Symphony and Rachmaninoff's Third Symphony. The package has a velvet cover with gold lettering.

The set is easel-backed so that it can stand on counters. Inside, in addition to the four records, are four pages of pictures and text advertising the orchestra. The records can be taken out of the kit and played by customers who are interested in purchasing recordings by the Philadelphians, without disturbing the dealer's regular stock. Kits are available from Columbia distributors.

company plans to release its first record here in March.

The disks will considerably undercut current prices and be on sale in chain stores and thru mail-order firms. First releases will include four hit songs on 78 r.p.m. to retail at 70 cents; one 10-inch LP comprising up to 12 titles to retail at \$1.33; one 12-inch LP consisting of 18 current hit tunes to retail at \$2.69.

Later the company will put out an EP disk with six titles for \$1.05. Other EP's will also be released including pops, standards and light classical material.

The company will concentrate on using hit tunes rather than star artists and hopes for a heavy sale thru its prices. To make it a two-way deal, the company will also export recordings made here for sale in America. All the disks will be pressed in this country from masters flown over.

While in Europe Kopelman will be visiting France and Denmark to set up similar organizations to the British company.

Decca Mapping Series From Top 1954 Films

HOLLYWOOD, Feb. 5.—Decca Records is expected to get the green light on a projected series of new packaged goods, with material to be culled from a representative array of top motion pictures of the past year.

The series, currently being planned by Decca's Coast repertoire chief, Sonny Burke, would feature dramatic sequences by some of Hollywood's top film stars. Among the stars and pix currently being dickered for are Bing Crosby and Grace Kelly in scenes from "The Country Girl"; James Mason, "A Star Is Born"; Jane Wyman, "Magnificent Obsession"; James Stewart, "The Glenn Miller Story," and Ray Milland, "Dial M for Murder."

Completion of the project is said to depend upon current negotiations with both the stars and studios involved. Few objections on the part of the studios are foreseen, inasmuch as the film companies are thoroly cognizant of the importance of records to a theatrical release. Decca previously released soundtrack packages from "Magnificent Obsession" and "Glenn Miller Story," both of which are Universal-International properties, the studio a Decca subsidiary.

FAR EAST DISK PICTURE

20% Gain in Sales Looms; May Be Best Foreign Mart

By JOEL FRIEDMAN

HOLLYWOOD, Feb. 5. — The Far East, particularly Japan, may very well prove to be the record industry's most important foreign market in 1955, with all indications pointing toward a 20 per cent increase over the sale of 20 million records achieved during 1954.

This was the observation of Warren Birkenhead, recently returned from Tokyo where he had served as Far East representative for Capitol Records, Inc. Birkenhead, formerly chief engineer for Capitol in 1945, severed his relationship with the firm and is expected to return to the Far East to continue his record business association.

Currently, says Birkenhead, the Japanese market is especially lucrative owing to the high interest in high fidelity. As representative of the Audio Engineering Society in the Far East, Birkenhead organized the first audio fair in Tokyo last December, which played to an attendance of 50,000. Approx-

COLE DISK HITS LANGUAGE BAR

NEW YORK, Feb. 5. — Snobbery and lack of linguist ability on the part of deejays is reportedly one reason why King Cole's new Capitol waxing is reportedly one reason why the oldie "Darling Je Vous Aime Beaucoup" isn't getting as much jockey plays as the flip side, "The Sand and the Sea."

Both sides are doing well (see Best Buys), but dealers have been puzzled over the fact that deejays seem to be giving the brush to the Hildegarde theme, spin-wise. When questioned, a few of the franker jocks said they liked the side, and—in the words of the song itself—"If their French was good enough" they'd play it. However, none wanted to run the risk of pulling a blooper on the air.

PROMOTIONS

Decca Puts Drinks, Kids In Spotlight

NEW YORK, Feb. 5. — Decca Records is putting more emphasis on special promotions, with cocktails and kiddies in the spotlight this month. The label hopes to get some high sales on a tie-up with Cora Vermouth and Decca's new mood-music album, "Very, Very Dry."

The deal calls for the Cora firm to push the album with 10,000 liquor dealers across the country, with special displays set up in key stores. Meanwhile, Decca is advising its dealers to borrow "a few appropriate bottles" from their local liquor store for use in window displays.

The special displays (paired with Cora merchandise) feature the "Very, Very Dry" album cover, with copy reading "Relax. Enjoy cocktails with Cora. Music on Decca Records at your record dealer."

On the kiddie promotion range, Decca is releasing the ninth in its series of Lone Ranger records to tie in with the extensive national campaign planned to celebrate the cowboy hero's 22d anniversary this month.

More than 110 manufacturers and wholesalers of Lone Ranger merchandise will participate in the drive which will be observed on TV via full hour shows over CBS, February 12, 1-2 p.m., and ABC, February 13, 8-9 p.m. Life-size display figures of the Lone Ranger will be available to key dealers, and Decca is urging record outlets to stock up on all nine Lone Ranger sets, in anticipation of a stepped-up demand for them.

WAY OUT IN FRONT

Foreign Language Stations In N. Y. Climb R.&B. Train

NEW YORK, Feb. 5.—The foreign language stations here hopped on the rhythm and blues deejay train early, and as a result they've established quite a corner on the r.&b. market, both in sales attraction and audiences.

Harry Novik's WLIB, the only station with studios in Harlem, was the first bi-lingual outfit to recognize the sales potential of the new market. The station has been programing r.&b. record shows since 1948, and Pluse surveys indicate it is the No. 1 outlet in the Negro market from 6:30 a.m. to 12:30 p.m., with an average share of audience 20 per cent higher than its nearest competitor.

One of WLIB's biggest morning draws is "The Gospel Train," which is aired as a record show thru the week and presented live on Sundays. Lloyd Williams is the deejay on WLIB's two other top morning airers, "Wake-up Show" and "Harlem Serenade."

Afternoon Line-Up

WLIB's afternoon r.&b. deejay shows include Phil (Trash) Gordon and Hal Jackson's "House That Jack Built." Some of the national

Morris Grabs 'Pledging' Tune

NEW YORK, Feb. 5. — E. H. Morris this week took over selling rights to "Pledging My Love," tune kicked off via the Johnny Ace record on the Duke label. A half dozen publishers have been trying to get the tune but Morris walked off with it when Don Robey, president of the Duke and Peacock labels and the Lion Music firm, made the deal here yesterday (4). Tune has already been covered by some of the top pop artists.

Meanwhile there is much speculation that there may be some legal hassles developing over the selling agency. Pubber George Weiner, for example, has been acting in the capacity of selling agent. Robey, however, insists that he did not sign any agreement or make a deal with Weiner.

Morris also acquired foreign rights to all tunes in the Robey catalogs.

Coral Issues New Catalog On Packages

NEW YORK, Feb. 5. — Coral Records is providing distributors and dealers with a new catalog of all Coral and Brunswick LP and EP albums and 78 and 45 single record sets released to December 5, 1954. The catalog also contains a complete list of the label's new prices on package merchandise.

The 36-page booklet, which is cross-indexed by album title and artist, features an eye-catching cover (a montage of top-selling Coral packages) in full color front and back. The last inside page is set up as a blank memo pad headed "Records I Must Buy" as an added.

Today's Bows At Low Prices

NEW YORK, Feb. 5. — Latest low-priced record firm to make its bow will issue disks under the label Today's. Headed by Allen Wolsky as president, the company will issue both LP and EP disks covering the latest hit tunes. Distribution is aimed at the regular retail record outlets.

The first 10-inch LP will be released this week and contains 10 current hit tunes in a colorful jacket. It will retail for \$1.69. Recordings are copies of the original disks which are on the hit charts. An EP version will contain eight current hits and sell for \$1.29. Dealer cost on the LP is \$1.02 and on the EP 78 cents.

sponsors corraled by WLIB for its r.&b. line-up include Kaiser-Willys, Ward's Tip Top Bread, Ballentine Beer, Old Golds and the local agencies of Chevrolet and Oldsmobile.

Since WLIB surveys indicate that station has a big teen-age audience — particularly on Saturday afternoons—the station has set up a special r.&b. disk censorship committee under musical librarian Bill Jenkins.

Another bi-lingual station here, WOV, is now programing almost as many r.&b. shows as Italian (10 r.&b. hours, 10 1-2 Italian hours daily), whereas only a short while ago the station was virtually all Italian. WOV's strongest r.&b. programing block is at night, which tees off from 8 to 9 p.m. with Joel Turnero's "Your Home Boy" (originating from show window of Flap's After Hours Record Bar in Harlem); then runs from 9 p.m. to 3 a.m. with "Jambalaya."

Five Deejays

The latter, a six-hour record marathon originating from Harlem's Palm Cafe, has been operating with five different deejays — Leigh Kamman, Jack Walker, Evelyn Robinson, Georgia Carr and Rosita Davis—taking turns at the mike. However, beginning February 1, WOV dropped the three fem jockeys for reasons of economy.

WOV's morning r.&b. programing includes Max Cole's "Wake Up New York," 7-8:30 a.m.; Hilda Simms' "Ladies Day," 8:30-9 a.m.; "Story of Ruby Valentine" (a soap opera with incidental songs by "Band Parade"), 9:15-9:30 a.m.

The Il Progresso station WHOM also stepped into the r.&b. field recently with Willie Bryant, "The Mayor of Harlem," originating a nightly show from the Baby Grand in Harlem, Mondays thru Saturdays, 11 to 2 a.m., and Sundays, midnight to 2 a.m.

'KENTON ERA'

Capitol Plans Strong Drive On New Album

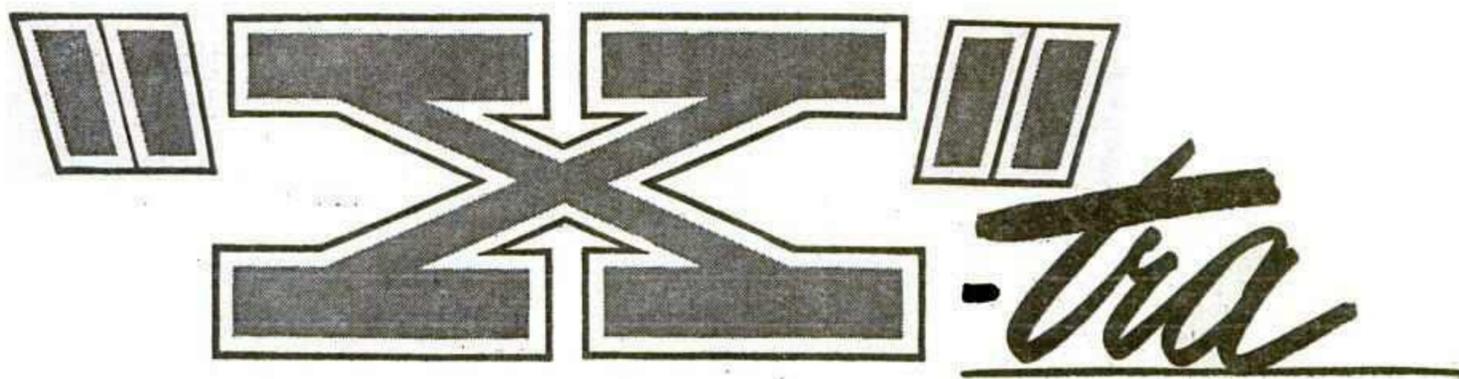
NEW YORK, Feb. 5.—Capitol Records is throwing its big promotional guns behind its new deluxe album set, the "Stan Kenton Era." The limited edition package, which will contain four LP platters and a 50-page book, will be released nationally on February 7. The package will be limited to 50,000 copies, all numbered, and will retail for \$24.95.

The Kenton set will contain sides that have been cut by the band over the past 15 years, during the six "periods" of the pioneering work. These sides were made at rehearsals, concerts, or at recording sessions, and have never before been released. They provide a complete musical history of the work. The records also contain a spoken prologue and an epilogue by Kenton, on both of which the leader explains his ideas and attitudes towards modern jazz music.

In order to promote the set the firm is sending out a special package, which will go to over 2,000 jocks. It has the 50-page book, plus a 10-inch LP containing eight selections from the album. The complete album will go to all national reviewers. And the firm has made up "cinematic" window displays to promote the set at the retail level.

On the personal appearance side, the label expects to have Kenton on the Steve Allen network TV show over NBC on February 10. Other TV appearances are also in the offing. Kenton will visit jockeys in many cities to push the album.

The set will be made available on 15 EP's in a special EP package. This unit will also have the 50-page book. None of the records will be sold as singles.



SPECIAL ANNOUNCEMENT



Gordon Jenkins

First release on "X"

"MY OWN"

and

"TIRED OF WAITING"

X-0097 (4X-0097)

"X" a Product of Radio Corporation of America
RECORDS MARK THE HITS!

VOX JOX

By CHARLOTTE SUMMERS

JOX TRIX: Ron Carey, KVOD's No. 1 disk in Denver, has come up with a format that should be a winner. The hour-long show is called "Musical Studio Fare," and is billed as a carnival, complete with midway, exhibits, fairground booths, added attractions and special features. The show is sectionalized, with each seg running 15 minutes. The first, labeled "Coming Attractions," gives him a chance to play new disk releases, read personal items about newcomers to the disk world and provided a little personality sketch about the music, the star, the band or the record company. The next step along the fairgrounds is "Ferris Wheel of Hits," which is the spot where current local hits are played. Carey uses crowd sound effects, fairground music, Merry-Go-Round and calliope music. The third phase is called "Memory Booth," where he picks one year during the past quarter century and spends the entire 15 minutes playing music from that year. Between disks he chatters about events that year.

The "Blue Ribbon Main Attraction" booth is where he fits his special guests, interviews with passing, and local celebs and special music that doesn't fit elsewhere. This portion can include r.&b. or anything that is requested by listeners. Carey also goes out of the studio to record on-the-spot interviews with show people who are performing in town and often catches traveling bands playing one-nighters. This provides him with a nice tie-in on their disks.

"Preview," WAVE's newest program in Louisville, debuted on January 15, emceed by Bob Kay, late night deejay. The show is aired Saturday mornings from 10 to 11 and is based on rating the best of the newest releases. Kay asks for a brief comment on each disk from a panel of three guest experts, made up of a musician, a teen-ager and a retail record dealer. Each one rates the record on a scale of 0 to 100, on the basis of the quality of the music and lyrics, arrangement, the performance and prospects of commercial success, but they do not announce these ratings on the air. The figures are written down, and at the end of the show they are tabulated, resulting in a composite first, second and third choice.

Listeners are invited to try to match the experts, mailing in their top three choices on post cards, and giving their reasons for their No. 1 choice. The following week, the names of winners are announced, with everyone matching the experts receiving a record, and with the listener having the best reason for his first choice receiving an RCA Victor portable phonograph. Also each week reps of the major recording firms will briefly present on "Preview" the record which has come out during the week which they consider their best bet for success. They will not, however, sit on the experts panel.

New York's deejay, Art Ford, who spins over WNEW, has a personal experience article in the new March issue of Popular Photography, pleading with other amateur photographers to make realistic documentary films of community hazards — from insanitary garbage heaps to juvenile delinquency. This dramatic presenta-

(Continued on page 50)

DEALER DOINGS

By JUNE BUNDY

DISTRIBUTORS, WAKE UP: That's the cry sounded by two Midwestern dealers this week. R. R. Rippey, Triangle Record Shop, Waukesha, Wis., writes: "When are the stupid distributors going to wake up? We refer of course to the smaller companies. We want to buy the Penguins, Betty Johnson, the Moonlighters, etc. Where? How? Why can't they see the problem dealers have in trying to locate the small labels? As a help to us, maybe The Billboard could make a permanent section for the several areas showing distributors and their labels." . . . Mrs. E. W. Gilbert, Gilbert Music Company, Bloomington, Ill., is also having trouble locating small labels. She notes, "One label that is giving a great deal of concern to us right now is Dootone. None of our methods of tracking it down has been successful as yet. We would like to suggest to all distributors that they send out some sort of announcement when they acquire a new label."

JUST BROWSING: Johnny Desmond appeared in a local TV show aired from the largest record department in Atlanta February 4. The disk section, located in Davidson's department store, designated that date as "Johnny Desmond Day." The Coral star appeared there on behalf of the Philco Corporation, according to Dorothy Jensen, manager and buyer of records, phonos and tape recorders for Davidson's. . . . The Kienle Music Company, Tillamook, Ore., has changed hands and is now operating under the name Warner Music Company.

CHICAGO CUTTINGS: Members of the National Association of Music Merchants will soon be receiving thru the mails a new idea in dealer aids—NAMM Advertising Ideas. The experimental brochure was produced in response to interest shown by dealers in how other members advertised. The brochure will contain headline suggestions as well as pages devoted to the various segments of the retail music trade. President of the association, Earl Campbell, wrote the forward message which appears in the first issue and explains what the dealers can expect in the future.

JUKE BOX WRAP-UP

Sentinel Radio Corporation announced that it will exhibit its new combination coin-operated 27-inch television set and juke box cabinet at the 1955 Music Operators of America convention March 28-30.

The Billboard pop charts show 11 record manufacturers sharing honors for top 20 hits on nation's juke boxes. Companies listed point out the fact that there is no cornering the hit market.

New 19-year-old recording artist Tommy Mara picked as Cleveland choice for outstanding new talent of 1955. Operators host deejays at special luncheon to introduce Mara and new tune, "Pledging My Love." Song pegged "Hit of the Month."

For full details on these stories see Music Machine department beginning on page 85.

NEWS REVIEW

Ray OK on TV, But Fails on Sales of 'Path'

By JUNE BUNDY

Johnnie Ray did a "Joan Weber" on CBS-TV's "General Electric Theater" drama, "The Big Shot," last Sunday (30) night, and out-rated competitive webs in that time period more than two to one. Record-wise, tho the stint hasn't generated any significant results sales-wise as yet for Ray's Columbia recording of "Paths of Paradise," which was featured in the video drama.

In view of the inept script and generally poor showcasing of the tune, it isn't surprising that the disk failed to take off big. Ray, tho, turned in a surprisingly good performance as Johnny Pulaski, an aspiring crooner from the sticks who rejected a big-time recording career because "the big shot" of the title wanted him to change his name to Johnny Harvard and record songs that "didn't fit his style."

"The Big Shot" was an incredible character, even for the music business. He apparently functioned as a combination artist and repertoire man, top-level network exec and agent. Perhaps the most unbelievable facet of the character was his capitulation to Johnny's demands at the close of the show. They just don't make deals like that anymore unless your name's Eddie Fisher or Perry Como.

"Paths of Paradise" was plugged steadily thruout the half hour, but Ray (who wrote the ditty) was never allowed to warble an entire chorus. If this trend towards building record tunes via video dramas continues we no doubt can look forward to watching the McGuire Sisters thrush a sequel to "Sincerely" in something by Chekov, or Kitty Wells and Red Foley do a hayloft duet for a country and western version of "Romeo and Juliet."

'MATINEE'

ASCAP Skeds Annual NPC Show Feb. 10

WASHINGTON, Feb. 5.—The American Society of Composers, Authors and Publishers will stage its annual "Musical Matinee" at the National Press Club Thursday (10). The "Matinee," which has developed into one of the club's biggest yearly entertainment attractions, will draw an imposing array of government dignitaries as guests.

ASCAP President Stanley Adams will act as master of ceremonies in an hour's entertainment provided by ASCAP's professional talent. Among the entertainers will be songwriters Irving Caesar, Al Hoffman, Dick Manning, Charles Tobias and Robert Merrill. Others in the act will include Mabel Wayne and Wynne Miller, niece of Glenn Miller.

The ASCAP luncheon always draws an unusually big turnout of NPC members plus a big special guest list. Government dignitaries who will be present at the luncheon will include Sen. Harley M. Kilgore, chairman of the Senate Judiciary Committee; Rep. Emanuel Celler, chairman of the House Judiciary Committee, and officials from Justice Department and the U. S. Copyright Office.

Among ASCAP-ers who will come down from New York to attend the luncheon will be members of the Society's oversea unit, which will embark shortly on a European tour of entertainment for servicemen.

Next week's NPC show is being arranged by ASCAP-er Paul Cunningham.

MUSIC AS WRITTEN

ROGER TO ATLANTIC AS DISKER, DIRECTOR . . .

Shorty Rogers, trumpet-playing modern jazz leader and composer-arranger, has been signed to an exclusive contract as recording artist and musical director for Atlantic Records. Nesuhi Ertegun, who recently joined the Atlantic firm as vice-president, handled the negotiations.

ORIGINAL READIES

JOE PICA SIDES . . .

Original Records, indie label headquartered in New Jersey, will issue its first package merchandise shortly when it releases an EP package of Joe Pica doing four standard tunes. This will be followed by a second EP and later an LP disk. Pica's third single release on the label has just been issued. It couples "The Woodpecker Song" with "Don't Cry, Little Girl, Don't Cry."

NUTMEG LAUNCHES

CONN. DISTRIBUTION . . .

Nutmeg Enterprises, a new record distributorship, has been established in Plainville, Conn., by Rudy A. Benvenuto and Alfred T. Catucci. The firm is now handling the following labels: Cardill, Aladdin, Lamp, Intro, Orfeo, Tempo and Westport. Nutmeg territory consists of Connecticut and Western Massachusetts.

BAPTISTS APPOINT

MERCURY MUSIC . . .

Mercury Music has been named official publisher for the American Baptist Convention. The organization has recently launched a drive to improve the quality of church music. First Mercury project for the group will be the release of a new series of choral music.

JOE REISMAN JOINS

RCA A.&R. STAFF . . .

Joe Reisman has joined RCA Victor as an artist and repertoire staffer under Joe Carlton. Reisman replaces Henri Rene, who recently was shifted to California as chief of Victor a.&r. operations on the West Coast.

HUNTER HEADS CRYTON

DIV. FOR COL'BIA . . .

Columbia Records' Jim Hunter became executive veepee of Cryton Precision Products this week. Cryton is the name of Columbia's injection molding operation devoted to toys and products other than records in the firm's plants in Bridgeport, Conn., and Indiana. Hunter will devote full time to this new activity.

DEXTER DISTRIB SET

IN SAN FRANCISCO . . .

A new distributor, the Dexter Distributing Company, was set up in San Francisco this week. The heads of the new firm are Tom Spinoso, prexy of Cavalier Records; Stephen DeMartini and James Salemi. The firm will distribute Cavalier Records Bowery Records, Polkaland, Old Timer, Rhythm, Music Library and a line of storage albums.

CLEF, NORGRAN FOR

RCA GRUVE-GARD . . .

According to RCA Victor's custom record pressing department, Norman Granz's Clef and Norgran labels are the first accounts to use the RCA designed Gruve-Gard. All future Clef and Norgran records, beginning with the February release, will be pressed with Gruve-Gard.

AGENCY USES DJ'S TO

PLUG NAT'L GUARD . . .

The Ruthrauff & Ryan agency is using a new approach to public service promotions with its forthcoming recruiting campaign for the National Guard. The agency has gone out on a national campaign thru the disk jockeys by supplying them with records featuring top names to help get a flock of air plays. The firm has had recording made of the National Guard jingle, "You're in Style," with top singers and orks. Patti Page and the Tommy Dorsey ork made one record; Mindy Carson and the Ray Anthony ork another, and Georgia Gibbs and the Ralph Flanagan ork another. About 2,500 platters were mailed to radio stations this week, and the tune was

being played on many shows this weekend. The agency hopes that the use of names on the recordings will help spur recruiting and help get the public acquainted with the National Guard song.

New York

Abner Silver has penned "Miami Beach Is a Paradise" for the resort's 40th anniversary, and "At the Fontainebleau" for the new hotel there. . . . Ork leader Eli Dantzic will celebrate his 30th anniversary at the St. George Hotel in Brooklyn, as ork leader and head of entertainment there. Harriet Dantzic, his daughter, is taking over the singing slot in the ork.

Helene Aimee, who sings at the Viennese Lantern here, is recording for Benida Records. . . . Jack Kearney has left the General Artists Corporation to go into the management business. His partner in the venture will be Don Saxon, formerly of the comedy act, Tim Herbert and Don Saxon. . . . RCA Victor artist Tony Travis is in town last week to cut records.

Chuck Darwin has sold masters of Sarah Vaughan, John Kirby's combo and Ellis Larkin to Riverside Records. The Vaughan and Kirby sides were originally issued on the old Crown label in the late 1940's. . . . There are now two lyrics on "Song of the Barefoot Contessa." One was penned in England by Norman Newell and the other in this country by Jack Lawrence. There are records using both lyrics. . . . The official version of "Not As a Stranger" will be penned by Jimmy Van Heusen and Buddy Kaye. It will be written for the picture of the same name, and will be published by Barton Music. The picture is being scored by George Antheil.

Coral Records has signed three arranger-conductors for a series of mood music albums. The trio are Jerry Carretta, Alfredo Antonini and Ulpio Minucci.

Mercury has signed country and western artist Curtis Gordon, formerly on the RCA Victor label. . . . Ann Magid, formerly of Theater Arts magazine, has joined the contact staff of Burlington Music. . . . A girl—their second—was born to Mr. and Mrs. Bernie Boorstein. They named her Marjorie Susan. . . . Coral's artist and repertoire chief, Bob Thiele, leaves for Hollywood next Friday for a two-week stay, during which he will record Les Brown and the Lancers.

Errata Department: Seems as if there are actually two different publishers each of whom has a tune called "You Can't Hardly Get Them No More." First we said it was owned by Bradford Music, then we said it was owned by Valley Music. Now it seems both Bradford and Valley have tunes of the same title. Bradford is affiliated with American Society of Composers, Authors and Publishers; Valley is with Broadcast Music, Inc. . . . Meanwhile, Joe Bihari says that "You're Mine" by the Fontane Sisters on Dot is published by Flain Music — not Arc Music.

Anita Boyer will resume her singing career on wax when she cuts some sides for Columbia Records next week. . . . Pianist Bonnemere and his combo is now on his first East-West trip. . . . Sammy Cahn and Jimmy van Heusen are cleffing four songs for the new Bing Crosby flick, "Anything Goes," by Cole Porter. . . . Joe Higgins, Columbia a.&r. exec, celebrated his 44th wedding anniversary this week. . . . Country singer Bobby Lord will visit jocks in Southern and Southwestern cities to plug his latest record. . . . Mindy Carson will visit deejays from Boston to Chicago over the next few days to plug her new Columbia waxing of "The Fish." Her manager, Eddie Joy, will accompany her. . . . Lu Ann Simms, Mindy Carson and Merv Griffin will appear at an operators' convention in Baltimore at the Lord Baltimore Hotel on Sunday (6).

Irv Siders has joined the Gale Agency and will work out of the one-nighter and location department. . . . Savoy Records' Varetta Dillard is cancelling all dates for the next eight weeks; she is expected to return in the next few weeks. (Continued on page 32)

**THEIR FIRST RELEASE
ON ESSEX—
and IT'S A SMASH!**

the

**DINNING
SISTERS**

singing

“MAMA”

(HE TREATS YOUR DAUGHTER MEAN)

and GOOFUS

Essex #388

105,000
SHIPPED
FIRST WEEK

TALENT TOPICS

VEGAS' MOULIN ROUGE INKS DAVIS TRIO TO 90G PACT . . .

Wild Bill Davis Trio has been signed to a two-year contract at the new Moulin Rouge, Las Vegas, guaranteeing him \$90,000. Davis was inked for a total of 36 weeks over the two-year period and is scheduled to open at the hotel April 1. Cliff Aronson, of the Milt Deutch Agency, handled negotiations.

BUCK, OF BUCK-BUBBLES TEAM, DIES IN N. Y. . . .

One of the great vaudeville teams of this era ended this week when Buck (Ford Washington) of the team of Buck and Bubbles died in New York. Buck and Bubbles had been a top act at every theater in the country, including the Palace here, for the past 25 years. They were the first of a great number of singing and dancing comedy teams. Their comic singing and dancing style foisted a slew of imitators, but Buck and Bubbles reigned supreme.

U. S. NAMES ROMP THRU EUROPE . . .

Charles Holland, American Negro tenor, made his debut in the role of Nadir in Bizet's "The Pearl Fishers" at the Opera-Comique, Paris, on Friday (28), and scored a smash hit, being forced to come out for 12 curtain calls. Holland is alternating between the Opera-Comique and the Opera, where he sings the lead role in Mozart's "Magic Flute." On the lighter musical side, Ciro Rimaac and his unit are at the Bobino Music-Hall, where they will be replaced on Tuesday (11) by Sidney Bechet. Edith Piaf is at the Olympia; Ella Fitzgerald and "Jazz at the Philharmonic" appear at the Theater des Champs-Elysees, Saturday (19) and Sunday (20), and Frankie Laine opens, the end of the month, at the Alhambra.

ERROLL GARNER SUBS FOR SYMPHONY ORK . . .

Erroll Garner on Sunday (6) goes to St. Louis, Mo., to fill in for the Laclede Little Symphony at 9:30 p.m. on KSD-TV. The Laclede Symphony, sponsored by Missouri Utilities, is on tour. Garner, booked for the engagement by the Columbia Lecture Bureau, is the first jazz artist ever to appear on that show. The pianist, now fully recovered from a hand injury, returns to New York after the KSD-TV date to pick up the Birdland tour.

ARTIE GLENN TO DECCA; SON IS AT VICTOR . . .

Decca's country and western chief, Paul Cohen, has signed Artie Glenn. The Texas band leader is

the composer of "Crying in the Chapel," which his son Darrell Glenn recorded last year. Darrell is now under contract to RCA Victor.

MGM SIGNS WILLIAMS, MISS ELLIS IN C&W . . .

M-G-M Records has signed two new country and western artists, Norma Ellis and Jimmie Williams. Williams and his band are considered to have both pop and c.&w. appeal; so the label is sending his first sides to deejays covering both markets. Canary Ellis has recorded two sides under her M-G-M contract which will be released February 25. Williams' first sides will also be cut at that time.

Pianist Jan August opens at the Park Sheraton Monday (7). . . . Joe Loco who guests on the WPX teen show "Dancetime" February 18 to plug his new Tico album, "Mambo U. S. A.," opens at Birdland February 24. . . . Debbie Reynolds is making the deejay rounds to help push her new M-G-M release, "Never Mind the Noise in the Market" and "Carolina in the Morning."

Singer Dean Allen is recuperating from surgery. Allen, who recently appeared at the Palace, New York, was the original voice for Walt Disney's Donald Duck character. . . . Pat Boone, a Denton, Tex., college boy who recently won both the Arthur Godfrey and Ted Mack TV talent contests, has been signed by Dot Records. The label is recording him this week for immediate release. . . . Steve Allen has recorded "The Ballad of Davy Crockett" for Coral to cash in on new audience interest in the tune, since it was revived on the Disney ABC-TV show.

Coral's Eastern promotion man Jack Dunn will accompany Steve Lawrence on a deejay tour of Baltimore and Washington next week to plug Lawrence's new disk, "Kiss Me Now." The singer will also entertain 300 servicemen at a USO in Baltimore. Dunn recently returned from a deejay tour of Boston with Paul Whiteman to push his new Coral waxing, "Mississippi Mud" and "Then and Now." Whiteman will do an all-Gershwin concert at Carnegie Hall February 12. . . . M-G-M will release Kay Armen's first single, "Wonder Why," backed by "Candlelight" February 25. The sides are from her new M-G-M album, "No One But You," which goes on sale the same date. . . . The Rover Boys will do two weeks at the Bal Tabarin in Quebec City, starting February 14.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Lulu Belle and Scotty, of WLS's "National Barn Dance," will guest on Steve Allen's NBC TVer, "Tonight," when it originates from Dayton, O., Friday night (11). . . . Homer and Jethro on a p.a. tour thru the West and Southwest. . . . The Midwesterners, square-dancers with WLW's "Midwestern Hayride," will spend March 1-6 on the Universal-International lot in Hollywood for shooting on the up-coming flicker tentatively titled "Second Greatest Sex." They were set for the picture by General Artist Corporation's Hollywood office. The group is set with the Tennessee Ernie show in Washington February 26-27.

The Roy Acuff, Johnnie and Jack, Kitty Wells and Bill Monroe "Grand Ole Opry" package grossed \$2,000 on its engagement at Orlando, Fla., January 24, in the face of cold and rainy weather. Ducats were scaled 50 cents under prices usually charged for a similar attraction in Orlando. It was the top gross of the season in Orlando to date for a c.&w. unit, running some \$300 over the previous high. Profitwise, however, it was not too hot, as some \$700 was invested in the date. The veteran Oscar Davis

handled the promotion. . . . Word is out that Red Foley and his gang, of Springfield, Mo., are mapping a Florida trek for around mid-March.

Flamingo Films shot its second group of TV films of the "Grand Ole Opry" stars in Nashville last week. Featured were the Wilburn Brothers, Webb Pierce, Johnnie and Jack, Kitty Wells, George Morgan, June Carter, Grandpa Jones and Ramona, Minnie Pearl and Rod Brasfield, Eddie Hill, Ernest Tubb, Faron Young, Lew Childre, Rita Robbins, the Old Hickory Singers, Salty and Mattie, Red Sovine, the Carter Family, Goldie Hill and Justin Tubb, and Chet Atkins. . . . Dot and Smokey, on the "Grand Ole Opry" roster the last 10 years, have signed with M-G-M to wax a string of tunes written by Dot. In private life, Dot and Smokey are Mr. and Mrs. Louis Swan.

Webb Pierce and the Wondering Boys left Nashville Saturday (5) for personals in Lansing, Mich.; two dates at Frank Dailey's Meadowbrook, Cedar Grove, Pa., and stops in Providence, Philadelphia and Detroit. The 20-minute short they made recently in Hollywood for Universal-International, (Continued on page 54)

RHYTHM & BLUES NOTES

By BOB ROLONTZ

It was with deep regret that we heard this week of the tragic death of Ulyses S. Hicks, of the Five Keys, in Springfield, Mass., on Tuesday (1) of a heart attack. The group had just finished a performance at the Court Theater as part of the "Top 10" show. Rudy West, who used to sing lead for the Five Keys has rejoined the group after serving a hitch in the U. S. Army. . . . Mark Lee Woods has replaced Jay Scott as the deejay on the r.&b. show titled "The Beat" over Station WJKO in Springfield, Mass., which is rapidly building into one of the top r.&b. shows in the New England area.

Genial Lew Krefetz, manager of the Clovers, may become one of the top producers in the business as well. His "Top 10" show, which opened a week ago, has been racking up fabulous grosses on the road, and many of the houses have been sold out. (See separate story.) . . . Irv Siders, who has been a top booker with a number of agencies in town, joined the Gale Agency this week. He will serve as "man of all work" at the agency, handling both one-nighter and location dates. His last post was with the Shaw agency in the location department.

Radio Station WBML in Macon, Ga., has hired

its first Negro deejay in the person of Hamilton Swain. He will handle a two-hour show every day. . . . The second annual Festival of Negro Music and Drama on radio Station WLIB, New York, featured a music and jam session from the Savoy Ballroom, New York, Saturday (5). Artists appearing were the Erskine Hawkins ork, Erroll Garner, the Five Cats, the Street Singers, Faye Adams, Johnny Hartman Laverne Baker, the Rivileers, the Solitaires and the Four Shots.

Rainbow Records has re-signed the Five Crowns, and a new thrush, Mildred Page. Mickey (Guitar) Baker is now recording for the label too. Eddie Heller, head of the diskery, is putting together a package featuring these three artists which will play some one-nighter and dance dates. . . . Billy Shaw, head of Shaw Artists Corporation, will vacation in the sunshine of Florida next week to rest up after a busy season.

We owe Hollywood Records, of Los Angeles, an apology. It is actually the first diskery to make a record in tribute to the late Johnny Ace. Don Pierce waxed "Johnny Ace's Last Letter" for the label, coupled with Linda Hayes' "Why, Johnny, Why?" (Continued on page 57)

Standard Recording Level

• Continued from page 19

on the tone record, Columbia "CSL" will play back at the same level. Thus the record becomes a guide to the actual program level on "CSL" records.

Columbia decided to set up a standard level for its 45 r.p.m. disks, after deejays complained about the wide variations in recording levels which made monitoring at stations a problem. Conkling asked the Columbia engineering department to come up with a solution to the problem, and Bill Bachman and the newly appointed co-ordinator, Al Ham, worked out the "CSL" level.

What Columbia hopes to do with its "CSL" records, in addition to getting better sound on its own product, is to get other firms to follow its lead.

Juke boxes, those built in recent years, contain automatic level controls. These limit the level at a certain point which is similar, according to Columbia, to the firm's "CSL" level. However, the juke box governing device cut off the level, thus causing a distortion on records that were waxed at higher levels. With Columbia "CSL" records, the disks can play at top level without activating the juke box level, and thus getting undistorted tone.

The Columbia 45 "CSL" tone record being sent to jockeys contains the following statement: "For broadcast station monitoring. Flash peaks will not exceed this tone level by 1.5 decibels on any 45 r.p.m. side bearing the "CSL" label provided playback equalization is according to industry standard," Record Industry Association of America. The other side of the record carries frequency bands from 30 to 15,000 cycles which permits adjustment of playback equipment to the standard (RIAA) recording curve.

With this announcement Columbia also let it be known that the firm has improved the formula for the polystyrene material used in its injection molded 45 r.p.m. records. The firm noted that this will

improve the durability of its 45's and will eliminate many wear problems caused by cuing and backtracking of 45's by the jockeys.

BMI Finalizes

• Continued from page 19

works of PRS members which are covered by a contract with a BMI publisher.

Jean Geiringer, BMI's vice-president in charge of foreign affairs, negotiated for BMI. H. L. Walter, general manager of PRS and a committee of the PRS board, represented the British group.

PRS, from the standpoint of income for American publishers and writers, is considered the most important foreign performing rights group. With this arrangement concluded, BMI now has reciprocal pacts with virtually all foreign performing rights societies.

Initial benefits to Americans from the BMI-PRS pact will accrue, of course, chiefly from newly-acquired material.

Columbia Plum

• Continued from page 20

disk shows, local record shops received many calls for the disks. A number of firms had tried to purchase them from Disney, but Columbia succeeded.

The power of TV in putting over a song, which was shown recently by the smash Joan Weber recording of "Let Me Go, Lover," was apparent on the "Davy Crockett" tune. The song had been out before, in fact Decca is re-issuing its Burl Ives record of the tune, but the TV show made it popular again.

Cadence Records has already reaped some of the action on the tune. The diskery put out its own version of the ditty with Bill Hayes 10 days ago after getting calls for it from its distributors. The tune has shown especially strong appeal to the younger set. The tunes are in the Disney music publishing firm, Wonderland Music.

Merc Contest

• Continued from page 19

from previous response to the poetry contest that disk jockeys like to participate. In this contest, the disk jockey is given free rein in that he can sing the suggested harmony and lyrics, or he can sign his own version of harmony with ad lib lyrics, etc.

The contest will be judged on the disk jockey's mail pull requesting his vocal duet with Sarah Vaughan. First prize will be \$300, plus a gold record trophy and free records of his duet with Miss Vaughan which he can offer free to his listeners upon their request.

Second prize in the contest will be \$200, the third prize \$100. Contest begins immediately and will run thru March 19. The bulk of mail pulled by the disk jockey will constitute his entry when they are received by Mercury Records in Chicago.

Progressive Music

• Continued from page 20

Teresa Brewer, Bonnie Lou, Vicki Young, Al Sears, and a kiddie version on Bell Records. "It May Sound Silly" was cut first by Ivory Joe Hunter on Atlantic, and has now been cut by Joan Weber, the McGuire Sisters, Bill Farrell, and Dolores Gray. The firm has also had a number of covers on its waxings of "I've Got a Woman" and "Bye, Bye, Young Men."

Robbins Music Ltd., has taken over "Tweedle Dee" for England, and the firm has set up deals with publishers in Belgium, France and Scandinavia to handle the tune there. The firm is now setting up arrangements in Europe for "It May Sound Silly."

Progressive's renewed activity stems not only from this year's hits, but also from some big ones it came up with last year. These included "Sh-Boom," "Shake, Rattle and Roll," "Honey Love" and "Lovey Dovey."

RCA Pop, Jazz

• Continued from page 20

The subscription service will deliver 50 pop albums per year to stations desiring them for programing use. The charge is \$25 a year. Stations wishing jazz material will receive 24 albums annually for a payment of \$13. In both cases, the fee covers mailing and handling costs alone.

For some years Victor has run a similar station subscription service covering Red Seal repertoire.

Unlike the classical program, however, the pop and jazz plan calls for no script service. Albums will be shipped in their commercial liners, with regular notes to provide data for program patter. Stations may request the material either on 45 r.p.m. or LP.

The first station pop package will include "Sax in Silk," "Music for Two People Alone," "Peter Pan" and "The Esquire Album." Jazz sets will be "Collaboration" and "Horn of Plenty."

RCA to Outline

• Continued from page 19

grouped to fit all types of floor plans.

Field men will be apprised of the plan's details here Monday (7) and the following Wednesday in Chicago. They will relay these details to Victor distributors who will soon receive sample sets of the fixtures for dealer showings. Dealers wanting the fixtures may buy them direct from Stensgaard.

A featured unit is a "face the music" island fixture which lists at \$59.50. On one side of the fixture 30 different EP sets may be displayed full-face, each backed by 10 or more albums. On the reverse side there are similar containers for 12 LP titles. In all, the island fixture holds 420 disk sets. It stands 59 inches high and occupies 48 by 21 inches of floor space.

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



MUSIC AS WRITTEN

Continued from page 28

ing a baby in March... Cathy Johnson will cut some sides for Columbia records next week... The Mellow Music Company has moved. The new general manager

NOTICE TO THE TRADE

The original tune
"PLEDGING MY LOVE"

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

Don Robey, Pres.
Duke Records

of the firm is A. D. Nicol... Earl Bostic and his ork will play a one-nighter at the Charleston, S. C., Country Club on February 9 and an afternoon performance at the University of N. C. the next day... The Regent Music Corporation is now the sole selling agent for "Elephant's Tango," penned by Bernie Landes and waxed by the Commanders on Decca... The Nomads are now playing the Casa Mia on the East Side here... Herb Jeffries will be at the Patio in Washington for a week starting February 14, and then at the Elegante in Brooklyn starting February 24.

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

Chicago

The "Birdland Stars of '55" package, which features the George Shearing Quintet, Sarah Vaughan, Count Basie and his orchestra, Stan Getz, Lester Young and Erroll Garner, is slated for the Civic Opera House February 20

for two performances. Tickets scaled from \$2.50 to \$4... The High-Fidelity specialists, Voice and Vision, have taken over sponsorship of WMAQ's "House of Music" for the 2-3 p.m. hour. The show airs hi-fi disks, binaural tapes and a live orchestra of 37 men over both AM and FM channels in what is called stereophonic listening. Tom Mercein presides as deejay.

Frankie Lester, Label "X" artist, and the Four Aces of Decca, made personal appearances on "In Town Tonight" with emcee Jim Conway... The Three Twins are current at Club Moderne, which now features a crazy auction on Wednesday nights and free pizza on Sundays... Henry Doney, head of Tiffany Records, back on the job following a lay-off due to illness.

Hollywood

Sleepy Stein airs the new all-jazz show from the Lighthouse, Hermosa Beach, via KFOX... Beryl and Lisa Davis teamed up for a singing stint on the "Peter Potter Show" last weekend... Margie Rayburn is a holdover at the Memory Lane supper club for another four weeks... Tony Marco is the new vocalist with the Claude Gordon band... Harry James drew 2,196 in his opening night at the Palladium... Les Elgart ork follows James, opening February 15 for a three-week stand... Marty Melcher, president of Arwin Records and personal manager-husband of Doris Day, has signed Alan Kopeland and His Hotrodders to record four sides for the label... Songwriter Lester Lee flies to St. Louis February 12 to address the St. Louis Composers' Society.

'PRETTY KITTY'

Fuss Gives Miss Kallen Pitt Publicity

PITTSBURGH, Feb. 5.—Kitty Kallen has been the beneficiary of a lot of newspaper space and radio time ever since disk jockey Joe Deane, KQV, referred to her as "pretty Kitty Kallen," and Win Fanning, TV and radio editor of The Post Gazette, commented on it. Fanning said he knew the Decca thrush was easy to take any way you looked at her, but he thought that the deejay's constant reference to her as "pretty Kitty" was getting a little tiresome.

Now all the jockeys in town are taking gentle swipes at Fanning as they introduce la Kallen's records. Barry Kaye, WJAS; Jay Michael, WCAE, and Art Pellan, WWSW, all have mentioned Fanning over the air in introducing her songs.

Fanning, death on such things as rhythm and blues tunes, quartets and questionable taste in lyrics, is readying another piece in his defense, and with everything considered, it is bringing such good results that suspicion points to the fine hand of Miss Kallen's press agent husband, Budd Granoff.

Hicks, of 5 Keys, Dies in Boston

NEW YORK, Feb. 5.—Tragedy struck the Five Keys this week when Ulyses S. Hicks, one of the staple singers of the group, died of a heart attack in Boston on Tuesday (1). The Five Keys had just appeared at the Court Theater in Springfield, Mass., with the "Top 10" show before the death of Hicks. Rudy West, who just returned from the service and had been with the group previously, rejoined the Keys the next day.

The Five Keys are one of the oldest groups in the r.&b. field. They have been stirring up a lot of action with their new waxing "Close Your Eyes" and currently have a hit on Capitol with "Ling Ting Tong."

POPULARITY

WNEW Poll Picks Fave Disk Stars

NEW YORK, Feb. 5. — Perry Como, the Crew Cuts, Patti Page and Ray Anthony this week walked off with top honors in local WNEW deejay Jerry Marshall's annual "Make Believe Ballroom" popularity poll, with Anthony taking the No. 1 spot in the orchestra division for the second year in succession.

The poll, which drew 40 per cent more votes from listeners than last year's record-breaking contest, shed some interesting light on the 1954 recording scene. For instance, the top 10 male vocalists were essentially the same as the 1953 list, with only Frankie Laine failing to make it. In the order named, the top 10 this year were Como, Eddie Fisher, Tony Bennett (No. 1 last year), Johnnie Ray, Frank Sinatra, Don Cornell (newcomer), Julius La Rosa, Alan Dale, Nat Cole and Vic Damone.

On the other hand, only six of last year's top 10 female vocalists made the list this year—Patti Page, Joni James (No. 1 last year), second; Teresa Brewer, fourth; Doris Day, fifth; Dinah Shore, ninth, and Jo Stafford, tenth. Newcomers to the top 10 include Kitty Kallen, third; Joan Weber, seventh; Jaye P. Morgan, eighth, and Rosemary Clooney (eleventh last year), sixth. The four canaries washed out this year are June Valli, No. 5 last year; Eartha Kitt, ninth; Kay Starr, tenth, and Toni Arden, eighth.

Vocal Division
In the vocal group division, the Chordettes, the McGuire Sisters and the Crew Cuts are new to the list, with the last named walking off with the top spot; the first taking over No. 9, and the McGuires (who scored in 12th last year) voted No. 5. The Mariners, Ink Spots and Mills Brothers didn't show up this year. In the order named, this year's top 10 vocal groups include Crew Cuts, Four Aces, Four Lads, Ames Brothers,

Label 'X'

Continued from page 20

blues field and a drive in the country and western market with artists acquired thru the arrangement made a few months ago with WLW. Due soon are the first disks by newly signed artists Louis Jordan and Jenkins.

Of the disks issued during the "X" label's first year, Delaney said that 10 records each topped the 100,000 mark. Artists already established as steady sellers by the label include Richard Maltby, the Chuckles, the Norm Petty Trio, Terry Fell, the Wilder Brothers and others.

The label's name, incidentally, was acquired from The Billboard which first broke the news of Victor's plan to set up a subsidiary line. While Victor officials remained mum, The Billboard designated the planned line as "X" records. A series of follow-up stories so established the "X" tag that Victor brass decided to keep the name for the label.

NAMM's Music

Continued from page 20

assignment. In recent years the number of exhibitors has been upward of 250, and at least that many are expected this year. Expense of exhibiting at the show in 1955 will be lower compared with similar shows, according to William R. Gard, executive secretary of the association.

Two meetings are scheduled by the association in the forthcoming week. A meeting of the board of directors will be held in Chandler, Ariz., at the San Marcos Hotel, February 9-10. A record turnout of nearly 300 merchants is looked for at the Southeastern Regional Conference of the association which will be held in Atlanta, February 14-15, at the Dinkler-Plaza Hotel. Among the topics at this meeting will be high fidelity, credit problems and promotion.

McGuire, Hilltoppers (No. 1 last year), Fontane Sisters, Gaylords, Chordettes, and Les Paul and Mary Ford.

The biggest shake-up occurred in the orchestra section with six of last year's top bands—Percy Faith, Harry James, Frank Chackersfield, Ralph Flanagan, Richard Hayman and Leroy Anderson not in the running. The top three bands, tho, remained the same, with Anthony still No. 1, last year's third place winner Guy Lombardo taking over second place and Hugo Winterhalter dropping from second to third.

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BMI Check List

OF NEW RECORD RATINGS BY THE TRADE PRESS

	Billboard	Cash Box	Variety
BERNIE'S TUNE (Atlantic)	78 (Good)	C+ (Good)	
THE CHEERS (Capitol)	74 (Good)	C+ (Good)	Excellent
TED HEATH (London)			
EVERLOVIN' (Tannen)	Best Buy	Sure Shot Bullseye of the Week	Best Bet
PATTI PAGE (Mercury)			
DAVIS SISTERS (Victor)			
I GOTTA GO GET MY BABY (Four Star)	Best Buy	Sleeper of the Week	Good
TERESA BREWER (Coral)			
MARVIN RAINWATER (Coral)	C&W Spotlight		
JUSTIN TUBB (Decca)	75 (Good)	B+ (Excellent)	
I'M BEWILDERED (Dandelion)	75 (Good)	Sleeper of the Week	
DE CASTRO SISTERS (Abbott)			
KO KO MO (Meridian)	Best Buy	Sure Shot	Best Bet
PERRY COMO (Victor)	Best Buy	Sure Shot	
THE CREWCUTS (Victor)	77 (Good)	B (Very Good)	
DOOLEY SISTERS (Tampa)			
HUTTON SISTERS (Capitol)	77 (Good)	B (Very Good)	
BETTY CLOONEY & BILL DARNELL ("X")	75 (Good)	B+ (Excellent)	
GENE & EUNICE (Combo)			
LOUIS ARMSTRONG—GARY CROSBY (Decca)		R&B Best Buy	
THE CHARMS (De Luxe)		B+ (Excellent)	Very Good
Award of the Week			
THE LIFE OF THE PARTY (BMI)	74 (Good)	Best Bet	
BILLY ECKSTINE (MGM)			
MAMBOMANIA (Jose Ferrer)	65 (Satisfactory)	B+ (Excellent)	Good
BELMONTE & HIS AFRO-AMERICANS (Columbia)			
OOH LA LA (Golden State)			
PARIS SISTERS (Decca)	Spotlight	B (Very Good)	
PAPER VALENTINE (Straffon)	80 (Excellent)	B+ (Excellent)	
MILLS BROTHERS (Decca)			
PLANTATION BOOGIE (Copar)	76 (Good)	Best Bet	
LENNY LEE (Decca)			
SO ALL ALONE (Regent)	78 (Good)	B+ (Excellent)	
BETTY CLOONEY—BILL DARNELL ("X")			
TO SAY YOU'RE MINE (Dandelion)	80 (Excellent)	Sleeper of the Week	
DE CASTRO SISTERS (Abbott)			
THE TREASURES OF LOVE (Montclare)	72 (Good)	B (Very Good)	Very Good
MAHALIA JACKSON (Columbia)			
THE URGE (Meridian)	80 (Excellent)	B (Very Good)	
MILLS BROTHERS (Decca)			
WANT ME (Gil)	75 (Good)	B+ (Excellent)	
EILEEN TODD (Coral)			
WHADAYA WANT! (Quintef)	77 (Good)	B+ (Excellent)	Award of the Week
THE CHEERS (Capitol)			
THE CHARMS (De Luxe)			
WHOSE ARMS ARE YOU MISSING! (Peer)	75 (Good)	B+ (Good)	
PARIS SISTERS (Decca)			

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JUST LIKE DOWNTOWN #15221

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CRYING FOR A PASTIME #15217

The COUNTS
WAILIN' LITTLE MAMA
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MY BLUE HEAVEN
and
WHEN YOUR LIPS TOUCH
MINE #15321



JEAN MARTIN
SNEAKIN' AROUND
and
FAREWELL TO ARMS
#15322

TONY ALMERICCO
THE TENNESSEE WALTZ
and
WOODCHOPPERS BALL
#15323



HANK BARNETT
AT ONCE
and
ONLY IN HEAVEN
#15326

BOB HARDY
THERE AIN'T NO USE
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PHONOS—HI FI

By STEVE SCHICKEL

BELL & HOWELL MOVES TO DIRECT SELLING . . .

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

The distributors were informed that the change would be made gradually as the nine distributorships sell out their inventories. Along with the announcement of the new policy, B & H announced it would soon erect five new warehouses and eventually ship from 17 points throughout the country.

EMERSON PLANS NEW TRANSISTOR RADIO . . .

Benjamin Abrams, president of the Emerson Radio & Phonograph Corporation, in a speech during the firm's annual New York meeting, revealed Emerson plans to market a transistorized radio within the next two months. Abrams also announced that he felt that within two years the firm's entire output of radios would be produced under the automation system. In his speech, Abrams speculated that radio sales dollar volume in 1956 should double the 1955 volume because the use of transistors by 1956 would be widespread, resulting in radios with longer battery life, better performance and greater utility. It was also disclosed that almost 100 per cent of Emerson's current radio production incorporates the use of printed circuits, and that future production of printed circuits was expected to expand greatly into the TV-set field.

MOTOROLA'S ADVISORY PANEL MEETS IN CHICAGO . . .

The first regularly scheduled meeting of the Motorola distributor advisory panel was held in Chicago over the last weekend. The panel was composed of eight distributor principals who met with top level executives in a review of marketing strategy for the next three-month period. This type of approach of marketing strategy was started one year ago as a regular phase of the company's distributor program. The panel structure is based on the distributors' geographical location and type of market, and according to company officials, every one of the firm's distributors will eventually get a chance to sit in on one of the panels. Vice-president of Motorola, Edward R. Taylor, is moderator.

DEJUR TO MARKET GRUNDIG RECORDERS . . .

It was learned this week that Dejur-Amsco Corporation, New York, manufacturers of photographic

equipment, was slated to handle the Grundig line of tape recorders in this country. The sets are manufactured by Grundig GMBH of Fuerth, Germany. It was not learned whether the tape recorder would carry the Grundig or the Dejur label. The Grundig line of radios continues to be distributed in this country and Canada by Majestic under the Grundig-Majestic label.

NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

The Webcor Corporation has appointed two new wholesale distributors, one for the State of Arizona and the other for Cincinnati and its environs. Black & Ryan Company of Phoenix, Ariz., will supply the line in that area, while Sanborn Music Company will distribute the line in Cincinnati and surrounding territory. Both distributors will carry the full line as well as accessories and service parts. . . . Grant R. Loomis has been named assistant general traffic manager of the Stromberg-Carlson Company, according to L. A. Schur, general traffic manager. Loomis joined S-C in 1942 and has been active in all phases of the firm's transportation activities.

Mitchell Manufacturing Company, according to E. A. Tracey, general sales manager, has appointed August H. Jaeger as district manager. Jaeger will represent the firm in the States of Washington and Oregon, and will handle air conditioning as well as radio and high-fidelity phonographs. . . . Former distributor sales manager of Stewart-Warner Electric, Phillip J. Wood, has joined the Zenith Radio Corporation as assistant to the vice-president in charge of radio and television sales. The position is a newly created post. Wood also was formerly with the Radio Corporation of America on both the West Coast and the East Coast.

Richard F. Gorman, formerly with Foote, Cone & Belding, advertising agency, as a copy writer, has been named to the new post of assistant sales promotion manager by the Admiral Corporation. . . . Vice-President Hugh Robertson and Vice-President and Treasurer Sam Kaplan, both with the Zenith Radio Corporation, were presented with 30-year service awards this week by E. F. McDonald, president of the firm. Kaplan was elected a vice-president in 1948 and Robertson was elected a vice-president in 1934. . . . The Olympic Radio & Television Corporation has named Metropolitan Distributors of Roxbury, Mass., as distributors. . . . The National Association of Music Merchants' annual show, which this year is entitled "Musicorama," expects a record attendance of exhibitors at the Palmer House in Chicago from July 18-21. The annual dinner will be held at the Conrad Hilton Hotel on July 21, and it was reported that top-flight entertainment will be again presented.

LINER NOTES

By IS HOROWITZ

BEETHOVEN CONCERTOS SET FOR RCA SPRING . . .

RCA Victor has assembled all five Beethoven Piano Concertos in performances by the late Arthur Schnabel which it will re-issue in a de luxe five-LP collectors' package in April.

Another collectors' plum due for release that month will be a five-LP set titled "Great Operatic Singing." This will be a limited edition featuring great singers and the recordings they made during the past 50 years. Few of these diskings have been available for many years. Actual choice of the contents was made by critic Irving Kolodin, who has written an elaborate book of notes to accompany the package.

Due from Victor in March are a number of new classical releases including one resulting from the last session the label held with the former NBC Symphony. This is a reading of the Franck Symphony in D Minor conducted by Guido Cantelli, whom the company is nurturing as one of its most promising showcase baton wielders. In March there will also be coming a program of Grieg piano music played by Artur Schnabel, the long-promised Toscanini performance of Verdi's "Masked Ball," and a set of Brahms Chorales played by organist Virgil Fox.

WESTMINSTER'S HEGEMAN HEADS ENGINEERING . . .

James Grayson, president of Westminster Records, has named A. Stewart Hegeman chief of engineering operations. Until recently Hegeman was design engineer for hi-fi manufacturer Brociner Electronics. He has also gained notice for his development of the Lowther-Hegeman and Hegeman speakers.

MAHLER 8TH FEATURED IN EPIC CLASSICALS . . .

Featured among Epic's classical releases later this month is a two-disk pack holding Mahler's Symphony No. 8 in a performance by the Rotterdam (Holland) Philharmonic under Eduard Flipse. At the same time the label will issue three LP's announced last year but only just readied for the market. One is a collection of French opera overtures, another couples a Bizet "Carmen" suite and

Albeniz' "Iberia" and the final delayed item is a pairing of the Dvorak Cello Concerto in B Minor and Bruch's "Kol Nidei," played by cellist Tibor de Machula.

CAMDEN "FOR THE HOME" SERIES FOR MARCH . . .

Camden Records launches a new disk series in March with the release of its first "Music Appreciation for the Home" disk. The commentator is TV luminary Arlene Francis, who will narrate the analysis for Tchaikovsky's "Nutmcracker Suite" and Schubert's "Unfinished Symphony." The 12-inch will list at the regular Camden \$1.98.

LONDON HAS STRAUSS' WALTZES BY KRAUSS . . .

London Records has prepared a two-disk collection of Johann and Josef Strauss waltzes and overtures performed by the late Clemens Krauss and the Vienna Philharmonic. It will be released in a batch of LP's later this month that will also include a much-advertised disk of Verdi's "Rigoletto," featuring Mario del Monaco, Hilde Gueden, Aldo Protti and Cesare Siepi.

MAJOR AND MINOR

La Scala conductor Carlo Maria Giulini, featured on Angel Records, will make his American podium debut as guest conductor of the Chicago Symphony next fall. . . . Capitol's William Steinberg flies to Europe next week for a stint of guest conductor dates. He will return to his Pittsburgh Symphony in time for the ork's spring tour.

Last week was Fritz Kreisler's 80th anniversary and now a celebration marking completion of Pierre Monteux's 80th year on April 4 is being readied. . . . Westminster's Barylli Quartet has been forced to cancel its first American tour due to a stroke suffered by cellist Hugo Kortschak. The 30-circuit junket was scheduled to kick off Thursday (10).

Drummer-arranger Osie Johnson has cut two jazz LP's for Period under the direction of Leonard Feather. . . . The Sauter-Finegan ork, whose reading of the Rolf Liebermann Concerto has just been issued in a recording with the Chicago Symphony, has been signed to appear in New York with the Philharmonic Symphony under the baton of Dimitri Mitropoulos March 29.

Classical Best Sellers (All Categories)

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

1. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) . . . RCA Victor LM 1817
2. RIMSKY-KORSAKOFF: SCHEHERAZADE—Philadelphia Orchestra (Ormandy) . . . Columbia ML 4888
3. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) . . . RCA Victor LM 1838
4. BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) . . . Capitol P 8271
5. OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) . . . Columbia ML 4879
6. TCHAIKOVSKY: THE NUTCRACKER—Minneapolis Symphony (Dorati) . . . Mercury OL 2-101
7. VERDI: LA TRAVIATA SUITE—Kostelanetz Orchestra . . . Columbia ML 4896
8. DVORAK: SYMPHONY NO. 5 ("New World")—NBC Symphony (Toscanini) . . . RCA Victor LM 1778
9. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony (Toscanini) . . . RCA Victor LM 1768
10. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) . . . RCA Victor LM 6009
11. MENDELSSOHN: VIOLIN CONCERTO; BRUCH: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony . . . Capitol P 8243
12. SAINT-SAENS: CARNIVAL OF THE ANIMALS; IBERT: DIVERTISSEMENT—Aller, Sukman, Concert Arts Orchestra (Slatkin) . . . Capitol P 8270
13. VERDI: REQUIEM—Shaw Chorale, NBC Symphony (Toscanini) . . . RCA Victor LM 6018
14. RAVEL: BOLERO; RIMSKY-KORSAKOFF: CAPRICCIO ESPAGNOL—Detroit Symphony (Paray) . . . Mercury 50020
15. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) . . . RCA Victor LM 1757
16. TCHAIKOVSKY: SWAN LAKE—St. Louis Symphony (Golschmann) . . . RCA Victor LM 1003
17. RACHMANINOFF: PIANO CONCERTO NO. 2—Rubinstein, NBC Symphony (Golschmann) . . . RCA Victor LM 1005
18. MR. STRAUSS COMES TO BOSTON—Boston Pops Orchestra (Fiedler) . . . RCA Victor LM 1809
19. CHOPIN: PIANO CONCERTO NO. 1—Rubinstein, Los Angeles Philharmonic (Wallenstein) . . . RCA Victor LM 1810
20. SHOSTAKOVITCH: SYMPHONY NO. 10—New York Philharmonic (Mitropoulos) . . . Columbia ML 4959

Reviews and Ratings of New Classical Releases

PUCCHINI: MADAME BUTTERFLY (3-12")—Clara Petrella, Ferruccio Tagliavini, Giuseppe Taddei; Turin Radio Orchestra; Angelo Questa, Cond. Cetra C 1248 . . . 80
Perhaps the best recorded "Butterfly" with respect to sound, this is also one of the finest musically. For Miss Petrella, in the title role, it is a personal triumph, as many listeners to this attractive package will agree enthusiastically. As the heel in Navy whites, Tagliavini also comes thru impressively. Great popularity of the opera practically insures strong dollar response. Quality of the disk production can be recommended to the most finicky opera collector.

CARNEGIE HALL RECITAL, MARCH 30, 1954 (2-12")—Wilhelm Backhaus, Piano. London LL 1108, 1109 . . . 77
To a packed Carnegie Hall audience last March 30 the reappearance in the United States after 28 years of Backhaus was a highlight of the concert season. The grand old master played five Beethoven sonatas with a breadth and understanding that called forth rave reviews the following morning. These press notices, wisely, make up the only liner notes in the London set. The rest holds the Backhaus readings of the sonatas, several encores and the wild applause that greeted his every effort. Recording of the live event is more than acceptable technically. Good sales for this one.

BEETHOVEN: SYMPHONY NO. 5; FIDELIO OVERTURE (1-12")—Vienna Philharmonic; W. Furtwangler, Cond. RCA Victor LHMV 9 . . . 75
It is fortunate that before the recent death of Furtwangler, two of his most famed readings should be preserved for posterity in this superb hi-fi recording. The clarity of exposition, spacious proportions and rich sonority of these readings make them classics of their type, and many collectors will consider them indispensable, no matter how many "5th's" they already possess.

TCHAIKOVSKY: SYMPHONY NO. 5 (1-12")—Warwick Symphony Orchestra. Camden CAL 201 . . . 74
Here's another bargain package on Camden. Dealers will be able to move it faster if they let buyers in on the fact that the Warwick Symphony Orchestra is really the Philadelphia under Stokowski. There are, of course, more than 12 wax versions available on this Tchaikovsky work, but the price tag on this one should be a fine sales argument. Needless to say, the performance is excellent.

SAD AM I WITHOUT THEE (1-12")—Trupp Family Singers. Decca DL 9759 . . . 72
The liner notes on this new collector's item for folk fans offer a most apt and appealing description of its contents. To wit: "A collection of Austrian, German, American and English songs of ardent affection, wails and plaints as well as joyful songs and dances, sung and performed on recorders, pipes and suitable

stringed instruments." The Trapp family warbles in its usual distinguished fashion under the masterful direction of Father Franz Wassner. The family has two Christmas albums out, but this package should afford dealers a richer and more varied sales outlet.

LISZT: PIANO MUSIC, VOL. 2 (1-12")—Peter Katin, Piano. London LL 1087 . . . 69
The warm critical reception accorded Katin's first recorded recital of Liszt music will be in order for this second volume. He has the youthful fire, lyricism and almost flawless technique these works require. Familiar as the Hungarian Rhapsodies, Nos. 2, 6 and 15 are, they have a fresh appeal in these lusty readings. Good stock for keyboard collectors.

SCHUBERT: PIANO SONATA IN A MINOR, OP. 42; PIANO SONATA IN E FLAT, OP. 122 (1-12")—Kurt Appelbaum, Piano. Westminster WL 5313 . . . 67
Despite its low opus number, Schubert's Op. 42 is one of his later and more mature piano works, having a quiet power that can be likened in some respects to some of the last Beethoven sonatas. Appelbaum's approach is modest, but conscientious; his is careful, clean playing, but with limited dynamic range. Some listeners may wish for more assertiveness in both Sonatas, and especially in the lighter, more youthful E Flat Sonata.

BEETHOVEN: SIX MENUETS (1-10")—London Baroque Ensemble; Karl Haas, Cond. Decca DL 4896 . . . 67
The Haas series of disk exploration of neglected short works by master composers is attractively continued with this charming collection. Also included is a gavotte by Dvorak. Light listening that imposes no demands of concentration. A good package for young listeners, as well as serious collectors who mistakenly think their Beethoven library complete.

Arwin Exec Post Goes to Bradford

HOLLYWOOD, Feb. 5.—Marty Melcher, president of Arwin Records, Inc., announced the appointment of John Bradford as general manager of the independent label. Bradford has been heading Starlite Records, and will also continue his activities with that firm. He checks into his new post with Arwin immediately.

Melcher's new platter firm will record artists on a non-exclusive basis. Frank DeVol's orchestra and singer Kitty White have already cut two sides for the label.

They call it "THE FISH"



MINDY CARSON

introduces
A NEW
NATIONAL
DANCE
CRAZE ...



6/w
BRING ME YOUR
LOVE

COLUMBIA  RECORDS

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MORE AND MORE DJ'S AGREE...



"Tad shows great promise with his new Watco release . . . That's For Sure!"
HOWARD MILLER (WIND) CHICAGO, ILL.



"Ach Himmel . . . Die record ist going big in Munich!"
ART HELLYER (left) DR. LEONARD KAYE (right) (WCFL) CHICAGO, ILL.



"Tad's latest follows the current trend in pop music nicely and should make it . . . That's For Sure!"
RALPH PHILLIPS (WFBZ) BALTIMORE, MD.



"Tad doesn't sound like Sinatra or Fisher . . . he's different and TERRIFIC . . . a nice guy with nice pipes. My listeners will go for his record in a big way."
"SLEEPY HEAD" TED (WTAC) FLINT, MICH.



"Mine being a late show, I met Tad Bruce at the end of a long day. Charming, relaxed . . . that's the way he comes thru on That's For Sure! My kind of guy and record."
BOB PORTER (WIND) CHICAGO, ILL.



"This is a happy record . . . Tad has a happy sound to his voice . . . I like happy music, That's For Sure!"
JOHNNY ANDREWS (WTAM) CLEVELAND, O.



"Refreshing new vocalist backed by a terrific group backing. But more power on the vocal chords, or else get a new engineer!"
**Goman, we need more guys who sing in key."
MARTY FAYE (WAAF) CHICAGO, ILL.**



"I like both sides, but my real choice is the ballad. It's good and we should hear a lot more of this fella Tad Bruce. Good luck."
BILL JENKINS (WFO) MILWAUKEE, WIS.



"That's For Sure! I think the title sums up my sentiments about this tune by a fine newscomer, Tad Bruce."
GEORGE BOWES (WWSW) PITTSBURGH, PA.



"That's For Sure! . . . a good up-tempo side, but I'll take the flip, where Tad really gets to put his voice across. I believe that Tad is one of the up and coming new vocalists to record in some time."
LOU AIMS (WFO) MILWAUKEE, WIS.

Tad BRUCE
sings...

"THAT'S FOR SURE!"

and

"I REMEMBER IT ALL TOO WELL"

Watco Record # 111-10



"Tad Bruce can't miss—he's got it . . . That's For Sure!"
TOM SHANAHAN (WEMP) MILWAUKEE, WIS.



"A record that has flavor and feeling . . ."
JIM MILLS (WAIT) CHICAGO, ILL.



"The kids really mobbed this guy on our show. That's For Sure! went over like crazy. Thousands of teens would want this one."
JIM LOUNSBURY (WGN & WGN-TV) CHICAGO, ILL.



"SMASH! Ted broke up my TV show."
DON McLEOD (WJBK) DETROIT, MICH.



"The industry can use TAD BRUCE . . . He's great . . . so is That's For Sure!"
BILL KERSEY (WISN) MILWAUKEE, WIS.



"Excellent record by a young man with an excellent future."
LEE CASE (WBAL) BALTIMORE, MD.



"Tad, I like both sides—you seem to be equally at ease on ballad and tempo. Keep 'em all as good as these and I'll be glad to play them."
HERBIE MINTZ (WAAF) CHICAGO, ILL.



"That's For Sure! TAD BRUCE is on his way to the TOP of this business with his new release, 'That's For Sure!'"
SHAMUS O'HARA (WOKY) MILWAUKEE, WIS.



"A real exciting swinging version of a good song all done up in hit fashion by Tad Bruce. Should be a big winner."
ROBIN SEYMOUR (WKMH) DETROIT, MICH.



"Tad has a pair of sides that should make him one of 1955's top young vocalists! Here in Baltimore we're looking forward to his next release."
GIL KRIEGL (WITH) BALTIMORE, MD.



"This by far is one of the better up-tempo songs to come out in some time. Tad Bruce sings That's For Sure! in his own captivating style, no impersonations, no gimmicks. That's For Sure! is definitely 'for sure' a HIT."
JIM HURLEY (WEDC) CHICAGO, ILL.

Reviews and Ratings of New Popular Albums

BY REQUEST 80
The McGuire Sisters (1-10")
Coral CRL-56123
Packaged here are a brace of McGuire single hits (hit tunes recorded by others) and the Godfrey TV theme, "Seems Like Old Times." The result is a collection of song material which is tried and proven. The gals, of course, are too well known to need description. It remains only to say that this kind of pop package should do just fine if properly displayed.

FAITH, HOPE AND HAMILTON 78
Roy Hamilton (1 EP)
Epic EG 7080
Roy Hamilton fans should flock in for this new set. It features the young singer in four great standards, all with the inspirational message of faith that Hamilton, a former choir singer, puts over so well. Tunes include "Trees," "Because," "The House I Live In" and "I Believe." The latter has just been released as a single. "Trees" is another outstanding Hamilton item that could also go on single release.

FRANKIE 76
(1-12")
Columbia CL-606—
Many dealers will recall a Sinatra album on this label which stayed on the shelves almost interminably, but times have changed—and so has Sinatra's stature. Here he is doing a dozen songs—most of which were hits for him on Columbia. A slick cover and a first-rate transfer to LP add up to additional selling assets. The Sinatra pipes sound a little different, but as commercial as ever, whether on a ballad or a rhythm tune.

LITTLE GIRL BLUES 74
Joni James (1-10")
M-G-M E-272
This is Joni James' third M-G-M album, and if her new record, "How Important Can It Be?" continues to climb, dealers should reap particularly good sales results with it. The title may cause some confusion tho, since Jubilee has brought out a Polly Bergen album with the same tag, and featuring two of the same selections. Miss James wraps up eight standard ballads in her usual stylized fashion, including "Autumn Leaves," "These Foolish Things" and "That Old Feeling." A glamorized artist's picture of the canary on the cover makes the album an attractive bet for display purposes.

STRANGE TO YOUR EARS 73
Jim Fasset (1-12")
Columbia ML-4938
The great audience response to several of Jim Fasset's sound demonstrations during intermissions of New York Philharmonic broadcasts has impelled Columbia to transfer them to vinyl. The resultant disk dramatically shows the versatility of the modern tape recorder. Exotic sounds are produced by magnifying the sound of a pin dropping, lowering the speed of a canary chirp, etc., etc. And a good portion of Side 2 is devoted to a listener contest, with this corner defying anyone to identify correctly the gimmicked sounds. Disks will have strong interest for hi-fi fans. Except for the contest portion it is also quite amusing.

