

The Billboard

**OUTDOOR
AMUSEMENT RECREATION
CENTERS**

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FEBRUARY 19, 1955 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

Comics Seek to Put Laughs in the Can

Gleason's Multi-Million TV Film Deal Stimulates New Demands for Celluloid

By LEON MORSE

NEW YORK, Feb. 12. — The current television season has seen a major trend toward comedy on film, a trend which is certain to be accentuated in the future.

A major factor in stimulating new demands for film among comedians has been the action of Jackie Gleason and his multi-million dollar deal with Buick for producing his "Honeymooners" as a vidfilm series next season. Following Gleason's action, George Gobel has decided to make a pilot film of his series, Imogene Coca has asked to be put on film and several other comedians are considering the switch.

Caesar, Berle

On the other hand, Milton Berle wanted to go film badly, but the network persuaded him to remain live so he could stay Tuesday 8-9 p.m. on NBC-TV. And Sid Caesar, another comedian who has an hour to fill, has decided his immediate future is in live TV. But in future seasons, when and if Caesar changes his format to a half hour, which is conceivable with the load he is carrying, he, too, may decide that celluloid is preferable for his talents. Caesar, as well as Berle, it's understood, have been urged by NBC to continue live airings for the present as a more desirable means of showcasing their talents.

However, comedians such as Caesar, who can act, can do well in situation-comedy, and can make the transition to film rather easily. Gleason is a striking example of a comic personality who should have no trouble going film. Berle, according to program execs, might have had difficulty because he is primarily a variety comic. But even this rule doesn't hold true, as can be seen by the success that the Frederic Ziv organization is having with Eddie Cantor, whose comedy-variety show is already sold in about 180 markets.

Skelton Flop

The flop of Red Skelton on film a few seasons ago when he was working for Procter & Gamble curtailed the ideas of many comedians who leaned toward going on film. Skelton's sponsors begged him to

'Norby' Slated For Live Try

NEW YORK, Feb. 12.—Now a vidfilm series, the first produced only in color, "Norby," which is sponsored by Eastman-Kodak, will probably be converted to a live show, so that its format can be more cheaply tinkered with and put in order before it returns to film. When it goes live, Fred Coe will take over production reins from David Swift, the creator of the property which stars David Wayne.

The situation-comedy has not got the kind of ratings expected from it, and opinion is that the format needs more work. But the cost of film is so prohibitive that changes cannot be made easily. The 18 films already made cost the advertiser \$810,000.

return to live TV, in which he had been a great success earlier, but he resisted their persuasion and ultimately was canceled. He since has changed his mind and is doing a successful live show on CBS-TV.

The advantage of film for comedians is evident. They can work without the constant pressure that live TV entails. They can also work in spurts and can also have the considerable advantage of being able to pre-test their comedy, and reshoot it if necessary. Production conditions, consequently, are such that mistakes can be made without resulting in dire consequences.

Residual Values

Primarily in their thinking, too, is the fact that their work then has a residual value that live comedy never can have. Once the network sponsor uses it, it can then be resold, even on a network, to another sponsor, as has already been done with "I Love Lucy." And because they have more time to themselves, they are also free to pick up additional cash by getting other engagements.

Groucho Marx is actually one of
(Continued on page 6)

FEE OR FREE TV THAT'S THE POSER AT FCC

By BEN ATLAS

WASHINGTON, Feb. 12.—The lid is finally off the long-smouldering question of whether commercial subscription TV should be authorized, but the Federal Communications Commission isn't likely to reach a decision until next year.

The FCC's expected notice of rule-making on the stormy subject yesterday (11) has merely cleared the way for formal filing of briefs by protagonists and antagonists of toll TV. Altho a May 9 deadline has been set by the FCC for the filing of these briefs, it is considered a certainty that this will be merely a starting point for many more months of counter-arguments, which will be followed by prolonged oral debate.

Major questions which the FCC announced it wants answered are: Whether the FCC has the legal authority to authorize and regulate fee TV; what fee TV's effect will be on regular TV service, patents and licensing, motion pictures and networks, and whether fee TV will encourage the use of TV in the public interest.

(Continued on page 16)

Lotsa Dough in Play The One-Stop Way At Amusement Spots

Outdoor Fun Areas Grow on Shop Center Idea; Kid Rides Form Base

By HERB DOTTE

CHICAGO, Feb. 12. — Outdoor amusement centers—counterparts of huge shopping centers—are mushrooming throughout the nation.

Kiddielands comprise the basis of these centers, filling the same role as super markets in shopping centers.

And, the Kiddielands, like the supermarkets, also are flanked by specialty "shops"—golf driving ranges, drive-in theaters, miniature golf courses, zoos, archery fields, roller skating rinks, etc., where varied amusement tastes can be satisfied.

The development and growth of amusement centers stems largely from the same reasons which have made most shopping centers phenomenally successful. Chief among these are easy access, ample parking, and the opportunity for one-stop "fun-shopping" for the entire family.

Until only recently, amusement centers were not planned. They

just grew. In most instances they evolved from the success of one element, usually a Kiddieland, with other attractions following as success marked each addition.

Many centers were launched—and still are—with little investment, the cost in many cases, of only a few kiddie rides. Some thus started have proved amazingly successful. A Chicagoan, Art Fritz, for example, started with a depression with only a live pony ride and since has parlayed it into a center which he maintains is now worth \$1,700,000.

Such success has attracted "big" as well as "little" money into the field. The entry of important money has brought—and will continue to bring—careful planning into the amusement center field.

Disneyland Layout

The largest single initial investment ever to be made in an outdoor amusement installation is going into Disneyland, the 160-acre "kiddieland for adults," now being built at Anaheim, Calif. To cost \$9,000,000, Disneyland, when completed July 15, will also represent an additional investment of \$8,000,000 by major U. S. companies for permanent exhibits. Disneyland actually will be a "three-in-one" amusement center, offering besides the Kiddieland what are styled as "a world's fair and a museum."

Innovations to be introduced by the imaginative Disney and his creative staffers are expected to have a deep, revitalizing effect on long-established amusement parks and Kiddielands, fairs and possibly touring carnivals, as well as on present and future amusement centers.

Plans for several new, large-scale amusement centers now are in the works. They will hold to the established pattern with Kiddielands as their hubs, but the layouts will integrate the various elements for greater effects than many existing Kiddielands which had Topsy-like growth.

Fairs Eye Centers

Some major fairs are moving toward the amusement center concept. Definitely on this road is the
(Continued on page 57)

Shopping, Fun At Thriftmart

NEW YORK, Feb. 12.—The new Levittown (Pa.) Thriftmart, a farmers' market-type retail center, will be one of 10 such suburban shopping areas which offer opportunities to kiddie ride operators and talent bookers. Foundation work is progressing rapidly on a 38-acre site along U. S. Route 1.

Each center in the Thriftmart chain will feature kiddie rides on a space rental basis, since there is widespread application of children's attractions to lure families to stores. Thriftmart will also feature TV personalities and circus acts. (Details in Outdoor section.)

NEWS OF THE WEEK

NBC-TV Sets Up 90-City Closed Circuit TV-cast for Ford-RCA . . .

The recent entry of networks into the closed circuit television picture was marked this week with NBC-TV setting up a 90-city closed circuit color TV-cast for Ford and RCA. The increasingly important role the webs are beginning to play in closed circuit is considered of vital importance to the future of the medium. *Page 3*

Warner Bros. Sells First Films To TV; 191 Cartoons to Guild . . .

Warner Brothers released its first major block of film product to TV this week when it sold 191 "Looney Tune" cartoons to Guild Films thru the William Morris office. Deal is said to presage the release of considerable other film properties to TV, specifically features. *Page 6*

Senate Subcommittee to Study Need for Kilgore Bill Hearing . . .

The Senate Judiciary Subcommittee on Copyrights, Patents and Trade-Marks, organized this week, is expected to begin deliberations soon on whether to hold hearings on the Kilgore bill to end the juke box copyright royalties exemption. It is expected that jukebox manufacturers and operators will request the hearings. *Page 25*

CBS-TV Going All-Out to Hold Chrysler-Westinghouse Specs . . .

CBS-TV is making a strong effort to win renewals from both Chrysler and Westinghouse on its two spectaculars by assigning some of its top production personnel to the programs. Shows so far have not done well and are in jeopardy unless they prove themselves in the last half of this season. *Page 2*

Artists, Deejays, Distributors, Juke Ops Map Talent Program . . .

Television and radio artists, disk jockeys, record distributors and music operators make final arrangements for Detroit's second annual teenage party to encourage local entertainment talent. *Page 96*

Aberbachs, Hill & Range Set New Deal in Gospel Field . . .

Jean and Julian Aberbach, music publishers who operate Hill & Range and other large catalogs, step up activity in the gospel field thru long term pact with Stamps Baxter. Deal was set thru Affiliated Music Enterprises, organization in which the Aberbachs have controlling interest. Aberbach's acquisition of other performing rights in gospel field pending. *Page 24*

TV Film Producers Trim Budgets To Compete in Sponsor Market . . .

The new TV film series that go on sale this year will probably have more modest production budgets than those of last year. Producers were in a venturesome mood last season, feeling that if their show was big and glamorous enough sponsors wouldn't be able to turn it down at any price. But a few unfortunate experiences with the high price tags have produced a more conservative attitude. *Page 6*

New Coral Record (Johnny Desmond) To Be Launched Via Network TV . . .

Another attempt to make a record by showcasing it on a dramatic TV show will be made Sunday, March 6, when NBC-TV's "Phileo TV Playhouse" stars Johnny Desmond. Phileo has commissioned Howard Dietz and Arthur Schwartz to write the play's theme song, and Coral will release Desmond's recording of same the night of the broadcast. *Page 24*

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ABC to Program Third-Run 'Disneylands' During Summer

Web Plan Will Also Be Extended to 'Mickey Mouse Club' Summer of '56

By JACK SINGER

NEW YORK, Feb. 12.—In a radical departure from established programming practice, ABC-TV is going to slot third-runs of its Walt Disney properties as summer fare. If the web proves that third runs on network are potent pullers of viewers and can provide sponsors with a good cost-per-thousand buy, it could conceivably lead other national advertisers to a more widespread use of third-run shows.

ABC-TV's first move will probably take place this summer. According to the web's present plans, the "Disneyland" summer show will consist of approximately 10 episodes which will have already been seen on the network twice prior to their summer airing. Similarly, ABC-TV's new Disney "Mickey Mouse Club" next year will see 12 weeks of film being aired third run the summer of 1956.

ABC-TV's use of third-runs during the hot months moves one step beyond what has now become common network practice, the slot-

ting of second-runs over the summer. The only area in which third-runs have been used extensively to date is in syndication. Their acceptance there has helped give film shows their residual value and can thereby be considered one of the important factors responsible for the recent tremendous growth of the TV film industry.

Production Lag

ABC-TV's decision to slot "Disneyland" third-runs over the summer stems from the fact that Disney could commit himself to produce only 21 new episodes during this, the first year. The web initially had offered advertisers a 52-week package, which included repeats of most of the "Disneyland" episodes and, for summer fare, a musical stanza co-starring Paul Whiteman and John Daly. The phenomenal success of "Disneyland," however,

has made the web decide to stick with the 21 Disney films thruout the year, even if it means airing some of the episodes third run.

The web figures it can give advertisers just as good, if not a better, cost-per-thousand buy with the "Disneyland" third-runs than it could with the Whiteman-Daly stanza. The decision additionally keeps Disney before the public eye during the summer, saves the web the trouble and expense of producing a summer replacement show, and probably provides Disney with some added revenue.

This seems like such a good bet all around that the web now has incorporated the idea into its "Mickey Mouse Club." It's selling the latter show to advertisers only on a firm 52-week basis, 20 weeks of new film, 20 weeks of repeats, and 12 weeks of third run during the summer.

Skelton Bolsters Web's Night Fight

NEW YORK, Feb. 12.—The re-emergence of Red Skelton as a major TV attraction on Tuesday nights has given CBS-TV its greatest opportunity to begin challenging NBC-TV's domination of that evening. Already under way are plans to move several new CBS-TV properties into Tuesday evenings. Also being considered is the lengthening of the Skelton show to an hour if it can be accomplished without objection from his current clients, Johnson's Wax and Pet Milk.

Skelton's latest Nielsen was 25.2, and his average Nielsen a 22 in his fairly new 9:30-10 time period where he was shifted from a half hour later. Only three Tuesday shows, all on NBC, now top him—Berle, "Fireside Theater" and "Truth or Consequences." But CBS still must undertake a major job of overhauling the remainder of its Tuesday evening programming if it is to compete with NBC.

Slated to be dropped, probably in a short while, are "Meet Millie," 9-9:30 p.m., and "Danger," which follows Skelton. Neither of these programs is pulling audiences in the manner desired. CBS, of course, would like to put something stronger against Berle and Martha Raye than "Life With Father" and "Halls of Ivy," but will probably

stand pat with them for the rest of the season unless "Ivy" gets its cancellation notice, as had been reported.

Possible new CBS-TV properties which might be used on Tuesdays are a new Bob Crosby evening half hour of comedy and variety, a show featuring the network's new comic, Johnny Carson, and the Phil Silvers Army show. The web is sold on the Silvers show. Its objective now is the selection of a choice time period, so that it can become a hit quickly.

Sponsors Quit Rooney Show

NEW YORK, Feb. 12.—The long-expected cancellation of "Hey, Mulligan," which stars Mickey Rooney, finally became a fact when Pillsbury and Green Giant dropped the show after its April 9 telecast on the network in the 8-8:30 spot on NBC-TV. Indications are that both clients will also surrender the time and turn it back to the network.

Rooney's show was a disappointment from the start and never has come close to building a large following.

CBS Shifts Sales Promotion Execs

NEW YORK, Feb. 12.—CBS this week upped and shifted several of its sales promotion execs. John Donald Foley was made director of sales promotion for CBS-TV Spot Sales. His replacement as director of CBS-TV radio TV stations' promotion service is Tommy Means, who held the same spot for CBS Radio radio stations.

Jack I. Mohler was designated director of sales development for CBS-TV Spot Sales, a newly created position.

ABC Picks Up 2 Clients, Plus Du Mont Show; Drops McNeill

NEW YORK, Feb. 12.—ABC-TV this week added two new sponsors, picked up a long-time Du Mont show, and killed its sole daytime across-the-board entry, the TV version of "Breakfast Club."

Reportedly set as a new bankroller is Dixie Cup, which is understood to have picked up half-hour alternate weeks of the Sunday afternoon "Super Circus" stanza. Admiral also decided to move into the web as alternate sponsor of "Who Said That?" thereby unburdening Sheaffer Pen of the necessity of picking up the tab every week.

In the programming area, the web is set to take over the "Johns Hopkins Science Review" show from Du Mont. The stanza will be slotted Saturday, 11-11:30 a.m., slot to be vacated February 26 by "Space Patrol."

The long expected bow-out of the TV portion of "Breakfast Club" was made definite this week with a

decision to drop the show after February 25. The show, of course, will continue on radio, where it's highly successful. The video segment, which has been on the air close to a year, never got much of a tumble from advertisers, the Philco, Quaker Oats, and A. E. Staley gave it a try for a time.

"Breakfast Club" emcee Don McNeill stated this week that one of the reasons for the TV stanza's poor showing was that "many of the stations on the network came on the air only to carry our show and then went off the air immediately afterward. There was no network programming around us, which made it very difficult for the "Breakfast Club" to come up with the supposed ratings which advertisers and agencies seem to insist on."

McNeill indicated that the web has other daytime TV plans for him next fall but that nothing definite has been set.

SHOW PEOPLE BASK IN CUBA

VERADERO BEACH, Cuba, Feb. 12.—The International Hotel has become refuge for Gotham showbiz people during the past few days, as locals fled Madison Avenue's icy blasts. Among those reposing on the beach were Jack Paar, Audrey and Jayne Meadows, June Taylor, Lynn O'Neil (the "garter girl" from "Can-Can") and Cass Franklin of the Latin Quarter, with Nick Kenny of the Mirror on hand to keep tabs. Scheduled to fly down, in the wake of the week-end's frosts are Ernie Kovacs and—on a special story assignment—Marilyn Monroe. As if Cuba isn't warm enough!

'Adventure' Seg To Sub 'Father'

NEW YORK, Feb. 12.—Talent Associates this week sold its fourth dramatic package to a network sponsor when Kent cigarettes bought its "Adventure Theater" to replace "Father Knows Best" in the Sunday 10-10:30 p.m. time period on CBS-TV.

Talent Associates already owns "Philco-Goodyear Playhouse," "Justice," "Mr. Peepers," and produces the "Circle Theater" for Armstrong. Kent is hoping that "Adventure Theater" will repeat the success of "The Web."

Miss Baratz Files 100G NBC Suit

NEW YORK, Feb. 12.—NBC was hit with a \$100,000 suit here this week in which it was charged with appropriating a program idea. The plaintiff, Henrietta Baratz, claims she had an agreement with NBC in July, 1950, by which the network allegedly promised to pay value for an idea she submitted

Sen. Delinquency Report Shelved for More Study

WASHINGTON, Feb. 12.—The Senate Juvenile Delinquency Subcommittee's long-pending report on TV "crime and horror" shows, which had been slated to be released this week, is now off until after a new round of hearings by the newly organized subcommittee under Sen. Estes Kefauver (D., Tenn.).