THE GAYLORDS
SING BY REQUEST 73
(1-10")
Mercury MG-25198
The group has turned out plenty of click disks with their studied "amateur" vocal style. Here, it would appear, are eight sides taken out of the can to make up a typical Gaylords album package. Nothing special—it's a mixture of new and old tunes—but it's the kind of Gaylord material and performance which has made them consistently successful as record artists.

SPIRITUALS 72
Lucretia West (1-12")
Westminster WL-5338
Tonally beautiful readings of 18 spirituals by the talented artist. Westminster has attempted to provide program variety by alternating accompaniment, sometimes by the use of a male quartet, a small orchestra or a piano. The last named is most successful; the other arrangements are too sophisticated for the essential simplicity of the material. Moderate sales to a wide variety of collectors can be predicted.

AT THE LUAU 71
Prince Kawoii and the Luau Boys (1-12")
RCA Victor LPM-1043
A decorative travel-poster photo depicting an exotic Hawaiian chesecake queen makes this album a stand-out in the grass-skirt field. The music and warbling has a modern flavor with competent vocals contributed by the Price, Pua Almeida, Elsie Kamahele, and Danny K. Stewart. Tunes include chants, sweet ballads, and humorous novelties, so there's something for every Hawaiian music fan's taste.

CONSUELO VELAZQUEZ
PIANO INTERPRETATIONS 70
(1-12")
RCA Victor LPM-1089—Mood music packages have been strong sellers for a long time and there seems to be little reason why they shouldn't continue to sell well. This package, for instance, features the Latin-American fem pianist fronting a small combo and delivering polished readings of familiar tunes. It's soft, dreamy and musically attractive. Good recording quality.

WANTING YOU 69
The Somerset Strings (1-12")
Epic 1-3099
Here's a pleasant package of lush instrumentals, featuring 12 lovely oldies, including "Let's Fall in Love," "Love Is the Sweetest Thing," and "My Heart Stood Still." Ordinarily it would enjoy a modest sale, but an eye-catching cover may hypo its popularity with buyers. It features a black and white candid photo of a guy whispering in a sweater girl's ear. The over-all impression is one of bad taste but good sales potential.

SONGS BY ARTHUR SCHWARTZ, VOL. I 67
Bob Shaver, Laurel Shelby, Art Wagner Quintet (1-12")
Walden 305
This label has specialized since its inception in show tunes by top composers, presented as they were sung in the shows, without gimmicks or special sounds. Some of the sets issued so far have enjoyed a good sale among show tune fans, and this new set could be one of the strongest to date. It features Bob Shaver and Laurel Shelby (both musical comedy warblers) in a collection of great tunes by composer Arthur Schwartz. Some of them, such as "I See Your Face Before Me," "By Myself," "Alone Together," and "If There Is Someone Lovelier Than You," are, of course, and standards; others, the lesser known, will please those hearing them for the first time. The tunes are sung simply and expressively, with Miss Shelby shining on her rhythm tunes. Class shops should be able to do very well with this new release.

LET'S GET CAT-STATIC 67
Claude Cloud (1-10")
M-G-M E-281
This is a collection of instrumentals performed by a driving combo in the rhythm and blues vein. Most of the material is original, but laden with familiar riffs. Pianist Cloud's combo sells itself smartly with a good honking tenor and a big beat. It's danceable, but a little doubtful whether this could do nearly as well in packaged form as it may via the singles route.

HOUSE HOP 66
The Lou Stein Trio (1-12")
Epic LG-3101
These are smooth, tasteful and unpretentious dance renditions by a first-rate trio consisting of Stein's piano, Milt Hinton on bass and Jimmy Crawford on drums. The tunes are all standards and all done in swing fashion. Cover art is a distinct selling asset.

Jazz

COLLABORATION 80
Shorty Rogers, Andre Previn (1-12")
Victor LJM-1018
Here's a jazz set that should sell at a snappy rate over the next few months. It features, for the first time together, two top arrangers, having a go at each other in a sort of jazz arrangers battle. Shorty Rogers does a take-off on three of Andre Previn's arrangements, and vice versa. It ends up a stimulating, and oft-times exciting platter. The sidemen, all first-rate modernists, include Bud Shank on alto, Jimmy Giuffre on baritone, Milt Bernhart on trombone and Shelley Manne on drums. The boys turn out some mighty listenable jazz and both Rogers and Previn wear their arranging laurels proudly. Liner notes are good and the cover attractive. Crazy wax this, and a potent release.

THE OCTET, VOL. II 80
Lennie Niehaus, (1-10")
Contemporary C-2517
This new set featuring arranger and altoist Lennie Niehaus should cause a lot of interest among the cool jazz set. For Niehaus is one of those rare modern jazzmen who understands his idiom, is able to expound upon it, and makes no attempt to overrate his own contributions. He explains in the liner notes that modern jazz is still jazz and not the classics and that it still has to swing, and he demonstrates this in the music on this new platter. The modern men he leads turn out some very interesting work on both standards and originals, with the originals composed by Niehaus. Arrangements are in both the modern vertical and linear styles, but they all swing. Best sides are "How About You?" "Have You Met Miss Jones?" "Figure 8" and "Seaside." Intriguing wax here for many progressives.

HERB GELLER PLAYS 76
(1-10")
EmArcy MG 26045
Young Mr. Geller is a Californian who's played his modern alto in such bands as the Thornhill, May, Wald and Millinder. Here he fronts a combo which, in addition to himself, includes his wife, Lorraine, on piano; Lawrence Marable on drums and Curtis Counce on bass. The result is a fluid and fluent jazz concert of standards and originals. All the musicians are facile, and Geller demonstrates a warm tone which is rarely heard from jazz altoists. The modernists will go for this.

OUR BEST 77
(1-12")
Clef MGC 639
The label has dug out of its jazz vaults some "bests" based upon sales. In the jazz field, a best-seller usually means best from an artistic sense, too, since jazz fans buy records for performance quality. Thus, this collection

WATCO

1674 Broadway New York 19, N. Y.

Harry Hedding (Public Relations Mgr.)

(Continued on page 57)

From the DISNEYLAND TV PRODUCTION of "DAVY CROCKETT"

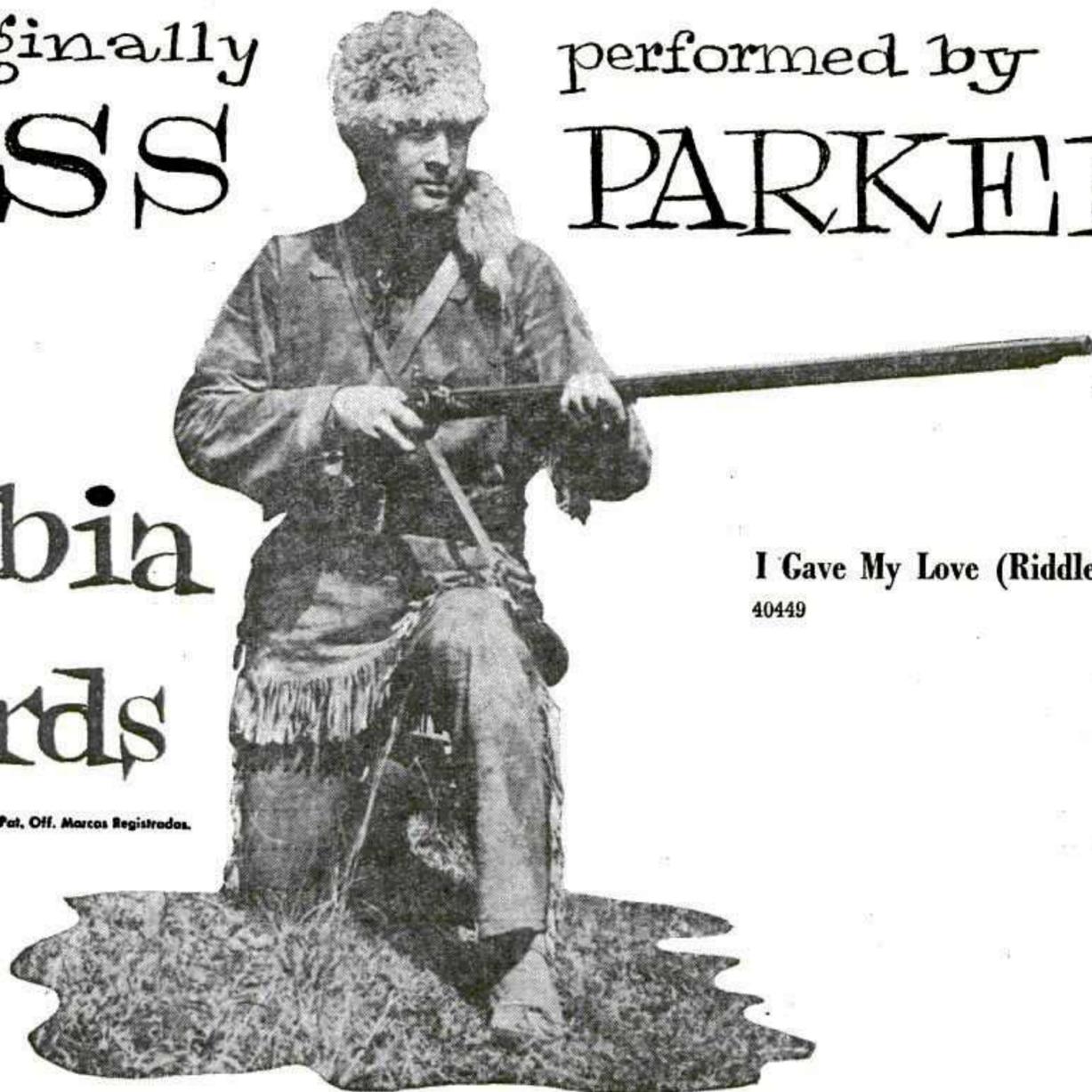
Walt Disney Presents

BALLAD of DAVY CROCKETT

AS originally
PERFORMED BY
FESS

performed by
PARKER

Columbia
Records



I Gave My Love (Riddle Song)
40449 4-40449

"Columbia" and  Trade Marks Reg. U.S. Pat. Off. Marcos Registrados.

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

The Billboard Music Popularity Charts

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

Chart Comments

The females continue to dominate the pop best-selling record charts. Last week it was the Fontane Sisters who had the nation's top selling record. This week it's the McGuire Sisters. Joan Weber is still in the No. 3 slot, while the other fem vocalists who are in the top 30 are the Chordettes, Jaye P. Morgan, Sarah Vaughan, Georgia Gibbs, DeJohn Sisters, Teresa Brewer, Cowboy Church Sunday School, DeCastro Sisters, LaVern Baker, Gloria Mann and a second McGuire Sisters record.

It was not so long ago that the girls had a tough time getting into the hit lists on a consistent basis—the charts were pretty much dominated by male singles and groups. While the popularity of the girl singers is much in evidence, the charts aren't lacking the male representation. Among the male groups, single vocalists and orks are such disk stars as Billy Vaughn, the Ames Brothers, the Penguins, Perry Como, the Four Aces, David Carroll, the Crew Cuts, Johnny Maddox, Bill Haley, the Charms, Lenny Dee and Hugo Winterhalter.

New to the charts this week are "Plantation Boogie" by Lenny Dee on Decca and "Earth Angel," by Gloria Mann on Sound Records. And back on the hit list after a hiatus are "Ling Ting Tong" by the Charms on Deluxe and "Song of the Barefoot Contessa" by Hugo Winterhalter on RCA Victor.

Missing for the first week in a very long time is Eddie Fisher. Usually well up on the hit list—and often with two records—Fisher dropped off this week after a lengthy run with "I Need You Now."

And it should be noted that the chart is heavily laden with disk artists who were in the "unknown" category a year ago. At least they were unknown as record talent. These include the McGuire Sisters, Joan Weber, the Chordettes, Billy Vaughn, Miss Morgan, the Penguins, David Carroll, the DeJohn Sisters, the Cowboy Church Sunday School, Bill Haley, the DeCastro Sisters, the Charms, LaVern Baker, Lenny Dee and Gloria Mann.

And it all adds up to a healthy looking future for the record business. Trade-wise, observers have long noted that the business was always at its best when it spawned a batch of new artists. The big name old-timers always manage to come thru with hit records.

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Melody of Love.....	1	5
Shapiro-Bernstein		
2. Mr. Sandman.....	2	3
E. H. Morris		
3. Let Me Go, Lover....	3	10
Hill & Range		
4. Naughty Lady of Shady Lane.....	4	11
Paxton		
5. Hearts of Stone.....	5	7
Regent		
6. That's All I Want From You.....	8	5
Weiss & Barry		
7. Make Yourself Comfortable.....	6	5
Rylan		
8. Sincerely.....	7	4
Arc		
8. Open Up Your Heart..	11	3
Hamblen		
10. Count Your Blessings..	10	18
Berlin		
11. Teach Me Tonight....	9	15
Hub		
12. Earth Angel.....	14	3
Dootsie Williams		
12. Ko Ko Mo.....	12	2
Meridian		
14. This Ole House.....	13	23
Hamblen		
15. No More.....	-	1
Mapleleaf		

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending February 2

This Week	Last Week	Weeks on Chart
1. Melody of Love	3	6
By H. Englemann, Tom Glazer—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: B. Vaughn, Dot 15247; Four Aces, Dec 29395; D. Carroll, Mercury 70516. OTHER RECORDS AVAILABLE: L. Diamond, V 20-5973; Ink Spots, King 1336; S. Kaye, Col 40417; W. King, V 42-0024; F. McCormick, M-G-M 11908; McGuire Sisters, Coral 61334; D. Shore-T, Martin, V 20-5975; F. Sinatra, Cap 3018. ELECTRICAL TRANSCRIPTIONS: Johnny Desmond, Thesaurus; J. Haskell, Camden; L. Welk, Standard.		
2. Let Me Go, Lover	1	10
By Jenny Lou Carson, Al Hill—Published by Hill & Range (BMD) BEST SELLING RECORDS: J. Weber, Columbia 40366; T. Brewer, Coral 61315; P. Page, Mercury 70511. OTHER RECORDS AVAILABLE: J. Carter, Col 21343; Counts, Dot 1235; S. Gale, V 20-5952; P. Lee, Dec 29373; H. Snow, V 20-5960; C. Taylor, Guyden 100; J. Wakely, Coral 61320. ELECTRICAL TRANSCRIPTIONS: Jack Haskell, Camden; B. Cole Trio, Standard.		
3. Hearts of Stone	4	11
By Rudy Jackson, Eddie Ray—Published by Regent (BMD) BEST SELLING RECORDS: Fontane Sisters, Dot 15265; Charms, DeLuxe 6062. OTHER RECORDS AVAILABLE: R. Foley, Dec 29375; Goofers, Coral 61305; R. Gray, Cap 2946; L. Innis, King 1392; Jewels, R & B 1301; McGuire Sisters, Coral 61335; R. Wells, V 20-5955; Vicki Young, Cap 3008. ELECTRICAL TRANSCRIPTIONS: H. Bluestone, Standard; J. Desmond, Thesaurus; J. Haskell, Camden.		
4. Mr. Sandman	2	15
By Pat Ballard—Published by E. H. Morris (ASCAP) BEST SELLING RECORDS: Chordettes, Cadence 1247; Four Aces, Dec 29344. OTHER RECORDS AVAILABLE: C. Atkins, V 20-5956; L. Elgart, Col 40383; Lancers, Coral 61288; V. Monroe, V 20-5767; B. Morrow, Mercury 70477; M. Shiner, V 20-5938. ELECTRICAL TRANSCRIPTIONS: H. Bluestone, Standard; S. Kaye, Thesaurus.		
5. Sincerely	6	5
By Harvey Fuqua, Allen Freed—Published by Arc (BMD) BEST SELLING RECORDS: McGuire Sisters, Coral 61323; Moonglows, Chess 1581. OTHER RECORDS AVAILABLE: B. Fields, M-G-M 11917. ELECTRICAL TRANSCRIPTIONS: E. LeMar, Standard.		
6. Naughty Lady of Shady Lane	5	12
By Tepper and Bennett—Published by Paxton (ASCAP) BEST SELLING RECORD: Ames Brothers, V 20-5897. OTHER RECORDS AVAILABLE: A. Bleyer, Cadence 254; McGuire Sisters, Coral 61335. ELECTRICAL TRANSCRIPTIONS: B. Cole, Standard; S. Kaye, Thesaurus.		
7. That's All I Want From You	7	9
By M. Rotha—Published by Weiss & Barry (BMD) BEST SELLING RECORD: J. P. Morgan V 20-5892. OTHER RECORDS AVAILABLE: D. Jacobs, Coral 61260; L. Darnell, Savoy 1151; D. Washington, Mercury 70537; York Brothers, King 1434. ELECTRICAL TRANSCRIPTIONS: H. Bluestone, Standard; J. Desmond, Thesaurus; J. Haskell, Camden.		
8. Ko Ko Mo	12	3
By Forest Wilson, Jake Porter, Eunice Levy—Published by Meridan (BMD) BEST SELLING RECORDS: P. Como, V 20-5994; Crew Cuts, Mercury 70529. OTHER RECORDS AVAILABLE: Charms, DeLuxe 6080; B. Darnell-B. Clooney, X-X-0087; Gene & Eunice, Combo 64; H. Hawkins, V 47-6022; B & M Hutton, Cap 3031; T. Rodriguez, V 47-5998. ELECTRICAL TRANSCRIPTIONS: L. Welk, Standard.		
9. Earth Angel	11	5
By Curtis Williams—Published by Dootsie Williams (BMD) BEST SELLING RECORDS: Penguins, Dootone 348; Crew Cuts, Mercury 70529; G. Mann, Sound 108. OTHER RECORDS AVAILABLE: L. Baxter, Cap 3002; P. O'Day, M-G-M 11904. ELECTRICAL TRANSCRIPTIONS: E. LeMar, Standard.		
10. Make Yourself Comfortable	8	11
By Bob Merrill—Published by Rylan (ASCAP) BEST SELLING RECORD: S. Vaughan, Mercury 70469. OTHER RECORDS AVAILABLE: Don, Dick & Jimmy, Crown 138; E. Gorme-S. Lawrence, Coral 61315; P. King, Col 40363. ELECTRICAL TRANSCRIPTIONS: L. Welk, Standard.		

Second Ten

11. NO MORE.....	10	6
Published by Mapleleaf (BMD)		
12. TEACH ME TONIGHT.....	9	18
Published by Hub (ASCAP)		
13. TWEEDLE DEE.....	13	13
Published by Progressive (BMD)		
14. OPEN UP YOUR HEART.....	14	4
Published by Hamblen (BMD)		
15. COUNT YOUR BLESSINGS.....	15	17
Published by Berlin (ASCAP)		
16. DIM, DIM THE LIGHTS.....	18	5
Published by Republic (BMD)		
17. I NEED YOU NOW.....	17	23
Published by Miller (ASCAP)		
18. THIS OLE HOUSE.....	16	27
Published by Hamblen (BMD)		
18. UNSUSPECTING HEART.....	20	3
Published by Tee Pee (ASCAP)		
20. HOW IMPORTANT CAN IT BE.....	-	1
Published by Laurel (ASCAP)		

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

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

Tunes with Greatest Radio-TV Audiences

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

Radio

A Man Chases a Girl (R)—Berlin—ASCAP		
All of You (R)—Chappell—ASCAP		
Blue Mirage (R)—Mills—ASCAP		
Bridges of Toko-Ri (R) (F)—Famous—ASCAP		
Close Your Eyes (R)—Miller—ASCAP		
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP		
Dixie Danny (R)—Southern—ASCAP		
Hearts of Stone (R)—Regent—BMD		
How Important Can It Be? (R)—Laurel—ASCAP		
I Gotta Go Get My Baby (R)—Four Star—BMD		
I Need You Now (R)—Miller—ASCAP		
Ko Ko Mo (R)—Meridian—BMD		
Let Me Go, Lover (R)—Hill & Range—BMD		
Malaguena (R)—E. B. Marks—BMD		
Melody of Love (R)—Shapiro-Bernstein-Presser—ASCAP		
Mr. Sandman (R)—E. H. Morris—ASCAP		
My Own True Love (R) (F)—Remick—ASCAP		
Naughty Lady of Shady Lane (R)—Paxton—ASCAP		
No More (R)—Maple Leaf—BMD		
Open Up Your Heart (R)—Hamblen—BMD		
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP		
Paper Valentine (R)—Stratton—BMD		
Sincerely (R)—Arc—BMD		
Song in Blue (R)—Iris-Trojan—BMD		
Song of the Barefoot Contessa (R) (F)—Chappell—ASCAP		
Teach Me Tonight (R)—Hub-Leeds—ASCAP		
That's All I Want From You (R)—Weiss & Barry—BMD		
These Are the Things We'll Share (R)—Famous—ASCAP		
Tweedle Dee (R)—Progressive—BMD		
Unsuspecting Heart (R)—Tee Pee—ASCAP		
Young and Foolish (R)—Chappell—ASCAP		

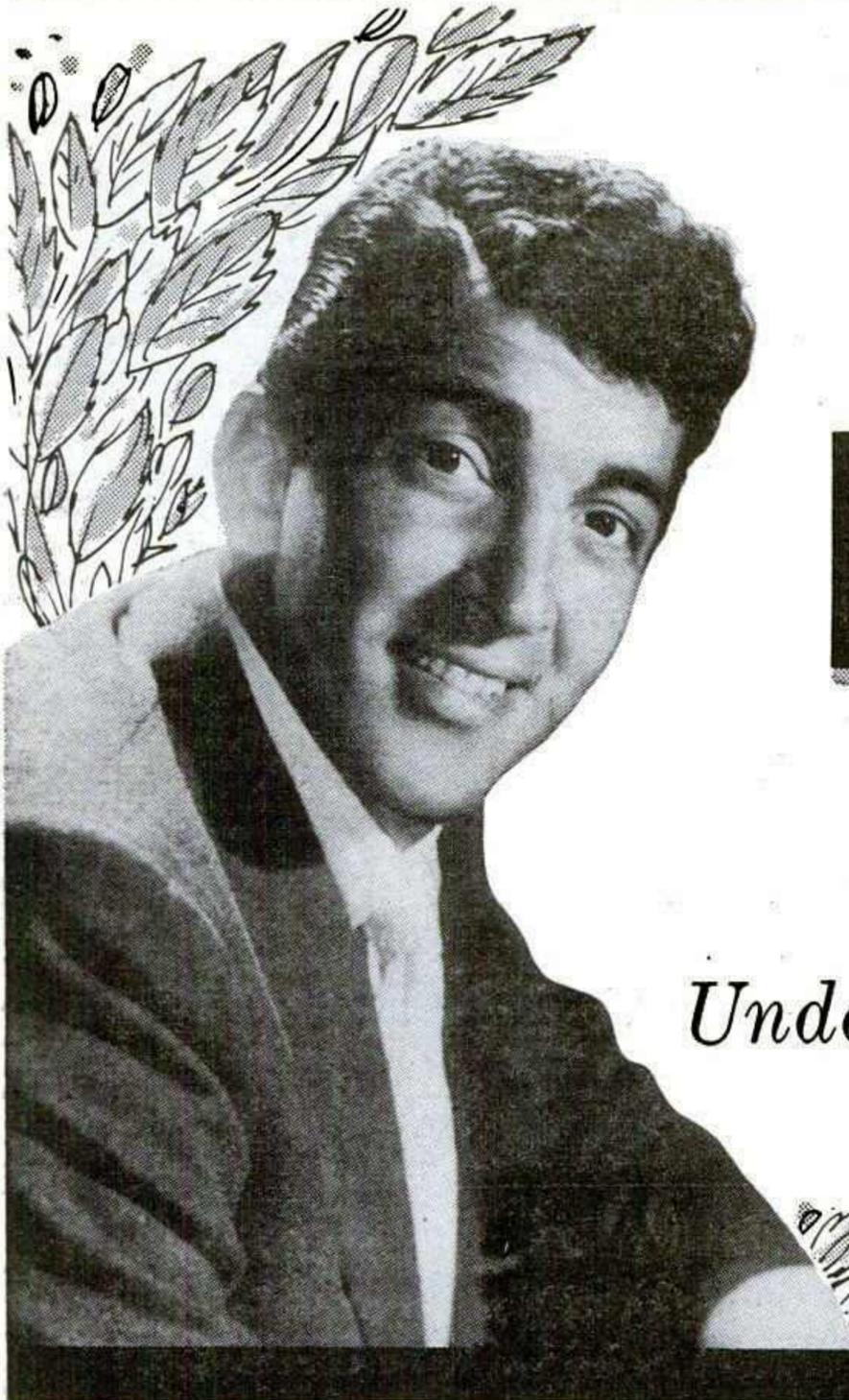
Television

Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP		
Finger of Suspicion (R)—Pickwick—ASCAP		
Hearts of Stone (R)—Regent—BMD		
I Have to Tell You (R)—Chappell—ASCAP		
I Love You Madly (R)—Angel—BMD		
I Need You Now (R)—Miller—ASCAP		
I Wanna Hug Ya, Kiss Ya, Squeeze Ya (R)—Arc—BMD		
It's a Big, Wide, Wonderful World (R)—Broadcast—BMD		
Ko Ko Mo (R)—Meridian—BMD		
Let Me Go, Lover (R)—Hill & Range—BMD		
Little Things Mean a Lot (R)—Feist—ASCAP		
Make Yourself Comfortable (R)—Rylan—ASCAP		
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) (R) (F)—Remick—ASCAP		
Naughty Lady of Shady Lane (R)—Paxton—ASCAP		
No More (R)—Maple Leaf—BMD		
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP		
Paths of Paradise (R)—Spier—ASCAP		
Sincerely (R)—Arc—BMD		
Teach Me Tonight (R)—Hub-Leeds—ASCAP		
Tender Shepherd (R)—E. H. Morris—ASCAP		
That's All I Want From You (R)—Weiss & Barry—BMD		
Tweedle Dee (R)—Progressive—BMD		
Unsuspecting Heart (R)—Tee Pee—ASCAP		
Wedding Bells (R)—Mellin—BMD		
Without Love (R)—Chappell—ASCAP		
You'll Always Be My Lifetime Sweetheart (R)—Wizell & Day—ASCAP		
Young and Foolish (R)—Chappell—ASCAP		

England's Top Twenty

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

Mr. Sandman—E. H. Morris (E. H. Morris)		
The Finger of Suspicion—Pickwick (Pickwick)		
Mambo Italiano—Campbell, Connelly (Rylan)		
Happy Days and Lonely Nights—Lawrence Wright (Advanced)		
Naughty Lady of Shady Lane—Sterling (Paxton)		
I Can't Tell a Waltz From a Tango—Michael Reine (Harman)		
Softy, Softly—Cavendish (Sherwin)		
No One But You—Robbins (Feist)		
Count Your Blessings (Instead of Sheep)—Berlin (Berlin)		
Hold My Hand—Bradbury Wood (Raphael)		
This Ole House—Duchess (Hamblen)		
I Still Believe—MacMelodies (MacMelodies)		
Vene, Vidi, Vici—Dash—(Joy)		
If I Give My Heart to You—Robbins—(Miller)		
Happy Wanderer—Bosworth (Fox)		
Marjorca—Mills (Eastwick)		
Smile—Bourne (Bourne)		
Heartbeat—Kassner (Ample)		
Somebody—Bourne (Bourne)		
A Blossom Fell—John Fields (Shapiro-Bernstein)		



DEAN MARTIN

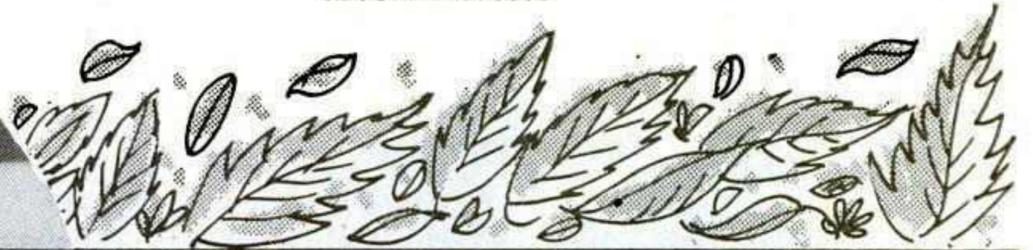


Young and Foolish

FROM THE BROADWAY MUSICAL "PLAIN AND FANCY"

Under the Bridges of Paris

RECORD NO. 3036



Hank Thompson

Annie Over

If Lovin' You is Wrong

RECORD NO. 3030



Les Baxter

Blue Mirage (Don't Go)

I Ain't Mad At You (Honey Baby)

RECORD NO. 3040





PERRY COMO

KO KO MO (I LOVE YOU SO)
20/47-5994



EDDIE FISHER

(I'M ALWAYS HEARING) WEDDING BELLS
A MAN CHASES A GIRL (UNTIL SHE CATCHES HIM)
20/47-6015



KAY STARR

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



HENRI RENE

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



LOU MONTE

HOW IMPORTANT CAN IT BE?
20/47-5993



VAUGHN MONROE

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



9 LA FALCE BROS.

THE DEVIL'S HIGHWAY
20/47-5981

YOU
CAN'T
HAVE

TOO

MANY

HITS!

EARTHA KITT

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

JAYE P. MORGAN

SOFTLY, SOFTLY
DANGER! HEARTBREAK AHEAD
20/47-6016

RCA VICTOR
FIRST IN RECORDED MUSIC



"New Orthophonic" High Fidelity Recordings

The Billboard Music Popularity Charts POPULAR RECORDS

Best Sellers in Stores

For survey week ending February 2

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

This Week	Last Week	Weeks on Chart
1. SINCERELY—McGuire Sisters.....	2	6
No More—(23)—Coral 61323—BMI		
2. HEARTS OF STONE—Fontane Sisters.	1	10
Bless Your Heart—Dot 15265—BMI		
3. LET ME GO, LOVER—J. Weber.....	3	11
Marionette—Col 40366—BMI		
4. MR. SANDMAN—Chordettes.....	4	16
I Don't Wanna See You Cryin'—Cadence 1247—ASCAP		
5. MELODY OF LOVE—B. Vaughn....	6	10
Joy Ride—Dot 15247—ASCAP		
6. THAT'S ALL I WANT FROM YOU—J. P. Morgan.....	7	12
Dawn—V 20-5896—BMI		
7. NAUGHTY LADY OF SHADY LANE—Ames Brothers.....	5	12
Addio—V 20-5897—ASCAP		
8. EARTH ANGEL—Penguins.....	8	8
Hey, Senorita—Dootone 348—BMI		
9. KO KO MO—P. Como.....	11	2
You'll Always Be My Lifetime Sweetheart—V 20-5994—BMI		
10. MAKE YOURSELF COMFORTABLE—S. Vaughan.....	12	12
Idle Gossip—Mercury 70469—ASCAP		
11. MELODY OF LOVE—Four Aces.....	18	4
There's a Tavern in the Town—Dec 29395—ASCAP		
12. TWEEDLE DEE—G. Gibbs.....	17	3
You're Wrong, All Wrong—Mercury 70517—BMI		
13. MELODY OF LOVE—D. Carroll.....	15	6
La Golondrina—Mercury 70516—ASCAP		
14. EARTH ANGEL—Crew Cuts.....	19	2
Ko Ko Mo—(15)—Mercury 70529—BMI		
15. KO KO MO—Crew Cuts.....	21	3
Earth Angel—(14)—Mercury 70529—BMI		
16. NO MORE—DeJohn Sisters.....	9	7
Theresa—Epic 9085—BMI		
17. LET ME GO, LOVER—T. Brewer.....	9	9
Moon Is on Fire—Coral 61315—BMI		
18. OPEN UP YOUR HEART—Cowboy Church Sunday School....	16	7
The Lord Is Counting on You—Dec 29367—BMI		
18. CRAZY OTTO MEDLEY—J. Maddox.	24	2
Humoresque—Dot 15325		
20. DIM, DIM THE LIGHTS—B. Haley..	20	13
Happy Baby—Dec 29317—BMI		
21. MR. SANDMAN—Four Aces.....	13	12
I'll Be With You in Apple Blossom Time—Dec 29344—ASCAP		
22. TEACH ME TONIGHT—DeCastro Sisters.....	14	19
It's Love—Abbott 3001—ASCAP		
23. NO MORE—McGuire Sisters.....	26	3
Sincerely—(1)—Coral 61323—BMI		
24. HEARTS OF STONE—Charms.....	25	12
Who Knows—DeLuxe 6062—BMI		
24. TWEEDLE DEE—L. Baker.....	29	5
Tomorrow Night—Atlantic 1047—BMI		
24. PLANTATION BOOGIE—L. Dee.....	—	1
Birth of the Blues—Dec 29360—BMI		
27. EARTH ANGEL—C. Mann.....	—	1
I Love You So—Sound 108—BMI		
28. SONG OF THE BAREFOOT CONTESSA—H. Winterhalter.....	—	3
Land of Dreams—V 20-5888—ASCAP		
29. SHAKE, RATTLE AND ROLL—B. Haley.....	23	26
A B C Boogie—Dec 29204—BMI		
30. LING TING TONG—Charms.....	—	3
Bazoom (I Need Your Lovin')—DeLuxe 6076—BMI		

This Week's Best Buys

THE SAND AND THE SEA (Winneton, BMI) DARLING, JE VOUS AIME BEAUCOUP (Chappell, ASCAP)—Nat (King) Cole—Capitol 3027

In the past two weeks, the popular singer has racked up enviable sales in almost every key market. Los Angeles, St. Louis, Chicago, Milwaukee, Pittsburgh, Buffalo and Durham reported the disk to be a strong seller. It was also rated good in Baltimore, Providence, Philadelphia, Detroit and Atlanta. Preference for side was almost evenly split, with "Sand and the Sea" holding a slight edge.

PLANTATION BOOGIE (Copar, BMI)—Lenny Dee—Decca 29360

Midwestern sources report a surprise hit in this recently released instrumental. This week it appears on the Cleveland, Milwaukee and Detroit territorial charts and it garnered

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

enough points from other Midwestern areas to make the national retail list. Good reports were also received from St. Louis, Nashville and Buffalo. While little action has been reported so far on either the East or West Coast, it could come up quickly and dealers and operators should be prepared. Flip is "The Birth of the Blues" (Harms, ASCAP).

ALL OF YOU (Chappell, ASCAP) SIX BRIDGES TO CROSS (Leeds, ASCAP)—Sammy Davis Jr.—Decca 29402

Davis' most recent record is shaping up into a solid seller. From Los Angeles to New York, good sales reports have been received, indicating national acceptance. Buffalo, Pittsburgh, Cleveland, Chicago, Nashville, St. Louis and Philadelphia were among the territories that are showing heavy volume. Both sides are seeing good action, with "All of You" leading at this time.

Most Played in Juke Boxes

For survey week ending February 2

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. HEARTS OF STONE—Fontane Sisters.	3	9
Bless Your Heart—Dot 15265—BMI		
2. LET ME GO, LOVER—J. Weber.....	1	10
Marionette—Col 40366—BMI		
3. MR. SANDMAN—Chordettes.....	2	14
I Don't Wanna See You Cryin'—Cadence 1247—ASCAP		
4. NAUGHTY LADY OF SHADY LANE—Ames Brothers.....	4	10
Addio—V 20-5897—ASCAP		
5. MELODY OF LOVE—Four Aces.....	9	5
There's a Tavern in the Town—Dec 29395—ASCAP		
6. MELODY OF LOVE—B. Vaughn.....	6	6
Joy Ride—Dot 15247—ASCAP		
6. SINCERELY—McGuire Sisters.....	7	4
No More—(17)—Coral 61323—BMI		
8. THAT'S ALL I WANT FROM YOU—J. P. Morgan.....	10	8
Dawn—V 20-5896—BMI		
9. TEACH ME TONIGHT—DeCastro Sisters.....	5	18
It's Love—Abbott 3001—ASCAP		
9. MAKE YOURSELF COMFORTABLE—S. Vaughan.....	8	7
Idle Gossip—Mercury 70469—ASCAP		
11. NO MORE—DeJohn Sisters.....	13	3
Theresa—Epic 9085—BMI		
12. LET ME GO, LOVER—P. Page.....	15	5
Hocus Pocus—Mercury 70511—BMI		
13. LET ME GO, LOVER—T. Brewer.....	11	8
Moon Is on Fire—Coral 61315—BMI		
13. MR. SANDMAN—Four Aces.....	12	11
I'll Be With You in Apple Blossom Time—Dec 29344—ASCAP		
15. TWEEDLE DEE—G. Gibbs.....	—	1
You're Wrong, All Wrong—Mercury 70517—BMI		
16. EARTH ANGEL—Penguins.....	—	1
Hey, Senorita—Dootone 348—BMI		
17. HEARTS OF STONE—Charms.....	17	3
Who Knows—DeLuxe 6062—BMI		
17. NO MORE—McGuire Sisters.....	19	3
Sincerely—(6)—Coral 61323—BMI		
17. KO KO MO—P. Como.....	—	1
You'll Always Be a Lifetime Sweetheart—V 20-5994—BMI		
20. I NEED YOU NOW—E. Fisher.....	13	24
Heaven Was Never Like This—V 20-5830—ASCAP		
20. EARTH ANGEL—Crew Cuts.....	—	1
Ko Ko Mo—(20)—Mercury 70529—BMI		
20. KO KO MO—Crew Cuts.....	—	1
Earth Angel—(20)—Mercury 70529—BMI		

Most Played by Jockeys

For survey week ending February 2

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

This Week	Last Week	Weeks on Chart
1. SINCERELY—McGuire Sisters.....	3	5
No More—Coral 61323—BMI		
2. HEARTS OF STONE—Fontane Sisters.	2	10
Bless Your Heart—Dot 15265—BMI		
3. LET ME GO, LOVER—J. Weber.....	1	10
Marionette—Col 40366—BMI		
4. THAT'S ALL I WANT FROM YOU—J. P. Morgan.....	6	10
Dawn—V 20-5896—BMI		
5. MR. SANDMAN—Chordettes.....	4	16
I Don't Wanna See You Cryin'—Cadence 1247—ASCAP		
6. NO MORE—DeJohn Sisters.....	8	8
Theresa—Epic 9085—BMI		
7. MAKE YOURSELF COMFORTABLE—S. Vaughan.....	19	12
Idle Gossip—Mercury 70469—ASCAP		
8. MELODY OF LOVE—B. Vaughn.....	7	5
Joy Ride—Dot 15247—ASCAP		
9. KO KO MO—P. Como.....	17	2
You'll Always Be My Lifetime Sweetheart—V 20-5994—BMI		
10. NAUGHTY LADY OF SHADY LANE—Ames Brothers.....	5	13
Addio—V 20-5897—ASCAP		
11. MELODY OF LOVE—D. Carroll.....	10	4
Golondrina, La—Mercury 70516—ASCAP		
12. KO KO MO—Crew Cuts.....	15	2
Earth Angel—Mercury 70529—BMI		
13. EARTH ANGEL—Crew Cuts.....	19	2
Ko Ko Mo—Mercury 70529—BMI		
14. TWEEDLE DEE—G. Gibbs.....	14	3
You're Wrong, All Wrong—Mercury 70517—BMI		
15. MR. SANDMAN—Four Aces.....	11	12
I'll Be With You in Apple Blossom Time—Dec 29344—ASCAP		
16. MELODY OF LOVE—Four Aces.....	12	4
There's a Tavern in the Town—Dec 29395—ASCAP		
17. NO MORE—McGuire Sisters.....	—	1
Sincerely—Coral 61323—BMI		
18. LET ME GO, LOVER—T. Brewer.....	15	9
Moon Is on Fire—Coral 61315—BMI		
19. EARTH ANGEL—Penguins.....	18	3
Hey, Senorita—Dootone 348—BMI		
20. CRAZY OTTO MEDLEY—J. Maddox..	—	1
Humoresque—Dot 15325—		



Here's Action For Sales

THE BILLBOARD
Review Spotlight on...
LAURIE SISTERS
No Chance (Jubilee, ASCAP)—Mercury 70548
Here is an exciting performance in the current rhythm and blues mode by the cute sounding fem vocal group. The tune is catchy and the backing moves. A bright disk that should grab loot. Flip is "Dixie Danny" (Southern, ASCAP).

"No Chance"
COUPLED WITH
"Dixie Danny"
WITH

The LAURIE SISTERS

MERCURY 70548 • 70548X45

3 Powerful NEW Releases

"The Ballad Of Davy Crockett"

COUPLED WITH

"I've Been Thinkin'"

MERCURY 70555 • 70555X45

WITH

Rusty Draper



"Hello Mrs. Jones, Is Mary There?"

COUPLED WITH

"Foolishly"

MERCURY 70545 • 70545X45

WITH

Vic Damone



"Pledging My Love"

COUPLED WITH

"YOU"

MERCURY 70551 • 70551X45

WITH

Ronnie Gaylord



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



Dig This
'Crazy Julius'
(OTTO'S BROTHER)

BY

Jan August

MERCURY 70541 • 70541X45



This Weeks Big 5 for '55 from M-G-M

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

1 JONI JAMES
orchestra conducted by DAVE TERRY

HOW IMPORTANT CAN IT BE
and
THIS IS MY CONFESSION



MGM 11919 78 rpm
K 11919 45 rpm

STRONG!
WHEN WE COME OF AGE
11865

2 BILLY ECKSTINE

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

MGM 11915 78 rpm • K11915 45 rpm

3 LEROY HOLMES

THE BRIDGES OF TOKO-RI | **A BIG WIDE WONDERFUL WORLD**

MGM 11914 78 rpm • K 11914 45 rpm

STRONG!
TARA'S THEME
11854

4 ALAN DEAN

TOO MUCH IN LOVE TO CARE
and
THE LADDER OF LOVE

MGM 11920 78 rpm • K 11920 45 rpm

5 BETTY MADIGAN

I HAD THE FUNNIEST FEELING
and
BE A LITTLE DARLIN'

MGM 11903 78 rpm
K 11903 45 rpm

STRONG SELLERS

- TOMMY MARA**
PLEDGING MY LOVE and **HONEY BUNCH**
MGM 11931 78 rpm
K 11931 45 rpm
- DICK HYMAN TRIO**
STARDUST | **PANAMA**
MGM 11916 78 rpm
K 11916 45 rpm
- BILLY FIELDS**
YOUNG AND FOOLISH | **SINCERELY**
MGM 11917 78 rpm
K 11917 45 rpm
- GINNY GIBSON**
ONCE THERE WAS A LITTLE GIRL | **LIKE MA-A-D**
MGM 11913 78 rpm
K 11913 45 rpm
- DEAN PARKER**
GREEN FIRE | **I SEE AHEAD**
MGM 11912 78 rpm
K 11912 45 rpm
- THE FOUR JOES**
OH, HOW I MISS YOU TONIGHT | **SLOW DOWN, BABY, SLOW DOWN**
MGM 11911 78 rpm
K 11911 45 rpm
- FRANKLYN MacCORMACK**
MELODY OF LOVE
(Why I Love You) and
TOUCHING SHOULDERS
MGM 11908 78 rpm
K 11908 45 rpm
- PAT O'DAY**
RUSTY OLD HALO | **TING-A-LING**
MGM 11930 78 rpm
K 11930 45 rpm
- Big! ROCK'N ROLL HIT**
- CLAUDE CLOUD and his THUNDERCLAPS**
- Cloudburst**
- featuring **SAM THE TAYLOR**
on Tandy Sax
MGM 55003 (78)
K 55003 (45)

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending February 2
Listings are based on late reports secured from top dealers in each of the markets listed.

- Atlanta**
1. That's All I Want From You J. P. Morgan, V.
 2. Melody of Love, B. Vaughn, Dot
 3. Make Yourself Comfortable S. Vaughan, Mer.
 4. Let Me Go, Lover, J. Weber, Col.
 5. My Own True Love, M. Whiting, Cap.
 6. Sincerely, McGuire Sisters, Cor.
 7. Ko Ko Mo, P. Como, V.
 8. Finger of Suspicion, J. Froman, Cap.

- Balti.-Wash.**
1. Hearts of Stone, Fontane Sisters, Dot
 2. Sincerely, McGuire Sisters, Cor.
 3. Tweedle Dee, G. Gibbs, Mer.
 4. That's All I Want From You J. P. Morgan, V.
 5. Ko Ko Mo, P. Como, V.
 6. Mr. Sandman, Chordettes, Cdc.
 7. Let Me Go, Lover, J. Weber, Col.
 8. Melody of Love, B. Vaughn, Dot
 9. Melody of Love, D. Carroll, Mer.
 10. Earth Angel, Crew Cuts, Her.

- Boston**
1. Crazy Otto Medley, J. Maddox, Dot
 2. Sincerely, McGuire Sisters, Cor.
 3. Ko Ko Mo, P. Como, V.
 4. Tweedle Dee, G. Gibbs, Mer.
 5. Melody of Love, D. Carroll, Mer.
 6. Mr. Sandman, Chordettes, Cdc.
 7. Melody of Love, B. Vaughn, Dot
 8. Hearts of Stone, Fontane Sisters, Dot
 9. Let Me Go, Lover, J. Weber, Col.
 10. How Important Can It Be? J. James, M-G-M

- Buffalo**
1. Ko Ko Mo, P. Como, V.
 2. Sincerely, McGuire Sisters, Cor.
 3. Hearts of Stone, Fontane Sisters, Dot
 4. Naughty Lady of Shady Lane Ames Brothers, V.
 5. Open Up Your Heart Cowboy Church Sunday School, Dec.
 6. Earth Angel, Crew Cuts, Mer.
 7. Melody of Love, D. Carroll, Mer.
 8. Mr. Sandman, Chordettes, Cdc.
 9. That's All I Want From You J. P. Morgan, V.

- Chicago**
1. Earth Angel, Penguins, Dtn.
 2. Melody of Love, B. Vaughn, Dot
 3. Sincerely, McGuire Sisters, Cor.
 4. Tweedle Dee, G. Gibbs, Mer.
 5. Ko Ko Mo, Crew Cuts, Mer.
 6. Hearts of Stone, Fontane Sisters, Dot
 7. Crazy Otto Medley, J. Maddox, Dot
 8. Melody of Love, D. Carroll, Mer.
 9. Ko Ko Mo, P. Como, V.
 10. Open Up Your Heart Cowboy Church Sunday School, Dec.

- Cincinnati**
1. Tweedle Dee, G. Gibbs, Mer.
 2. Melody of Love, B. Vaughn, Dot
 3. Mr. Sandman, Chordettes, Cdc.
 4. Naughty Lady of Shady Lane Ames Brothers, V.
 5. Sincerely, McGuire Sisters, Cor.
 6. Let Me Go, Lover, J. Weber, Col.
 7. Earth Angel, Crew Cuts, Mer.
 8. Ko Ko Mo, P. Como, V.
 9. That's All I Want From You J. P. Morgan, V.
 10. Ko Ko Mo, Crew Cuts, Mer.

- Cleveland**
1. Plantation Boogie, L. Dec, Dec.
 2. Melody of Love, B. Vaughn, Dot
 3. Ko Ko Mo, Crew Cuts, Mer.
 4. Mr. Sandman, Chordettes, Cdc.
 5. Elephant's Tango, Commanders, Dec.
 6. Earth Angel, Penguins, Dtn.
 7. Sincerely, McGuire Sisters, Cor.
 8. Cherry Pink and Apple Blossom White P. Prado, V.
 9. Land of Dreams, H. Winterhalter, V.
 10. Smiles, Happy Otto, Dec.

- Dallas-Fort Worth**
1. Sincerely, McGuire Sisters, Cor.
 2. That's All I Want From You J. P. Morgan, V.
 3. Hearts of Stone, Fontane Sisters, Dot
 4. Melody of Love, Four Aces, Dec.
 5. Earth Angel, Crew Cuts, Mer.
 6. Let Me Go, Lover, T. Brewer, Cor.
 7. Ling, Ting, Tong, Five Keys, Cap.
 8. Elephant's Tango, Commanders, Dec.

- Denver**
1. Hearts of Stone, Fontane Sisters, Dot
 2. Mr. Sandman, Chordettes, Cdc.
 3. Sincerely, McGuire Sisters, Cor.
 4. Melody of Love, Four Aces, Dec.
 5. Make Yourself Comfortable S. Vaughan, Mer.
 6. Let Me Go, Lover, J. Weber, Col.
 7. Dim, Dim the Lights, B. Haley, Dec.
 8. Melody of Love, B. Vaughn, Dot
 9. Let Me Go, Lover, T. Brewer, Cor.
 10. That's All I Want From You J. P. Morgan, V.

- Detroit**
1. Earth Angel, Crew Cuts, Mer.
 2. Plantation Boogie, L. Dec, Dec.
 3. Ko Ko Mo, Crew Cuts, Mer.
 4. Melody of Love, D. Carroll, Mer.
 5. Ling, Ting, Tong, Charms, Del.
 6. Crazy Otto Medley, Crazy Otto, Dec.
 7. Tweedle Dee, L. Baker, Atl.
 8. Tweedle Dee, G. Gibbs, Mer.
 9. Malaguena, C. Valente, Dec.
 10. Sincerely, McGuire Sisters, Cor.

- Kansas City**
1. Sincerely, McGuire Sisters, Cor.
 2. Crazy Otto Medley, J. Maddox, Dot
 3. No More, DeJohn Sisters, Epl.
 4. Earth Angel, G. Mann, Son
 5. Hearts of Stone, Fontane Sisters, Dot
 6. Earth Angel, Penguins, Dtn.
 7. Smiles, Happy Otto, Dec.
 8. Darlin', Hilltoppers, Dot
 9. Open Up Your Heart Cowboy Church Sunday School, Dec.
 10. Melody of Love, Ink Spots, Kng.

- Los Angeles**
1. That's All I Want From You J. P. Morgan, V.
 2. Hearts of Stone, Fontane Sisters, Dot
 3. Naughty Lady of Shady Lane Ames Brothers, V.
 4. Mr. Sandman, Chordettes, Cdc.
 5. Tweedle Dee, L. Baker, Atl.
 6. Melody of Love, L. Diamond, V.
 7. Earth Angel, Penguins, Dtn.
 8. Let Me Go, Lover, J. Weber, Col.
 9. Let Me Go, Lover, T. Brewer, Cor.
 10. Crazy Otto Medley, J. Maddox, Dot

- Milwaukee**
1. Sincerely, McGuire Sisters, Cor.
 2. Hearts of Stone, Fontane Sisters, Dot
 3. Earth Angel, Crew Cuts, Mer.
 4. Melody of Love, D. Carroll, Mer.
 5. Open Up Your Heart Cowboy Church Sunday School, Dec.
 6. Earth Angel, Penguins, Dtn.
 7. Ko Ko Mo, P. Como, V.
 8. That's All I Want From You J. P. Morgan, V.
 9. Plantation Boogie, L. Dec, Dec.
 10. Let Me Go, Lover, J. Weber, Col.

- Mpls.-St. Paul**
1. Sincerely, McGuire Sisters, Cor.
 2. Open Up Your Heart Cowboy Church Sunday School, Dec.
 3. Melody of Love, B. Vaughn, Dot
 4. Hearts of Stone, Fontane Sisters, Dot
 5. Mr. Sandman, Four Aces, Dec.
 6. Naughty Lady of Shady Lane Ames Brothers, V.
 7. Earth Angel, P. O'Day, M-G-M
 8. I Love You Madly, Four Coins, Epl.
 9. No More, DeJohn, Sisters, Epl.
 10. Ko Ko Mo, Crew Cuts, Mer.

- New Orleans**
1. Sincerely, McGuire Sisters, Cor.
 2. Dim, Dim the Lights, B. Haley, Dec.
 3. Melody of Love, B. Vaughn, Dot
 4. Ko Ko Mo, P. Como, V.
 5. Melody of Love, Four Aces, Dec.
 6. Mr. Sandman, Four Aces, Dec.
 7. Let Me Go, Lover, J. Weber, Col.
 8. That's All I Want From You J. P. Morgan, V.
 9. Hearts of Stone, Charms, Del.
 10. Earth Angel, Penguins, Dtn.

- New York**
1. Let Me Go, Lover, J. Weber, Col.
 2. Mr. Sandman, Chordettes, Cdc.
 3. Earth Angel, Penguins, Dtn.
 4. Teach Me Tonight DeCastro Sisters, Abb.
 5. Sincerely, McGuire Sisters, Cor.
 6. Naughty Lady of Shady Lane Ames Brothers, V.
 7. Hearts of Stone, Fontane Sisters, Dot
 8. Melody of Love, B. Vaughn, Dot
 9. Make Yourself Comfortable S. Vaughan, Mer.
 10. Melody of Love F. Sinatra & R. Anthony, Cap.

- Philadelphia**
1. Earth Angel, G. Mann, Son
 2. Tweedle Dee, G. Gibbs, Mer.
 3. Sincerely, McGuire Sisters, Cor.
 4. Melody of Love, B. Vaughn, Dot
 5. Let Me Go, Lover, J. Weber, Col.
 6. Naughty Lady of Shady Lane Ames Brothers, V.
 7. Ko Ko Mo, P. Como, V.
 8. Mr. Sandman, Chordettes, Cdc.
 9. Make Yourself Comfortable S. Vaughan, Mer.
 10. Crazy Otto Medley, J. Maddox, Dot

- Pittsburgh**
1. Earth Angel, Penguins, Dtn.
 2. Sincerely, McGuire Sisters, Cor.
 3. Hearts of Stone, Fontane Sisters, Dot
 4. Mr. Sandman, Chordettes, Cdc.
 5. Let Me Go, Lover, J. Weber, Col.
 6. Tweedle Dee, G. Gibbs, Mer.
 7. Ko Ko Mo, Crew Cuts, Mer.
 8. Melody of Love, B. Vaughn, Dot
 9. Crazy Otto Medley, Crazy Otto, Dec.
 10. Darlin', Hilltoppers, Dot

- St. Louis**
1. Sincerely, McGuire Sisters, Cor.
 2. Melody of Love, B. Vaughn, Dot
 3. Ko Ko Mo, P. Como, V.
 4. Ko Ko Mo, Crew Cuts, Mer.
 5. Hearts of Stone, Fontane Sisters, Dot
 6. Crazy Otto Medley, J. Maddox, Dot
 7. Make Yourself Comfortable S. Vaughan, Mer.
 8. Song of the Barefoot Contessa H. Winterhalter, V.
 9. Runaround, B. Farrell, Mer.
 10. Glad Rag Doll, Happy Otto, Dec.

- San Francisco**
1. Hearts of Stone, Fontane Sisters, Dot
 2. Mr. Sandman, Chordettes, Cdc.
 3. Let Me Go, Lover, J. Weber, Col.
 4. Naughty Lady of Shady Lane Ames Brothers, V.
 5. Sincerely, McGuire Sisters, Cor.
 6. Mambo Italiano, R. Clooney, Col.
 7. Earth Angel, Penguins, Dtn.
 8. Make Yourself Comfortable S. Vaughan, Mer.
 9. Melody of Love, Four Aces, Dec.
 10. Melody of Love, B. Vaughn, Dot

- Seattle**
1. Sincerely, McGuire Sisters, Cor.
 2. Hearts of Stone, Fontane Sisters, Dot
 3. Naughty Lady of Shady Lane Ames Brothers, V.
 4. Earth Angel, Penguins, Dtn.
 5. That's All I Want From You J. P. Morgan, V.
 6. Crazy Otto Medley, J. Maddox, Dot
 7. Tweedle Dee, G. Gibbs, Mer.
 8. Melody of Love, Four Aces, Dec.
 9. Mr. Sandman, Chordettes, Cdc.
 10. Melody of Love, D. Carroll, Mer.

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and

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LOVE

(FOREVER MY DARLING)

THE FOUR LADS



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STEVE LAWRENCE

SINGS

KISS ME NOW



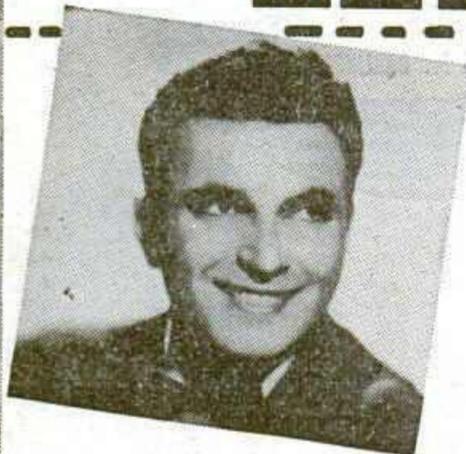
(We'll Get Acquainted Later)

and How Do I Break Away From You?
CORAL 61327 (78 RPM) and 9-61327 (45 RPM)

JACKIE LEE



PLAYS



BLUE BOOGIE

and I Can't Give You Anything But Love
CORAL 61304 (78 RPM) and 9-61304 (45 RPM)

CORAL RECORDS

America's Fastest Growing Record Company

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The Billboard Music Popularity Charts POPULAR RECORDS

Review Spotlight on . . .

RECORDS

BILL HAYES

The Ballad of Davey Crockett (Wonderland, BMI)—Cadence 1256—Tune introduced via the Walt Disney TV shows on the Davey Crockett film series, is handed a sock performance here by warbler Bill Hayes, over lively backing. Exposure via TV is solid enough to make this one happen. Flip is "Farewell" (Wonderland, BMI).

THE McGUIRE SISTERS

It May Sound Silly (Progressive, BMI)—Coral 61369—The McGuire sisters should stay on the winning track with this fast cover of the zooming r.&b. tune, originally cut by Ivory Joe Hunter on Atlantic. The gals sell it with feeling and it can break thru quickly. Flip is "Doesn't Anybody Love Me?"

BILL HALEY ORK

Mambo Rock (Myers, ASCAP)
Birth of the Boogie (Sea Breeze, ASCAP)—Decca 29418—The kids who Lindy to Bill Haley will continue to do so. These two new sides have the same rocking blues beat as his previous disks, and the ideas on both are cute. Fine juke wax here.

THREE CHUCKLES

Foolishly (Regent, BMI)—"X" 95—A fine new tune receives a winning warble from the youthful group. The boys sell it in the style of "Runaround" and it should move out strongly. A potent platter. Flip is "If You Should Love Again" (Campbell, BMI).

FOUR COINS

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

Reviews of New Pop Records

EDDIE FISHER

Wedding Bells90
VICTOR 6015—A Billboard "Spotlight" 2-5-'55. (Mellin, BMI)
A Man Chases a Girl86
A Billboard "Spotlight" 2-5-'55. (Berlin, ASCAP)

KITTY KALLEN

I'd Never Forgive Myself86
DECCA 29417—A Billboard "Spotlight" 2-5-'55. (Mellin, BMI)
Honestly77
The thrush sings the ballad with taste and feeling over a pretty ork backing. It, too, will pull spins, but the flip will grab most of the attention. (Hill & Range, BMI)

TERESA BREWER

Pledging My Love80
CORAL 61362—The hefty Johnny Ace click is traced in a knowing performance by the canary. This will please many, many listeners. Coupling of these two big tunes should make this disk figure strongly in juke boxes during the next few months. (Lion, BMI)
How Important Can It Be?79
Miss Brewer covers the big ballad in a tasteful reading that many listeners should prefer. A fair portion of the total amount of loot attracted by the opus should be skimmed by this well-made entry. (Laurel, BMI)

FRANKIE LAINE

Bubbles80
COLUMBIA 40433—A most unusual and intriguing new novelty penned by Bob Merrill receives a solid reading here from Frankie Laine, over a rhythmic ork backing. This could be a big one for the chanter. (Ryan, ASCAP)
The Tarrier Song78
The well-known folk song about railroad workers is handed a driving reading by Laine, over a wild backing by the Mitch Miller ork. Tune is in the mode of Laine's "Gandy Dancer's Ball" of a few years ago, and should get lots of spins and plays. (Palmer, BMI)

THE GAYLORDS

Chow Mein80
MERCURY 70543—The Gaylords lament the passing of a Chinese restaurant in which they spent their "flaming youth" on this strong new waxing. Also a delightful tune in an attractive arrangement that will make good programming for deejays. Watch this one. (Valyr, ASCAP)
Poppa Poppadopolis78
The group happily recalls the memory of a Greek grandfather, who must have been a happy man. The lilting melody and jaunty rhythm of this tune coupled with some pretty sound gimmicks guarantee listeners interest. (Favorite, ASCAP)

LOUIS ARMSTRONG-GARY CROSBY

Ko Ko Mo80
DECCA 29420—Had this been issued about four weeks ago it would have handed the Como slicing a real battle. For it features a solid vocal on the lively ditty by young Gary Crosby and Louis Armstrong over fine trumpet work by Satchmo. In spite of the late release, it will still get a good share of the coin. (Meridian, BMI)
Struttin' With Some Barbecue77
Here's a mighty listenable cutting of the novelty featuring attractive vocals by young Crosby and Armstrong together. It's a fine side, and it will get spins even after the top side is no longer a hit. (Leeds, ASCAP)

ROY HAMILTON

I Believe80
EPIC 9092—There seems to be little reason why this one shouldn't be another big seller for Hamilton. It has all the ingredients—standard tune, semi-lush fiddle backing and the usual and expected voice gimmick. Watch it. (Cromwell, ASCAP)
If You Are But a Dream77
Another familiar item and another strong Hamilton reading which should please his many fans. (Barton, ASCAP)

BILLY WILLIAMS QUARTET

I Wanna Hug Ya, Kiss Ya, Squeeze Ya79
CORAL 61363—A spirited pop vocal treatment of the r.&b. hit, which should get jockey and juke spins. WINS, New York's "Rock and Roll" deejay, Alan Freed, comes on at the start to introduce the group, but he isn't billed on the label.
Smoke From Your Cigarette77
A showmanly job by Williams and his boys with r.&b. type backing. This side, too, is a good one, and it could also move out. Solid wax.

THE FOUR LADS

Pledging My Love79
COLUMBIA 40436—Here's a cover version of the big-selling Johnny Ace r.&b. disk and one which should get a healthy share of the loot certain to accrue to the material. The Lads try it in rhythm and blues style, and it's a pretty good record.
I've Been Thinking77
More coverage here—this time on a country and western item. Again the group comes thru with a good reading. This side could even take top honors in the long run.

LOUIS ARMSTRONG

Pledging My Love78
DECCA 29421—The current Johnny Ace hit receives a good reading here from Satchmo, tho not quite up to Armstrong's best work. The backing is a bit overdone. However, with the action on the tune, this version is sure to get a share. (Lion, BMI)
Sincerely76
What more is there to say except that Armstrong sings the hit in a manner that all his fans will enjoy? His version of the tune, however, is rather late to get more than a token share of the loot. (Arc, BMI)

JOHNNIE RAY

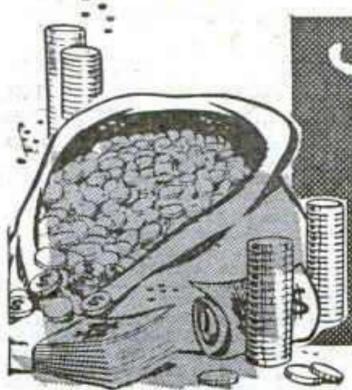
Paths of Paradise76
COLUMBIA 40435—Ballad which sets a philosophy of life to music is handed a sincere performance, with Ray selling the opus in convincing fashion. Ditty has been exposed on TV on the "General Electric Theater."
Parade of Broken Hearts75
Rhythm weeper from the pen of Bob Merrill is punched across in a top-notch Ray reading. Side figures to pull lots of spins and a good many sales.

FOUR TOPHATTERS

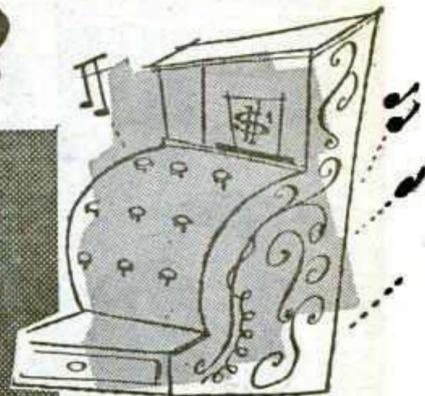
Go, Baby, Go76
CADENCE 1255—The Tophatters come thru with another solid reading on this side in the manner of their cutting of "Dim, Dim the Lights." The side moves, and the coupling adds to a strong one for the boxes. (Republic, BMI)
Leave-A My Girl Alone75
The Four Tophatters have a solid hunk of wax here. The tune is a mighty cute Italian novelty, and the

(Continued on page 48)

Brewer = Business



Teresa Brewer



Sings

I GOTTA GO GET MY BABY

PLEDGING MY LOVE

and

WHAT MORE IS THERE TO SAY

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and

HOW IMPORTANT CAN IT BE

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

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TERESA BREWER

How Important Can It Be?
Rock Love
Pledging My Love
Tweedlee Dee

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Eileen Todd

Sings

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Downbeat rates this record

★★★★★ FIVE STARS

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



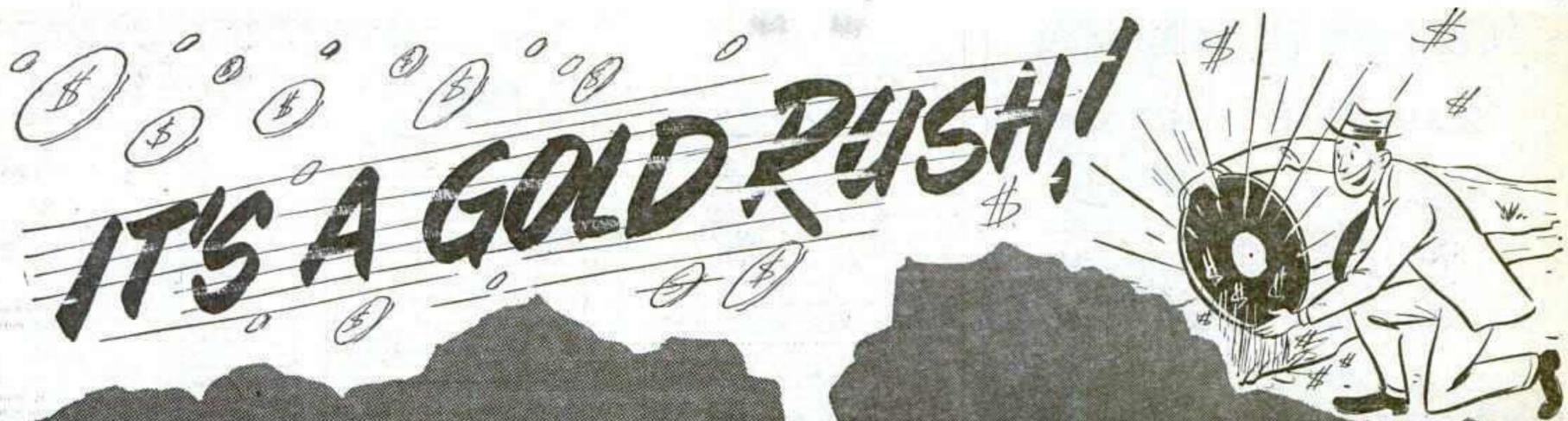
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The Billboard Music Popularity Charts POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 46

- boys sell it brightly. Signor Archibaldo (Archie Bleyer), backs the group with elan on the bombardino. (Cadence, BMI)
- SOMETHIN' SMITH-THE REDHEADS**
 My Baby Just Cares for Me.....76
 EPIC 9093—Smith and his group peg their attractive reading of the standard ditty to a solid beat, which bounces along in sprightly fashion. DeeJays should hand it many spins, and the side could earn some juke box loot. (Bregman, Vocco & Conn, ASCAP)
- It's a Sin to Tell a Lie....75**
 The wonderful oldie is handed a fresh reading, even tho the arrangement is in the old-fashioned, soft shoe groove. Easy listening. (Bregman, Vocco & Conn, ASCAP)
- EARTHA KITT**
 My Heart's Delight.....76
 VICTOP 6009—Good and quick coverage on good rhythm and blues material gives Miss Kitt the best she's done since "Santa Baby," tho this is quite a switch in her recording style. Could get plenty of attention with this side. (St. Louis, BMI)
- The Heel....60**
 If you can imagine the thrush singing "Mule Train," you'll have an idea of what this is like. (Out of the World Music, ASCAP)
- VIC DAMONE**
 Foolishly.....75
 MERCURY 70545—A good tune for Damone. He is singing as well as ever, and he puts a lot into this one. Whether he will be able to break out beyond his usual group of fans this time is problematic. (Ivan Mogul, ASCAP)
- Hello, Mrs. Jones....73**
 Another telling performance that has great emotional appeal. Calculated to bring out the Kleenex. (Ross Jungnickel, ASCAP)
- JUAN GARICA ESQUIVEL**
 Amor.....74
 VICTOR 6008—A fascinating new approach to the oldie, complete with simulated tropical jungle noises and a great beat. Should get play, especially with the jazz jocks. (Peer, BMI)
- Nocturnal....72**
 An imaginative arrangement and group vocal on a sultry tune. (Harms, ASCAP)
- WALTER SLEZAK**
 To My Wife.....74
 VICTOR 6013—This tender tribute by a middle-aged husband to his youthful frau is from Victor's original-cast album of the Broadway hit "Fanny." Slezak's warbling is a warm, artful performance. (Chappell, ASCAP)
- Never Too Late for Love....70**
 The lyrics of this song (also from "Fanny") are based on the premise "love isn't a question of age; it's a question of aptitude." The ditty doesn't have much impact on wax. (Chappell, ASCAP)
- EILEEN BARTON**
 I Wish You'd Fall
 In Love With Me.....74
 CORAL 61344—This is the pop version of the Charles Antell "men, men, you're ruining your hair" jingle. Eileen Barton tries hard, but the tempo is too breathless for comfort. However, it's bound to get plenty of air play. (Kahl, BMI)
- On a Lonely Walk....73**
 The thrush renders a poignant vocal on a haunting off-beat ballad. (Bourne, ASCAP)
- JEFF CHANDLER**
 When Spring Comes.....74
 DECCA 29405—Pretty tune receives a quiet reading from the movie star, with gentle support from the ork. (Laurel, ASCAP)
- My Prayer....72**
 The evergreen is sung nicely by Chandler, helped much by the chorus and ork. (Skidmore, ASCAP)
- JACKIE PARIS**
 Java Jive.....73
 CORAL 61340—Cool scoring about passion for the black brew is spiced with some bubbling sound effects that may help the side pull spins. A good performance by Paris. (Advanced, ASCAP)
- True....70**
 Romantic ditty built around the doubly familiar Neapolitan air, "O Sole Mio," is sung with engaging warmth. (Vim, ASCAP)
- HELEN GRAYCO**
 Please Don't Freeze.....73
 "X" 0089—The songstress has an apt commercial piece of material in this tune recorded last summer by Ruth Brown. She keeps a generous degree of the original r.&b. flavor and, as a result, could launch the tune now in the pop field. (Raleigh, BMI)
- Say the Word....68**
 Miss Grayco handles this frivolous tune with a light touch and a stylish twist that shows her in good form. (Teresa, BMI)
- SAMMY KAYE ORK**
 She Went a That-a-Way.....72
 COLUMBIA 40431—A familiar-sounding shuffle, boogie riff gets a lyric dressing and a swiny instrumental reading from the Kaye ork and sidemen vocalists. It's good Kaye wax. (Republic, BMI)
- Hindustan....72**
 More good wax here for the dancers as the Kaye ork comes thru with a neat reading of the oldie. (F. Fisher, ASCAP)
- DINAH SHORE**
 The Stow-a-Way.....71
 VICTOR 6010—A nice vocal by the canary on an attractive ballad. (E. H. Morris, ASCAP)
- Then I'll Be Happy....70**
 A pleasant interpretation of the oldie which should get jockey spins. (Bourne, ASCAP)
- BILL LAWRENCE**
 Who Knows Why?.....71
 CORAL 61345—Love ballad of wonderment about the tender emotion is based on an excerpt from a beautiful operatic aria, and it's fashioned with great skill. Bill Lawrence sings it appealingly. Should gain spins. (Shelley, ASCAP)
- Give Me This Night....68**
 Big ballad is delivered convincingly. (Jericho, ASCAP)
- SMITH BROTHERS**
 Chocolate Whiskey and Vanilla Gin....70
 "X" 0088—The boys blend nicely in a cute piece of Calypso material. (Alamo, ASCAP)
- Scrape Off De Bark....70**
 More of the same here on another okay Calypso ditty. (Mecca, ASCAP)
- THE FIVE CATS**
 Rockin' Chair.....70
 VICTOR 6012—A reading of a rhythm ditty that moves well from start to finish. Good for the coin boxes. (Charril, BMI)
- Mine, Mine, Mine....70**
 Another good rendition by the boys who build an exciting side here. (E. H. Morris, ASCAP)
- TITO RODRIGUEZ ORK**
 Ko Ko Mo.....70
 VICTOR 5998—The r.&b. hit in mambo tempo. An amusing idea, carried out with a fine beat. Should get spins. (Meridian, ASCAP)
- Flamigo....69**
 A lush bolero instrumental of the standard, with a danceable beat. (Tempo, ASCAP)
- FRANK DEVOL ORK**
 There's a Rising Moon.....70
 KEM 2736—Ditty from "Young at Heart" is rendered robustly by ork and chorus. Good listening and a compelling shuffle beat. (Artists, ASCAP)
- Sleepy Baby....67**
 Unbilled thrush sings the lullaby gently to atmospheric backing by ork and chorus. (Artists, ASCAP)
- THE HI-LO'S**
 You Brought a New Kind of Love to Me.....70
 STARLITE 1361—Listenable vocalizing here by the Hi-Lo's on the fine evergreen. The group is backed neatly by the ork. Side is a good one for jock use, and the group can sing. (Famous, ASCAP)
- You Can't Hardly Get Them No More....65**
 Novelty effort receives a good reading from the group, again with good ork support. Arrangement here is bright, with a spoken George Gobel-ish opening. (Bradford, ASCAP)
- JIMMY PALMER ORK**
 Hut Sut Song.....69
 "X" 0090—A pleasant dance-band version of the novelty oldie with group vocal and arrangement in the Sammy Kaye style. (Hill & Range, BMI)
- The Waltz You Saved for Me....68**
 A tongue-in-cheek group vocal on the oldie, with some catchy corn-type backing. (Feist, ASCAP)
- THE MUSIC FELLOWS**
 Little Boy Bubble.....69
 LOYAL 111—A cute novelty with kiddie appeal. Bob Fellows does two voices and all the instrumentation on both sides. (Loyal, BMI)
- Abou Ben Adhem....68**
 A catchy little novelty with a nice beat and vocal treatment. (Loyal, BMI)
- THE McDONALD SISTERS**
 Dream Boat.....69
 MODERN 5000—A personable vocal job on a catchy tune. The gals can sing. (Winston, ASCAP)
- If It's Love....68**
 The girls do pleasantly on a bright ditty. (Harvey, BMI)
- ANDY WILLIAMS**
 Now I Know.....68
 "X" 0094—Williams warbles pleasingly on a pretty ballad. (United, BMI)
- Here Comes That Dream Again....67**
 An okay vocal taken at a leisurely tempo on a nice ballad. (Mellin, BMI)
- ANDY KIRK ORK**
 The Whiffenpoof Song.....68
 DECCA 29371—Mel Moore and the chorus do a pleasant job on this up-tempo version of the Yale drinking song, over solid support from the Andy Kirk crew. (Miller, ASCAP)
- I'm So in Love With You....66**
 The Andy Kirk crew turns in a nice reading of the ballad on this side. Mel Moore handles the vocal. (Leeds, ASCAP)
- JO ANN TOLLEY**
 Don't.....68
 JUBILEE 5180—The thrush turns in a dramatic reading of this new ballad, with support from a chorus and
 (Continued on page 50)



IT'S A GOLD RUSH!

"IT MAY SOUND SILLY"

and

"DOESN'T ANYBODY LOVE ME?"



61369
(9-61369)

The McGuire Sisters

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the advertising columns of
THE BILLBOARD!**

The Billboard Music Popularity Charts

POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 48

the ork. Okay wax. (E. H. Morris, ASCAP)
Baby Won't You
Please Come Home?...65
The oldie is handled in rather svelte style here by Jo Ann Tolley over stringed ork backing. (Leeds, ASCAP)

NICK TERRY
Bougalle.....67
SPINIT 5504—Attractive vocal work by Terry on an okay ditty. (Spinlit, BMI)
My Baby....67
Same comment. (Spinlit, BMI)

MIMI MARTEL
Trees.....67
SPINIT 5501—Mimi Martel approaches the beautiful old standard with appropriate respect, singing the ballad gently to backing that's modern enough to attract some spin action for the side if exposed. (Schrimmer, ASCAP)
It Was a Sin....62
Mis Martel is joined by Nick Terry in a pleasant vocal supported by a

hip-swinging beat in the ork. Listenable wax. (Spinlit, BMI)

THE BACHELORS
Bachelor Mambo.....64
EXCEL 105—Cute little novelty warning against matrimony might stir some interest among youngsters. (American, BMI)
In a Little Inn in Italy....60
The group blends nicely in this reading of a pleasant ballad. (American, BMI)

RICHARD LYNN
Ev'ry Day's a Holiday.....55
ESQUIRE 1133—An acceptable vocal on a pretty ballad with some tasteful backing. (Coronet)
A Le Louis Petite....55
Same comment. (Esquire, BMI)

PHYLLIS MOORE
I Don't Know Where I Stand
With You.....35
MUSICART 318—Soprano with organ backing in an amateur sounding effort. (BMI)
Helpless....35
Richard Rossiter is the earnest chanter on this side. (BMI)

WSMB, New Orleans, thanks The Billboard for sending the top songs in all three categories of 1954—in time for year-ending programing. "Please keep up the 'Hits of Yesterday' bits. They are always reminders to spin the oldies," he adds.

Lou Barile, WKAL, Rome, N. Y., sponsored the appearance of Bill Haley and the Comets last week and tells us it was a great success. "The audience was so well pleased with Haley's music, they started to dance in the aisles (and I've got pictures to prove it), and Haley will confirm it. Haley, of course, guested on my show." . . . Pete Johnson, WKBR, Manchester, N. H., is planning a big "March of Dimes Auction." (Ed. Note: Let us know the details.) . . . Dusty Walker, WLS, Lansing, Mich., jockey, was chosen "Mr. DeeJay, U.S.A." for the weekend of January 21 at the Music City of U.S.A., Nashville.

Vox Jox

• Continued from page 28

tion to community officials, he insists, gets quick remedial result. He cites success—his own included—along that line. (Ed. Note: To the public-service-minded deejay, this tactic may win improvements in your community, not to mention a wealth of broadcast material to be used on your show.)

SURFACE NOISES: Here is an open letter to Mitch Miller of Columbia Records from Gerry Spinn, WTBO, Cumberland, Md.: "Not too long ago Rosemary Clooney came forth with 'This Ole House,' obviously a smash-eroo. Rosie was very ably backed up by a great bass and there were opinions expressed as to just who it was. Some said Thurl Ravenscroft. I think no matter who it was, it participated in the appeal of Miss Clooney's record. However, where was the label credit? Now you have another case—'Back Where I Belong' by Jo Stafford, Frankie Laine and Mr. X on the bass. Who the heck is he? To steal a phrase from a New York deejay, 'There is a veritable plethora of bass vocalists.' In my humble opinion, when a singer contributes such a great deal of 'listenability,' if I may use such a word, he or she should at least get label credit. Hoping this voice from the wilds of Western Maryland will drain some measure of your attention."

Wally Thornton, KENE, Toppenish, Wash., writes: "If this is printed, it will probably come under the heading of 'Surface Noises' in more ways than one. What's wrong with Columbia surfaces these days (45)? We've tried them on micro-groove, on standard and even changed heads on the arms of our playback equipment. After all this we play them once or twice and they are ready for filing in the waste basket. What's the story?" . . . "Just a line or so to apologize for my 'poison pen' letter a while back, complaining about the lack of big-name artists visiting the fringe-area stations," writes Charlie Vandagriff, KBKI, Alice, Tex. "George Williams, whose orchestra records for Coral, has made me say 'calf rope.' I had a couple of letters last week from his manager, and they have a tour planned for South Texas beginning the first week of February. I read Two-Ton Baker's item concerning this big-name business, and I agree that we 'disk-jerkeys' should spin his records before he visits, but I'm sure that if he dropped in on a station which had never aired his music, he'd be surprised how many plays he'd get after."

CHANGE OF THEME: Bob King, WCII, Carbondale, Ill., has joined the United States Army for three years. Don Hutchcraft has taken over his slot. Carl Jones and Bill Turner have joined the WCIL crew on a part-time basis. . . . Sid Dickler, WEDO, Pittsburgh, who has been laid up for seven weeks with a fractured leg, is back at his desk and would like to say "thanks to everybody for their kindness and communications during his 'rear window' siege. . . . Hiram Higsby, formerly with KMBC, Kansas City, Mo., is now at KANS, Wichita, Kan., doing the early morning show. . . . Zenas Sears is now airing at WNJR, Newark, N. J., and can also be heard over WAOK, Atlanta, Ga. . . . Cal Wallace,

YESTERYEAR'S TOPS— The nation's top tunes on records as reported in The Billboard

- FEBRUARY 10, 1945:
1. Don't Fence Me In
 2. Rum and Coca-Cola
 3. Ac-cent-tchu-ate the Positive
 4. Cocktails for Two
 5. I'm Making Believe
 6. I Dream of You
 7. I'm Beginning to See the Light
 8. Saturday Night (Is the Loneliest Night of the Week)
 9. A Little on the Lonely Side
 10. There Goes That Song Again
- FEBRUARY 11, 1950:
1. Dear Hearts and Gentle People
 2. Chattanooga Shoe Shine Boy
 3. Rag Mop
 4. The Old Master Painter
 5. I Can Dream, Can't I?
 6. There's No Tomorrow
 7. Johnson Rag
 8. Bibbidi-Bobbidi-Boo
 9. A Dreamer's Holiday
 10. I Said My Pajamas

formerly with WZIP, Covington, Ky., is now spinning at WLEX, Lexington, Ky. . . . After serving two years in the military service, Herb Carl will receive his discharge and return to rejoin the staff of KONO, San Antonio, around February 1. . . . Bill Baer, formerly of KRSD, Rapid City, S. D., complains that he has not heard from many of his contacts since his move to KWOR, Worland, Wyo. Baer feels that his mail is not being forwarded and would like to ask those reading this column to kindly note his new address.

THIS 'N' THAT: Frank Brown, of KHUM, Eureka, Calif., is celebrating 30 years in radio and 35 years in show business this year. He is married to silent screen actress Etta Lee. . . . Scott Muni,

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new release

mantovani

LAZY GONDOLIER



backed by
LONGING
1510 and 45-1510

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

new release

ted heath

and his music

IN THE MOOD MAMBO

backed by

PEG O' MY HEART MAMBO

1534 and 45-1534

new release

Here's a happy new group with an interesting blend of both voice and instruments. It's their first release . . . an energetic novelty with plenty of bounce and a solid beat.

the jerry allen trio **KIND**

backed by
SMALL TALK
1522 and 45-1522

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



**THE
ORIGINAL**

FINGER OF SUSPICION

backed by
ENDLESS

1498 and 45-1498

DICKIE VALENTINE

IN GERMAN OR ENGLISH IT'S TERRIFIC!

OVER 300,000 SOLD IN GERMANY HEIDERÖSLEIN

(Rose of the Wildwood)

backed by
FRIESEN- MADEL
Will Glahe and Orch.
The Golgowsky Quartet
18182 and 45-18182

ROSE of the WILDWOOD

(Heideröslein)

backed by
CAME THE MORNING
Will Glahe and Orch.
The Stargazers
1523 and 45-1523

the johnston bros. **NO HEART AT ALL**

backed by
HUBBLE BUBBLE
1497 and 45-1497

LONDON
RECORDS



The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• This Week's Best Buys

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

AS LONG AS I LIVE (Acuff-Rose, BMI)
MAKE BELIEVE (Crossroads, BMI)—Kitty Wells and Red Foley—Decca 29390

Key country markets were unanimous in reporting the duo's latest sales success in its second week. Richmond, Durham, Dallas, Atlanta and Nashville were joined by Midwestern and East Coast dealers and operators in the view that it would quickly make its way to the charts. There was less agreement as to which side would do so first, tho "As Long As I Live" is a trifle stronger now than the flip. A previous Billboard "Spotlight" pick.

ONE BROKEN HEART (Cedarwood, BMI) — Ray Price — Columbia 21354

Another standby of dealers and operators in the country field is coming thru with a solid seller here. Strong in Richmond, the disk is good and growing in St. Louis, Atlanta, Chicago, Cleveland, Pittsburgh, Buffalo, Nashville and Durham. Flip is "I'm Alone Because I Love You" (Witmark, ASCAP). A previous Billboard "Spotlight" pick.

• Review Spotlight on...

RECORDS

HOMER & JETHRO

Mister Sandman (E. H. Morris, ASCAP)
The Nutty Lady of Shady Lane (Paxton, ASCAP)—RCA Victor 6029—The duo comes thru with some laugh-provoking wax in another pair of hilarious parodies. And there's also some great guitar work on the "Mister Sandman" side to add to the fun. Great deejay material with solid sales potential.

HANK SNOW-CHET ATKINS

The Old Spinning Wheel (Shapiro-Bernstein, ASCAP)
Silver Bell (Remick, ASCAP)—RCA Victor 5995—Country instrumentals have been showing more strength lately and this sparkling pair of readings of familiar standards figures to pull good action in coin boxes and across the counter.

• C & W Territorial Best Sellers

For survey week ending February 2

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. This Ole House, S. Hamblen, V.
2. In the Jailhouse Now, W. Pierce, Dec.
3. You're Not Mine Anymore, W. Pierce, Dec.
4. More and More, W. Pierce, Dec.
5. If You Ain't Lovin', F. Young, Cap.
6. I've Gonna Fall Out of Love With You, W. Pierce, Dec.
7. This Is the Thanks I Get, E. Arnold, V.
8. I Don't Hurt Anymore, H. Snow, V.
9. New Green Light, H. Thompson, Cap.
10. Don't Forget, E. Arnold, V.

Charlotte

1. If You Ain't Lovin', F. Young, Cap.
2. Loose Talk, C. Smith, Col.
3. Are You Mine?, G. Wright & T. Tall, Fab.
4. I'm Gonna Fall Out of Love With You, W. Pierce, Dec.
5. In the Jailhouse Now, W. Pierce, Dec.
6. No I Don't Believe I Will, C. Smith, Col.
7. Kisses Don't Lie, C. Smith, Col.
8. Are You Mine?, M. Lorrie & B. DeVol, Abb.
9. More and More, W. Pierce, Dec.
10. Untied, T. Collins, Cap.

Cincinnati

1. Loose Talk, C. Smith, Col.
2. If You Ain't Lovin', F. Young, Cap.
3. Let Me Go, Lover, H. Snow, V.
4. I Don't Hurt Anymore, H. Snow, V.
5. I Dreamed of a Hillbilly Heaven, E. Dean, S & S
6. Cattle Call, S. Whitman, Imp.

Dallas-Fort Worth

1. More and More, W. Pierce, Dec.
2. If You Ain't Lovin', F. Young, Cap.

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3. Loose Talk, C. Smith, Col.
4. I Don't Hurt Anymore, H. Snow, V.
5. In the Jailhouse Now, W. Pierce, Dec.
6. I Feel Better All Over, F. Huskey, Cap.
7. Let Me Go, Lover, H. Snow, V.
8. This Ole House, S. Hamblen, V.
9. That's All Right, M. Robbins, Col.
10. Don't Forget, E. Arnold, V.

Houston

1. I Love You Mostly, L. Frizzell, Col.
2. Are You Mine?, G. Wright & T. Tall, Fab.
3. Loose Talk, C. Smith, Col.
4. Don't Forget, E. Arnold, V.
5. Where Does a Broken Heart Go?, J. Reeves, Abb.
6. More and More, W. Pierce, Dec.
7. Untied, T. Collins, Cap.
8. In the Jailhouse Now, W. Pierce, Dec.
9. Return My Broken Heart, R. D. Hendon, Sdy.
10. Boob-i-lak, T. Collins, Cap.

Knoxville

1. Loose Talk, C. Smith, Col.
2. Let Me Go, Lover, H. Snow, V.
3. If You Don't Someone Else Will, Jimmie & Johnny, Chs.
4. I Love You Mostly, L. Frizzell, Col.

Memphis

1. In the Jailhouse Now, W. Pierce, Dec.
2. That's All Right, M. Robbins, Col.
3. Daydreaming, B. Deckleman, Mtr.
4. Annie Over, H. Thompson, Cap.
5. If You Ain't Lovin', F. Young, Cap.
6. I Feel Better All Over, F. Huskey, Cap.
7. Let Me Go, Lover, H. Snow, V.
8. Are You Mine?, G. Wright & T. Tall, Fab.
9. I've Been Thinking, E. Arnold, V.

Nashville

1. If You Ain't Lovin', F. Young, Cap.
2. In the Jailhouse Now, W. Pierce, Dec.
3. That's All Right, M. Robbins, Col.
4. More and More, W. Pierce, Dec.
5. Loose Talk, C. Smith, Col.
6. Hearts of Stone, R. Foley, Dec.
7. Cheap Affair, G. Morgan, Col.
8. I've Been Thinking, E. Arnold, V.
9. Let Me Go, Lover, H. Snow, V.
10. This Ole House, S. Hamblen, V.

New Orleans

1. If You Ain't Lovin', F. Young, Cap.
2. I Feel Like Cryin', W. Fairborn, Cap.
3. Let Me Go, Lover, H. Snow, V.
4. I Feel Better All Over, F. Huskey, Cap.
5. Daydreaming, B. Deckleman, Mtr.
6. Hearts of Stone, R. Foley, Dec.
7. Kisses Don't Lie, C. Smith, Col.
8. I'm Gonna Fall Out of Love With You, W. Pierce, Dec.
9. New Green Light, H. Thompson, Cap.
10. Untied, T. Collins, Cap.

Richmond, Va.

1. That's All Right, M. Robbins, Col.
2. In the Jailhouse Now, W. Pierce, Dec.
3. Mr. Sandman, C. Atkins, V.
4. More and More, W. Pierce, Dec.
5. Making Believe, J. Work, Dot
6. When I Get the Money Made, M. Wiseman, Dot
7. Let Me Go, Lover, H. Snow, V.
8. Beware of It, Johnnie & Jack, V.
9. If You Ain't Lovin', F. Young, Cap.

St. Louis

1. I've Been Thinking, E. Arnold, V.
2. In the Jailhouse Now, W. Pierce, Dec.

• Reviews of New C & W Records

JOHNNY & JACK

Sincerely86
VICTOR 6014—A Billboard "Spotlight" 2-5-'55. (Arc, BMI)
Carry On84
A Billboard "Spotlight" 2-5-'55. (Rose, BMI)

RED FOLEY-KITTY WELLS

As Long As I Live85
DECCA 29390—A Billboard "Spotlight" 2-5-'55. (Acuff-Rose, BMI)
Make Believe84
A Billboard "Spotlight" 2-5-'55. (Crossroads, BMI)

THE CARLISLES

Rusty Old Halo80
MERCURY 70544 — The wonderful new sacred ballad, doing well in a Mahalia Jackson etching, is covered here in a reading of great sincerity and solid impact. Side has a good chance of moving out strongly, gaining many spins and sales. (Rylan, ASCAP)

It's Bedtime Bill

.....80
This side is more in the accustomed Carlisles' groove. It's a humorous effort, sung gayly and certain to please the many fans of the group. Great for the boxes. (Acuff-Rose, BMI)

ELTON BRITT

St. Louis Blues Yodel78
VICTOR 5996—Britt shows off his fine yodeling technique on the great blues evergreen. He handles it mighty well, and the side is certain to become a deejay favorite. It should collect box loot as well. (Handy, ASCAP)

The Skaters Yodel

.....77
As is evident by the title, this is "The Skaters Waltz" in yodel time, with Britt again turning in a wonderful job with his yodeling. Two good sides. (Trinity, BMI)

ARLIE DUFF

Fifteen Cents a Sop78
STARDAY 176—Arlie Duff has an attractive piece of rural material here, and he sings it strongly. This will bring lots of listening pleasure to many. It's a coin catcher. (Starrite, BMI)

Courtin's Here to Stay

.....76
Story ballad that traces the title custom back to Adam and Eve is chanted in a bubbling performance by Duff and string band. Another joyful piece of wax. (Starrite, BMI)

SONNY BURNS

Let's Change Sweethearts76
STARDAY 175—The singer laments the quarrels he and his girl have and suggests it would be better if they each found new sweethearts. Burns sings it well, and it is cute enough to get action in the Southwest. (Starrite, BMI)

Invitations

.....73
A doleful weeper receives an appropriate vocal from the chanter on this side. Deejays can use. (Starrite, BMI)

CLIFFIE STONE

Darling Je Vous Aime Beaucoup74
CAPITOL 3039—A hilarious c.&w. styled instrumental on the Hildegarde trade-mark tune, currently enjoying a revival in the pop field by King Cole. (Chappell, ASCAP)

Melody of Love

.....73
A catchy, up-beat instrumental version of the recently revived oldie, which should get juke play. (Presser, ASCAP)

PEE WEE KING ORK

Tweedle Dee74
VICTOR 6005—King has raided the r.&b. field for an exciting hunk of material and serves it up red hot in his own style. Redd Stewart handles the vocal in a way that could sell this version in the pop, as well as the country market. (Progressive, BMI)

You Can't Hardly Get Them No More

.....70
Mustache cups, pinafores and the old-fashioned girl are all but obsolete; some men will never lose interest in the search for them anyway. A very cute novelty that deejays will enjoy. (Valley, BMI)

SKEETS McDONALD

I Can't Stand It Any Longer74
CAPITOL 3038—McDonald does a good warbling job on a weeper about a guy who dreams his gal is cheating on him. (Central, BMI)

Number One in Your Heart

.....70
Effective vocalizing by McDonald on a plaintive ballad. (Hill & Range, BMI)

JIMMY WAKELY-GEORGE CATES ORK

Let's Walk Into the Future73
CORAL 61341—Wakely warbles sincerely on a pleasant ditty with a good lyric idea—"Let's walk into the future and close the door on the past." (Shapiro-Bernstein, ASCAP)

When He Grows Tired of You

.....72
An attractive vocal job by Wakely and a fem vocal group on a weeper. (Satterlee, BMI)

JACK TUCKER

Stark Staring Madly in Love73
"X" 0093—Brisk rural opus is handed a joyful performance by the chanter and string ork. Good for listening. (Continued on page 54)

Cattle Call

3. Cattle Call, S. Whitman, Imp.
4. Are You Mine?, G. Wright & T. Tall, Fab.
5. I Don't Hurt Anymore, H. Snow, V.
6. This Is the Thanks I Get, E. Arnold, V.

• Best Sellers in Stores

For survey week ending February 2

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with a high volume of sales in 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.	1	15
2.	2	19
3.	3	12
4.	8	2
5.	3	8
6.	6	26
7.	5	38
8.	7	6
9.	11	2
10.	10	39
11.	13	18
12.	14	2
13.	8	4
14.	12	2
15.	—	1

• Most Played in Juke Boxes

For survey week ending February 2

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 operators thruout the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart
1.	1	11
2.	2	18
3.	3	5
4.	4	9
5.	6	2
6.	5	13
7.	7	37
8.	—	1
9.	—	1
10.	—	6
11.	9	12

• Most Played by Jockeys

For survey week ending February 2

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

This Week	Last Week	Weeks on Chart
1.	2	15
2.	1	8
3.	3	13
4.	4	5
5.	5	19
6.	7	5
7.	10	5
8.	8	2
9.	6	5
9.	12	3
11.	9	3
12.	—	33
13.	—	1
13.	10	15
15.	—	1
15.	—	23

**"Kisses
Don't
Lie"**

Columbia 21340

**"No I Don't
Believe
I Will"**

Columbia 21340



**"Loose
Talk"**

Columbia 21317

**"More Than
Anything
Else In The
World"**

Columbia 21317



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FOLK TALENT & TUNES

Continued from page 30

titled "Webb Pierce and His Wondering Boys," is slated for early release in more than 6,000 theaters. Others who appear in the film are Red Sovine, Hank Penny, Sue Thompson and Marion Colby. Lucky Moeller, Webb's manager, says U-I is considering producing a series of shorts with Webb. . . . Martha Carson's road unit is being reorganized and will bear the new billing of Martha Carson and Her Country Gentlemen. With it will be Blackie Bennett, Calvin Ruff, Randy Hughes and George McCormick.

Rudy Grayzell occupied the guest slot on "Big D Jamboree" in Dallas last Saturday (5), with Jimmy Wakely, Frankie Miller (Columbia) and Freddy Hart, who wrote and recorded "Loose Talk," set for that shot next Saturday (12), and Ken Montana and Texas Lil set for February 19. . . . Rex Allen stopped off in Nashville Monday (7) to cut two new records for Decca. . . . Eddy Dean and Pee Wee King set for the guest spot on "Circle Theater Jamboree," Cleveland, February 20, with Elvis Presley taking that spot February 26, and Sonny James and the Davis Sisters carded for sometime in March. . . . Texas Bill Strength guested on "Grand Ole Opry" January 29 with Faron Young and also appeared on the "Ernest Tubb Jamboree" over WSM, Nashville. Last Saturday (5), Strength was the feature on "Barnyard Frolic" over KLRA, Little Rock.

"Uncle Len" Ellis, commercial manager and director of country music at WJOB, Hammond, Ind., heads up the new c.&w. program, "R.F.D. Jamboree," aired each Saturday night, 7-9, via that station from a local auditorium, followed by a four-hour session of square dancing. Heading up the musical end is Roy Robley, who formerly fronted his own crew known as the Tennessee Drifters. In the western band are Slim and Bill Crowell, Avery Harris, and Art, Russ and Chuck, formerly with the Drifters aggregation. . . . Gil Houston, Coral folk tuner, has been inked by the Mutual radio net for a daily 15-minute show, five days a week, to originate from KIMN, Denver. Show is piped to the Mutual outlet in New York and released over the net via WOR.

Carl Smith and His Tunemsmiths, working under the guidance of Hal Smith, are back at Nashville headquarters after a successful swing thru Kansas and Nebraska, including stop-offs in Kansas City, Kan.;

Topeka, Kan.; Omaha; Salina, Kan., and Wichita, Kan., in the order named. Cowboy Copas, George Morgan and June Carter appeared on the same show. . . . Cecil Griffith now has his own show on WQXI-TV, Atlanta, six nights a week. . . . Ann Jones and Her Western Sweethearts last week moved into the Cascade Club, Springfield, Ore., for a three-week stand. . . . Roger Crandell and band are the Saturday-night feature at Glide Hall, Kelso, Wash.

Bob and Wanda Wolfe and the Sunset Westerners have just concluded a swing of 57 Texas towns for the Texas Livestock Show & Rodeo. . . . PeeWee King's latest release is "You Can't Hardly Get Them No More," on RCA Victor. . . . Returning to the RCA Victor lineup with two ancient tunes is Grandpa Jones, with the topside "Old Dan Tucker" b.w. a three-quarter hit of yesteryear, "Gooseberry Pie." . . . Donn Reynolds, who has been featured on "Hometown Jamboree" over CFCF, Montreal, while doubling in niteries in the area, is back in the Baltimore sector on personals.

The show headed up by Hank Thompson and the Brazos Valley Boys is reported to have attracted some 1,900 payees on its recent appearance at Frank Dailey's Meadowbrook, Cedar Grove, N. J. . . . Earl Scruggs and Lester Flatt were January 29 guests at the "Circle Theater Jamboree," Cleveland, with Sonny James, the Davis Sisters and Elvis Presley set for similar stints in March. With two theaters now operating in competition to it on Saturday nights, "Circle Theater" continues to shop for top names to pull 'em in. . . . Pal Thibodeaux, formerly on Four-Star label, has switched to Imperial and at the same time changed his name to Little Pal Hardy. His first release on the latter label is "Red Lips and Poker Chips" locked with "All My Life." Thibodeaux is stationed at the Frances E. Warren Air Force Base in Wyoming. . . . Floyd Arnold, the musical rube; String Bean, formerly with "Grand Ole Opry" on the Prince Albert broadcast, and Gus Kenerva, juggler and hand-balancer, are back with Tommy Scott's hillbilly opry which has just resumed in the South for its 19th season. . . . Sonny Grubbs, of the c.&w. unit at the Lyric Theater, Indianapolis, was guest on the PeeWee King TVer from Chicago January 22. . . . Hank Thompson and the Brazos Valley Boys are reported to have set the season's

attendance mark at the Lyric, Indianapolis, January 16.

Elvis Presley (Sun) and unit plus Bud Deckleman headed up a show in New Orleans last Friday night (4), with Red Smith, WBOK deejay, handling the promotion. Bob Neal, Presley's personal manager, announces that a new office is being opened at 160 Union Avenue Memphis, to handle Presley's affairs. Neal invites deejays to write in for samples. Presley is also set for a show and dance appearance with Lee Hamric in Carlsbad, N. M., February 14, with the deal set by Neal and Col. Tom Parker, of Jamboree Attractions, Madison, Tenn.

With the lockeys

Art Barrett, c.&w. twirler at WCMS, Norfolk, is prepping a new one-hour seg of gospel and sacred music. He'd like to get some background information on artists in that line, and also some wax from the companies. Harvie June Van (King) has made a good start in the Norfolk area, according to Barrett. . . . Norm Rogers, manager of KRNO, San Bernardino, Calif., types that Cy Smith, who helms his own "Cy Smith Show" over the station, formed an eight-piece band recently in preparation for a proposed TV show. If the deal jells, show will originate from the Rainbow Ballroom, Pomona, Calif., 9 to 10 p.m., Saturday nights over Channel 13. Meanwhile the band is playing one-nighters in the area.

Elwin Cross, of KYNO, Fresno, Calif., has formed a new western band, the Lucky Stars, playing at Hoedown Hall, Fresno. Group consists of Ray Rodgers, lead guitar; Jay Belt, fiddle; Norman Kelton, steel guitar; Rex Irwin, bass, and Johnny Vogt, trumpet. Cross recently added a two-hour show, "Western Hit Parade," to his schedule.

Thom Hall, WKLV, Louisville, infos that folks were turned away when Ray Price and the Cherokee Cowboys appeared in Louisville recently. . . . Sammy Lillibridge, folk spinner at KFRO, Longview, Tex., reports that Tommy Bell is booking the "East Texas Jamboree" for a string of Saturday nights, starting with Tyler, Tex., February 19, under auspices of the American Legion.

Frankie Miller stopped by Willie Jones' KCFH studios in Cuero, Tex., recently to say "hello." Miller has recorded two of Jones' songs on Columbia. . . . Bill Giddens aired an hour-and-a-half Hank Williams

Reviews of New C & W Records

Continued from page 52

and terpig. Fair juke box potential. (American, BMI)
First on Your List...70
 He qualifies for top spot, sings Tucker in this cute little ditty. Bouncy beat will help it pull spins. (Starrite, BMI)

HILL MONROE ORK
 Roanoke73
 DECCA 29406—For anybody that likes fast hoedown music this is the instrumental for him. Some of the most impressive country fiddling in quite a spell can be heard here and ought to get a lot of juke box action. (Copar, BMI)

Cheyenne...68
 This side is a rather novel instrumental, with war whoops and tom-toms setting a Wild West scene, but ending in an exciting and solidly rhythmic dance sequence. (Monroe, BMI)

VENNY LEE
I Gotta Go Get My Baby...72
 VICTOR 6018—A bright reading of the tune now seeing good action in both the pop and country fields. Lee does a good job and ought to share in the loot. (Springfield, BMI)
The Cry of a Lonesome Man...69
 This is a quiet and plaintive country blues given a sincere and moving reading by Lee. (Lowery, BMI)

JACK TURNER
Hitching a Ride...71
 VICTOR 5997—A dolorous weeper making use of motor transport imagery is sung ably. Easy listening. (Acuff-Rose, BMI)
Model T Baby...68
 Allusions to autos make up this weeper, too. It's more on the routine side, tho, than flip. (Acuff-Rose, BMI)

PHYLLIS AND BILLY HOLMES
That Is the Makings of Love...70
 "X" 0092—Some nice dueting on a catchy novelty. (Voca, BMI)
Three Little Kisses...67
 A competent performance of a routine ditty. (Voca, BMI)

TED RAINS
There's Nothing I Won't Do...69
 DECCA 29407—A persuasive reading

of a pretty country ballad. The warmth and smooth style of the singer are a real listening pleasure. (Cedarwood, BMI)

If You Stop Loving Me...67
 Tho the material is a little weaker here, Rains again turns in an ingratiating reading and will rate considerable deejay play. (Wills, BMI)

GENE KAY
Where Did You Get That Kiss?....69
 TNT 119—Here's a cute slicing, a pleasant little romantic ditty sung with charm by Kay. Some spins likely. (TNT, BMI)

She's Everything
You Should Have Been...64
 Gene Kay pushes a little too strong in this rendition of the weeper. Honky-tonk piano in the backing is pecked at right smartly. (TNT, BMI)

GRANDPA JONES
Old Dan Tucker...68
 VICTOR 6006—A personable warbling job on the well-known country ditty. (PD)
Gooseberry Pie...68
 Same comment. (PD)

LUCKY JOE ALMOND
Tanglewood Waltz...66
 TRUMPET 233—Slow and gentle waltz ballad is sung effectively. (Globe, BMI)
Every day of the Week...61
 He loves her every day, chants Almond in this okay disking. (Globe, BMI)

CHUCK KYLES
You Drove Me to a Secret Love...63
 EXCEL 104—The singer berates his wife for being unfaithful to him. The material carries considerable impact, but Kyles does not give it the punch to drive it home. (American, BMI)
I Guess I'm Girl Crazy...61
 Each new girl seems to look better to the singer than the last. Kyles has a lot of fun with this happy, carefree material, and he gets good danceable backing from the Country Music Makers. (American, BMI)

memorial show over his station WAGC, Chattanooga, recently for the second consecutive year. Says Giddens: "Response for special Williams records was terrific, with Hank's 'You Win Again' and 'Cheating Heart' taking honors as most requested. Thanks for program material on Eddy Arnold in January 15 issue."

Charles Bolton is now emceeing WBIP's (Booneville, Miss.) new live stageshow, "Ripley Round-Up," which is aired each Saturday, 1:30-2:30 p.m., from the Court-house in Ripley, Miss., according to Lynn McDowell, deejay at the station. . . . Jack Derrick now working the "KNUZ Corral," which airs over the Houston station, 11-2 p.m., with fellow deejay, Buddy Covington. Derrick, along with Gabe Tucker, also emcees the "Saturday Night Jamboree" at Houston City Auditorium, heard over KNUZ 8 to 11 p.m.

Jimmy Dickens and Del Wood guested on John Gallagher's show over WHPE, High Point, N. C., recently, while appearing at a local theater. . . . Writes Bill Bentley, of KSTV, Stephenille, Tex.: "My thanks to The Billboard for the big write-up on Eddy Arnold in a recent issue. It was a big help in making up a special show for the plow boy. Things like that always help us out a lot."

Fourteen-year-old Tommy Wilson informs us that Joe Morris has resigned his position at WKDK, Newberry, S. C., and that he has taken Morris' place at the turntables. . . . Wild Bill Price, WCOJ, Coatesville, Pa., reports that he recently ran a "March of Dimes Jamboree" and that the event turned out a huge success. Bill Haley and the Comets were featured. . . . Ferlin Huskey, Marty Robbins, Faron Young and the Wilburn Brothers were recent guests on Ralph Emery's "Tennessee Hayride," over WSIX, Nashville.

Mary Wilson, fem country and western disk jockey at KCLX, Palouse, Wash., has added "Saturday Night Hoedown," 8-9 p.m., to her busy schedule, which includes two daily programs, "Morning Frolic," 6-8 a.m., and "Far West Jamboree," heard 1-4 p.m. The Saturday night program has been sold in 15-minute segments to local sponsors, says Mary.

Jay Bennett, deejay performer at KGAR, Garden City, Kan., organized a new band recently, called the Radio Ranch Boys. Group is (Continued on page 58)

Radio-Greatest Outdoor Seller, Says J. Karol

HOLLYWOOD, Feb. 5.—Radio is the largest outdoor advertising medium in the world, with more than 26,000,000 radios in working order in U. S. automobiles today, according to John Karol, CBS radio's network sales veepee. The leading role radio plays in outdoor advertising is only one facet contributing to the over-all bright sales future that Karol sees ahead for the medium—both local and national—in 1955.

Karol is scheduled to make his sunny predictions about radio's future here Monday (7) at a meeting of the Hollywood Ad Club. Pointing out that "we have now reached a level of economic well-being that is higher than ever before in history," Karol notes, "our economy calls for greater advertising pressure; not for less. I think that national radio—and local too—will prosper because it makes possible frequency at low cost."

Most Saturation

In line with this, he observes, "No other medium offers the ceiling which compares with network radio 98 per cent of all Cie homes in America and 111,000,000 radio sets in working order." Commenting on the out-of-home potential, Karol reminds the industry that this year "Detroit plans to turn out and hopes to sell over 6,000,000 automobiles, and about 75 per cent of those new cars will be equipped with radios. So here is an audience that is constantly growing."

In addition to autos, Karol mentions "there are in our country more than 5,000,000 battery operated portable radios in working order." He also expects the development of transistor radio to enlarge this out-of-home audience even further this year.

The Automobile Manufacturers' Association is even more optimistic about out-of-home listening than Karol, with the AMA maintaining that there are a total of 37,300,000 radio-equipped cars on the road today, a number greater than all TV sets in America.





"I WISH I HAD ORDERED TODAY'S TOP TUNES"

TODAY'S TOP TUNES is The Billboard Honor Roll of Hits carried out to 35 or more tunes. The Best-Selling renditions of each tune are listed ACCORDING TO POPULARITY. TODAY'S TOP TUNES also includes Best-Selling Country & Western Records, Best-Selling Rhythm & Blues Records and Best-Selling Albums attractively printed on colored paper, four sides.

Your name, address and phone number imprinted on each copy FREE.

Many record dealers increase their record sales by using TODAY'S TOP TUNES as an envelope enclosure with each record purchase, as a counter display, poster in listening booths, mail with monthly statements or mail direct to customers. Orders are received by mail from your customers who use the order form on TODAY'S TOP TUNES. TODAY'S TOP TUNES dated one week in advance. Mailed every week from Cincinnati.

UNTIL FURTHER NOTICE PLEASE PRINT AND SHIP

	Quality Price
<input type="checkbox"/> Trial Order	<input type="checkbox"/> 50\$1.00
<input type="checkbox"/> Weekly	<input type="checkbox"/> 100\$2.00
<input type="checkbox"/> Twice a month	<input type="checkbox"/> 250\$3.50
<input type="checkbox"/> Monthly	<input type="checkbox"/> 500\$5.50
<input type="checkbox"/> Charge	\$....Enclosed

IMPRINT AS FOLLOWS 905

Name (Please Print)

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City and State

Phone

Ordered by

"I'D FEEL MUCH BETTER IF WE HAD TODAY'S TOP TUNES!"

Mail to:
The Billboard
 2160 Patterson Street
 Cincinnati 22, Ohio

The Billboard—Jan. 1 Review
Spotlight on Talent

BOBBY LORD
Here's a lad who can sell a song with versatility. His voice is flexible enough to sing both "bass" or tenor, and with a solid beat as well. He shows off his unusual style on a new Columbia record, "No More, No More," Columbia 21339. "Why Were You Only Fooling."

Stirring up a storm!



BOBBY LORD

a sensation with his first Columbia releases!

A Smash!

**NO MORE,
NO MORE,
NO MORE!**

**WHY WERE
YOU ONLY
FOOLING ME?**

78 rpm 21339
45 rpm 4-21339

Just Out!

**I'M THE DEVIL
WHO MADE
HER THAT WAY**

**AIN'T CHA
EVER
GONNA?**

78 rpm 21367
45 rpm 4-21367

exclusively on

COLUMBIA RECORDS



"Columbia" and Trade Marks Reg. U.S. Pat. Off. Marcos Registrados.

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

BREAKING BIG!

Vee-Jay 125
"EVENTIME"
 b/w
"DEANIE BOY"
 by Joe Buckner with
 Tommy Dean's Orchestra

Vee-Jay 124
"WONDER WHY"
 b/w
"GET LOST"
 by
 The Rhythm Aces

VEE-JAY Records, Inc.
 4747 Cottage Grove Ave. Chicago
 Phone: WAGner 4-2828

Checker #810
"TIME BRINGS ABOUT A CHANGE"
 by
JIMMY WITHERSPOON
CHECKER RECORD CO.
 4750 S. EDWARDS GROVE AVE., CHICAGO 13, ILL.
 PHONE: KENWOOD 8-4543

Heading for Number One on the Charts!
"I'VE GOT A WOMAN"
 and
COME BACK
 Atlantic 1050
RAY CHARLES
Atlantic RECORDING CORP.
 234 WEST 56th STREET NEW YORK 19, N. Y.

Here It Is!
ROSCOE GORDON
 comes back with
"THREE CENT LOVE"
 and
"YOU FIGURE IT OUT"
 Duke #129
DUKE RECORDS
 2809 Erastus St. Houston 26, Texas

This Week's Best Buys

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

THE ROBINS

Whadaya Want (Quintet, BMI)—Spark 110—The boys wrap up a bouncy novelty with good comedy timing and a sure sense of rhythm. It's a sock performance and should pull plenty of money. Flip is "If Teardrops Were Kisses" (Quintet, BMI).

CHUCK WILLIS

Love Struck (Berkshire, BMI)—Okeh 7051—Willis comes thru with a powerful performance on a winning ballad in his best blues style. The tune is particularly effective, and could go pop. Willis is hot now, and this waxing should help him stay that way. Flip is "Lawdy, Miss Mary" (Berkshire, BMI).

Review Spotlight on...

RECORDS

THAT'S ALL I WANT FROM YOU (Weiss & Barry, BMI)—Dinah Washington—Mercury 70537

The speed at which this disk is building is impressive. Almost simultaneously, it was reported taking off at a fast rate in New York, Philadelphia, Pittsburgh, Buffalo, Cleveland, Chicago, Milwaukee, Detroit, St. Louis, Atlanta and Los Angeles. Flip is "You Stay on My Mind" (Calvin, BMI). A previous Billboard "Spotlight" pick.

I BELIEVE (Cromwell, ASCAP)—Roy Hamilton—Epic 9092

The phenomenal sales of all Hamilton's records to date has inspired confidence in most dealers and operators surveyed regarding the early sales pattern of his most recent release. Very fast turnover was reported in Boston, New York, Philadelphia, Buffalo, Pittsburgh, Cleveland, Detroit, Atlanta and Los Angeles. Flip is "If You Are But a Dream" (Barton, ASCAP).

Reviews of New R & B Records

VARETTA DILLARD

Johnny Has Gone85
 SAVOY 1153 — A Billboard "Spotlight" 2-5-'55. (Crossroads, BMI)

So Many Ways....79
 Varetta Dillard turns in a solid reading of this rhythmic opus, but the lyrics are such that it will not be played by most jockeys. Boxes will use it as a coin-grabber. (Crossroads, BMI)

CLAUDE CLOUD ORK

Cloudburst 77
 M-G-M 55003 — An old-fashioned swing effort receives a nervous rendition from the Claude Cloud ork, sparked by a wild performance from Sam Taylor on tenor. A good item that could move with exposure. (Marlyn, BMI)

One Bone....74
 Up-tempo is handled neatly by the band here, over a slight vocal by the ensemble. Listenable wax, but flip is stronger. (St. Louis, BMI)

THE TRENIERS

Oh! Oh!76
 OKEH 7050—When the girl friend proves unco-operative, she gets put out of the car. The lyric is humorous and cute, the instrumental portion, particularly Don Hill's riff on alto, is very satisfying. (Berkshire, BMI)

Who Put the 'Ugh' in the Mambo?....66
 Take the 'ugh' out of the mambo, and what have you got left? That's a good question answered here. The ork again earns all the laurels, this time with their relaxed Latin beat. (Kahl, BMI)

LARRY DARNELL

Who Showed My Baby How to Love Me?75
 SAVOY 1151—A driving rocker is handed a very listenable warble by the chanter over rumba-blues support by the ork. Could get some juke coin. Good debut wax by Darnell. (Crossroads, BMI)

That's All I Want From You....73
 Larry Darnell bows on the label with an acceptable reading of the current pop hit over so-so backing by a vocal group and combo. (Weiss & Barry)

AL SAVAGE

Dream Girl75
 HERALD 445 — Savage warbles a ballad with becoming sincerity. (Angel, BMI)

Be Fair With Me....73
 Same comment, (Angel, BMI)

BIG WALTER

Calling Margie75
 TNT 8005—A funny etching, this is a telephone conversation (a little ribald in spots) in which Big Walter makes a date with his gal. It's all done above an infectious shuffle beat. Could make a bit of noise. (TNT, BMI)

Junior Jumped In....70
 Rhythmical instrumental is paced fine
 (Continued on page 57)

A Moneymaker!
STAND BY ME
 by GUITAR SLIM
 #542 #542-45
Specialty records
 8508 Sunset Blvd. Hollywood 46, Calif.

RED HOT!
THE SPIDERS
"THAT'S ENOUGH"
 b/w
"LOST AND BEWILDERED"
 #5331
Imperial Records
 4425 Hollywood Blvd.
 Hollywood 28, Calif.

NOW! LISTEN BABY
Good Rockin' Sam
 with **KID KING'S COMBO**
 Excello 2051
NASHBORO RECORD CO.
 177 3rd Ave. N., Nashville, Tenn.
 Phone 42-2215

Best Sellers in Stores

For survey week ending February 2

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with a high volume of sales in rhythm and blues records. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart
1.	EARTH ANGEL—Penguins.....	1 9
	Hey, Senorita—Dootone 348—BMI	
2.	PLEDGING MY LOVE—J. Ace.....	2 4
	No Money—Duke 136—BMI	
3.	SINCERELY—Moonglows.....	4 11
	Tempting—Chess 1581—BMI	
4.	HEARTS OF STONE—Charms.....	3 16
	Who Knows—DeLuxe 6062—BMI	
5.	I'VE GOT A WOMAN—R. Charles.....	6 3
	Come Back—(14)—Atlantic 1050—BMI	
6.	TWEEDLE DEE—L. Baker.....	5 5
	Tomorrow Night—Atlantic 1047—BMI	
7.	LING, TING, TONG—Charms.....	7 4
	Bazoom (I Need Your Lovin')—DeLuxe 6976—BMI	
8.	KO KO MO—Gene & Eunice.....	9 2
	You and Me—Combo 64—BMI	
9.	LING, TING, TONG—Five Keys.....	8 7
	I'm Alone—Cap 2945—BMI	
10.	EVERYDAY I HAVE THE BLUES—B. B. King.....	12 3
	Sneakin' Around—(15)—RPM 421—BMI	
11.	DIM, DIM THE LIGHTS—B. Haley.....	10 2
	Happy Baby—Dec 29317—BMI	
12.	RECONSIDER, BABY—L. Fulson.....	— 9
	I Believe I'll Give Up—Checker 804—BMI	
13.	HURT—R. Hamilton.....	12 7
	Star of Love—Epic 9086—ASCAP	
14.	COME BACK—R. Charles.....	— 1
	I've Got a Woman—(5)—Atlantic 1050—BMI	
15.	SNEAKIN' AROUND—B. B. King.....	15 2
	Everyday I Have the Blues—(10)—RPM 421—BMI	
15.	POISON IVY—W. Mabon.....	14 9
	Say Man—Chess 1580—BMI	

Most Played in Juke Boxes

For survey week ending February 2

RECORDS are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators thruout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart
1.	SINCERELY—Moonglows.....	2 14
	Chess 1581—BMI	
2.	EARTH ANGEL—Penguins.....	3 8
	Dootone 348—BMI	
3.	PLEDGING MY LOVE—J. Ace.....	7 2
	Duke 136—BMI	
4.	HEARTS OF STONE—Charms.....	1 14
	DeLuxe 6062—BMI	
4.	I'VE GOT A WOMAN—R. Charles.....	4 3
	Atlantic 1050—BMI	
6.	TWEEDLE DEE—L. Baker.....	8 5
	Atlantic 1047—BMI	
7.	RECONSIDER, BABY—L. Fulson.....	5 10
	Checker 804—BMI	
8.	TEACH ME TONIGHT—D. Washington.....	6 3
	Mercury 70497—ASCAP	
8.	COME BACK—R. Charles.....	9 2
	Atlantic 1050—BMI	
10.	EVERYDAY I HAVE THE BLUES—B. B. King.....	10 3
	RPM 421—BMI	

Most Played by Jockeys

For survey week ending February 2

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

This Week	Last Week	Weeks on Chart
1.	PLEDGING MY LOVE—J. Ace.....	4 4
	Duke 136—BMI	
2.	EARTH ANGEL—Penguins.....	2 4
	Dootone 348—BMI	
3.	HEARTS OF STONE—Charms.....	3 4
	DeLuxe 6062—BMI	
4.	SINCERELY—Moonglows.....	1 4
	Chess 1581—BMI	
5.	I'VE GOT A WOMAN—R. Charles.....	7 4
	Atlantic 1050—BMI	
6.	TWEEDLE DEE—L. Baker.....	5 4
	Atlantic 1047—BMI	
7.	LING, TING, TONG—Charms.....	6 4
	DeLuxe 6976—BMI	
8.	COME BACK—R. Charles.....	11 2
	Atlantic 1050—BMI	
9.	LING, TING, TONG—Five Keys.....	8 3
	Cap 2945—BMI	
10.	RECONSIDER, BABY—L. Fulson.....	10 4
	Checker 804—BMI	
11.	YOU UPSET ME, BABY—B. B. King.....	9 4
	RPM 416—BMI	
12.	BABY, LET'S PLAY HOUSE—A. Gunter.....	14 3
	Excello 2047—BMI	
12.	HURT—R. Hamilton.....	12 4
	Epic 9086—ASCAP	
14.	TEACH ME TONIGHT—D. Washington.....	13 4
	Mercury 70497—ASCAP	
14.	THINKING OF YOU—F. Domino.....	— 1
	Imperial 5323—BMI	

NOT ONE...NOT TWO...BUT 3 SMASH HITS!

1. **JOHNNY HAS GONE** TRIBUTE TO THE LATE JOHNNY ACE
 by **VARETTA DILLARD**—SAVOY 1153

2. **THAT'S ALL I WANT FROM YOU**
 b/w **WHO SHOWED MY BABY HOW TO LOVE ME**
 by **LARRY DARNELL**—SAVOY 1151

3. **DEEP FREEZE** IT'S RED HOT!
 by **THE ROAMERS**—SAVOY 1147

SavoY RECORD CO., INC.
 58 Market St., Newark 1, N. J.



BONNIE LOU
TWEEDLE DEE
THE FINGER OF SUSPICION
KING 1436

THE CHARMS
LING TING TONG
BAZOOM
DE LUXE 6076

ELAINE GAY
ROCK LOVE
EBONY EYES
DE LUXE 2029

EARL BOSTIC
EMBRACEABLE YOU
NIGHT AND DAY
KING 4765



RECORD DEALERS!
Make Extra Dollars
in Record Sales
at less than 25c a Week

1,052 retail record stores from coast to coast use The Honor Roll of Hits Poster Service and find it a real go-getter for extra record sales and profits...

You get an eye-catching, attention-getting full color 14"x22" display card, plus an attractively printed list of America's top ten songs as published in The Billboard Honor Roll of Hits for each week that you subscribe...

YERMIE STERN 545 FIFTH AVENUE
NEW YORK, N. Y.

Please enter my order for your weekly Honor Roll of Hits Poster Service. Enclosed is my check for \$12.00, which I understand covers my subscription for 52 weeks.

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RECORD PRESSINGS
Shellac-Vinylite-Flex
78 RPM-45-33 1/2
Test Pressings Free
Small or Large Quantity.
Labels-Processing-Masters.
SONCRAFT, INC.
1650 Broadway New York 19, N. Y.

R & B Territorial Best Sellers

For survey week ending February 2

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

- 1. Pledging My Love, J. Ace, Duk.
2. I've Got a Woman, R. Charles, Atl.
3. Earth Angel, Penguins, Dtn.
4. Hearts of Stone, Charms, Del.
5. Tweedle Dee, L. Baker, Atl.
6. Ling, Ting, Tong, Five Keys, Cap.
7. Stingy Little Thing, Midnighters, Fed.
8. Yes, Yes, Yes, Cashmeres, Mer.
9. Sincerely, Moonglows, Chs.
10. Ling, Ting, Tong, Charms, Del.

Balti.-Wash.

- 1. Sincerely, Moonglows, Chs.
2. Earth Angel, Penguins, Dtn.
3. I've Got a Woman, R. Charles, Ad.
4. Ko Ko Mo, Gene & Eunice, Cbo.
5. Tweedle Dee, L. Baker, Atl.
6. Ling, Ting, Tong, Five Keys, Cap.
7. Pledging My Love, J. Ace, Duk.
8. Sincerely, Moonglows, Chs.

Charlotte

- 1. Pledging My Love, J. Ace, Duk.
2. I've Got a Woman, R. Charles, Ad.
3. Earth Angel, Penguins, Dtn.
4. Tweedle Dee, L. Baker, Atl.
5. Sincerely, Moonglows, Chs.
6. Hearts of Stone, Charms, Del.
7. Ling, Ting, Tong, Charms, Del.
8. Bye Bye Young Men, R. Brown, Atl.
9. Ling, Ting, Tong, Five Keys, Cap.
10. Mellow Down Easy, Little Walter, Che.

Chicago

- 1. Earth Angel, Penguins, Dtn.
2. Dim, Dim the Lights, B. Haley, Dec.
3. Shake, Rattle and Roll, B. Haley, Dec.
4. Ko Ko Mo, Gene & Eunice, Cbo.
5. Tweedle Dee, L. Baker, Atl.

Cincinnati

- 1. Earth Angel, Penguins, Dtn.
2. Pledging My Love, J. Ace, Duk.
3. I Need Your Love, P. W. Crayton, Imp.
4. Sneakin' Around, B. B. King, RPM
5. Sincerely, Moonglows, Chs.
6. Hurt, R. Hamilton, Epi.
7. I've Got a Woman, R. Charles, Atl.

Detroit

- 1. Ling, Ting, Tong, Charms, Del.
2. Earth Angel, Penguins, Dtn.

- 3. Tweedle Dee, L. Baker, Atl.
4. Sincerely, Moonglows, Chs.
5. Hearts of Stone, Charms, Del.
6. Dim, Dim the Lights, B. Haley, Dec.
7. Pledging My Love, J. Ace, Duk.

Los Angeles

- 1. Sincerely, Moonglows, Chs.
2. Pledging My Love, J. Ace, Duk.
3. Earth Angel, Penguins, Dtn.
4. Ko Ko Mo, Gene & Eunice, Cbo.
5. Everyday I Have the Blues
B. B. King, RPM

New Orleans

- 1. Pledging My Love, J. Ace, Duk.
2. Come Back, R. Charles, Atl.
3. Earth Angel, Penguins, Dtn.
4. Sincerely, Moonglows, Chs.
5. Tweedle Dee, L. Baker, Atl.
6. I've Got a Woman, R. Charles, Atl.
7. Ling, Ting, Tong, Charms, Del.
8. Ling, Ting, Tong, Five Keys, Cap.
9. Hearts of Stone, Charms, Del.
10. Hurt, R. Hamilton, Epi.

New York

- 1. Earth Angel, Penguins, Dtn.
2. Pledging My Love, J. Ace, Duk.
3. Sincerely, Moonglows, Chs.
4. Ko Ko Mo, Gene & Eunice, Cbo.
5. Tweedle Dee, L. Baker, Atl.
6. For Sentimental Reasons, Rivileers, Btn.

Philadelphia

- 1. Pledging My Love, J. Ace, Duk.
2. Earth Angel, Penguins, Dtn.
3. Ko Ko Mo, Gene & Eunice, Cbo.
4. Mr. Sandman Mambo, C. Powell, Gra.
5. Ling, Ting, Tong, Five Keys, Cap.
6. Sincerely, Moonglows, Chs.
7. Hearts of Stone, Charms, Del.
8. Play It Cool, Spaniels, VJ
9. Tweedle Dee, L. Baker, Atl.

St. Louis

- 1. Pledging My Love, J. Ace, Duk.
2. Earth Angel, Penguins, Dtn.
3. Hearts of Stone, Charms, Del.
4. Everyday I Have the Blues
B. B. King, RPM
5. Sincerely, Moonglows, Chs.
6. Ling, Ting, Tong, Five Keys, Cap.
7. Poison Ivy, W. Mabon, Chs.

Reviews of New R & B Records

Continued from page 36

for dancing. Side could serve as good juke filler wax. (TNT, BMI)

BABY DEE
He Ain't Mine No More...74
M-G-M 55002 - A spritely novelty ditty receives a lively vocal from the thrush over a swingy backing by the ork. Side is a bright one and could get some action. It moves. (Dave Dreyer, ASCAP)

LINDA HAYES
Why Johnny, Why?...73
HOLLYWOOD 1031 - Good backing by Johnny Moore's Three Blazers on this ode to Johnny Ace. It's a good reading of okay material and should get deejay attention. (Golden State, BMI)

FRANKIE ERVIN
Johnny Ace's Last Letter...73
Ervin and Moore's combo do okay on another Ace eulogy, tho the lyricist has taken a lot of license with the facts of Ace's death, and the Ace fans might even object to this version of their idol's ill-fated demise. (Aladdin, BMI)

KING PERRY
Pitching a Party...73
HOLLYWOOD 1030 - Perry describes a pretty uninhibited fling-ding here at which deejays will balk, but it won't be too hard to sell to operators. (Golden State Songs, BMI)

With all the members of the band joining in on choruses, Perry sings the praises of the Missouri city. Their efforts are pleasant enough but not memorable. (Golden State Songs, BMI)

THE HIDE-A-WAYS
Cherie...69
M-G-M 55004 - The Hide-a-Ways bow

on the label with a slow, dreary reading of a new ballad, with a tenor handling lead. May get some spins. (Roosevelt, BMI)

Me Makem Powwow...65
The group handles this piece of novelty material as well as it can, but the combination of an r.&b. vocal, Indian Patois and cool jazz is too confusing. (Lowell, BMI)

JOHNNY OLIVER
Lemonade Baby...69
M-G-M 55001 - This one sounds like a lyrical take-off on "Cinnamon Sinner." Oliver sells it with feeling over a good, noisy backing, but nothing happens. (St. Louis, BMI)

BILL ROBINSON-THE QUAILS
Love of My Life...68
DE LUXE 6074 - Bill Robinson and the Quails sing this new effort nicely over fair backing by the combo. Okay wax, but the boys need stronger material. (Lois, BMI)

GEORGE RHODES
Yes, Dear...63
DE LUXE 6078 - Pianist Rhodes leads his combo thru a slow, moody instrumental opus. It's danceable. (Franklin, BMI)

THE HAWKS
It's Too Late Now...60
IMPERIAL 5332 - The boys sell the rocker with some spirit over a wild backing. The backing will help it get some spins. (Commodore, BMI)

Reviews and Ratings
of New Popular Albums

Continued from page 36

tion is superb. It includes "Tenderly" by the Oscar Peterson Trio; "Up 'n Adam" featuring Pres "Port of Rico" with Illinois Jacquet; "Dale's Wall" with Roy Eldridge; "Bloomdido" with Charlie Parker; "The Carioca" with the Chico O'Farrill ork; "Castle Rock" with Hodges; "Flying Home" with Flip Phillips; "Paradise Squat" with organist Count Basie, and "Yesterdays" sung by Billie Holiday. The item should sell steadily, and if it does well enough there will be more sets of the same kind.

RIDIN' WITH RED ALLEN...75
(1-10")
"X" LVA 3033
The label deserves a vote of thanks

from all collectors for making available again these fine sides featuring Red Allen playing some of the best trumpet work he has ever done on wax. The recordings were made in 1929 with the Allen ork, which contained at that time trombonist J. C. Higgenbotham and clarinetist Albert Nichols. Allen's solos on "Swing Out" and "Feeling Drowsy" are near-classics in horn work and they sound almost as exciting now as they did 25 years ago when Allen had just turned 21. Other sides are "It Should Be You," "Pleasin' Paul," "How Do They Do It That Way?" "Funny Feathers Blues," "Biffly Blues," and "Make a Country Bird Fly Wild." Fine collector's reissues.

Rhythm & Blues
Notes

Continued from page 30

at least three days before it was cut on Aladdin Records, and a few days before Savoy Records cut another tune about Ace with thrush Varetta Dillard. We will give the palm for the first to Hollywood, altho at the moment the Savoy Record appears to have the most power.

Jolly Joyce Agency, Philadelphia, reports long-distance bookings for Romaine Brown and the Romaines. Return engagements for next season were set at considerable salary hikes for the unit, returning September 21 for two weeks at the Golden Hotel in Reno, Nev., following with two more weeks back at the El Cortez Hotel in Las Vegas, Nev.

Denver's Del Mar Club, managed by Joel Cowan, is using some of the biggest r.&b. artists in the area as well as traveling acts. The exclusive club features Cowan on guitar and Jerry Bryant, former Ernie Fields pianist, ably supported by Beatty Hobbs and Spence McCain. This week brought excellent crowds out to the suburban Del Mar where the comedy-dance team of Sims and Keller closed after a fortnight's stay.

Rainbow Records has signed Mickey (Guitar) Baker. . . Raymond Bruce, deejay over Station WNJR in Newark, N. J., is set for transcribed shows in Baltimore and in Norfolk. The shows will be taped and used on Statio WRAP in Norfolk and over a new Baltimore station. Bruce, who used to be with WHAT in Philadelphia, is now broadcasting six hours of r.&b. wax every day over WNJR. He is another in the growing list of r.&b. jocks to run syndicated shows.

Atlantic Records has signed T-Bone Walker who has been with Imperial Records for the past few years. Walker has had a number of big hits in the past, including "T-Bone Shuffle," "Stormy Monday Blues," "West Side Baby" and "I'm Still in Love With You."

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THE FINAL CURTAIN

ALEXANDER—Arthur Carroll, 73, one-time vaudeville performer, January 26 in Norfolk, Va. Best known for his act as a female impersonator, he was also a member of the team of Alexander and Scott, and for many years toured the major vaude circuits throughout the country. They also at one time performed with the Cohan and Harris Minstrels. Survived by his sister, Mrs. C. A. McLean. Burial in Cedar Grove Cemetery, Norfolk.

BORUP—Lewis W. (Bill Brown), 63, veteran kiddieland operator, January 25 in Patterson, Ga. For many years he operated the kiddieland at Neptune Park, St. Simons Island, Ga. Survived by his widow, four brothers and a sister.

CHASE—Newell, 50, pianist and composer of popular and classical music, January 26 in New York. Among his pop compositions were "Mr. Ideal," "Music in the Moonlight" and "It's a Great Life If You Don't Weaken." His orchestral works included "Concerto for Louise," "Midnight in Mayfair," "Bachette," "Idawanna," "Classical Satire" and "Tanglewood Pool." He had worked as composer and musical adviser to many Hollywood film studios and was formerly assistant conductor at the Capitol Theater. Later he was solo pianist with the old Roxy Gang.

CONNOLLY—Capt. Joe, 59, producer of Canada's wartime "Meet the Navy" show, January 31 in Halifax, N. S. The musical toured Canada, traveled overseas to perform for the soldiers and sailors in Europe and later became a movie. He received the Order of the British Empire for his war services.

CRAWFORD—Edna Archer, 70, veteran actress who made her stage debut in 1900 with the E. H. Southern Company, January 31 in New York. She had appeared on Broadway in "The Cat and the Canary," "The Lion and the Mouse" and "The Famous Mrs. Fair." With the USO, she played in "Arsenic and Old Lace." She retired in 1947 after several seasons in summer stock.

DEVITT—Alan, 68, veteran of many Broadway plays and TV shows, January 28 in Valley Cottage, N. Y. He had appeared on Broadway in "East Is West," "Gold Brads," "He Understood Women," "Get Me in the Movies" and "Diana" and many others. His TV credits included "Studdy One," "The Web," "The Big Story," "Stella Dallas" and "The Crime Club." Early in his career he appeared in his own vaudeville act, "The Fall of Eve," written by his wife, the former Anne Shelby.

DONOVAN—James A., 74, former treasurer of the Dodgem Corporation, at Lawrence, Mass., February 1, with burial there February 4. He had been director of the National Park Association and president of the New England Park Association. (Details in Parks section.)

EAKIN—Mrs. Mary Mellish, Metropolitan Opera singer of three decades ago, January 30 in Albany, N. Y. She had sung from 1918 until 1923 in such operas as "Boris Godunov," "Gianni Schicchi" and "Carmen." Her autobiography, "Sometimes I Reminiscence," included stories of many of the Met's great stars.

GLASGOW—Bobby, veteran advance man and billposter, January 29 in Omaha. He at one time was advance man for Ringling-Barnum, Sparks and other shows. He was also president of the Billposters' Local, Omaha. Survived by his widow and a son.

IVES—John, 50, active for many years in radio program production, February 1 in Port Chester, N. Y. He was associated with Philips H. Lord in radio work in 1928, later making regular network broadcasts from Lord's schooner, the Seth Parker, during an around-the-world cruise. Ives began production of "Gangbusters" in 1934 and participated in the presentation of "We, the People." For CBS he also produced "21st Precinct." His widow and a son survive.

LETT—Dr. Ernst J. M., 71, operatic director, January 30 in Baltimore. He had been stage director of the Frankfurt (Germany) Civic Opera, La Scala, Milan, Italy, under Arturo Toscanini, and at the Metropolitan, New York. He was also widely known as a guest lecturer, conductor and writer.

LOWREY—Mrs. Dorothy, wife of Joe Lowrey, well-known motorcycle rider, and niece of Sammy and Grace Lowrey, motorcycle operators, January 26 in Mound Park Hospital, St. Petersburg, Fla. In addition to her husband, she is survived by her new born son and a daughter.

MORRIS—Francis, 89, for many years curator of textiles and music at the Metropolitan Museum of Arts, January 26 in Ridgefield, Conn. Cremation January 28 in Parnell, Greenburgh, N. Y.

SMITH—Jacob, 74, veteran Canadian motion picture theater operator, January 29 in Toronto of a heart attack. He operated the Kum-O Theater, Toronto, for 45 years and was also associated with Century Pictures in the operation of several other movie houses. He was a member of the Canadian Picture Pioneers.

SPADOLA—Anthony, 73, an entertainer and musician for 60 years, January 31 in Paramus, N. J. He is believed to have played the first musical instrument, a banjo, on radio for Marconi and later played with the Banjoers on radio, in theaters and night clubs. He had appeared with such stars as Al Jolson, Jimmy Durante and Eddie Cantor and was in the Shuberts' production of the "Passing Shows." His widow, two sons and two daughters survive.

WEINER—Abraham, 84, father of Jack J. Weiner, veteran outdoor showman, January 25 in Sioux City, Ia. Survived by his widow, Jennie, and two other sons, Sam and Gus.

MARRIAGES

HESKITT-MULHOLLAND—Larry (Mose) Heskitt, former pitcher, and Eva Mulholland, widow of Jim Mulholland, of Mulholland's Hollywood Monkey Show, recently in Point Pleasant, W. Va.

PARKER-HOLLAND—Paul C. Parker, vespee for production of Victory Television Enterprises, Inc., and Jonnie Holland, non-pro, January 16 in Wilmington, Del.

RILEY-RUSSELL—Lawrence (Sonny) Riley and Lillian Russell, outdoor showfolks, recently.

RING-ROSANOFF—Alden Teel Ring, cellist, and Lyova Rosanoff, concert pianist, January 15 in Wilton, Conn.

SCOTT-SHARP—Larry Paul Scott and Katherine H. Sharp, of American Beauty Shows, January 15 in Hernando, Miss.

WALD-KOIZEN—Daniel L. Wald, comedian and dancer, and Dolores Jeanne Koizen, dancer, January 29 in Bridgeport, Conn.

WHITFIELD-MEIKENHAUS—Bill Whitfield, non-pro, and Charla Meikenhau, daughter of Carolyn Meikenhau, jewelry operator on Gooding Amusement Company, December 24 in Chattanooga.

BIRTHS

FLYNN—A son, Christopher, to Mr. and Mrs. Terry Flynn recently in Good Samaritan Hospital, Cincinnati. Father is news director for stations WLW and WLW-TV, that city.

GENTRY—A daughter, Grayling, to Mr. and Mrs. Bob Gentry recently in San Antonio. Father is film director for Station KENS-TV, that city.

HERON—A daughter, Mary Katherine, to Mr. and Mrs. James Heron January 21 in Lee Memorial Hospital, Fort Myers, Fla. Father is former circus owner and presently has Wild Life Exhibition on Blue Grass Shows.

LOWREY—A son to Mr. and Mrs. Joe Lowrey, January 22 in Mound Park Hospital, St. Petersburg. Father is well-known motorcycle performer.

ROSEN—A son, Matthew Lee, to Mr. and Mrs. Bob Rosen January 14 in Rockville Center, N. Y. Father is with the Charles H. Hansen Music Corporation.

STRONG—A daughter, Charlene Faye, to Mr. and Mrs. Bob Strong recently in Dodge City, Kan. Father is a widely known band leader who has appeared on the Red Skelton Show. Mother, the former Ruth M. Christner, model and entertainer, was formerly an accountant on the Sonja Henie Ice Show.

UPTON—A daughter to Mr. and Mrs. Frank Upton recently in Deaconess Hospital, Detroit. Father is division manager of Cinerama at Music Hall, Detroit.

VAN PATTEN—A son, Richard Neis, to Mr. and Mrs. Dick Van Patten January 15 in Brooklyn. Father is an actor. Mother is the former Pat Foote, TV and Broadway stage dancer.

Folk Talent and Tunes

Continued from page 54

working two 15-minute shows, 7:30 a.m. and 12:30 p.m. Monday thru Saturday. Shows are sponsored and there is a waiting list of those who want to join, says Bennett. Plans are in the mill to extend the 12:30 show to a half hour. Group is also booked solidly thru the middle of February for dances and shows. Band consists of Dub Howard, fiddle; Jesse Goin, lead guitar; Jim Shannon, bass; Billy Holdren, steel guitar, and Bennett, rhythm guitar.

Jimmy Key, c.&w. twirler at Eastland, Tex., spent a week in his home town of Birmingham, recently and visited Hal Burns, of WILD and WBRC-TV, Birmingham, and Fred Wamble, WBAM, Montgomery, Ala. Key, who has a record due out February 1 on Hi-lite, says that Fred Baker, of WBAM, is the biggest request drawer on his disk show with his new Capitol release, "Is I Is or Is I Ain't?" . . . Harry Gaines, KTAE, Taylor, Tex., pens that Jimmy Heap and the Melody Masters, KTAE, staff band, (Capitol) recently featured Lonzo and Oscar at their own night club, located just out of Taylor. Heap's recording of "I Told You So" b.w. "Sharpshooter" is going well in Central Texas, says Gaines. He adds that Clyde Chesser and his "Bluebonnet Barn Dance" band, KCEN-TV, Temple-Waco, is also going great in the newly reorganized "Big State Jamboree," held every Friday night in Waco. . . . Charlie Walker, c.&w. deejay who airs over KMAC, San Antonio, notes that the following visited recently: Johnny Thompson, a.&r. man from Coral Records; Justin Tubbs, who spent his vacation in San Antonio visiting his mother and sister; Biff Collie, deejay from Houston, and Clay Eagar, deejay from Del Rio's XERF, and wife, Thompson, while in Texas, signed Doug Bragg, Helen Hall, Belew Twins and the Texas Stompers, all of whom are from the "Big D Jamboree." Walker says that Tubbs' "I Gotta Go Get My Baby" is kicking up a fuss.

J. B. Ham, WFTC, Kinston, N. C., reports that the station added another 15 minutes of c.&w. music, "All-Star Jubilee," January 17. . . . "Maggie and Scotty Show," WEAU, Eau Claire, Wis., currently doing personals in Iowa, Wisconsin, Minnesota, Michigan and Illinois for Doughboy Industries, out of New Richmond, Wis.

Cliff Rodgers, who spins country wax on his "Melody Round-Up" on WHKK, Akron, invites c.&w. talent playing the territory to phone him while he's on the air. He asks that the calls be made between 2 and 4:30 p.m., EST. "Your voice will go on the air directly from the phone thru our 'beeper,'" writes Cliff. The number is Blackstone 3-7101. Call from anywhere. . . . Deputy Jim Thompson is now doing two hours of country music each Saturday over KQV, Pittsburgh. . . . According to Moe Preskell, of Meadowbrook Publishers, the Karroll Sisters' first release for Decca will be "Hillbilly Leprechauns" b.w. "Square Dance in the Park," both taken from masters made for Blue Ribbon Records. Cowboy Howard Vokes, of New Kensington, Pa., will handle the promotion. . . . Marty Robbins is sporting a pair of brand new releases in "That's All Right, Mama" b.w. "Gossip."

Golden Sets New Packages

NEW YORK, Feb. 5.—The success of the first Little Golden boxed package of eight disks, issued as "A Child's Introduction to the Orchestra" has spurred Simon & Schuster, Golden's parent firm, to issue two new packages. These will be "A Golden Treasury of Hymns" and "Walt Disney's Song Parade." Each carton will contain eight disks—either 78 or 45 r.p.m.—and will retail for \$3.95.

The label claims to have sold 40,000 boxed sets of the "Orchestra" package.