Hearings will probably be held in March, with a new batch of witnesses from the TV broadcasting and TV film production industry likely to be invited to testify. Chances are that the subcommittee's interim report on TV will be issued sometime in May.

With Kefauver at the subcommittee's helm the probe is likely to gain even more attention than it has already. Kefauver, who catapulted into national prominence as a Democratic presidential possibility as a result of his chairmanship of the televised Senate anti-crime committee hearings a few years back, is expected to open future hearings of the Senate Juvenile Delinquency Subcommittee to TV newsreel cameras and radio.

Raps and Plugs

The subcommittee's final report on TV program fare, when it finally emerges, as foretold in these columns, will contain both criticism and praise for the broadcasting industry, with the National Association of Radio and Television Broadcasters' TV Code Review Board due to be singled out for approval for its expansion of its monitoring staff and code reforms.

Senator Kefauver intends to ask Congress for an ample appropriation to make possible a continued

exhaustive study of juvenile delinquency. The subcommittee held its first meeting this week with Kefauver serving in his new role as chairman. A follow-up meeting is expected to be held within a couple of weeks, at which time preparations will be made for additional hearings on the TV phase of the subcommittee's studies.

Bobo Heads Group

The subcommittee's staff is now headed by James Bobo, named this week as chief counsel. The subcommittee accepted formal resignations this week of Herbert Beazer, who was chief counsel of the subcommittee in the last Congress, and Richard Clendenning, who was executive staff director. There will be no replacement for Clendenning.

The subcommittee under Kefauver appears certain to be granted an extension of life and besides continuing explorations of TV program fare will also carry its studies into other mass media.

Kefauver, besides heading the Senate Juvenile Delinquency Subcommittee, will be chairman of the Senate Judiciary Subcommittee on Constitutional Amendments and will be second-ranking member of the Senate Judiciary Anti-Trust Subcommittee which will be headed by Sen. Harley M. Kilgore (D., W. Va.), who heads the full Senate Judiciary Committee. The Anti-Monopoly Subcommittee, according to Kilgore's current plans, will probe "monopoly aspects" in the communications industry, with special emphasis on a study of the question of concentration of ownership of networks and TV-radio stations.

Bud Near to CBS Sat. Slot For 'Runyon'

NEW YORK, Feb. 12.—Anheuser-Busch is close to latching on to the CBS-TV Saturday 10:30-11 p.m. time slot for its "Damon Runyon Theater" film series, which was bought from Screen Gems a few weeks back. The stanza is scheduled to begin airing April 16. CBS-TV reportedly will switch its "Willy" show from the Saturday night spot to some other time during the week.

The bankroller, makers of Budweiser Beer, initially was thinking of spot-booking the show. However, it changed its mind as a result of some heavy pitching on the part of the webs. ABC-TV, it's understood, was all set to start adding the Budweiser billing to its ledger when CBS-TV grabbed the business out from under its nose.

'Tune' on Way Out at CBS

NEW YORK, Feb. 5.—"Name That Tune" will probably be on its way out at CBS-TV shortly. Alternate weeks of the show were recently cancelled by Whitehall Pharmacal. Carter Products, its other sponsor, is unable to pick up full sponsorship.

Meanwhile, the web has been unable to find another alternate week client to share the costs, and does not intend to sustain half the show. General Electric was offered the time period for its Ray Milland show but refused to make the shift from Thursdays 8-8:30 p.m.

for a show that would educate the public on health problems.

The complaint asserts that her idea came to fruition in the two series, "March of Medicine" and "Here's to Your Health."

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McAvity Named President of NBC Video Web

NEW YORK, Feb. 12. — NBC-TV's new stability and growth was reflected this week when Tom McAvity, its programing veepee, was made president of the TV network, a position that has been vacant since Jack Herbert left. McAvity's promotion was a surprise, reports having circulated that veepee Manie Sacks was in line for the top slot.

The trade regards the move as a reward well deserved for the programing judgment displayed this season which has started to narrow the competitive margin between the two top networks. The move will give NBC president Pat Weaver more time to concentrate on other pressing tasks, primarily the redevelopment of network radio, which needs an injection of vitamins if it is to return to importance in the broadcasting scheme of things.

McAvity's programing berth has been handed to Dick Pinkham, currently director of participation shows. And Pinkham's title was given to Mort Werner, his first assistant.

On the business side of the network, veepee Earl Rettig becomes chief of network services and William Sargent takes over as director of network business.

Hugh Hudson Gets Post at Song Ads As Nat'l Sales Mgr.

HOLLYWOOD, Feb. 12.—Don Estey, executive vice-president in charge of sales at Song Ads, Inc., this week announced the appointment of Hugh Hudson to the post of national sales manager.

Estey also disclosed plans for a long-range expansion program, with the radio-TV jingle firm scheduled to open offices in 18 major cities this year. Immediate plans call for the establishment of sales offices in Dallas, Oklahoma City, New Orleans, Memphis and Atlanta. Hudson is currently in Dallas, setting up representation there.

The decision to add sales offices, Estey declared, is prompted by the increased amount of TV film commercials currently being produced by the firm, and a need for closer contact with advertising agencies and their clients throuout the country.

Hudson has represented Song Ads in a sales capacity in Southern California for the past year. He previously was a musician, working with the Tommy Dorsey, Benny Goodman, Horace Heidt and Glenn Miller bands.

Webs Edging Into Closed Circuit Commercial Field

NEW YORK, Feb. 12. — The step-up in activity by the TV networks in the closed circuit television field was marked this week with NBC-TV's newly formed TeleSales Department setting a half-hour closed circuit color show for Ford and RCA dealers in 90 cities Tuesday (15). Last week, ABC-TV set up a new closed circuit department (The Billboard, February 5).

The networks' recent moves in the direction of hyping their closed circuit activity is certain to have considerable influence on the industry. It will undoubtedly result in increasing use of closed circuit TV by commercial firms. Whether the mushrooming role of the networks will be to the advantage or disadvantage of the outside closed circuit firms like Box Office Television, Theater Network Television

and Telecom Systems, Inc., depends on how far the webs are prepared to go in using their facilities to compete with these firms. At present, NBC-TV is adamant in its stand that its new TeleSales Department has been set up only to help sell its shows and make its clients happy.

There is no doubt, however, that when and if the networks decide to go all-out in making closed circuit TV pay off in profits, the outside firms will be hard pressed to compete on equal terms.

NBC-TV's TeleSales Department is limiting its activities to use of closed circuit for two purposes only: (1) to pipe sales pitches and screening of its own shows to potential sponsors throuout the country; and (2) to make its facilities available at cost (or sometimes for nothing) to NBC advertisers who want to contact their dealers or distributors. The latter use is the one to which NBC facilities will be put next week for RCA and Ford. The closed circuit show will

FOR SPONSORS

NBC Readies THT, Hiatus Summer Ideas

NEW YORK, Feb. 12.—NBC-TV this week was getting ready for the mid-year by unveiling two summer plans for its advertisers, one for those sponsors participating in "Today," "Home" and "Tonight," and another for its regular evening advertisers. The big news, of course, is the summer incentive buys offered to clients who either stay with or purchase time on THT.

Advertisers who buy THT shows during a 14-week period, running from Memorial Day to September 2, get free participations in return for those they pay for. They can get one free for the first seven they buy, and can get as many as 18 free if they purchase 52 participations. This, of course, is in addition to the normal discounts. In (Continued on page 55)

Gale Program Kined for NBC

NEW YORK, Feb. 12. — Producer Irving Mansfield has made a kine of his new Alan Gale show for NBC-TV. The variety show features the monologist-comedian in sketches, songs, dramatic bits and monologues. Property is co-owned by the network and Mansfield.

Network program execs were impressed with Gale's talents on the line and may seek to find a spot for him this summer.

RESTLESS PEOPLE

John David Foley, director of CBS-owned TV stations promotion service for the past year, has been upped to director of sales promotion for CBS-TV spot sales, effective February 14. . . . James E. Denning, senior attorney in NBC's legal department, has been named manager of talent and program contract operations. . . . Linus Travers, for 10 years exec veepee and general manager of the Yankee net, has joined the advertising staff of John C. Dowd, Inc., of Boston and Dowd, Redfield & Johnstone, Inc., of New York.

The E. Taylor Wertheim Advertising Agency, formerly of 299 Madison Avenue, New York, has moved into larger quarters at 347 Madison Avenue. . . . Burt Schultz has rejoined the publicity-promotion department of Benton & Bowles. . . . Bernard Covit, formerly with The New York Post; WPIX, New York, and the Mutual Broadcasting System, has joined the sales staff of WATV, Newark, N. J.

Ted Jaffee, news editor of WAAM (TV), Baltimore, has been nominated to the board of directors of the Associated Press and Television Association. If elected, he'll represent all TV stations in the association's first district which stretches from Maine to Maryland.

James H. Knox, ABC central division TV program and production co-ordinator, has been given additional duties as manager of the ABC-TV sales service department in Chicago. His duties began February 1.

be aired 6-6:30 p.m. It will feature Mary Martin singing some numbers from "Peter Pan" and will probably be picked up in TV station studios.

Neither NBC or ABC will now attempt to line up hotels or theaters as the receiving point for its closed circuit shows. If any of its clients want to use theaters or hotels, it will have to make those arrangements thru the outside closed circuit firms. To this extent, the networks' increasing push of closed circuit in some ways can be of considerable benefit to the outside closed circuit firms.

REOPEN CASE

Witness Talks For Lamb at FCC Hearing

WASHINGTON, Feb. 12.—The Federal Communications Commission's hearing on the renewal of publisher-broadcaster Edward Lamb's license for WICU-TV, Erie, Pa., reopened this week with testimony that FCC lawyers helped one of the government's witnesses to "manufacture" previous testimony in the case.

Mrs. Marie Natvig, a Miami Beach divorcee, charged that Commission lawyers had "brainwashed" her prior to her earlier testimony against Lamb and added that Walter R. Powell Jr., then conducting the case for the FCC, had said, "Okay kid, let's murder the bum."

Powell, who since has left the FCC to join the legal staff of the National Association of Radio and Television Broadcasters, has denied the charge. The FCC's hearing on Lamb's license renewal opened September 15 to sift information the Commission said it had received that Lamb had once associated with Communists and contributed to Communist funds—a charge which Lamb had denied. The hearing recessed November 19 and reopened this week (9) as Lamb's lawyers, Russell Morton Brown and former attorney general J. Howard McGrath, began to recall FCC's witnesses for cross-examination. The hearing will continue next week.

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NEWS IN BRIEF

Zooming retail sales of television receivers set a new all-time record of 7,317,034 units in 1954, up nearly 1 million units from the previous year, according to final tallies of the Radio-Electronics-Television Manufacturers' Association. Sales in December alone totaled 1,093,702 TV sets compared with 779,105 in the same month in 1953. Radio set sales, excluding auto receivers, totaled 6,430,743 in 1954 compared with 7,031,293 sets sold in 1953.

The Federal Communications Commission last week issued four TV grants, bringing total authorizations to 735, of which 629 are post-freeze grants, including 45 non-commercial, educational grants. With 127 grants canceled, outstanding authorizations now number 608. This week's grants went to Lewiston TV Company, Channel 3, Lewiston, Idaho; Nathan Frank, Channel 12, New Bern, N. C.; Sunbury Broadcasting Corporation, Channel 38, Sunbury, Pa., and Seaton Publishing Company, Channel 5, Hastings, Neb.

WTOP-AM-FM-TV, Washington, has just announced a new division which will produce and package shows for organizations in its radio and TV area covering parts of five States and D. C. The new-division will be headed by Ernest H. Hall,

Washington, impresario and former night club owner.

An association for professional broadcasting education will be launched at the National Association of Radio and Television Broadcasters' annual convention in Washington the week of May 22. The NARTB has appropriated \$5,000 for the new association which will bring broadcasters and educators together to work toward improving the standards of training and guidance for those entering the broadcasting field.

Legislative proposals to allow a \$7 credit on all UHF television receivers in order to boost UHF set sales will be reviewed by the Radio-Electronics-Television Manufacturers' Association at their mid-winter industry conference in New York February 14-17. According to RETMA Vice-President James D. Secrest, the RETMA board already has approved excise tax cuts from 10 to 5 per cent on black-white sets and elimination of the tax on color receivers.

The Boston Post is converting its Sunday gravure section completely to TV beginning February 27. Frank Jason, one of the section's editors, was in New York this week collecting color pictures and feature material.

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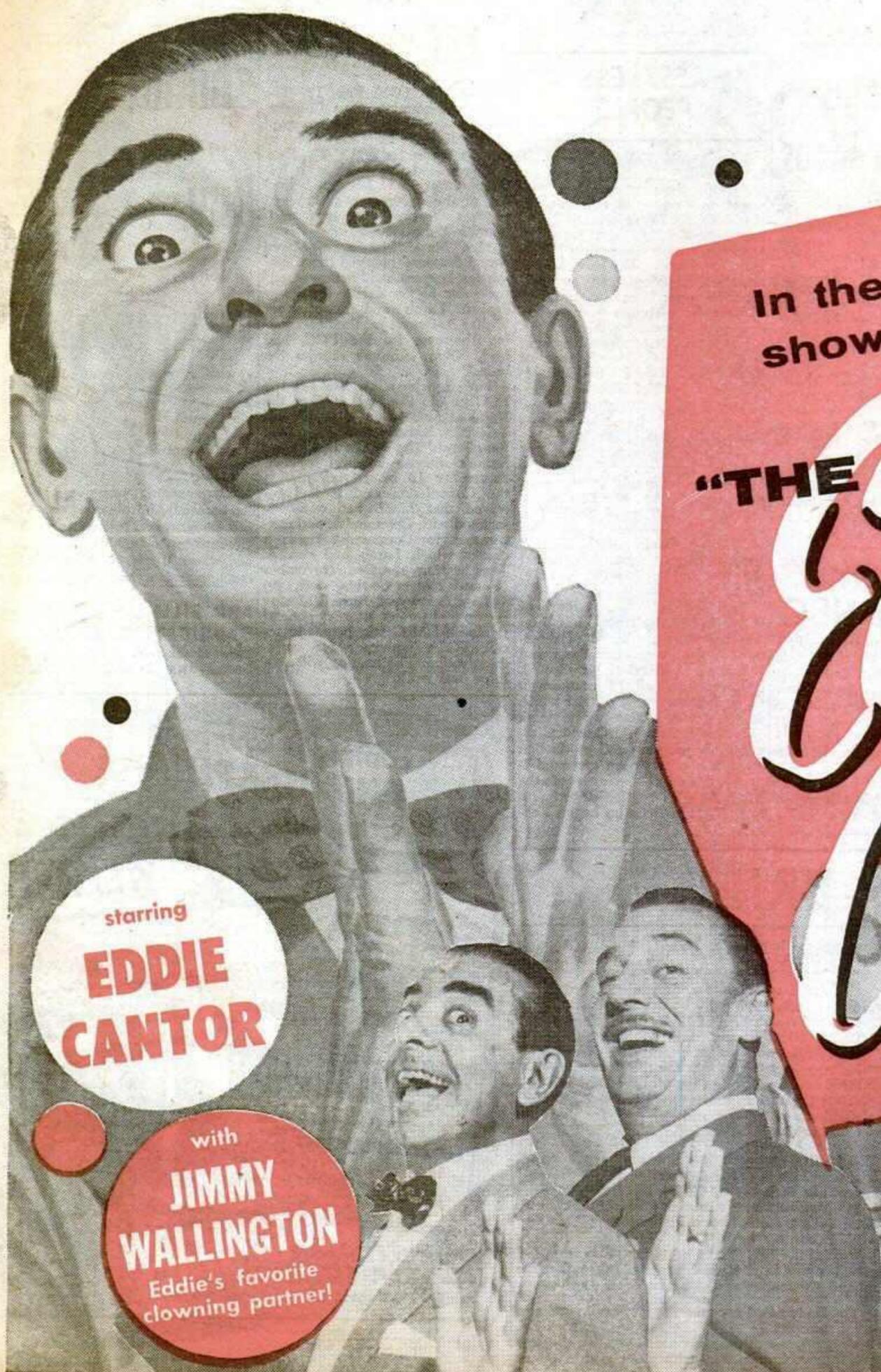
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SHOW"

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**EDDIE
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with
**JIMMY
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Eddie's favorite
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**BIG, BRIGHT
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BEST SPOTS in Radio!

WHOOPEE

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Put this big-time radio show to work for you now! Think of the merchandise you'll move, the money you'll make! The best spots in radio go the fastest, so call your local station today!

IF YOUR STATION HASN'T GOT CANTOR, TELL THE MANAGER TO GET IN TOUCH WITH ZIV QUICKLY!

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★ You get **MUSIC!**

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 NEW YORK HOLLYWOOD



Guild Films Gets 191 Warner 'Looney Tunes' Cartoons

NEW YORK, Feb. 12.—Warner Bros. late yesterday made its first move into the TV film field, as predicted in The Billboard last week, by selling 191 "Looney Tunes" cartoons to Guild Films. The deal was made by Guild with the William Morris office, which is known to have been representing Warner's for the sale of the car-

toons. The move follows hard on the heels of that by which Guild took over the Motion Pictures for Television feature film library and sales staff.