HOCUS-POCUS

By BILL SACHS

THINGS MAGICAL got a shot in the arm in Pittsburgh last week with Blackstone's appearance at the Nixon Theater there, according to Dr. A. L. Baldwin, international secretary of the International Brotherhood of Magicians and chairman of the 1955 IBM convention slated for Smoketown late in June. Blackstone had three-quarter houses, nothing less, at all performances, including matinees, and that with some bad weather, Baldwin reports. "Tampa Ring, IBM, didn't do much publicity for him this trip," typewrites the good doctor, "as we had no advance notice that he would be here. We were a little piqued after the terrific job we did for Blackstone last year, including three weeks on TV before his appearance, newsreels, a party, etc. I did manage to arrange one little caper for mid-week. On Wednesday, we had Blackstone place a wreath on the grave of Tampa (Ray S. Sugden). Ray Jr., who works under the name of Ray Stiles, and Eddie, another son, and Mrs. Helen Sugden, the widow, were present, and it made The Press and Sun-Tele. One paper mentioned the forthcoming IBM convention, when we will do honor to Tampa. He was president of the old Golden Triangle Ring 13, IBM, when he died, and it was renamed Tampa Ring 13 in his honor back in 1939. Would like to hear from old-timers still able to do an act, no matter how short, for the convention. Figure the old ones will be more of an attraction than any new ones. Doc Nixon, now residing in San Francisco, and the Great Lester (vent) will be here. We expect the largest IBM convention crowd of all time at Pittsburgh this year. Hotel William Penn is ideally suited to handle the big conclave. Dick Hember, his orchestra and his "Himberama" magic show appeared at the Vogue Terrace here January 27-29. A gang of 30 Tampoites and friends attended and Hember treated us royally. He had four brand new,

original and very clever effects which those present would have given their right arm for. Hember's a great showman. He not only fooled the boys, but entertained the public as well. And that's what counts."

DELL O'DELL and Charles Carver are in the midst of a four-weeker at the Alpine Village, Cleveland. . . . Jimmy and Billy Cook, juvenile magic acts out of Jackson, Miss., will confine their activity to the Jackson sector until school is out, when they again will hit the road for the summer. Tommy Bell, of Longview, Tex., has been engaged to handle their advance. . . . Bob Nelson, of Nelson Enterprises, Columbus, O., appeared on the Gary Moore TV show from New York Tuesday of last week (1). He did his phrenology and facial analysis, including an experiment with Moore. . . . Lucille and Eddie Roberts, current this week at the Moose Club, Erie, Pa., move into the Palmer House, Chicago, February 17, for a month's stand. They have just returned from Nassau, where they followed Channing Pollack. "He was a very big hit there, and justly so," postal the Robertses. . . . Doc Weiss and assistant, Miss Terry Lee, set for an hour of magic and escapes at Nathan Hale Masonic Lodge at Guild Hall, Bronx, N. Y., February 24. . . . New officers of the Akron Society of Magicians are Paul Brown, president; Russ Kaiser Jr., vice-president, and Chet Roth, secretary-treasurer. . . . Tiny Grant, still doing his comedy magic with the Bubbles Becker orchestra, paid a recent visit to Ed and Herb Kronsburg at their magic and toy shop on Fort Bragg Boulevard, Fayetteville, N. C. . . . Jack Jones, former manager of the late Howard Thurston, is now residing in Van Nuys, Calif. Jones, now 76, is anxious to contact his old magic friend, Fu Man Chu, whom he hasn't seen in 40 years. Anyone know the latter's whereabouts or permanent address?

BURLESQUE BITS

By UNO

Domay, the Cherokee Half-Breed, who just completed eight weeks at the Sho-Bar in New Orleans, a tour of the Kane circuit and a week at the Colony, Union City, N. J., is making arrangements for a trip to London where she is booked to open at the Prince of Wales Theater in April to star in the "Folies Bergere" revue. She was picked for the engagement by Brian Roxbury, of the Lew & Leslie Grade, Ltd., office in London. Before leaving she will fill dates in Baltimore, Boston, Providence; Albany, N. Y., and Philadelphia. . . . After a lengthy battle with a heart ailment, Jack Diamond, 48, died on January 28 and was buried from Midwood Chapel in Brooklyn, January 30. Surviving is the comic's widow, the former Ethel DeVoe, a father and a sister. His home was in Seaford, N. Y. . . . Benita Francis, in her "Dance of the Lovers," is being held over at Allen's Tin Pan Alley nitery in Spokane. . . . Bobby Vail, ex-burly comic, and Ernie Peters, former spotlight man at the Hudson, Union City, N. J., are with the road company of "Pajama Game" that started its tour at the Shubert in New Haven, Conn., January 29. Peters is the sound engineer with the play. . . . Lorena Hammond, who was compelled to cancel her date at the King Cole Sho-Bar in Denver because of a hurried operation, is now recovering in the local Frontier Hotel. At the General Maurice Rose Hospital, the doctor, learning that Leona and her husband, Joe Hammond, until recently the manager of the Empress, Detroit, were show people, told them not to worry about the cost. All expenses would be taken care of to reciprocate, he explained, for all the good the show-folk had done for the hospital.

The Werner Twins, Sandra and Sonia, now packing 'em in at the Moulin Rouge in Hollywood, are having a new comedy act written for them by Eli Bass for TV, niteries and vaude. . . . Jill Huntley, new Hirst circuit feature from Philadelphia, her home, started her stage career in niteries with a "Dr. Jekyll and Mr. Hyde" act. On the road she is chaperoned by Major, a faithful canine of the boxer variety. . . . Thea Cockrell is mourning the loss of her uncle Alex who died January 29 at her home in Beloit, Wis. . . . The Chez Paree in Denver, one of the oldest bookers of flesh acts and with its parade of strippers and exotics, will soon be torn down to make way for a new multi-million-dollar hotel which will occupy the entire block. Tony Vito, owner, says that nothing definite has been decided upon about a new location, but there are several likely looking prospects now being considered. . . . Masterful magician Harry Szerlip, together with his assistants, the lovely Martha Phillips and the Beau Brummel Lou (Lord Muffington) Gerstel, mystified and amused members of the Flatbush Blues Social Club, February 1, at an installation dinner at the Park-Vanderbilt Restaurant, Brooklyn, operated by Mrs. Matilda Brassler. Other entertainers were Phil Stabile, on the Victrola, and a vocal group, the Flat-Bushmen, Tommy Chase, Charles Hollenbeck, Harry Eames and George Davies. Another celeb in the Szerlip troupe was Joe Gilbert, former World's welterweight champion wrestler. . . . Fifi LaVerne, billed as "The Body Beautiful," began her burly climb as a dancer five years ago at the Howard, Boston, under the producing eyes of Dottie Flaig. This is her third tour of the Hirst wheel, She makes her home in Cambridge, Mass.

IN LOVING MEMORY



Kenneth Van Zandt

Passed away Feb. 4, 1947

Gone, But Not Forgotten

ONA

MARY AND CARL SHERMAN

Conn. Schools to Learn About Jazz

NEW YORK, Feb. 5.—Jazz will get a big boost among the teenagers in staid Connecticut over the next few weeks when two concerts are given for the cause of education. The first jazz clambake will be given at the Stamford High School in Stamford, Conn., for the Parent-Teacher Association meetings of the Newfield and Willard-Hoyt Grammar Schools. At this shindig Marion McPartland, Ray McKinley and Mundell Lowe will lead their combos. This will be held on February 28.

The second concert will be held in the Pickwick Theater in Greenwich, Conn., for the scholarship fund of the Greenwich Academy Girls' School. The date set is March 24. Talent is not yet selected but is being lined up by jazz critic George Simon.

N. Y. Aim to Increase \$ Aid Turned Down

Commissioner Nixes Resolution Plea For Million; Hardeman President

ALBANY, N. Y., Feb. 5. — A resolution asking for a million dollars in State aid—approximately double the sum now available to member fairs—was passed by the New York State Association of Agricultural Fair Societies at its 11th annual meeting in the Sheraton-Ten Eyck Hotel here Tuesday (1). Daniel J. Carey, newly appointed commissioner of agriculture and markets, immediately voiced disapproval in no uncertain

terms for the Democratic regime, which is administering the State's affairs for the first time in 12 years.

Commissioner Carey, while expressing understanding and promising every co-operation within his department's powers, said that every department currently was faced with the necessity of trimming budgets as the new administration seeks new ways to produce millions of extra dollars to meet fiscal expenses. For many years each of the approximately 50 fairs approved by the Department of Agriculture has been entitled to a maximum of \$10,000 annually, with the formula calling for the gift dollars to match the sums expended by fairs for premiums.

In a second resolution the group sought to protect itself from possible accidental exclusion when the Legislature considers one of approximately nine bingo bills now confronting it. The passing of legislation legalizing the game is a foregone conclusion since both the Democrats and Republicans promised such action in their election campaigns. The fairs want to be included in, specifically to conduct merchandise bingos as long as the money earned is earmarked for fair improvements.

The resolutions were virtually identical with those passed earlier in the week by the Western New York Fair Managers' Association at its annual meeting in Buffalo. *(Continued on page 65)*

Nunis Reports Winston-Salem Race Car Pact

ALBANY, Feb. 5.—Sam Nunis, auto race promoter, announces that he will stage big car auto races at the Winston-Salem (N. C.) Fair on two days, Friday and Saturday, October 14-15. The date will mark the return of big car racing to the North Carolina event after the absence of several years.

Other dates announced by Nunis at the New York State Association of Agricultural Fair Societies meeting here include two days at the Harrington (Del.) Fair with combination stocks and midgets on Friday and big cars on closing Saturday.

Big cars will be presented at Bedford (Pa.) Fair on closing Saturday. The Champlain Valley Exposition, Burlington, Vt., will feature two days of racing with stocks on Friday and big cars on closing Saturday.

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

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

OCCUPATIONAL HAZARD TOLD

CHICAGO, Feb. 5.—Even at The Billboard, which gets its full share of odd telephone calls, this one was counted as notable.

A mother phoned to ask when the Cisco Kid and Pancho appeared with Cole Bros.' Circus in the Chicago Stadium. Answer: 1953. But why the question?

"Well, I'm writing to 'I've Got a Secret,' the TV show," she began. "I want to get my daughter on the show and her secret is that as a baby at the circus she wet on the Cisco Kid."

Newberry Schedules Shows In France, Italy, England

CHICAGO, Feb. 5.—Earl Newberry, who this spring will lead a thrill show invasion of Europe, will take the unit over a route that will include dates in England, France, Switzerland, Italy and some industrial cities of Western Germany.

Opening stand, the veteran thrill show op announced this week, is scheduled for Buffalo Stadium in Paris on June 12. In the British Isles the show will play a total of 20 race tracks, including London's Harringay Stadium; White City, Manchester; Hall Green, Birmingham, and Powderhall in Edinburgh, Scotland.

In addition to principal cities in France and Italy, the thrill show is scheduled to play Geneva and Zurich in Switzerland. The tour was arranged by Abe Superstein, owner of the pro basketball Harlem Globetrotters, whose quintet will make its sixth annual tour of Europe this summer. The cagers will play many of the same towns played by the Newberry unit, following them in by about a month.

Changes Title
Instead of carrying the title Tournament of Thrills, which is currently used in this country, the show will be known as the Holly- *(Continued on page 63)*

Neb. State Fair Tabs \$225,000 Net on '54 Run

Total Receipts Drop Off \$11,000, Expenses Rise

LINCOLN, Neb., Feb. 5.—The Nebraska State Fair showed a net profit of \$225,000 from all operations in 1954, Ed Schultz, secretary-manager, told the annual meeting of the Board of Agriculture and the county fair managers here last week.

Total receipts last year were slightly below those of the previous year but expenditures were up substantially. Total receipts from last fall's run were \$714,957, compared with \$725,431 the previous year. Expenditures totaled \$766,111 against \$689,534 in '53.

Major items in the receipts col- *(Continued on page 65)*

Portland Expo Plan Affects Fairs, Parks

Oregonians Study Possible Sites For Exposition-Recreation Center

PORTLAND, Ore., Jan. 5. — Portland's proposed \$8,000,000 exposition-recreation center drew nearer realization with the sifting this week of 13 possible locations to five sites. Recommendations were made by a committee guided by studies made by the Stanford Research Institute. These recommendations, however, will be influenced by the city planning commission.

Portland voters last May approved a bond issue to finance a center for a varied array of activities including sports events, agricultural and livestock shows, theatricals and conventions. The project is to include a Coliseum estimated at \$3,500,000.

The exposition-recreation com-

Boudinot Resigns; Eagles to Route Ringling-Barnum

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

CHICAGO, Feb. 5. — F. A. (Babe) Boudinot, general agent of Ringling Bros. and Barnum & Bailey Circus, today submitted his resignation.

Paul Eagles, former executive with the show, was conferring with show management in Sarasota, Fla., and there was virtually no doubt but that he would step into the agent's position.

Boudinot made his move minutes after returning to the Ringling office here Saturday (5) from a business trip to Montreal. He said that he has no immediate plans other than to take a rest following an extended period of strenuous work.

In ending a stay of exactly 40 seasons with Ringling Bros., Boudinot said he had the highest regard for "the title on those cars."

Up Thru Ranks
He came to Ringling in 1915 after three seasons with the Hagenbeck-Wallace Circus, where he was a programmer and billposter hired by R. M. Harvey. With Ringling, Boudinot moved to positions as head of the opposition brigade, a key post he held during some of circusdom's greatest competitive battles; manager of the advertising car, and railroad traffic manager. Schooled by the late Arthur Hopper, Boudinot became assistant general agent and carried on much of the business during Hopper's continued illness. When Waldo Tupper later became agent, Boudinot continued as assistant, and upon Tupper's death in 1951, Boudinot was named general agent.

In Ringling staff meetings of about three weeks ago, the outdoor advertising budget and payroll were slashed to a quarter of last year's. Boudinot's leaving was allied with this new policy.

Eagles was hired by Ringling at the first of the week. In Los Angeles, he said that he would be with the show but that he didn't know what his assignment would be. He flew to Sarasota for the meetings Friday.

Neither Eagles nor Frank McClosky, general manager of the Ringling show, could be contacted in Sarasota Friday, however.

Eagles was with the Al G. Barnes Circus some years ago and was manager of the Ringling's Al G. Barnes-Sells Floto Circus. Later he was general agent for the Clyde Beatty Circus, and in 1951 he was promotional manager of the Ringling show. Since then he has been off the road except for limited assignments in contracting Ringling in California.

Ringling's taking Eagles came *(Continued on page 72)*

Swenson Inks Great Falls

SPRINGFIELD, Mo., Feb. 5.—The Swenson Thrillcade has signed for two night performances at the North Montana State Fair, Grand Forks, Aut Swenson, show's owner, announced. The thrill unit, which replaces a grandstand revue at the fair, is set for evening shows August 5-6. Leo Dailey, secretary-manager, represented the fair, a new one for the Swenson route.

'Waters' to Repeat On Major Carnivals

NEW YORK, Feb. 5.—"Dancing Waters" will be represented with 11 units in the country this season, Sam Shayon said this week, and the same four major carnivals which carried the units in 1954 will have the water spectacle again.

Shayon said contracts have been renewed for the units to show on World of Mirth Shows, Royal American Shows, Gooding Amusement Company, and the Amusement Company of America. There have also been numerous re-signings with fairs for the coming sea-

son, and the spec is also breaking heavily into the home, builders, and automobile show field.

The display has been inked for the Realtors Home Show in Joplin, Mo., April 11-15; Northwest Builders Show in Minneapolis, March 12-20; a repeat at the Los Angeles Home Show, June 9-19; Northern California Electrical Bureau Show in Oakland, October 1-8.

Alfred G. Osborne, who handles the Rocky Mountain route of "Dancing Waters," has signed the Spokane Home Show, May 21-29; Riverside County Fair and Date Festival in Indio, Calif.; February 17-22; and the National Orange Show in San Bernardino, Calif., March 17-27.

The show will repeat at the Nebraska State Fair in Lincoln, September 3-9; Florida State Fair with RAS, Tampa, today thru February 19; Southern California Exposition and San Diego County Citrus Fair in Del Mar, Calif., June 24-July 2; All-Iowa State Fair in Cedar Rapids, August 14-18, and the Los Angeles County Fair in Pomona, September 16-October 1.

At Pomona, two units of "Dancing Waters" will be used, one as a regular day-evening feature in the TV Theater again, and the other to be featured September 16-24 in the night grandstand show.

Shayon, general manager of Dancing Waters, Inc., said several other contracts are pending plus out-of-country deals.

mittee must decide the scope of activities to be provided since the election proposition left great latitude in this regard. These decisions could have drastic effect on several outdoor entertainment facilities in the Portland area, including the Jantzen Beach Amusement Park, the Multnomah County Fair, Pacific International Livestock Exposition and Oaks Amusement Park.

The largest site under consideration is the Vanport area, which gained fame in 1948 when the Columbia River broke dikes and inundated a wartime housing area. This area is adjacent to Hayden Island, on which Jantzen Beach Park is located. With a second bridge soon to be built across the Columbia at this point, development of an exposition-recreation project would prove a considerable boon to park activities, according to Park Manager Erle G. Swanson.

There is considerable sentiment in favor of operating Multnomah County Fair at the new center, combining facilities with those that might be used by Pacific International Livestock Exposition.

County Commissioners, however, favor proceeding with their own project, which entails utilizing a 182-acre tract northeast of Port- *(Continued on page 65)*

Mad. Garden's Gate Decline Appears Over

NEW YORK, Feb. 5. — Altho TV-stricken boxing attendance still remains in the doldrums in Madison Square Garden, latest compilations show that turnouts for all other sports dates have stopped their decline.

Ned Irish, executive vice-president of the Garden, said that altho the sports volume is off 40 per cent from the postwar peak, "that's pretty much in line with the general decline in the entertainment industry."

Irish recalled that in the years immediately following World War II almost any event the Garden held was sure of being sold out.

"The basic interest . . . is as keen as ever," Irish said, "but today it takes a top-grade attraction to fill the house."

Televising was inevitable, it was claimed, since "whether we televised or not, we were sure to be hurt. It was a case of joining it, since we could not lick it."

Sam Snyder Water Show Staff Named

BOSTON, Feb. 5.—Buster Keim, who formerly did the Latin Quarter shows here for Lou Walters, will again produce the "Water Follies" for Sam Snyder. Rehearsals will begin as soon as Snyder returns from Florida. Mike Ventre will be the musical director for the summer tour and will also travel with the "Follies" on the Australian trip which has been postponed until early fall.

Mary Dwight will again do the water choreography when she returns from staging Gordon MacRae's water show at the Fountainbleau Hotel, Miami Beach.

The "Follies" will open its summer engagement at the Tulip Festival in Holland, Mich.

Stadium Sold For Drive-In At Bridgeport

BRIDGEPORT, Conn., Feb. 5. — Sale of Candlelight Stadium here to E. M. Loew's Theater, Inc., of Boston, was announced this week for \$110,000. The owner will erect a drive-in theater, the first one in Bridgeport.

Candlelight Stadium was the scene of midget racing, stock car racing, rodeo shows, thrill shows and circuses.

ARENA BRIEFS

Auditorium Schedules Filled With Walk-Around Expos

FORT WAYNE, Ind., Feb. 5.—Second annual Sports, Vacation and Boat Show will run six days starting February 15 at Memorial Coliseum here, with Ernie Berg as managing director and Lou Culp in charge of space. Trout fishing tank will be a leased concession this year, they said. Monte Blue will emcee the show, which will include the Weed family, shooting and casting; Nova Scotia Guides and Hansen Sisters, chopping, canoe tilting and birling; Cherry Haushalter's dog act; Bud Carrell and Rose, whips, and Hank Hansen, ski jump. There will be 150 booths.

Antique Show Dates

VERMONTVILLE, Mich. — L. Vernon Slout has announced dates for his upcoming antique shows. They are Fort Worth, February 1-4; San Antonio, February 15-18; Oklahoma City, February 24-27, and Lansing, Mich., March 20-23.

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WATERLOO, Ia. — Win F. Hanssen, manager of the Hippodrome here, announced that the Waterloo Home Show will be March 30-April 3, and that the Northeast Iowa Sports and Vacation Show will be April 21-24. Building has 7,600 seats, room for 75 booths and stage and tank. Ten acts will be used.

Denver Rodeo Draws

DENVER. — National Western Stock Show and Rodeo at the Coliseum here a week in January drew about 150,000. Show's biggest purse, \$54,000, drew top competitors for rodeo events. Concession business was good thruout the run.

New Ia. Auto Show

OTTUMWA, Ia.—A new auto show has been established here and is scheduled to run February 4-6 at the Ottumwa Air Base. Site was selected over the Ottumwa Coliseum because of its size. Forty-two cars and trucks will be shown in 23 booths in 30,000 square feet. Auto dealers are staging the show. Acts and giveaways will be included. In past years, autos have been shown as a part of the Ottumwa Food and Trade Show. The separate show is expected to be an annual.

Oakland Tells Sked

OAKLAND, Calif. — Advance schedule of the Municipal Auditorium here, managed by Lin Lueddeke, shows the National Roadster Show will be in February 19-27. Among March events are Dog show (5-6); Chevrolet dealers' show (6-7); doll show (12); Oakland Home Show (12-20); Anna Russell, concert commedienne (13), and Dodge Truck Show (25). Sports and religious events fill most of the other time.

Mardi Gras Events

NEW ORLEANS. — Annual Mardi Gras season is upon the Municipal Auditorium here. Manager William Coker said one or more carnival balls will be given daily thru most of February. Mancuso Brothers bring in Louis Armstrong (25) and Ripoll Robert will have a "Rhythm in Blues" show (26).

Seeks New Record

CHICAGO.—Modern Living Exposition, home show at Navy Pier, March 26-April 3, plans a publicity-promotion program aimed at topping last year's attendance record, according to Grover McDonald, manager. It drew 276,000 last year, he said. Al Sweeney, Chicago, again will head up the publicity department. With him will be G. J. (Mokey) Cosby, Jack Ryan and Ed Steinbeck. An imported floral and water display will be the featured

(Continued on page 65)

Alta. Arena Built

LACOMBE, Alta., Feb. 5.—Built at a cost of \$150,000, a 3,500-seat arena has been built here. The arena replaces one destroyed by a fire a year ago. The rink, said to be the third largest in Alberta, is 297 feet by 120 feet, with an ice surface 90 feet by 200 feet. Artificial ice will be installed at some future date.

INTERFERENCE

Britons Need Help: Dodgems Irk TV Owners

NEW YORK, Feb. 5.—A call for help arrived this week at the National Showmen's Association, from over the seas. The British are puzzled over the interference their Dodgem rides cause with TV sets. Fairs attracting portable rides are commonly held in close proximity to private homes, and the Scooters, it seems, are disturbing the reception.

Thomas Murphy, secretary of the Showmen's Guild of Great Britain, 230 Abbey House, Victoria Street, Westminster, London, S. W. 1, writes in part:

"Some members of my guild are experiencing trouble on account of fairs which we hold in the vicinity of houses, by Dodgems interfering with television."

"We have . . . worked with experimental engineers to try and evolve some type of suppressor which will eliminate this trouble. We have also sought the advice of several electrical firms, but so far without any success."

"We are wondering if your members are having similar difficulties in the United States, and we should be greatly obliged for any information you could give us on the matter, especially if you have been successful in eliminating these troubles."

Seven Fairs On List for Va. Greater

SUFFOLK, Va., Feb. 5. — Virginia Greater Shows will tour thru Virginia, Eastern Maryland, Delaware, New Jersey, New York, and the Carolinas this year, manager Rocco Masucci reports. The show will carry 11 rides, seven shows and about 45 concessions.

The signing of seven fairs was reported, with a couple of big ones still pending. Those already signed include Keller, Va., August 29 to September 3; West Point, Va., September 12-17; Warrenton, N. C., September 26-October 1; Louisville, N. C., October 3-8; Zebulon, N. C., October 10-15; Edenton, N. C., October 17-22, and Williamston, N. C., October 24-29.

Several good still spots and celebrations have also been lined up for the spring and summer route, it was claimed.

Masucci placed a sizable order for canvas at Bill Sanders' American Tent Supply Company in Norfolk, to replace units damaged by last fall's Hurricane Hazel in North Carolina. These include a new Side Show top, Merry-Go-Round top, Cookhouse top, front gate marquee top and six concession tops. McDougall-Butler Company, of Buffalo, N. Y., will provide a large order of paint for winter quarters work.

Ziogas Moving To Lansing Aud

CEDAR RAPIDS, Ia., Feb. 5.—Charles Ziogas has resigned as manager of the Cedar Rapids Municipal Auditorium and baseball park to become manager of the Civic Auditorium at Lansing, Mich.

Ziogas, with the building for five years, leaves for Lansing February 17.

B. C. (Barney) McPartland has been named to succeed Ziogas at the Cedar Rapids aud. He took over the post as of February 1 at a salary of \$350 monthly.

E. E. Coleman, former show owner, is in Dayton, O., and recently bought a dry cleaning store.

NO CONTRACTS, NO WORRIES FOR COLEMAN

ALBANY, N. Y., Feb. 5.—Dick Coleman, operator of Coleman Bros.' Shows, had a full route of 10 fairs—with one more likely before the New York Fair Association meeting event got under way here this week, but he didn't have a contract to prove it. Dick, a kind of symbol in the territory that he has played for some 40 years, has held some of his dates for two decades without scratching a pen. A lot of printed paper wouldn't make him feel any better, or safer, he says.

Claim 215,000 Saw Motorama; Route Charted

NEW YORK, Feb. 5. — More than 215,000 persons are estimated to have viewed the free-gate Motorama put on by General Motors at the Waldorf-Astoria Hotel. C. M. claims to have taken \$1,200,000 worth of car orders during the show, compared with \$501,000 worth reported for the 1953 Motorama.

The show is also to be shown in Miami, Los Angeles, San Francisco and Boston, it was reported, after which it will be disbanded. Last year's route was the same but the final date was Chicago instead of Boston.

Show dates are as follows: Miami's Dinner Key Auditorium, February 5-13; L. A.'s Pan-Pacific Auditorium, March 5-13; San Francisco's Civic Auditorium, March 26 to April 3, and Boston's 26th Division Armory, dates to be announced. Transportation of the display, which features mechanized auto exhibits and continuous talent shows, will be on a fleet of G. M. trucks.

Amphitheater Sees Turnout Of 2,000,000

CHICAGO, Feb. 5. — Attendance for events in the International Amphitheatre during 1955 is expected to exceed 2,000,000. This will be an increase of 27 per cent over any former year. Opening of the \$2,000,000 addition will account in part for this increased attendance, according to M. E. Thayer, manager.

Major events scheduled, in addition to the recent Chicago Automobile Show, are the Plant Maintenance & Engineering Exposition, Chicago National Boat Show, International Sport & Outdoor Show, International Kennel Club Dog Show, National Packaging Exposition, National Materials Handling Exposition, National Machine Tool Show, International Dairy Show, International Pet Fair and the International Live Stock Exposition and Horse Show.

Sandwiched between are wrestling exhibitions, a square dance festival, auto racing, basketball, a Junior Achievement and other dinners, a furniture sale and show, and similar activities.

The new Exposition Hall opened in October. It has 188,000 square feet of clear exhibit space. With the addition of the new area, a total of 450,000 square feet is available at the Amphitheatre, nearly twice that at any other exposition hall in America.

Denver Group Seeks Aud Vote; Hotel Plans Hall

DENVER, Feb. 5.—Colorado's capital city may soon bloom out with enough large auditoriums and halls to meet any needs. Last month the city refused an offer by a group of local citizens to combine efforts to build a new 5,000-seat auditorium, amphitheater and hall, and it decided to remodel the present municipal auditorium in downtown Denver.

The group favoring the new auditorium was not discouraged, however, and this week announced plans for the construction of a \$2,000,000 auditorium in what is now approaching the outskirts of Denver. The money is to be raised by a municipal bond issue. Organized as the South Denver Civic Association, the group is now attempting to get 5,000 signers on the petition to place the proposal on the city ballot. Headed by local advertising man James Holme, the group plans on having the new edifice completed by 1958, in time for the Colorado Centennial celebration, and it already is labeled as the Centennial Community Center.

Hotel Plans Aud

Denver's newest hotel, a 20-story, 700-room hostelry now under construction, also will have a large auditorium that will provide for large conventions, theatrical productions and any kind of entertainment from ice skating to swimming. The auditorium will be located next to the hotel.

U. S. Begins Research on Rainmaking

WASHINGTON, Feb. 5.—The questions of whether rainmakers can either cause precipitation or prevent it are coming up for federal review, and in a year's time a comprehensive report will be given to President Eisenhower.

Howard T. Orville is heading up the President's Advisory Committee on Weather Control, which has asked 25 firms and companies to send detailed monthly reports on their progress to Washington. The committee is supposed to tell the president on June 30, 1956, whether the government should experiment with, engage in, or regulate weather control activities.

The introduction into clouds of dry ice, silver iodide crystals or other particles that collect moisture and fall to the ground as rain or snow is practiced by many organizations in the rain-making field. The reverse philosophy holds that by over-seeding of clouds no single crystal would be able to collect enough moisture to fall earthward.

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MEETING NOTES

20 Years' Service Noted for Jim Carey

ALBANY, N. Y., Feb. 5.—James A. Carey, genial executive secretary of the New York State Association of Agricultural Fair Societies for the past 20 years, was the surprise recipient of a purse at the banquet. Looking on were Mrs. Carey and daughter, Janet.

The Name's the Same

The Careys, Jim and Daniel A., have had a time of it since they are in the same department. Daniel is the newly appointed Commissioner of Agriculture and Markets and Jim continues in his post as supervisor of fairs for the department and executive secretary of the state association. Crossed wires were an early source of irritation when the commissioner took over, but this, the parties report, is now working out satisfactorily.

New Big Chief

William F. Baker, newly appointed manager of the New York State Fair, probably had to shake hands more than any other individual attending the confab. Show folks, in particular, were anxious to meet the new boss who succeeds Harold Creal February 1.

Ran Into a Door

Association President Vic Faucett presided at the several meetings and banquet with a beautiful shiner. Vic had the usual number and variety of excuses, none of which were taken as gospel.

Dardess Ill

William A. Dardess, Chatham, association treasurer, was unable to attend because of illness. However, his absence apparently had no bearing on his popularity since he was re-elected treasurer.

Family Act

Stanley Fisher, Jack Kochman's son-in-law, made the meeting rounds for the first time. Stan will concentrate on Kochman's new production, Lucky Dogs, while the impresario and agent Bob Conto plug the auto thrill show.

Fast Man

Dr. J. S. Dorton, North Carolina fair leader and past president of the International Association of Fairs and Exhibitions, cut his participation time to the bone as guest speaker. Doc spent one night and one day in Albany—the limit of time he could spare in planning his home State activities, including features for the State Fair Coliseum.

Wooden Nickels

John Meyers, Palmyra, is ballyhooing his event by giving away real wooden nickels. The wooden disks bear a picture of a buffalo on one side and the fair name and dates on the other.

The King Receives

King Reid once again entertained sumptuously with as pretty a spread and complete a bar as has graced the Eastern fair circuit

this year. With so much to offer, the King, as usual, had the best crowds.

The Easy Way

Band leader Mickey Sullivan, who replaced Joe Basile who had held down the post for some 33 years, had printed forms containing the words of old favorites for group singing before the banquet. On the forms Mickey noted he would follow the same procedure at the fairs he plays this year.

Blood Too Thin

Martha Weiss was laid up with a bad cold thru most of the meeting but husband Big Hearted Bennie was on his feet thruout despite the fact that he, too, was not used to the extreme cold. The Weisses traveled the full meeting circuit for the first time in many years. This week they returned to their Miami Beach home to bask in the 80-degree weather that Mrs. Bob Morton was reporting daily on the phone.

Winter Casualty

Gerald Snellen, general representative of the World of Mirth Shows, slipped on the ice and hurt his hip in Albany. The agent refused to be laid up, however, and hobbled around with the aid of one of his heavier canes for two days.

One Customer

Jim Donovan, freight agent for the New York Central Railroad, was on hand, as usual. His prospects, however, have dwindled to one, the James E. Strates Shows.

'Ice Varieties' Inks Seven Midwest Fairs

CHICAGO, Feb. 5.—"Ice Varieties" has been signed to play at seven fairs in the Middle West and a number of Eastern annuals, L. N. Fleckles, of the agency bearing his name, announced.

Midwest fairs signed include three in Wisconsin at Seymour, Marshfield and Oshkosh; two in Iowa at Mason City and Davenport, and Minot, N. D., and Crown Point, Ind. Icer will repeat at Minot and Seymour and will be back for its third year at Mason City and Marshfield.

Eastern fairs signed by George Hamid & Son, who has the exclusive on this show in that area, include two New York annuals at Cobbleskill and Johnson City, and the New Jersey State Fair, Trenton.

Fleckles also reported a number of bookings for "Roller Varieties," a roller skating show produced by Sheila Armitage. These include fairs at Flemington, N. J., and Effingham, Ill., and the Davenport, Ia., July 4 celebration.

Decision Nears On CNE Talent

NEW YORK, Feb. 5. — Booker Eddie Elkort said this week that announcements would be forthcoming soon of grandstand entertainment for this year's Canadian National Exhibition in Toronto. Elkort was recently named liaison man for the attractions committee by Jack Arthur and Hiram McCallum, of the CNE. He said the committee is studying proposals put forth by various talent agencies.

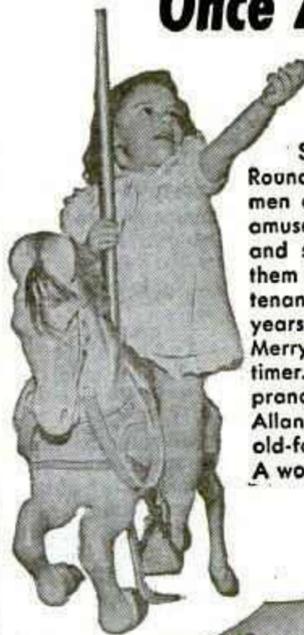
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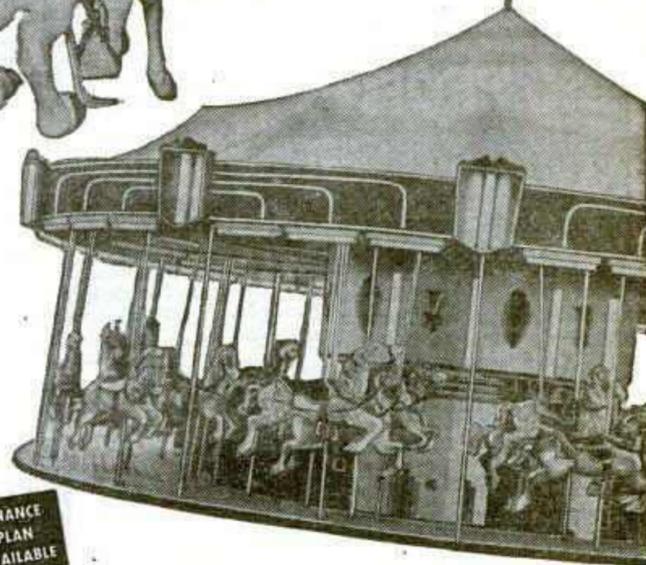
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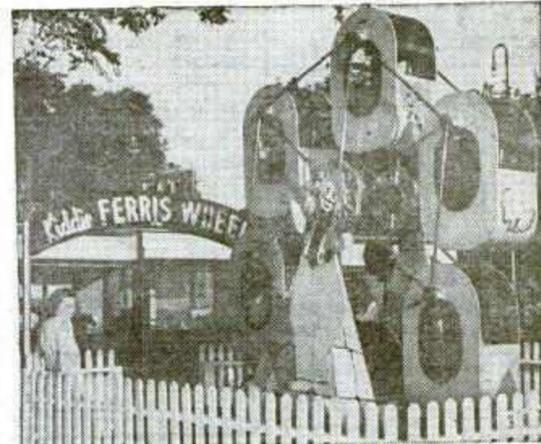
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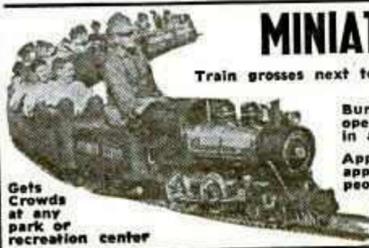
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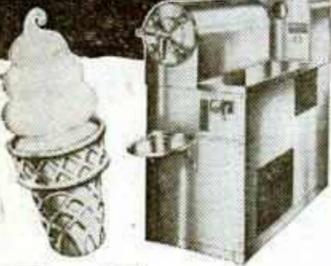
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NEW DEVELOPMENTS

Dispenser Aerates Pop; Warmer Keeps Food Hot

MINNEAPOLIS, Feb. 5.—H. A. Bruntjen Company here has developed a new soft drink dispenser that aerates the beverage as it is served, resulting in a creamy drink. The beverage is derived from a concentrate, properly diluted with water, contained in an agitated and refrigerated chamber atop the machine. As it is dispensed, it is aerated, yet loses none of its fruit flavor, according to the manufacturer. The drink currently distributed is Orange-Mist, altho other fruit flavors are being developed. Atop the dispenser is a turning, lighted sign for added flash.—H. A. Bruntjen Company 1645 Hennepin Avenue, Minneapolis.

FOOD WARMER WORKS TWO WAYS . . .

MINNEAPOLIS—A new dual food warmer is being offered here that keeps food at serving temperature and can be operated by either the dry or moist method. When moist heat is desired, water is simply placed direct into the heat well without using additional pans to change from one method to the other. Heating element is attached underneath a heavy cast aluminum heat well, the entire unit is insulated and a Fenwal thermostat is used as a control. Model SS-254 holds the standard full size rectangular food pans.—Medalie Manufacturing Company, 213 First Avenue North, Minneapolis, 1.

CHEESE-FLAVORED BURGER PATTIES . . .

CHICAGO—Armour & Company has introduced a new cheeseburger with the cheese "built in," plus beef grill steaks with a barbecue sauce included. The cheeseburger is made of chopped beef with a slice of cheddar cheese sandwiched into the meat. In cooking, the cheese melts thruout the meat. The outer surface of the meat is sprinkled with grated cheese. The beef grill steaks are made of chopped beef into which has been blended a sauce made of tomato puree, sugar, salt, flavorings and paprika. Both items come in standard four-ounce portion size, packed 40 per 10-pound carton. Aluminum foil covers the meat.—Armour & Company, Union Stock Yards, Chicago.

INTRODUCE MILK DISPENSER . . .

MINNEAPOLIS—A new bulk milk dispenser called the Silver King VI is being manufactured here. The unit offers a choice of fan cooled or noiseless static cooled system, powered by 1/6 horsepower sealed units. Features include a full stack over the condenser coils, piano-type hinges,

stainless steel fasteners, chrome plated all brass hardware and heavy duty copper tube evaporator coils. The unit cools two five-gallon cans of milk and maintains a steady temperature of 37 degrees Fahrenheit. Milk is dispensed thru a choice of either a push-type or weight lift valve. A companion unit, Silver King VIII, is equipped with a 1/2 horsepower fan-cooled condensing unit.—Stevens-Lee Company, 2608 Bloomington Avenue, Minneapolis 7.

MILK SHAKE BASE IS EASILY HANDLED . . .

NEW YORK—A milk shake base that can be handled in the same manner as fountain sirup is being offered here by the Borden Company. According to the firm, three quarts of the base, five gallons of milk plus sugar will make six gallons of milk shake which can be drawn directly from the shake machine. Sirup is neutral in flavor and can be flavored according to customer preference. Base needs no refrigeration event after opening.—Borden Company, 350 Madison Avenue, New York 17.

Frank Cooker Is Versatile . . .

CHICAGO—A rotating frankfurter barbecue machine that can be adapted to handle any size sausage, including hot dogs from eight inches up to foot-longs, thuringer, Polish and Italian sausage, is being manufactured here. Called the Barb-B-Frank, the unit broils 48 franks every 10 minutes, over 200 an hour, up to 2,000 a day, the manufacturer claims. It operates with infra-red heat with a separate heating unit for the bun warmer. The unit is constructed of stainless steel, frank holder is heavy gauge steel wire hot tinned and may be easily removed for cleaning. The motor and gear box is fully enclosed. Capacity is four dozen buns, four dozen franks. A thermostat is built in and the on-and-off switch is equipped with a pilot light. The cooking section is 90 per cent glass enclosed for full vision.—Dalson Products Manufacturing Company, 835 West Madison, Chicago 7.

Hot Plate Saves Space . . .

SAN FRANCISCO—A two-burner electric hot plate that is compact in size has been introduced here. The unit measures 20 1/2 inches wide by 15 1/2 inches deep. Two independently controlled heating elements are featured, one eight inches in diameter, the other six inches in diameter. Each has its own signal light.—Wells Manufacturing Company, 220 Ninth Street, San Francisco.

HAD YOUR HOT DOG THIS WEEK?

CHICAGO, Feb. 5.—Hot dogs—long a staple food item in the outdoor entertainment business—are finding their place in the sun. According to the American Meat Institute, consumption in 1954 hit a new high of 8,500,000,000 frankfurters. This figured out to slightly more than one hot dog per person per week. Consumption has been steadily climbing, increasing 23 per cent since 1950 and 4 per cent just last year.

Potato Chip Production Up

CHICAGO, Feb. 5.—Potato chips have grown into big business since 1930, according to Ernest L. Nicolay, president of the National Potato Chip Institute, which held its 18th annual convention here last week.

In 1930, consumption of chips was at the rate of three million bushels of potatoes. During the past year, Nicolay said the industry needed 31 million bushels, or 11 per cent of all the potatoes consumed as food. Two major factors in the rise was the repeal of prohibition—people like to eat while they drink—and television, which has developed a big group of arm-chair nibblers.

Offer Pizza Package Deal

PHILADELPHIA, Feb. 5.—The King Pizza Company has organized a pizza package deal slanted for any purveyors of food that includes advertising and promotion, sales guidance and equipment for the speedy processing of the popular Italian pies.

An oven that weighs 20 pounds is included in the deal. The unit is ready to bake the pizzas as soon as it's plugged in an outlet. A complete pie takes from five to six minutes to bake, according to the manufacturer. All necessary ingredients are supplied including pizza shells, blended cheeses, sauce, anchovies and mushrooms.

Mighty Interstate To Bow April 1

ALBANY, Ga., Feb. 5.—Mighty Interstate Shows will bow here April 1, H. B. Rosen, owner-manager, announced. Rosen and General Agent R. E. Stewart recently returned from a series of fair meetings at which the route, with a few exceptions, was rounded out.

A skeleton crew has been busy at the show's winter base here. A Chairplane was recently purchased from Al Wallace. Recent visitors included Mrs. Mad Cody Fleming, W. J. Williams, Mrs. H. V. Rogers, Woodrow Arnold and Bob Sickels.

Lemonade Supply Up, Prices Down

LOS ANGELES, Feb. 5.—Adequate supplies of frozen lemonade concentrate and lower prices are expected this year, according to R. L. MacRae, manager of the California Lemon Products Advisory Board.

Frozen lemonade, which proved popular at many outdoor amusement centers last year, will be in big supply due to one of the largest crops of lemons in years. And this large crop is expected to bring prices down from last year's levels.

NEW YORK, Feb. 5.—The Pepsi-Cola Company broke all past records for case sales in '54, according to Alfred N. Steele, president. Total sales increased 16 per cent over '53, he said. Steele also reported that 42 Pepsi-Cola plants sold over a million cases last year and he expects the number of plants to rise to 50 during 1955.

Popcorn Assn. Skeds Eastern Conference

CHICAGO, Feb. 5.—The International Popcorn Association will kick off the first of a series of regional popcorn and concession conferences March 8 at the Park-Sheraton Hotel, New York, Thomas J. Sullivan, association's secretary, announced.

The one-day meeting will attract representatives of firms from Boston to Virginia. General chairman of this year's Eastern confab is Lee Koken, R.K.O. Theaters Corporation, New York, who is also senior director of IPA's theater-concession segment. Co-chairman will be Morrie R. Yohai, King Kone Corporation, New York; Nat Buchman, Theatre Merchandising Corporation, Boston; Lawrence S. Goldmeier, Poppers Supply Company, Philadelphia; Don W. Mayborn, Cornco, Inc., Baltimore, and Martin B. Coopersmith, the Marjack Company, Washington.

"The conference will feature separate one-day workshop sessions for theater and concession operations, manufacturers and jobber-distributors," according to Bert Nathan, IPA president. In addition there will be a general luncheon and cocktail party in the evening.

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COMING EVENTS

- Alabama**
Mobile—Mardi Gras, Feb. 11-22.
Montgomery—Mid-Alabama Home Show, March 23-27. Irving Wayne, Jefferson Davis Hotel.
- Arizona**
Phoenix—Home Show, Feb. 12-20.
Tucson—La Fiesta de los Vaqueros, Feb. 24-27.
Yuma—Silver Spur Rodeo, Feb. 12-13.
- Arkansas**
Little Rock—4-H and FFA Spring Market Show & Sale, April 15-16.
- California**
Los Angeles—General Motors Motorama, March 5-13.
Los Angeles—Sportsmen's Vacation, Boat & Trailer Show, April 14-24. Mel R. Morrison.
Oakland—National Roadster Show, Feb. 19-27.
Oakland—Home Show, March 12-20.
San Diego—Rose Show, March 26-April 3.
San Diego—Spring Fair of Modern Home Ideas, April 22-27.
Sacramento—Sportorama, March 25-27.
San Bernardino—National Orange Show, March 17-27.
San Diego—Camellia Show, Feb. 26-27.
San Diego—Flower Show, March 3-6.
San Diego—Home Show, March 26-April 3.
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.
San Francisco—Grand National Jr. Livestock Expo, April 2-6. Nye Wilson.
- District of Columbia**
Washington—National Capital Flower & Garden Show, March 10-16. Al Harloff.
- Florida**
Davie—Davie Rodeo, Feb. 14-20.
Daytona Beach—Volusia County Home Show, March 12-16. Irene Kellogg, Pilot Club.
Kissimmee—Silver Spurs Rodeo, Feb. 11-13.
Madison—Madison Co. Livestock Show, Feb. 28-March 1. R. Hamrich.
Miami—Flower Show, March 18-21.
Miami—Antique Show, Feb. 8-14.
Miami—Belt Show, Feb. 17-24.
Miami—Orchid Show, Feb. 23-28.
Miami—General Motors Motorama, Feb. 5-13.
Miami—Do-It-Yourself Show, April 13-19. Miami Herald.
Miami—Southeastern Automotive Show, April 22-30.

(Continued on page 75)

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Polack Bros. Western: Chanute Air Force Base, Ill., 10-12; Louisville 14-20; Chicago 25-March 13.

Miscellaneous
Burke's Hitler Car Exhibit: Panama City, Fla., 11-12; Pensacola 13-16.
Magnum the Magician: Union, Ia., 8; Cedar Falls 9; Grundy Center 10; Green Mountain 11; Fairbank 14; Stanley 15; Waterloo 16; Rockwell 17; Fertile 18.
O'Day's, Marie, Palace Car: Leesville, La., 8-9; Many 10-11; San Augustine, Tex., 12-13; Jasper 14-15.

Ice Shows
Holiday on Ice, International, No. 1: Copenhagen, Denmark, 8-27.
Holiday on Ice, International, No. 2: Bombay, India, 8-20; Calcutta thru March 20.
Ice Capades: New Haven, Conn., 8-13; Hershey, Pa., 14-26.
Ice Vogues: Macon, Ga., 8-10; Augusta 11-14; Columbia, S. C., 15-20.
Shipstads & Johnson's Ice Follies: Montreal 8-13; Boston 15-27.

Lord Beaverbrook To Give Aud-Arena To Canadian City

FREDERICKTON, N. B., Feb. 5.—Lord Beaverbrook, widely known British publisher, announced in London recently he would build a combination ice rink and auditorium here. The project will be a gift to the city. Beaverbrook is known as a benefactor of New Brunswick.
It was estimated that the structure would cost \$300,000 to \$400,000 and it will measure 126 by 250 feet outside. Ice surface will be 83 by 190 feet. Seating capacity will be 1,600 as a rink or 2,300 as an auditorium. A stage will measure 24 by 36 feet. The building will be named for Lady Beaverbrook. Completion is scheduled for November.

Newberry Shows
• Continued from page 59
wood Motor Rodeo. Headquarters will be set up in the Palais des Sports, Paris, and at 20 Berkeley Square, London, with both offices to be supervised by Bill Margolis, press chief for the Saperstein organization.
Newberry, accompanied by Mrs. Newberry, will arrive in the French capital on March 21. Thrill show personnel, under General Manager Leo Overland, will embark April 20 from New York on the Queen Elizabeth.
Ten American-made Fords will be shipped overseas. Trucks, for transporting equipment, will be leased in Europe and ramps will be built over there, Newberry said.

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 - How showmanship pays off for kiddie park operators and concessionaires.
 - How tournaments build traffic at sport centers.
 - How drive-ins are pushing food and drink concession sales way up.
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\$303,000 Program Slated by Hamburg

HAMBURG, N. Y., Feb. 5.—A \$303,000 expansion plan was outlined for the Erie County Fair at the annual meeting of the agricultural society by Treasurer George C. Sipprell. Biggest items on the list are \$60,000 for a second industrial building and \$57,000 for a new food building. The improvements would be spread out over a five-year period.

Beside their announcement, the major item of business was the election of Arthur G. Fries, of Tonawanda, as president to succeed Eugene P. Forrestel, of Akron, who was returned to the board for a three-year term. Fries, board member and fair conservation department head since 1936, is examiner of municipal affairs with the State Department of Audit and Control. He is former city of Tonawanda supervisor and Erie auditor.

Dates for the coming season's fair were set at August 15-20.

Growth Items Listed

The following items were also included in Sipprell's account of the expansion program: enlarged sanitary facilities, \$20,000; new education building, \$51,000; rehabilitate industrial building, \$10,000; new pigeon building, \$20,000; addition to poultry building, \$15,000; new rabbit building, \$20,000; new agricultural building, \$25,000; new fencing, \$5,000; developing parking areas, \$15,000; tree replacement, \$10,000; additional lighting, \$15,000.

Already approved for this year are projects totaling \$15,000, including the purchase last November of an eight-acre plot adjoining the grounds, and new sanitary facilities.

All receipts from the 1954 fair and rentals totaled \$247,472, it was announced, plus a previous balance on hand of \$38,207. This totaled a yearly income of \$285,679. Expenditures during the year were \$224,864 to leave a cash operating balance as of November 30 of \$60,916. There is a permanent reserve fund of \$40,852.

Officers Named

Other officers elected for one year are Dr. Harrison V. Baker, of Hamburg, first vice-president;

Fred Hauck, of Hamburg, second vice-president; Earl L. Lexo, of Elmo, third vice-president; Charles A. Welch, of Orchard Park, fourth vice-president. Sipprell was re-named treasurer, and Frank A. Slade, of West Seneca, treasurer. Elected to three-year board terms were Walter D. Henry, of Eden, and Ben DeYoung, of Akron.

The society met in the Hamburg Grange Hall. Meeting in the Hotel Lafayette, the women's department of the society named two new directors and returned three others to three-year terms. All officers were re-elected.

New board members are Mrs. LeRoy Lighty, of Bowmansville, and Mrs. Herbert F. Reukauf, of Ebenezer. They succeed Mrs. Carl Lambein, of Gardenville, and Miss Laura Heinrich, of West Falls, who served as a director 17 years.

Directors re-elected are Mrs. Andrew C. Beam, of Woodlawn; Mrs. Harold M. Baumler, of Hamburg, and Mrs. Clarence S. Bush, of Holland. At the department's December meeting Mrs. William S. Seaver, of Hamburg, was named a director to serve out the unexpired term of Mrs. Eugene J. Hasselbeck, resigned.

Re-elected officers are: President, Mrs. Glenn H. Froelich, of Hamburg; first vice-president, Mrs. Frank A. Abbott, of Springville; second vice-president, Mrs. Henry F. Farley, of Kenmore; third vice-president, Mrs. Clarence S. Bush, of Holland; fourth vice-president, Mrs. Clarence F. Rich, of Hamburg.

Mrs. Froelich announced the appointment of Mrs. Eleanor S. Ashdown, of Hamburg, as secretary, and Mrs. Lockwood as recording secretary.

Cooke Reports 14 Fairs Inked At State Confabs

ALBANY, N. Y., Feb. 5.—Harry Cooke, of the Cooke and Rose talent agency, reported 14 fairs contracted in the several States holding recent meetings.

The dates announced by Cooke are Union and Newberry, S. C.; Goldsboro, N. C.; Tazewell, Luray and Woodstock, Va.; Cumberland, Md.; Shade Gap, Selinsgrove, Towanda, Centre Hall, Abbottstown, Tower City and Kimberton, Pa.

A number of other dates are tentatively set, Cooke said, but final details have yet to be worked out. He said his bookings indicated an increase over last year's business.

Regina 100G Barn Okayed

REGINA, Sask., Feb. 5.—The city council has given the Regina Exhibition Association the go-ahead signal to start construction of a \$100,000 brick and steel livestock building, to be ready in time for this summer's exhibition.

The building, 120 by 194 feet, will match the auditorium and livestock building erected four years ago. A main roadway at the west end of the grounds will separate the buildings.

Old stables will be torn down to make way for the new structure.

Lobbyist for N. H. Assn.

CONCORD, N. H., Feb. 5.—L. E. Mitchell has registered as a lobbyist for the current session of the Legislature for the New Hampshire Fairs' Association, reports Secretary of State Enoch D. Fuller.

NOVEL CARDS BUILD FRIENDS FOR VA. GROUP

NEW YORK, Feb. 5.—A novel method of cementing relations and building attendance for the future has been adopted by the officers and directors of the Virginia Association of Fairs. Printed cards noting "It was a pleasure..." have been sent to the registrants. Hope is expressed that the meeting was found worth while, suggestions for improvement are asked, and an invitation to the next meeting is included.

Huron, S. D., Elects, Maps New Buildings

HURON, S. D., Feb. 5.—The South Dakota State Fair Board seated two new members, elected officers and mapped a long-range building program at its annual re-organization meeting here.

Adolph Nelson, Canton, vice-president the past two years, was elevated to the presidency. He succeeds James Ramey, Wanblee, whose term expired January 1 and who was not eligible because of his election to the State Senate. Max Oviatt, Huron, was named vice-president. He and Mrs. Cecil Byg, Hartford, together with Nelson, are holdover board members.

New members seated were Jack Hunter Jr., Ardmore rancher, and Milo Opdahl, Brookings, former State 4-H Club leader, now in the insurance business. Both were appointed for three-year terms. Hunter succeeds Ramey and Opdahl replaced T. O. Larson, Platte, whose term also expired January 1.

Rename Balgeman

The board re-appointed Kenneth E. Balgeman as secretary-manager; Mrs. Helen Clelland, office secretary; A. J. Lundberg, treasurer, and Earl Randell, grounds superintendent.

The board set up a priority list for proposed new buildings, including an administration building, additional 4-H Club facilities, new exhibit halls, grandstand and bleacher reconstruction, and livestock buildings.

Balgeman will appear soon before the State Legislature's appropriation committee to request additional funds for State fair sponsorship of a National Guard Armory to be located on the fairgrounds. The building would be erected on a matching plan with the federal government to kick in about 75 per cent. The building would cost approximately \$150,000 and would be used during State Fair week for 4-H Club facilities.

The fair board's building program was given further impetus with word from the State's capitol that the Game, Fish and Parks Department had requested the State engineer to prepare plans for a new exhibits building on the fairgrounds, replacing its present structure.

Shreveport Renames Weyland President, Sets New Directors

SHREVEPORT, La., Feb. 5.—The Louisiana State Fair re-elected A. H. Weyland president and named six new directors at its recent meeting.

New directors include Phillip Cook, Ringgold; G. H. (Nub) Sherman, Haynesville; J. B. Snell, Minden; Arthur L. Gayle, Lake Charles; T. H. Scott, Monroe, and Morgan Walker, Alexandria. Other officers named were N. C. McGowan, first vice-president; R. McL. Jeter, second vice-president; J. R. Querbes Jr., treasurer, and Joe Monsour, secretary-manager.

Urges Use of Tents For Musical Shows

DALLAS, Feb. 5.—Fairs in Texas without grandstands were urged Friday (4) to erect tents in which to stage musical shows.

Othel Neely, secretary-manager of the Heart of Texas Fair, Waco, one of the feature speakers at the annual convention of the Texas Association of Fairs and Expositions in the Hotel Baker here, said that the policy of presenting such shows under canvas would pay off.

"It might take a few years to build the shows into money-makers," Neely conceded, "but after three years they should be well established in the minds of the public and be yielding a profit."

The annual convention of the fairmen here as in the past is tied in with social and other activities of two Texas show people's organizations, the Lone Star Showmen's Club and the Texas Showmen's Association.

Memorial services for deceased members of the Lone Star Showwoman's Club were held Thursday (4). The Rev. Lamar Hocker was the principal speaker at the candle-light services.

Baker Named N. Y. State Fair Director

ALBANY, Feb. 5.—William F. Baker, first Democratic mayor in the history of North Syracuse, was named director of the New York State Fair, Syracuse, this week. The announcement was made by Governor Harriman thru Daniel J. Carey, Commissioner of Agriculture and Markets.

The announcement of the appointment, rumored for several weeks, was made just prior to the annual meeting of the New York State Association of Agricultural Fair Societies here. Baker, who assumed his new responsibilities Tuesday (1), attended the meetings accompanied by Harold Creal whom he succeeded. Creal held the job from June 1, 1950. The starting salary is \$8,090.

Baker, 33, is a member of the North Syracuse law firm of Baker & Carpenter and president of the North Syracuse Real Estate Company, Inc. He was born in Syracuse, attended parochial schools there and received a bachelor of science degree from Niagara University in 1943. He received his law degree from Syracuse University in 1948.

Baker is past director of the Community Chest of North Syracuse, a member of Rotary, Parent Teachers and the Knights of Columbus.

Anderson, Ind., Completes Program

ANDERSON, Ind., Feb. 5.—The Anderson Free Fair has completed its program for this year's event, officials announced this week. Amusement Company of America Shows will provide the midway attractions. Motorcycle racing, formerly leased out, will be promoted by the fair this year. Harness racing is set for four nights, July 5-8. One evening will be designated as "Heck Kirk" night, honoring Hector Kirk, this city, dean of harness race starters.

Rivers, Man., Elects Murray Prez

RIVERS, Man., Feb. 5.—W. Roy Murray was re-elected president of the Rivers Agricultural Society and Gordon Shanks was returned as vice-president. Fair's main problem is the need for a new fairgrounds building.

An informal dance was held by the Texas Showmen's Association Thursday night.

The formal session of the Texas Fair Association started Friday morning (4), with Robert L. Thornton, Dallas mayor and long-time president of the State Fair of Texas, extending the city's greetings.

Govt. Moves To Abolish PNE Advance

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

"Our interpretation is that advance sales off the grounds are not consistent with the limitations of the act," Atty.-Gen. Robert Bonner said. As a result of the government's sterner approach, the PNE faces a loss estimated at \$200,000 in advance ticket sales that offer a chance on houses and automobiles and other valuable prizes.

In Vancouver, Ben Williams, PNE general manager, said the board would have to meet and discuss the attorney general's interpretation before he could comment. PNE financial report for 1954 shows \$217,756 came from advance ticket sales, compared with \$90,686 for general admission.

The government's move does not result from a new interpretation of the lottery laws, Bonner indicated. The limitations have been law for a long time, but the government has not enforced them. Bonner further said his attention was directed to the federal statutes a year ago.

Iowa Park Will Expand Attractions

IOWA PARK, Tex., Feb. 5.—With the '54 run of the Texas-Oklahoma Fair the most financially successful one yet staged by the present management, plans for this year are being expanded, T. Leo Moore, executive vice-president and manager, announced. Moore was recently renamed veep and manager by the board of directors.

The midway will get more attention this year. Van Dyke Bros.' Victory Exposition Shows will provide the rides and shows but the backend will be built up to a total of 15 units, Moore said. Negotiations are under way to bring in "Dancing Waters" and several other strong shows, he said.

Fair will also add a senior open dairy show and a new livestock class, Aberdeen-Angus.

The free show in the auditorium, which was highly successful last year, will be repeated.

Bellefontaine, O., Replaces Trotters With Auto Racing

BELLEFONTAINE, O., Feb. 5.—The Logan County Fair, long a staunch supporter of harness races, this year will replace the trotters with auto races, Robert Jackson, fair president, announced this week.

Contracts have been signed to present two afternoons of racing under the banner of the Central States Racing Association, one big car event and one program of late model stock car races. Dates for the speed events are August 24-25.

Oklahoma Assn. Elects Deaton '55 President

OKLAHOMA CITY, Feb. 5.—Vance Deaton, Watonga, was elected president of the Oklahoma Association of Fairs here at the association's annual convention in the Hotel Biltmore Sunday and Monday (30-31).

Myrl Gray, Stillwater, was elected vice-president and Vera McGuilken, Oklahoma State Fair staffer, was re-elected secretary-treasurer.

The two-day event was well attended. About 35 fairs were represented and about 25 attraction people turned out. The annual banquet, held Sunday night (30), drew a big crowd, including many members of the State Legislature.

N. Y. Confab Set For Jan. in '56

ALBANY, N. Y., Feb. 5.—The New York State Association of Agricultural Fair Societies will meet January 30-31, 1956, it was announced at the meeting of the association held here this week. For many years the event had been held in February. This year the dates were changed so that only two days separated it from the Pennsylvania meeting.

SITE & DATES IN DOUBT

Thruway Work Stalls Booking for Mineola

WESTBURY, N. Y., Feb. 5.—Dates and location of this year's Mineola Fair are up in the air, and promise to stay up there for several weeks. It is not known whether the annual will be held in September or October, at its Roosevelt Raceway site, or where.

Cause of the puzzlement is the New York Thruway construction up around Yonkers, and it affects the Long Island fair in this way: The fair is held at the trotting track here immediately following the season's final race meet. The Thruway work has disrupted activities of Yonkers Raceway, another track, and it is not known when the road, which passes close to the track, will be sufficiently completed to allow the resuming of racing at Yonkers.

If Yonkers' races are stalled a couple of weeks, that would also

set back the Roosevelt Raceway meet to late October, possibly November, and prevent the fair from using the grounds since it would be too cold. If Yonkers is prevented from holding any races at all, it may utilize its race dates at Roosevelt Raceway instead, which would also ball up the fair dates.

It appeared likely this week that if the fair is to be held this year it would require another site than the track grounds. Manager Charles Bochart says a committee of directors has several alternate sites under study where the fair could move its canvas. Without being confined to certain days because of race meets, the fair might run in the new location in September instead of October.

It will be at least another month before the situation is cleared up. In the meantime it has held up the booking of space or a midway. A couple of shows are after the date but Bochart has told them that without knowing a location or running time, it is impossible to negotiate with the carnivals.

Wis. State Inks Holter

CHICAGO, Feb. 5.—Gene Holter, owner of the animal grandstand show bearing his name, this week announced he had closed with the Wisconsin State Fair, Milwaukee, for two performances during the August fair. The Holter unit will play a matinee August 26, Press Day, and will close the fair with an August 28 night show.

Holter reported he had signed to play 21 days during July in North Dakota and Minnesota.

Nebraska State

Continued from page 59
umn included \$415,184.34 income from pari-mutuel horse racing. Others were activities and concessions, \$56,342, and ticket receipts of \$208,609.

Grandstand Receipts

Schultz reported that total grandstand receipts amounted to \$120,308.05. While ticket admissions, both gate and grandstand, were down from '53, the fair's share of "Dancing Waters," which operated as a midway show, made up the deficit, and surpassed the previous year's figure by \$19.

Most of the fair's profits are being plowed back into plant improvements, Schultz pointed out. Around \$70,000 was spent for improvements to the race track. This included \$40,000 of the \$60,000 dairy barn which is a two-purpose building and will be used to stable running horses. The junior tote and a larger wagering arena cost \$15,832. Other improvements included a new feed and hay barn, \$14,632.96; new shop, \$6,783.13; new exposition building, \$92,465.14; 4-H dormitories, \$7,892, and the repair of roads thruout the grounds.

Remodeling Plans

With the exception of the completion of the new dairy barn and remodeling of the Coliseum, the fair has no building plans, Schultz said. Plans for a new Coliseum are being held in abeyance pending final plans on the Lincoln city auditorium so that it can complement rather than duplicate facilities.

In outlining attractions for this year's fair, Schultz reported that plans were being made to enlarge the grandstand stage to accommodate "Holiday on Ice," the major attraction. The platform will be enlarged to 70 by 140 feet by building 40 feet on the front and 30 feet on the rear. He estimated that the cost of preparing for the icer would be \$5,000.

The '55 edition will open a half day earlier than heretofore. All exhibits will be up and ready by Saturday noon, September 3. Admission charge will start at the gate at the same time. Last year a Saturday evening show was added with success, Schultz said.

Saskatoon, Sask., Sets 250G Bldg.

SASKATOON, Sask., Feb. 5.—Foundations of a \$250,000 agricultural and industrial exhibits building at the fairgrounds have now been completed and a shipment of steel is being awaited.

Two new livestock barns have almost been completed.

Two Sask. Towns Vote Funds for '55 Event

NOKOMIS, Sask., Feb. 5.—The councils of the rural municipalities of Mount Hope and Wreford each voted a \$200 grant to the Nokomis Agricultural Society to assist with the Golden Jubilee Fair August 10, and with the construction of an exhibit hall to honor pioneer citizens.

N. Y. Bid for Aid Is Nixed

Continued from page 59
Prior to the adoption of the resolution dealing with increased aid, many association veterans cautioned that the time was not ripe.

Edward L. Hardeman, Elmira, was named president, succeeding J. Victor Faucett, Bath. Other officers are: George G. Sipprell, Buffalo, first vice-president; Langley V. Collyer, Cobleskill, second vice-president; Phil Caird, Albany, secretary; James A. Carey, Albany, executive secretary, and William A. Dardess, Chatham, treasurer.

Members of the executive committee are Charles Bochart, Westbury; Dan Frederick, Altamont; Maurice Finnegan, Malone; Cyril Seymour, Turin; Robert Turner, Elmira; John Meyer, Palmyra and H. K. Leeworthy, Dunkirk.

Dorton Guest Speaker

Dr. J. S. Dorton, manager of the North Carolina State Fair, Raleigh, and operator of the fairs at Shelby and Charlotte, N. C., outlined the elements needed for success in his business. A good fairman, he said, should be able to work with many people in confidence and trust and be sincere. The latter was described as a desire to honestly serve his community. Other important qualifications called for the fair operator to have both vision and showmanship.

Dorton described a number of events and features, most of which were inexpensive, that have worked well for him at his fairs. The waterfall at Raleigh which is known to, and utilized as a meeting place by hundreds of thousands of fair visitors, cost a modest \$1,900 altho it appears to have cost much more. Dorton claimed it had been worth at least \$100,000 to the fair in publicity value alone.

235,000 See Elsie

Borden's Elsie the Cow, he noted, pulled 235,000 viewers at Raleigh. His folk festivals, staged

WINTER FAIRS

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Arizona

Coolidge—Pinal Community Fair, March 23-27. Wendel Flewelling.
Mesa—Maricopa Co. Fair, March 9-13. Harvey Johnson.
Miami—Globe-Miami Community Fair, March 30-April 3.
Yuma—Yuma County Fair, April 13-17. Ken Baker

California

Cloverdale—Cloverdale Citrus 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. Pullenwider.

Florida

De Land—Volusia Co. Fair, March 7-12.
DeFray Beach—Florida Gladioli Festival & Fair, Feb. 28-March 5. R. C. Lawson.
Eustis—Lake Co. Fair, March 15-20. Karl Lehmann.
Fort Pierce—Indian River Youth Show, April 29. M. B. Jordan.
Inverness—Citrus Co. Fair, March 7-12. Quentin Medlin.
Largo—Pinellas Co. Fair, March 1-6. J. H. Logan.
Ocala—Southeastern Pat Stock Show & Sale, Feb. 28-March 5. Louis Gilbreath.
Orlando—Central Florida Fair, Feb. 21-26. C. T. Bickford.
Palatka—American Legion Post 173 Street Fair, Feb. 7-12.
Quincy—West Florida Pat Cattle Show & Sale. A. G. Driggers.
Sebring—Highland Co. Fair, Feb. 28-March 5.
Stuart—Martin Co. Fair, Feb. 22-26.
Tampa—Florida State Fair, Feb. 5-19. J. C. Huskison.
West Palm Beach—Palm Beach Co. Fair, March 5-12. Lamar Allen.
Williston—Levy Co. Fair, March 22-26. R. H. Hipp.

Oregon

Gresham—Multnomah Co. Spring Garden Fair, April 20-24. Duane Hennessy.

Fair Assn. Meetings

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 11. J. M. Dean, Jackson, executive secretary.

Louisiana Association of Fairs and Festivals, Bentley Hotel, Alexandria, February 13-14. Adolph Netter, Donaldsonville, 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.

Regina to Replace Part of Grain Bldg.

REGINA, Sask., Feb. 5.—The Regina Exhibition will immediately replace the west wing of the big U-shaped World's Grain Building, destroyed here last week by fire. This decision came out of an emergency meeting held several hours after flames had levelled the structure.

The south wing, used mainly for storage, will be replaced at some future date. It was also decided to go ahead with a proposed new \$100,000 livestock building if finances permit. It is expected the federal and provincial governments will help financially in the construction of the wing and the livestock building.

Feeling of T. H. (Tommy) McLeod, exhibition manager, was that the fair's demands this year could be met with the east wing, west wing and other buildings. The fair plans should not be seriously hampered, providing the wing can be replaced in time, he said.

Blaze Sweeps Wings

The blaze, of unknown origin, started at 6 a.m. causing an estimated \$2,000,000 loss. It demolished the west and south wings of the steel framed wood and stucco building and did some damage to the east wing which houses a curling rink with a new \$100,000 ice plant and CKCK's Palace of Glass, a radio station used during fair week. The curling rink is one of the largest in the world.

Some 98,400 square feet of the structure's 148,800 square feet were lost. The building housed in-

Arena Briefs

Continued from page 60
entertainment at the show, which last year had "Dancing Waters."

Louisville Busy

LOUISVILLE—Louisville Armory, currently showing "Holiday on Ice" for nine days, will follow with Polack Bros.' Circus (14-20) and then bring in "Birdland Stars of 1955" for Tuesday (22). Jazz show includes Sarah Vaughan, George Shearing Quintette, Count Basie orchestra, Erroll Garner Trio, Lester Young and Stan Getz.

Aces in Regina

REGINA, Sask. — The original Four Aces, vocal-instrumental group, drew 1,000 for a \$1,650 gross at Exhibition Auditorium here recently. Tickets were \$1.75 in advance, \$2 at the door and \$1.50 to students.

Home Export Set

DENVER—Denver Home Show has been set for May 8-15 at the University of Denver Arena. Forty per cent of the space was said to be sold. Last year's attendance was reported at 85,000.

Rodeo Scheduled

SAN ANTONIO—The sixth annual San Antonio Livestock Exposition and Rodeo will be at the Bexar County Coliseum February 18-27. Rex Allen, cowboy and recording artist, will be featured.

Portland Exposition Plan

Continued from page 59

land on which the county has an option. The county is striving to complete purchase of the tract, but has run into litigation from interests in that neighborhood who want the tract developed by industry and home owners. Further, the owners of the property have sought to withdraw from the deal.

One Wants Vanport

Pacific International is eager to become a part of the exposition-recreation center, but is insisting that the Vanport site is the correct one. To this end it has offered to donate its present facilities, 42 acres on which stands an exposition building covering 11 acres. This property would be donated to the city in turn for the right to occupy space on the 1,054-acre Vanport site.

The county has offered to share its own proposed site with Pacific International and to this end has instructed Fair Manager Duanne Hennessy to confer with PI offi-

cial. Under present plans, the fair would open at the new site in 1957, with full development to cover 10 years.

Oaks Site Muled

Oaks Park occupies part of another site under study by the city planning commission. Called the Ross Island site, it actually covers a three-island group plus peninsula area used by Oaks. It is in the Willamette River and its selection would entail buying out the amusement park owned by United Amusement Company, headed by Robert Bollinger.

The Coliseum planned for the exposition-recreation center would seat 10,000 to 12,000 persons. Plans for a World Fair in Portland during Oregon's centennial year, 1959, envision use of this Coliseum and lend weight to the arguments for locating the center near the downtown area. Agricultural exhibit interests, on the other hand, favor outlying sites.

industrial exhibits during fair week and in the winter months was jammed with cars, machinery and household equipment stored by Regina business firms. The exhibition had little material in the building other than a supply of roofing tar, which helped feed the flames.

183 Autos Lost

The loss to business firms included 115 combines, 43 tractors, 183 automobiles, stoves, refrigerators, television sets and other items. The building and stock were largely covered by insurance.

The World Grain Show Building was built by relief labor in the early '30's at a cost of \$206,000, of which the city paid \$100,000 and the federal government the balance. It was erected primarily to house the World Grain Show, scheduled for 1932. Poor crops forced cancellation of the show and it was held in 1933.

It was regarded as one of the finest and biggest buildings of its kind in the world.

It had been insured over the years by the City of Regina and only last year it had been covered for \$240,000. Replacement value of the two wings was tentatively set by Manager McLeod at \$750,000 to \$1,000,000, at today's prices.

Biggest Fire

From a financial standpoint it was Regina's biggest blaze.

It was the sixth fire on the fairgrounds since 1912 in which damage exceeded \$50,000. Grandstands burned in 1912 and 1917, the Winter Fair building in 1917, and the Industrial building and church dining halls during World War II.

Firemen fought the blaze in temperatures of 10 below zero. Wind ranged up to 16 miles an hour and flying embers threatened the nearby Industrial Building and the grandstand. McLeod's family evacuated their home, near the Industrial Building, and removed much of their belongings. One fireman suffered a broken leg and shoulder injuries when a wall collapsed.

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N. Y. Decision Retains 'Breakage' for Ride Men

NEW YORK, Feb. 5.—The city was deprived of its right to collect breakage on the 5 per cent amusement admissions tax this week, in a decision that will greatly aid ride operators who have units for which tickets are more than a dime.

The tax applies to admissions of more than 10 cents, and in many cases there is no possibility of arriving at an even figure. The city has been taking the odd fractions of pennies, when the breakage is half a penny or more.

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

For example, the tax on a 50-cent ticket is 2.5 cents but the city takes 3 cents. Heaviest protest against this practice was made by motion picture theater people last fall in Supreme Court, Queens County. On October 11 Justice Perry D. Stoddart okayed the city's right to collect a full penny for any major fraction of a penny. This week's decision overruled him.

15, 35-cent Rides Gain

Several major rides in New York parks have been running at prices

of 15 and 35 cents. On the 15-cent ticket the tax is .75 cents, and the City has been taking a penny per ticket. The 35-cent ticket yields a tax of 1.75 cents, for which the City has been taking 2 cents.

Supreme Court held that this practice was in violation of the City's privilege of taking 5 per cent as granted by the Legislature, and the result is that any fraction of a penny's tax will revert to the ride operator.

Those opposing the tax hold that the 5 per cent is excessive anyway, since all other purchasers in the city pay only a 3 per cent sales tax and the transaction involving a ticket and a ride is, after all, a sale.

Yee Launches New Kiddieland In Honolulu

HONOLULU, Feb. 5.—A new Kiddieland, Joyland Amusement Park, has been opened as a permanent installation here by Wally Yee, Island showman and ride operator. He said the spot includes a Miniature Train layout with depot, bridge, signals and tunnel; Ferris Wheel, Spitfire, Skooter, Mix-Up, live ponies, boat ride, Trolley ride, Octopus, Kiddie Airplane, Rocket and food concessions.

The layout is pitching for birthday parties, club parties and business or company outings. Rides are two for 25 cents for youngsters. Hours are 6 to 10 p.m.

Opening publicity at the first of the year included newspaper ads and stories, radio and television. An electric sign at the entrance has three figures with blinking eyes. Allan Herschell taped music is used throughout the park.

Yee also operates a carnival in the Islands and has 24 rides plus shows and concessions.

Atlantic City Again Slates Pier Concerts

ATLANTIC CITY, Feb. 5.—After spending more than a million dollars over a three-year period to improve Garden Pier, the city expects to take a holiday on that project during 1955, according to Director William F. Casey, of the Department of Public Works. Instead, he said, the city has appropriated \$300,000 for a new ice rink on the plaza in front of Convention Hall.

The resort's capital improvement program for 1955 contains no appropriation for Garden Pier for the first time since 1950, when the uptown structure was taken over by the city for unpaid taxes. During the past three years the city has rebuilt most of the substructure and decking, constructed rest rooms and stores on the front section, and a concert stage and seating arena in the center.

Only the outer third of the pier remains unimproved and that is blocked by a high fence. Eventually, the city intends to create a fishing deck on the far end of the pier. There also has been talk about eventually building an aquarium there to feature salt water fish found in this section.

Meanwhile, Director Richard S. Jackson, of the Department of Parks and Public Property, announced that free musical programs will again be presented on Garden Pier in the coming summer. Programs will be offered six nights a week: an orchestra presenting concerts on Sunday, guest artists on Saturday, and organ music on four other nights. For this purpose, an appropriation of \$12,000 is included in the 1955 city advertising budget.

James Donovan Dies; Formerly With Dodgem

LAWRENCE, Mass., Feb. 5.—James A. Donovan, 74, former treasurer of the Dodgem Corporation, ride manufacturer, died Tuesday (1). Funeral services were conducted here Friday (4).

Prior to his Dodgem connection, he was associated with that firm's predecessor, the Stoehrer-Pratt Company. Donovan was a director of the National Association of Amusement Parks, Pools & Beaches some years ago. He also was one of the first presidents of the New England Association of Amusement Parks.

Vancouver Readies Aquarium Plans

VANCOUVER, B. C., Feb. 5.—Construction of Vancouver's new \$300,000 aquarium will start on a site in Stanley Park in March. Architects stated tenders will be called for construction and the aquarium should be completed by late fall.

The 160-foot-long building will be built at the rear of the new aviary building. The building will have concrete frame and roof. Inside it will be divided into bays, each taking six fish tanks.

Scott Sets Opening

DAYTONA BEACH, Fla., Feb. 5.—Turner Scott, having painted and overhauled his rides, will open with his park-style layout here February 20, catching some of the tourist season. He says the outlook in his area is okay.

End Nears for Work Projects At Rockaways'

NEW YORK, Feb. 5.—Improvement work at Rockaways' Playland is nearly completed for the coming season, altho this week's sub-freezing weather brought operations to a virtual halt. With pouring of concrete at the previous boardwalk midway ended, steel squares are going down over the drainage and conduit trenches and concession store remodeling is to begin.

The park is bringing in a firm specializing in store interiors to provide the Formica and other trimmings for the stores, and another outfit of cabinet makers is working on the Currie balloon game. Structural carpenters have been working since December 1 on strengthening the Roller Coaster framework.

Start Nears For Project At Staten Is.

NEW YORK, Feb. 5.—Work is expected to begin this spring on the city's project at South Beach, Staten Island, by which the beach area would be improved from Fort Wadsworth all the way to Miller Field, affecting the existence of the present amusement area.

The city will use fill to extend the Boardwalk, and will provide recreation areas, parking fields and games areas in the section—which now has a sizable concentration of rides, eateries and other amusements. Condemnations have been going on without serious opposition, and the proceedings are almost finished.

On Thursday (27) the Board of Estimate approved a shuffling of the zoning for the Midland-South Beach area, including a restrictive covenant against sale or consumption of alcoholic beverages.

The project will displace amusement people in the section between Seaside Boulevard and the Boardwalk, three blocks wide and some quarter-mile long. Whether the amusement people will be allowed to return to business near the beach project depends on application of the newly approved zoning changes. Private opinions are that they will be able to operate thru this coming season.

Ride Man Plans New Pa. Park

EASTON, Pa., Feb. 5.—A plan to build an amusement park on Getter's Island in the Delaware River here has been proposed by Harry Heller, of Heller's Acme Riding Device Company, Franklin Lakes, N. H., and Dr. L. H. Cericola, who owns the island. The city council is studying the proposition.

Heller would lease the site and spend up to \$150,000 for the layout, which would include rides, pool, rink, ballroom and miniature golf, he said. A 1,000-car parking area is contemplated.

Mangels Notes 88th Birthday

NEW YORK, Feb. 5.—The 88th birthday of William F. Mangels, Coney Island ride inventor and manufacturer, was observed quietly there on Wednesday (2).

Golf Layouts Taken Over By Al McKee

NEW YORK, Feb. 5.—Park manager Al McKee is taking ownership of two miniature golf courses from builder-operator Meyer Goldstein, it was said this week.

One of the layouts is a nine-hole at Fairyland Park on Queens Boulevard, which McKee manages, and the other is an 18-hole course in the Bayside section of Queens.

The deal leaves Goldstein with four miniature golf courses and a driving range still in his control. Goldstein's brother Phil (Pace) Goldstein has a kiddie park, driving range and miniature golf in Bayville on Long Island, under the name Pace Amusements.

McKee's brother Joe is general superintendent of Palisades (N. J.) Amusement Park and immediate past president of the National Showmen's Association.

Indiana Park Buys New Ride

MIAMI, Feb. 5.—A new turnpike ride, built by B. A. Schiff & Associates here, has been ordered by Victor H. Sturken and Harold K. Barr, who operate Washington Park at Michigan City, Ind. The Indiana operators recently bought new equipment from Allan Herschell Company, Inc., also.

The Turnpike ride's location will be unusual in that it will be in the space at the center of their small type Coaster.

MINIATURE GOLF

Holmes Cook Miniature Golf Courses have been chosen by the leading Amusement Parks in the country: Coney Island, Cincinnati, O.; Dorney Park, Allentown, Pa.; Frigidaire Recreation Park, Dayton, O.; Kennywood Park, Pittsburgh, Pa.; Kiddie City Amusement Park, Douglas, L. I. We invite your comparison with our called less expensive courses. No Cook Course Has Ever Failed.
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33' Merry-Go-Round, 24 jumping horses; 3 H.P. single phase 220 motor with fluid drive installed within the year. Needs top \$4,000.00 cash. King Kiddie Boat Ride, like new. Priced right. Train, M.T. G16 Suburban, rails, ties, signals, etc. Used 3 short seasons. Best buys in America. PAUL S. EVANS, Phone Mitchell 4-4524 evenings, 11600 S.W. Canyon Rd., Beaverton, Ore.

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GOODING PACTS 102 FAIRS, CELES

'Dancing Waters' Set for Second Season; Adds 2 Scramblers to Ride Line-Up

COLUMBUS, O., Feb. 5.—The Gooding Amusement Company, with contracts for 102 fairs and celebrations already in the fold, will operate six units starting early this spring and will add three more by the middle of June, F. E. Gooding, president, announced.

Shows, which will open with the North Webster (Ind.) Mermaid Festival on June 28, and continue thru the first of November in Florida, will play several fairs not on its '54

route. Added for this year are the Atlanta, Ga., fair as well as Indiana annuals in Greencastle, Madison and Greentown, plus events at Kalamazoo, Mich., and West Union, O.

Inks "Waters"

Gooding will visit New York soon to complete routing arrangements for "Dancing Waters" which has again been contracted for this season. He will also visit the Allan Herschell Company in North Tonawanda, N. Y., to make plans for the delivery of several new rides. Included will be two new Scramblers.

Topping the list of Ohio fairs to be played this summer is the Ohio State Fair, Columbus. Others are at Greenfield, Wellston, Washington Courthouse, Xenia, Urbana, Troy, Lima, Dayton, Carthage, Delaware, Hamilton, Loudonville, Circleville, Fremont, Wapakoneta, Celina, Greenville, Lebanon, Canton, Bellville, Jackson, Zanesville, Wellington, Norwalk, Kenton, Georgetown, Bradford, Mount Vernon, Wilmington, Springfield, London, Van Wert, Upper Sandusky, Tiffin, Warren, Jefferson, Berea, Painesville, Canfield, Columbiana, Carrollton, Sidney, West Union and the Circleville Pumpkin Show.

Indiana Dates

Gooding units will also be active in Indiana. Hoosier fairs and cele- (Continued on page 70)

Strates Names Mae S. Hong Publicity Dir.

NEW YORK, Feb. 5.—Mae S. Hong was named publicity director of the James E. Strates Shows this week. Owner James E. Strates made the announcement following the annual meeting of the New York State Association of Agricultural Fair Societies in Albany, which both attended.

Miss Hong, who served as a publicist last season with Mills Bros. Circus, will handle press, radio, television and special promotions. Emphasis will be placed on the building of kiddie matinees.

Miss Hong succeeds Mrs. Bernice Schleifer who is reported ill. The appointment of Mrs. Schleifer by Strates last season was noted as unusual in that she was one of the few women, if not the first, to direct the publicizing of a carnival company.

Miss Hong is a graduate of the New York University School of Journalism. She has been with the United Nations, worked on several newspapers and publicized various group activities in New York City where she resides.

Hodges Takes Side Show, Ride to Hawaii

SAN FRANCISCO, Feb. 5.—Charles H. Hodges, veteran back-end show operator, will leave here soon for Honolulu, where he will operate his Side Show and a Dark Ride for E. K. Fernandez.

The contract with the Honolulu showman calls for an eight-week tour with an option for five additional weeks. The ride, said to be the first one to ever play the islands, is owned by Hodges' father-in-law, Earl Ingalls, Michigan ride operator.

The equipment, which recently left here by boat, was trucked to the Coast from Coldwater, Mich. Hodges said he planned to be back in the United States in July to play fair dates.

Lee's United Adds Three Kid Rides

REESE, Mich., Feb. 5.—Lee's United Shows will go out this season with three new kid rides and a new front on its Penny Arcade, Charles H. Lee, owner, announced. Rides were recently purchased from the King Amusement Company.

Lee also reported he recently closed to provide the midway attractions at the Lakeview (Mich.) Livestock Show and the Unionville Centennial, also in Michigan. Ernie Barger is supervising work in quarters here.

STRIKE OIL ON HUGO FARM

KANSAS CITY, Mo., Feb. 5.—Capt. E. H. Hugo, owner-manager of Hugo's Novelty Exposition Shows, may well be on his way toward that first million. The MacMillan Petroleum Corporation recently brought in an oil well on his farm in Pontotoc County, Oklahoma, and a second well is being sunk on the property. Hugo announced. The first well hasn't been tested to date, but it has produced 35 to 50 barrels a day and has yet to be completely opened.

L. J. Heth Adds Georgia Fair

TARPON SPRINGS, Fla., Feb. 5.—L. J. Heth Shows this week added another fair to its route, one that's new for the org. Joe J. Fontana, general agent, announced. The event is the Bainbridge, Ga., annual, November 7-12, with the Chamber of Commerce sponsoring the event for the first time.

Bogle Announces Staff; Fair Route Lengthened

ARMA, Kan., Feb. 5.—F. C. Bogle, president and general manager of the F. C. Bogle Shows, today announced completion of the shows' 1955 staff comprised of John Cousins, advertising and promotional manager; Harry Bauer, master builder and painter; Lee Larsen, chief electrician and mechanic; N. L. (Whitey) Dixon, concession manager; Larry Schaff, office secretary; R. L. (Red) Bishop, telephone crew manager; Frank Garvey, night watchman and front gate; John Dobson, 24-hour man, and Robert Simms, lot superintendent.

Opening date has been set for April 7 in Pittsburg, Kan. Bogle's announced fair route includes Anthony, Downs, Oberlin, Hoxie, Colby, Goodland, Stockton and Osage City, Kan. In Missouri the fairs include Butler, Aurora and Neosho. There are several dates to be announced later. The fair route this year will start one week earlier and last four weeks longer than it did in 1954.

Winter quarters is now operating with a skeleton crew. Full-time work will start in late February with Lee Larsen and Harry Bauer in charge. Plans call for the building of two new show fronts and repainting of all rolling equipment.

Cousins is expected in Arma around February 15 to confer with Manager Bogle on advertising plan for the season. Tentative plans call for more intensive billposting and

Drew Sets Fair Route

SWAINSBORO, Ga., Feb. 5.—James H. Drew Jr., owner of the show bearing his name, announced that following a round of fair meetings, he had virtually completed the show's fair route. Org will play 17 fairs and five celebrations, Drew said.

Drew will hit the road early in April and close in mid-November. New additions to the route are fairs at Hendersonville, N. C.; Moundsville, W. Va.; Great Pensboro, W. Va., and the Glenville, W. Va., annual. Show will play the Valparaiso, Ind., and Newport, Tenn., fairs for the eighth straight year.

A crew of four is working here on equipment. Drew plans to take his family to Florida soon for a two-week vacation.

Recent visitors here included Lester McGee, Bill Porter, Splinter Royal, Harvey Drew, G. Samuel Brown, Austin Monroe, Ed Hill and Bill Wiseman.

Shows Round Out Routes in New York

Eastern Booking Action Continues Light as Big Dates Sign in Advance

ALBANY, N. Y., Feb. 5.—Relative calm prevailed on the carnival booking front again at the annual meeting of the New York State Association of Agricultural Fair Societies here this week. The meeting marked the culmination of the formal booking period and only a few loose ends now remain to be tied by Eastern carnivals and fairs.

The gains or losses have not been spectacular and, for the most part, the same shows and fairs have the same alignments for the coming season. Any show not now having a virtually complete route holding the promise of good earnings would need, at the very least, a magic wand to rectify the situation.

Here, as at other Eastern meetings, the principal fairs were spoken for well in advance and the task of those actually in search of contracts was considerably nar-

rowed. Once again the prices reported offered and paid for some events were outlandish by any measuring norm, according to some.

Strates at Syracuse

The New York State Fair, Syracuse, which held the promise of a likely battleground when a Democratic regime took over the State after 12 years of Republican rule, was eliminated from further speculation several weeks ago when the James E. Strates Shows were (Continued on page 70)

Vivonas Sign Two Fairs and Tirza Feature

IRVINGTONTON, N. J., Feb. 5.—Tirza and Her Wine Bath will appear on the Amusements of America midway this season, general manager John Vivona said yesterday. He said that in addition Leona DuVal, who plays Tirza, will have a Posing Show. A long-established burlesque feature, she toured last year with Prell's Broadway Shows.

Also fixed for the newly named carnival this year are Marie LaDoux and her Circus Side Show, Mignon the Penguin Girl, and Dempsey's Giant Reptiles, with a 100-foot front.

New front, panels, stage and seats will be built for the Tirza show in Florence, S. C., winter quarters which opened last week. Babe Vivona will be in charge with John (Tiny) Dempsey handling construction of new equipment.

John Vivona also announced the completion of the fair route with the signing of annuals at Henderson, N. C., and Lancaster, S. C., and two firemen's conventions in New York State. This gives the show a total of 17 fairs, two conventions and three celebrations, with the balance of the 34-week season consisting of still dates.

John Vivona and Harry E. Wilson have scheduled a meeting shortly at which they will outline plans for this year's special events. Dom Vivona returned home here after four weeks in Miami.

Hottle Sets Routes for Both Units

COVINGTON, La., Feb. 5.—Buff Hottle, owner of the two-unit operation bearing his name, this week announced that for the most part, the fair route for both shows had been completed.

The No. 1 unit, managed by Hottle, will play Illinois fairs at Fairfield, Newton, Peoria, Decatur, Lincoln, Greenup and Metropolis. Also set are annuals at Princeton, Ind., and Jackson, Mo. The No. 2 unit, managed by Romeo Dunn, has signed to play the Aledo, Ill., Centennial, plus Illinois fairs at Pinckneyville, Arthur, Paris, Farmer City, Marion and Freeport.

In addition the shows have signed to play Southern fairs at Tupelo, Miss., Jackson and Lawrence in Tennessee, and Alabama events at Florence and Huntsville, plus its usual route of Louisiana fairs.

For the final eight weeks of the season, Hottle will operate three units and will carry a total of 35 rides.

lithographing than in past years. An Army search light has been purchased. Plans are being formulated for twilight matinees every Wednesday and a kiddie matinee every Saturday afternoon, featuring a bicycle giveaway and daylight fireworks.

People in quarters were saddened by the death of Pete Sturm, well-known ride man. Sturm had been in poor health for the past year. He died in the Mills Rest Home, Pittsburg, January 31. He was 49 years old. Services were held February 2 and interment was in the Mulberry, Kan., Cemetery.

Schafer Adds To Back End

DALLAS, Feb. 5.—W. A. Schafer, prepping his Just for Fun Shows here for an early opening this spring, is concentrating on building up his back end and flashing up the front end of the midway.

A new 70-foot front entrance is being built by the Messner Electric Company, of Longview, Tex., and six new light towers are being added. Six new show fronts are being built in quarters here. The Snake Show is to have a new 60-foot front and Schafer has ordered two large snakes as the features. The Negro Show will have a new 70-foot front. Robert Earl Hughes, fat boy, will be back for the coming season, with Wesley Dennis in charge of the unit.

On the mechanical end of the show, two new light plants have been purchased, making a total of four. Several new trucks and semis are also on order. Show will take nine major and eight kid rides out this spring.

Recent visitors here included Roland Smith, Ethan Allen, Charles Ford, Tobe McFarland, Bud Palmer, Mr. and Mrs. Harold Eutah and Blackie Scodfield.

Ideal Rides Pacts Shaffer High Act

FORT MYERS, Fla., Feb. 5.—Ideal Rides have contracted the Billy Shaffer swaypole act as a free attraction for the coming season, Paul T. Robertson, owner, announced here. Robertson also reported the show has closed to provide the midway attractions at the McLean, Ill., centennial celebration.

WEST COAST SHOWS

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HELP Experienced Fun House Operator; Man to take charge and manage Wax Show; Working People in all departments, truck drivers given preference; openings on other shows. Write what you can do. If you are a "Hop-Scotcher" or drinker, save both our times.

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CLUB ACTIVITIES

National Showmen's Association

317 West 56th Street, New York

NEW YORK, Feb. 5.—Past president Art Lewis dropped in at the club recently on a visit from his home in the South. Other visitors included Arthur Campfield, Martin Bymes, Al Howard, Edward McKeon, Joe Amico, Harry Joffe, Sam Rothstein, George Rector, James Burgdon, Al Janpol, Joe Lux, Frank Rappaport, Edward Allen, Sam Stillman, Harry Levine, Al Keating, Casper Sargent, Sam Walker, Sam Bibring, Ben Rosenberg, Morris Saul, Sol Wahnish, Victor LeBow, Andrew Stryker, Jack Alfred and others.

President emeritus George A. Hamid Sr. and his wife have left on a Florida vacation, and Jack Stern has returned from Tampa after several weeks in the South.

On the sick list are Steve Libitz, Lenox Hill Hospital, New York City; Edward A. Kirshman, Veterans' Hospital, Fort Hamilton, Brooklyn; Al Crane at Mary Immaculate Hospital in Jamaica, Long Island, and Jack Allen, Knickerbocker Hospital, New York City.

Happy birthday to these members, all born the first week of February: Sam Robbins, Julius Roth, James L. Bratcher, Myer B. Pinsker, Sheldon Klein, George A. Hamid Sr., Francis B. Messmore, Rocco Trupiano and Frank Bergen.

Missouri Show Women's Club

415a Chestnut St.
St. Louis, Mo.

ST. LOUIS, Feb. 5. — Verna Schantz called her first meeting to order as the new president. On the rostrum were Mary Thompson, treasurer; Virginia Von Behren, secretary; Nora Gdynia, social secretary, and Elsie Wear, sergeant at arms. Helen Germain led the ladies in the club prayer.

New members are Dorris Morrow, sponsored by Arlene Sidenberg and Sally Prevost; Mildred Becker, Lillian Bryer and Marge Morice, sponsored by Peggy Grimm; Harriet Maher, sponsored by Lotis Frances and Verna Schantz; Ann Anderson, sponsored by Jeanette Hart and Verna Schantz; Mary Zapf and Helen Sambo, sponsored by Marie Kirtley and Virginia Von Brehren.

Ida McCoy, chairman of the sick and hospital committee, reported Marion Wasserman and Mae Sopenar on the sick list.

Donations received from Florence Botsford, of New York, and Mae Sopenar of Chicago. Lotis Francis gave a donation to start a fund to erect a monument on the Showmen's Cemetery lot. Letters read from Ruth Martone and Bonnie Wheatley.

President Schantz is busy getting ready for the dinner-dance to be held in the ballroom of the New York Hotel on February 26, the proceeds to go to the building fund. Joan Lipsky is in charge of decorations; Estelle Regan in charge of boosters, and Mary Thompson is in charge of tickets.

February 3 and 17 will be open house nights.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 18

LOS ANGELES, Feb. 5.—President Frank Warren presided at the regular meeting here Monday (31), along with Adie Harris, vice-president; Harry Phillips, treasurer, and Joe Mead, secretary.

Mike Doolan was named chairman of the "Queen of the Golden West" contest and November 21 was set for the homecoming at the Embassy Auditorium here. The queen is to be crowned at a banquet and ball December 13. O. N. Crafts was appointed chairman of the ball, to be assisted by Bob Downey and Sam Steffins. Crafts will serve food and drinks at the annual Showman's Day at the National Orange Show at San Bernardino, March 22.

Miami Showmen's Association

1799 N. W. 28th Street, Miami

Ladies' Auxiliary

President Ada Cowan presided at the February 2 meeting. Chaplain Elsa Bryant gave the invocation, which was followed by a salute to the flag. Pat Marchiano led the members in singing our greeting song, written by Katherine Duchene. There were six officers and 97 members present. Refreshments were served following the meeting.

The following are winners of bonds at the recent "Follies": \$100, Rose Hicks, Edward Walters and George Essa, with one unclaimed; \$50, Sidney Thomas (two) and Gladys Manning, and \$25, Jennie Van Kirsch, Sidney Thomas and Helen Larney. It is requested that the holder of ticket No. 5710 on the unclaimed bond communicate with the auxiliary so that it may be awarded.

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SEARCHLIGHTS

Sperry or G.E. Searchlights, brand new—never used with canvas cover—\$250. Also complete new burner heads and automatic carbon feed control box, in sets, \$75. This offer good two weeks only.

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MIDWAY CONFAB

Harry Stahl, general manager of Jefferson Beach, Detroit, was elevated to a Master Mason at the Jefferson Lodge, St. Clair Shores, Mich. He was presented with a gold-monogrammed Bible by William H. (Bill) Green and Jack Dickstein, respectively president and past president, on behalf of the Michigan Showmen's Association. Also attending the ceremony was Cyril Wayne, one of the owners of Jefferson Beach.

Theodore Meadows, of Tennessee Amusement Company, returned to his Sheffield, Ala., winter base from the Nashville fair meeting where he set most of his April and May stands which will be played around the Tennessee capital. Meadows recently purchased three more tractors for the show and added a Kiddie Pony Cart ride.

Walter B. Fox writes from Mobile, Ala., that there will probably be more showmen in town for the Mardi Gras than there has been in years. The unit of the Gold Medal Shows arrived January 29 and set up on the Knights of Columbus clubhouse grounds. The unit is in charge of Manager John Denton and General Agent George Harr, who, incidentally, spent several days in a local hospital undergoing blood transfusions. Others in town include John R. Ward, Bob Sickels, Harry Bartlett and wife, Frank W. Peppers, Bernie and Marie Smuckler, Robert K. Parker, Virgil Sells and W. E. Page. Recent visitors at the Fox apartment were M. J. Dessen, Frank W. Peppers, Mr. and Mrs. J. E. Karr, Art Wilson, S. A. Ratliff and Johnnie Adams.

Jerry Gerald, former electrician and mechanic for the Dumont and J. J. Kirkwood shows, writes that he's forsaken the midway business and plans to organize his own thrill show. The new organization is slated to be called Hell on Wheels and will feature a sway pole act mounted on top of an automobile.

Reports from the Grain Belt Shows winter base at Fullerton, Neb., are that Fred Ratcliff has added a new truck to transport his floss and candy apple concessions. . . . Mr. and Mrs. J. F. Flanigan are scheduled to again join the show with ring-a-coke and a glass pitch. . . . Charles Cusworth is up and around again after a bout with a virus infection. . . . Louie Draheim is planning his annual California vacation now that the fair meetings are over. . . . Charles Rudisill was on hand for the Nebraska meeting and following a quick booking tour of that State and Iowa, will head for warmer climes in Texas.

Anna Louise Daniels, who opened a ballet school in Salt Lake City recently, reports that the venture has been successful and that she plans on opening another studio in Ogden, Utah. Miss Daniels celebrated her birthday February 5 and received a Pontiac from her mother and father. . . . Among show folks wintering in Punta Gorda, Fla., are Andy and Mable Kelly and Robert and Trula Faulk-

ner, who are home owners there. Others seen there recently included Franko Richards, Whitey Gallow, Mr. and Mrs. Jack Schmidt, Mr. and Mrs. O. C. Cox, Mr. and Mrs. Kid Bruce and Mr. and Mrs. James Heron. Former troupers Johnnie Jack and family are making their home in Punta Gorda, where Jack is now owner of a lumber plant and real estate property. Harry Jack owns a restaurant in the city, and Betty Jean Jack, former circus performer, lives with her husband, Joe Herlovich, in Punta Gorda. He is associated with her father.

Sir Robert, manager of Vivona Bros. custard concessions, is headed for the show's winter quarters to get the custard truck in shape. Robert has been a house guest of Mrs. Catherine Vivona and son, Norris, for the past month.

Johnny Kinsey, of the Continental Shows, played the Palace Theater, Oneonta, N. Y., with Bud Messner and the Skyliners, of Station WWVA, Wheeling, W. Va., recently. . . . A surprise party was given recently at the home of Mrs. Bill Perrot for Mrs. Woody Jones, who will enter a sanatorium soon. Many gifts were given to Mrs. Jones by members of the Greater Tampa Showmen's Association's Ladies' Auxiliary. Refreshments were served by Mrs. Perrot, Mrs. Jack Young, Mrs. Anthony Baress, Mrs. Joe Brown, Mrs. James Cyr and Mrs. Paul Sprague. Those who attended were Vera Hauck, Babe Pizzara, Hazel Maddox, Myrtle Jeters, Mary Ruth Tillery, Ann Beasley, Vickie San Fratello, Dolly Young, Laura Sedlmayr, Neva Warbriton, Betty Rodgers, Gertie Weiss, June Boyles, Evelyn Long, Mickey Wenzik, Alice Riley, Kittie Burkhardt, Dorothy Crawford, Mae Oakes, Nora Rienhardt, Grace Fillingham, Elsie Owens, Virginia McGee, Maude Vanier, Jeri Ringlin, Pat Hos, Ann Dernoga, Elsie Johnson, Helen Julius, Bonnie Norman, Flo Venner, Mary Kelly, Margaret Netterfield, Vona Arger, Mary Cain, Marilyn Bagby, Jean Davis, Polly Pelak, Clover Fogle, Minnie Yazvac and Leona Plas.

Sandra Berkley, formerly of the Eastern Amusement Company, who has been living in Haverhill, Mass., the past six months, is returning to her home in Portland, Me., until early spring, when she'll return to the road.

From his bed in Jefferson Hospital, Philadelphia, Joseph Lehr, spot worker, infos that his brother, Harry, was discharged from the hospital recently and that pitcher W. H. Knox is confined to the tuberculosis ward of Denver General Hospital, Denver, and would appreciate hearing from friends. . . . Sylvia Meadows cards that the following have booked to tour with Tennessee Valley Amusements: William Myers, Ted Dion, Buck Guthrie, Bob Coleman, Dave Decorti, Billy Dean, Rollie Hardin, Albert Baltz, Mr. Bowers, Bill Meadows and Tony Cowden. Dion is adding his kiddie autos and pony cart ride, which have been playing Louisiana dates. Winter quarters work has been stepped up, reports Miss Meadows.

Recent visitors at Helen Golden's trailer park in Port Richey, Fla., were Ruby and Sandy Neal, former Side Show troupers from New Orleans; Allen and Lee, gymnasts; Essie and Jim Moran, of the Stardusters; Daisy Neibhur, concessionaire, and Maude and Al Marriott, of the Los Aeros Troupe. Bob Hoffman, manager of the park, reports that Mrs. M. M. Stears, of the Red Devils, who were booked with the Golden Side Show, has undergone an operation and is now recuperating in a hospital in Orange, Tex. Miss Golden's boa constrictor, Papa, was operated on recently by Dr. G. H. Clanton for removal of tumors.

Fritz Dude, who last year worked as magician and inside talker on Milo Anthony's Side Show with Cetlin & Wilson, is wintering in San Antonio, where he's making plans for the coming season.

GLADSTONE

EXPO SHOWS

15—FAIRS—15

HUMBOLDT, TENN., STRAWBERRY FESTIVAL
 SPRINGFIELD, KY., June 20-25
 CENTRAL CITY, KY., July 25-30
 RUSSELL SPRINGS, KY., Aug. 1-6
 RUSSELLVILLE, KY., Aug. 8-13
 HODGENVILLE, KY., Aug. 15-20

2—CELEBRATIONS—2

DRESDEN, TENN., Aug. 22-27
 BOLIVAR, TENN., Aug. 29-Sept. 3
 HARTFORD, KY., 4th of July
 CENTERTVILLE, TENN., Sept. 5-10
 SAVANNAH, TENN., Sept. 12-17
 NEW ALBANY, MISS., Sept. 19-24

CLARKSDALE, MISS., Sept. 26-Oct. 1
 CHARLESTON, MISS., Oct. 3-8
 BATESVILLE, MISS., Oct. 10-15
 COLORED—YAZOO CITY, MISS., Oct. 17-22
 COLORED—CANTON, MISS., Oct. 24-29

CONCESSIONS—Hanky Panks of all kinds—Age & Scales, Custard, Bingo, Long & Short Range, Swinger, American Palmistry, Glass Pitch and some P.C. open, Arcade, etc.
 SHOWS—Fun House, Sideshow, Snake, Monkey, Girl, Wildlife and other Grind Shows with own equipment.
 RIDES—Can place nice Kiddie Rides—Auto, Plane, Pony, Boat, Train, etc.
 HELP—Ride Help. Winterquarters open April 1. Want First and Second Men on Wheel, Jenny, Tilt, Octopus, Comet and Swings. Show opens April 18 at Yazoo City, Miss.

F. O. POOLE
 BOX 1184, JACKSON, MISS.

J. OLIVER
 EDWARDS HOTEL, JACKSON, MISS.

L.J. HETH Shows

WANT FOR SEASON 1955 18—BONA FIDE FAIRS CONTRACTED—18

SHOWS: Side Show, Snake Show, Matardrome, Monkey Show, Girl Show, Organized Colored Minstrel Show (Nathaniel Gray, answer), any other Show not conflicting.
 RIDES: Dark Ride, Boat Ride, Live Pony Ride.
 CONCESSIONS: Cookhouse, Arcade, Diggers, Glass Pitch, Derby Racer, Hanky Panks of all kinds.
 HELP: Operator for Fun House, must be licensed semi-trailer driver. Ride Help who are licensed truck drivers.
 Want to buy 100 K.W. Transformer and heavy Ground Cable.

WE WILL ATTEND THE FLORIDA STATE FAIR IN TAMPA

L. J. HETH, Owner
 3123 North 28th Place, North Birmingham, Ala.
 Phone 53-3371

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 Phone Victor 2-6485

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OPENING FEB. 15, EL CENTRO, CALIFORNIA

WANT WANT WANT

For one of the finest routes in the Northwest, including 12 weeks in CANADA, with first celebration starting at Nanaimo, B. C., May 24

CONCESSIONS—Bingo, Pitch-Till-You-Win, Glass Pitch, Pan Game, Cork Gallery, Balloon Dart, Long Range or any legitimate Concession. We show two towns a week.
 RIDES—Will book one more Flat Ride, Tilt, Fly-o-Plane, Spitfire or any ride not conflicting with what we carry. Will consider leasing Fly-o-Plane with option to buy.
 SHOWS—10-in-1 or 5-in-1 (have top for same), Monkey Drome, Fun House, Big Snake, Crime, Wild Life or any Grind Show. You pay committee money only.

DANNY FERGUSON

312 N. Saint Andrews Place Phone Hollywood 2-1165 Los Angeles 4, Calif.

CAN PLACE EXCLUSIVE NOVELTIES

in Grandstand and on Midway

Broward Co. Exposition, Feb. 15 thru 20, Ft. Lauderdale, Fla.

Can also place Custard, Popcorn, Candy Apples, Peanuts, Glass Pitch, Long and Short Range Gallery, Ice Cream, Milk Shake, Root Beer, Jewelry Stand and any Hanky Panks. NO FLATS. Can also use a few more Shows and Rides not conflicting with what we have.

This Exposition has only Independent Midway, no organized Carnival.

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236 S. E. 6th Ave. Phone Jackson 3-8833 FORT LAUDERDALE, FLA.

CETLIN & WILSON SHOWS

Want for the 1955 season

CAN PLACE—First Class Monkey Circus. Have front, wagon, etc. Also want Side Show, Glass House, Snake Show and any other attraction that doesn't conflict with what we have.
 CAN PLACE—Octopus, Spitfire, Fly-o-Plane. Will furnish wagons for same.
 Will place any worthwhile Grind Shows with own equipment.
 Will place good sober Show Painter, also want General Help for all departments. Winter Quarters will open in April.
 Will place all legitimate Merchandising concessions.
 All new territory this year to be announced later.
 Circuit of big State Fairs and County Fairs starting in August and ending November.

All Address
 Winter Quarters, P.O. Box 787, Petersburg, Va.

ALL TYPES OF WHEELS

Mds. Big Sixes Double Wheels Laydowns Ask for 1954 Catalogue Operated by Joseph Mandel

CARDINAL MFG. CO.

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WANTED

For a solid route of Street Celebrations and Fairs in Michigan. Will book one Major Ride, also two Shows that can set on streets. Have opening for Cookhouse, also all Concessions open except Popcorn and Floss. (No flats or raffles.)

OPENING MAY 20:
LEE UNITED SHOWS

P. O. Box 68 Bay City, Mich.

WANTED

FOR SEMINOLE COUNTY FAIR, SANFORD, FLA., WEEK FEBRUARY 14. FOLLOWED BY THE FLORIDA STRAWBERRY FESTIVAL AT PLANT CITY, WEEK FEB. 21. THEN THE PINELLAS COUNTY FAIR, LARGO, FLA., MARCH 1 THRU 5.

Can place Concessions—Legitimate Hanky Panks and Prize Everytime Games of all descriptions, Glass Pitch, Derby, Photos, Name on Hats, Age and Scales, Short Range, etc.

All address M. G. STOKES, Seey.

BLUE GRASS SHOWS

Ft. Pierce, Fla., all this week; then per route.

JIMMIE CHANOS SHOWS

NOW BOOKING FOR 1955—OPEN MAY 1—INDIANA

Want legitimate Concessions of all kinds. Will book Shows with own outfits. Girl Show, Monkey Show, Ten-in-One, Snake Show. Would like to hear from a Manager for Athletic Show, one who can get talent and take good care of my equipment.

Want Ride Help of all kinds, prefer those who drive semi. All office-owned Rides—Merry-Go-Round, Ferris Wheel, Rolloplane, Octopus, Flying Scooter, Roller Coaster, Caterpillar, Kiddie Auto, Boat Ride, Kiddie Airplane. Want Electrician. All replies to

JIMMIE CHANOS, 11 N. W. 70th St., Miami 50, Fla.

GLADES AMUSEMENT CO.

Now booking for the following three fairs:

Martin County Fair, Stuart, Fla., February 21-26; Highlands County Fair, Sebring, Fla., February 28-March 3, and the Volusia County Fair, De Land, Fla., March 5-12.

RIDES—Flyplane, Scrambler, Roundup, Tilt or Rolloplane. SHOWS—Fun House, Glass House, Sideshow, Big Snake and any other Show of merit. Can use all kinds of Concessions that work for stock. American Legion Colored Fair, Anderson, Fla., Ft. Myers, Fla., February 10-19. Phone: La Belle, Fla., 5-2131.

JERRY SADDLEMIRE or JOHN KEELER

FOR SALE

Spillman 3-abreast 36 ft. Merry-Go-Round; not a cut down machine but standard deluxe ideal model. Also 16-tub short arm Octopus, can interchange to 8-tub, 1947 model. Miniature Train, gas, Rensselaer make, approximately 400 ft. track. Smith & Smith Kiddie Chairplane, also a Kiddie Airplane. Price right for cash, all or piecemeal.

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WANT G & B RIDES AND SHOWS WANT

FOR COMING SEASON

Photos, Scales, Coke Bottle, Jewelry, Candy Floss, Buckets, Balloon Darts, Fish Pond, Cork Gallery, Lead Gallery, Ball Game, Glass Pitch, Slum Spindles, Spot, Percentage if you have Concession. Mitt Camp, no children. Book any Show except Girl. Ride Help—Wheel, Merry-Go-Round, Octopus. Can place Caller for office-owned Bingo. All replies to

GEORGE BROAS, 627 30th St., Parkersburg, W. Va. Phone 21254. No collect calls.

SUNSET AMUSEMENT COMPANY

Exclusive Concessions open: Pop Corn and Apples, Glass Pitches, Long Range, Custard, Foot Longs. Can use Ball Games and Hanky Panks. Six Cats open, nothing stronger. OPEN EXCELSIOR SPRINGS, MO., APRIL 28.

P. O. BOX 25

CORAL GABLES, FLORIDA

SIDE SHOW

AT LIBERTY

Organized Circus Side Show 10-in-1 at liberty for coming season. Last season John Marks Shows; two seasons previous Premier Show. Will give you a show with something inside. Have all my acts ready to go if you have front and top.

EARL MEYER

will be on grounds Florida State Fair, Tampa, until Feb. 18, or contact me c/o Greater Tampa Showman's Club, Carman & Willow, Tampa, Fla.

FOR SALE

16x24-Fl. Cookhouse—Indiana Kitchen, 4-Burner Oven Range, Refrigerator, 3-Compartment Sink, Bottle Gas, 4-Fl. Griddle, Deep Fry, Coffee Urn, enough Dishes and Miscellaneous to open, good canvas, \$500.00; 14x24-ft. Sit-Down Grab, brand new top, \$400.00. Above tops with awnings, not flies, stored in Ft. Worth, Tex. 1948 K7 International Tractor with 1951 26-Fl. Side-Door Nabors Trailer, \$1000.00. 12x14-Fl. Six-Cat Outfit, flame proof. 10x12-ft. Outfit. Equipment for Pin Store, Razzies, Skillos, Swinger, Cork Guns, etc. \$500.00 worth of stock. Reasonable. Stored in Little Rock. See me at Little Rock meeting or contact.

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5500 1/2 Asher Ave. Little Rock, Ark.

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GEM CITY SHOWS

PROUDLY ANNOUNCE THE FINEST ROUTE OF FAIRS, CELEBRATIONS AND STILL DATES EVER PUT TOGETHER BY A MOBILE CARNIVAL COMPANY

FAIRS

Salem, Ill.; Martinsville, Ill.; Belleville, Ill.; Burlington, Iowa; Davenport, Iowa; Du Quoin State Fair, Du Quoin, Ill.; Columbia, Tenn.; Attalla, Ala.; North Alabama State Fair, Anniston, Ala.; Coosa Valley Fair, Rome, Ga.; Southwest Georgia State Fair, Albany, and five more with large grosses pending. Fairs from July 1 to November 15.

CELEBRATIONS

We are now negotiating for a 4th of July Celebration, downtown, in the heart of a community of 200,000 people, on the streets, backed by entire community. This promises to be one of the really great dates of 1955. Two more Centennial Celebrations in the month of June in Illinois.

STILL DATES

Quincy, Ill. (first show in four years); Champaign, Ill.; Belleville, Ill., and four others in large cities in Northern Illinois and Wisconsin. Positively guaranteed—first in an every still date.

MR. GRECO WILL BE IN TAMPA ALL THIS WEEK TO TALK TO INTERESTED PARTIES WHO WANT TO BOOK WITH THE GEM CITY SHOWS

FOLLOWING PEOPLE GET IN TOUCH:

ED HART (Painter and Decorator); COOKHOUSE FRED MILLER; GIRL SHOW FRED MILLER; JACK VINSON, GET IN TOUCH. IF YOU WANT TO BE WITH A WINNER WHERE YOU GET A SOLID SEASON'S WORK, MAKE YOUR ARRANGEMENTS NOW.

DON GRECO, MGR.

Room 924, Thomas Jefferson Hotel, or State Fairgrounds, Tampa, February 5-12. After February 15: 1228 So. 8th St., Springfield, Ill. (Phone: 2-6761).

WANT TO BOOK THE FOLLOWING:

CONCESSIONS

Will book a good, flashy Bingo. Hanky Panks of all types that give a prize every time, Eating, Drinking, Ice Cream and Popcorn Concessions.

RIDES

Will book for the entire season only, two Major Rides that do not conflict with what we now have. Will also book a good, flashy set of Kiddie Rides.

SHOWS

Will book Shows of merit with flashy fronts of all types, must be in keeping with our standards.

CLUB ACTIVITIES

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Feb. 5.—President Ned Torti was present at the Thursday (3) meeting but due to an infected eye, Vice-President Jack Duffield presided. Also at the table were Joe Streibich, secretary. Treasurer William Carsky left for Florida where Vice-President Maurice J. Ohren is already vacationing.

The welfare committee reported Jack Jacobson was laid up in Thomas Jefferson Hotel, Tampa, where he's recuperating from injuries received in an auto crash. No late reports on C. C. Groscurth. Joe Shapiro is coming along okay and William A. Hetlich has recovered from a recent illness and was on hand for the meeting. Others on the list included Lou Keller, Russell Johnson, M. J. Bodenschotz, Louis Drillick, Charles C. Wilson, Charles Watson and Frank M. Knight.

A party will be held February 19 with the house committee as hosts. President Torti will furnish the door prizes. Elmer Byrnes will handle the St. Patrick's party March 17. The meeting that night will be shortened to allow more time for the event.

Chick Schloss introduced Wally Nash, veteran emcee, who enter-

tained. Chuck Magid was in from Canada for a short visit.

Clubroom visitors included Bennie Mallwin, James Knapp, Johnnie Criss, Karl Krenkel, C. J. Kwiet, Mickey Blue, Sol Wasserman, Virgil Lee, Jack Duffield, Al Sweeney, Charles Zemater Sr., Henry S. Polk, Humpty Weeks, Cecil Meyer, William Meyers, Walter F. Driver, Robert Hughey, Ed Levinson, Ed Sopenar, Sheik Lempart, Jack Kaplan, Chester Chapp, Petey Pivor, Harold Ardner, Ozy Breger and Eric Philip.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, Feb. 5.—Following are committees for the year:

Entertainment: Max Kahn and George Kane, co-chairmen. Cemetery: Cal L. Lovejoy, chairman; Louis Brown, Harry Goldberg and Sam Fishman. Sick and funeral: Jack Zeman and Jack Greeley, co-chairmen; Ben Miller, Mike Balog, Elmer Nagy and Frank Blooming. House: Hymie Stone, chairman; Sam Burd, Irving Rubin, Edward Horowitz, Art Rosenthal and Oscar Margolis.

Ways and means: Sam Ginsburg, Pete Norman and Charles Sherman, co-chairmen; Harry Stahl, F. E. Gooding, Dr. Louis Firestone, Issy Cetlin, John W. Wilson, John F.

Round Out Routes in N. Y.

Continued from page 67

signed to return. Strates, the only railroader with an interest in dates here for next season, has the cream of the dates with Hamburg and Bath to back up the State Fair.

Other fairs on the Strates route include Clearfield, Pa.; York, Pa.; Shelby, N. C.; Greenville, S. C.; Charlotte, N. C.; Danville, Va.; Raleigh, N. C.; Florence, S. C.; Charleston, S. C., and Jacksonville, Fla.

Strates also has a week of activity scheduled for the Orlando (Fla.) Fair the week of February 21. Making the single date poses no problem since the show winters in that community.

Buck Route Set

Oscar Buck, who was booking his own railroad show last year and has since returned to trucks, announced a full route here. In New York he will play Gouverneur, Elmira, Malone and Plattsburg, the last a Labor Day date. Other fairs are Salisbury, New Bern and Clinton, N. C.; Camden, Newberry and Laurens, S. C., and Carthage, N. C. The fairs will carry the shows thru the last week in October.

Coleman Bros.' Shows, long an important factor in this State, will play Boonville, Norwich, Afton, Altamont, Ballston Spa and Fonda. Other dates announced by owner Dick Coleman are Greenfield, Mass.; Rochester, N. H.; Stafford

Springs, Conn., and Belchertown, Mass.

King Reid will play Rhinebeck, Schaghticoke and Cobleskill. Additionally, the Vermont showman will play Barton, Vt.; Skowhegan, Me.; Lyndonville, Vt.; Eastern States Exposition, Springfield, Mass.; Bloomsburg, Pa., and furnish the kiddieland at the Brockton (Mass.) Fair.

Announce Prell Route

Prell's Broadway Shows have inked Bedford and Carlisle, Pa.; Cumberland, Md.; Washington, N. C.; Goldsboro, Rocky Mount and Concord, N. C.; Frederick, Md.; Greenville, N. C.; South Boston, Va.; Columbia, S. C. (Colored), and Brunswick, Ga.

Vivona Bros.' Amusements of America will play Rochester and Sandy Creek, N. Y., and a firemen's celebration at Dansville, N. Y. Other fairs are Lehighton, Pa.; Leaksville, Sanford, and Henderson, N. C.; Sumter, S. C.; Lumberton, N. C.; Lancaster, S. C., and Charleston, S. C. (Colored). Morris Vivona, representing the shows here, reported the fair booking effort not yet complete.

The Reithoffer Shows announced Eagleville, Pa.; Kimberton, Pa.; Owego, Angelica, Whitney Point, Canandaigua, and Caldeonia, N. Y.; Morristown, N. J.; Lowville, Watertown, Morris and Walton, N. Y.; Honesdale and Leitz, Pa.

Reid, W. O. King, C. C. Groscurth, John Mulder, Hymie Stone, Hank Shelby, Elmer Cote and Sam Goldstein. Bylaws: Harry Stahl, Jack Dickstein, Bob Morrison, Leo Lippa, Max Cohen and Harry Letzer. Good will: Earl Newberry, George Flint, Charles Zemater, Abe Saperstein, Max Cohen, Dr. Louis Firestone, Hank Shelby, Glen Jacobs, Rudolph Norton and Roy Jones.

Membership: Pete Norman, chairman; Irving Borker, Bill Silber, Charles Schimmell, Cameron J. Murray, Mike Balog, Buddy Brown, Elmer Mahoney, Charles Stapleton, Hymie Stone, Sam Goldstein and Eddie Bennett. Publicity: Bob Morrison, George Flint, Irving Rubin and Max Gallin. Timmy Galo was named sergeant at arms.

Arizona Showmen's Association

216 West Washington, Phoenix

PHOENIX, Feb. 5.—President Millard Freeman called the meeting to order with 56 members in attendance. Marguerite Stone, past president, made a plea to the cemetery committee to acquire more graves on the plot at Greenwood Cemetery. President Freeman decided to call the cemetery committee in conference in the near future to take up the matter.

Two new members were elected to membership, Frank E. Roche and Anita Roche. P. W. Siebrand returned from Montana where he attended the fair meeting.

The ways and means committee is busy arranging new ways to enrich all funds. At the next meeting it will be decided just what means will be adopted.

President Freeman is busy getting his new committees appointed for 1955. Pot of gold was won by William R. Siebrand. A buffet supper was served.

Gooding Pacts

Continued from page 67

brations already signed include those at Columbus, Loganport, Franklin, Shelbyville, Connersville, Centerville, North Webster, Marion, Rushville, Mooresville, Columbia City, Greentown, Bluffton, Auburn, Mitchell, Evansville, Greencastle, North Vernon, Brownstown, Madison, Elnora, Rockville, New Haven and the street fair at Columbus.

In Michigan, the show will play both the fair and the July 4 celebration in Hillsdale, plus fairs and other events at Marshall, Jackson, Saginaw, Adrian, Hartford, Hastings, Monroe, Corunna, Kalamazoo, Fraser, Charlotte, Belding, Hart and Centerville.

Other major dates on the '55 route are fairs at Knoxville and Nashville; Columbus, Ga., and Pensacola, Fla. In all the Gooding operation will encompass stands in Ohio, Indiana, Michigan, Illinois, Kentucky, Tennessee, West Virginia and Pennsylvania.

A new show is being built in winter quarters. It will be a latex rubber-moulded mechanical unit which is entirely animated and will have upward of 2,600 moving parts. Several new truck units have been purchased this winter to augment the rolling stock.

Gooding, accompanied by General Agent Hal Eifort, plan to visit the Florida State Fair, Tampa, to scout rides and contract shows for the '55 season.

W.G. WADE SHOWS

Now Contracting for the 1955 Season RIDES—SHOWS AND CONCESSIONS

C. P. O. Box 1488 Detroit 31, Michigan

FOR SALE

1951 Chevrolet 2-Ton C.O.E. Tractor, model 5100, 2-speed rear, 825-20 tires, vacuum brakes. Looks and runs excellently. \$575.00 full price, F.O.B. Pennsylvania.

"Save Money With Johnny"

JOHNNY CANOLE 8861 N.W. 18th Ave. Miami, Fla.

USARSA 3-YEAR SKED

'55 Nat'ls to Mineola; Coast, Detroit Follow

NEW YORK, N. Y., Feb. 5.—In a precedent-shattering move, the United States Amateur Roller Skating Association (USARSA) this week named the sites for its next three annual championship meets. Previously, the decision had been made on a year-to-year basis and there was always the chance that persons involved would have inadequate time to raise travel monies and to make other necessary arrangements.

The 1955 United States competition goes to Mineola (N. Y.) Skating Rink, August 1-6.

In 1956, there will be a cross-country swing to California, with the choice still to be made between Moonlight Rollaway, Pasadena; Garden Grove Roller Rink, Garden

Grove, and the Coliseum Roller Bowl in San Francisco.

The 1957 meet will be in the central portion at Riverside Arena, Livonia, a suburb of Detroit.

New Plan Lauded

"We are confident that the new three-year plan is in the best interest of all concerned," said USARSA prexy George Apdale. "Now, clubs have ample time to raise their travel funds, individual participants and their parents know what they are aiming for, and the rink owner knows where he stands."

According to Apdale, the August date for this year's competition was necessary in order that USARSA amateurs might be able to participate in the world championship, scheduled for late June in Barcelona, Spain. The August date provides ample time for competitors in the international affair to make it home for the United States meet. The world championship contingent will depart around June 21, flying Trans-World Airlines (TWA) to Madrid.

Commenting on the world meet, Apdale reported that the fund for transporting our entrants to Spain and back is progressing nicely, but that every contribution will be most welcome. The United States Amateur Roller Skating Association's national office is at 120 West 42d Street, New York 36.

ODDS & ENDS

King, Queen Meets Keep Moultons Busy

RUSH CITY, Minn., Feb. 5.—Mr. and Mrs. Warren Moulton, operators of the Rollerdom here, have pulled a switch by adding a king contest to its queen competition. Their latest report shows that 15 girls are vying for the honor and \$25 cash award.

The Moultons are having some difficulty in lining up the male contingent, but to date have secured nine to compete for the prize of four months of free skating at the rink. A large graph in the rink shows the attendance of each candidate and has stimulated so much interest among the juniors that the Moultons are again offering a \$10 award each for a junior king and junior queen. In addition, the juniors of 13 years and under have organized a speed club. These activities are keeping the Moultons busy, but they report their efforts worthwhile inasmuch as business is at a high level.

DRIVIN' 'ROUND THE DRIVE-INS

NEW president of the Texas Drive-In Theater Owners' Association, Jack A. Farr, head of the Farr Amusement Company, Houston, has asked members to forward letters of complaint when told by a film company that they cannot book a picture on the proper availability for that theater. Farr states that he intends to assemble the information and present it to the director of the association for permission to submit it to the Senate Small Business Committee and other branches of the federal government. Farr blasted at distributors who showed favoritism at those operating indoor theaters to the detriment of the drive-ins. . . . E. M. Loew's Theaters, Inc., has acquired Candlelite Stadium, Bridgeport, Conn., from the Bridgeport Sportsmen's Club for a reported \$110,000 and will use the site for a drive-in theater. The project, which will include razing the stadium stands, is expected to begin within 30 days. . . . The Manchester Drive-In Theater Corporation, Hartford, Conn., is increasing capacity of its drive-in at Bolton Notch, Conn., from 750 to 1,000.

Tri-States Buying and Booking Service, Philadelphia, announces that they are now servicing the following open-airers: the Starlight Drive-In, Brandonville, Pa.; Pocono Drive-In, Stroudsburg, Pa., and the Riverview Drive-In, Scranton, Pa.

Mountain Spots Doing Big Biz, Davis Reports

DENVER, Feb. 5.—Mos. roller-eries in the Rocky Mountain area are reporting good business throughout the week and near packed houses on week-ends. Cecil Davis, representative of Fo-Mac, roller skating specialties manufacturer, has been visiting many rinks throughout the region and reports that in most towns, rink business is good. Davis, who still in the Army, is stationed at Fort Carson, Colorado Springs, but spends his off-duty hours calling on rink owners and managers in behalf of his company. He expects to be a civilian in six months.

Davis says that many of the smaller rinks in the West are not advertising or promoting their rinks as much as they should. He feels that many small-town operators are missing a good bet, pointing out that when recreational facilities are so limited, roller skating should be a major activity.

Davis, former partner and co-holder of the national senior pair crown, reports calling on his former partner, Phyllis Bullbigh, now married to Grant Alley. The couple are now operating a rink in Boulder, Colo. For three years Davis and Bullbigh held the championship in the senior pair division.

ROADSHOW REP

JESS AND DOT SUN have returned to their Des Moines home after a four-week vacation trek that took them to California and then Southeast thru Texas. They reported visiting with a number of rep folks en route, including Daisy Newton, Long Beach, Calif.; Jimmie Reynolds, Los Angeles, and Leta and Fred Jennings and Maude and Bob Gentry, who also reside in California. While passing thru Texas the Suns stopped off for visits with Bill and Marjorie Morse, Wayne and Larry Huff and Connie and June Munde. The Sun Players will resume their circle stock work soon. As in past years the show will go out under canvas with the arrival of warm weather. . . .

Walter Barnicle writes from Gettysburg, Pa., that he has promoted two amateur shows recently and has several more set. The only drawback, he reports, has been the weather, "which has not been with us. This hurts if you're on percentage." . . . George L. Parrish, writing from Bemidji, Minn., reports that he has been making in-door dates since completing fall celebrations and fairs. Parrish and his wife do a dramatic style show and work with sponsors and schools. "We try to take on some dine-and-dance dates, but it is small picking in this area," he says.

MORE notes by Al Pitcaithley, former rep man who is now in radio in Carlsbad, N. M.: Helen and Toby Price had their own show out in the Dakotas last summer. . . . Boyd B. Trousdale still in the hotel business in Denver. . . . Florence Reiselt, one-time character woman with Elwin Strong, now living in Dayton, O. . . . Gladys Murdock Clower lives in St. Louis and is out of the business. . . . Mason Wilkes is still with Joseph Meier's Passion Play at the Amphitheater, Lake Wales, Fla. . . . Habb and Denton, noted minstrel club team, at Lancaster, O. . . . "Hearing from so many people, one wonders where are the people you didn't hear from and whose names have been missing from the Rep column for ages," writes Pitcaithley. "Where are the Musical Crawfords, George and Bess Henderson, the Dancing Herberts, Jack and Lucille Collier and many others? Contrary to a recent item in the column, I have always been under the impression that Toby

Wilson was the first Toby, other than the Toby in Shakespeare's 'As You Like It.' Vance Johnson, in his fine article on reps some time back in Collier's, titled "Hits in the Tall Corn," also gave Wilson the credit.

THE "Come Unto Me" passion play had a highly successful fall tour thru West Tennessee, Northern Mississippi, Alabama and South Georgia, reports Dick Tanas. Turnaway business was noted at several stands. The show played split weeks. Opening September 15, it played thru December 15. The cast included Val Balfour, owner-manager; Ann Kelly, Gladys Klarke, Judith Hatch, Phillip Forest, Mathew Sheridan, Joseph Fulton, William Bolitha and Paul Donaldson. The show did two a day in auditoriums and auspices were used entirely. The advance department was under the direction of Tanas. Show moved via a one-and-a-half-ton truck and two passenger cars. Tanas said that a minimum of trouble was experienced in getting the show up and down, despite the fact that 25 scenes were carried. Aiding the show were short jumps and the fact that about 40 locals were used in each town as extras.

HARTFORD, Conn., Feb. 5.—Connecticut and Western Massachusetts skaters participated in an inter-rink skate dance competition at Hartford Skating Rink Wednesday night (2). Cities included New Haven, New Britain and Hartford, Conn., and Springfield, Mass.

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DENVER PROMOTION

Skateland Develops Scout, School Trade

DENVER, Feb. 5.—Leg work, good promotion and an excellent sales public relations program is paying off for Carl Johnson, owner-manager of Skateland here. The leg work came in when members of his staff and Johnson contacted regional Girl Scout officers to convince the various leaders about the value of group skating classes for the girls. After once getting to the right people, and many of them there were, the sales program and public relations factors entered into the picture. The results are now shown by group classes totaling more than 120 girls.

The course of instruction is set up for 10 weeks with one-hour classes once a week under the direction of pros Clay Briggs and Kunnie Williams. Included in the price for the 10-week course are the use of skates, some individual instruction when necessary and an inscribed diploma upon completion of the course.

With more than 9,000 Girl Scouts living within easy commuting distance of Skateland, Johnson is looking forward to greater expansion of the classes with new groups beginning every two weeks.

"We hope to get the Boy Scouts started on a similar program in order to develop future champion partner skaters," pro Clay Briggs stated, "but the big job is getting them all in one place at one time so we can explain our program to them."

He pointed out that a large portion of their trade are young people under 19 who live in the section of Denver where they have easy

access to the rink. "By getting more of these youngsters interested in skating earlier we will have a greater potential for a longer period than if we just waited for them to patronize us when they felt like it."

Schools Give Credit

Another excellent angle that is paying off well is the fact that students attending schools in South Denver can take supervised skating at Skateland and receive academic credit for physical education. Rink officials say that this has kept a lot of older youths active on skates who otherwise might look elsewhere for recreation.

A State-wide meet, slated for May, is giving impetus to more concentrated effort by potential champions. Many tests are being given each week by officials at Skateland. Two excellent prospects from the South Denver rink include Carol Johnson, daughter of owner Carl Johnson, and Louise Bisson, who promises to provide strong competition in the junior girls' dance division.

Jimmy Caro, executive of the Rinx Record Company, is still at the organ at Skateland, and platters or tapes turned out by Rinx are used to fill in during musical breaks.

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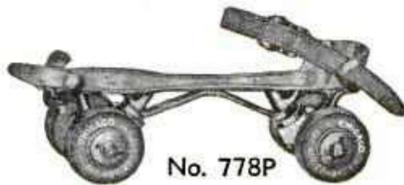
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ROCKFORD, ILLINOIS

CONCELLO AGENTS BOOKING CALIF.

Karp Named Promotional Manager; Moore Dropped; Manager Travels

DEMING, N. M., Feb. 5.—Sid Karp is promotional manager for the Clyde Beatty Circus, and contracting agents, including Dan Dix and Charles Mason, are signing up stands in the Los Angeles area. General Manager Art Concello and Harlan DeWitt were reportedly contracting Los Angeles itself at mid-week.

Bill Moore, general agent under Clyde Beatty's management, was discharged some days ago, and in absence of word from Concello it was presumed that no replacement has yet been named. Paul Eagles,

who was expected to move in, now has gone to Ringling instead. (See separate story.)

Concello, after leaving Los Angeles, returned to Deming Thursday night but left Friday for Memphis, Detroit and Cleveland.

To Cleveland Show

In Memphis, between planes, he was to check with Toughy Genders, who is on the spot there to supervise work on new rolling stock for the show. Concello will meet with Beatty at Cleveland, where the animal trainer now is appearing with the Orrin Vavenport Grotto Circus.

In Deming, Bill Petty is operating the office. Al Moss is in charge of construction work. John Staley is operating the cookhouse. From Los Angeles it was reported that John Cline would be back as equestrian director. Don Hayman will work press in Los Angeles. Jack Knight also was reported contracting for the show.

Hunts Ink Acts, Add Equipment, Alter Seat Unit

BURLINGTON, N. J., Feb. 5.—Phil Wirth has been signed by Hunt Bros. Circus to work his riding mechanic act and horse and pony acts during the coming season. Stella Wirth will be at the electric organ. Also signed is Felix Gambone, baritone player, who was in the Ringling band when the Wirths first came to this country and that show.

Charles (Lucky) Rogers will have Hunt Bros. cookhouse. Marvin Case is keeping six men busy in quarters with work on trucks. Roy Bush left to bring back the equipment bought recently from Rogers Bros. Prior to that, he drove into New York to pick up the Hollywood Elephants and deliver them to Philadelphia for the "Big Top" TV show. The act had had trouble with its own transportation.

To Add Animals

Welby Cooke said his new camel act is nearly broken and he now has started work on a llama, which may be paired with the camel. Six-year-old Charlene Hunt, daughter of the late Edward Hunt, will work the new trained pongos during the season. Cooke is going to Florida later this month to pick up some other new animals for the show.

The show used its privately designed seat truck most of last season and will carry it again this time. The device is being augmented with the addition of another section to it this year.

Visitors at quarters have included the Walter Jenniers. Bill Jones, Cleveland, has been visiting Ray Sinclair. Sinclair has been signed to work a show-owned pony and monkey act and his own dog act. Three new house trailers have been delivered at quarters and the Harry Levines are buying a new truck for their chimp act.

Leopard Escapes From Morris Show

NEW SMYRNA BEACH, Fla., Feb. 5.—A leopard escaped from the Kelly and Morris Circus winter quarters here Monday (31) and roamed the nearby wooded area after attacking an ostrich. William Morris, owner-manager of the show, said he believed the cat would be captured alive near the quarters. Don Trefflich came from Miami to assist in the hunt. Several traps were baited but by late in the week there was no report that the young animal had been taken. Morris said it was worth \$450 and he offered a \$100 reward for its safe return.

Joe Basile, Hamid-Morton band leader, is in Columbus Hospital, Newark, N. J., with a heart ailment. He is also band leader for the "Big Top" TV show.

Cristianis Talk Of Repeating Alaskan Tour

Addition of Tent Seen as Probable For Far North Trek

SARASOTA, Fla., Feb. 5.—Bailey Bros. & Cristiani Circus is negotiating with the Alaskan Shrine club for a return engagement of the show in Alaskan cities this summer.

General Manager Lucio Cristianis said here that his brother, Moga-dor, is in New York conferring with the secretary of the auspices group. He also is trying to arrange for a tent which the show would use for its Alaskan tour.

Last season, the Bailey-Cristiani show became the first circus in history to play Alaska. It completed stands in Anchorage and Fairbanks. There have been reports that the show would play more towns this year. Last summer, the show worked in front of grandstands, as it does in the regular U. S. tour, and was hit by extended rain at Fairbanks. A tent was considered as a likely addition for a repeat tour.

Tiny Gallagher Doubles In 'Three-Ring' Role

CHICAGO, Feb. 5.—Doubling for trapeze work in the movie "Three Ring Circus" was done by Tiny Gallagher rather than by Elly Ardely. She appeared in the act in place of Zsa Zsa Gabor. Erroneous information supplied by the film producing company was published in a recent review.

Art W. Miller Again to Pilot Kelly-Miller

HUGO, Okla., Feb. 5.—Arthur W. (Art) Miller has been signed to continue as general representative of the Al G. Kelly & Miller Bros. Circus. He has been agent of the show for several seasons and recently came to Hugo quarters for 1955 work after a stay at his Walnut Ridge, Ark., home.

Frank Ellis is coming to the Kelly-Miller show this season. He will have his midway pit show and probably will double as adjuster.

SIDE-FOLDERS

Beatty Show Orders Five Seat Wagons

MEMPHIS, Feb. 5.—Five seat wagons for the Clyde Beatty Circus are being built by the Hagen Manufacturing Company for spring delivery. Construction was started this week.

Louis Hagen, head of the firm, which formerly was associated with the Lewis Diesel Manufacturing Company, said that generally these wagons are similar to those now in use on the Ringling Bros. and Barnum & Bailey Circus.

However, he said, important changes were being built into the new models. Primary difference is that the Beatty wagons will be side-folding models rather than end-folding. In that respect they also will be similar to the original circus seat wagons built years ago by Capt. Bill Curtis.

Three to Flat

The new models, ordered by Art Concello, general manager and co-owner of the Beatty show, will be 24 feet long. This compares with 35 feet for the models he now leases to Ringling. Three Beatty models will load on a standard circus flat car while two Ringling wagons fill a car.

The new wagons are being built on running gear from five wagons built originally by the Lewis Diesel company for the Sparks Circus. Sparks equipment later was sold to Beatty and now Concello has scrapped five wagon bodies to make the gears available for seats.

Reserves in 1956?

Four of the new ones are for circus blues and will seat up to 400 persons on an area of 26 by 38 feet each. These are scheduled for delivery to the show by March 15.

Probably not to be available

until time for the show's Los Angeles stand will be the fifth wagon, which is of a slightly different design. Altho still for general admission seats, it will have more of the seating on attached stringers rather than fixed to the wagon's top surface.

Originally, it was planned that more wagons would be built, to include reserved seat models. However, the order was placed too late to allow this. It was indicated the second type of wagon would be ordered for 1956 use.

Orman Goes to King; Show Adds to Parade

MACON, Ga., Feb. 5.—Frank Orman, former general manager of the Clyde Beatty Circus, has signed on with King Bros. Circus as a member of the business staff, it was announced here this week.

At the same time, it was reported by Co-Owner Floyd King that the show is concentrating now on enlargement of its street parade. Five antique buggies, carts and other vehicles have arrived from Egypt, Mass., where they were purchased last summer. They were said to be in top condition altho they were in storage for 30 years.

Between 90 and 100 head of horses will be carried by the show and used in the parade along with 16 elephants and other lead stock. Plans call for 150 people in the line-up. Last season, the show gave 200 street parades. None was canceled or lost.

Boudinot Leaves, Eagles Joins R-B

Continued from page 59

as a particular surprise to many close associates as it was expected that he would become agent for the Clyde Beatty Circus since it came under the management of Art Concello. That alliance was seen as a natural, and there were continuous reports that Concello and Eagles were in contact with each other about the Beatty route. Eagles, however, states that he has not seen Concello.

Thru most of the week, there was speculation about where and why Eagles would be fitted into the Ringling staff again. Guesses included those that he would be general agent, but others were that he would be promotional manager, and another possibility was that he would again assist in routing the show on the West Coast only. Boudinot's resignation, however, made the picture more clear.

Concello, Pickman

Still remaining was the likelihood that at least part of the decision was colored by the fact that Ringling's hiring of Eagles would deny his services to the competing Concello show.

But that idea now is over-

shadowed by reports that Eagles and Milton Pickman, special promotional manager for the Ringling show, had conferred several times. It was Pickman's plan that led to the cutting of outdoor advertising plans as well as other important changes in the show advertising policies. And Pickman's moves started scraps with several Ringling staff men, including Boudinot.

Ward-Bell Bow Due Feb. 15; Roster Listed

HONOLULU, Feb. 5.—The new Ward-Bell Circus is scheduled to open under canvas here February 15 with Shrine auspices. Advertising has been out for some time and equipment is being shipped from California by the Matson Line.

E. K. Fernandez, Hawaiian showman, is connected with the date. He will have rides and Side Show attractions on the midway. Following the run here, the Ward-Bell Circus is to return to the continent and tour the Northwest. Agent Arthur Hockwald has been contracting the area.

41 People Named

Making the trip to the islands, according to advance plans, are:

Owners Gus Bell and Harold Ward and their wives, Andre and LaNorma Fox, the Norbert Kreisches, the Howard Bells, the Marshall Tharps, Roy and Joy Thomas, the Ellis (Skinny) Goes, the Robert Holmans, the Bob Porters, the Walter Longs Jr., Billy Dale Woods, Al and Jeri Antonucci, Dolly Jacobs, Mayme Ward, Juanita Tharp, Jackie Tolliver, Hubert Castle, Eddie Ward, Harry Dann, David Thompson, Candy Dickson, Bobby Porter Jr., Paul McGehee, Jimmy Woods, Punch Jacobs and Rinaldo Wunderlich.

Most of the people flew but a few of them went by ship with the equipment. They will be joined in Honolulu by H. Simmons, a midget clown and bareback rider who is coming from Australia for the show.

Von Buys Bull In Tennessee

MARION, S. C., Feb. 5.—Henry Vonderheid, manager of Von Bros. Circus, announced this week that he had purchased an elephant, Judy, from Miller Bros. Fort Weare Game Park, of Pigeon Forge, Tenn. The animal formerly was owned by Will Hill who sold it to the Millers two years ago. It has been at the Tennessee animal farm since then, doing both single and herd acts daily.

Ringling Giraffe Dies in Quarters

SARASOTA, Fla., Feb. 5.—Ringling-Barnum circus lost a giraffe here recently when the 10-month-old animal struck its head and collapsed while it was being trained in how to enter a special den for transporting giraffes.

Dr. William Higgins and Dr. J. Y. Henderson, circus veterinarians, said X-rays showed that the neck and skull had not been fractured. Further study was being made to determine cause of death. The giraffe was born on the show last year. The two adult giraffes are scheduled to go on the road as usual.

FEW FACTS

Puzzlement A-Plenty Over R-B TV

NEW YORK, Feb. 5.—The Ringling show will be telecast from Madison Square Garden on March 29th, it is generally known, but aside from that there is little knowledge here of the various factors involved in the program. Benton & Bowles, the ad agency handling the event for General Foods Corporation, says there is a long list of unanswered questions about the production.

The format has not been decided on yet. It is not known whether it will be on a one-ring or three-ring basis. It is not known exactly which acts will appear. It is not known who the emcee will be. It is not known what the title of the production will be.

These things are known: It will be a private showing with the general public excluded. It will be in black and white. The time will be 8-9 p.m. The entire NBC network will carry it. B&B is producing it, with Allen Handley of NBC acting as producer and director. The emcee will be a big name show business personality.

Bert Schultz of B&B has slated a flight to Sarasota to work out some of the many details and more facts will be known shortly.

UNDER THE MARQUEE

By TOM PARKINSON

who is on the staff of the National Zoo, Washington. The Jenniers and Henry Trefflich were among those at Dr. William Mann's regular Wednesday luncheon at the zoo.

The Memphis Press-Scimitar in a recent item reported that Henry Ringling North was in Ireland and had purchased a farm, where he and his brother would retire eventually. The syndicated item said the land was part of the "old ancestral home" of the North family.

Bryan, Tex., will have Hagen Bros. on March 28. . . . Concert by Merle Evans and the high school band at Beloit, Wis., drew a feature story in The Beloit Daily News, with a photo of Evans along with band students, including Bob Kitto, son of circus fan Charles Kitto. . . . The Vernon McReavys are stopping at the Monterey Hotel in Monterey, Mexico.