The purchase price of the product was not revealed, but is said to be substantial. The cartoons, which run seven to nine minutes each, feature such animals as Porky Pig and Daffy Duck. They are regarded in the trade as being good product. Guild expects to start selling them at once thru its newly-created MPTV Films division.

This is the third large batch of cartoons to go into release recently. Matty Fox still owns the 190 Lantz cartoons that he bought a short while ago. And Hygo has a large number of "Krazy Kat" car-

toons which it acquired from Columbia Pictures.

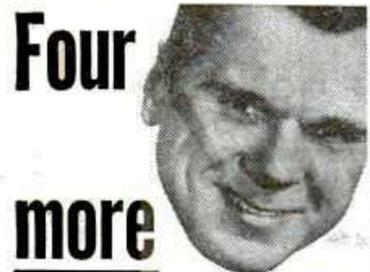
The purchase by Guild of the Warner Bros. product is an indication that it intends to continue to build its feature film library. The company already is in an extremely diversified film position in that it has considerable half-hour and feature film product to offer prospective clients. Now it adds cartoons.

The deal also is regarded by traders as Warner's means of testing out the vidfilm field. Possibility exists that some of its feature films may be brought into the market later if the firm is satisfied with the way the cartoon deal works out. If so, Guild is regarded as in the best position to acquire them.

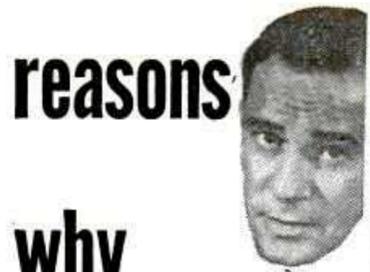
New Audience Show for Kaye

NEW YORK, Feb. 12.—Orchestra leader Sammy Kaye has completed the pilot film of a new audience participating show titled "Musical Sweepstakes." It has two men and two women contestants mounted on hobby horses.

Contestants move toward the finish line as they give the correct response to musical questions posed by Kaye and the band.



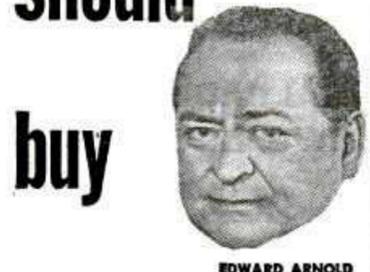
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SAG, Com'cial Film Men Come to Terms

HOLLYWOOD, Feb. 12.—Negotiations between the Screen Actors' Guild and producers of commercial films were completed this week, both sides refusing to divulge terms agreed to prior to a vote by the Guild's membership. Best guess is, however, that agreement will result in at least some rise in the cost of filmed commercials.

Next upcoming in the negotiation derby are talks between the Screen Directors' Guild and the Alliance of TV Producers, scheduled to get under way in 10 days and expected to set the pattern for the entire telefilm industry. SDG will probably ask for a raise in minimum pay from \$550 to \$600 per week for directors.

Writers' Guild of America is meeting next week to draft demands. Interesting facet of WGA talks will be those concerning writers in live TV, not presently under the Guild's jurisdiction. WGA is expected to ask that these be brought on par with those working in films.

Contract between SAG and pro-

ducers governing actors working in vidpix series will not expire until July, and talks will probably not get under way before spring.

Moore Backs New Morgan Vidpix Series

CHICAGO, Feb. 12.—An agreement between Al Morgan, pianist and vocal record artist, and Bill Moore, Las Vegas night club operator, which was revealed here this week, will see Al Morgan starring in a new TV film series. Production has been pegged for May 1.

Moore, who is backing the venture, is said to have between \$50,000 and \$100,000 ready to throw into the hopper. The agreement was a result of Morgan's appearance at Moore's El Cortez in Las Vegas. Moore is also in partnership with the owners of the Desert Inn on the new Showboat, and the builder of a new multi-

THE BILLBOARD SCOREBOARD

• Top 25 Vidfilms Among Kiddies

and Their Pulse Multi-Market Ratings

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

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

Rank Order	Title and Distributor of Series	Children per 100 Homes	Avg. Dec. Rtg.
1....	Gene Autry (CBS Film).....	99	17.5
2....	Cisco Kid (Ziv-TV).....	98	12.8
2....	Hopalong Cassidy (NBC Film).....	98	10.7
2....	Time for Beany (Consolidated TV).....	98	9.4
5....	Wild Bill Hickok (Flamingo Films).....	96	15.2
6....	Dick Tracy (Combined TV).....	95	4.2
7....	Superman (Flamingo Films).....	94	17.3
8....	Annie Oakley (CBS Film).....	93	13.5
9....	Ramar of the Jungle (TPA).....	91	9.7
9....	Rocky Jones, Space Ranger (MCA-TV).....	91	7.9
10....	Range Rider (CBS Film).....	90	13.9
11....	Terry and the Pirates (Official Films).....	90	8.4
13....	Kit Carson (Coca-Cola).....	89	12.6
14....	Cowboy G-Men (Flamingo Films).....	88	4.3
14....	Flash Gordon (UM&M).....	88	7.0
16....	Badge 714 (NBC Film).....	83	16.1
17....	Victory at Sea (NBC Film).....	70	6.3
18....	The Ruggles (MCA-TV).....	66	5.4
19....	Tales of Tomorrow (Tee Vee).....	51	7.8
20....	Death Valley Days (Pacific Borax).....	50	8.7
21....	Meet Corliss Archer (Ziv-TV).....	44	12.2
22....	All Star Theater (Screen Gems).....	41	5.3
23....	I Led Three Lives (Ziv-TV).....	40	15.6
24....	Your Star Showcase (TPA).....	39	8.3
25....	My Hero (Official Films).....	38	6.6
25....	The Visitor (NBC Film).....	38	5.3

Gleason Sparks Move to Films

• Continued from page 1

the pioneers in film comedy, a success which has never quite been duplicated in a similar format.

million dollar resort hotel in Reno. The "Al Morgan Show" will carry a music-variety format with Morgan doing his own piano work along with his singing. Also under consideration is a move to have Morgan form his own band for the show. Currently another personality is being sought for the vehicle to second-bill under Morgan in much the same vein as George under Liberace. A staff is being built and production men and writers are currently being pegged.

The show, which will be one- (Continued on page 20)

Marx' quiz program, "You Bet Your Life," is a type of programing which, because of its spontaneity factor, usually does not film well. However, the comedian warms up his audience and photographs 45 minutes of film which is then edited down to the 30-minute show. Burns and Allen also successfully made the transition to film several years ago, and it was their success which perhaps encouraged Jack Benny to use film.

Benny's early success with film helped him to make the transition to TV from radio without too much trouble. There was a time, however, when he was dreadfully afraid of appearing live on TV. Now he does an occasional live show and thinks nothing of it. Both of these comic personalities, Benny and George Burns, are calculated comedians whose comedy is carefully thought out more than most. And they have mastered film down to a fine art.

Donald O'Connor

Of the comedians last season who made the switch to film, Donald O'Connor is perhaps outstanding. The dancer-comedian offers variety and some slight situation-comedy, and has a great deal of previous experience with theatrical film. In addition, he also finds film helpful for his dance routines which gain considerably by being filmed. The newest film comedy property, as yet unseen on TV, is Phil Silvers. This, however, is straight situation-comedy with an Army background.

To sum up, comedy on film is established and will continue to grow as the years pass, as indicated from the growing experience of comedians with the medium, and their desire to make things easier for themselves.

Revue Rolling On 'Doctor'

HOLLYWOOD, Feb. 12.—Production on a new vidpix series, entitled "Ship's Doctor," was begun at Revue Productions this week. Bruce Bennett stars with George Stern producing the Herb Meadows-Curt Siodmak script. Program marks the second new series begun by Revue since the start of the new year. The other, "Soldiers of Fortune," is earmarked for April syndication.

UPCOMING FILM SERIES

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

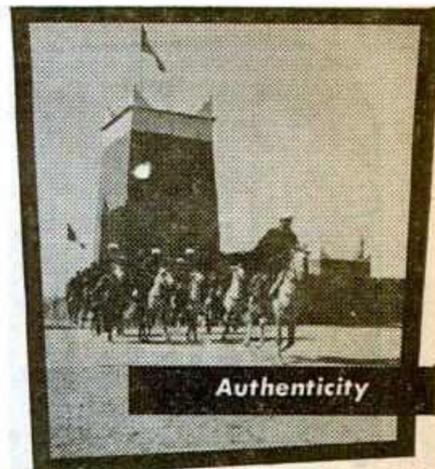
Program (Type)	Producer	Prod'n. Date	No. Scheduled	Distributor (If any)	Info in BB issue:
Celebrity (Drama).....	Screen Gems, Inc.	Current	39	Screen Gems	1/22
Hey, Taxi (Adven.).....	Erko Productions	—	39	—	1/22
Pepe LeMoko (Adven.).....	Edw. Gruskin TV Films	4/15	—	—	1/22
Holiday in Rhythm (Music).....	Studio Films	Current (P)	26	—	1/22
Musical Chairs (Music).....	Studio Films	Current (P)	39	—	1/22
Showtime Musical Varieties (Music).....	Studio Films	—	39	—	1/22
Golden Girls of Golf (Sports).....	Hollywood TV Prod'ns.	Current	39	Free	1/22
Fu Manchu (Mys.).....	Hollywood TV Service	April	78	Hollywood TV Service	1/22
Mae Williams Show (Variety).....	Arthur B. Weber Prod'ns.	Current	13	—	1/22
Ina Rae Hutton Show (Music)-C.....	Guild Films	Current	39	Guild Films	1/29
Mel Torme (Music)-C.....	T-L Productions	Current	26	—	1/29
Carl Brisson (Music).....	American TV Prod'ns.	2/5 (P)	18	—	2/5
Science Fiction Theater (Adven.).....	Ziv-TV Programs	—	—	Ziv-TV Programs	2/5
Walter Dick and His All-American Boys (Adven.).....	Zerick Corp.	Spring	—	—	2/5
Untitled Comedy.....	MPTV	—	78	MPTV	2/5
March or Die (Adven.).....	CBS TV Film Sales	—	—	CBS TV Film Sales	1/29
Eye on the World (News).....	CBS TV Film Sales	—	—	CBS TV Film Sales	2/12
Untitled (Sports).....	CBS TV Film Sales	—	—	CBS TV Film Sales	2/12
Robin Hood (Adven.).....	Panda Productions	Current	39	Official Films	1/15
Amazing Miss Withers (Mys.).....	NBC Film Division	2/21 (P)	—	NBC	2/12
Kingdom of the Sea (Docum.).....	Jack Douglas	—	—	—	2/12
The Goldbergs (Sit. Comedy).....	Guild Films	3/15	—	Guild Films	2/12
Life Can Be Beautiful (Serial).....	Trans America & Television Corp.	—	—	ABC Film	2/12
Sheena, Queen of the Jungle (Adven.).....	Don Sharpe & Wm. Nassour	—	—	ABC Film	2/12

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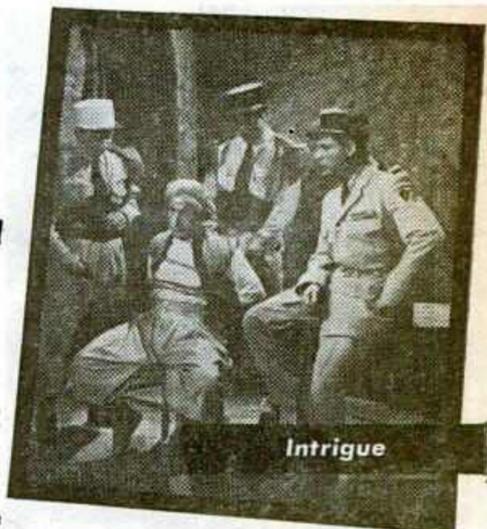
**CAPTAIN
GALLANT
of the
FOREIGN
LEGION**



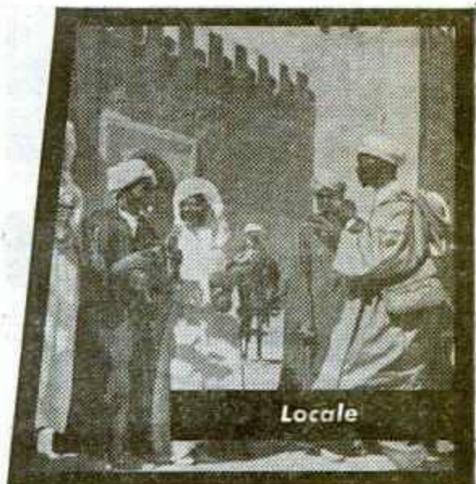
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Intrigue



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Name star



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**The first show of its kind
in all television . . .**

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in all advertising!**

By Allah! This program has everything!

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

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

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

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

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Fortunio Bonanova, Dan Seymour

3. SIS HOPKINS

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4. HEADIN' FOR GOD'S COUNTRY

William Lundigan, Virginia Dale, Harry Davenport

5. SCOTLAND YARD INVESTIGATOR

Sir C. Aubrey Smith, Eric von Stroheim, Stephanie Bachelor,
Forrester Harvey, Doris Lloyd

6. EARL CARROLL SKETCHBOOK

Constance Moore, William Marshall, Bill Goodwin,
Vera Vague, Edward Everett Horton, Hillary Brooke

7. SLEEPYTIME GAL

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Jerry Lester, Fritz Feld

8. VILLAGE BARN DANCE

Richard Cromwell, Doris Day, Esther Dale, Don Wilson

9. BIG BONANZA

Richard Arlen, Robert Livingston, Jane Frazee, Gabby Hayes,
Lynne Roberts, Bobby Driscoll, Monte Hale

10. RENDEZVOUS WITH ANNIE

Eddie Albert, Faye Marlowe, Gail Patrick, Philip Reed,
Sir C. Aubrey Smith

11. IN OLD MISSOURI

Leon, Frank, Elvira & June Weaver, June Storey,
Marjorie Gateson, Thurston Hall, Alan Ladd,
Hall Johnson Choir

12. MURDER IN THE MUSIC HALL

Vera Ralston, William Marshall, Helen Walker, Nancy Kelly,
William Gargan, Ann Rutherford, Julie Bishop, Jerome Cowan

13. HITCH HIKE TO HAPPINESS

Al Pearce, Dale Evans, Brad Taylor, William Frawley,
Jerome Cowan, Arlene Harris, Joyce Compton

14. SOMEONE TO REMEMBER

Mabel Paige, Richard Crane, Charles Dingle

15. SCATTERBRAIN

Judy Canova, Alan Mowbray, Eddie Foy, Jr., Isabel Jewell

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17. CAMPUS HONEYMOON
Lee & Lynn Wilde, Adele Mara, Richard Crone,
Stephanie Bachelor

18. JOAN OF OZARK
Judy Canova, Joe E. Brown, Jerome Cowan,
Anne Jeffreys, Donald Curtis

19. I'LL REACH FOR A STAR
Frances Langford, Phil Reagan, Louise Henry,
Duke Ellington and Eddie Duchin Orchestras

20. OH, MY DARLING CLEMENTINE
Frank Albertson, Irene Ryan, Tom Kennedy, Roy Acuff

21. SLEEPY LAGOON
Judy Canova, Dennis Day, Ernest Truex, Douglas Fowley,
Will Wright, Joe Sawyer

22. IN OLD SACRAMENTO
William Elliott, Constance Moore

23. CHATTERBOX
Judy Canova, Joe E. Brown, Rosemary Lane,
John Hubbard, Anne Jeffreys

24. NIGHT TRAIN TO MEMPHIS
Roy Acuff, Allan Lane, Adele Mara, Roy Acuff and his
Smoky Mountain Boys

25. CALENDAR GIRL
Jane Frazee, William Marshall, Gail Patrick, Victor McLaglen,
Kenny Baker, Irene Rich, James Ellison

26. PUDDIN' HEAD
Judy Canova, Frances Lederer, Raymond Walburn,
Chick Chandler, Paul Harvey

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Tug of War Looms On Telefilm Horizon

ABC, NBC Want to Be Own Producers; Resistance to Come From NABET, IATSE

HOLLYWOOD, Feb. 12.—Production of TV film shapes up as the bone of contention in a three-way battle developing between two nets—ABC and NBC—NABET and IATSE. Although the winner will turn out to be anybody's guess, the indications are clear that all the major webs are intent on becoming their own film producers within the next three or four years.

Crux of the current negotiations between ABC, NBC and NABET is TV film jurisdiction. The union and net negotiators reached an agreement last week, sentiment among membership seems to be against accepting the pact. This feeling was strengthened when IATSE petitioned the NLRB for control over all filming, kinescoping and magnetic film tape, a move interpreted by many NABET members as something closely akin to a declaration of war. NABET promptly called an emergency meeting for Monday (14).

The motive behind this maneuvering is the apparent determination of the nets to eventually stop the farming out of telefilm production and to become their own pro-

ducers of TV pix, as they have been of live shows. The drive is motivated by two prime factors: Cost and control.

Cost could be reduced considerably if a net could concentrate its various productions at one studio which it either owned outright or utilized on a rental basis. This is the ultimate aim of CBS-TV, not involved in the present negotiations, according to Vice-President Harry Ackerman. Control of the shows, which now is often shared between independent producer, ad agency and web, even though the latter in many cases provides the majority of the financing, would then lie in the hands of the networks also.

The primary reason why CBS-TV has not attempted to become its own producer thus far, Ackerman said, is that attorneys had advised net execs that it would result in considerable union problems. This, of course, is what is now happening at NBC and ABC.

If the latter two webs succeed in convincing NABET to release film jurisdiction, the way would be clear for them to become their own vidpix producers. On the other hand, a NABET victory would probably result in the shelving of such plans for the time being.

ANOTHER CITY



HEARD FROM ...



"RACKET SQUAD"



IS #1 AGAIN!

Yes, in city after city, Telepulse rates Racket Squad as the #1 film show.

Look:

ATLANTA	#1, with 29.6
CHICAGO	#1 after 3 weeks
DETROIT	#1, with 23.5
WASHINGTON	#1 after one month

No wonder this record-busting show boasts 90% renewals after only 9 months in syndication! First run still available in many top markets. Come on in fast, the selling's fine!

RACKET SQUAD

Produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

IN TV IT'S NOW PITCHWOMEN

NEW YORK, Feb. 12.—More and more advertisers are choosing women rather than men to sell their products on television, according to the experience of the Henry C. Brown agency, which specializes in casting for TV commercials.

During the last half of 1954, 51 per cent of the jobs the agency landed for its clients were taken by women. This was a radical change from the situation during the first six months of the year, when only 19 per cent of the agency's jobs were picked up by females.

In the realm of live commercials, 56 per cent of its jobs during the last half of 1954 went to women. This figure compares to 36 per cent for the first six months.

Lewis-Martin Runs Seminar

CHICAGO, Feb. 12.—Lewis & Martin Films, producer of TV film commercials here, has started a program of seminars for local ad agency personnel. The first meeting was held this week with Ruthrauff & Ryan.

After talks and demonstrations, the visitors received copies of a booklet written by Herschell Lewis, titled "Your Film I.Q.—100 Questions and Answers About Commercial Film Production."

Westerns, Features Revert to Balsam; 7-Year Pact Expires

NEW YORK, Feb. 12.—One of the history-making packages of features and Westerns in TV came full circle this week when its distribution was taken over by M. C. Pictures, Inc. The package, consisting of 45 features and 35 Westerns, is the one that put the Fredrick W. Ziv Company into TV film distribution seven years ago.

MC was set up this week by Jerry Balsam, co-owner of the Film Vision catalog with Jules Weill and head of Madison Pictures, a theatrical releasing company. Madison has owned the world-wide rights to this package for some time.

Seven years ago Balsam assigned the domestic TV rights to Budd Rogers, the motion picture sales executive. It is the expiration of that agreement that brings the pictures back to Balsam's hands.

Picture Passing
Rogers sold the rights to the 80 pictures to Ziv, which, when it got into the production and distribution of half-hour series, turned it over to Hygo Television Films

The features were made in the 1940's for the Producers' Releasing Corporation. Among the stars in the package are Alan Ladd, Anna Neagle, Forrest Tucker, Warren Hull, Bill Boyd, Buster Crabbe, Tim McCoy and Bob Steele.

Balsam said he is setting up a couple of attractive sales plans for the package.

'Fireside' Seg Doused; P&G Seeks Comedy

HOLLYWOOD, Feb. 12.—"Fireside Theater," top-rated TV show since 1948, will wind up with the current season unless Procter & Gamble cannot find a satisfactory series to replace it.

P & G execs made the decision after producer Frank Wisbar stuck to his guns in asking to retire from the series. The Compton agency, ad representative for P&G, is searching for a program with a completely different format—situation comedy or the like—as a replacement for next year.

Wisbar, one of the first TV film producers in Hollywood, is developing two or three new series, one of which he hopes to put into production next year.

There will be no reruns of "Fireside Theater" as such, these having been placed on the market under varying names on a year-to-year basis.

Ziv to Add 500G To Internat'l Nut

NEW YORK, Feb. 12.—Ziv-TV will put another \$500,000 into its international operation in 1955, making a total overseas investment of \$2,000,000. Seven of Ziv's shows are being dubbed into Spanish for Latin-American sales, and four have been slated for dubbing into European languages.

This year Ziv's international division will make a survey of the Far Eastern market, particularly Japan.

EMMY NOMINATIONS

Show Quality of Series Sustained by Celluloid

HOLLYWOOD, Feb. 12.—Academy of Television Arts and Sciences Emmy nominations this year seem to point up that, though individual performances may often reach greater heights in live programs than in film, quality of a series is sustained much better thru use of the celluloid medium. Overall, film made its greatest splash to date in the nominations, garnering 44 per cent of the top spots even though shows eligible comprise less

than 15 per cent of total telecasting time.

Film captured two of five spots in best dramatic series, four of six in best situation comedy series, three of six in best children's program, four of five each for best actor starring in regular series and best actress starring in regular series, five of five each in best mystery or intrigue series and best Western or adventure series, and two of five each in such relative film no-man's lands as best audience or panel program and best variety series.

In most outstanding new personality film scored heavily with five of seven utilizing the celluloid medium, the only exceptions being Tennessee Ernie Ford and George Gobel.

On the other hand, film captured only one spot out of seven in the best actress in a single performance category, and three of six for best actor in a single performance. For best individual program, however, it netted three of five places.

An interesting aspect is that "Shower of Stars" received a nomination for "The Christmas Carol," the only filmed show of what is regularly a live series.

Tele Nets Get Chance to File On Plotkin Rpt.

WASHINGTON, Feb. 12.—TV networks face a chance to file comments on the controversial Plotkin report before the Senate Interstate and Foreign Commerce Committee holds hearings on its extensive probe of the TV broadcasting industry.

Sen. Warren G. Magnuson (D., Wash.), chairman of the committee, has sent word to the networks that they are welcome to file comments as soon as they wish, it was learned. The Magnuson committee expects to hold hearings sometime after mid-April.

There is strong indication that Magnuson's original enthusiasm over some of the recommendations made by former Democratic staff counsel Harry Plotkin is ebbing. Plotkin's report proposed strong regulatory measures for networks, although a separate report by Robert F. Jones, who was GOP staff counsel, cautioned the committee against reaching conclusions before all the facts are in (The Billboard, February 12). The Jones report, which had been scheduled to go to the committee this week, will be submitted next week instead. A last-minute delay in printing was necessitated by minor revisions in the draft.

The formality of submitting the report to the committee will be marked by a press conference slated for Thursday (24) at which Sen. John W. Bricker (R., O.), who started the probe as chairman of the Senate Interstate and Foreign Commerce Committee in the last Congress, will hand copies to the press.

Magnuson, meanwhile, is widening the scope of the probe beyond that which he has already outlined. The committee will delve into televised prize fights and numerous other controversial topics, although chief focus will be on TV allocations, the plight of UHF, and network relationships with stations.

NBC Okay for New Series, Three Pilots

HOLLYWOOD, Feb. 12.—Continuing its development of new program material for next year, NBC-TV this week authorized production on one new series and gave the green light for three new pilots.

Series which NBC will syndicate is "Western Marshal," to be produced by Jack Chertok. Douglas Kennedy will star.

Pilots which "Impact," semi-documentary drama featuring stories of people derived from newspaper files. Al Simon will act as executive producer with filming to be done by McCadden; "Johnny and the Gaucho," novelty-type show featuring Senor Wences, to be filmed by Conne-Stephens, and Cy Howard's "Just Plain Folks."

BEST DOGGONE SPY STORIES SINCE MATA HARI

And CESAR ROMERO stars in them as Steve McQuinn, globe-trotting diplomatic courier. The people you want to reach will follow Romero ...

into a strange adventure which starts in a Budapest prison ... on the trail of a missing scientist in Tangier ...

through a near uprising in Casablanca ...

on a rescue mission in Ankara ... as he risks his life for a lady in Madrid ...

even to the inner chambers of the fabulous Scotland Yard.

What a show! What a star! What a sure-fire selling vehicle! Better reserve your market ... now!

CESAR ROMERO, starring in ...



PASSPORT TO DANGER

produced by Hal Roach, Jr.

BIG-TIME TV WITH A LOW-BUDGET PRICE TAG

ABC FILM SYNDICATION, INC.
7 West 66th St., N. Y.

CHICAGO • ATLANTA • HOLLYWOOD • DALLAS

KTTVLOS ANGELES TIMES TELEVISION - CHANNEL 11
8746 SUNSET BOULEVARD • LOS ANGELES 28, CALIFORNIA • HUDSON 2-7111

February 9, 1955

RICHARD A. MOORE
VICE PRESIDENT AND GENERAL MANAGER

Dear Sam:

KTTV's virtual sweep of the Billboard Awards knocked us right off our pins.

After all, you are familiar with our strong conviction that good syndicated films, properly scheduled and exploited, can deliver top audiences in any local market. So you can certainly understand what it meant to all of us to be voted the station which, among other things, used films most imaginatively and effectively--and which has done the outstanding sales job in the nation during 1954.

We would like to take this means of extending our sincere thanks to the members of the television industry who were so generous to us with their votes.

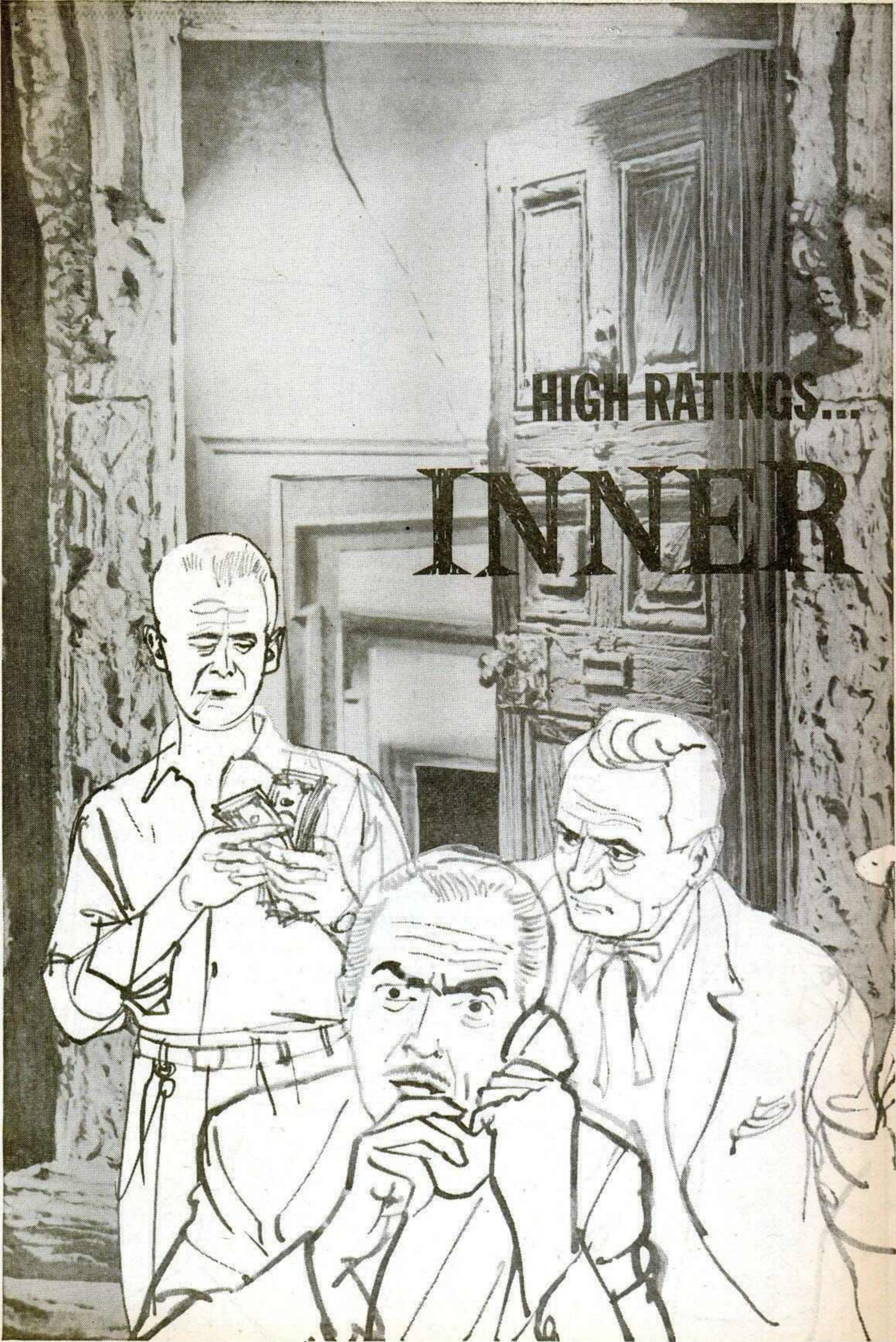
Oddly enough, the very same day that Billboard announced its film awards, the Academy of Television Arts & Sciences announced its Academy Award nominations for live television here in Los Angeles. KTTV made a virtual sweep here, too, winning eleven nominations for its live programs and personalities. That's as many as the next two stations put together.

All this provides real encouragement to those of us who believe that the right combination of live and film programming, attuned to the habits and tastes of the local community, can make a local station the most potent medium in town.

And from our standpoint, it seems to represent further proof that: Television is Different in Los Angeles, and the Difference is KTTV.

Sincerely,

*Dick*Mr. Sam Chase
The Billboard
1564 Broadway
New York 36, New York



HIGH RATINGS...

INNER

LOW COST-Per-Thousand make SANCTUM

a great buy!

More than 120 markets have proved the power of this famous series of great half-hour syndicated TV film dramas.

In city after city, INNER SANCTUM has boosted time-period ratings ...as much as 300%!

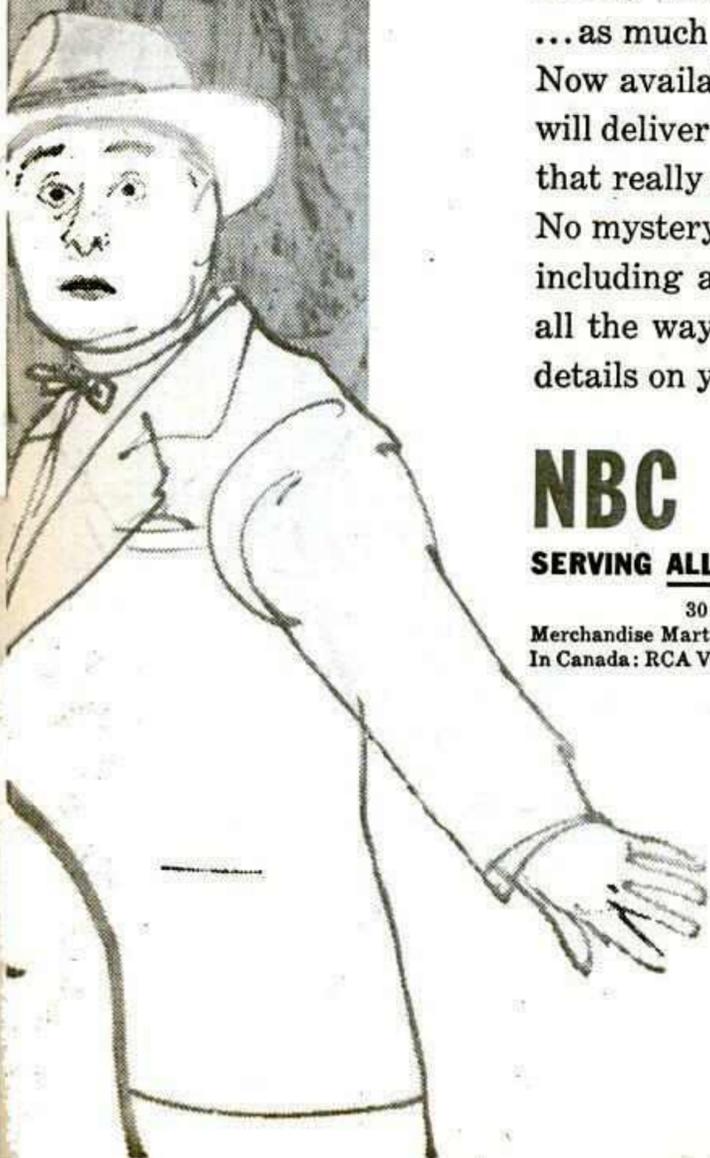
Now available for its second run in many markets, INNER SANCTUM will deliver that same audience-pulling power and at a cost-per-thousand that really pays off.

No mystery to it—39 INNER SANCTUM mood dramas have all it takes, including a name and fame that have been big box-office for sponsors all the way back to radio's golden days! Call, wire, or write today for details on your markets.