Charlie Berry reports his Berry Family acts are booked at clubs and arenas in Canada. Marlene Berry does a vocal number, Chuck Berry does hillbilly music and juggling, and the Flying Berrys do their four-people roller skating act. They played a month in Buffalo before entering Canada and go into Montreal later in February.

R. E. Yates, advance contracting agent and promotion manager of King Bros.' Circus, scribes from Nashville that he recently opened the boiler room there with a crew of five assistants. His next town will be Louisville. Mrs. Betty Leonard is expected to join the staff at a later date.

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wagons, and Eddie Kuhn and Billie Sheets working out the new bear act. The Maynards have a new trailer.

Bobby Kay, Mark Anthony and Laurence Cross have been clowning at the Sunday kid matinees at Hollywood's "Moulin Rouge." Tony Gentry has his elephant and chimp there, too. Anthony and Cross will work a special circus party being given by Sonja Henie at Ciro's. Anthony will be back on the Clyde Beatty Circus this season and will have his comedy car. He'll also aid in producing some clown numbers.

Alva and LaVonda Evans are at Nu-Pike, Long Beach, Calif. . . . With Bell Bros.' Circus at Auction City are Fay Avalon, Floyd Humeston and Eddie and Herta Cole. Shorty Hinkle is back in Los Angeles after a trip to his Pennsylvania home. He will be with the Beatty show.

On the set at Republic Studios, Hollywood, while Re-Vue, Inc., was producing the TV series based on the Emmett Kelly book, "Clown," were many circus people, including Kelly, technical director; the DeWayne Troupe; Herbie Weber, who supplied equipment; Winston's Seals; Hap Henry and his elephant, and Harry Ross, and Fay and Rosie Alexander, who doubled for aerial sequences. Henry Fonda has the role of Kelly, and the series is being made for General Electric.

Sam Stratton, now ahead of "South Pacific," is back in Chicago after trouping the Hibbing, Minn., area in temperatures of 30 degrees below zero. He called at the Atwell Luncheon Club. Also in town for a long run is Al Butler, now agent for "The King and I." Both are circus veterans.

The Obert Millers and D. R. Millers are away from their Hugo, Okla., winter quarters on vacations for several weeks. They recently completed planning conferences for the 1955 Kelly-Miller circus. . . . Jack Mills, owner of Mills Bros.' Circus, is expected back from Europe, where he has been scouting acts.

The Deep South is proving rough for J. C. Admire's school unit, he advises. He also reports that Tim Holt, Sunset Carson and other movie Western actors are playing schools, theaters and drives in the South.

C. A. (Red) Sonnenberg, now with the Ballet Russe de Monte Carlo company in Los Angeles, reports meeting several circus veterans during the company's jaunt to the Northwest. In Vancouver, B. C., he met Willie McGinley, with whom he trouped on the Christy show in 1926. McGinley now is with Trans-Canada Airlines at Whitehorse, Yukon. Sonnenberg also saw Frank Panisko, Butte, Mont., fan.

An English showman, Wally Shufflebottom, has been playing fairs with a show featuring "Tony, the Wonder Horse" and including a performer who resembles the late Tom Mix. . . . Performers billed as Buffalo Bill worked with shows in both England and France during the past season. . . . Two women in Wales are breeding palomino ponies, and several of these have been acquired by British and Swiss circuses.

The Harry Chipmans, Alhambra, Calif., hosted the first annual meeting of the California CFA Tuesday (29) with Don Francis, Bob Mathews and Lyman Sheldon, CFA officers; Donna Day, booking agent; Esther and Charles Mason, of the Beatty show; Arthur Hockwald, agent for Ward-Bell; Dick Manley, formerly with Barnes, Cole, and Pete Kortez shows; Terry Perkins, son of George Perkins; Virginia and Joseph Schorum, former circus treasurer; John Luhring and John Jr., Daisy and Gordon Borders, the Bob Bernards, Mrs. Lyman Sheldon, Eliza Mathews, formerly of the Nelson Family, and MaBelle Chipman Bennett, retired

aerialist. Bob Mathews formerly had his own show and the "King Tuffy" lion act. Chipman, Beatty press agent last year and now with a newspaper, had the route to his home marked with arrows but some guests blew the route.

Yellow Burnett is wintering in Los Angeles. . . . The Johnny Klimes are expecting another child soon. . . . Dwight Pepple, agent for Polack Western, visited the Harry Chipmans at Alhambra, Calif., where Arthur Hockwald, agent of the Ward-Bell Circus, also was a guest.

F. A. (Babe) Boudinot, Ringling general agent, and Harry Bert were away from their Chicago base this week on a booking trip.

In Ringling-Barnum quarters, Louis Reed is breaking 10 baby bulls, with assistance from Smokey. Hugo Schmitt is breaking another group of 10.

Show people of Hugo, Okla., winter quarters of Al G. Kelly & Miller Bros.' Circus, are busy these days. Mrs. Logan is practicing traps under the tutelage of Mr. Marmalahoe. Her husband, Freddie, is working out new elephant act routines. Mrs. Cole, daughter of Herb Walters, manager of the W. H. Cole show, is breaking in a neck-loop to be used on his show this season. Others wintering at Modern Trailer Park are the McIntoshes, the Carltons and Mr. and Mrs. Frank Ellis. Rosie and Joe Wright are adding another member to their ring act, Allen Joe Jr. Wayne G. Newman is breaking another white horse for his act. The Tex Carson show is being repainted in quarters. Doc and Babe Sherwin are also wintering in Hugo. Mildred Welbes visited the Ellis family and also visited Joe and Rosie Wright on her way to the Ward-Bell quarters.

Irv Romig reports that he will play the Detroit Shrine Circus and at the same time do his TV show, "Ricky the Clown." Bill Brickle, clown with the Bailey-Cristiani Circus last season, pens in that he will clown with King Bros.' Circus this season.

Personnel of the Byron Gosh All-American Circus were entertained recently by Mr. and Mrs. Byron Gosh. The day's highlight was a chicken dinner. Present were Martha and Joe Smiga, Charlie and Josephine Barth, Hazel Louise, Joe Franklin, Hans and Rosetta Claire and Walter and Erma Harter.

Bev Kelley, Ringling TV-radio publicist, was in Chicago Friday for talks about a radio project. . . . Frank Braden, Ringling press agent, is in New York and may go ahead on another movie before the circus season starts. . . . Allen Lester, Ringling press agent, is working Detroit and Cleveland for Orrin Davenport's show.

Don C. Hayman, Beatty press agent in recent years who also is promotion manager for a string of Pennsylvania newspapers, reports Jack Dolan and Norman Adams, also of the Beatty press department, have been working for him on the papers, and several Beatty phone men are selling newspaper subscriptions. Haymen has been visiting Hunt Bros.' quarters and also is visiting Clyde Beatty and Orrin Davenport at Cleveland this week.

From Polack Bros.' Western unit Harold Barnes reports two casualties in Hammond, Ind., with Red Hughes, concessionaire, rushed to the hospital after having been stricken in the seats, and Gwen Busby, of the Dagenham Pipers, fracturing her right elbow. Both have been patched up, and Margaret Walsh is substituting on the bass drum during the period of recuperation. Dick Slayton, ringmaster for the Eastern unit, keeps his vocal chords tuned by taking over the announcing chores during the second half of the performance. The Slaytons leave for the Eastern unit after one more engagement

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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.

Business is booming for Mills Sales Company, New York, the firm reports. In business for 39 years, they feature a complete stock of values which has enabled them to build up a big following. A new catalog is now ready for distribution to the trade upon request.

"Klik," the magnetic soap holder from Denmark, is making fast strides with American housewives. Simple and attractive in design, a magnet imbedded in its lifetime plastic body holds soap in place when a small metal cap is pressed into the soap. When held near the magnet, it is instantly attracted and held in free air, dry and ready for use. Klik saves soap, eliminates messy soap dishes and prevents soap from becoming slippery. Easily installed in 60 seconds, the item is ideal for bathrooms, kitchens, etc. Comes in white, pink or blue at \$2 postpaid from Klik, Hazel Park, Mich.

Treasure Items, Northbrook, Ill., has just placed on the market a new mother-daughter apron set. Called sorting aprons, the garments are made of blue denim with white trim and are available as a set or separately. Four pockets in mother's apron are almost a foot in depth and so roomy they could hold telephone books. Daughter's apron has two pockets, 10 inches deep. Said to give mom an extra pair of hands, household sorting becomes easy and housecleaning simplified because so many steps are saved inasmuch as practically all cleaning materials, tools etc., may be carried around. Daughter can have her

favorite comic books or toys with her at all times, thus eliminating constant running into the house. Retail prices: Mom's, \$3.95; daughter's, \$1.95; complete set \$4.95 postpaid.

You need only look at the new Omni-Grip plier set, made by the American Plierenich Corporation, Chicago, to know that a miracle has happened in the gripping tool field, says the firm. The key to the remedy for all faults and limitations of pivot-type pliers is the ingenious geared pivot. In vertical and horizontal positions, using sets of toothed V's at various angles, which rigidly hold and turn work of every possible shape, the jaws may be freely spaced up to two inches to produce jaw pressures up to 10 times the grips applied at the handles and double those of other pivot pliers. The set includes a grip clamp which can be instantly applied or removed, to make it a hand and pin vise and to hold jaw-grips from an ounce to 1,000 pounds. Also included is a useful three-inch pocket screwdriver, all contained in a tough plastic bag. Retail price of the set is \$3.50 postpaid. A large illustrated brochure will be sent on request.

Wisconsin Deluxe Company, Milwaukee, reports strong sales on its new electric shaver. This is an imported Swiss razor in a newly designed case with vibrator type motor which operates on A.C. The firm says they list at \$19.95 regularly. Priced at \$6.50 each in dozen lots and \$6 each in gross lots, a sample will be shipped postpaid for \$7.50. Remittance for sample must accompany order.

What it calls "a work of art by master silversmiths" is being made by Hallmark House, Springfield, Mass. These are Masonic and Shrine lapel pins in simulated diamonds on sterling silver. Each pin is individually packed in an attractive plastic case for presentation. Priced at \$7 per dozen, a sample can be had for \$1.

What it calls a real special is offered by Burton Sales Company, Chicago. This is a 17-jewel Yorkshire man's watch with gold filled American expansion band. Has a 14k, gold plate top with stainless steel back. The firm claims that this wafer thin model is an accurate timekeeper. In quantities of six, the Yorkshire can be had for \$7.50 each. Twenty-five per cent deposit required, balance C.O.D. Add a dollar if a sample is desired.

One of the most unusual offers is being made by K. & B. Card Company, Wadsworth, O., by which you can get bingo cards free in sets up to 6,000 cards in medium or heavy weight. The firm says this is a bona fide offer and not a gimmick.

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PIPES FOR PITCHMEN

By BILL BAKER

CHIC DENTON . . . lettering from his lair in Jefferson Hotel, Dallas, says that during the holidays he and his old friend, Tom C. Pascha, Alexander the Great, had a chance to do a fancy bit of breeze batting with a couple of other real old-timers, Edward St. Matthews, the Poor Man's Friend, and Frank L. Sullivan. From what Chic writes, it would appear that a considerable portion of the conversation covered the question as to who was the older, Ed or Frank. It seems that Frank was a student of the trade under Ed which makes Frank think that he is considerably younger than his teacher. However, Ed claims that the student started to school a little late which makes them about the same age, namely 73. Says Chic, "We are always glad to have the old-timers visit with us at our Osage Herb Store, 2306 Elm St., Dallas."

"I SHOULD HAVE PIPED . . . in long ago," admits Douglas Newell, a gent whose name has been showing up on our missing persons list for one helluva long time. "I'm guilty of always clocking pipes but never sending in any. I'm at Murphy's dime store in Washington and will remain a forty-miler this winter. It's mild enough here but business could be better. I worked the trombone with C. D. Boyd around here during Christmas to good returns. Glitter, pens and tops also got their share of the long green." Social note: Bette Austen, foot worker for uncle Mike Devine, and our friend, Douglas, celebrated Christmas with the Boyds at their new apartment. On December 26 Mrs. C. D. presented Mr. C. D. with a new son, C. D. Jr. Our felicitations to all the C. D.'s.

HARRY WORTHY . . . postals that he has been working the Macon, Ga., area. He says that if any of the boys are interested in working his medicine on a 50-50 basis, you can get in touch with him at General Delivery, Macon. He would also like to hear from Doc Bob Smith.

LETTERING FROM . . . Oakland Park, Fla., Jim Wall says: "In a recent pipe column I was glad to read about Claude Faulkner and the rest of the boys on the sheet in the Carolinas. Would like to let them know that I'm still around and that I always read the Pipes. Keep them coming in, boys. What ever happened to all the

sheeties here in Florida? How about dropping in a line now and then so we know what's going on?" We have been a little delayed in handling brother Wall's pipe so we presume that by this time he has taken over the labor sheet in Tallahassee. Jim says that he can use a couple of live wire producers in Florida, so any of his old acquaintances in the sheet and phonemen fraternity, such as Al Newman and George Lunsford, can contact him at General Delivery, Tallahassee, Fla.

JUDGING FROM THE . . . enthusiastic dispatches that we recently received from two of the sterling stalwarts of the tripe trade, Ray Herbers and Big Al Wilson, that must have been one colossal conglomeration of she-nanigans that was tossed at Jack Anthony's Miami estate Christmas Day. The feast, which according to reports would have made one of King Henry VIII's belly-stuffers look like a Sunday School picnic,

included tons of barbecued spare-ribs, chicken, corn on the cob, salads, cake, to say nothing of gallons of imported giggle soup and beer. In addition to Ray and Big Al, other ladies and gentlemen of the trade who showed up at the shindig, wearing their rumpus pants and looking pretty hungry, were Madaline Ragan, Ed (Steamboat) Hutchinson, Peco Maynard, Mr. and Mrs. Phil Kraft and family, Tip and Til Hallstrum, Jerry and Stella Mullins, Benny Ackerman, Mr. and Mrs. Brooks; operators of Home Shows, Mrs. Lucy Yamanaka, Mary and Walter Stoppel, Chet Wedge, Dick Kanthe, Bill Summers, Mr. and Mrs. Earl Davis and their singing son, Skipper, Bill Robin, Walter McGrain, Dave Greer, Paul Doyle, Hank Stuart, Joann Sand and Mary Ragan.

JIM BROWN . . . the circus clown, is working Sky Gliders in a chain store in Columbia, S. C. Jim says that this is his first pitch date in over a year.

IT'S RUMORED . . . that C. D. Boyd is picking up a hunk of kale now and then working the sponge joint in Washington.

COMING EVENTS

Continued from page 62

Moorehaven—Chalo Nitka Celebration, Feb. 18.
Palatka—Jaycee Rodeo, Feb. 25-27.
Tampa—Home Craftsman's Show at Fla. State Fair, Feb. 5-19.
Tampa—Horse Show, Feb. 25-27.

Georgia

Atlanta—Southeast Sports & Boat Show, March 5-12.
Swainsboro—Pine Tree Festival, April 5-10.
Thomasville—Rose Festival, April 29.

Illinois

Chicago—Boat Show, Feb. 4-13.
Chicago—International Sports and Outdoor Show, Feb. 18-27.
Chicago—Modern Living Exposition, March 26-April 3, Navy Pier.

Indiana

Evansville—Tri-State Sports Show, March 27-30, Homer Bow.
Fort Wayne—Sports Show, Feb. 15-20.

Iowa

Des Moines—Iowa Sports & Vacation Show, March 31-April 5.
Waterloo—Northeast Ia. Sports & Vacation Show, April 21-24, Bill Christiansen.
Waterloo—Waterloo Home Show, March 30-April 3.

Louisiana

Baton Rouge—Livestock Show & Rodeo, March 5-12.
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.
New Orleans—Do-It-Yourself Show, April 9-13.

Shreveport—Spring Festival, April 27-May 1, Abie C. Goldberg.

Massachusetts

Boston—New England Sportsmen's & Boat Show, Feb. 5-13, Albert C. Rau.
Boston—Motorama, April 23-May 1.

Michigan

Grand Rapids—West Michigan Sports & Boat Show, March 21-26, Jack D. Locks.
Hastings—Michigan Cornbelt Stock Show, March 2-3, Duncan G. Leitch.
Lansing—Antique & Hobby Show, March 20-23, L. Verne Slout, Vermontville.
Vermontville—Maple Sirup Festival, April 16, Dr. Clarke Davis.

Minnesota

Hattiesburg—South Miss. Dist. Livestock Show, March 14-16, N. S. Hand.
Minneapolis—Northwest Builders' Show, March 12-20.

Mississippi

Canton—Madison Co. Livestock Show, April 13-14, N. S. Estess.
Carrollton—Carroll Co. Livestock Show, March 23, R. A. Cooper.
Columbia—Marion Co. Livestock Show, March 10-12, D. O. Scooz.
Forest—Southeast Miss. Dist. Livestock Show, March 17-19, G. D. Collier.
Greenwood—Delta Dist. Livestock Show, March 24-26, E. H. Blackstone.
Hattiesburg—Forrest Co. Livestock Show, March 11-12, W. W. Kennedy.
Hattiesburg—South Miss. Dist. Livestock Show, March 14-16, N. S. Hand.
Mendenhall—Simpson Co. Jr. Livestock Show, March 14-16, J. F. 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. Pernell.
West Point—Northeast Miss. Dist. Livestock Show, March 31-April 2, E. E. Woolen.

Missouri

Joplin—Realtors' Home Show, April 11-15.
New Madrid—4-H Club Market Barrow Show, April 3, Eugene French.
St. Louis—St. Louis Sports, Travel & Boat Show, March 12-20, William Zalken.

Nebraska

Lincoln—Capital City Home Show, March 24-27, Peggy King, 418 Trust Building.
Omaha—Omaha Sports, Vacation & Boat Show, March 5-13, G. Edward Budde.

New Mexico

Truth or Consequences—Fiesta Rodeo, April 1-3.

New York

Jamaica—Long Island Sportsmen's Show, Feb. 12-19, Albert J. Chase.
New York (Bronx)—Sports and Vacation Show, March 5-13.
New York—Universal Travel & Auto Show, Feb. 20-27, Fred Pitters, 527 Fifth Ave.
Syracuse—Automobile Show, Feb. 20-27.
Syracuse—Homemaker Show, March 8-11.
Syracuse—Builders Exchange Show, March 21-30.
Syracuse—Sportsmen's Show, April 28-May 3, Ball & Grier, Utica.
Utica—Sports Show, March 24-29.
Utica—Sportsmen's Show, March 24-29, Ball & Grier.

Ohio

Canton—Sportsmen's Show, April 1-6.
Cincinnati—Sports Show, Feb. 8-13.
Cincinnati—Mid States Sports, Vacation & Boat Show, Feb. 8-13.
Cleveland—Sportsmen's Show, March 8-22.
Columbus—Sports Show, March 22-27.
Dayton—Do-It-Yourself Show, March 18-20, Retail Hardware Dealers' Association.
Toledo—Sports, Home, Boat and Auto Show, March 5-13, Paul Spor, Ohio Building.
Toledo—Flower Show, March 22-27, Geo. Yakobian Enterprises, 1718 Jefferson Ave.
Toledo—Home and Travel Show, Feb. 5-13, Mill 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, Ous Fields, Biltmore Hotel.

Pennsylvania

Philadelphia—Gift Show, March 26-31, Donald C. Little, 220 Fifth Ave., New York.
Philadelphia—Philadelphia Motor Boat & Sportsmen's Show, March 4-12, Clinton W. Smullen.

Texas

Amarillo—Stock Show and Rodeo, March 1-5.
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—Exposition of Modern Living, Feb. 13-20, Louis L. Young, 4427 Sexton Road.
Dallas—Allied Gift and Jewelry Show, Feb. 20-25, Mrs. M. Dalton, 3832 Wilshire Blvd., Los Angeles.
Dallas—Southwestern Gift Show, Feb. 20-25, Fred Sands, 3102 S. Joplin, Tulsa, Okla.
Dallas—Southeast Sports & Vacation Show, April 15-24, Martin P. Dilly, Dallas News.
Dallas—National Home Show, April 30-May 8, Grover Godfrey, 102 Walnut Hill Village, Dallas.

El Paso—Flower Show, April 16-17.
El Paso—Southwestern Livestock Show and Rodeo, Feb. 6-13.
Houston—Fat Stock Show and Livestock Exposition, Feb. 2-13.
Houston—Sports Show, March 18-27.
Laredo—Washington Birthday Celebration, Feb. 17-28.
McAllen—Home & Do-It-Yourself Show, Feb. 23-27, Pat O'Toole, Casa de Palmas Hotel.
Mercedes—Rio Grande Livestock Show, March 8-13.
Odessa—Odessa Rodeo, March 9-13.
San Angelo—Fat Stock Show and Rodeo, March 3-6.
San Antonio—Livestock Exposition, Feb. 18-27.
San Antonio—Fiesta San Jacinto, April 17-23.
San Antonio—Antique Show, Feb. 15-18, L. Verne Slout, Vermontville, Mich.
Shamrock—St. Patrick's Day Celebration, March 17, Bob Roach.

Virginia

Norfolk—Do-It-Yourself Show, Feb. 19-22, March 3.
Richmond—Home and Garden Show, March 22-27.
Winchester—Shenandoah Apple Blossom Festival, April 28-29, J. Pinckney Arthur.

Washington

Seattle—International Trade Fair, March 11-25, Kenneth V. James, 215 Columbia St.
Spokane—Sports Show, April 19-24.
Tappanish—Central Wash. Jr. Livestock Show, April 26-28, Willia M. Rowland.
Wapato—Wapato Jr. Livestock Fair, April 18, Blaine C. Hardy.

Wisconsin

Madison—Wisconsin Sports, Travel & Vacation Show, April 26-May 1.
Milwaukee—Home Show, March 12-20.
Milwaukee—Milwaukee Sentinel Sports & Vacation Show, March 25-April 3.
Tacoma—Tacoma Home Show, March 22-27, Edgar V. Smith, 1103 1/2 Division Ave.

CANADA

Alberta

Edmonton—Spring Livestock Show and Sale, March 21-25.

Ontario

Toronto—Canadian National Sportsmen's Show, March 11-19, Loyal M. Kelly.

Quebec

Quebec—Winter Carnival, Jan. 6-Feb. 22.
Toronto—Sportsmen's Show, March 11-19.

Saskatchewan

Saskatoon—Interprovincial Bull Show & Sale, April 17.

SENSATIONAL SELLER!

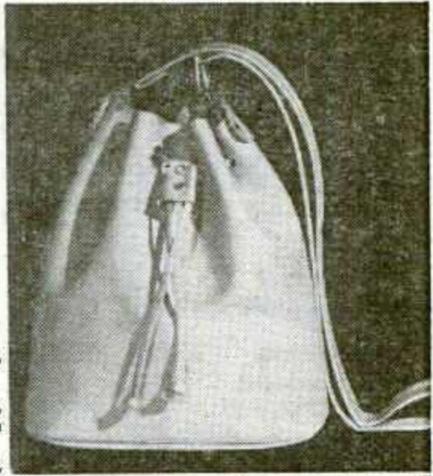
MAKE BIG MONEY SELLING OUR NEW

capri

Shoulder Strap Handbag

Made of fine quality 35 gauge COL-O-HYDE (Stronger Than Leather)

Size of bag: 10" high by 8" wide.
Colors: Red, Black, Navy, White, Sauterne Creme, Panama Beige and Goldendale Tan.
Elegant Styling, Popular Priced, Luxuriously Soft, Newest Colors.

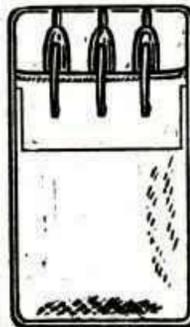


SEND \$12.00 FOR SAMPLE DOZEN PREPAID AND BE CONVINCED

Sensationally Priced at **75¢** Each in Gross Lots
\$108.00 Per Gross, F.O.B. New York

IMPERIAL MERCHANDISE COMPANY
893 Broadway, New York 3 N Y

1955 WINNERS!



Write in RED, BLUE and GREEN INK with our new SENSATIONAL 3-COLOR RETRACTABLE BALL POINT PEN SET. One pen of each color packed in Beautiful Plastic Pocket Case that protects wearer's pocket!

\$5.75 Per Doz. **\$64.80** per Gross



NEW! RUBBER WALKING DUCK WITH BUILT-IN VOICE. No worker or Whistle Needed. QUACKS AS IT WALKS. Already outselling last year's Jumping Rubber Dog.

\$1.80 per Dz. **\$21.00** per Gross

Beautiful Pearlied Renaissance Cross with Gold-Plated Image. Size 7"x12". Individually Gift Boxed. \$5.25 Per Dozen.

\$60.00 PER GROSS

"OAK'S" New Dragon Shape Balloon—INFLATES to more than 3 FEET IN LENGTH! Agate in Color and Stretched for Fast Sale!

\$7.00 PER GROSS DRAGON WORKERS: 50¢ Each.

Automatic Repeating Metal Cap Gun—SELLS ON SIGHT! 75¢ Per Doz. \$8.40 Per Gr. Caps for Cap Gun—30¢ Per 100 Rolls.

Automatic Repeating Metal Water Gun—75¢ Per Dozen. \$8.40 Per Gross. 25% Deposit Required on all orders! Balance Shipped C.O.D.

KIM & CIOFFI

926 FILBERT STREET, PHILADELPHIA 7, PA.
Market 7-1225 Market 7-2283

ATTENTION: AUCTIONEERS ONLY

FOR THE FIRST TIME "MORRISON" is offering a genuine "MORRISON" fountain pen—a \$5 model—to be sold on the auction block for at least \$1. It is a pen of high quality, rich appearance and eye-appeal . . . backed by our Consumer Service Guarantee . . . it will sell fast on its own merits!

IMPORTANT TO THE AUCTION TRADE IN SELLING A SUCCESSFUL LEADER "MORRISON," nationally known for high quality products since 1910, added to its list among millions in the armed forces with its exclusive bearing the official insignia of all branches of the service—a fountain pen which is still highly treasured. "MORRISON" again introduces an original designed fountain pen, with all parts branded.

ACT NOW . . . send \$8 for a one-dozen sample order. Immediate shipment by insured parcel post. Then just show 'em and sell 'em! Special discount on 6 and 12-dozen lots!

MORRISON FOUNTAIN PEN COMPANY

Established Since 1910
79 Fifth Avenue, New York 3, N. Y.

BEST GREEN FABRIC CARNATIONS

100 postpaid \$5.00 for
200 postpaid \$9.00 for

Retails at 10¢. IMMEDIATE SHIPMENT. Free price list to retail dealers.

RETAIL DEALERS' WAREHOUSE

1130 SOUTH MAIN ST. AKRON 1, OHIO

WANTED

Sales Representatives

who call on Carnival Supply Jobbers We have a new, big line of SLUM PRIZES, KEYCHAINS and HOUSEHOLD ITEMS—and plan many more items to follow. We back our Sales Staff with intensive promotional help. Reputable and well-established Sales Representatives are invited to write us about themselves and the territory they cover. Memo to Carnival Jobbers: Perhaps you know of a good man for us—please show him this ad—or write us his Name and Address and we shall contact him. Thanks.

SAMUEL EPPY & CO., INC.

91-15 144th Place, Jamaica 25, N. Y.

BUY DIRECT FROM MANUFACTURER

ATTENTION, WHOLESALERS, JOBBERS and PREMIUM HOUSES

Trouble Lights

In 25', 50' and 100' lengths with new snap-off metal guard.

Also 14 gauge 100-foot cables with neoprene jacket. Also new economy all-purpose floodlights, fast-moving auctioneers item. Special prices for quantity buyers. We ship C.O.D., F.O.B. our plant.

25% Deposit, Balance C.O.D.

Sheldon Cord Products
2549 W. 5th Ave. Chicago 24, Ill.
Phone: NEVada 2-3898

The Nation's Finest Source for exclusives and **NAME BRANDS** Write for Free Catalog

TEMPLE COMPANY, INC.
804 Sansom St. Phila. 7, Pa. Market 7-8242

WANT PITCHMEN
All kind for Exhibit Hall and on Midway. February 15 thru 20.

Broward Co. Exposition
236 S.E. 6th Ave. Fort Lauderdale, Fla. Phone: JACkson 3-8833

PAPER MEN GOOD PROPOSITION
for Kentucky and Tennessee business. Write KENTUCKY-TENNESSEE STATE FARM PAPER UNIT
300 East Market Louisville 2, Ky.

WHOLESALE CATALOG
50% DISCOUNT FREE ADVERTISING MATCHES
SIBERT JOBBING HOUSE
79-C SHALLOWFORD • CHATTANOOGA, TENN.

PURSES MEAN PROFIT!

THESE ELEGANT *di Zido* handbags

- MEAN MORE PROFIT
- GENUINE
- COL-O-VIN HYDE
- HANDSOME PACKAGE
- ELEGANT STYLING
- POPULAR PRICED
- LUXURIOUSLY SOFT
- NEWEST COLORS
- ORIGINAL DESIGNS



PRICED TO MOVE FAST AT:

\$30.00 PER DOZ.

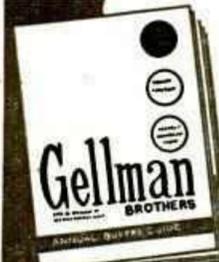
PERFECT FOR PRIZES
• PREMIUMS • AWARDS
A NATURAL FOR AUCTIONEERS!

GEM SALES CO.

533 Woodward
Detroit 26, Mich.

TERMS: 25%
DEPOSIT WITH ORDER.
BALANCE C.O.D.
F.O.B. DETROIT

STYLE #120
Write for our big **FREE** WHOLESALE CATALOG
Hundreds of items, appliances, leather goods, novelties, housewares, clocks, premium goods. Full color illustrations—sent free—write today.



SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG!

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR
Premium Users, Auctioneers, Wagon Jobbers, Agents, Salesmen, Distributors, etc.
Our 35 year record of Honest and Dependable Service is your guarantee of Quality Merchandise, at lowest wholesale prices.

GELLMAN 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, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today
IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ALCME PREMIUM SUPPLY CORP.

1111 South 12th, St. Louis 4, Mo.

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession	<input type="checkbox"/> Personal
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:

REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.

DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in..... Issue.

I enclose remittance of \$.....

Name

Address

City

State

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 15c a word—Minimum \$3

DISPLAY-CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATE: \$1 per agate line—\$14 per inch

CASH WITH ORDER
(unless credit has been established)

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

ACTS, SONGS & PARODIES

ACTS WANTED WHO NEED SOCK COMEDY material. New Comedy Notebook with free monolog, \$3. Smash Hecker file only \$1. Showbiz Comedy Service, Dept. F, 1613 East 29 St., Brooklyn 29, N. Y.

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 doubles and thousands of miscellaneous jokes; 19,808 gag items in 22 books! For particulars and free comedy catalog write Robert Orben, 73-11 Bell Blvd., Flushing 64, New York. fe26

COMEDY MATERIAL FOR EVERY PURPOSE. For nite club, for radio, for television. Bits, skits, parodies written for your type of work. Comedy folder number 1 now ready. Send for your copy, \$3. Send your order today. Wesbica Comedy Material, Box 187, Westville, Ill. fe26

SONGWRITER'S DEMONSTRATION RECORDS. Professional vocalists. Superior service; low cost. Write for details. Holiday Recording Co., 100 West 42 St., New York 36, N. Y. fe12

AGENTS & DISTRIBUTORS

A BRAND NEW ITEM—COPYRIGHTED, registered, exclusive. Cannot be bought elsewhere. You will not be an Agent or Salesman but an Independent Dealer buying at Manufacturer's wholesale and selling at retail. Begin earning big cash first day. Real future. Hire others. Details free. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. fe26

A BUSINESS OF YOUR OWN—WITH Spray on, rinse off. Whitens, 337-B, Orrville, Ohio.

AGENTS—SELL RICH LOOKING 34X68 imported Japanese Rugs for \$2; never before such a large rug for so low a price. Multicolor stenciled designs, hooked carpet and patterns; 2 rugs, \$2.50 prepaid; 4 rugs, \$1.15 each prepaid. Condon, Dept. B, Box 204, Upper Darby, Pa. ch-f26

AGENTS—FAST SELLING BEAUTIFUL Rhinestone Heart Necklace and Rhinestone Heart Earring Set; all pronged rhinestones, \$13 dozen; sample \$1.25. Santo Sales Co., 921 Eastwood, Chicago, Ill.

AGENTS—BIG HIT! NEW CHANGEABLE Signs with plastic letters; fast changeable profits; sells for \$5; cost \$1.50; sample set \$2 prepaid. Acehy Sign Co., 306 Bowery, New York 12. ch-f26

AMAZING NEW INVENTION—SELF- lighting cigarette compound; strike cigarette on side of hand and make ash. Salesmen, pitchmen, jobbers send \$2. Sample \$14.40 dozen. Kunoff Enterprises, 20 Squard Ave., Zanesville, Ohio. Phone 2-0096.

AAA AMAZING CLOSEOUTS

Ropes, all beads, asst. dz. \$ 5
Ropes, chain & beads, asst. dz. 4
Tailored earrings, asst. gr. 15
Stone pins, asst. gr. 15
Stone Earrings, asst. gr. 15
Stone Pins, asst. gr. 18
Rhinestone neck & earrings, boxed, dz. 9
Bracelets, asst. gr. 20
Sample dozens neck & link, asst. gr. 30
Balance c.o.d. No catalogue. 20% deposit.
NEW ENGLAND JEWELRY
124 Empire St. Prov., R. I.

ATTENTION—HOSIERY; LOW PRICES for line Ladies and Men's Children's Hosiery. Nylons, \$1 dozen up; sample free \$1 dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741) 1258 Market St., Chattanooga, Tenn. fe12

!! ATTENTION BUYERS !!

Vacuum cleaners, all makes. Tanks, uprisings. New, rebuilt and guaranteed. Also brand new sewing machines, general merchandise, home and farm supplies, hand and power tools, costume jewelry, etc.
FACTORY PRICES! FREE CATALOG
Write us your needs

METROPOLITAN
4143-3 Ave. Bronx, N.Y. CY 9-5960

BARGAINS, JOB LOTS, CLOSEOUTS! Save up to 50% on Clothing, Hosiery, Notions, Drugs, Toiletries, Gifts, Jewelry, Television, etc.; 2,000 items; 25¢ brings wholesale bargain catalog with special get-acquainted offer which includes free \$1 merchandise certificate. Reliable Jobbers, 311-N North Desplaines, Chicago. ch-mp

BIG PROFITS IN YOUR OWN WHOLE- sale merchandising business. No investment! No inventory! America's greatest wholesale appliance, homewares, jewelry, sporting goods catalog in color. Space for your own name. We drop ship! Send 50¢ for catalog and sales plan. Return to: General Wholesale, Box 3058CC, San Francisco. np

BUY WHOLESALE DIRECT—25,000 ITEMS. Electric appliances, silverware, jewelry, watches, cameras, haberdashery, etc. Catalog 25¢ return. Matthews, 1478-C32 Broadway, N.Y.C. 36.

CREW WORKER'S HOUSE-TO-HOUSE sales men, etc. Sell sensational color film. Puts television in color the inexpensive way. Hot item for 1955. Moody Supply, 3028 Mesquite Rd., Fort Worth 11, Tex. fe12

DECALCOMANIA TRANSFERS NOW OFFERED in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line salesmen wanted; also make money with our line of Automobile Initials and Sign Letters. Free samples. "Rai-co," X-L, Boston 10, Mass. ch-mp

EARRINGS—MANY STYLES, 1955: FROM manufacturer, \$12, 15, 18, 24, 36 per gross. Minimum assortment order, \$20. No catalog, no c.o.d. postpaid. Rothblat, 9 Thayer St., New York 40, N. Y. fe12

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 dz.
Roses (made in Italy) 1.95 dz.
Tailored or stoned Earrings 2.00 dz.
Baby Heart Necklaces, boxed 3.50 dz.
Baby Cross Necklaces, boxed 3.50 dz.
Neck & Earrings, boxed 9.00 dz.
Rhinestone Neck & Earrings 12.00 dz.
Beautiful Ropes, asst. \$4 and \$5 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

FAMOUS MFR. CLOSEOUTS

Samuel Silverman & Co.
1820 Westminster St. Providence, R. I.

JOKERS FUN SHOPS—FULL CREDIT

allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. fe26

LADIES' HALF SLIPS—SIZES S.M.L., \$9 dozen prepaid. Sample \$1. McIntyre Sales Co., 611 Grand Ave. S., Fort Payne, Ind.

LIGHT REFLECTING SIGNS—RED HOT and sensible; 7x11" illustrated color blend; 2000 varieties; \$6 per 100, 15 for \$1 or 10¢ for sample. Koehler, 335 Goetz, St. Louis 23, Mo. fe26

NAUGHTY LADY—POCKET NOVELTY DE- luxe exciting action, wiggles; entertaining; amuses both men and women. Postpaid \$1. Staffords Enterprises, Bedford, Iowa. fe19

NEW 7"x11" ULTRA-BLUE SIGNS, 7¢ retail 50¢. 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 839, New York 3. ch-fe26

PROFITS UNLIMITED IN YOUR OWN wholesale buying service. Buy 66.2/3% less than retail famous appliances, home-ware, jewelry, sporting goods, furniture. Big profits selling others at discount. Free details. National Buyers Service, Box 426CA, Oakland, Calif. np

PROFITS TO 150% SELLING FINEST Everyday Greeting Cards. New 21-card \$1 assortments; unusual gifts, 100 fast-sellers. Valuable gifts bonuses. Assortments on approval, stationary samples free. \$1 gift free for prompt action! Creative Cards, 4401 Cermak, Dept. 502-A, Chicago 23, np

RED HOT MONEY MAKER—SELLS FOR 50¢; 1,000 cost \$8; \$492 profit; sample 50¢ or send \$2.75 deposit for 1,000 c.o.d. Money back guarantee. Act today! Ewell Farley, Harlan, Ky.

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. 60, Ferndale, Mich. ch-fe26

START YOUR OWN WHOLESALE BUSI- ness. Mail 25¢ in coin for complete details and catalog. Refundable on 1st order. Send to S. F. Warren Sales, 1218 1/2 Virginia St. E., Charleston, W. Va.

TERRIFIC GUARANTEED WATCH SET— Sells on sight. Special angle permits you sell wholesale and retail. Post card brings complete details. Gem Distributing Co., Box 1265, Kingston, Pa. fe19

THREE RETRACTABLE PENS—RED, blue, green ink with pocket protector; six colors; \$7.20 dozen; sample \$1. Arcade Sales, Silver Lake, Ind.

YEAR ROUND CANDY SPECIALTY— Pound box, bulk; other food drug line. Imported! Box 1A; #58 Washington St., Hoboken, N. J. fe12

YOUR OWN BUSINESS—SUITS, \$1.50; Overcoats, \$5; Mackinaws, 25¢; Shoes, 12 1/2¢; Ladies' Coats, 30¢; Dresses, 15¢. Enormous profits. Catalog free. National 1218 AF South Jefferson, Chicago. ch-mp

AGENTS & DISTRIBUTORS

\$1 PROFIT EACH SALE PLUS OVER- rides. Two, three or more orders per family. Photo enlargements only \$2.95. G. Allen Studio, Riegler Bldg., Little Rock, Ark. fe12

\$150 A WEEK PLUS BONUS FOR ONLY 4 orders a day! Sell America's leading bronzed baby shoes. 50% cash commission. Every parent a prospect. Write today for Free Starting Outfit. Alice Ames, Dept. 6, Boston, Mass.

ANIMALS, BIRDS, PETS

ALLEN—FRESHLY MILKED RATTLE- snakes, assorted, \$3. Fixed large Diamond-backs, \$6. Grade B Boas, 7 ft., \$10; 8 ft., \$15; 9 ft., \$18. Baby South American Alligators, \$1. Plenty large, harmless Snakes, Tortoises, Lizards. Booklet Care of Reptiles, \$1. Excellent, newly developed Snake Tongue, \$10. Ross Allen's, 1112 North Miami Ave. Phone 3-4808, Miami, Fla. fe19

BUCKING SHETLAND MULE—3 YRS. OLD, 41 inches tall. Works on lunge line, \$200. R. E. Leonard, 851 E. Riverside, Evansville, Ind.

CALIFORNIA SEALS, SEA LIONS—WILD or tamed; main suppliers zoos, circuses throughout world. Marine Enterprises, Inc., Hermosa Beach, Calif. np

CHIMPANZES—A WONDERFUL GROUP of eight, ideal training material, four males and four females. This same quality chimpanzee was supplied to St. Louis and Detroit zoos for their chimpanzee acts. \$850 each or \$750 each if entire group taken. Trefflich's, 228 Fulton St., New York.

MINIATURE CHIMP STUMPTAILS, TAME, young, \$65. Illustrated monkey listing, 25¢. Bronson Birds, 149 Fort George Ave. New York 40, N. Y. mh5

MONKEYS, BIRDS, REPTILES, EXOTIC Cats. Many other animals. Animals Tropicales, Inc., 2324 Amsterdam Ave. N. Y. 33, N. Y. WA 7-7400. mh5

OCKLOT KITTENS, \$7.50; YOUNG JAG- uars, \$450; Squirrel Monkeys, \$22.50 each, 5 for \$100; Toucans, \$45; Tame Skunk, \$15; other animals, birds, reptiles arriving weekly. Jack Adam's Alligator Farms, Box 881, Mesa, Ariz. Phone WOODLAND 4-1218.

WANT SKATING RINK (ON PERCENTAGE basis). For permanent location in colored amusement park. Contact immediately. R. J. Fox, 1320 Pineview Road, Birmingham, Ala.

WANT KID RIDES (ON PERCENTAGE basis). For colored amusement park. Contact immediately. R. J. Fox, 1320 Pineview Road, Birmingham, Ala.

WANT KIDDIE RIDES—PROVEN LOCA- tion, Long Beach, L. I., near Boardwalk. Interested in lease, percentage. Call: LO 6-3197 or LO 6-2240W.

WANTED TO LEASE—RIDES FOR SMALL amusement park for percentage of gross. We will operate rides; attract crowds; 2000. We operate rides; attract crowds; 2000. We operate rides; attract crowds; 2000. Board, Cincinnati 22, O. fe19

BUSINESS OPPORTUNITIES

RARE OPPORTUNITY—WANTED PART- ner with \$5,000 or more. Government buy our product. Unusual earning possibilities. Write Box 1404, Montgomery, Ala.

NEW ELECTRIC MACHINE BAKES yeastless doughnuts; attracts crowds; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3605 S. 15 Ave., Minneapolis 7, Minn.

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.

COSTUMES, UNIFORMS, WARDROBES

BALLY CAPES, \$5; DERBIES, \$1; COS- tumes, Wigs, Ostrich Feathers, Strip, Minstral. Free list. Leroy Carpenter, 16 Eldorado Place, Weehawken, N. J.

FORMULAS & PLANS

ANY FORMULA, \$3; FORMULA CATALOG and manufacturing treatise, 10¢. Joseph H. Belfort, 192 N. Clark St., Room 620, Chicago 1, Ill.

FOR SALE

SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CAR- amel Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. mar3

FOR SALE—SECONDHAND SHOW PROPERTY

BELLY TANKS—CUT FOR DOUBLE seats; seats not installed, new, 6 ft. Sell five, only \$17 each. Canyon Kiddieland, Beaverton, Ore.

COMPLETE KIDDIE CARNIVAL

8 ponies, ring; 20 ft. M-G-R, cars, Airplanes, prairie schooner, 3 trailers, truck. No Junk. \$10,000. Palmer, 5345 Center, Salem, Ore.

COMPLETE FREAK SHOW—12x14 TENT,

poles, panel front, lights, 30 human freak photos. \$85 full, cash. Charles Fretz, Shelby, Pa.

DRAMATIC END TENT, 40x60; 8 FOOT

wide wall, color green, complete, \$450; used 4 weeks; 15 foot concession Trailer, factory built frame, truck type wheels, side opens out as awning, \$275; 90 Folding chairs, \$1 each; 3 Feature Films, \$35 each. Joe W. Stoneman, Gautier, Miss.

EXHIBITORS, ADVERTISERS—NEW 500

watt Projectors. Two carriers, 3 1/4x4 and 2x2, color wheel, \$33. Circulars. Gronberg Projectors, 712 E. Mallory, Pensacola, Fla. fe12

FOR SALE—KIDDIE MERRY-GO-ROUND,

Seats 10. Like new. E. H. Moser, c/o Slickin, Apt. 3, Chehalis, Wash. fe12

FOR SALE—80 RUBBER MOLDS, SLUM,

small med. and large; live rubber with cases, \$45. Delmar Hartridge, Queen City, Mo.

HAMMOND ORGANS (TWO), GOOD CONDI-

tion, Model B with speakers. Williams and Lee, 461 Hollywood Ave., St. Paul, Minn.

HOT DOG (ALL TYPES INCLUDING

barbecue) Star Popcorn Machines, Doughnut Equipment; Frozen Custard (new & used), Griddles, 3 kinds Fry & heat Restaurant Equipment). State your needs. Star, 2904-12th St., N. W., Canton, O. fe12

MANGELS BOAT RIDE—USED FIVE

times. Like new, \$1700. Gerald Bury, 2720 E. Market St., York, Pa. fe12

MANGELS KIDDIE JUMPING MERRY-GO-

Round, \$3000. Kiddie Aeroplane Ride, \$500. Kiddie Train with center lower and tracks, \$600. All complete with electric motors. Max Seskin, 1834 East 14 St., Brooklyn, N. Y. Call: ESplanade 6-3990.

MANUFACTURE, REPAIR, TRADE ANY-

thing canvas. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y.

PORTABLE ROLLER RINK FLOOR—IN

5x8 sections; 40x90' maple; used little; stored. First \$695 cash takes. Come ready to load. 917 Cedar St., Highland, Ill. fe12

SAVE \$900 ON KIDDIE FERRIS WHEEL—

Used four months. Capacity 24; perfect condition. 15 train with center lower and tracks. Redwood City, Calif. fe19

SAVE \$300 ON LATEST MODEL POP

Corn Machine. Manley Aristocrat, \$695 cash. Like new ice cooled orange drink dispenser, \$18. Stainless steel hot dog and bun warmer, used less than hundred hours. Save \$37. Price \$48. Paul Evans, 1160 S. W. Canyon Rd., Beaverton, Ore.

SHOOTING GALLERY—BECKER MARKS-

manship Targets; one used target with power supply; new, \$1250. Will sacrifice. Never used target, complete with power supply and new B&E continuous run camera, orig. cost \$2130. Best offer for either or both. Pennsylvania, 1626 Market St., Phila, Pa.

SOUND AMPLIFIER, P.A. SYSTEM—PHO-

nograph, radio, tape, plus in-weather-proof speakers, individual volume controls, two 45 r.p.m. record players, many new records, mike. Clear sound, no scratchy undertones. Music at each outdoor ride. Wonderful ear aud. Periums. Slightly used. Half price, \$250 cash. Canyon Kiddieland, Beaverton, Ore.

TENT—50x120 TOP, 8 FT. WALL, \$800;

5 length Seats and 350 Chairs, \$500; 7 1/4 kw. Light Plant, \$400; 80 ft. steel RR. Car and 75 ft. combination Baggage Car, Phillips, 5717 Harkins Ave., Los Angeles 34, Calif.

TRAINS—ALL SIZES, GAUGES, TYPES;

new used, trade, individual volume controls, two 45 r.p.m. record players, many new records, mike. Clear sound, no scratchy undertones. Music at each outdoor ride. Wonderful ear aud. Periums. Slightly used. Half price, \$250 cash. Canyon Kiddieland, Beaverton, Ore.

TWO 12 PASSENGER CHEV. LIMOUSINE,

fine condition. Reason for selling, retiring from show business. Williams and Lee; 464 Holly Ave., St. Paul, Minn.

UNICYCLES—\$20, \$40, \$55. LEARN ONE

week. 9016 Beverly Blvd., Los Angeles 48, Calif.

35 PONIES—HAVE JUST RECEIVED AN-

other bunch all for \$1750. Have small circus truck, \$150. You who called before call again. No time for letter writing. P. L. Cobb, Hotel Ponder, Amite, La. Day phone, 7742; night, 2061.

2000 STADIUM CHAIRS—FOLDING

chairs, theater chairs, screens, tents, sidewall, bleachers, projectors. Lone Star Seating Co., Box 1734, Dallas 1, Tex.

INSTRUCTIONS

BOOKS & CARTOONS

ASTROLOGY OCCULT—EASY LESSONS, books, tarot, psychic aids, curious charts, spiritual products. Free booklet. Danaro, 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 178, Calif. ch-1f

LEARN AUCTIONEERING-TERM SOON. Free catalog, Reich Auction School, Mason City 9, Iowa. fe26

THUMB-TIP CIGARETTE VANISHER fools 'em all, 50¢; five-to-four square puzzle braibuster, 25¢. James, Box 1161, Miami 7, Fla. fe19

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10¢. Balda Art Service, Oshkosh, Wis. fe19

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, 336 S. High, Columbus, Ohio. fe19

VENTRILOQUIAL FIGURES - PROFESSIONAL size, \$17.50 up. Instruction by mail. New big catalog, 10¢. Brown, 1711 S.W. 18 St., Miami 45, Fla. fe19

15 SIDESHOW TRICKS, 10¢-NEW SMOKE trick, 10¢; Psy-Kic Prediction Test, 50¢; Chinese Koin Trick, 25¢; Straightjacket release secret, 25¢. Escape acts, handuffs, magic. Let's see. Trudel, B-117 Salem St. Lowell, Mass. fe19

MISCELLANEOUS

BASEBALL PITCHING MACHINES-FIVE Rotaries, nets or cages, A-9 balls; reasonable. Seymour Aronson, 3100 Brighton 2 St., Brooklyn, N. Y. fe12

BRONZE BABY SHOES-WOULD LIKE TO contact outfit that bronzes baby shoes; prefer with colored adv. circular, or what have you? A. Cochran, P. O. Box 1240, San Francisco, Calif. fe19

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Learn easy, fast modern methods-including secret nerve pressure technique (guaranteed harmless)! Complete illustrated course, \$1.

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1252 Dahlia Lane Wantagh, N. Y.

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TAPE RECORDERS, TAPES, ACCESSORIES. Unusual values. Dressner, Box 88B, Peter Stuyvesant Station, N. Y. 9. ch-np

VENTRILOQUIST (\$65 UP): PUNCH FIGURES, \$12 each, dressed; America's finest hand carved figures; catalog \$10¢, please. Spencer, 3240 Columbus, Minneapolis, Minn. fe19

FEBRUARY CLOSEOUTS

- ONE DOZEN FOR \$1 Cotton Dish Towels, Nylon Tooth Brushes, Window Box, Boxes of Bobby Pins, "Brace" Hair Tonic, Face Powder, 3 1/2 oz., Boxed Perfumes, Plastic Tooth Bags, Sunglasses, Leather Watch Straps, Ball Point Pens, Silver Pl. Butter Spreaders, Silver Pl. Salad Forks, TWO DOZEN FOR \$1 Pixie Figurine, 3 1/2", Bisque Figurines, 3" (Dutch Boy and Girl), Bisque Figurines, 3" (Asst. Musicians), Keychain Pocket Knives, Govt. Surplus Vinyl Water Bottles, THREE DOZEN FOR \$1 Needle Books, Brand Name Deodorants, Brand Name Compact Rouge, Face Powder by Plate, FOUR DOZEN FOR \$1 Plastic Soap Dishes, Plastic Tooth Brush Holders, Plastic Razor Holders, Water Repellent Carded O.D. Watch Straps, FREE 1955 CATALOGUE \$10 West 27th St., New York City \$1 \$1 \$1 \$1 BURKE \$1 \$1 \$1 \$1

SAVE \$34 ON THIS SPECIAL DEAL... BULOVA, WALTHAM, ELGIN, BENRUS, GRUEN WATCHES. 10 Ass't with Yellow Exp. Band. \$75. For men and women. New models in cases and dials. Re-conditioned and guaranteed like new. Sample Watch, \$9.95. Sample Band, 95c. Send for Our New Big 100-page 1955 catalog, only 25¢ (refunded on your first order). Wholesale only, 25% with order, balance C.O.D. - 5-day money-back guaranteed if not satisfied. JOSEPH BROS. 5 S. Wabash Ave., Chicago 3, Ill. "The Watch and Diamond House"

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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.

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COMPLETE MAJOR 16MM. SOUND PROGRAMS, Westerns, Features, Serials, Spectaculars, daily, weekly, monthly, yearly rates. Roshon, 335 Fifth Ave., Pittsburgh 22, Pa. fe19

FOR SALE-SOUND, GOOD USED FILMS. Western and features, \$10 up; serials, \$15 up. Pembroke Film Exchange, P. O. Box 4331, Charleston, S. C. Dial 45996. fe19

PARTNERS WANTED

WANTED-PARTNER OR OPERATOR FOR Portable Rink, Box C-174, c/o Billboard, Cincinnati 22, Ohio.

WANTED-PARTNER, NO INVESTMENT, experienced; to travel Fairs, Carnivals, etc.; must have late model car. Have brand new original, colorful license plates guessing game. Share profits equal basis. Write Wizard, Box 973, c/o Billboard, New York, N. Y. fe19

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 23. ch-1e26

NEW YORK CITY-ERRANDS \$1 UP. Sunday classified help columns airmailed, \$1. Mail received, forwarded \$1 weekly. Berlin, 1074 University Ave., N.Y.C. 52. fe19

WASHINGTON - COLORFUL MIRROR-chrome historical post cards, 25 for \$1. Letters mailed, 5 for \$1. Souvenir shopping service. Mrs. Rossi, Box 1434, Washington 13, D. C. fe19

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, chemical 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-1f

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PHOTO BOOTH OUTFITS CHEAP - ALL sizes; drop in and see the latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-1f

AT LIBERTY-ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts. Forms Close Thursday for the Following Week's Issue

BANDS & ORCHESTRAS

AMERICA'S GREATEST TRUMPET SENSATION. Phil Howard, his sweet trumpet and combo. Four men who sing and play sweet music for dancing and listening for any type of audience. Suitable for hotels, ballrooms, clubs and lounges. Available now. Call or write Phil Howard, 180 Otis St., Rochester 6, New York. Phone Glenwood 9132-W. fe19

AT LIBERTY-YOUNG, BUT ORGANIZED 7-piece dance band; available for resort or other steady summer engagement. College crew, music majors; show and ambitious, union. Gary Behm, 936 North Monroe Place, Mason City, Ia. fe19

MISCELLANEOUS

AFTER FIVE YEARS ABROAD, AGAIN available. Now in California. The Mighty Kara-Kum, master of deception with International Mystery Show. Up to three hours all new, original, suspenseful illustrations. Shocking lobby-window displays. 25 years of experience. Organizations, promoters, theaters, agents, write Kara-Kum the Magician, 1105 W. 29th St., Los Angeles 7, Calif. Tele. Prospect 5086. fe19

DRAMATIC READINGS-HAVE RECORDS. Like contract with television, radio or recording company. Very good show. Aldo dancing. Maurine Jennings, 337 S. Fifth, Quincy, Ill. fe19

ESCAPE ARTIST (UNSURPASSABLE) AND Magician want contract with booking agency. Complete stage settings, including curtains, etc. Portable jail. Audience furnishes chains, locks and police handcuffs. (No switches.) Write Magic Mysteries, Plainview, Tex., Box 413. mh5

MUSICIANS

ACCORDIONIST-EXPERIENCED STROLLER for bars, formerly with hillbillies. Thousands memorized. P. O. Box 3068, Station 1, Vero Beach, Fla. fe19

AVAILABLE-ORGAN-DRUM DUO; UNION, own equip.; references; 6 mos. pres. location. Box C-173, c/o Billboard, Cincinnati 22, Ohio. fe19

BASS MAN-EXPERIENCED; AGE 28; union; available on two weeks' notice. Al Gilchrist, 13 Brown Ave., Cortland, N. Y. fe19

CLAR. ALTO, TENOR, FLUTE, VOCALS, Vibes, 15 years semi-name, hotel, radio, TV and combo exp. Contact Les Leslie, Harney Hotel, Rapid City, S. D. fe19

CLAR-TENOR. READ, FAKE, SHOWS. Box C-172, c/o Billboard, Cincinnati 22, Ohio. fe19

DRUMMER AT LIBERTY-SHOWS, LATIN, Dixie, all commercials, Ride, Swing and Groove. W. G. Scott, c/o Tip Top Hotel, 5th St., Miami, Fla. fe19

GUITARIST AVAILABLE IMMEDIATELY. Have car; will travel; prefer South, Southwest. Play melody and rhythms. Do vocals straight, novelties and singing impressions. Contact Robert Filane, 258 Withers St., Brooklyn, N. Y. Telephone EVERgreen 9-5200. fe19

HAMMOND ORGANIST - VIBRATONE speaker and vibrachimes; available Feb. 12 for booking. Prefer good hotel or cocktail lounge. Use your organ or mine. Phone, write or wire, Fred Shepard, Organist, Room 274, Hotel Sinton, Cincinnati, Ohio. fe19

PRINTING

ALWAYS FASTEST SERVICE-QUALITY printing. Three-color, \$22 Window Cards, 85 hundred; 17x26 size, \$12.50 hundred. Your copy up to 50 words. Also bumper and telephone pole cards. Tribune Press, Dept. W55, Earl Park, Ind. mar26

IT'S MELLO PRESS-767-B LEITH, FLINT 5, Mich., for "Printing of Distinction." Letterheads, Envelopes, Posters, Bumper Signs, Decals, Business Cards, Tickets. mh5

PERSONAL STATIONERY-YOUR NAME and address neatly printed with blue ink on 100 6x7 sheets watermarked paper and 100 matching envelopes, \$2 ppd. Thorne, 85 Lodge Ave., Huntington Sta., N. Y. fe19

PERSONAL POCKET RUBBER STAMP-Any copy to 3 lines, \$1. Free plastic card holder with order. Hansen Stamp Works, 4908-B, Ohio St., Chicago 44. fe19

1,000 PROCESS EMBOSSED BUSINESS Cards by speedy, \$2.95 postpaid; 2,000, \$5.50. Samples, John Peper, P. O. Box 822, Chattanooga, Tenn. fe19

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. Equipment free. Hoover, Dept. L-109, New York 11, N. Y. ma26

SALESMEN-SHOW AMERICA'S LEADING nationally advertised line. Novelties, gifts, utility items. Big commissions advanced. Prospects everywhere. Steady repeats. Low prices. Free literature samples. Write: Charms & Cain, 407 South Dearborn, Dept. BB-2125, Chicago 5, Ill. np

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TATTOOING SUPPLIES

A-1 TATTOOING MACHINES - OUTFITS, \$22 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 129 West 83rd St., Los Angeles 3. fe12

REAL TATTOO MACHINES-NEW DE-signs; outfits \$19 and up; ready mixed colors, 12 needles. Milt Zeis, 728 Lesley, Rockford, Ill. je25

WANTED TO BUY

GOOD PORTABLE ROLLER RINK AND equipment wanted; also any town or civic group wanting to sponsor portable rink. Lloyd Gilliam, Rt. 2, Box 30 A, Beverly Pl., Florence, Ky. fe19

PRIVATE COLLECTOR WILL PAY \$20 each for old barber shop shaving mugs with occupational design and name. Louis Evans, Lenexa, Kans. fe12

WANT TO BUY CONCESSION STAND built on trailer. No gun games or eats. Al Fitzgerald, 12880 N.E. 3 Ave., N. Miami, Fla. fe19

WANTED-BAND OR MERRY-GO-ROUND Organs, air and steam Calliopes; worn-out models preferred. Also old Circus Wagon and old Wurlitzer Organ catalog. Johnnie Sims, Spencer, Ind. fe19

WILL BUY ROLLOWHIRL WRITE Tramer, Georgetown, Mass. fe19

GIRL SINGER DOUBLING COMBO (drum, young, reliable; travel or location. Box C-175, c/o Billboard, Cincinnati 22, Ohio. fe19

LEAD ALTO OR TENOR, DOUBLING flute, bass clarinet, jazz clarinet, baritone, sax; play any commercial style and cut shows on sight; Local 802; age 30; reliable; combo work preferred. Eddie Beau, 344 Winnebago Dr., Fond du Lac, Wis. fe19

TENOR, FLUTE, CLARINET-18 YEARS' experience; or society, tenor; hop flute, or symphonic; Dixie or symphonic clarinet. Prefer decent paying studio job; warm climate and minimum road work desired. Immediately available. J. M. Sharp, 111, 145 Highland Ave., Hamburg, N. Y. fe12

TENOR SAX-EXPERIENCED, ETC. BOX C-171, c/o Billboard, Cincinnati 22, Ohio. fe19

WESTERN SWING TRIO - AVAILABLE Featuring fiddle guitar, Spanish guitar, vocals, organ with Leslie Speaker. Address Musician, 880 No. 36th St., East St. Louis, Ill. Phone: UPTON 4-2240. ap30

PARKS & FAIRS

A REAL TREAT TO YOUNG AMERICA-Balloon ascensions and parachute leaps by the country's most daring performers. Our balloonists and parachutists are licensed and balloons registered. Badger Balloon Co. Victor Heater Mfg. Co., 77 Glenhurst Ave., Los Angeles 39, Calif. fe12

AVAILABLE NOW-FOR INDOOR AND outdoor events; high-class Novelty Trapeze Act. For full particulars, literature, etc., address Charles La Croix, 1304 South Anthony, Fort Wayne, Indiana. Telephone Eastbrook 3312. fe19

A WORLD'S FAIR ATTRACTION-Featuring by Fox Movietone and the International Press; presenting high diving into the smallest diving tank in the world; it is surrounded with sharp spears and an inferno of blazing gasoline. In three seconds a complete revolution high up in mid-air is executed and climaxed by a 5,000 impact landing. Attractive rigging, paraphernalia neatly illuminated. Consistently requesting impressive results. Cadillac quality, but Ford priced. Sensational! McDonald, 456 Lamphier Place, Warren, O. Tel. 45337. mh5

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. mh5

BALLOON ASCENSIONS - SINGLE, double, triple; parachute drops, for parks, fairs, celebrations. Capt. Geo. D. Emerick, 627 1/2 1st Ave. S., Fort Dodge, Iowa. Phone Monroe 3266. fe26

BEARS, PONIES, MONKEYS, DOGS, ACROBATS, Aerial Trampoline Novelty Acts; Girl Revue Acts. Address Variety Artists, 2015 Oliver St., Fort Wayne, Ind. fe19

CLOWNING COMEDIAN AVAILABLE FOR circus, rodeos, or Western group. Will travel anywhere. Buddy Pastuch, Rt. 2, Laramie, Wyo. fe19

NEW SENSATION TALKING DOG (TOMMY) and novelty act, clown; available indoor, outdoor affairs. Union, Clara's Dog Act, 341 Climax, Pittsburgh 10, Pa. fe19

OLD-TIME BALLOON ASCENSIONS, ALSO the latest in ballooning. A. J. Hartman, 2127 Summer St., Burlington, Iowa. mr3

SINGERS, DANCERS, COMEDIANS, NOVELTY acts, animals, jugglers, rope twirlers, musicians, girl revues. Manager, 162 North State, Room 909, Chicago, Ill. DEarborn 2-2734. fe19

THE GREAT KELLY-"RIDE OF DEATH," Bicycle Chute Act, the world's only thrill show act crashing fire and solid glass walls. Mike Kelly, Goshen, Ind. fe26

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Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held. Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE
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Cincinnati 22, O.

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Anderson, M.
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Ard, Mrs. Robt.
Armada, Bill
Arnold, Richard Lee
Austin, Mrs. Winnie
Ayers Jr., Wm.

Barlow, Penny
Barr, Clyde
Bauserman, D.
Baxter, Wm.
Beans, W. C.
Bement, Conley
Bennett, Elbert & Virginia
Bent, Lawrence
Best, Dick
Best, Dick Charles E.
Billingsley, James E.
Birma, Wm. James
Bistany, Leo
Blumenshire, Gail E.
Bohn, J. T.
Boone, Eugene
Borrow, W. L.
Boswick, Lee
Boudreau, Marie
Bowen, Johnny
Bowers, Porter
Bowman, Wm. H.
Bradford, Arky
Brady, L.
Brage, Kelly (Spot)
Brazilton, James W.
Breckenridge, Harold

Brendemen, C. H.
Briggs, Leonard
Brooks, Johnny
Brown, Fitzie
Brown, L.
Bruce, Chas.
Bryant, Clifton
Bryson, John
Budd, Charles
Bumpus, Basil
Bunn, Reese
Burch, Ernie
Burke, Billy (Gil Gray)
Burke, H. B.
Burke, Teddy
Burridge, Jewel
Burt, Faye
Butler, Gene
Cairns, The Seven
Campbell, Mrs. Kitty
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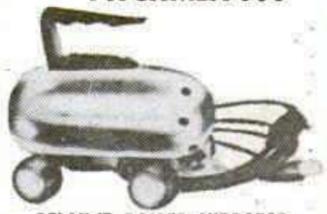
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TOP GAME SPOTS

Bowling Alleys Bring Best Takes for Chi Op

CHICAGO, Feb. 5.—Bowling alley locations bring in the biggest money for Lew Lewis, game operator here.

Heading up Merit Industries on the South Side, Lewis runs about 135 games on some 100 locations, including taverns, clubrooms and bowling alleys. Game takes in a bowling alley spot, says Lewis, are three times as good as collections in the average tavern location.

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

Operating all types of games, Lewis spots a shuffle bowler and a late model gun game in his top tavern and clubroom locations, and places at least four pieces in his bowling alley spots. The alleys usually are equipped with two different types of late gun games, one late model shuffle bowler and another novelty shuffle game.

The main reason for success of games in bowling alley spots, says Lewis, is that the alleys cater to a crowd of 600 to 700 visitors nightly.

Bowlers generally visit the alley once a week and thus do not tire of the games too quickly. Lewis reports he doesn't get complaints about changing games, which can't be avoided at taverns and other locations.

"Bowling alley proprietors," says Lewis, "are a nice class of people to do business with. They are financially sound and co-operative."

While about 80 per cent of bowling alley game play comes from adults, the kids monopolize the games on weekend afternoons. This helps to keep the kids off the streets and out of trouble, but it creates a problem for the alleys, which usually appoint a floorman to watch over the games and alley property.

50-50 Split

Besides splitting takes 50-50 with the owner, Lewis finds it advisable to work with someone in the alley, to maintain his game operations. This man keeps an eye on the equipment, dusts it off daily, checks the wires and keeps it looking its best for a small weekly fee.

The Merit Industries label is placed on each game. Tavern owners and bowling team sponsors, who visit the alleys and see the games in operation, are prospective sources for new locations. Thus, clean-looking, money-making equipment on location at bowling alleys has proven to be good advertising for Merit Industries. Home owners, too, will occasionally order a game from Lewis for their recreation room after playing the game at the bowling alley.

Lewis keeps games in bowling alley locations the year round. After the league play ends, the games continue to get good play during the open bowling season. Few local alleys close during the summer season. In some cases Lewis realizes better takes during

(Continued on page 94)

Good Turnout At Bally-Runyon Service Schools

CHICAGO, Feb. 5.—The Bally service school sessions held at Runyon Sales Company's Newark and New York headquarters, January 31 thru February 3, were attended by a full class of operators and servicemen, according to Barney Sugerman and Abe Green, of the Runyon organization.

Bob Breither and Paul Calamari, of the Bally engineering staff, conducted the schools. The engineers furnished coinmen with new servicing tips, and held interesting and helpful "question and answer" periods.

Consolidated In Production On Aqua Duck

PHILADELPHIA, Feb. 5.—The Consolidated Coin Corporation here announced this week that it has gone into production of the Aqua Duck, a water gun game developed by Jack Gray.

Gray, now associated with Consolidated, announced that the latest version of the game will list for \$495 and will offer one-minute play for 10 cents. Height is five feet and weight is 250 pounds.

Gray said that \$25,000 was spent to design and develop the game, with the target area enclosed in a Plexiglass globe and mounted on a wrought iron base.

He also disclosed that Consolidated will introduce—within 30 days—a non-mechanical 45 record changer for background music. Gray said the electronically operated unit will require no arm to pick up and set down the disks. Instead, he explained, the principle will be "feather-lift control."

Gray said the unit will sell for considerably less than conventional background music players and is designed primarily for the juke box operator who wants to enter the background music field with a minimum of investment.

He said the first public showing would be in New York around March 1.

STRESSES SERVICE

Op Finds Phoenix Game Trade Rising

PHOENIX, Ariz., Feb. 5.—Sharp increases in population during the past two years have considerably broadened out the amusement game market here, according to A. W. Mohl, president of Arizona Amusement & Sales Company.

All games, says Mohl, have been showing a better-than-average return, with bingo pinballs, shuffle bowlers and five-balls bringing in top receipts in that order.

"However, as might be expected, with about 4,000 new people taking up residence in Phoenix each month, competition has increased accordingly," says Mohl. "There are at least a dozen new operators in the field since the beginning of 1954, and consequently, it takes even more hustle to develop new locations than in the past."

Mohl, who has presided over Arizona Amusement & Sales Company for the past five and a half years, subscribes to the theory that "coin machine operators all have just about the same merchandise to offer and the only big difference is service." Thus, his policy has been to keep every game in the best of condition, to service each thoroughly

every week, and step up a program of location rotation.

"We are switching games at the average of from four to six weeks, depending upon the type," he says. "This means that no pinball game will be around for more than a month in the typical location and that even such heavy equipment as bowlers and bingo pinballs will be moved from one spot to the next every six weeks."

One of the most important "merchandising" steps which Mohl has taken from a play standpoint, has been to encourage location owners to give change in nickels. Every collector carries an ample supply of nickel rolls, and cheerfully buys up the cash register's stock of half

(Continued on page 96)

STUDENT SPORTS

Rowdy Specs Heckle Pub Pin Players

PORTLAND, Ore., Feb. 5.—And now a scholar has discovered that pinball game playing has graduated to the status of a spectator sport.

Sam Frear, columnist for the University of Oregon Emerald, writing in a recent issue of the student newspaper, describes the mass entertainment provided by a nickel:

"You can see it any afternoon down at 'The Side.' One machine and a mob of grunting, groaning, chortling, giggling and moaning spectators to unnerve the player. If the player chokes the game he must endure endless comments on what he did wrong. If he tilts, a snicker emits from the assembled non-paying patrons. If he misses a free game by a mere million or so points, they will pat him on the back and offer consolation."

This sociological note was received here from Eugene, Ore., by Budge Wright, of Western Distributors. Wright's son, Jon, is a student at Oregon after working at Western during vacation.

A. Marrio Enters Ariz. Game Trade

CHANDLER, Ariz., Feb. 5.—Angelo Marrio, formerly of Cleveland, has announced his entry into the Southern Arizona game field. He plans to operate bingo pinball games, shuffle bowlers, skee-balls, and other skill games in Phoenix suburbs.

Genco Readies New Gun Games With .22 Rifle

CHICAGO, Feb. 5.—Wild West, a new gun game, went into production at Genco Manufacturing & Sales Company this week.

Samples of the regular model, and also a match play model, Criss Cross Wild West, are being shipped to distributors.

The new game is a .22 rifle unit operating on direct electrical contact. Details on the game will be announced next week. Ralph Sheffield, sales manager, said that advance orders for the Wild West looked good.

Crosby Buys Out St. Paul Distrib Firm

ST. PAUL, Feb. 5.—Tom Crosby, of Faribault, Minn., and St. Paul, has bought out the interests of all his co-operative partners in Automatic Games Company, St. Paul distributing firm, and now is the sole owner of the business established several years ago.

Selling their shares to Crosby were Archie Pence and Mrs. Ruby Vangen, of Minneapolis; Kelly Diedrich, of Chaska, Minn., and Bob Wenzel, of St. Paul, who managed the firm for the co-operative.

Wenzel now is operating the Double D Novelty Company, of St. Paul, a combination music-games route. New manager at Automatic is Jimmy Christianson.

Alan Hawes Steps Up Kiddie Ride Production

ATLANTA, Feb. 5.—Designing and building its first kiddie ride six months ago, Alan Hawes Manufacturing & Display Company has since firmly established this line as an important part of its business.

The Alan Hawes factory has a capacity of 8,000 square feet, containing a large cabinet shop and spray booth. The factory employs 10 men, and is capable of turning out, on an assembly-line basis, as many as 30 machines a week.

The firm is currently producing two different kiddie rides. The first to go into production was the coin-operated See-Saw, a power-operated mechanical see-saw originated by the company, according to Alan Hawes, head of the firm.

A manikin clown is seated on one end of the see-saw, while the child sits on the other end.

The other ride, recently introduced, is a coin-operated one-seat Merry-Go-Round, the child riding with a large "Bunny Rabbit." The construction in both models is basically marine-plywood, with fabricated steel parts. General Electric supplies the electrical parts, and Boston Gears, the reducers.

In addition to the coin-operated kiddie rides, Alan Hawes manufactures other products, including miniature trackless trains with a capacity of 40 kiddies, and a small eight-seat Carousel which can be towed behind a vehicle such as the trackless locomotive or a truck.

TWIN CITY SUCCESS

Management Key to 300-Game Operation

By JACK WEINBERG

MINNEAPOLIS, Feb. 5.—Treat the amusement games operation as a round-the-clock business and you can't help but make a success of it.