NBC FILM DIVISION

SERVING ALL SPONSORS...SERVING ALL STATIONS

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



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	Jan. ARB Rating	Top Opposition & Rating
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PHILADELPHIA 3 STATIONS

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

1. Jackie Gleason, WCAU.....59.8	6. Dragnet, WPTZ.....44.4
2. Toast of the Town, WCAU.....48.7	7. This Is Your Life, WPTZ.....41.5
3. I Love Lucy, WCAU.....47.5	8. I've Got a Secret, WCAU.....41.1
4. Groucho Marx, WPTZ.....45.3	9. Jack Benny, WCAU.....38.5
5. Disneyland, WFIL.....45.0	10. Beat the Clock, WCAU.....37.7
1. Waterfront (Adv.), MCA-TV.....WCAU-Su, 6:30-7:00.....32.2	Janet Dean, R.N., 11.3
2. Superman (Adv.), Flamingo Films.....WCAU-M, 7:00-7:30.....25.8	City Detective, 11.3
3. Boston Blackie (Mys.), Ziv-TV.....WCAU-Th, 7:00-7:30.....23.7	Award Theater; News, 19.1
4. Liberate (Music), Guild Films.....WPTZ-S, 11:00-11:30.....20.2	Ford Playhouse, 12.7
5. Mr. and Mrs. North (Mys.), ATPS.....WFIL-T, 7:00-7:30.....19.1	Award Theater; News, 12.6
6. I Led Three Lives (Adv.), Ziv-TV.....WCAU-W, 7:00-7:30.....18.9	Award Theater; News, 16.0
7. Badge 714 (Mys.), NBC Film.....WCAU-F, 7:00-7:30.....17.5	Award Theater; News, 16.4
8. Foreign Intrigue (Adv.), Sheldon Reynolds.....WCAU-S, 7:00-7:30.....17.1	Frontier Playhouse, 13.5
9. The Falcon (Mys.), NBC Film.....WPTZ-W, 10:30-11:00.....16.7	Blue Ribbon Bouts, 27.1
10. Hopalong Cassidy (West.), NBC Film.....WFIL-M to F, 5:00-6:00.....14.8	Pinky Lee; Howdy Doody, 18.3
11. Dangerous Assignment (Adv.), NBC Film.....WFIL-Su, 4:00-4:30.....14.4	Roy Rogers, ---
12. Abbott and Costello (Comedy), MCA-TV.....WPTZ-S, 6:00-6:30.....13.3	Ramar of the Jungle, ---
13. Mr. District Attorney (Mys.), Ziv-TV.....WPTZ-T, 10:30-11:00.....12.4	Stage "S", ---
13. World's Greatest Fighters (Sports), The Big Fight, Inc., WPTZ-F, 10:45-11:00.....12.4	Person to Person, ---
15. Ramar of the Jungle (Adv.), TPA.....WFIL-Su to S, 6:00-6:30.....12.3	Various, ---
16. Wild Bill Hickok (West.), Flamingo Films.....WPTZ-W, 6:00-6:30.....12.2	Star Theater, ---
17. Kit Carson (West.), Coca-Cola.....WPTZ-Th, 6:00-6:30.....12.0	Early Show, ---
17. Range Rider (West.), CBS Film.....WPTZ-M, T & F, 6:00-6:30.....12.0	Early Show, ---
19. City Detective (Mys.), MCA-TV.....WFIL-M, 7:00-7:30.....11.3	Superman, ---
19. Janet Dean, R.N. (Drama), UM&M.....WFIL-Su, 6:30-7:00.....11.3	Waterfront, ---
21. Life With Elizabeth (Comedy), Guild Films.....WFIL-Su, 4:30-5:00.....10.9	Zoo Parade, ---
22. Meet Corliss Archer (Comedy), Ziv-TV.....WPTZ-Su, 6:00-6:30.....10.4	Ramar of the Jungle, ---
23. Passport to Danger (Adv.), ABC Film.....WCAU-Th, 10:30-11:00.....10.2	Mystery Hour, ---
24. Hopalong Cassidy (West.), NBC Film.....WFIL-S, 7:00-7:30.....10.0	Foreign Intrigue, ---
25. Hopalong Cassidy (West.), NBC Film.....WFIL-Su, 11:30-12:30.....9.9	Children's Hour, ---
26. Mayor of the Town (Comedy), MCA-TV.....WPTZ-M, 10:30-11:00.....9.7	Studio One, ---
27. Dangerous Assignment (Adv.), NBC Film.....WFIL-S, 7:30-8:00.....9.5	Beat the Clock, ---
28. Man Behind the Badge (Mys.), MCA-TV.....WCAU-S, 10:30-11:00.....8.9	Your Hit Parade, ---
29. Racket Squad (Mys.), ABC Film.....WFIL-Su, 10:30-11:00.....8.4	What's My Line?, ---
30. Favorite Story (Drama), Ziv-TV.....WPTZ-Su, 11:00-11:30.....6.9	News; Sports; Man About Town, ---
30. Star and the Story (Drama), Official Films.....WFIL-F, 7:00-7:30.....6.9	Badge 714, ---
32. Inner Sanctum (Mys.), NBC Film.....WCAU-S, 11:15-11:45.....5.7	Liberace; Playhouse, ---
33. File of Jeff Jones (Mys.), CBS Film.....WCAU-S, 5:00-5:30.....5.5	Guild Theater, ---
33. Stranger Than Fiction (Misc.), United World.....WPTZ-Su, 6:45-7:00.....5.5	Waterfront, ---
35. My Hero (Comedy), Official Films.....WCAU-S, 2:30-3:00.....5.1	Guild Theater, ---
36. Badge 714 (Mys.), NBC Film.....WCAU-M, 11:30-12:00.....4.7	Night Owl Theater, ---
37. Drew Pearson (News), UM&M.....WFIL-Su, 11:00-11:15.....4.4	News and Sports, ---
38. Ramar of the Jungle (Adv.), TPA.....WFIL-Su, 11:00-11:30 a.m.....3.7	Bertie the Bunyip, ---
39. Colonel March (Mys.), Official Films.....WFIL-Th, 7:00-7:30.....3.3	Boston Blackie, ---
40. Racket Squad (Mys.), ABC Film.....WFIL-T & Th, 12:00-12:30 a.m.....1.1	Tonight, ---
41. Ramar of the Jungle (Adv.), TPA.....WFIL-Su, 11:30-12:00.....0.4	Late Show, ---

DETROIT 4 STATIONS

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

1. Jackie Gleason, WJBK.....53.6	6. What's My Line? WJBK.....39.7
2. I Love Lucy, WJBK.....48.2	7. Dragnet, WJBK.....39.1
3. Groucho Marx, WJW.....47.1	8. Rin Tin Tin, WXYZ.....35.6
4. Disneyland, WXYZ.....40.8	9. Wild Bill Hickok, WXYZ.....35.1
5. Toast of the Town, WJBK.....40.1	10. I've Got a Secret, WJBK.....35.0
10. This Is Your Life, WJW.....35.0	
1. Wild Bill Hickok (West.), Flamingo Films.....WXYZ-M, 6:30-7:00.....35.1	Norby, 3.9
2. Badge 714 (Mys.), NBC Film.....WJW-Su, 7:00-7:30.....34.0	You Asked for It, 22.3
3. Superman (Adv.), Flamingo Films.....WXYZ-W, 6:30-7:00.....29.5	Play of the Week, 3.7
4. Cisco Kid (West.), Ziv-TV.....WXYZ-Th, 6:30-7:00.....25.7	Liberace, 13.5
5. Annie Oakley (West.), CBS Film.....WXYZ-Su, 4:30-5:00.....22.5	Zoo Parade, 10.7
6. I Led Three Lives (Adv.), Ziv-TV.....WJBK-F, 10:30-11:00.....20.5	Cavalcade of Sports, 13.9
7. Racket Squad (Mys.), ABC Film.....WJW-Su, 6:30-7:00.....19.7	Range Rider, 13.4
7. Mr. District Attorney (Mys.), Ziv-TV.....WJW-W, 10:30-11:00.....19.7	Blue Ribbon Bouts, 20.2
9. Amos 'n' Andy (Comedy), CBS Film.....WJW-W, 7:00-7:30.....19.6	Files of Jeff Jones, 9.4
10. Waterfront (Adv.), MCA-TV.....WXYZ-S, 7:00-7:30.....19.3	Lassie, 25.9
11. Ramar of the Jungle (Adv.), TPA.....WXYZ-T, 6:30-7:00.....19.0	Traffic Court, ---
12. Abbott and Costello (Comedy), MCA-TV.....CKLW-Th, 7:00-7:30.....16.2	Wildlife Adventure, ---
13. The Playhouse (Drama), ABC Film.....WJW-F, 7:00-7:30.....15.4	Boston Blackie, ---
14. Boston Blackie (Mys.), Ziv-TV.....CKLW-F, 7:00-7:30.....15.1	The Playhouse, ---
15. Heart of the City (Drama), MCA-TV.....WXYZ-F, 6:30-7:00.....14.8	Death Valley Days, ---
16. Hopalong Cassidy (West.), NBC Film.....CKLW-M, 7:00-7:30.....14.7	It's a Great Life, ---
17. Death Valley Days (West.), Pacific Borax.....WJW-F, 6:30-7:00.....14.4	Heart of the City, ---
18. My Hero (Comedy), Official Films.....WXYZ-Su, 4:00-4:30.....14.2	Juvenile Jury, ---
19. Janet Dean, R.N. (Drama), UM&M.....WXYZ-Th, 10:30-11:00.....14.0	Favorite Story, ---
20. Life With Elizabeth (Comedy), Guild Films.....WXYZ-S, 7:30-8:00.....13.9	Beat the Clock, ---
21. Liberate (Music), Guild Films.....WJW-Th, 6:30-7:00.....13.5	Cisco Kid, ---
22. Range Rider (West.), CBS Film.....CKLW-Su, 6:30-7:00.....13.4	Racket Squad, ---
23. Secret File, U.S.A. (Adv.), Official Films.....WJW-M, 10:30-11:00.....13.1	Studio One, ---
24. Elery Queen (Mys.), TPA.....WJBK-S, 10:30-11:00.....11.7	Your Hit Parade, ---
25. Favorite Story (Drama), Ziv-TV.....WJBK-Th, 10:30-11:00.....11.3	Janet Dean, R.N., ---
26. Joe Palooka (Adv.), Guild Films.....WXYZ-Su, 2:30-3:00.....11.1	Home Theater, ---
27. Passport to Danger (Mys.), ABC Film.....WXYZ-F, 10:00-10:30.....11.0	Line-Up, ---
28. Cowboy G-Men (West.), Flamingo Films.....WXYZ-Su, 11:30-12:00.....10.4	Adventure Ho, ---
29. Sherlock Holmes (Mys.), UM&M.....WXYZ-F, 10:30-11:00.....9.4	I Led Three Lives, ---
29. Files of Jeff Jones (Mys.), CBS Film.....WJBK-W, 7:00-7:30.....9.4	Amos 'n' Andy, ---
31. Hopalong Cassidy (West.), NBC Film.....WJBK-T, 7:00-7:30.....9.4	Cavalcade of America, ---
32. City Detective (Mys.), MCA-TV.....CKLW-W, 7:00-7:30.....9.1	Amos 'n' Andy, ---
33. Wild Bill Hickok (West.), Flamingo Films.....CKLW-S, 5:00-5:30.....8.5	Milkey's Movie Party, ---
34. Royal Playhouse (Drama), MCA-TV.....WXYZ-M, 8:00-8:30.....8.3	Producer's Showcase, ---
34. Cowboy G-Men (West.), Flamingo Films.....WXYZ-M, 5:30-6:00.....8.3	Howdy Doody, ---
36. Mr. and Mrs. North (Mys.), ATPS.....CKLW-Su, 6:00-6:30.....8.0	Frontier Justice, ---
36. Lone Wolf (Mys.), MCA-TV.....CKLW-T, 7:00-7:30.....8.0	Stage 4, ---
38. Gene Autry (West.), CBS Film.....WJBK-M, 6:00-6:30.....7.6	Dinner Theater, ---
39. Rocky Jones, Space Ranger (Adv.), MCA-TV.....WXYZ-T, 5:30-6:00.....7.4	Howdy Doody, ---
40. Meet Corliss Archer (Comedy), Ziv-TV.....WJW-Su, 6:00-6:30.....7.3	Frontier Justice, ---
41. Kit Carson (West.), Coca-Cola.....WJBK-T, 6:00-6:30.....6.4	Dinner Theater, ---
42. China Smith (Adv.), NTA.....CKLW-F, 6:30-7:00.....6.5	Heart of the City, ---
43. Inner Sanctum (Mys.), NBC Film.....CKLW-F, 10:00-10:30.....5.5	Line-Up, ---
44. Frankie Laine (Music), Guild Films.....WJBK-T, 7:00-7:30.....4.3	Stage 4, ---
45. Fearless Fendick (Comedy), Sterling TV.....CKLW-Su, 3:00-3:30.....3.9	Black Spider, ---
46. Beulah (Comedy), Flamingo Films.....WXYZ-M to F, 10:00-10:30.....3.8	Ding Dong School, ---
47. Play of the Week (Drama), NTA.....CKLW-W, 6:30-7:00.....3.7	Superman, ---
48. The Falcon (Mys.), NBC Film.....CKLW-F, 9:30-10:00.....3.0	Our Miss Brooks, ---
49. Walt's Workshop (Educ.), Reid H. Ray.....WJBK-Su, 3:30-4:00.....2.8	Black Spider, ---
49. Fabian of Scotland Yard (Mys.), Telefilm Enterprises.....WJBK-W, 11:15-11:45.....2.8	Little Show; Tonight, ---
51. Boss Lady (Comedy), M & A Alexander.....WXYZ-M, 9:30-10:00.....2.5	Robt. Montgomery, ---
51. Star and the Story (Drama), Official Films.....WJBK-Th, 8:00-8:30.....2.5	You Bet Your Life, ---
53. Follow That Man (Mys.), MCA-TV.....CKLW-T, 6:30-7:00.....2.2	Traffic Court, ---
54. Johnny Jupiter (Child.), Associated Artists.....CKLW-F, 5:00-5:30.....1.8	Pinky Lee, ---

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Jan. ARB Rating	Top Opposition & Rating
54. The Visitor (Drama), NBC Film.....CKLW-Su, 8:30-9:00.....1.8	Toast of the Town, ---			
56. Captain Z-Ro (Child.), Atlas TV.....CKLW-Th, 6:30-7:00.....1.5	Cisco Kid, ---			
56. The Passerby (Drama), NTA.....CKLW-M, 6:30-6:45.....1.5	Wild Bill Hickok, ---			
58. Paragon Playhouse (Drama), NBC Film.....CKLW-W, 10:00-10:30.....1.2	This Is Your Life, ---			
59. Facts Forum (Docum.), Facts Forum, Inc.....WJBK-Su, 10:30-11:00 a.m.....0.8	Cartoon Carnival, ---			
60. Town and Country Time (Music), Official Time.....WWJ-S, 1:00-1:30.....0.3	Lone Ranger, ---			
61. Bobo the Hobo (Child.), NTA.....CKLW-T, 2:15-2:30.....0.3	Ladies Day, ---			
61. Sands of Time (Quiz), NTA.....CKLW-M, 2:15-2:30.....0.3	Amy Vanderbilt, ---			

ST. LOUIS 3 STATIONS

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

1. Groucho Marx, KSD.....47.7	6. Loretta Young, KSD.....42.2
2. George Gobel, KSD.....47.3	7. Producer's Showcase, KSD.....42.0
3. Milton Berle, KSD.....43.8	7. Robert Montgomery Presents, KSD.....42.0
3. Fireside Theater, KSD.....43.8	8. Kraft TV Theater, KSD.....41.2
5. Truth or Consequences, KSD.....43.4	10. What's My Line? KWK.....40.8
1. Badge 714 (Mys.), NBC Film.....KSD-M, 9:30-10:00.....39.4	Studio One, 23.5
2. Mr. District Attorney (Mys.), Ziv-TV.....KSD-M, 10:00-10:30.....36.5	Stu Erwin, 10.1
3. I Led Three Lives (Adv.), Ziv-TV.....KSD-W, 10:00-10:30.....35.1	Masquerade Party, 19.9
4. Favorite Story (Drama), Ziv-TV.....KSD-T, 9:30-10:00.....32.4	Death Valley Days, 23.2
5. Superman (Adv.), Flamingo Films.....KSD-M, 6:00-6:30.....30.0	Various, 3.9
6. City Detective (Mys.), MCA-TV.....KSD-F, 9:30-10:00.....27.1	Meet Corliss Archer, 19.6
7. Lone Wolf (Mys.), MCA-TV.....KSD-Th, 10:00-10:30.....26.1	Name's the Same, 20.0
8. Stories of the Century (West.), Hollywood TV Serv., KSD-W, 9:30-10:00.....25.5	Best of Broadway, 34.1
9. The Falcon (Mys.), NBC Film.....KWK-Su, 10:00-10:30.....25.2	Wifty 7.8
10. Rocky Jones, Space Ranger (Adv.), MCA-TV.....KWK-Th, 5:30-6:00.....24.5	Sports; Weather, News, 4.5
11. Ramar of the Jungle (Adv.), TPA.....KSD-Su, 2:30-3:00.....24.4	You Are There, ---
12. Annie Oakley (West.), CBS Film.....KSD-S, 12:30-1:00.....23.8	Uncle Johnny Coons, ---
13. Hopalong Cassidy (West.), NBC Film.....KWK-F, 5:30-6:00.....23.7	Sports; Weather, News, ---
14. Death Valley Days (West.), Pacific Borax.....KWK-T, 9:30-10:00.....23.2	Favorite Story, ---
15. Wild Bill Hickok (West.), Flamingo Films.....KSD-S, 5:30-6:00.....22.9	Joe Palooka, ---
16. Range Rider (West.), CBS Film.....KSD-S, 11:30-12:00 noon.....22.2	Big Top, ---
17. Star and the Story (Drama), Official Films.....KSD-S, 9:30-10:00.....21.1	First Run Theater, ---
18. Elery Queen (Mys.), TPA.....KWK-Th, 9:00-9:30.....20.6	Lux Video Theater, ---
19. Racket Squad (Mys.), ABC Film.....KWK-Th, 9:30-10:00.....20.0	Lux Video Theater, ---
20. Meet Corliss Archer (Comedy), Ziv-TV.....KWK-F, 9:30-10:00.....19.6	City Detective, ---
21. Horace Heidt (Music), Geo. Bagnall & Assoc., KSD-S, 6:30-7:00.....19.4	Beat the Clock, ---
22. Liberate (Music), Guild Films.....KSD-T, 10:00-10:30.....19.1	Elgin Hour, ---
23. Terry and the Pirates (Adv.), Official Films.....KSD-S, 4:00-4:30.....16.4	Counterpoint, ---
24. The Playhouse (Drama), ABC Film.....KSD-W, 6:00-6:30.....14.4	Various, ---
25. Inspector Mark Sabor (Mys.), Thompson-Koch.....KWK-Su, 10:30-11:00.....13.3	People Are Funny, ---
26. Colonel March (Mys.), Official Films.....KSD-Su, 3:00-3:30.....12.2	Life With Elizabeth, ---
27. Joe Palooka (Adv.), Guild Films.....KWK-S, 5:30-6:00.....11.0	Wild Bill Hickok, ---
28. Your Star Showcase (Drama), TPA.....KWK-Su, 3:30-4:00.....8.4	Ethel Barrymore Theater, ---
29. Ethel E. Rymore Theater (Drama), Interstate TV.....KSD-Su, 3:30-4:00.....8.1	Your Star Showcase, ---
30. Counterpoint (Drama), MCA-TV.....KWK-T, 11:00-11:30.....8.0	News; 20 Questions, ---
31. Life With Elizabeth (Comedy), Guild Films.....KWK-Su, 3:00-3:30.....7.2	Colonel March, ---
32. Counterpoint (Drama), MCA-TV.....KWK-S, 4:00-4:30.....4.9	Terry and the Pirates, ---
33. Florian ZaBach (Music), Guild Films.....KWK-M, 10:30-11:00.....4.5	Bob Cummings, ---
34. Counterpoint (Drama), MCA-TV.....KWK-Th, 11:00-11:30.....2.9	News; Feature Film, ---
35. Roller Derby (Sports), NTA.....uWTVI-F, 8:00-8:30.....0.3	Big Story, ---
35. Amos 'n' Andy (Comedy), CBS Film.....uWTVI-W, 7:00-7:30.....0.3	I Married Joan, ---
35. Roller Derby (Sports), NTA.....uWTVI-T, 8:30-9:00.....0.3	Circle Theater, ---
38. Old American Barn Dance (Music), MCA-TV.....uWTVI-T, 9:00-9:30.....0.3	Truth or Consequences, ---
38. Roller Derby (Sports), NTA.....uWTVI-Th, 9:30-9:45.....0.3	Lux Video Theater, ---
38. Old American Barn Dance (Music), MCA-TV.....uWTVI-Su, 9:30-10:00.....0.3	What's My Line?, ---
38. Old American Barn Dance (Music), MCA-TV.....uWTVI-Su, 4:00-4:30.....0.3	Omnibus, ---

NEW YORK 7 STATIONS

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

1. Jackie Gleason, WCBS.....62.7	6. What's My Line? WCBS.....37.6
2. I Love Lucy, WCBS.....49.2	7. Dragnet, WRCA.....37.2
3. Toast of the Town, WCBS.....46.9	8. Groucho Marx, WRCA.....36.6
4. Jack Benny, WCBS.....46.0	9. Your Hit Parade, WRCA.....35.7
5. Disneyland, WABC.....41.7	10. Max Liebman Presents, WRCA.....34.8
1. Superman (Adv.), Flamingo Films.....WRCA-M, 6:00-6:30.....22.1	News; Early Show, 7.2
2. D. Fairbanks Presents (Drama), Associated Artists.....WRCA-W, 10:30-11:00.....20.5	Blue Ribbon Bouts, 14.2
3. Annie Oakley (West.), CBS Film.....WCBS-S, 5:30-6:00.....12.7	Junior Frolics, 7.7
4. Range Rider (West.), CBS Film.....WRCA-S, 6:30-7:00.....12.5	Man Behind the Badge, 5.4
5. Wild Bill Hickok (West.), Flamingo Films.....WRCA-W, 6:00-6:30.....12.2	News; Early Show, 6.9
6. Badge 714 (Mys.), NBC Film.....WOR-W, 9:00-9:30.....12.1	Kraft TV Theater, 23.3
7. Star and the Story (Drama), Official Films.....WRCA-S, 7:00-7:30.....11.9	Gene Autry, 15.5
8. Flash Gordon (Adv.), UM&M.....WRCA-F, 6:00-6:30.....10.9	News; Early Show, 6.5
9. Meet Corliss Archer (Comedy), Ziv-TV.....WABC-Su, 6:00-6:30.....10.4	Omnibus, 14.5
10. Mr. District Attorney (Mys.), Ziv-TV.....WABC-F, 10:30-11:00.....10.1	Person to Person, 29.7
11. Waterfront (Adv.), MCA-TV.....WABD-T, 7:30-8:00.....9.9	Million Dollar Movie, ---
12. Kit Carson (West.), Coca-Cola.....WRCA-T, 6:00-6:30.....9.2	News; Early Show, ---
12. I Led Three Lives (Adv.), Ziv-TV.....WABC-F, 10:00-10:30.....9.2	Line-Up, ---
14. Amos 'n' Andy (Comedy), CBS Film.....WCBS-S, 5:00-5:30.....9.0	Junior Frolics, ---
14. Ramar of the Jungle (Adv.), TPA.....WPIX-S, 6:00-6:30.....9.0	Dramatic Showcase, ---
16. Lone Wolf (Mys.), MCA-TV.....WRCA-S, 11:15-11:45.....8.9	Late Show, ---
17. Racket Squad (Mys.), ABC Film.....WABC-Th, 10:30-11:00.....8.3	Lux Video Theater, ---
18. Janet Dean, R.N. (Drama), UM&M.....WRCA-T, 7:00-7:30.....7.7	Early Show; Weather, ---
19. Joe Palooka (Adv.), Guild Films.....WABD-S, 7:30-8:00.....7.5	Beat the Clock, ---
20. My Hero (Comedy), Official Films.....WABC-Su, 6:30-7:00.....7.4	Roy Rogers, ---
21. Victory at Sea (Docum.), NBC Film.....WABC-S, 10:30-11:00.....6.9	Your Hit Parade, ---
21. Hopalong Cassidy (West.), NBC Film.....WRCA-Th, 6:00-6:30.....6.9	Ramar of the Jungle, ---
23. Sherlock Holmes (Mys.), UM&M.....WRCA-M, 7:00-7:30.....6.6	Early Show; Weather, ---
24. Foreign Intrigue (Adv.), Sheldon Reynolds.....WABC-W, 9:30-10:00.....6.3	I've Got a Secret, ---
25. City Detective (Mys.), MCA-TV.....WPIX-Su, 9:30-10:00.....6.2	Television Playhouse, ---
26. Liberate (Music), Guild Films.....WPIX-M to F, 6:30-7:00.....5.9	Early Show, ---
26. Ramar of the Jungle (Adv.), TPA.....WPIX-M to F, 6:00-6:30.....5.9	Various, ---
28. Man Behind the Badge (Mys.), MCA-TV.....	

**our thanks
to our customers,
the TV Industry
and Billboard
for our**

THE BILLBOARD FEBRUARY 12, 1955

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.

clean sweep of "FIRSTS"

**in Billboard's
3rd Annual
TV Film
Industry Poll**



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Fee or Free? That Is Question for FCC

• Continued from page 1

including its impact on advertiser-sponsor relationships.

As the FCC stages its forum on whether TV should "stay free" or "go fee" or do both, it is certain that the commissioners will find themselves pondering questions such as the following:

What would be the effect of home subscription on the advertising industry which has a sizable stake in "free television"? What would be the effect of toll TV on the TV set sales market and TV sets manufacturing? Would it hamstring non-fee TV stations or would it stimulate TV broadcasting? Would it, as some of its critics claim, douse the lights of Hollywood studios where heavy new investments have been packed into big-screen movies?

Rumblings

Even in a normal Washington atmosphere, the FCC would have no easy time getting the answers to these and innumerable other questions raised by the proposal of commercialized subscription TV. But the commissioners face the unenviable job of deliberating to the accompaniment of rumblings from Capitol Hill. Sen. Harley M. Kilgore (D., W. Va.), chairman of the Senate Judiciary Committee, and Sen. Warren G. Magnuson (D., Wash.), have both said their committees will want to look into fee TV. Both have indicated they are open-minded on the subject and would like to get the facts.

Doubt already lingers among commissioners as to what kind of an animal fee TV is, and they're seeking comment on whether it constitutes broadcasting under the Communications Act, whether it's a common carrier or other type of service, and whether the FCC has authority to assign TV channels for its use.

Other phases the Commission wants to probe before reaching a decision include the technical problems of modifying transmitters or receivers, the methods to be used by toll-TV organizations, the ability of toll TV to bring viewers programs not now available, and the amount of time commercial TV stations might be expected to give up to toll TV, the type of pro-

Triangle Firm Ready for Two More Series

NEW YORK, Feb. 12. — The producer of "Secret File, USA," Triangle Production, is putting out two more TV film series, one of which is due to go before the cameras almost immediately. The first new one, to be called "Resistance," will concern life behind the Iron Curtain. The other series will be based on the book, "Fair Trail" by Columbia history professor Richard Morris, who will serve as research director of the show.

C. A. Nelson, president of Triangle, was this week negotiating a deal for the distribution of "Resistance" with Official Films, which handles "Secret File." It was not revealed where the show would be shot, but it was expected to be in Europe.

Meanwhile, Triangle is getting set to make two feature films based on "Secret File." Like the TV show, the pictures will star Robert Alda. They will be shot at the Cinetone Studios in Amsterdam, The Netherlands.

Triangle has signed Donald Robinson, author of the book, "The 100 Most Important People," to provide factual material for the 39 "Resistance" films. Arthur Dreifuss, production chief of Triangle, is returning to Europe next week to start work on the two movies.

TV broadcasting will reach viewers free of charge.

Commissioner Frieda B. Henock, a long-time advocate of fee TV, urged that in addition to getting written briefs and comments on the subject the Commission should hold open hearings without delay. A hearing would "facilitate a reasonably prompt decision by the Commission," she said.

Miss Henock's demand for an immediate hearing will get a deaf ear from the FCC majority. The FCC, in proceeding on a preliminary written argument basis, has turned down petitions by Zenith Radio Corporation and its subsidiary, Teco, Inc., to authorize fee TV immediately on a case-to-case basis. Zenith is among three major toll-TV proponents claiming to have perfected the home subscription service.

Ziv-TV Starts Sales on 'Science Fiction' Films

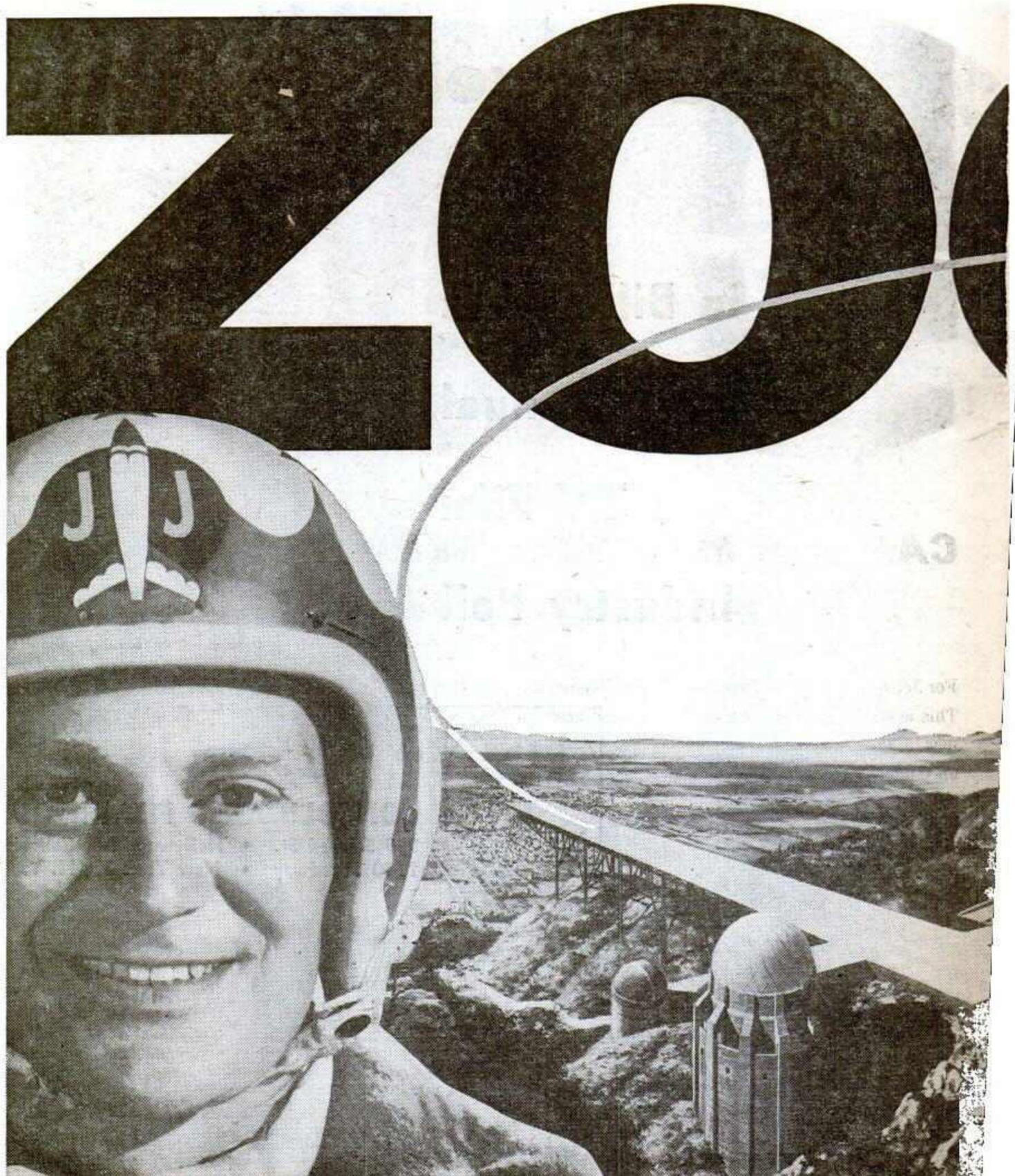
NEW YORK, Feb. 12. — Sales have started on Ziv-TV's latest series, "Science Fiction Theater." Olympic Brewing, which has sponsored Ziv's "Favorite Story" for the past two years, has signed for alternate weeks on the new show for the seven largest markets on the West Coast, and will probably take more later.

In the first week, 15 markets were wrapped up by Ziv's salesmen altogether. In addition to Olympic, Progress Brewing took the science fiction show for Okla-

homa City; Arizona Public Service took it for Phoenix and Yuma, Ariz., and Tobin Packing bought it for Rochester, N. Y.

The new show was also sold to four stations: WTVJ, Miami; WBZ-TV, Boston; WCCO-TV, Minneapolis, and KSL-TV, Salt Lake City.

In its promotion kit for "Science Fiction Theater," Ziv suggests that the local sponsor stage a science exposition and get local industries, hospitals and universities to cooperate.



NEW YORK, 233 W. 49th ST., N.Y. C., CI 5-5044 DETROIT, 16603 E. WARREN RD., TU 5-5811 DALLAS, 4745 N. CENTRAL EXPRESSWAY. JU 3150 SALT LAKE CITY, 2

Screen Gems Moving Into Int'l Field

NEW YORK, Feb. 12.—Screen Gems' first move to enter TV film distribution on an international scale was taken this week. The firm's two top executives, Ralph Cohn and John Mitchell, left for London yesterday to set up an office there to service England's new commercial TV network. The duo are also planning to visit France, Italy and West Germany to explore the possibilities of

Rosenberg-Coryell Packaging 'Custody'

HOLLYWOOD, Feb. 12.—Rosenberg-Coryell agency this week began packaging "Custody," TV film series based on case histories from the California State Department of Correction. First script is by Gil Doud.

selling dubbed versions of Screen Gems shows in those countries.

The TV film firm in recent months has been working on plans to set up a Canadian sales subsidiary and to dub its shows into Spanish for sale in Latin America.

Mitchell is expected back in three weeks, while Cohn will probably return to New York a week later.

Unity Tags New First-Run Features 'Lucky 13'; Pix Made in 1953-1954

NEW YORK, Feb. 12.—Unity Television has come up with a new batch of 13 first-run features, the first of four such packages it will offer TV stations this year. The new package, which Unity has titled "The Lucky 13," consists of films produced in 1953 and 1954, according to Arche Mayers, general manager of Unity. About half of the films are American; the others are British. They cost the firm close to \$300,000, Mayers said, which would average out to \$23,000 apiece.