That's the view of Sol Nash, manager of Twin City Novelty Company here, which, in the last five years, has increased its business each year 15 to 20 per cent and boosted over-all gains for the five-year period about 35 per cent.

Twin City Novelty is believed to be the oldest coin machine business in continuous operation in the nation. Started in 1907 by the late Sam L. Lieberman, who began with bell games, the firm now is owned solely by his son, Harold Lieberman.

Nash Runs Show

Tho he is the owner, Lieberman admits that he "just reads the reports" prepared for him by Nash who "runs the entire show." Nash began with Twin City Novelty Company 11 years ago.

"Today I regard him as the best operator in the business," the boss said of Nash. "He knows this operation from all angles and I let him run it."

But Nash is more modest. He said he takes policy matters to "the boss" and that the two decide these matters.

Lieberman revealed that gross profit runs about 25 per cent, with the net 15 per cent. Costs, he said, are high, especially equipment depreciation and labor.

Two Game Routes

Twin City Novelty has, in effect, two amusement game operations—one in Minneapolis and the other loosely termed the "country route" because it extends outside the city limits. Between them, the operation has some 300 games on location.

In addition to Lieberman and Nash, a dozen persons are on the payroll. These include an office secretary, three routemen and eight servicemen. The men work in two shifts—9:30 a.m. to 6 p.m. and 6 p.m. to 11 p.m. or midnight, depending upon what day of the week.

"We used to start at 8:30 a.m. and break the shift at 5 p.m.," Nash said. "But I changed it when

I realized that between 8:30 and 9:30 a.m. there was little traffic in our locations and the need for service was at a minimum. On the other hand, the peak starts building up between 4:30 and 6 p.m. and we should be available to handle service demands then. It's worked out fine."

The bulk of the firm's locations are taverns, altho Twin City Novelty also has games in operation at the Wold-Chamberlain Airport terminal and the bus depots in the Twin Cities, as well as in department stores where Arcade-type equipment is placed. But Nash believes that taverns are the best type of location for a game because it is there that a live-wire merchant, aware of the potential, can make such equipment pay well.

Nash is a firm believer in the adage that an operator doesn't necessarily have to increase the number of locations to increase the revenue from his machines.

"We operate on the idea that the best way to make this business a success is to get the maximum out of a given location and not spread

(Continued on page 96)

Texas Assembly Gets Game, Juke Tax Bill

AUSTIN, Tex., Feb. 5.—A proposal to levy an annual tax on amusement games and juke boxes has been introduced in the Texas Legislature. The State does not now tax coin machines.

The bill's author, Rep. Reuben Talasek, said he does not know exactly how much the tax would produce. But he said he had been assured that it would be "very high" and that he believed the coin machine industry would accept the tax without much opposition.

Different types of coin-operated devices would be taxed at different levels under the Texas plan.

Tax Levies

Nickel-operated juke boxes would be taxed \$5 annually. Pinball games, and any coin-operated

game "using marbles" would be taxed at \$60 a year, if it costs more than a nickel to operate. Those that take a nickel or less to activate would be taxed at the rate of \$30 yearly. "Skill or pleasure coin-operated machines" would be taxed \$10 a year.

Talasek's bill expressly includes in its definition of "skill and pleasure coin-operated machines," the following: "Kiddie rides, miniature football games, miniature bowling games, miniature race track games, and every coin-operated machine of any kind whatsoever dispensing skill or pleasure, except the pinball games and juke boxes."

Exempted from taxation are "gas meters, pay toilets, pay telephones, cigarette vending machines" and any others selling only service or goods.

VENDERS GROSS RECORD \$1.65 BILLION IN 1954

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

CHICAGO, Feb. 5.—Automatic merchandising sold \$1.65 billion worth of goods during 1954, \$80 million more than in 1953. That's revealed in the ninth annual Census of the Vending Machine Industry, conducted by Vend, magazine of automatic merchandising and sister publication of The Billboard.

G. R. Schreiber, editor and publisher of Vend, said: "Every major type of automatic merchandising machine showed a gain in number of vendors on locations during 1954. But the sales per machine of most types of machines declined somewhat. Part of the decline can undoubtedly be traced to a softer industrial economy, part to the fact that as more machines are placed in use, the average sales of all machines will decline."

Weekly sales per candy vending machine declined slightly during 1954: 174 bars compared to 196 in 1953 and 198 in 1952. Total annual sales were about on a par with 1953, however: 4,336,706,400 bars in 1954 compared to 4,602,

145,600 bars a year earlier. More machines were in operation in 1954: 479,300 compared to 1953's 451,550.

The number of penny bulk confection units on location slipped during the year, from 1.5 million in 1953 to 1.2 million last year, partly because many part-time operators closed down and promotional sales firms, once active in selling part-timers, have sharply curtailed activities.

However, the Vend Census pointed out: "Despite inflation, the penny vending business remains profitable for sizable, well-managed operations. With promotional sales companies less active, look for well established (Continued on page 83)

Nat'l Vendors In Production, New Cig Units

ST. LOUIS, Feb. 5.—National Vendors, Inc., will begin production of its two new manual cigarette machines this month, A. F. Diederich, vice-president and general manager, announced.

The machines are the National Series 111, an 11-column unit (including one dual purpose and six shift columns), and the National Series 99, with nine columns (including one dual purpose and five shift columns).

Both feature new cabinet design with the center column adaptable for either standard or boxed cigarettes. All columns in each model accommodate both regular and king-size.

Prices of the new machines were not announced.

Sliding Chute

The National sliding coin chute is standard on both models. With either machine any one column may be set to vend at any one of three prices, making it possible to vend at one, two or three prices. (Continued on page 83)

Lorillard Ups 3 Sales Execs

NEW YORK, Feb. 5. — Three promotions in the P. Lorillard Company's sales division were announced this week by Lewis Gruber, vice-president and director of sales.

F. A. Norman, field manager at Birmingham, becomes field manager at Dallas, replacing A. J. Bass Jr., who recently moved to Chicago.

H. C. Stern, division manager at Tampa, takes over at Birmingham, while E. M. Monnick moves up from salesman to division manager at Tampa.

Norman joined Lorillard as a salesman at Houston and later served as division manager at Wichita Falls, Abilene and Houston. Stern joined the firm as a salesman in New York and was assistant division manager at Tampa.

Sweets Sues 9 Firms In Anti-Trust Action

PHILADELPHIA, Feb. 5.—The Charles Sweets Company, Inc., has instituted a treble damage anti-trust action against a group of defendants alleged to be "affiliated and related to each other."

The defendants, it is charged, operate candy and soft drink concessions thru automatic vending machines and display stands and counters in public gathering places, and "monopolize and dominate more than 90 per cent of such business on the Eastern seaboard, particularly in the area of

VenDime Merges With Chesterfield

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

NEW YORK, Feb. 5.—A complicated merger arrangement between the VenDime Corporation, operator of full-line vending equipment in Manhattan office buildings, and Chesterfield Canteen, local catering firm specializing in supplying sandwiches to vending operators, was announced this week by Gerald McClosky, representing VenDime, and Jack Rosenthal, representing Chesterfield.

The corporate structure of both firms will be unchanged; VenDime will continue on its current locations independently, and Chesterfield will service existing accounts independently.

The merger—or mergers—will take place on all new VenDime locations, starting with the new M. Lowenstein Building, slated to open by the end of the month. In effect, VenDime taking care of the operating end and Chesterfield supplying all food—milk, fruit, sandwiches, hot foods and salads—

except pre-packaged foods and cup drinks.

Prime reasons for the merger, explained McClosky, are the accounting efficiencies and lower costs that will result. Benefits for VenDime include the use of Chesterfield's kitchen and refrigeration facilities.

He emphasized, tho, that the merger is at the food end of the business, with each corporation maintaining its separate identity. McClosky added that the legal details could not be revealed at this time.

Meanwhile, McClosky said the first pieces of equipment will be moved in the new Lowenstein Building at 1430 Broadway Tuesday (15), with the automatic cafeteria expected to be in full operation by March 1.

Original plans had called for a (Continued on page 83)

Halley Makes Tour of Plants

NEW YORK, Feb. 5.—William J. Halley, president of P. Lorillard Company, left for Louisville and Lexington, Ky., this week on the first leg of his 25th annual inspection tour of the firm's branch plants.

Production of Old Gold filter-kings, regulars, kings and Kents will be inspected at the Louisville plant. Halley will look over the firm's leaf facilities at Lexington.

Later on, he will visit the cigar branch at Richmond, Va., the leaf plant at Danville, Va., and the cigarette plant under construction at Greensboro, N. C.

Big Drink Ops Use Pepsi Concentrate

NEW YORK, Feb. 5.—Tho Pepsi-Cola is still maintaining an official silence about its policy of selling 50-gallon drums of concentrate to vending operators, a New York operator disclosed this week that his firm has been buying Pepsi concentrate for four months and making sirup for its extensive locations in the metropolitan area.

G. B. Macke Buys Westway

WASHINGTON, Feb. 5.—The G. B. Macke Corporation has bought Westway Vending Company, it was announced by Meyer Gelfand, sales manager of G. B. Macke. Purchase price was not announced.

Thru the deal, Macke acquired approximately 600 pieces of equipment. Westway will now operate under the Macke name. Arrangements for the purchase were completed late in December, Gelfand said.

Sid Lotenberg, former owner of Westway, is now with Macke in the capacity of executive sales representative. He believes the deal will not only be mutually profitable but feels it will give him a long-sought opportunity to put into effect some of the plans he has for automatic cafeterias.

AUTOMATICKET

Ticket Vender Tested In Grand Central Sta.

NEW YORK, Feb. 5.—Automatic merchandising may solve one of the most aggravating problems which beset commuters from points in suburban Westchester County—queuing up in Grand Central Terminal here to buy tickets on the New York Central System.

A vender which will sell a railroad ticket to any of 60 commuting stations on two divisions of the line and give the customer his change in four seconds was put in operation between gates 29 and 30 Tuesday (1) and the following day was placed on the lower concourse.

The Automaticket was developed by the General Register Corporation here and is intended to supplement service at regular ticket windows. The NYC hopes it will induce more passengers to buy tickets before they board commuter trains.

60 Stations

The vender has push buttons for 60 stations—on the Hudson Division as far as Peekskill, and on the Harlem Division as far as Brewster. Buttons are arranged alphabetically, with station names and ticket price, including the 10 per cent federal transportation tax.

Tickets are purchased by dropping coins in the chute and push-

ing the station button. Ticket and change pop out in four seconds.

The vender makes change up to 49 cents. If a purchaser fails to drop in enough coins for his ticket, a light will go on warning him of the fact.

If too much money is deposited, all coins are returned and the pur- (Continued on page 84)

Northwestern Names 2 New Calif. Distribs

MORRIS, Ill., Feb. 5. — The Northwestern Corporation announced two new distributors for its line of bulk vending equipment in Northern California and adjacent Western States.

They are Standard Specialty Company, Oakland, and the Aaron Manufacturing Company of San Francisco. They will serve the territory formerly assigned to the Viking Specialty Company which liquidated its assets late last year.

Bert Fraga, head of Standard Specialty, has been in the vending business since 1936. The firm has its own bulk candy manufacturing plant in Oakland. One of the largest distributors of bulk venders in Cali- (Continued on page 83)

Penny King Bows New Lock Capsule

PITTSBURGH, Feb. 5.—Penny King Company announced production this week of its new Sure-Lock Capsule.

According to a company official, "the new snap lock principle used makes it impossible for the capsule to come apart, altho it is simple for the operator to fill and easy for a youngster to take apart."

The new unit is made from two new molds of the cam action type. There is a locking device on each side of the capsule; it is disengaged by pressing on one side at the lock. The price was not announced.

Smoke Taxes Plague Ops In Denmark

COPENHAGEN, Feb. 5.—The owners of automatic cigarette vending machines are suffering from at least two headaches at present—making out their tax reports and having their machines completely readjusted because of an increase in the tax rate on all forms of smokes.

The Danish government several months ago found itself in a financial muddle and, as usual, picked on the smokers and the drinkers as the first to be nicked by added taxes to help refill the empty coffers of the State.

Being smart, the solons did not put the tobacco tax into immediate effect, which would have caused a mad howl, but made it effective as soon as stocks of all forms of tobacco already bearing tax stamps were exhausted.

Staggered Blow

In effect, this staggered the blow as various items were used up at periods spread over several weeks. Practically all the old stock has now run out. This is hard on owners of machines as they must rearrange the stocking of machines, replace instruction and price labels and have machines adjusted to handle additional coins and hand (Continued on page 83)

Vend Engineering Set On Conversion Racks

RED BANK, N. Y., Feb. 5.—Marty Koplick, president of Vend Engineering here, announced that his firm is currently making conversion racks for crown-top cans. These racks, he said, were developed with the co-operation of Cantrell & Cochrane's vending head, George Herald, for Juice Bar Junior, Juice Bar Senior and Telecoin can venders.

The Juice Bar Senior conversion rack consists of three columns for dispensing flat-top cans and three columns for crown-top cans. ca-

capacity is 90 cans per column, the same as the uncovered capacity.

The Juice Bar Junior rack has four columns—two for flat-top cans and two for crown-top cans. Column capacity is unchanged—62.

\$105 List

Conversion units for all models will list for \$105, with allowances given for existing racks. Runners of the conversion racks are aluminum. The racks were designed by Koplick and Grover C. Schantz, VE engineer.



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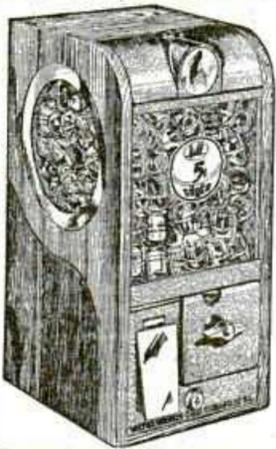
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TRUE SALES PICTURE

Inventory Control: Op Service Success

PHOENIX, Ariz., Feb. 5.—Precise control of all merchandise delivered to machines on location and returned to the warehouse has proved a direct method of "market control" at Valley Vendors, Inc., here.

Art Kaufman, president of the firm, has built up a string of more than 700 machines, vending candy, cigarettes, cookies, and bulk confections, on the basis of "giving the location what it wants" in terms of selection, price, and even types of vendors.

To determine the all-important factor of location preference as to types of candy, brand preferences, and "preferred prices," a close, individual analysis of every location on five routes is made.

Weekly Picture

A personal visit to every location on a routine basis is impossible. Consequently, Kaufman has set up a close inventory control which gives a week-to-week picture of sales in every location and by weekly analysis demonstrates trend early enough to enable Valley Vendors to anticipate them and act accordingly.

The location control system hinges on five individual lockers, along the right side of Valley Vendors, \$30,000 warehouse building in the Phoenix industrial district. Flanking the main side through the shop, each locker is six feet deep by four feet wide, with tiers of shelving on either side, which provide for separate racking of each basic type of merchandise. The lockers are separated by heavy wire mesh and each door is equipped with a padlock, which can be opened only by the routeman to whom that locker is assigned.

Likewise available to each of the five routemen is a custom built two-level steel cart mounted on either wheels or small pneumatic-tired wheels, convenient to the truck bed level of Valley Vendors' five Jeep sedans. Each of the hand trucks can readily carry 30 to 60 dozen candy bars for example, eliminating most of the "lost motion" and waste of time normally associated with loading and unloading of route vehicles.

Added one at a time since 1950 when Valley Vendors set out on the expansion program which has continued ever since, the hand trucks save literally dozens of working hours per week, eliminate much possibility of error, and, of course, the fatigue which normally accompanies lifting of many heavy cartons daily.

How It Works

Under the system, as it has operated for the past two years, each routeman upon driving in at the end of the day, assembles his entire truck load for the following day on a "pass thru" basis. The warehouse and its stock shelving extend in L-shaped arrangement, across the rear and up the left side of the building, representing a distance of some 50 feet.

Utilizing the rubber tired cart, the route salesman simply moves from one type, then brand, assembling from some 25 varieties of candy, for example, the needs of his own specific route for the following day. These, upon completion, are simply rolled into the driver's individual locker in place and are left untouched till the following morning.

At 8 a.m., as the routemen arrive to begin the service operations, each has simply the job of loading his truck swiftly from the already-assembled carton stock, adding dry ice for temperature protection when necessary.

Quantity Check

Prior to passing out the door, however, each driver's cart load is

checked over by Kaufman or the bookkeeper.

Vertical columns are arranged into days of the week and horizontal columns into brands. Because of the theory on which Valley Vendors has built up its huge concentrated routes, a much larger variety of candy is carried and consequently the tally sheets printed up by a local printer to Kaufman's specifications are constantly changed.

Each sheet lists not only the total number of cartons of each type of candy bar or confections taken out, cigarettes, etc., but likewise, at the end of day, is used to check returns as brought back by the route serviceman. All returns are simply left on the cart to insure that they will go out with the morning load and preserve the freshness factor.

Weekly Review

At the end of the week the tally sheet which is kept in the hands of the management at all times is utilized for a recapitulation not only of total sales but likewise, a type comparison, and a brand comparison. Each brand, for example, which shows a sudden dip in sales volume is marked for close study the following week and if the trend continues, sufficient promotion is applied to bring it up to normal. This, of course, consists of labels, sale cards, and ranges even to instructions to routemen to ask the location owner to suggest the specific bar.

If at the end of four consecutive weeks the trend continues down, the chances are that the candy bar will be removed from the stock. Seldom will it require even that length of time for a negative cycle on any candy bar to manifest itself.

The routemen appreciate the tally sheet system, since the sheets are always open to their inspection and each man can trace thru the entire year, if necessary, to determine the sales increases which have been earned by any location and to form a better over-all picture of his own operation. From the management standpoint the system gives a concise, clear picture of "what the route needs for better service to its customers," as Kaufman put it.

"Our vending business has been built upon responding to any suggestions by the location owner or his customers," Kaufman said, "Where only a few hundred machines are concerned, it might be possible to keep all such references in mind. With 700, however, an automatic system for detecting weakness, sharp sales increases, etc., is the only answer."

Mass. Operators Elect New Officers

BOSTON, Feb. 5.—A new slate of officers was named at the annual meeting of the Cigarette Merchandisers' Association of Massachusetts here last week.

Philip Swartz, Winrox Vending Company, Inc., Brookline, was named president; Elliot Isserlis, National Automatic Sales, New Bedford, vice-president; Louis Risman, Mystic Automatic Sales Company, Medford, treasurer.

The executive committee includes the officers and Paul Lubarsky, Globe Vending Machine Company, Quincy; Jason Nourse, Nourse Cigarette Service, Medford; Irwin Bell, Standard Cigarette Distributors, Springfield, and Alfred I. Sharenow, Cigarette Service Company, Inc., Cambridge.

Featured at its annual meeting was National Automatic Merchandising Association's new color-sound film on automatic selling "At the Drop of a Coin." It is believed that this is the first time the film has been shown in New England, and, according to an association official, "response to it was highly complimentary and very enthusiastic."



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CHARM	Operator's Prices	
	Bulk	Capsuled
Boxing Gloves, Rifle & Game Bag Combination	\$10.00 M	
Boxing Gloves, Cane Tie Clip & Jump Ring	15.00 M	\$21.00 M
Rifle & Game Bag, Cane Tie Clip & Jump Ring	15.00 M	21.00 M
Cane Tie Clip & Jump Ring	5.00 M	
Chic 'n' Egg	12.75 M	17.50 M
Ejector Knife	15.25 M	19.50 M
Jump Photo Ring	13.50 M	18.00 M
Lorgnette	13.50 M	17.50 M
Magic Photo Ring	12.50 M	19.00 M
Mouse & Cheese	18.00 M	22.50 M
Rocket Puzzle	15.25 M	19.50 M
Roulette	18.00 M	22.50 M
Salt & Peppers (all plastic)	13.50 M	17.50 M
Salt & Peppers (metal top)	14.00 M	18.00 M
Scabbard & Knife	15.25 M	20.00 M
Siren Ring	18.00 M	22.50 M
Sling Shots	8.75 M	15.00 M
Snap Spin Tops	7.50 M	12.50 M
Top Hats	8.25 M	
Top Hats, Cane Tie Clip & Jump Link	13.25 M	19.00 M
Trophies (16 different symbols in 5 colors)	14.00 M	19.00 M
Wire Puzzles, plated (4 kinds)	7.00 M	12.50 M

ALL PRICES F.O.B. DALLAS, TEXAS.

GRAFF VENDING SUPPLY CO.
2817 W. Davis Dallas, Texas.

CLEARANCE SALE

CIGARETTE and CANDY MACHINES

Fully reconditioned and ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

STONER 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

Exclusive and Original

Action Charms Created and Distributed by Charms Unlimited, Inc.

WOW!

WATCH YOUR SALES INCREASE . . .

When you fill your vending machines . . . with America's Newest and Exciting . . .

ACTION CHARMS!

- Eye Appeal
- Action Play Value . . . Plus
- Rugged Quality
- Immediate Delivery

AT YOUR DISTRIBUTOR OR . . .

Bulk \$12.75 M
Capsules \$17.50 M
(Vends in 1c machines)
*Copyright 1954
All prices F.O.B. N. Y. C.

605 East 132d St., New York 54, N. Y.
Distributors' Inquiries Welcomed

Charms Unlimited, Inc.

MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio

Yes Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20)

911

Name

Address

City Zone State

Occupation

GET ACQUAINTED WITH VICTOR'S new and original charms for bulk and capsule vending. Send \$1.00 for 20 samples, in capsules, prepaid, plus operators confidential wholesale price list.

LOGAN DISTRIBUTING CO.
916 Milwaukee Avenue, Chicago 22, Illinois

National

Continued from page 80

The three-price combination is 25, 30 and 35 cents; two-price combinations, 25 and 30, 25 and 35, 30 and 35. Also any one of these prices for all columns.

Each unit is five feet high. The series 111 is 34 1/4 inches wide, 12 3/4 inches deep; the 99, 29 1/2 inches wide, 12 3/4 inches deep.

Cabinet features a new larger tilted mirror, indirectly illuminated cigarette sign, enlarged lighted merchandise display panel.

ATTENTION ... OPERATORS! SEE IT NOW!!!

VICTOR'S Newest Action Charm



Mouse and Cheese
In Bulk \$18.00 M | In Capsules \$22.50 M

Above prices F.O.B. your VICTOR distributor's door.

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.

GUGGENHEIM'S

MIDGET SCREWDRIVER



The smallest in the world!
\$16.50 per thousand

In Capsule **\$22.50** per thousand

Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

BALL and VENDING

GUMS
LOW Factory Prices

BUBBLE • CHICLE
CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct. 25¢ lb.
Chicle Ball Gum, 130 ct. 34¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 30¢ lb.
Tab (short stick), 100 ct. 38¢ box
5-Stick Gum 100 packs \$1.90

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

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.

Big Drink Ops

Continued from page 80

would have to achieve to justify concentrate purchase would be tremendous. Each drum, when sugar and water are added, makes 715 gallons of sirup. Each gallon of sirup, when mixed with water in the vender, makes 128 drinks.

This means that the operator must do monthly sales of 92,204 drinks in Pepsi-Cola alone to warrant purchases of 50-gallon concentrate drums. Such operators are few and far between.

A local operator who buys in drum orders said the profit margin is substantially higher in concentrate purchases than it is in conventional sirup purchases.

Supervision

Pepsi rides close herd on the quality of finished sirups made from concentrate. Engineers of the firm's product control department make weekly checks with operators in their mobile laboratories.

Operators are required to send a six-ounce sample of each sirup batch to the Pepsi products control division, with samples of the sugar and water used in the batch also required. Laboratory tests are made and correction information is passed on to the operator.

VenDime Merges

Continued from page 80

41-foot battery front of formica extending from floor to ceiling to be designed by Ezra Blank Associates, Brooklyn. However, McCloskey is switching to an Auto-Snak strip to be covered by a tan vinyl plastic material, matching the decor of the room. Vending machines will be black.

McCloskey is continuing his table testing experiment at the Lumberman's Mutual location (The Billboard, January 15) to determine which sandwiches and pastries sell best over the counter before adapting equipment for the products.

As a result of the tests, machines to vend hero or Italian submarine sandwiches will be standard on all new VenDime locations.

Smoke Taxes

Continued from page 80

out different quantities of change. Aside from the tax hike of 10 per cent, the principal annoyance is that the former "cheap" brands—in reality, 45 cents per pack—will now require four one-krone coins and give back 70 ores in change instead of as formerly requiring only three one-krone coins, with no change to be returned. The added value of contents of the machines and the added cash in the machines for change-making will probably increase pilfering hazards.

RECONDITIONED VENDORS

ALL MACHINES COMPLETELY CHECKED AND READY FOR LOCATION! ORDER WITH COMPLETE CONFIDENCE!

BULK VENDORS

N.W. Model 49, 5¢ \$12.50
N.W. Model 39, 1¢ 7.50
N.W. Standard, 1¢ & 5¢ 7.50
Silver King, 1¢ or 5¢ 8.50
Silver King Hot Nut, 5¢ 12.50
Victor Model V, 1¢, Globe 8.00
Victor Model V, 1¢, Cabinet 8.50
Columbus 1¢ or 5¢, Bulk 7.50
Columbus Tri-More, 3 Comp. 17.50
Asco Hot Nut, 5¢ 7.50
Mills Adams 6 Col., 1¢ 17.50
Regal's 1¢ 7.50
Jewel Vendors, 5¢, 2 Comp. 7.50
Cadillac Jr., 5¢ 6.95
DuRenier Adams 4 Col., 1¢ 17.50
Mills Adams 6 Col., 1¢ 17.50
N.W. Deluxe, 1¢ and 5¢ 12.00
Master 1¢ Salt Gum 7.50
Pop Corn Sez Machines 49.50

COUNTER GAMES

SK Hunters \$19.50
SK Target 19.50
ABT Strik-A-Life 29.50
ABT Challenger, late model 29.50
ABT Skill Shot 39.50
Exhibit Card Vendors 15.00
Exhibit Card Vendors, 2¢ 19.50
Zig Zag Skill Games (New) 19.50

WRITE FOR CATALOG OF NEW AND USED VENDORS AND SPECIAL LIST NO. 10 OF MERCHANDISE, SUPPLIES, CHARMS AND ACCESSORIES.

1/3 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE
609-A Spring Garden Street
Philadelphia 23, Pa.
LOmbard 3-2676

Capitol's Multi-Purpose Vender to Debut Soon

NEW YORK, Feb. 5.—Capitol Projector Corporation, long known in the coin machine industry as an amusement game manufacturer (midget movies and kiddie rides), will soon make a serious bid in the vending machine field.

Capitol currently has a pilot model of an all-purpose vender which will be shown for the first time at the annual convention of the Music Operators of America in Chicago, March 28-30. The basic unit, a six-column job which is slated to list for under \$100, is a mechanically operated vender with less than 10 moving parts.

132-Bar Capacity

As a candy vender, it has a capacity of 22 bars to a column for a total capacity of 132 bars. Dimensions are 43 inches high, 17 inches wide and 10 inches deep. Weight is 125 pounds.

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

Leo Willens, Capitol executive, said the units would probably be

marketed broken down. He said they could be assembled in an hour with a screwdriver and a pair of pliers. Assembled vendors, he added, would sell for about \$10 more.

According to Sam Goldsmith, another Capitol executive, the firm will also make the same basic vender of 8, 10 and 12-column versions.

Meanwhile, Willens announced that Al Blendow, former sales executive with the Meteor Machine Corporation, International Mutoscope Corporation and Blendow & Wilson, has joined the firm as sales manager.

Balloon-O-Mat

At the MOA Show, Capitol will also exhibit its Balloon-O-Mat, its new balloon vender. One of these units has been placed at Macy's Herald Square store, and the U. S. representative of Gallerie Lafayette, major Paris department store, has ordered three units.

Goldsmith said the sales potential in France and Italy, where frequent festivals result in heavy balloon sales, should be good. He feels that a considerable export trade in balloon vendors is probable.

Venders Get Peak \$1.65 Bil

Continued from page 80

manufacturers to do a better job during 1955 with customers who will succeed."

Most interesting of all is that cigarette vending's total volume during 1954 fell below both 1953 and 1952 in terms of packages. Total annual cigarette vending sales in 1954 hit 2,819,278,800 packs, compared to 1953's 3 billion plus. Because of a higher average vended price, dollar volume of cigarettes sold in machines was higher than 1952, but under the all-time peak of 1953. In 1954, 506,700 machines were in operation on location, compared to 492,515 a year earlier.

Last year there were 31,500 cigar vendors in operation, above 1953's 28,000. Adverse reports concerning cigarettes have helped rather than hurt cigar vending sales.

Installations of cold cup drink machines ran slightly below 1953 with 50,700 machines selling a total of 1,835,934,400 drinks during the year. Lower-priced vendors which made their appearance in the closing months of 1954 could spell great growth for cup drinks during 1955.

During 1954 580,000 bottle vending machines sold a total of 3,830,320,000 bottles. Average weekly per-machine sales were 127. Most of the new bottle vendors sold last year went to replace older equipment in the field.

"Hot coffee showed the greatest growth of any single vended product during 1954, both in number of machines placed on location and in terms of dollar sales," Vend's Census reported.

The number of machines in operation increased from 25,900 in 1953 to 37,200 in 1954 and over

Northwestern

Continued from page 80

ifornia, Standard Specialty is equipped to service and repair all Northwestern equipment.

Morris Meyers, head of Aaron Manufacturing, is a comparative newcomer to the San Francisco Bay area but not to the vending industry. He has been a distributor of vending machines since 1941 in Los Angeles and St. Louis.

When Viking liquidated its assets last year, Meyers purchased Viking's inventory of Northwestern parts and machines. Aaron maintains a repair department equipped to service any Northwestern model.

Northwestern equipment is sold and serviced in the Southern California area by Adolph D'Este, Addey, Inc., Los Angeles. When D'Este formed his own distributing company last year, he also purchased an inventory of Northwestern parts and machines from the Badger Sales Company.

1.2 billion cups of coffee were vended thru them during the year. Coffee vending's growth is attributed to the introduction of lower price units and the growth of in-plant feeding.

Ice cream machines increased in number from 22,045 on location in 1953 to 24,400 last year with average weekly sales of 167 novelties per machine and total annual ice cream vending sales of 211,889,600.

The Vend Census stated in conclusion:

"The variety and kinds of merchandise sold thru machines is expanding each year. Outdoor vending stations which sell ice, milk, fuel, eggs and other items are helping the industry expand into the great take-home market."

Sweets Sues

Continued from page 80

corn Sez Company, Inc.; Raceway Concessions, Inc.; Shipyard Concessions, Inc., and the Roth Concessions Corporation.

The suit alleges that the defendants have bought out their competitors in the past and have tried to buy out the plaintiff. That the defendant Berlo Vending Company, Inc., "exercised . . . monopolistic and financial power to prevent plaintiff from competing for the business of other than a limited number of theaters by . . . (exacting) under economic duress plaintiff's involuntary agreement not to seek additional business for a term of years."

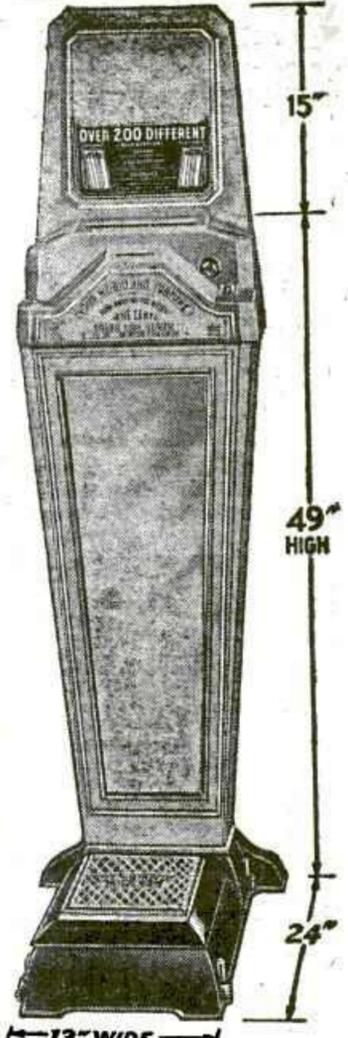
"Furthermore, complainant charges that the defendants have "used their enormous financial power to persuade and compel theaters to give their concession business to the defendant Berlo Vending Company, Inc., and not to plaintiff."

Also plaintiff charges that defendants used mass purchasing power to get more favorable terms and conditions in purchasing or leasing supplies and equipment than plaintiff could get, and that the defendants prevented plaintiff from securing "access to some of the more desirable brands and items of merchandise and equipment."

Plaintiff claims that the damages sought cannot be ascertained until the defendants are subjected to discovery proceedings and therefore the complaint does not ask for any specific figure in the suit.

The complaint does ask for relief in that the defendants be enjoined from continuing the conspiracy alleged in the complaint.

The suit was filed Tuesday (25) in the Federal District Court for the Eastern District of Pennsylvania. Attorney for the plaintiff is Edwin P. Rome.



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

VICTOR CHARMS

	In Bulk	In Capsules
Boxing Gloves-Rifle & Game Bag Combination	\$10.00 M	
Boxing Gloves, Cane Tie Clip & Jump Ring	15.00 M	\$21.00 M
Rifle & Game Bag, Cane Tie Clip & Jump Ring	15.00 M	21.00 M
Cane Tie Clip & Jump Ring	5.00 M	17.50 M
Chic'n Egg	12.75 M	17.50 M
Ejector Knife	15.25 M	19.50 M
Jump Photo Ring	13.50 M	18.00 M
Lognette	13.50 M	17.50 M
Magic Photo Ring	12.50 M	19.50 M
Mouse and Cheese	18.00 M	22.50 M
Rocket Puzzle	15.25 M	19.50 M
Roulette	18.00 M	22.50 M
Salt & Peppers (all plastic)	13.50 M	17.50 M
Salt & Peppers (metal top)	14.00 M	18.00 M
Scabbard & Knife	15.25 M	20.00 M
Siren Ring	18.00 M	22.50 M
Sling Shots	8.75 M	15.00 M
Snap Spin Tops	7.50 M	12.50 M
Top Hats	8.25 M	
Top Hats, Cane Tie Clip & Jump Ring	13.25 M	19.00 M
Trophies (16 different symbols in 5 colors)	14.00 M	19.00 M
Wire Puzzles, plated (4 kinds)	7.00 M	12.50 M

SPECIAL 1,000 MIX

Specify 200 of any 5 items above at average 1000 price!

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

GET ACQUAINTED WITH VICTOR'S new and original charms for bulk and capsule vending. Send \$1.00 for 20 samples, in capsules, prepaid, plus operators confidential wholesale price list.

VICTOR VENDING CORPORATION
5701-13 Grand Avenue, Chicago 39, Illinois

Automaticket

Continued from page 80

chaser starts from scratch. All U. S. coins except pennies are accepted, but pennies are returned as change.

The vender contains a roll of blank tickets. When the button is pushed, a printing mechanism goes into operation and kicks out a freshly printed ticket. Round-trip passengers simply purchase two tickets, as each is printed "New York and (destination)."

NYC officials said that if the machine on location works out, others will be placed on the system.

Drop Seen in N. Y. Cig Tax Revenue

ALBANY, N. Y., Feb. 5.—New York State tax revenues on cigarettes will drop \$1,250,000 in 1955-'56 from \$38,650,000 in 1954-'55 to \$37,400,000, Gov. Averill Harriman predicted this week in his budget message. Collections in 1953-'54 were \$39,960,112.

Governor Harriman blamed the revenue decline over the past two years "mainly to the greater popularity of king-size cigarettes and the publicity linking certain physical disorders to cigarette smoking."

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Feb. 5	Issue of Jan. 29	Issue of Jan. 22	Issue of Jan. 15
Acorn Bulk Vendor, 5c.....	\$10.00	\$10.00	\$10.00	\$10.00
Acorn Capsule Machine.....	12.95	12.95	12.95	12.95
Advance Model D Ball Gum.....	6.45	6.45	6.45	6.45
Advance No. 11 Mds.....	5.95	5.95	5.95	5.95
Asco Hot Nut, 5c.....	7.50	7.50	7.50	7.50
Atlas Bantam, 5c.....	5.95	5.95	5.95	5.95
Cadillac Jr., 5c.....	6.95	6.95	6.95	6.95
Columbus 46 G, 1c, B, G.....	6.50	7.50	6.50	7.50
Columbus 1c Bulk.....	7.50		6.50	6.50
Columbus 5c, Bulk.....			7.50	
Columbus Model 46, Z, B, 5c			17.50	
Columbus Tri-More.....	17.50	17.50	17.50	17.50
Craig Ice Cream Bar.....	125.00	125.00		
DuGrenier Electric (7 col.)...	125.00	125.00	125.00	
DuGrenier Adams (4 col.)...	17.50	17.50		
DuGrenier Champion (9 col.)...	100.00	100.00	100.00	100.00
DuGrenier Champion (11 col.)...	100.00	100.00		
DuGrenier Model S (7 col.)...	45.00			
DuGrenier Model W (9 col.)...	55.00 75.00	99.50	99.50	99.50
Exhibit Card Vendor, 2c.....	19.50	19.50		
Eastern Electric (8 col.).....	115.00	115.00		
Eastern Electric, C-8.....	129.50		129.50	
Exhibit Card Vendor, 1c.....	15.00(2)	15.00(2)	15.00	15.00
4 Comp. 1c Bulk Vendor...			5.00	
Hupp Single Drink.....	110.00	110.00		
Jewel Vendors, 5c.....	7.50	7.50	7.50	7.50
Keeney Electric (9 col.).....	145.00	145.00		
Master 1c, Ball Gum.....	7.50	7.50		
Master, 1c & 5c Bulk.....	6.95	6.95	6.95	6.95
Master, 1c Bulk.....	6.50	6.50	6.50	6.50
Master, 5c Bulk.....	6.50	6.50	6.50	6.50
Mills Single Drink.....	150.00	150.00		
National 9-18.....	70.00	70.00	70.00	
National 930.....	95.00 130.00	95.00		
National 950.....	110.00 145.00	110.00		
Northwestern 39, 1c.....	7.95	7.95	7.95	
Northwestern 33 Ball Gum..	6.50	6.50	6.50	6.50
Northwestern Deluxe 1c and 5c.....	12.00(2)	12.00(2)	12.00	12.00
Northwestern Model 39, 1c..	7.50	7.50	7.50	7.50 7.95
Northwestern 49, 5c.....	12.50	12.50	12.50	12.50
N. W. Standard, 1c & 5c..	7.50	7.50	7.50	8.50
PX (10 col.).....	110.00	110.00		
Regals Peanut, 1c.....	7.50	7.50	7.50	7.50
Revco Ice Cream Cup.....	125.00	125.00		
Rowe Candy (8 col.).....	60.00	60.00	60.00	
Rowe Candy Merchant (7 col.).....	165.00	165.00	165.00	165.00
Rowe Crusader (8 col.).....	145.00	145.00	145.00	145.00
Rowe Diplomat Electric (8 col.).....	150.00	150.00	150.00	150.00
Rowe Imperial (6 col.).....	85.00	85.00	85.00	85.00
Rowe President (8 col.).....	130.00 155.00	130.00	130.00	130.00
Rowe President (10 col.)...	155.00			
Silver King Hot Nut, 5c.....	12.50	12.50	12.50	12.50
Silver King, 1c.....	8.50	8.50	8.50	8.50
Silver King 1c Ball Gum....	7.45	7.45	7.45	7.45
Silver King 1c Mds.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45 8.50	7.45 8.50	7.45 8.50	7.45 8.50
Smokeshop Electric (9 col.)...	129.50	129.50	129.50	
Sneads.....	125.00	125.00		
Stoner Candy (6 col.).....	135.00	135.00	135.00	135.00
Stoner Univendor (8 col.)...	99.00	99.00	99.00	
Super-Vends (3 sel.).....	200.00	200.00		
Uneeda Model E (6 col.)....	75.00	75.00	75.00	75.00
Uneeda Model E (8 col.)....	92.50	92.50	92.50	92.50
Uneeda Model E (12 col.)...	90.00	90.00	90.00	90.00
Uneeda Model 500 (9 col.)...	100.00		100.00	100.00
Uneedapak Model 500 (9 col.)...	135.00			
U-Select-It.....	52.50	52.50	52.50	52.50

Pistachios
BEST GRADE for VENDORS
ask for **ZALOOM'S**
4 STAR JUMBOS
Perfect. The Finest and Fastest Selling Pistachios. Red, White or Natural.
DELICIOUSLY ROASTED and SALTED.
Packed 5-Lb. Moisture-Proof Bags. 12 5-Lb. Bags to Carton or 25-Lb. Bulk Cartons.
Insist on **ZALOOM BRAND** for the finest quality.
ZALOOM PISTACHIO NUTS
Write us for the name of our nearest distributor if not obtainable from your present supplier.
JOS. A. ZALOOM & CO., INC.
America's Original Masters in Roasting and Saling of Pistachio Nuts
8 Jay Street, New York 13, N. Y.
BEekman 3-7646

FLOWER POT CHARMS
with plastic
Cactus & Clover Plants

In two contrasting color combinations. Plastic Flower Pots and Plastic Plants. Plants cemented in permanently. Vends perfectly.
These CHARMS have "I'd LIKE to have this" appeal. They are charming. Everyone who sees them—likes them. That's what brings more customers, in greater numbers and sales to machines.
New Gimmick—Just Released
\$10.00 per 1,000
f.o.b. Jamaica, N. Y.
Or: At Your Distributor, Immediate Delivery.

SAMUEL EPPY & CO., INC.
91-15 144th Place
Jamaica 35, L. I., N. Y.

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
12 15-Column Uneeda Cigarette Machines with stands, all king size, 25¢ conversion, ready for location...\$40 each.
10 National Candy Machines with stands, 9-column, recently painted, \$50 each. One-half with order, balance C.O.D.
Q AUTOMATIC SALES
10-12 N. River St. Aurora, Illinois

CIGARETTE, CANDY AND DRINK MACHINES!
THIS WEEK'S SPECIALS!
ROWE DIPLOMAT ELECTRIC
← 8 Cols., 340 Cap. **\$150.00** →
DUGRENIER MODEL W
9 Cols., 270 Cap. →
UNEEEDA CIGARETTE VENDORS
Model E, 6 Cols., 180 Cap. \$ 75.00
Model E, 8 Cols., 240 Cap. 92.50
Model E, 12 Cols., 360 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., 300 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
Rowe Candy Merchant, with Changemaker, 7 Cols., 158 Cap. 145.00
WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—COFFEE MACHINES, BOTH NEW & RECONDITIONED.
WRITE FOR INFORMATION!
All Equipment Unconditionally Guaranteed.
Trade Prices 1/2 Deposit, Balance C.O.D.
UNEEEDA 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

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"
oak manufacturing co., inc.
11421 knightsbridge ave. culver city, calif.
Eastern Office • National Sales Hqtrs. PENNY KING COMPANY
2538 Mission Street • Pittsburgh 3, Penn.
Western Sales Offices OPERATORS VENDING MACHINE SUPPLY
1023 Grand Avenue • Los Angeles, Calif.

LOCK-TITE
PATENT PENDING
UNFILLED CAPSULES
ASSORTED COLORS
—A NEW —NO CEMENTING
—LOCKING CAPSULE —EQUAL HALVES
WRITE FOR FREE SAMPLES
PYRAMID PRODUCTS, INC.
3967 EAST 93d STREET CLEVELAND 5, OHIO

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) 910
Name
Address
City..... Zone.... State.....
Occupation

ADVANCE SANITARY VENDOR
The Finest for Vending "Flat-Pack" Products
Here is a durable, reliable, sanitary vendor... with the many exclusive features which have made the Advance name a symbol for the best in vending.
Accommodates flat packages up to 7/8" by 2" by 3 1/4" ... has separate cash box... Advance coin-detector with automatic coin return when machine is empty... protected against break-in. Available for 1c, 5c, 10¢ or 25¢ operation.
For Details and Prices Write, Wire, Phone Today.
J. SCHOENBACH
Factory Distributor of Advance Vending Machines
1445 Bedford Ave., Brooklyn 25, N. Y.
PResident 2-2900

Macke Loses Tax Appeal
WASHINGTON, Feb. 5.—The G. B. Macke Company lost its appeal to the District of Columbia Commissioners this week for special tax consideration to be given to operators of coin-operated food vending machines.
Owing to the difficulty of collecting sales tax from vending machine customers, Macke sought an amendment to local sales tax laws so that operators would not be required to pay more sales tax than they could collect.
The firm also asked for changes in tax regulations to classify food sold via vending machines as restaurant food, which is taxed at 2 per cent starting at 50 cents—a change which would, in effect, exempt most vending machine sales from any tax. Food sold via vending machines is now classified as carry-out food and is taxed at 1 per cent on sales above 28 cents. D. C. commissioners turned down both proposals.

Wurlitzer Phono Lures Record Crowds

CHICAGO, Feb. 5.—On-the-spot reports of operator showings of the new Wurlitzer phonograph model 1800, launched by the firm's distributors January 23-24, continued to flow into the offices of The Billboard here this week.

Following are reports received too late to be included in the initial coverage (The Billboard, February 5) of "National Wurlitzer Days."

Oklahoma Ops Flock To Culp Unveiling

OKLAHOMA CITY—Over 150 music operators and their guests from all over the State attended Culp Distributing Company's unveiling of Wurlitzer's new phonograph model 1800 here Sunday and Monday (23-24).

Jay C. Confer, manager of the firm, said that operator enthusiasm and sales were higher than they had been for many years. He added that the showing was the best ever held by the firm.

Among the out-of-town guests attending were Mr. and Mrs. H. A.

McFarland, McFarland & Robertson Music Company, Ada; Mr. and Mrs. Lester Hert, Altus; Ira Brown and Bob Brewer, of Anadarko; Mr. and Mrs. Dwight Bowlby and Johnnie Johnson, Ardmore; Mr. and Mrs. Curtis Revard, Bartlesville; Maurice Martin, Pawhuska; Mr. and Mrs. Gussie Hayes, Bristow, and Mr. and Mrs. A. J. Prickett, of Canton.

Roger Anderson, Ira Littlejohn and Carl Upp, all of Chelsea; Mr. and Mrs. William Martin, Chickasha; Mr. and Mrs. Frank Robertson, Clinton; Mr. and Mrs. Bob Balletini, Coalgate; Mr. and Mrs. (Continued on page 89)

11 DISK MFRS. SHARE TOP 20 JUKE BOX HITS

CHICAGO, Feb. 5.—Supplying the public and music operators with records is a tough proposition, and certainly a battle royal among manufacturers, major and independent.

The Billboard's weekly record survey of the 20 tunes most played on the nation's juke boxes this week showed 11 different labels sharing honors.

Labels, as they appeared on the pop chart, were Dot, Columbia, Cadence, RCA Victor, Decca, Coral, Abbott, Mercury, Epic, Dootone, DeLuxe.

Name Artists May Spark NJB Label; 2d Release Near

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

• Continued from page 19

slated to be on the market within the next 30 days. Future plans call for a similar release at least once a month, Miller said.

Pressing Service

Pressing of the first NJB record was done by the custom division of Columbia Records. Miller said

that it was MOA's intention to continue to use only major companies for this service.

All records will be sold to operators at the usual distributor price of 55 or 56 cents a disk.

MOA now has one salesman in the field contacting music operators and explaining the advantages of a music machine record library. Miller said that he was confident that sales would climb as the program progressed.

A letter announcing the new NJB release will go out to 11,000 operators within the next two weeks, Miller said. The same type of mailing was used to introduce the first record.

Once the record is in production, operators are expected to receive delivery within a week.

MOA, Mfrs. Against Both Kilgore, Thompson Bills

• Continued from page 19

findings they attack our industry by indirection.

"The effect of all this legislation would be to expose ten thousand or more small businessmen to the payment of an exorbitant and unjustifiable tribute primarily to the American Society of Composers, Authors and Publishers—not for the measurable benefit of the composers whose music is actually played on automatic phonographs but essentially for the benefit of a relatively few wealthy corporations and individuals.

"If this legislation is pressed in Congress our industry shall once again ask to be publicly heard. All of the members of the Automatic Phonograph Manufacturers' Association will continue, to the fullest extent, to assist the thousands of small operators, who are already contending with sharply rising costs, to defeat these bills. Once

the facts are brought out we, have no doubt that Congress will again decline to subject our industry to the unfair impositions contemplated by this legislation."

Miller declared that "It (the Kilgore bill) would add millions of dollars to the coffers of the proponents of these bills, and at the same time would cost the music operators of the nation millions of dollars for licenses which the automatic phonograph business cannot possibly afford."

Stated Miller: "Your legal counselor (MOA's Sidney Levine) and the writer cannot stress the fact too emphatically that every music operator in the nation must be prepared to fight this type of legislation from now on. It is unfair—and as the officers of MOA have said so many times, the present law protects the music operator from this type of taxation, and the copyright laws should remain as they are if the music operator is to continue to make a livelihood from the operation of the automatic phonographs."

Declared Miller: "There are some who say that the Thompson bill is the fair way of settling this dispute, but I would like to say that that is a matter of opinion, not the solution. It's very easy for anyone outside of the automatic phonograph industry to make recommendations, or to promote this type of legislation, but I am sure that anyone directly associated with the automatic phonograph business knows that they cannot afford this type of legislation. We believe the present copyright laws are fair and equitable to all parties concerned. Bills of this nature have been presented to the Congress and the United States Senate for the past 20 odd years—and all of

them met with the same defeat." Said Miller, "The music operators of the nation have contributed much to the success of the songwriters, composers and others—as any other organization—and feel that the time has come when this type of legislation should cease. The proponents should respect the opinions of the House of Representatives and the Senate who have already listened to the evidence presented by both sides—especially when the outcome of all past bills have met with the same rejection. The officers of MOA have instructed their legal counselor, Sidney Levine, to prepare a strong defense against both bills as rapidly as possible. Music operators will be notified of further action at a later date, and will be called upon to do their part at the proper time."

Sentinel Radio To Exhibit at MOA Meeting

EVANSTON, Ill., Feb. 5.—Sentinel Radio Corporation announced this week that it would exhibit its new combination juke box cabinet and coin-operated television set at the Music Operators of America convention March 28-30.

Arrangements for a booth at the convention have been made, A. E. Welch, sales promotion manager, said.

The decision to participate in the MOA show followed in the wake of an early announcement (The Billboard, January 29) that the firm planned to link juke box and television entertainment.

The idea, Welch explained, is to give music operators the opportunity to use older phonographs in a modern cabinet that also encases a modern coin-operated 27-inch television set.

Welch said that production would begin immediately with deliveries promised within 90 days.

Seeburg Distribs Hold Closed Chi Meeting

CHICAGO, Feb. 5.—Seeburg distributors from all over the country gathered here Friday (28) at the offices of J. P. Seeburg Corporation for a closed meeting.

C. T. McKelvy, sales manager of Seeburg, declined to make any comments on the meeting.

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

Gordon Stout Urges Operators Support 'March of Dimes'

MOBRIDGE, S. D., Feb. 5.—Harold Scott, secretary-treasurer of the South Dakota Phonograph Operators' Association, announced this week that a quarterly State-wide meeting has been set for March 20-21 in the Tams Hotel, Huron, S. D.

Scott said that Ted Salveson and Reland Manolis were named as hosts for the event and that all reservations should be mailed directly to them.

Meanwhile, Gordon Stout, president of the association, urged operators to support the March of Dimes campaign. Stout suggested in a letter to operators that a daily average of one week's collections be donated to local campaign headquarters.

Stout also wrote a letter to John W. Martinosky, chairman of South Dakota's National Foundation for Infantile Paralysis, telling of the effort by music operators. Martinosky thanked all operators for the part they were playing in this year's drive for funds. Martinosky also sent a news-release to the Associated Press, complimenting the music machine industry for its effort.

Cleveland Ops Pick Mara Disk As 'Hit Tune'

CLEVELAND, Feb. 5.—Members of the Cleveland Phonograph Merchants' Association announced this week that "Pledging My Love," by Tommy Mara, had been selected as its February "Hit Tune of the Month."

Promotion of the newly released disk began last Tuesday when operators hosted Cleveland disk jockeys at a luncheon in the Hollenden Hotel. Mara was on hand to give his recording its initial kick-off.

On Wednesday, the 19-year-old crooner was interviewed by the Hi-Timers of Cleveland, representing (Continued on page 89)

MUSIC OP

Uses Sideline To Offset Ebb In Winter \$\$

TAOS, N. M., Feb. 5.—How does a music operator maintain a profitable juke box route in a small mountain community which attracts thousands of tourists every summer and all but "closes down" every winter?

The answer, according to Harry Deckerhoff, head of Deckerhoff Music and Amusement Company here, is a sideline.

Deckerhoff, who operates a string of over 60 phonographs in the area, including taverns, restaurants, resort centers and other locations, got his idea for a sideline a little over a year ago while servicing his route.

Noticing a furniture truck from Albuquerque calling on local prospects, and doing what seemed to him a good business, Deckerhoff began looking into the office equipment business. Soon after, he (Continued on page 86)

Akron Judge Enjoins Juke Box Union

AKRON, Feb. 5.—Pickets were withdrawn Monday (24) from the local Sugar & Spice Restaurant when Common Pleas Judge Frank H. Harvey granted an injunction against the juke box union.

The restaurant was being (Continued on page 86)

Sked Hartford For 100% Dime Play March 1

HARTFORD, Conn., Feb. 5.—Music operators here continued this week to condition the general public to dime play on juke boxes.

The latest evidence of operator enthusiasm to convert to 10-cent play was a three-column advertisement appearing in the daily newspapers. The ad read:

"Dear Customers: "On or before March 1 all juke boxes in the Greater Hartford area will be converted to 10 cents a play.

"We have been 'flooded' with requests to convert as soon as possible. As you all realize, it is physically impossible to convert each and every machine at once.

"We respectfully request your patience during the interim. "Thank you."

Thompson Bill Boost by Exec Of Philly Ork

• Continued from page 20

of the committee, which has jurisdiction over the bill, has indicated that any legislation in his committee's province will be acted on only after all sides have been fully heard. Kilgore and nine other senators are co-sponsoring the anti-exemption bill, which presumably would be taken up first by the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks. The latter subcommittee will be named next week. The House Judiciary Committee has already formed its counterpart subcommittee (The Billboard, February 5).

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:

OPERATORS MAY BE PLEASED to know that Columbia Records has devised a standard volume level for their 45 r.p.m. records. Promoted as "CSL," the technique should also interest disk jockey and radio engineers.

"X" RECORDS COMPLETES ITS FIRST year this month having established some strong new artists and headed for a major expansion in many fields. Classical records and appliances (including phonographs) may be issued.

RCA VICTOR IS ABOUT READY to make a major move into the rhythm and blues field again via the Groove label. Heading the new operation is Ray Clark, while Billboard music staffer Bob Rolontz is set to take over the artist and repertoire slot.

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 Feb. 5	Issue of Jan. 29	Issue of Jan. 22	Issue of Jan. 15
AMI				
Model A	\$135.00	\$135.00	\$109.50	\$100.00
Model B		175.00	215.00	195.00
Model C	195.00	229.50	190.00	225.00
Model D-40	300.00	300.00	229.50	300.00
Model D-80	319.50	319.50	319.50	395.00
Model E 80				495.00
Model E 120	595.00	595.00	625.00	595.00(2)
EVANS				
Constellation	179.50	240.00	240.00	
MILLS				
Constellation	175.00	79.50	175.00	
ROCK-OLA				
1422		40.00	99.00	35.00
1426			110.00	50.00
1428				100.00
1432		225.00	295.00	
1434		250.00		325.00
1434 Rockets	325.00		325.00	
1436 Fireball 45 RPM	349.50		349.50	
1436, 78 RPM	379.50	300.00		
SEEBURG				
M 100-A (78 RPM)	350.00	350.00	350.00	375.00
	375.00(3)	375.00(3)	375.00(2)	
M 100 B	525.00	550.00	525.00	565.00
	575.00(2)	575.00(2)	525.00	575.00
M-100-C	650.00(2)	650.00	650.00	595.00
146			95.00	35.00
147	89.50	50.00	89.50	89.50
148			90.00	50.00
148 M				149.00
148 ML	109.50	109.50	109.50	159.00
WURLITZER				
100	185.00			
1015	67.50	69.50	75.00	35.00
	75.00	99.50	100.00	125.00
	105.00			
1050				85.00
1080				99.50
1100		195.00	185.00	195.00
				135.00
N 1217				195.00
1250 Hideaway				135.00
1250	199.50	199.50	199.50	265.00
1400	279.50	279.50	279.50	375.00
1450				395.00
1500	395.00(2)	395.00(3)	395.00	475.00
	445.00	475.00		495.00
1500-A				575.00
1550	395.00			
1550-A			595.00	

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.

- February 7—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.
 - February 8—Western Massachusetts Music Guild, bi-weekly meeting, Ivy House, West Springfield, Mass.
 - February 9—Automatic Merchandisers' Association of Western Pennsylvania, organization meeting, Hotel Webster Hall, Pittsburgh.
 - February 11—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.
 - February 15—Los Angeles division, California Music Merchants Assn., monthly meeting, Hotel Gaylord, Los Angeles.
 - February 19-20—National Automatic Merchandising Association, regional meeting, Atlanta Biltmore Hotel, Atlanta.
 - February 20—United Music Operators of Michigan, teenage party, Denby and Cooley High schools, Detroit.
 - February 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.
 - February 22—Central States Music Operators' Association, monthly meeting, Peoria, Ill.
 - 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 20-21—South Dakota Phonograph Operators' Association, quarterly meeting, Tams Hotel, Huron, S. D.
 - March 27-31—National Association of Tobacco Distributors, annual convention, Conrad Hilton Hotel, Chicago.
 - March 28-30—Music Operators of America, annual convention, Morrison Hotel, Chicago.
 - April 2—Music Guild of New Jersey, 18th annual banquet (site to be announced), Newark, N. J.
- (Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

USED RECORDS

We need steady supply of 45 R.P.M. Records. Have the best outlet for used records in the country.
BOX 225, Mantua, N. J.

DIME CONVERSION KITS

For your 5-cent Music Wall Boxes. No drilling or tapping is required. Quickly installed, best operation.
Kit 706—Small Rejector Newer Packard.
Kit 86—Large Rejector Older Packard.
Kit 709—Small Rejector Newer Buckley.
Kit 108A—Large Rejector Older Buckley.
Full instructions with each Kit.
\$1.50 per Kit each, sent C.O.D. by post. Send one-half with order, bal. C.O.D. Wilfred E. Moore Mechanical Developments, MOORCO, P.O. Box 4737, Cleveland 26, O.

UP-TO-DATE

Cost Records: A Vital Factor In Juke Routes

PORTLAND, Ore., Feb. 5.—The most important factor in maintaining a healthy juke box route, according to music operators in the Portland area, is a system for controlling location costs.

Operators contacted here this week reported that not only is such a system important to the individual, but to the entire music business.

This is especially true in a community where dime play is meeting location resistance, operators said. They pointed out that location owners, who raise the prices of their own merchandise, yet are deaf to operator pleas, are the ones who pit one operator against another.

Experienced operators with an up-to-date cost accounting system can usually make a location owner understand why his equipment is not replaced with new phonographs every six months. The experienced operator can point out to his customer at what point increased play will offset the cost of new equipment.

The inexperienced operator, believing he can recover the cost of new equipment and still show a profit, buys equipment and soon has to trim his sales and sell a portion of his new phonographs.

Unfortunately, every operator in the area is hurt by the inexperienced operator using this loss-leader practice.

Accurate cost accounting shows expenses resulting from record replacement, service calls, repairs, transportation, man-hours of servicing, free plays as a hospitality to location owners, depreciation schedules and collections from every location.

Operators here pointed out that cost accounting was even more vital when games and music are combined. The operator, who has no idea how each phase of his combined route is doing, can be forced out of business with just one small change in a State law.

In Portland, games have been in litigation since 1950, when the city banned their use. Operators continue to work their game routes today under an appeal to the Supreme Court. Should the appeal fail, games would be discontinued and operators, who now receive most of their collections from this source, would be forced out of business.

Some operators feel the answer to the problem is the exchange of cost accounting practices among music men.

Music Op

Continued from page 85

opened Taos' first typewriter shop.

Long accustomed to handling repairs on coin machines, Deckerhoff found this a simple matter. He now has a complete service organization for both his music route and his typewriter business.

Because of the long delays formerly associated with office machine equipment in this area, Deckerhoff found a rich business awaiting him. Operating the typewriter service from the same offices used for the juke box route also helped him on the profit side because no additional overhead was required.

Selling with the same determination used on his music route, Deckerhoff soon set sales records. In just 12 months he chalked up 250 portable typewriter sales.

"The office machines business goes hand in hand with a phonograph route," Deckerhoff said, "and in many instances the customers for both are the same. Most of my phonograph locations require some use of typewriters, adding machines, forms, etc., and I always use a sales pitch when servicing a juke box."

Deckerhoff, who now employs five people to handle his office supply business, is convinced that he made the most of a "logical sideline."

Ops Approach 3/4-Mark In Chi Bowling Contest

CHICAGO, Feb. 5.—The Chicago Automatic Phonograph Bowling League will soon be hitting the season's three-quarter mark, and it's still anybody's guess as to which team will finish on top.

Last Monday, league leaders ABC #2 lost 2 games out of 3 to the second placers, Decca Records. A four-game margin is all that separates the two teams.

The next nine teams are separated by only 5 1/2 games, indicating the hot battle for honors.

Following are team standings after 63 games:

	Won	Lost
ABC Music #2...	39	24
Decca Records...	35	28
Coral Records...	34 1/2	28 1/2
Paschke Phono...	34	29
Walter Oomens...	34	29
Mercury Records...	33	30
Star Music...	33	30
ABC Music #1...	33	30
Melody Music...	32	31
B & B Novelty...	30 1/2	32 1/2
Atlas Music...	29	34
Western		
Automatic	26	37
Gillette Distr....	24	39
Coven Music....	24	39

Keglers of the Chicago league who hold individual honor spots are Carl Alesi, with a high single game of 257, and Jerry Shuman, with 604 for a high three-game

Radio Center Keglers Climb In AMOA Race

MIAMI, Jan. 5.—Radio Center keglers jumped into third place in the AMOA Bowling League last Monday by swamping Acme Music 4 to 0.

Marino Music's split with the fourth place team of Music Makers, placed that squad in a tie with Acme Music for fifth place. Meanwhile the league-leading Ross Rock-Ola aggregation trimmed American Operating 4 to 0, and second-place Advance Music humbled All-Coin Amusements 3 to 1.

Slammin' Sammy Marino, captain of the Marino Music squad, notched a 227 game to emerge with high individual honors, and Morry Horwitz, of Ross Rock-Ola, captured high individual set with 528. The pace-setting Ross team took high series with a record-breaking 2,349, and high team game with 827.

The standings:

	Won	Lost
Ross Rock-Ola...	47	21
Advance Music...	42	26
Radio Center....	33 1/2	30 1/2
Music Makers....	33 1/2	33 1/2
Acme Music.....	33	35
Marino Music....	33	35
All-Coin	23	41
American		
Operating	22	45

Other noteworthy scores for the evening were: Vinnie Amato, Advance Music, 191; Arnold Rogan, Marino Music, 186; Morry Horwitz, Ross Rock-Ola, 180; Jimmy Pugh, Music Makers, 180; Dave Shedd, Radio Center, 174; Eddie Dee, Acme Music, 177, and Buddy Cohen, Acme Music, 174. Among the most improved bowlers in the league are Lou Pritchard, Lenny Baitler and X. Zeveryly.

Akron Judge

Continued from page 85

picketed because it was allegedly using a non-union juke box.

Charles Elum, local operator who supplies the juke box for the Sugar & Spice Restaurant, said that he would not join the union because he did not employ any help.

Bernard F. Drexler, owner of the restaurant, complained to the court that the union pickets represented a secondary boycott. Drexler also pointed out that there was no labor dispute at his restaurant as the picket sign indicated.

William Presser, head of the local union, was reported in Florida.

total. Among the women, Julie Gallett, who, incidentally, plays with four of her brothers on the team of Paschke Phono, holds top spot in the single game column with 223, while Iz Oomens corners the three-game series with 525.

Individual averages and high game scores follow:

Men's Division		
	High Game	Avg.
R. Gallett.....	213	169.22
C. Latino.....	247	168.21
M. Pieroni.....	213	165.36
R. Gallet Jr....	216	164.7
F. Tutomase....	212	163.14
E. Walker.....	212	163.11
V. Jaccino.....	212	162.11
J. Oomens.....	206	161.33
T. Galgano.....	218	159.51
W. Paradee....	195	159.43
R. Kick.....	217	159.28
L. Christiansen..	204	156.53
C. Alesi.....	257	156.23
H. Sochacki....	208	156.11
M. Blumberg....	204	154.41
J. Shuman.....	231	154.23
F. Dries.....	218	154.4
I. Cairo.....	202	153.45
R. Gnaro.....	196	153.18
C. Goldberg....	180	153.0
A. Rice.....	209	152.1
R. Holl.....	212	151.34
L. Taylor.....	208	150.40
E. Cicero.....	220	150.10
T. Ignoffo.....	205	149.19
J. Cicero.....	215	148.42
G. Losasso....	198	148.27
H. Leonarczyk..	242	147.49
M. Minkus.....	203	146.34
D. Baxter.....	210	146.29
R. Clark.....	208	146.25
W. Nyland.....	190	146.4
J. Mohill.....	197	144.45
R. Gallet.....	186	144.45
T. Nyland.....	170	143.21
M. Pomerance..	178	143.9
F. Mallak.....	185	142.34
A. Hofert.....	186	142.14
V. Jaccino Jr....	187	142.1
F. Sipiora.....	194	141.39
W. Bender.....	205	141.32
E. Gallet.....	190	138.32
B. Bywalec....	215	138.6
V. Bondioli....	212	137.50
F. Lantz.....	207	137.40
P. Brown.....	181	137.39
T. Genovese....	162	135.8
H. Chapman....	173	134.14
R. Bale.....	177	133.29
R. Dolan.....	177	133.6
G. Holl.....	168	124.36

Women's Division

M. Sipiora.....	182	142.10
I. Oomens.....	195	138.29
M. Sochacki....	174	135.47
J. Gallet.....	223	129.22
D. Kick.....	170	126.21
J. Wojciechowski.	189	125.62
C. Strobl.....	171	124.43
E. Brown.....	171	124.35
M. Bale.....	169	119.57
M. Jaccino.....	210	118.42
M. Gocal.....	180	118.16
M. Nyland.....	178	115.28
E. Davis.....	147	112.38
N. Ricci.....	155	110.18
G. Lettieri....	152	104.54
L. Lantz.....	142	101.56
C. Hughes.....	148	101.35

JUKE 'PAPPY' STEALS SHOW

CLEVELAND, Feb. 5.—A piano, a wooden pipe organ, a cymbal, two drums and a triangle—all for the price of a nickel.

An 1890 nickelodeon greeted guests at the fifth annual Ohio reunion of the Antique Automobile Club of America last week.

Powered by an electric motor, the forerunner of today's automatic phonograph blared out such tunes as "Bye, Bye, Blackbird"; "Waiting for the Robert E. Lee," "The Birth of the Blues" and "Alabama Bound."

Children, said Mrs. Ruth Franklin, head of the Thompson Products, Inc., auto museum, find the old-time nickelodeon more of a novelty than television.

The nickelodeon, one of less than a dozen still existing, was built by the Seeburg Corporation.

POWER

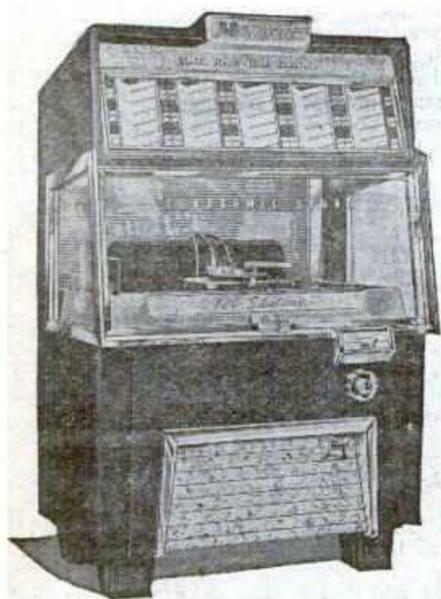


The High Output AMI Amplifier, itself a power packed 25 watt workhorse, achieves an output, because of AMI's exclusive multi-horn sound system, that equals 50 watts using ordinary speakers.

Power is protection, a safeguard to security—even though it may never be called upon. This is true with the armed forces, true with automobile engines and true, too, with juke boxes.

The AMI Model "F" has reserves of power to produce music with *two to four* times the volume obtainable from equipment that lacks the acoustical advantages of horns.

You will never need the volume of which the Model "F" is capable. But it is good to know that you will get longer years of satisfactory service from the one juke box that is never overloaded even under the most demanding usage.



AMI Model "F"—120, 80, 40 Selections

POWER To Take — and POWER To Keep — Locations

Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN — AHEAD NOW

AMI Incorporated

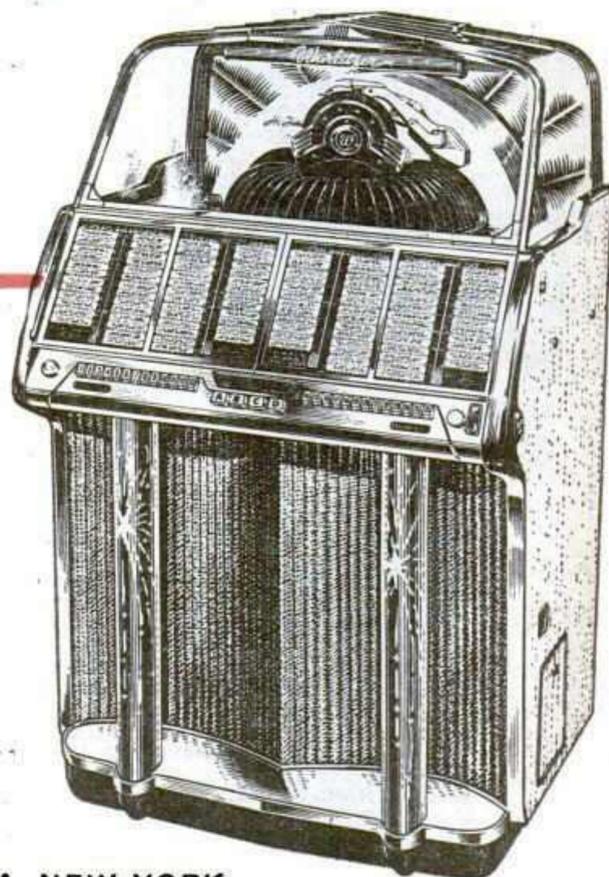
GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

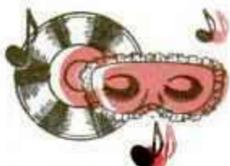
CHECK THESE BIG MONEY

FEATURES OF THE WURLITZER 1800

- ✓ Brilliant styling for the ultimate in eye appeal.
- ✓ Cabinets in a gorgeous array of fresh, new sky colors for 1955.
- ✓ Play-promoting Carousel Record Changer completely visible through full width, clear vision window.
- ✓ Dynatone Sound System featuring 180° sound distribution and the greatest speaker cone area of any juke box.
- ✓ 104 45 RPM tunes programmed for quick, error-proof selection.
- ✓ An all-time high in operator service accessibility.
- ✓ Light weight—only 309 lbs.—combined with rugged construction that will take the worst abuse.



**GET INTO THE
BIG MONEY
WITH THE**
Wurlitzer 1800



DYNATONE SOUND TAKES THE MASK OFF
THE MUSIC MORE THAN EVER BEFORE

See Your Wurlitzer Distributor

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856

Chicago

Communications to:
Ken Knauf
Central 6-8761

Four Mrs. Bow
New Game Units...

In production on new game units this week were Binks Industries, with a new shuffle bowler attachment, Flash Skill; Chicago Coin Machine Company, shipping a new shuffle bowler, Triple Strike; Genco Manufacturing & Sales Company, readying a new game, Wild West, and United Manufacturing Company shipping Lightning Shuffle Alley.

Joe Steele, Steele Distributing, Houston, dropped in at United Manufacturing Company recently. Earl Palmer pointed out the new shuffle game at the United plant, Lightning Shuffle Alley.

Sam Lewis and Ralph Sheffield, Genco Manufacturing & Sales Company, were discussing problems encountered in shipping games to Alaska. It seems temperatures of 50 degrees below zero create all kinds of game operational troubles for coinmen there.

Chicago Coin Machine Company owners, Sam Gensburg and Sam Wolberg, switched roles February 1. Gensburg returned from his Florida vacation, and Wolberg began his holiday.

Art Weinand, Exhibit Supply vice-president, journeyed to Milwaukee Sunday (23) to visit the showing of Exhibit's Sportland Shooting Gallery and card vander with the new Wurlitzer phonograph at the United, Inc., offices there. Harry Jacobs, United, Inc., hosted showing. Weinand says Harry Julius will handle the Exhibit gun game and vander at the Tampa fair this month.

Ted Rubenstein, Marvel Manufacturing Company, is pleased with the fine export job Joe Calderon, Trans-World Trading Corporation, is doing with Pla-Pool, Marvel's coin-operated billiard game. Steady movement of shuffleboard scoring units and plastic phonograph replacement parts, adds up to plenty of activity at Marvel.