The titles of "The Lucky 13,"

which Unity acquired a few at a time from a number of undisclosed sources, are: "Operation Diplomat," "House of Blackmail," "This Was a Woman," "Dangerous Cargo," "Blue Parrot," "Private Information," "Profile," "Burnt Evidence," "The Corpse Finds a Clue," "Men Against the Sun," "Final Appointment," "The Delavine Affair" and "Mystery Man Vs. Scotland Yard."

It's understood these 13 are close to being sold in New York to a network station and will be released at three-month intervals.

Unity's niche in the feature film distribution field, Mayers said, is to service stations with large quantities of low-priced features. This is in marked contrast to the policy of a firm like General Teleradio, which thus far has concentrated on acquiring a relatively small number of top quality first-run features which it sells at premium prices.

Mayers feels Unity can make a good profit in what he terms a "wholesale business," that is, selling large quantities of film at low prices. More than 50 per cent of the TV stations, Mayers said, cannot afford to buy the high priced premium first-run features and are interested only in low-priced pictures in bulk.

Unity's present catalog consists of approximately 400 features. The firm's aim is to acquire 1,000 feature titles, according to Mayers.

The 52 first-run features Unity plans to release this year will be the first features that Unity has added to its catalog in almost two years. Its last release was the "Plus 80" package, which it turned loose in April, 1953. Toward the end of last year, the firm acquired "Crusade in Europe" and a quarter-hour package, "Three Guesses," from 20th Century-Fox.

New 'Ramar' Pix for WPIX

NEW YORK, Feb. 12.—A New York sale of the second group of 26 films in "Ramar of the Jungle" was finally made this week. It went to none other than WPIX, which has had the first group of 26 since before Television Programs of America was formed. The station had been dickering with TPA for the second group for months, but they were miles apart on price. WPIX got the first group on an unlimited play deal.

What apparently clinched the deal was the show's healthy showing here in January, when it pulled a cumulative of 14.9, the second highest in the American Research Bureau report. WPIX runs it daily, 6-6:30 p.m., with four sponsors.

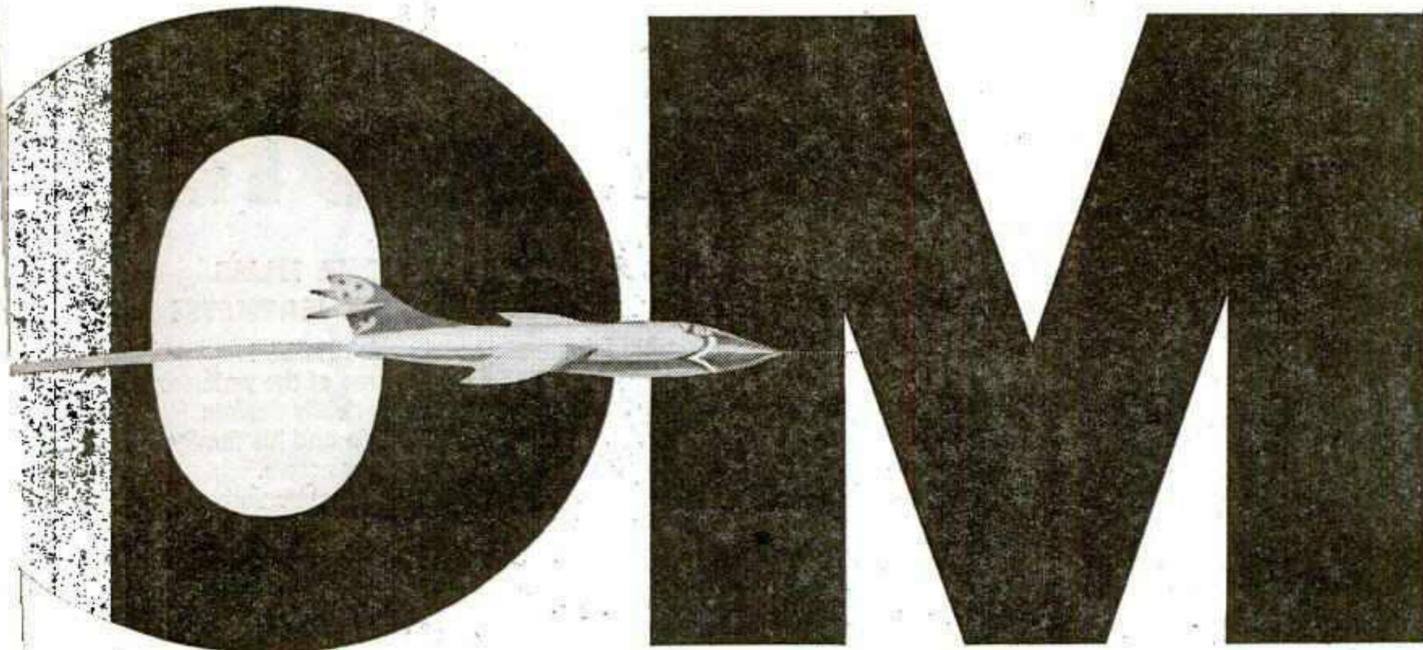
'Father' Sold To Canadian TV Network

NEW YORK, Feb. 12.—Screen Gems' "Father Knows Best" has been sold to the Canadian Broadcasting Corporation for network airing in that country. The show, which was dropped by Lorillard, is scheduled to go off the air in the U. S. in another two months, tho Screen Gems has high hopes it will have it back on the air for another sponsor next fall.

The CBS also purchased the "Hans Christian Andersen" series from Interstate. "Andersen" has already had a first-run ride in many Canadian markets, where Interstate had sold it on a syndicated basis to stations.

FIBER FILM BOX WINNING FAVOR

NEW YORK, Feb. 12.—Film containers made of fiber boxes are being used more and more for shipping by air. The cost reportedly is less than air shipping in the traditional metal containers. The fiber boxes cost between 30 and 40 cents each. They can be used for four to six shipments, which means a cost-per-shipment of between 7 and 10 cents. Each fiber box, however, weighs on the average approximately two pounds less than its comparable sized metal container. The saving in shipping costs, it is said, more than compensates for the higher replacement cost of the fiber boxes.



CAPTAIN MIDNIGHT SERIES... now available for syndication!

For Jet Action it's—Jet Jackson—Flying Commando! This is the syndicated version of the brand new, all new "Captain Midnight" series now being sponsored on CBS by General Mills and Ovaltine (through Tatham-Laird). A big-time, Hollywood-produced-and-written adventure series packed with action... for viewers and for advertisers!

Of all Saturday shows available for syndication,

this program is the highest rated* on all networks in the morning—the second highest rated* of any Saturday show day or night! This is your opportunity to have Captain Midnight (Jet Jackson) on your own station, in your own time period.

Write, phone or wire us collect about availabilities of this great new program... produced at the Hollywood Studios of Columbia Pictures Corp.

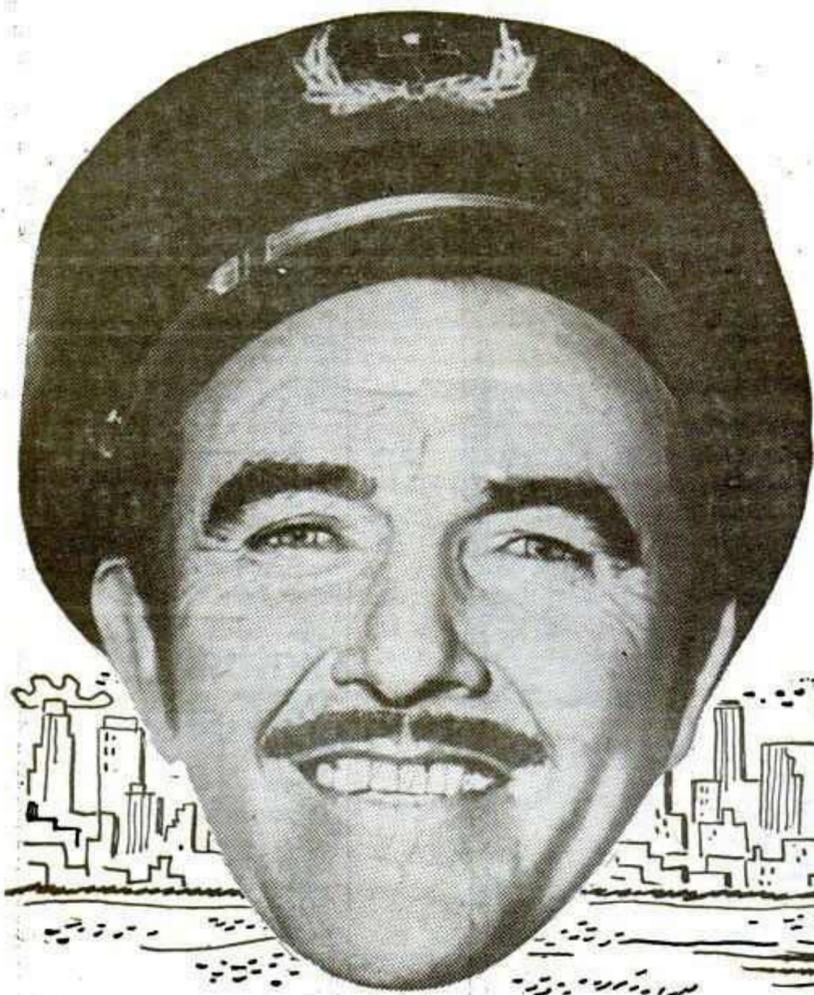
*Nielsen Television Index



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The only company providing advertisers with Hollywood and New York custom produced national shows, syndicated programming, and commercials—all on film.

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



PRESTON FOSTER
WATERFRONT

65 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!

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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

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MCA-TV ENGLAND: 139 Piccadilly, London W 1

GUY LOMBARDO AND HIS ROYAL CANADIANS



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

THOMAS MITCHELL MAYOR OF THE TOWN



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

FAMOUS PLAYHOUSE



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

JOHN RUSSELL CHICK CHANDLER SOLDIERS OF FORTUNE



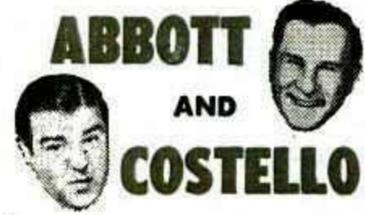
26 exciting, new adventure-packed films. With an all star Hollywood cast. Already sold in 100 markets to 7-Up Bottling.

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

TV FILM PURCHASES

By CHARLOTTE SUMMERS

Screen Gems, Inc., this past week added three new markets and three renewals to its "All Star Theater" roster. New markets are KGOV, Missoula, Mont.; KCO, San Francisco, and WAIM, Anderson, S. C. Renewals are KFDX, Wichita Falls, Tex.; WINK, Fort Myers, Fla., and KEY-T, Santa Barbara, Calif., to be sponsored by Dr. Ross' Dog Food. "Rin Tin Tin," another Screen Gems property, was sold to KMD, Midland, Tex., for Shephard Roofing Company and KVOA, Tucson, Ariz., for Goodman's Market.

The Kay Packard Company will sponsor CBS-TV Film Sales' "Amos 'n' Andy" over WROW, Albany, N. Y., and Carnation Milk Company will pick up the tab for "Annie Oakley," to be shown over KOPO, Tucson, Ariz. Other CBS Film sales included: Gene Autry to KNXT, Los Angeles, and "Files of Jeffrey Jones" to KRCC, Jefferson City, Mo., and KSWs, Roswell, N. M.

NBC Film Division sold 10 of its film series to 222 markets with five sponsors reported. The sales are: "The Falcon" to CKLW, Windsor-Detroit; KFJZ, Fort Worth, Tex., and KREX, Medford, Ore., for Medford Furniture Company and WABI, Bangor, Me. "Badge 714," Series B, was sold to WSyr, Syracuse, for First Trust and Deposit Company and WCSM, Portland, Me., for Prince Macaroni. "Inner Sanctum" was sold to WABI, Bangor, Me.; WDAF, Kansas City, Mo., for Katz Drug and CKLW, Windsor-Detroit. "Paragon Playhouse" was placed at CKLW, Windsor-Detroit; KXTV, Reno, Nev., and KFJZ, Fort Worth, Tex.

NBC Film's "Captured" was sold to WBRC, Birmingham, Ala., and KRON, San Francisco. "Hopalong Cassidy" half-hour, Series A and B was sold to KOOK, Billings, Mont., and CKLW, Windsor-Detroit, and "Hopalong Cassidy" in its hour version went to KARK, Little Rock, Ark. "Life of Riley" will be sponsored by Pacific Fruit over KFBC, Cheyenne, Wyo., and will be shown sustaining over KOOK, Billings, Mont. "The Visitor" was sold to KFJL, Fort Worth, Tex., and CKLW-Windsor-Detroit. "NBC News Review" will be seen over WRGB, Schenectady, N. Y.

Meuller Motors, local Plymouth dealer, will make its debut on Sunday (13) by presenting "Secret Files, U.S.A." over WOAI, San Antonio. Series is distributed by Official Films.

"Mr. and Mrs. North" has been purchased by WABD, New York, from Advertisers' Television Program Service.

Western Furniture Company and Nu-Way Builders' Supply of Salt Lake will co-sponsor "Crusade in Europe," a Unity Television property, over KTVT, Salt Lake City.

Four sales of TV films were consummated for showing over Chicago ABC's, WBKB. The Best Built Company, thru Bozell & Jacobs, bought the 30-minute "Hollywood Off-Beat" show for a 52-week period, effective February 19. Wanzer Milk, thru George H. Hartman, purchased "Hans Christian Andersen" for 13 weeks. The Kellogg Company, thru Leo Burnett, renewed its sponsorship of "Superman" for 52 weeks. The Kellogg Company thru Leo Burnett also renewed "Wild Bill Hickock" for 52 weeks.

REVOLVING DOOR

Marvin Sugarman, merchandising chief of the Mitchell Hamburg Agency, will be in Canada all next week for talks with retail chains and prospective licensees of "Annie Oakley," "Range Rider" and "Gene Autry." . . . Arche Mayers, general manager of Unity Television, heads for Boca Raton, Fla., next week for several weeks' vacation.

Al Lauber, formerly with NBC Film Division, has joined MCA-TV Film-Syndication as field supervisor for the Middle Atlantic sales region. . . . Reub Kaufman, Guild Films prexy, is leaving for Florida for a week's vacation, after which he will be guest speaker at the National Television Film Council luncheon meeting on February 24. . . . Herman Schwedt, Austrian actor, has been signed for the supporting role in "Captain Gallant of the Foreign Legion" which debuts on NBC-TV Sunday (13).

Howard M. Lloyd, regional sales manager for Clubtime Productions, and Thomas A. Beemer, Ziv-TV salesman since 1953, have joined the Western sales force of the NBC Film division. . . . Herb Miller has left Television Programs of America to join Sportsvision, Inc., as sales rep in Southern Illinois, Missouri and Nebraska. . . . Parsonnet-Wheeler, Inc., TV film series and commercials producer, has opened new offices at 32 West 53d Street, New York.

Everett F. Goodman, Harry S. Goodman veepee and sales manager, is currently on an extended good will and sales tour of stations in upper New York State and New England. Goodman will be gone three to four weeks presenting properties to stations. . . . Broderick Crawford has been signed by Screen Gems to star in the second film in the new series for the "Damon Runyon Theater." In line with its expansion program, Screen Gems has signed Don Starling as assistant to Fred Briskin, production exec. Starling has been in charge of the Montage department of Columbia Pictures for the past 15 years.

"Adventures Out-of-Doors" distributed by Van Coevering Productions has added Eastern sales representation to cover 11 States. The new representative is Telefilm En-

PRODUCTION NOTES

By BOB SPIELMAN

Both NBC and CBS have expressed interest in new color-process developed by Harold Lee, Lionel Wheeler and Larry Brunswick, feel that it may be the answer to color kinescopes. Method, previously described in The Billboard, utilizes black and white film, adds color thru lenses on projector. Advantages are high versatility, fast film development and low cost. Demonstration last week proved method to be the equal in clarity and color of any chemical film process, and included both outdoor and indoor shots. Cost is 4 1/2 cents per foot for first release print versus 45 to 85 cents for regular color film; 2 cents per foot for additional prints as against 6 to 12 cents currently. Film can be shown in black and white merely by blocking off two of the lenses, with picture retaining high quality. What it boils down to is color that can be handled with ease of b&w film. Only drawback is that 35mm. equipment must be used.

Two new pilots are in the works for CBS-TV, according to vice-president Harry Ackerman. One is Hawaiian adventure series; the other is "Girl From Staten Island," comedy dealing with girl who is fashion model by day, country girl at night.

Los Angeles TV Station KCOP is planning color by next fall, reports program director Al Flanagan. Station will do no live color, but is looking for tinted TV film programs and is making application to FCC to boost power. Tho there are only 400 color sets in Southern California area, Flanagan believes move is insurance for future.

All who've seen "Science Fiction Theater," Ziv-TV's new series, think that it may make the next new dent in the TV audience and is bound to draw all types of viewers as well as science-fiction fans. Producer Babs Unger sets up the viewer for the program, which is predicated on facts, by use of scientific gimmicks at opening of show. Piolt, for instance, shows steel ball suspended in space by use of two giant magnets, then goes into possibility of objects from outer space being directed to earth via same forces.

J. Walter Thompson vice-president, Cornwall Jackson, has set three Academy Award winning shows for "Lux TV Theater's" March "Academy Award Festival." Trio are "All About Eve," "Life of Emile Zola" and "Casablanca."