Visitors at United Manufacturing Company during the week included Ray Williams, Commercial Music, Dallas; and T. B. Holliday, T. B. Holliday & Company, Charlotte, N. C.

Ralph Sheffield, Genco Manufacturing & Sales Company, is spending most of the week on an Eastern trip, planning to hit Baltimore, Philadelphia, Pittsburgh and Cincinnati. He returns Thursday.

Alvin Gottlieb, D. Gottlieb & Company, had to postpone a Florida vacation recently, when his wife took ill. Alvin is planning a trip to Baltimore this week for the Baltimore Operators' Association dinner there.

Wally Finke, First Coin Machine Exchange, says the firm has re-inaugurated its old tradition of taking pictures of visiting coinmen. The pix are mounted on the walls of the First coffee room.

Sam Stern, Williams Manufacturing Company, reports a boost in game production. Williams engineers are operating with new facilities and equipment, and are busy working on new game models.

Sheldon Spira, National Coin Machine Exchange, recently made a sales trip thru Illinois. Joe Schwartz, National owner, reports the demand for late model used games increasing, and exports going to all European and South American countries.

Don Binks, Binks Industries, reports servicemen are pleased with the ease with which the Binks shuffle game attachments can be installed. Mrs. Mel Binks, wife of the Binks bossman, is setting up shop in one corner of the plant, busy with her hobby of making ceramics on copper. So far the distaff side has not interfered with regular production, says Mel.

Bally Manufacturing Company's Key-Men's Social Club is skedded to meet at Harrington's Monday (7). Paul Calamari was lauded for a job well done by Charles J. Ewing, Automatic Amusement Company, Evansville, Ind., who

COINMEN YOU KNOW

commented favorably on the Bally engineer's recent service school at the Automatic plant.

D. H. Hampton, former manager at Spacarb Juice Bar Sales and Service, Chicago branch, was recently appointed Director of Vending Sales for Tenco, Inc.

New York

Communications to:
Aaron Sternfeld
PLaza 7-2800

Coin Union Has
Tourney Boards...

The Coin Machine Employees' Union currently has available for members a shuffleboard tournament board, with places for 20 names and handicaps for last week's winners. Jim Caggiano and Al Gilbert are handling the distribution.

Manny Ehrenfeld, Passaic, N. J., operator, visited 10th Avenue week after a Havana vacation. He said that juke operations seem to be booming in Cuba, with most equipment new, and few 78's on location.

Recent visitors to 10th Avenue included Mike Knowles, Cold Spring, N. Y.; Sandy Moore, Suffolk-Nassau Amusements, Patchogue, N. Y.; Harold Walton, Brookhaven Amusement Patchogue, and Dan Thomas, Peekskill, N. Y.

Mike Munves is on a Florida vacation, while Joe Munves is preparing for the spring Arcade rush. The Booster Amusement Company has been formed as a game operating firm. Partners are Sid Wolfson and Gilbert Sens.

New members of the Coin Machine Employees' Union are John Boyle and Hyman Branson. Mrs. Bob Sanchez (the former Fran Lo Mauro) is in Lebanon Hospital, Bronx, as a result of an automobile accident last week. Mrs. Sanchez is secretary to Bob Slifer, Seacoast Distributors. The accident occurred when the automobile, driven by Bob Sanchez, and a taxi collided. The husband was not seriously injured.

John Tartaglia, County Vending, Portchester, N. Y., was a recent visitor to 10th Avenue. Roger Folz, Folz Vending, Oceanside, L. I., reports his firm has the Grand Union grocery chain for capsule charm and gum vending.

Funeral services for the mother of Charlie Reissner, service chief at Seacoast Distributors, were held in Irvington, N. J., Thursday (27). The mother of George Herald, in charge of vending for Cantrell & Cochrane, died recently.

Pittsburgh

Communications to:
Leon Leffingwell
Walnut 1-0102

NAMA Men Visit
W. Va. Legislature...

Harry Rosen, president Automatic Food & Refreshment Company, recently returned from a trip to Lexington, Ky., where he met Norman Tweel at a branch of the Automatic Merchandising Company. They drove back to Automatic's main office at Huntington, W. Va., to confer on measures to correct laws in that State which hamper vending.

Harry Rosen, head of Automatic Food & Refreshment Company, is

Cleveland Ops

Continued from page 85

tative of the junior and senior high school newspapers, in the conference room of the Cleveland Press. The Hi-Timer writing the best story will receive 500 records to be distributed as he chooses.

Cleveland operators also presented Mara with a plaque stating, "To Tommy Mara, outstanding new male vocalist of 1955."

Other promotion scheduled for the new record includes newspaper advertisements and bus and street-car cards.

much interested in the new Automatic Merchandisers' Association of Western Pennsylvania just formed here. Any association of this type will be a help, says Rosen, if it really goes to work for its members.

Robert Haser, of Allegheny Amusement Company in Millvale, Pa., continually tries to spot new buildings to get locations. He reports locations in this area do not change often because service is good. Haser operates within 30 miles of Pittsburgh; prefers to remain within 15 miles of the city.

William Schrim, sales manager, Williams Vending Machine Company, is taking one truck off his routes and putting two men on a truck and working them in shifts. This practice cuts down on the cost of rubber, gas, oil, he says.

Joseph McGlenn believes that the plan of the new Pennsylvania governor, George Leuder, to ban sales taxes, would help ending.

George Sopira, partner, Service Rental Coin Machine Company, is pleased with the new AMI machines. Glen Mowry, of Gem Vending Company, likes the new gun games with .22 type rifles for placement in bus stations and candy stores.

George Novosel, of Novo Vending Service, is proud of his new brick home at West View, Pa. George uses one side of the garage for the storage of vending equipment.

George Tincheck, music route operator for Harrison Music Company, reports patrons are getting

Wurlitzer

Continued from page 85

Bob Lester, Duncan; Mr. and Mrs. Larry Buckley and Mr. and Mrs. Delbert Morrow; of Enid; Mr. and Mrs. J. D. Linde, Guymon; E. S. Fisher, Hennessey, and Max Rust, of Muskogee.

Mr. and Mrs. Claude Hopkins and Mr. and Mrs. Ben Hutchins Jr., of Lawton; Sam Strong, Norman; Virgil Biggs and James Gray, both of Perry; Mr. and Mrs. Edgar Rorie, Poteau; Mr. and Mrs. Ray Tye and Mr. and Mrs. Fred Pringle, of Stillwater; Mr. and Mrs. Romine Hoggars, Mr. and Mrs. K. C. Buffington, Mr. and Mrs. Fred Lawrence and Mr. and Mrs. Paul McIver, all of Tulsa.

Oklahoma City guests included Mr. and Mrs. W. B. Atkins, Harold Stockstill, Bart Strong, Mr. and Mrs. S. D. Barrett, Mr. and Mrs. D. B. Tyree, Jack Coil, Mr. and Mrs. H. O. Bussey, Mr. and Mrs. M. B. Norton, Lee Keels, John Nance, S. Cox and Mrs. Leroy Kitch.

Bush Hosts Record Crowd in Florida

JACKSONVILLE, Fla.—In spite of the worst weather in Florida this season, Bush Distributing Company hosted a record breaking crowd of music operators at its unveiling of the new Wurlitzer phonograph Sunday and Monday (23-24).

Ted Bush, owner of the firm, flew here from his Miami office and assisted D. J. Barton, branch manager, in greeting guests. Other staffers assisting in meeting guests included Mr. and Mrs. Bud Shields and Mr. and Mrs. Carl Jonas.

Local guests included John Coleman; Billy Valentine, R. E. Valentine and Charlie Crum, all of Hi Tone Music Company; Bud Bright, Gator Coin Machine Company; B. K. Riechel, Budd Cigarette Service; Frank Flanders; Bob O'Barr; Mrs. Roberta Young and Tommy Coleman, Florida Music Company, Machine.

Other guests were D. W. Shader, Shader Amusement Company, Palatka, Fla.; Whitie Brown and Glen Whitfield, of Whitefield Music Company, Wildwood, Fla.; Mr. and Mrs. R. K. McDuffy and J. T. McDuffy, Wayne Novelty Company, Hinesville, Ga., and Arthur Daddis, regional sales manager of The Rudolph Wurlitzer Company.

fed up with music that is noisy and prefer a better type of sentimental tunes. This is true, says Tincheck, especially where Nat King Cole is liked.

Milwaukee

Communications to:
Benn Ollman
UPTown 3-8018

Juke Box Play
Tops Game Takes...

Juke boxes appear to be the bright spots in the coin machine business in recent weeks. According to most operators coin takes are down generally, but the music machines manage to come up with more action than games in the Milwaukee area locations. No single, particularly strong hitting disk is credited with the showing. Rather, music operators point to a list of about a half dozen tunes on as many labels that are maintaining interest among patrons in taverns and restaurants.

Brede Coin Machine Company, taken over some time back by Dick Manhardt, is moving from its location to the Manhardt stronghold on Clybourn Avenue. According to Gil Malmstrom, route manager for the firm, the new found space will ease his shop repair space problems considerably.

Harold Reitz, RCA Victor record department sales manager for the

Taylor Electric Company, greeted dozens of his customers and friends in the phonograph business when the firm held its official "open house" in its new building. The structure, located on North Port Washington Road, is one of the most modern and efficiently designed wholesale warehouse and office structures in the State.

Sam Hastings, Hastings Distributing Company, is back after several days in Chicago searching for premium merchandise for spring. Premium action, operator-wise, says Hastings, has slowed down of late. He is anticipating a sharp upturn within the next month, he adds.

South Side operator, Frank Bartnik, informs that his Banaco Music Company is also suffering from a decline in takes. A reason for the current slump in business was advanced by Mrs. Banaco, who helps out in the front office: "People are taking it easy now because they have to pay their local property taxes soon."

W. D. Johnson and his wife visited the Paster Distributing Company recently. He is the comptroller for the Paster firm, with headquarters in St. Paul. Late activities on the Paster sales floor, says manager Sam Cooper, was highlighted by a burst of sales of the new gun game produced by United Manufacturing Company.

Business can't be too bad on the North Side, however. Route man Danny Karoleczak, of Schroeder Music, has just bought himself a (Continued on page 91)

OPERATORS HAILED THE WURLITZER 1800

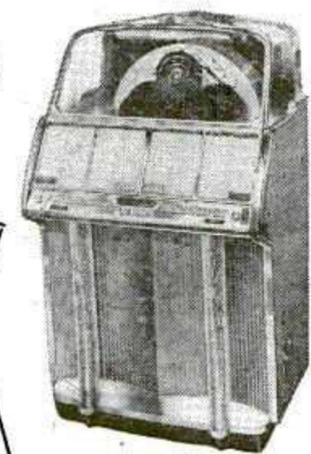
FOR ITS TERRIFIC HI-FI SOUND

FOR ITS SUPER-SMART COLOR STYLING

FOR ITS CAROUSEL RECORD CHANGER

FOR ITS DOUBLE TITLE STRIPS

FOR ITS SERVICE ACCESSIBILITY



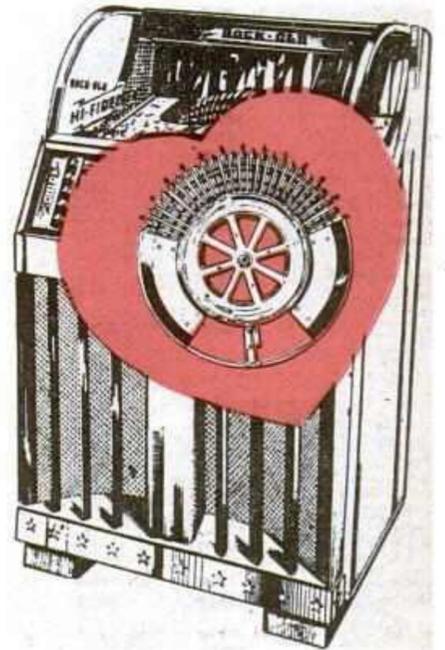
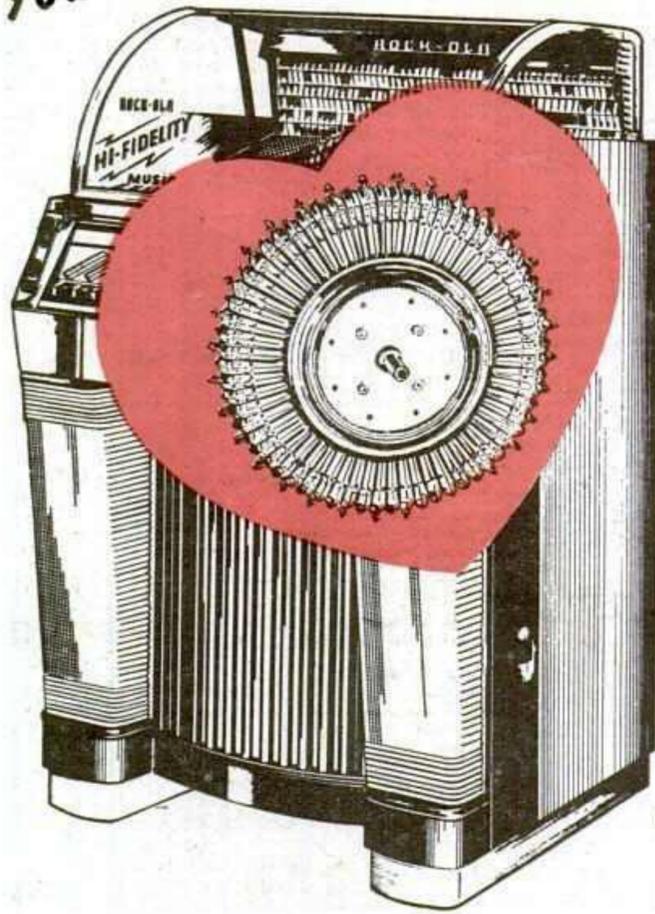
AND MOST OF ALL
FOR ITS ABILITY TO PUT
OPERATORS IN THE BIG MONEY

SEE IT—HEAR IT—BUY IT
FROM
BUSH DISTRIBUTING COMPANY
Exclusive **WURLITZER** Distributor
for South Georgia, Florida and Cuba
OFFICES IN
MIAMI • JACKSONVILLE • HAVANA

Hearts of Steel

To Give You Lasting, Trouble-Free Operation

 Heart of the ROCK-OLA phonograph is the revolutionary, revolving record mechanism, designed for fast, positive and unfailing delivery of records to the turn-table. At ROCK-OLA simplification and perfection are our objectives—to give you unexcelled Hi-Fidelity tone quality, beautiful cabinet design and trouble-free operation for your greater profit and satisfaction.



Model 1442 with 50 Selections

Model 1446 with 120 Selections

ROCK-OLA

HI-FIDELITY Music

"acclaimed 'round the world"

Ask Your Route Man—
He Knows!



Here's what Leonard Appel of Commonwealth Music Company of Brighton, Massachusetts Says:

"I've said it before and I'll say it again . . . the Rock-Ola 120-selection phonograph is tops in my route. With service a forgotten headache, record and title strip changing simplified and increased profits, believe me, I'm sold on Rock-Ola."

For further information write

ROCK-OLA MFG. CORP. • 800 N. KEDZIE AVE., CHICAGO 51

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES
ARCADE EQUIPMENT

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 Feb. 5	Issue of Jan. 29	Issue of Jan. 22	Issue of Jan. 15
ABT Challenger	\$20.00 25.00	\$20.00 29.50	\$25.00	
Air Football, 2 player	29.50 75.00			
Air Hockey, 2 player	375.00	375.00	375.00	
Astro Scope	350.00	350.00	350.00	
Barrel Roll (Jennings)	125.00	125.00	125.00	\$125.00
Baseball (Scientific)	79.50	79.50	79.50	79.50
Bat-a-Score (Evans)	165.00 175.00	165.00 175.00	165.00 175.00	125.00 165.00
Bat-a-Score Sr.	65.00	65.00	65.00	65.00
Big Inning (Bally)	150.00	150.00	150.00	150.00
Big League (Williams)	395.00	395.00	395.00	250.00 395.00
Bing-A-Rolls (Genco)				45.00
Carnival Gun (United)	425.00			
Chicken Sam (Seeburg)	99.50	99.50	99.50	99.50
Coon Gun (Seeburg)	349.50			
Coon Hunt (Seeburg)	295.00(2)	275.00	295.00(2)	275.00
Criss Cross	15.00	15.00		295.00(2)
Cupid's Wheel			100.00	
Dale Gun (Exhibit)	55.00 65.00	55.00 65.00	55.00 65.00	25.00 29.50
	89.50	89.50	89.50	55.00 65.00
Deluxe Card Vendor (Exhibit)	50.00	50.00	50.00	50.00
Derby 4 Player (Chi Coin)	195.00	195.00	195.00	195.00
Deluxe Carnival Gun (United)		495.00		
Deluxe World Series				65.00
Drivemobile (Mutoscope)	165.00	165.00	165.00	165.00
Flash Hockey (Coinex)	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope)	149.50	149.50	149.50	149.50
Goalie (Chicago Coin)	95.00 99.50	95.00 99.50	95.00 99.50	95.00 99.50
Grandma Fortune Teller	100.00	100.00	100.00	100.00(2)
Gun Club	125.00	125.00	125.00	125.00
Gun Patrol (Exhibit)	125.00	125.00	125.00	125.00
Gypsy Palmist			100.00	100.00
Heavy Hitter (Bally)	40.00	40.00	40.00	40.00
Hi-Ball (Exhibit)	75.00	75.00	75.00	75.00
Home Run, 6 player (Chicago Coin)	195.00 365.00	195.00 295.00		
Jeeps				75.00
Jet Gun (Exhibit)	125.00 135.00	119.50 125.00	125.00 145.00	145.00 175.00
Jet Fighter (Williams)	145.00 149.50	145.00 155.00	155.00	
Jungle Gun (United)	295.00 395.00	305.00 425.00	325.00 425.00	385.00 395.00
Kicker & Catcher	49.50			325.00 425.00
Large Horses				175.00
Lite League	75.00	75.00	75.00	75.00
Little Horses				75.00
Love Analyst			100.00	
Major League, 6 player (Williams)		345.00	250.00 345.00	345.00
Mercury Counter Gripper	20.00	20.00		
Metal Typer (Harvard)	150.00	150.00	150.00	150.00
Metal Typer (Standard)	275.00	275.00	275.00	275.00
Midget Movies	185.00	185.00	185.00	165.00 175.00
Midget Skee Ball (Chicago Coin)				185.00
Mystic Eye (Exhibit)			135.00	
Mystic Pen (Exhibit)			125.00	
Night Fighter (Genco)		165.00	175.00	175.00
Panoram (Mills)	350.00			
Pee Wee (Genco)	20.00	20.00		
Photomatic Deluxe (Mutoscope)	395.00	395.00	395.00	395.00
Photomatic (Mutoscope)	595.00(late)	525.00(late)	525.00(late)	250.00
Pistol Pete (Chicago Coin)	65.00 95.00	75.00 95.00	75.00 95.00	75.00 95.00
	99.50	99.50	99.50	99.50
Pitch Em & Bat Em	185.00	185.00	185.00	145.00 185.00
Play Poker	19.00		19.00	
Pop Up			24.00	
Quizzer	95.00	95.00	95.00	95.00
Radiogram (Exhibit)			145.00	
Rifle Gallery (ABT)		595.00		
Rifle Gallery (Genco)	355.00 365.00	350.00 355.00	350.00 365.00	375.00(4)
	375.00(3)	365.00(2)	375.00(2)	395.00 425.00
	395.00	375.00(3)	395.00	
Rocket Ship				95.00
Round the World Trainer		395.00		445.00
Shocker (Acme)	24.50			
Shoot the Bear (Seeburg)	125.00	99.50 125.00	150.00(3)	125.00
	150.00(4)	150.00(3)	160.00	150.00(3)
	160.00	160.00		
Shipman Art Show	49.50			
Shooting Gallery (Exhibit)	255.00 265.00	265.00	265.00 295.00	265.00 275.00
	295.00 319.50	275.00(2)	319.50 325.00	295.00 319.50
	335.00 395.00	295.00(2)	350.00 425.00	325.00(2)
		319.50 350.00		350.00 425.00
		425.00		
		79.50		
Silver Bullets (Exhibit)	95.00 100.00	100.00 115.00	100.00 115.00	100.00
Six Shooter (Exhibit)	125.00	125.00	125.00	125.00(2)
Skee Ball (Wurlitzer)	150.00	150.00	150.00	150.00
Ski Ball (Genco)				195.00
Ski Roll (Evans)	95.00	95.00	95.00	99.50
Skill Gun (ABT)	20.00	20.00		
Skill Shooter (ABT)	39.50	39.50		
Sky Fighter (Mutoscope)	150.00			
Sky Gunner	135.00 155.00	135.00 155.00	120.00 155.00	120.00 135.00
	175.00 189.50	165.00	175.00(2)	175.00(2)
	195.00	175.00(2)	189.50 195.00	189.50
		189.50 195.00		195.00(2)
Solar Horoscope			110.00	
Space Gun	89.50	89.50 99.50		89.50
Space Invader	95.00	95.00	95.00	95.00
Space Patrol (Exhibit)		95.00		
Super Home Run (Chicago Coin)		349.50		
Star Series (Williams)	89.50	89.50	89.50	89.50
Star Shooting Gallery (Exhibit)	325.00	325.00 375.00	325.00 375.00	325.00 375.00
Super Jet (Chicago Coin)		395.00		295.00
Super Jet Fighter (Williams)				
Super Pennant Baseball (Williams)		275.00 395.00	395.00	

COINMEN YOU KNOW

Continued from page 89

'55 Cadillac. George Schroeder, the boss, who drives a Chrysler, says he is planning a trip this spring that will take him and his family out to the West Coast. Newcomer to the George Schroeder Music Company's staff is route man John Hart. He formerly worked for Nick DaQuisto.

Miami

Communications to:
Al Denny
83-3896

Bush Shows New Wurlitzer 1800 . . .

Excitement filled the air at Bush Distributing Company as the staff observed "National Wurlitzer Days" January 23-24. Ted Bush, Ozzie Truppman and Ken Willis had a good turnout of South Florida operators at the Miami unveiling of the new Model 1800. Other showings in the company's territory of South Georgia, Florida and Cuba will be held thru February 7.

Red Gurkin, Glades Music Company, Belle Glade, was a visitor at the Wurlitzer outlet's "Wurlitzer Key Club," where coffee and food is dispensed to visiting operators. The club is rapidly gaining in popularity.

Gurkin reports that the vegetable picking season is about to get under way in his area, which is the largest winter vegetable growing section in the world. "I Got a Woman" by Ray Charles on the Atlantic label is the hottest number on his juke route, he said.

Dave Salo, salesman for Rainbow Records of New York, is contacting juke box operators and disk jockeys in an effort to increase distribution of the label, which consists principally of mambos and dance music. Salo lives in Miami Beach.

The Budisco One-Stop Service, operated by Bush Distributing Company, is proving an outstanding success. Manager Raoul Shapiro reports that business is increasing every week, both locally and from out of town. The new price structure on phonograph records proved something of a headache, but Shapiro said it has now resolved itself in the following prices for music operators: On 45 r.p.m. the old price of 62 cents is being maintained. The 78's will be 65 cents, except for Capitol and Columbia, which will be 69 cents.

The upsurge in popularity of gun games has made them a rival

to shuffle alleys in location appeal, says Eli Ross, of Ross Distributing. On the showroom floor currently are United's Deluxe Bonus Gun, Genco's Big Top and Williams' Safari. All of them are geared to dime play, and that is one reason why operators like to put them out, said Ross.

Bob Norman, Southern Music Company, is adhering to the rigid diet prescribed after his recent heart strain. It's rough going, but Norman knows what's best for him.

NO ANSWER?

Never Again At Chi Op Assn. Office

CHICAGO, Feb. 5.—There's no such thing as a "no answer" at Recorded Music Service Association's offices these days.

Ray Cunliffe and Phil Levin, heads of the Chicago music operator organization, decided last week to install a Bell Telephone Automatic Answering Service for late callers.

Now, when operators call after working hours, a pleasant recorded voice answers and informs the caller that at the sound of the tone all messages will be recorded. When the caller completes his message and hangs up, the equipment is ready to go to work again.

When the association's secretary comes to work the next morning, she plays back the messages and contacts the callers.

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **EP'S FOR DIME PLAY URGED AT WURLITZER SHOWINGS.** Operators attending Wurlitzer showings given a lesson in EP disk programming. Complete stories of distributors of the Rudolph Wurlitzer Company holding showings of the new Model 1800 in 14 major cities. (Page 72, The Billboard, February 5.)
- **CANTEEN, ABC '54 SALES EDGE '53.** Despite dip in industrial employment, sales and earnings for both the Automatic Canteen Company of America and ABC Vending Corporation for 1954 pulled ahead of the previous year's figures. (Page 78, The Billboard, February 5.)
- **FAR EAST COIN OUTLOOK BRIGHT.** Possibilities for 1955 coin machine export business to the Far East excellent, reports West Coast distributor Joe Duarte, of Badger Sales Company. Details possibilities of games, vending machines and juke boxes in various Far Eastern countries. (Page 72, The Billboard, February 5.)
- **OPS RELATE COIN ASSN. BENEFITS.** Oregon coinmen report the amusement game industry is in a healthy condition in Oregon today largely because the operators are organized. Two members of Oregon association, the Coin Machine Men of Oregon, give full report. (Page 83, The Billboard, February 5.)
- **SLOW ACTION SEEN ON KILGORE BILL.** A growing pile-up of priority business on Capitol Hill seen as slowing up considerably speedy action on Kilgore hoped for by its proponents. Complete story of what's happened in past week in Washington concerning the Kilgore bill. (Page 15, The Billboard, February 5.)
- **JUKE OPS, MFRS. COMMENTS ON KILGORE BILL.** Juke box operators and manufacturers come out solidly against Kilgore bill, labeling it a copy of previous measures sponsored by ASCAP. (Page 15, The Billboard, February 5.)

IF YOU MISSED READING THE FEBRUARY 5 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New

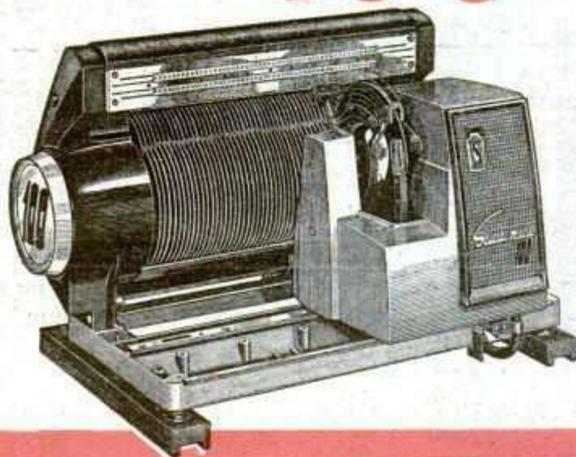
A Continuing Story of Leadership in Action

THE *Select-o-matic* 100

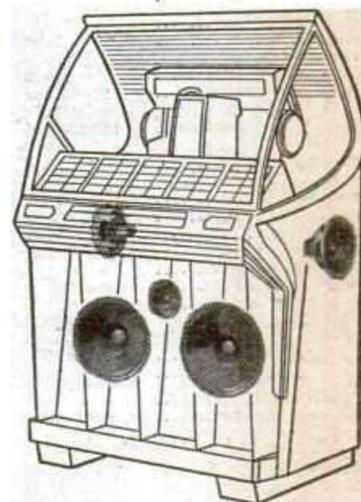
LEADER IN STYLE, LEADER IN PERFORMANCE. It's the music system that has everything. Striking, distinctive beauty in every line. Engineering features that assure unexcelled performance and simple economical operation. It's the Select-O-Matic "100." Compare . . . you'll find there is no comparison . . . it's Seeburg all the way.

IT'S SEEBURG ALL THE WAY!

THE *Select-o-matic* 100 MECHANISM



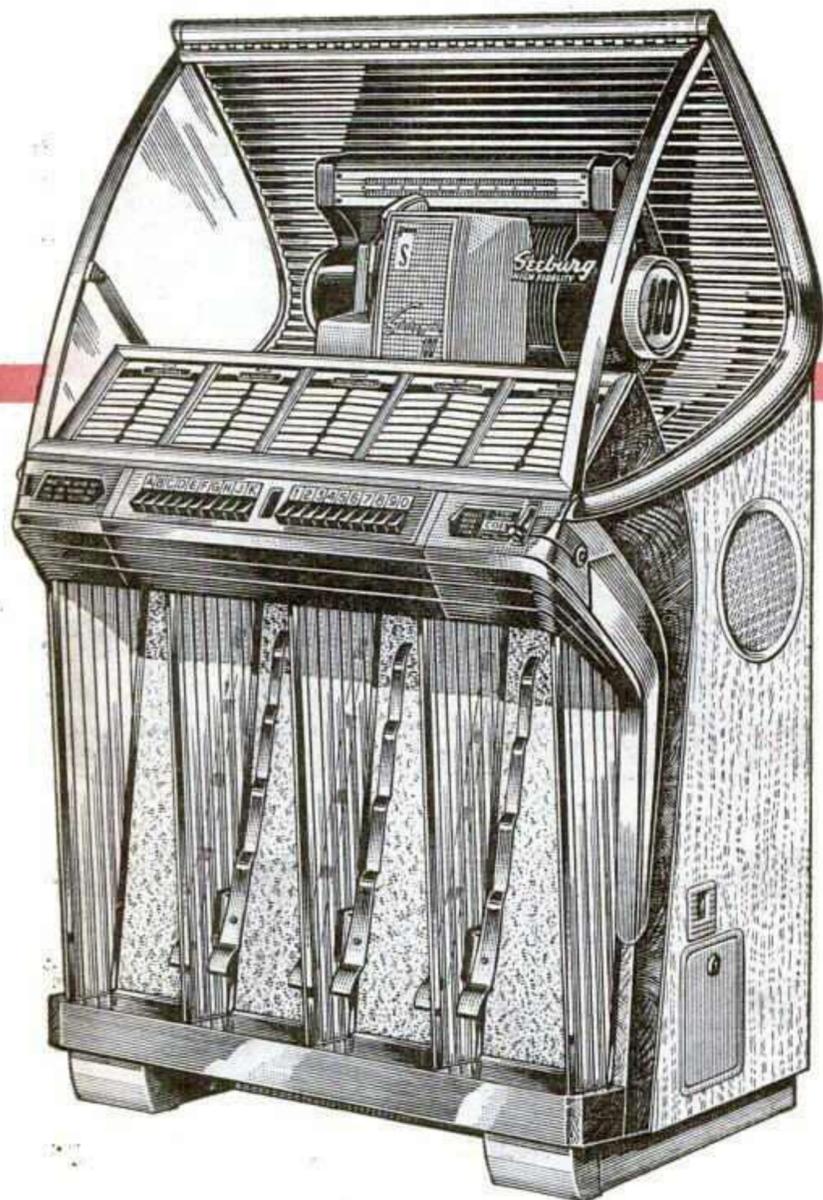
ONLY SEEBURG HAS IT. The heart of the world's finest and most complete music system. The first coin-operated mechanism designed exclusively for playing 45 RPM records. Plays and stores records in vertical position.



Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago 22, Illinois



America's finest



THE *Wall-o-matic*

CHAMPION MUSIC SALESMAN OF THE WORLD.
 The finest remote selection system ever built. Brings music, cataloged under the five basic musical classifications, right to the finger tips of guests. Sparkling chromium-plated housing. 3-wire type, easy to install.

Plus **SEEBURG ALL-DIRECTIONAL SOUND**

THE MOST ADVANCED ELECTRO-ACOUSTICAL system ever offered in a coin-operated music system. Five separate high fidelity speakers are integrated into the acoustical chamber of the Select-O-Matic "100." The way to appreciate it is to listen to it.

Plus **SEEBURG FULL-SPECTRUM HIGH FIDELITY**



HIGH FIDELITY ALL THE WAY for the last word in listening pleasure. High fidelity magnetic pickup has 20 to 25,000 c.p.s. range to match the high fidelity characteristics of the pre-amplifier and power amplifier of the Select-O-Matic "100." High fidelity remote speakers for every type location.

and most complete music systems

BARGAINS OF THE WEEK

SHUFFLE GAMES		BINGOS	
Keeney Century	\$350	Surt Club	\$375
Keeney 4-Player League	50	Ice Frolics	325
Un. Banner	410	Palm Springs	325
Un. Team	325	Beach Club	275
Un. Leader	310	Yacht Club	145
Classic	165	Coney Island	80
Clover	160	Spot Life	70
Official	85		
C. C. Gold Cup	195		
Genco Match Pool	275		
Genco Shuffle Pool	175		

SHUFFLEBOARD SUPPLIES

Shuffleboard, Game Wax, Case (12)	\$3.50
Pucks (Set of 8)	12.00
Fast Wax, Case (12)	4.50
Score Sheets, 10 Pads	7.50
Fluorescent Lights, Pr.	22.50
Used Rock-Ola Shuffleboard, Lites, Pr.	12.50
Adjusters	18.50

SPECIAL

Un'ed Carnival Rifle Gallery \$395

WANTED
Bingos, Late Shuffle Games, Targettes, Gottlieb, Super Jumbo, Late Seeburgs.

18 Fl. Rock-Ola Shuffleboard... \$149.50

PURVEYOR
DISTRIBUTING COMPANY
4322-24 N. WESTERN AVE.
CHICAGO 19, ILLINOIS
PHONE: JUNIPER 8-1814

NEW
Keeney Sportsman Deluxe
The Number One Rifle Game. Something different and a proven money maker—competitive scoring—timing device—moving pop-up targets.

MISCELLANEOUS

Ex. Star Sh. Gallery\$325
Ex. Six Shooter	100
Ex. Jet Gun	125
Seeburg Shoot the Bear	140
Teleguide with film	100
Keeney 4-Pl. Attachment for Shuffleboards	125

Top Game Spots

the open play period than during the league play season.

Keeping in close contact with location owners and paying close attention to their game needs is important in keeping satisfied customers, says Lewis. Three-fourths of Merit Industries' customers have done business with the firm for over six years.

All of the Merit games are set for dime play, with no three-quarter units. He makes a seasonal contract with each location owner, the latter agreeing to use his games exclusively. Locations are all on the South Side, stretching from 26th to 103d Street, west of Halsted Street.

Archie LeBeau, of LeBeau Novelty Sales Company, St. Paul distributor, who hasn't been feeling well in recent weeks, says he's now in tip-top shape. He just returned from a business jaunt into South Dakota where he lined up a goodly number of orders for Rock-Ola phonos and other merchandise jobbed by his firm.

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Feb. 5	Issue of Jan. 29	Issue of Jan. 22	Issue of Jan. 15
ABC (United)	\$50.00	\$50.00	\$50.00	\$25.00
All Star (Gottlieb)	99.50			50.00
All Star Baseball (Williams)	325.00	375.00	375.00	375.00
Arabian Knights (Gottlieb)			155.00	175.00
Army & Navy				65.00
Atlantic City (Bally)	100.00	110.00	100.00	99.50
	115.00	110.00(3)	110.00(2)	10.00(2)
	125.00(3)	115.00	125.00(5)	125.00(2)
	130.00	125.00(3)	130.00	145.00
		130.00		
Basketball Champ (Chicago Coin)	195.00(2)	125.00	195.00(2)	195.00(3)
Basketball (Genco)	275.00	350.00	350.00	350.00
Basketball Two Player (Genco)	235.00	345.00	250.00	345.00
Beach Club (Bally)	265.00(2)	265.00(2)	270.00	225.00
	270.00	270.00	275.00(4)	275.00(2)
	275.00(3)	275.00(3)	285.00(2)	295.00
	285.00(2)	285.00(2)	295.00	300.00(2)
	295.00	295.00	300.00(3)	305.00
		300.00(2)		310.00
Beauty (Bally)	210.00	215.00	185.00	210.00(2)
	220.00	210.00(2)	215.00	220.00
	225.00(2)	215.00	225.00(4)	225.00
	230.00	225.00(3)	240.00	240.00
		230.00		245.00
Be Bop (Exhibit)	84.50			
Blue Skies (United)	49.50			
Boston (Williams)	69.50			
Bowling Champ (Gottlieb)	59.50			
Bright Lights (Bally)			75.00	
Bright Spot (Gottlieb)	85.00	85.00(2)	85.00	75.00
Buffalo Bill (Gottlieb)	59.50			
Cabana (United)	165.00	185.00	145.00	165.00(2)
		165.00(2)	185.00	185.00
Champion (Bally)	89.50			
China Town (Gottlieb)			85.00	
Citation (Bally)	15.00	79.50	15.00	15.00
Coney Island (Bally)	75.00(2)	90.00	55.00	75.00(2)
	85.00	80.00	85.00(2)	64.50
		95.00(2)	95.00(2)	75.00(2)
			85.00	95.00
Coronation (Gottlieb)			75.00	75.00
County Fair	75.00	75.00	75.00	75.00
Circus (United)	175.00(2)	150.00	175.00	150.00
		195.00	175.00	175.00
			220.00	195.00
Cue Tee				
Daffy Derby (Williams)	275.00	275.00	275.00	275.00
Daisy May (Gottlieb)			205.00	215.00
Dealer			165.00	160.00
Deluxe Baseball (Williams)	325.00	350.00	325.00	350.00
Disk Jockey (Williams)				50.00
Domino				20.00
Double Feature (Gottlieb)			79.50	
Double Shuffle			59.50	
Dragonette (Gottlieb)				195.00(2)
Dreamy (Williams)			79.50	
Dude Ranch (Bally)	295.00(4)	265.00	295.00	310.00
	310.00	295.00(3)	315.00(2)	275.00
		310.00(2)	340.00	310.00
		315.00		325.00(2)
				340.00
El Paso (Williams)	59.50			
Eureka (Bally)			40.00	
Fairway				65.50
Floating Power (Genco)	49.50			
Flying High (Gottlieb)			105.00	110.00
400 (Genco)	59.50	59.50	59.50	59.50
Five Star (Universal)			85.00	
Five Star (United)	50.00	50.00	50.00	25.00
Four Horsemen (Gottlieb)	99.50			75.00
Four Star (Gottlieb)				125.00
Frolic (Bally)	150.00(2)	115.00	150.00	160.00
	160.00	150.00(2)	175.00(4)	150.00(2)
	175.00(2)	160.00	175.00(2)	160.00
				175.00(3)
				190.00
Futurity	50.00			
Globe Trotter (Gottlieb)			75.00	
Golden Nugget	99.50	99.50	99.50	99.50
Gondola (Exhibit)	49.50			
Gold Cup (Bally)	59.50			
Gold Star (Gottlieb)			210.00	215.00
Grand Slam (Gottlieb)				115.00
Green Pastures (Gottlieb)			160.00	165.00
Guy-Dolls (Gottlieb)				135.00
Happy Days (Gottlieb)			75.00	
Havana	315.00	215.00	315.00	315.00
Hawaii (United)	355.00	395.00	295.00	355.00
		395.00	340.00	395.00
			185.00(2)	
Hawaiian Beauty (Gottlieb)			75.00	25.00
Hayburner	75.00	75.00	75.00	75.00
Hi-Fi (Bally)	345.00	325.00	345.00	345.00(3)
	350.00(2)	350.00(2)	375.00(4)	375.00(3)
	375.00(2)	365.00	399.00	380.00
		375.00(4)		399.00
		74.50		400.00
Hit 'n' Rud (Gottlieb)	109.50			
Ice Frolics	310.00(3)	295.00(2)	295.00	295.00(2)
	320.00	310.00(2)	325.00(4)	325.00(4)
	325.00(2)	315.00	350.00	350.00(2)
		325.00(2)		
Jockey Specials (Bally)	54.50			
Jockey Club (Gottlieb)			175.00	185.00
King Pin (Chicago Coin)	89.50			
Knock Out (Gottlieb)	79.50			
Lady Luck (Gottlieb)			225.00	
Lazy Q			195.00	
Leader (United)	75.00	75.00	85.00	135.00
Lite-a-Line (Keeney)			75.00	
Long Beach (Williams)			45.00	
Lovely Lucy (Gottlieb)			165.00	175.00
Lucky Inning (Williams)	59.50			

BUSINESSMEN KNOW
... they can have full confidence in an audited business statement.



ADVERTISERS KNOW
... that an audited paid circulation like The Billboard's is a genuine guarantee of effective advertising.

THE MARKET PLACE for the **COIN MACHINE INDUSTRY**

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 15¢ a word—Minimum \$3.00.
CASH WITH ORDER

DISPLAY CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATE: \$1.00 a line—\$14.00 per inch.
CASH WITH ORDER unless Credit has been established.

IMPORTANT INFORMATION
In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

ADDRESS ALL ORDERS AND INQUIRIES TO:
THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

DISTRIBUTORS, OPERATORS — SENSATIONAL new ball point pen and vendor. 100 hours' perfect writing; won't leak or blot. Also new tissue vendor. Write Standard Mfg., Hubbard Woods, Ill. fe19

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. ehmh19

MAKE OFFER—NEW 5¢ GUM AND LIFE-SAVER machines by Shipman of Los Angeles. 30 never in operation. Cost \$30 each. Box M-111, c/o Billboard, Cincinnati 22, O.

VENDING MACHINES—TISSUES, SANITARY Napkins, Cosmetics, Cigarette, Candy, etc. Simple, practical, low cost vending machines designed and produced for any purpose. Polaris Manufacturing Co., Peru, Ill.

Help Wanted

FIRST-CLASS PHONOGRAPH MECHANIC—In Michigan. Must know all makes of phonos, be able to fix amplifiers, have plenty of experience and have best of references. Salary \$2 hour. Box M-109, c/o Billboard, Cincinnati 22, O. fe19

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

Parts, Supplies & Services

COIN-OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical levers to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. fe26

FOR QUICK SERVICE — REASONABLE prices, buy from Devco. Victor 5¢ Super "V" Topper, Filled Capsules, Je Charms, Ballgame, Par and Supplies. Get on our mailing list. Devco Novelty Co., 231 W. Chicago Ave., Chicago 10, Ill. Whitehall 3-1668. np

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. ch-fe26

Routes for Sale

WISCONSIN—MUSIC, GAME, CIGARETTES. \$45,000; \$15,000 down; no less; will finance balance. Box M-110, c/o Billboard, Cincinnati 22, Ohio. fe19

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.

ARCADE EQUIPMENT AND DRINK MACHINES. Evans Bata-Score, \$149.50; Line-M tables (non-electric except for top lights), \$75 each; six column can Juice Bar, \$345; Deluxe Photomatics, \$400; Zips Bingo type game, like new, \$190. Write Stanley Sportland, 3409 Boardwalk, Wildwood, N. J.

ARCADE MACHINES—ONE BALLY RAPID Fire, two pre-war Bear Guns, two Undersea Raiders, two Panorams with sound, one Keeney Submarine, four Exhibit Card Vendors, one Periscope, Exhibit Basket Ball, Genco Basket Ball, Batting Practice, two Funny Mirrors, ten Flip Games, Rock-Ola World Series, three anti-Aircraft Guns. Sell all or any part. Sportland Arcade, 316 East 12, Kansas City, Mo.

CIGARETTE MACHINES — DuGRENIER, 7 cols., Model S, \$45; 7 cols., Model V, \$50; 9 cols., Model W, \$55. Howe Imperial, 6 cols., \$45; 8 cols., \$50. Quarter operation refinished ready for location. Central Vending Machine Service Co., 3967 Parrish St., Phila., Pa. EVERgreen 6-4244.

CORADIO-STEEL RADIOS, CABINETS, stands, electronic timers, coin rejectors. Excellent condition. Ace Service Co., 511 E. 83 St., TR 9-4586, RH 4-5989, New York 28, N. Y. fe19

MULTI-COLUMN CANDY MACHINES—5¢ Northwestern 49¢. For new route. Will consider other vending equipment. Box 721, Lincoln 1, Neb. np

ONE ROTARY BASEBALL PITCHING MACHINE and equipment. Sacrifice for quick sale. Don Suttie, 504 South "A" St., Herington, Kan. fe12

POKERINO COMPLETELY REFINISHED and rebuilt; fine condition, all new contacts. \$95 each. James Travis, Box 206, Millville, N. J. fe12

POSTAGE STAMP MACHINES — A BIG bargain. 47 Stamp Machines, all in perfect mechanical condition. \$400 buys them all. Price F.O.B. Chicago. United Sanitary Products Co., Inc., 30 W. Washington St., Chicago 2, Ill.

TWO STANDARD METAL TYPERS, 10¢ play. Good condition, clean and ready for location. \$235 each f.o.b. T. E. Beck, 7746 Broadway, San Antonio, Texas. fe12

TISSUE VENDING MACHINES — A BIG bargain. We have 157 pocket-pack tissue machines for sale. All are mechanically perfect. \$1500 will take all 157. Price F.O.B. Chicago. United Sanitary Products Co., Inc., 30 W. Washington St., Chicago 2, Ill.

43, 5 COLUMN 1¢ NUT MACHINES MADE by Andrews, with stands. Used only six weeks. 1 to 9 machines, \$22.50 each; 10 or more, \$20 each. B. L. Roll Vending Co. 2183 Washington Ave., Memphis, Tenn. fe12

50 3-COLUMN 5 & 10¢ HOT NUT VENDERS with cup dispensers; all in very good condition. Will sacrifice. Route located West Central Ohio, or will pick up and ship. James Pence, Route 2, Sidney, O. fe19

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- Check classification you want your ad to appear under.
 - Business Opportunities
 - Help Wanted
 - Parts, Supplies & Services
 - Positions Wanted
 - Routes For Sale
 - Used Coin-Operated Equipment
 - Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
 - Regular
 - Display
- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

 - Next 6 issues
 - Next 4 issues
 - Next 3 issues
 - Next issue only

\$_____ Payment enclosed

Name _____
Address _____
City _____ Zone _____ State _____

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

Key to 300-Game Operation

Continued from page 79

...rves so thin that we can't ap up with service and colle-ns," he explained. "That's why have only one location in St. ul. It's much better to increase revenue from a single location d concentrate on that than to get same amount of revenue from o locations and not be able to do tice to either service-wise."

Instructs Location Owners

This is done, he said, by educat- g the location proprietor to show what the potential of his place and how to run his equipment to ch that potential.

"Make him realize, by example if cessary, that this operation is an egral and important part of his siness," Nash said. "The old axim is true: A location is just as od or as poor as the man behind e bar or the counter."

Nash said he often takes a loca- m owner out for lunch or dinner, scusses the possibilities of the mes as money-makers, introduces m to other location owners who e making their equipment pay tter and then brings the man to e Twin City Novelty office where quick run-down on records of her locations serves as the incher.

"Show a location owner he can ake more money with our games id he's champing at the bit to t going," Nash said. "Our first vice to a man who is interested increasing his revenue is to ep closer account of the game kes in his establishment. Close counting of those nickels will m in a hurry whether his games e making money or not."

Nash believes in operating "lib- eral" machines, with the games geared to 50 per cent free replay. The location owner then has an easier time to induce customers to play the equipment, he explained. Each unit must be clean and in good working order—in other words, the location owner is taught to be a "good housekeeper."

"When a machine goes out of order or isn't operating just right," Nash said, "we urge the location owner to call us immediately. We constantly stress that we can't fix the equipment by remote control and can't be mind readers or clairvoyants."

Quick Servicing

He prides himself on the fact that practically every service call received is taken care of within the hour. Only on rare occasions does it take longer.

Each service call is tabulated on a call sheet on the secretary's desk, showing the time it was received. Included is the report from the service man sent out, as to what was wrong with the unit and what he did to correct it.

During the day the servicemen report back by telephone to the office secretary. In the evening calls are taken by a telephone answering service which fills out similar call sheets.

The call sheets, Nash explained, are kept on file from week to week and enable him and the head serviceman to tell within minutes how the equipment on location is working.

"Sometimes a location owner will complain that a game is out of

Announce New Pen Vender

CHICAGO, Feb. 5.—A new pen vender was announced this week by U. S. Brokerage Sales Company here.

The unit, which features Dean Rite-Master ball point pens at 25 cents, has a capacity of 150 to 200 ball point pens. The vender measures 8 inches wide, 14 inches high and 5½ inches deep; can be used on counter or mounted on a wall. Price was not announced.

order and all I have to do is check the call sheet to determine whether we've been notified," Nash said. "If we haven't, it's easy enough for me to explain to him that we can't keep his equipment operating if we don't hear from him about break-downs.

"The call sheets also are analyzed percentage-wise to determine whether any games are causing an undue number of service calls over a given period of time. When that happens, we yank the game into the shop for a thoro going-over, replacing it with another unit."

Twin City's servicemen, he emphasized, have absolutely nothing to do with the free replay percentage set-up of the games. That is the specific duty of the routemen who take care of such things personally.

Machines are checked weekly by routemen who enter their findings in their route book. That shows volume of each game, plus the percentage of free replays. Nash, in examining the route books, can tell at a glance what each location is doing revenue-wise.

Lease Trucks

About five years ago, Nash said, he proposed to Lieberman that the firm discard ownership of all its own transportation and, instead, lease trucks and routemen's sedans from a truck rental firm.

"It has worked out exceptionally well," Nash said. "We have no problems of truck or car break-downs, responsibility of buying gas, oil, tires, insurance and the like. There's no garage worries or expense to be concerned with. We lease eight vehicles on a weekly basis and have found that this has been a great asset. They're always in running condition, and if one breaks down or needs to be taken out of operation for repairs, the truck rental firm furnishes us with another. We've never had a lay-up longer than half an hour since instituting this procedure."

Nash makes it a point to keep in constant contact with his location owners. He often drops around to chat for a few minutes, but many times his contact is by telephone. And if a phone call is used, he never barges right in to ask how the machines are doing. He'll talk sports, the weather, the world situation or anything he knows will interest the location owner. After a few minutes of this type of conversation, he'll casually ask "How are things going?"

"The location owner knows that way that we're interested in him and he likes it," Nash said. "In fact, it is just thru that sort of contact that we often get leads to new locations. Many times one of our locations will tell us of a friend opening up and authorize us to use his name in making a solicitation."

Nash also uses the time-worn method of taking a location owner out to lunch or dinner, giving him tickets to a sporting event. "Generally I let him go alone instead of pushing myself on him," he said. "He likes it better that way, taking along his wife or a friend instead of someone like me."

Because Lieberman also operates the Lieberman Music Company, a distributorship for games and music, Twin City Novelty Company confines the purchase of its equipment to the lines jobbed by Lieberman.

"But they are all legitimate transactions, not just bookkeeping entries," Lieberman emphasized.

In two years the Twin City Novelty Company will observe its golden anniversary—50 years in business. The pattern of its operation explains only too well why it has been a "going concern" for so long.

	Issue of Feb. 5	Issue of Jan. 29	Issue of Jan. 22	Issue of Jan. 15
Archie Queen (Gottlieb)....			145.00	
Aryland (Williams).....	\$69.50		400.00	\$345.00
Bixie (United).....	345.00	400.00	400.00	400.00
Comic Marvel (Gottlieb)....			175.00	185.00
Conada (United).....		350.00	395.00	425.00
Conara (Gottlieb).....			75.00	
Cosby (Williams).....	79.50			
Cosy Sisters.....		145.00	145.00	135.00
Columbia (United).....	69.50			
Conim Beach (Bally).....	125.00(2)	110.00	125.00(2)	99.50
Conim Springs (Bally).....	135.00	125.00(3)	135.00	145.00
	295.00	295.00	310.00	320.00
	320.00(2)	320.00(2)	325.00	345.00
	325.00(4)	325.00(3)	350.00	365.00
	329.00	335.00	350.00	350.00
Conradie (United).....	49.50			
Conch Hitter (United).....	59.50			
Conky (Williams).....	79.50			
Con Wheel (Gottlieb).....			125.00	155.00
Conker Face (Gottlieb).....			145.00	
Conkterback (Williams).....	75.00	75.00	75.00	75.00
Conkterette (Gottlieb).....			75.00	95.00
Conkter of Hearts (Gottlieb)....			75.00	95.00
Conkterette.....			95.00	
Conkter (United).....	275.00(2)	210.00	225.00	225.00
		275.00(2)	275.00	275.00
Conktereevo (United).....	49.50			
Conktereevo (Gottlieb).....			75.00	
Conkter & Turf.....	295.00	295.00	295.00	
Conkter (Chicago Coin).....	49.50			
Conkter (Genco).....	49.50			
Conkter Shot Basketball, 2 player	345.00	345.00		
Conkter Sharp Shooter (Gottlieb)....	59.50			
Conkter (Gottlieb).....			155.00	145.00
Conkter Chest (Genco).....	125.00	125.00	125.00	
Conkter Bill Pool (Gottlieb).....			85.00	
Conkterway.....			195.00	
Conkterfest.....			35.00	
Conkter South Pacific (Genco).....	54.50			
Conkter Park Plug.....			25.00	
Conkter Special Entry (Bally).....	49.50			
Conkter Pot-Lite (Bally).....	65.00	70.00	70.00(2)	70.00(2)
	75.00(2)	75.00(2)	75.00(3)	75.00(2)
	95.00(2)	85.00(2)	85.00(2)	79.50
	100.00	95.00(2)	95.00	100.00
		100.00		
Conkter Lite.....			25.00	
Conkter Larks (United).....	90.00	90.00	125.00	115.00
Conkter Luggage Buggy.....				
Conkter Lummertime (United).....	49.50			
Conkter Luper World Series (Williams).....	195.00	195.00	195.00	195.00
Conkter Surf Club (Bally).....	350.00	370.00	370.00	325.00
	375.00(4)	325.00	375.00(4)	375.00(3)
	395.00	365.00(2)	385.00	395.00
		370.00	425.00(2)	390.00
		375.00(4)	395.00(2)	395.00(2)
		395.00(2)	425.00	
Conkter Ampico (United).....	69.50			
Conkter Texas Leaguer (Keeney).....	69.50			
Conkter Three-of-a-Kind.....	18.50	18.50		
Conkter Three Musketeers (Gottlieb)...	69.50			
Conkter Thunderbird.....		195.00	195.00	195.00
Conkter Tropics.....	175.00	175.00	175.00	225.00(2)
	225.00(2)	225.00(2)	225.00(2)	
Conkter Umbrella (Exhibit).....	74.50			
Conkter Surf King (Bally).....	25.00	25.00	25.00	25.00
Conkter Twenty Grand.....				50.00
Conkter Varieties.....	550.00(2)	595.00	525.00	595.00
	595.00	595.00	595.00	595.00
Conkter Arch Club (Bally).....	135.00	125.00	135.00	140.00
	145.00(2)	135.00(2)	145.00(2)	150.00(2)
	150.00(2)	145.00(2)	150.00(2)	155.00
	160.00(2)	150.00(2)	160.00	175.00
	175.00	160.00(2)	195.00	195.00(2)
		175.00		
Conkter Bingo.....	65.00	65.00	65.00	65.00

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PALM SPRINGS 325	United BONUS	CC TRIPLE STRIKE
DUDE RANCH 295	Keeney SPORTSMAN	BOWLER
YACHT CLUB 160		CC THUNDERBOLT
BEACH CLUB 275		United MARS
BEAUTY 225		Bally MYSTIC
FROLICS 175		Bally MAGIC
PALM BEACH 125		
ATLANTIC CITY 125		
SPOT LIGHT 95		
BRIGHT SPOT 85		
ONEY ISLAND 85		
Evans		
SADDLE & TURF		
CLUB MODEL		
\$275		
COUNTER GAMES		
NEW		
M & T ZIG ZAG		
(Bingo), Reg. \$79.50 .. \$29		
KICKER & CATCHER .. 49		
BINKS ZIPPER 35		
FIRST-Conditioned		
ABT CHALLENGER .. \$25		
BEST HAND 19		
ARCADE		
NEW CLOSEOUTS		
Genco 2-PLAYER BASKETBALL \$375		
Chicago Coin 4-PLAYER BASEBALL 395		
Wms. ALL STAR BASEBALL 375		
FIRST-Conditioned		
Chicago Coin BASKETBALL CHAMP \$195		
Bally BIG INNING 150		
TELEQUIZ with Film 125		
Chicago Coin GOALEE 95		
ZINGO 65		

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ABT Preems New Universal Coin Chute

CHICAGO, Feb. 5.—ABT Manufacturing Corporation announced this week the production of a new coin chute for games, phonographs and vending machines.

The unit, the Universal Drop Chute, handles nickels, dimes and quarters, is equipped with a precision micro snap action switch and is set to reject slugs.

Light in weight, the unit is made of non-corrosive metal. A string catcher mechanism prevents more than one vend or play per coin. Designed for use on all electrical machines, the Universal is to retail at \$5.

Stresses Service

Continued from page 79
dollars and dollar bills to insure that his customers have a convenient supply of coins to drop in the games. Tested out on an experimental basis late last year, this development has made a readily identifiable difference in collections and thus, it has been pushed aggressively.

Games are likewise being replaced more often. Mohl keeps a close check on new games as developed, and measures the probable success of each with records of similar machines in "average" locations. "Naturally, we can't buy every game which comes along," he says. "However, we are buying a lot more, with a test model going into whatever spot we feel is most representative. Then, if the game shows promise, it is added to the routes in quantity."

The Arizona operator prides himself upon the fact that his firm is one of the few in the State which maintains a "showroom" alongside the office in which new games, as fast as they are received, are put on display, and location owners are invited to drop by. When a location owner visits the firm, Mohl, or an employee on the job, capitalizes on the fact by pointing out the well-equipped repair shop, and the good appearance of the games. The games have been disassembled, dubious parts replaced, refinished, and put thru a week-long "bench test" before being released for route service.

"Our experience has been that the visitor usually goes away with a better opinion of us as businessmen," says Mohl. "Consequently, we go out of our way to encourage visitors."

In the Mohl shop, a 15-foot tool panel runs along the wall above the work bench on which the outline of every tool is neatly painted and numbered as well. Shop mechanics must replace tools in the proper slot after every job, or contribute 25 cents to a "penalty fund" which is used at the end of the year for a picnic or company outing.

Metal storage cabinets, castered racks for moving parts, as well as complete machines, and cleanliness are all assets which Mohl has found do a lot toward increasing prestige.

"One of the better aspects of the present situation is the tendency toward year-round living in Phoenix," he says. "Whereas in the past it was necessary to pull in games for storage during the hot months from April to October. We can now leave most of them out. Phoenix is rapidly becoming one of the most completely air conditioned cities in the West, and since our games are invariably located in spots which benefit from air conditioning, a much larger percentage of locations are adopting year-round play. Our top problem today is simply intense competition, and we spend most of our spare time in developing practical methods of offsetting it while still maintaining a reasonable return."

Another route change involved Cal Wilkinson, Iowa Falls, Ia., who sold his music-games route to William Kennison, operator of Hampton, Ia.

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WURLITZER	1100
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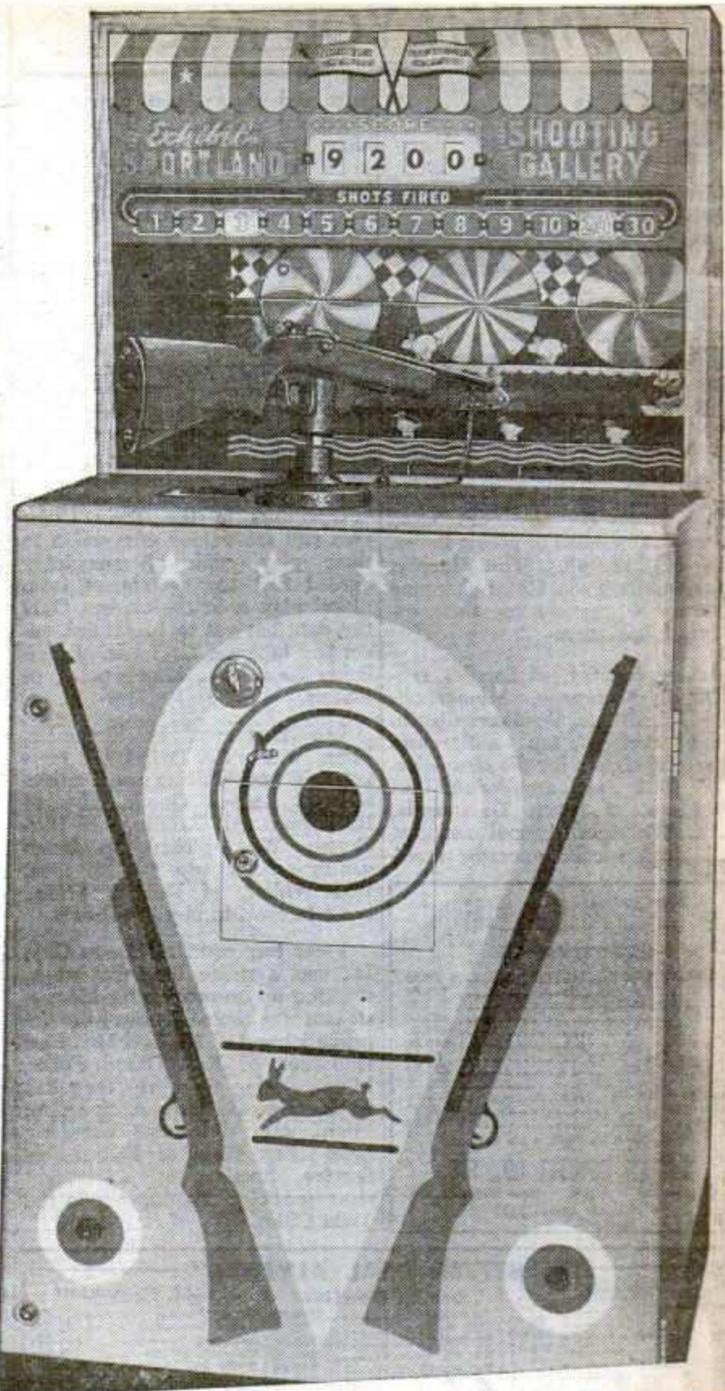
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-BINGOS- ARCADE

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5-BALLS

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<table border="0"> <tr><td>United DeL. Target</td><td>\$435</td></tr> <tr><td>United Banner</td><td>410</td></tr> <tr><td>United Speedie</td><td>395</td></tr> <tr><td>United Ace</td><td>365</td></tr> <tr><td>United Leader, F.P.</td><td>315</td></tr> <tr><td>United League</td><td>295</td></tr> <tr><td>United Team</td><td>295</td></tr> <tr><td>United Imperial</td><td>285</td></tr> <tr><td>United Royal</td><td>275</td></tr> </table>	United DeL. Target	\$435	United Banner	410	United Speedie	395	United Ace	365	United Leader, F.P.	315	United League	295	United Team	295	United Imperial	285	United Royal	275	<table border="0"> <tr><td>United Classic</td><td>\$195</td></tr> <tr><td>United Olympic</td><td>185</td></tr> <tr><td>United Clover</td><td>165</td></tr> <tr><td>United Cascade</td><td>155</td></tr> <tr><td>United DeL. Carnival ..</td><td>435</td></tr> <tr><td>Chicoin Starlite</td><td>345</td></tr> <tr><td>Chicoin Crisis Cross</td><td>335</td></tr> <tr><td>Chicoin King Bowler</td><td>300</td></tr> <tr><td>Chicoin Gold Cup</td><td>250</td></tr> </table>	United Classic	\$195	United Olympic	185	United Clover	165	United Cascade	155	United DeL. Carnival ..	435	Chicoin Starlite	345	Chicoin Crisis Cross	335	Chicoin King Bowler	300	Chicoin Gold Cup	250	<table border="0"> <tr><td>Chicoin Crown</td><td>\$165</td></tr> <tr><td>Chicoin Triple Score ..</td><td>175</td></tr> <tr><td>Keeney Diamond</td><td>245</td></tr> <tr><td>Keeney Bonus</td><td>285</td></tr> <tr><td>Keeney Super</td><td>125</td></tr> <tr><td>Keeney DeLuxe</td><td>100</td></tr> <tr><td>Genco 2 Pl. Bsktball. ..</td><td>235</td></tr> <tr><td>Genco Match Pool</td><td>245</td></tr> <tr><td>Genco Rifle Gallery</td><td>365</td></tr> </table>	Chicoin Crown	\$165	Chicoin Triple Score ..	175	Keeney Diamond	245	Keeney Bonus	285	Keeney Super	125	Keeney DeLuxe	100	Genco 2 Pl. Bsktball. ..	235	Genco Match Pool	245	Genco Rifle Gallery	365
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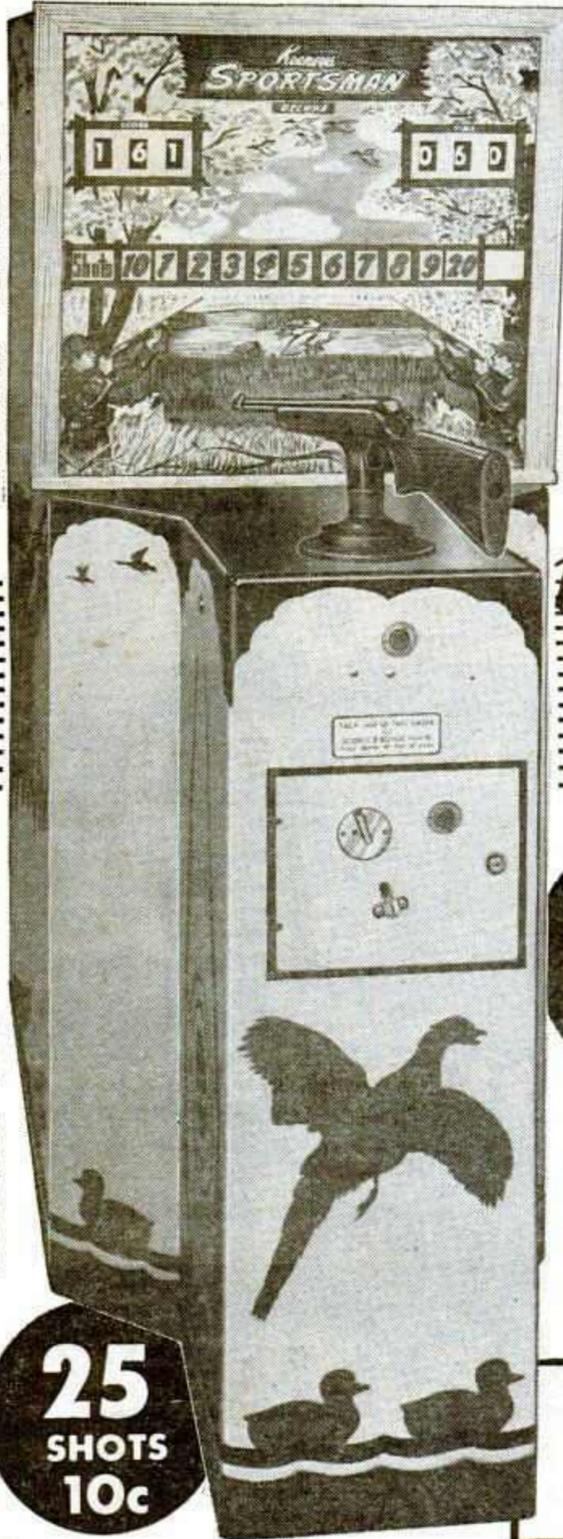
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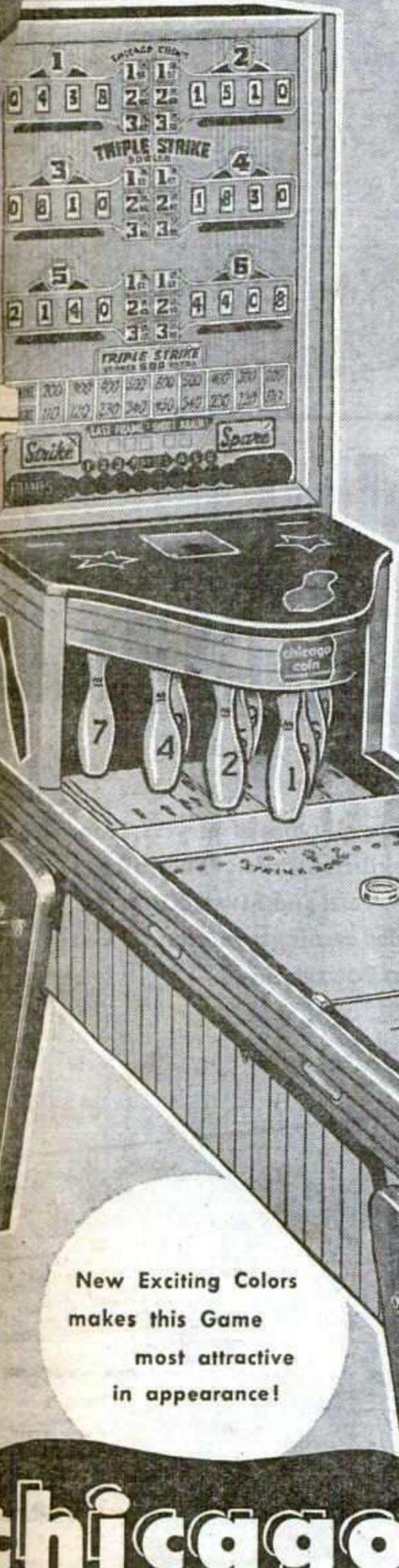
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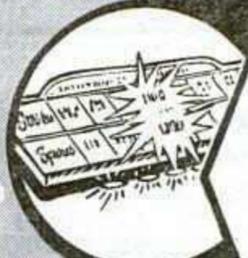
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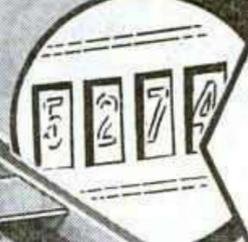
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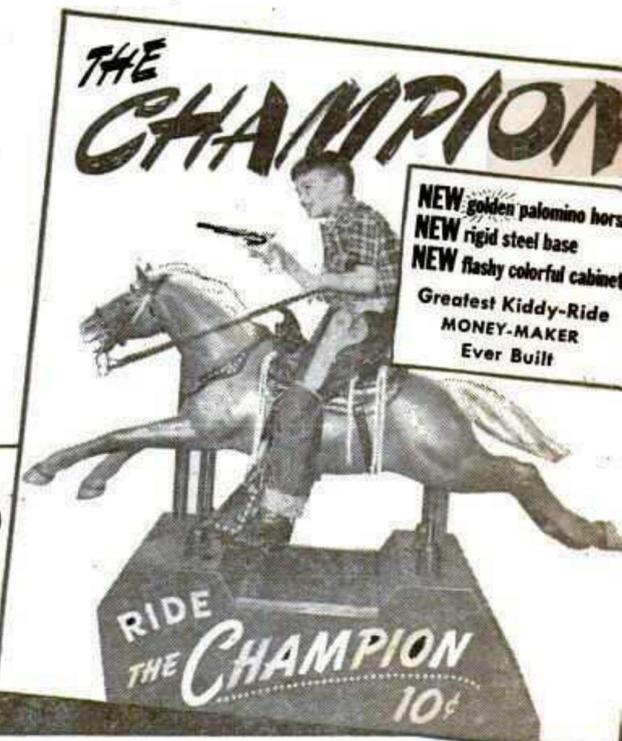
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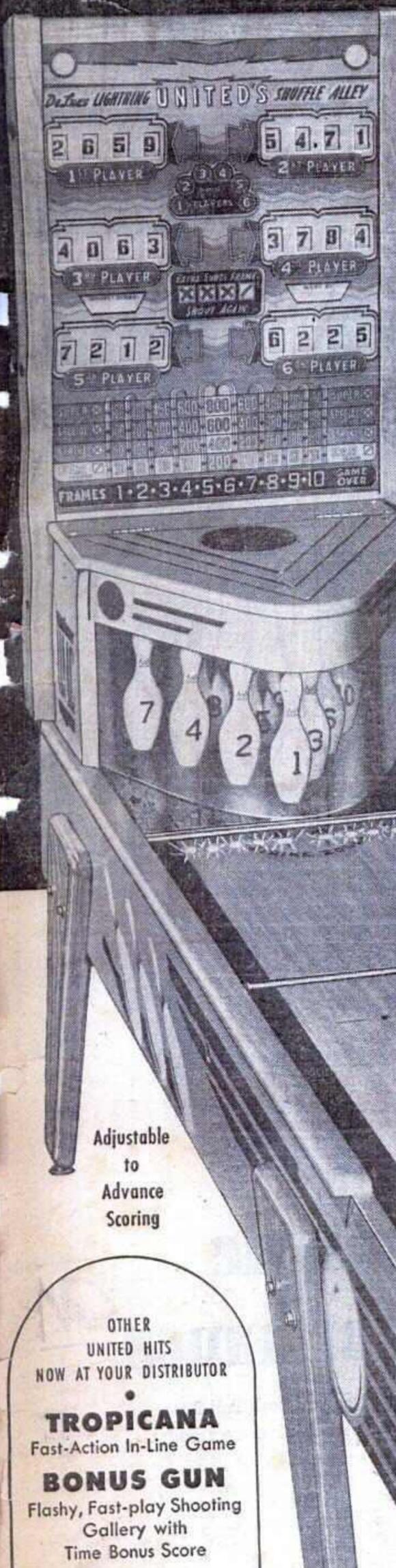
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