Next live dramatic show to make switch to film will probably be "Big Story," seen on the NBC net.

"Public Defender" star Reed Hadley takes off for 15-city promotion tour for Hal Roach Jr. series in two weeks.

Publicist Len Simpson, looking hale after a two-week hospital stay, reported "operation successful, doctor died." Physician who took Simpson's appendix out died five days later of a heart attack.

Ben Fox, producer of "Waterfront," which will complete 78 pix in August, at which time series will wind up, has two new projects under way but won't talk about either yet. Fox considers himself blessed that "Waterfront" will probably have completed its first run before any competing similar-type show can be launched.

Morgan & Moore

Continued from page 6

half hour in length, is claimed to have sponsors ready to go in at least 30 markets on a co-op basis. Altho the show will be filmed in Hollywood, the production firm

was not disclosed. It is doubtful whether a distributor has been lined up as yet. Initial production is scheduled for 13 weeks, with the full series expected to run on a full schedule of 52 weeks, in 13-week groups. No set format was revealed because of the claimed new filming procedures involved.

Continued from page 14

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Jan. ARR Rating	Top Opposition & Rating
48.	Captured (Mys.), NBC Film	WOR—Th, 9:30-10:00	2.1	Ford Theater, —
48.	Haak McCune (Comedy), Minot TV	WPIX—S, 6:30-7:00	2.1	Range Rider, —
50.	Paragon Playhouse (Drama), NBC Film	WOR—Th, 9:00-9:30	1.8	Dragnet, —
50.	Captured (Mys.), NBC Film	WOR—S, 9:30-10:00	1.8	Max Liebman Presents, —
52.	I Am the Law (Mys.), MCA-TV	WPIX—Su, 8:30-9:00	1.5	Toast of the Town, —
53.	Paragon Playhouse (Drama), NBC Film	WOR—M, 9:30-10:00	1.3	December Bride, —
54.	Crown Theater (Drama), CBS Film	WABC—S, 7:00-7:30	1.1	Gene Autry, —
55.	Dick Tracy (Mys.), Combined TV	WOR—S, 9:00-9:30	0.9	Max Liebman Presents, —
56.	Liberace (Music), Guild Films	WPIX—M to F, 2:30-3:00	0.7	Art Linkletter, —
57.	Madison Square Garden (Sports), Winik Films	WRCA—S, 2:30-3:00	0.6	Cinema 9, —
57.	Florian ZaBach (Music), Guild Films	WPIX—Su, 10:00-10:30	0.6	Loretta Young, —
57.	Half-Hour Theater (Drama), Sterling TV	WABD—Su, 7:00-7:30	0.6	Lassie, —
57.	Inspector Mark Saber (Mys.), Thompson-Koch	WPIX—Su, 8:00-8:30	0.6	Toast of the Town, —
61.	Story Theater (Drama), Ziv-TV	WOR—S, 2:00-2:30	0.3	What in the World?, —
61.	Captured (Mys.), NBC Film	WOR—F, 9:00-9:30	0.3	Playhouse of Stars, —
61.	Story Theater (Drama), Ziv-TV	WOR—Su, 9:30-10:00	0.3	Television Playhouse, —
61.	Hollywood Half Hour (Drama), Consolidated TV	WPIX—Su, 10:30-11:00	0.3	What's My Line?, —
61.	Captured (Mys.), NBC Film	WOR—M, 9:00-9:30	0.3	I Love Lucy, —
66.	Big Playback (Sports), Screen Gems	WPIX—T, 9:00-9:15	0.3	Meet Millie, —

CHICAGO

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

1. Jackie Gleason, WBBM.....53.8	6. What's My Line? WBBM.....40.5
2. I Love Lucy, WBBM.....52.6	7. Dragnet, WNBQ.....40.4
3. Disneyland, WBKB.....44.2	8. Groucho Marx, WNBQ.....40.0
4. Toast of the Town, WBBM.....43.8	9. Your Hit Parade, WNBQ.....39.9
5. This Is Your Life, WNBQ.....42.4	10. Jack Benny, WBBM.....38.5
11. December Bride, WBBM.....38.5	
1. Annie Oakley (West.), CBS Film.....WBKB—Su, 2:00-2:30.....25.5.....City Desk, 3.8	
2. Mayor of the Town (Comedy), MCA-TV.....WNBQ—S, 10:00-10:30.....23.4.....Wrestling, 8.1	
3. Cisco Kid (West.), Ziv-TV.....WBKB—Su, 5:00-5:30.....21.0.....Omnibus, 8.1	
4. Wild Bill Hickok (West.), Flamingo Films.....WBKB—Su, 1:30-2:00.....20.5.....Sunday Showtime, 4.0	
5. Hans Christian Andersen (Child), Interstate TV.....WBKB—Su, 2:30-3:00.....19.0.....American Forum, 3.3	
6. Gene Autry (West.), CBS Film.....WBBM—M to F, 5:30-6:00.....18.4.....Close-Up, 6.0	
7. Badge 714 (Mys.), NBC Film.....WGN—T, 8:00-8:30.....17.6.....Fireside Theater, 19.9	
8. Superman (Adv.), Flamingo Films.....WBKB—S, 5:00-5:30.....17.4.....Frontier Playhouse, 4.5	
9. I Led Three Lives (Adv.), Ziv-TV.....WGN—T, 9:30-10:00.....17.2.....It's a Great Life, 21.7	
10. Janet Dean, R.N. (Drama), UM&M.....WNBQ—S, 10:30-11:00.....17.0.....Wrestling, 9.3	
11. Mr. District Attorney (Mys.), Ziv-TV.....WBKB—F, 9:30-10:00.....15.4.....Person to Person, —	
12. Racket Squad (Mys.), ABC Film.....WGN—T, 8:30-9:00.....15.2.....Red Skelton, —	
13. Cisco Kid (West.), Ziv-TV.....WBKB—S, 4:30-5:00.....15.2.....Frontier Playhouse, —	
14. Favorite Story (Drama), Ziv-TV.....WNBQ—M, 9:30-10:00.....13.8.....Studio One, —	
15. Range Rider (West.), CBS Film.....WNBQ—M to F, 5:00-5:30.....13.1.....Elmer the Elephant, —	
16. Abbott and Costello (Comedy), MCA-TV.....WNBQ—S, 6:00-6:30.....13.0.....Gene Autry, —	
17. Death Valley Day (West.), Pacific Borax.....WBKB—M, 10:00-10:30.....12.4.....Weather; News; Sports, —	
18. Haak McCune (Comedy), Minot TV.....WBKB—Su, 3:30-4:00.....12.1.....Zoo Parade, —	
19. Dangerous Assignment (Adv.), NBC Film.....WBKB—T, 10:30-11:00.....11.7.....Bowling, —	
20. The Visitor (Drama), NBC Film.....WBKB—Th, 10:00-10:30.....11.0.....Weather; News, —	
22. Victory at Sea (Docum.), NBC Film.....WBKB—Th, 9:30-10:00.....11.0.....Lux Video Theater, —	
22. Life of Riley (Comedy), NBC Film.....WGN—T, 9:00-9:30.....10.3.....Truth or Consequences, —	
23. Liberace (Music), Guild Films.....WGN—W, 9:30-10:00.....10.2.....Big Town, —	
24. Boston Blackie (Mys.), Ziv-TV.....WGN—Th, 9:30-10:00.....9.3.....Lux Video Theater, —	
24. My Hero (Comedy), NBC Film.....WBKB—Th, 10:30-11:00.....9.3.....Motion Picture Academy, —	

CINCINNATI

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Jan. ARR Rating	Top Opposition & Rating
26.	Meet Corliss Archer (Comedy), Ziv-TV	WGN—T, 7:30-8:00	8.6	Milton Berle, 27.6
27.	Sherlock Holmes (Mys.), UM&M	WGN—Th, 8:30-9:00	8.5	Ford Theater, —
28.	Inner Sanctum (Mys.), NBC Film	WGN—F, 7:30-8:00	7.6	Topper, —
28.	Hopalong Cassidy (West.), NBC Film	WNBQ—S, 5:30-6:00	7.6	Rocky Jones, —
30.	Range Rider (West.), CBS Film	WBBM—Su, 12:00-12:30	7.4	Ramar of the Jungle, —
31.	Rocky Jones, Space Ranger (Adv.), MCA-TV	WBKB—S, 5:30-6:00	7.0	Hopalong Cassidy, —
32.	Captured (Mys.), NBC Film	WBKB—F, 9:00-9:30	6.9	Line-Up, —
33.	Ramar of the Jungle (Adv.), TPA	WBKB—S, 12:30-1:00	6.6	Ray Rayner, —
34.	Ramar of the Jungle (Adv.), TPA	WBKB—Su, 12:00-12:30	5.4	Range Rider, —
34.	Lone Wolf (Mys.), MCA-TV	WGN—S, 8:00-8:30	5.4	Two for the Money, —
36.	The Falcon (Mys.), NBC Film	WNBQ—Th, 10:30-11:00	4.8	Motion Picture Academy, —
37.	Times Square Playhouse (Drama), Ziv-TV	WGN—Su, 3:30-4:00	4.5	Zoo Parade, —
38.	Florian ZaBach (Music), Guild Films	WGN—Su, 9:00-9:30	4.1	Loretta Young, —
39.	Tales of Tomorrow (Drama), Tee-Vee	WGN—Su, 9:30-10:00	3.8	What's My Line?, —
39.	Paragon Playhouse (Drama), NBC Film	WNBQ—M, 10:30-11:00	3.8	Mages Playhouse, —
39.	Mr. and Mrs. North (Mys.), ATPS	WGN—F, 7:00-7:30	3.8	Mama, —
39.	Wall's Workshop (Educ.), Reid H. Ray Inc.	WNBQ—F, 7:30-8:00	3.8	Topper, —
43.	How Does Your Garden Grow? (Educ.), Internat'l Film Bureau	WNBQ—Su, 1:00-1:30	3.4	Amateur Hour, —
44.	Royal Playhouse (Drama), MCA-TV	WBKB—T, 7:00-7:30	2.8	Milton Berle, —
45.	Life With Elizabeth (Comedy), Guild Films	WBKB—Su, 10:00-10:30	2.4	Courtesy TV Theater, —
45.	All Star Theater (Drama), Screen Gems	WBBM—M, 11:00-11:30	2.4	Mages Playhouse, —
47.	Riff Baker, U.S.A. (Adv.), MCA-TV	WBBM—Su, 10:15-10:45	0.9	Courtesy TV Theater, —

CINCINNATI

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

1. Jackie Gleason, WKRC.....53.1	6. Your Hit Parade, WLW-T.....42.1
2. Groucho Marx, WLW-T.....52.6	7. I've Got a Secret, WKRC.....39.7
3. Dragnet, WLW-T.....44.2	8. Disneyland, WCPO.....39.6
3. Our Miss Brooks, WKRC.....44.2	9. Fireside Theater, WLW-T.....38.9
5. I Love Lucy, WKRC.....43.7	10. Two for the Money, WKRC.....37.3
1. I Led Three Lives (Adv.), Ziv-TV.....WLW—Th, 8:30-9:00.....34.0.....Climax, 21.0	
2. The Whistler (Mys.), CBS Film.....WKRC—W, 9:00-9:30.....30.4.....College Basketball, 21.6	
3. Cisco Kid (West.), Ziv-TV.....WCPO—Su, 6:00-6:30.....30.0.....Omnibus, 11.1	
4. Favorite Story (Drama), Ziv-TV.....WCPO—T, 7:00-7:30.....21.8.....Dinah Shore: News, 23.3	
5. Superman (Adv.), Flamingo Films.....WLW—M, 6:00-6:30.....21.5.....Early Home Theater, 10.0	
6. Wild Bill Hickok (West.), Flamingo Films.....WLW—S, 6:00-6:30.....19.9.....Frankie Laine, 4.1	
7. Death Valley Days (West.), Pacific Borax.....WKRC—F, 10:30-11:00.....19.4.....Dollar a Second, 15.1	
8. Annie Oakley (West.), CBS Film.....WLW—W, 6:00-6:30.....18.7.....Hopalong Cassidy, 9.5	
9. Mr. District Attorney (Mys.), Ziv-TV.....WLW—T, 10:30-11:00.....18.1.....Stop the Music, 15.9	
9. Passport to Danger (Adv.), ABC Film.....WLW—T, 10:00-10:30.....18.1.....Elgin Hour, 20.3	
11. Star and the Story (Drama), Official Films.....WKRC—T, 8:00-8:30.....17.1.....Milton Berle, —	
12. Badge 714 (Mys.), NBC Film.....WLW—Su, 7:00-7:30.....16.4.....You Asked for It, —	
13. Meet Corliss Archer (Comedy), Ziv-TV.....WLW—W, 10:30-11:00.....16.2.....Blue Ribbon Bouts, —	
14. Hopalong Cassidy (West.), NBC Film.....WKRC—Su, 2:00-3:00.....13.5.....Sunday Theater, —	
15. Range Rider (West.), CBS Film.....WLW—T, 6:00-6:30.....13.3.....Early Home Theater, —	
16. Ramar of the Jungle (Adv.), TPA.....WLW—F, 6:00-6:30.....12.7.....Early Home Theater, —	
17. Dick Tracy (Mys.), Combined TV.....WLW—Th, 6:00-6:30.....11.4.....Early Home Theater, —	
18. Hopalong Cassidy (West.), NBC Film.....WKRC—W, 6:00-6:30.....9.5.....Annie Oakley, —	
19. Liberace (Music), Guild Films.....WCPO—Th, 8:00-8:30.....8.8.....You Bet Your Life, —	
20. Ramar of the Jungle (Adv.), TPA.....WLW—S, 9:00-9:30 a.m.....7.6.....Cartoons, —	
22. Madison Square Garden (Sports), Winik Films.....WKRC—W, 6:30-7:00.....6.2.....Norby, —	
23. Dick Tracy (Mys.), Combined TV.....WLW—S, 8:30-9:00 a.m.....5.6.....FOP Quiz, —	
24. Yesterday's Newsreel (Docum.), Ziv-TV.....WLW—T, 11:15-11:30.....5.1.....Shock: Home Theater, —	
25. Half-Hour Theater (Drama), Sterling TV.....WLW—Su, 3:00-3:30.....4.3.....Sunday Theater, —	
26. Frankie Laine (Music), Guild Films.....WCPO—S, 6:00-6:30.....4.1.....Wild Bill Hickok, —	
27. James Mason (Drama), NTA.....WCPO—Su, 11:00-11:15 a.m.....0.6.....Theater for Youth, —	

To Probe Need of Juke Bill Hearings

By BEN ATLAS

WASHINGTON, Feb. 12.—The Senate Judiciary Subcommittee on Copyrights, Patents and Trade-Marks is expected to begin deliberations soon on whether to hold hearings on the Kilgore bill to end the juke box copyright royalties exemption.

The subcommittee, which was organized this week for the new Congress, is expected to get formal requests for hearings from the Phonograph Manufacturers' Association,

the Music Operators of America and others opposed to the bill sponsored by Sen. Harley M. Kilgore (D., W. Va.), chairman of the Senate Judiciary Committee, and nine other senators.

The newly organized Senate Judiciary Subcommittee on Copyrights, Patents and Trade-Marks was named this week by Senator Kilgore as follows: Sen. Joseph C. O'Mahoney (D., Wyo.), subcommittee chairman; Sen. Olin D. Johnston (D., S. C.), and Sen. Alexander Wiley (R., Wis.).

With the naming of this subcommittee, prospects for the Kilgore bill to reach the Senate floor were greatly enhanced. Two of the subcommittee members—Senators O'Mahoney and Johnston—are among the 10 co-sponsors of the anti-exemption bills. Senator Wiley was chairman of the subcommittee which last year shelved the McCarran anti-exemption bill.

If usual procedure is followed, the subcommittee will be first to deliberate on the legislation and, if it deems a hearing necessary

(Continued on page 96)

SOUND OFF ON SOUND LEVEL

NEW YORK, Feb. 12.—Who did what first, sometimes concerns technical men as much as their creative brethren. And this week RCA Victor engineers were showing some pique over claims by Columbia Records that it had established a sound level standard for 45 r.p.m. disks (The Billboard, February 12).

On Victor home grounds it is bruited around that Columbia's "standard" is a carbon of the specifications set by Victor when it introduced the new speed over five years ago. At that time technical data was made available to all diskeries.

Victor Moves To Reduce LP Prices Abroad

NEW YORK, Feb. 12.—RCA Victor may spearhead a move to reduce the price of LP's in Europe. Altho no timetable has been set for such a step, the possibility of such a reduction was one of the topics discussed by company execs in Paris last week.

Meeting in Paris were George R. Marek, Victor director of artists and repertoire; Roy McClay, plant manager, and Al Waters, international division exec. The American officials met with Victor reps from Italy, Spain, France, Belgium and Holland. RCA has its own plants in Italy and Spain. In France, Belgium and Holland, its wax is distributed by Disel, a firm with headquarters in Brussels.

It is felt by the Victor brass that lower prices would increase record sales abroad substantially. The decision to cut lists, however, have to be made by the European affiliates.

Marek said there were no dis-

(Continued on page 28)

Kaland Quits Post At Station WNEW

NEW YORK, Feb. 12.—Bill Kaland, program director at indie radio station WNEW here, resigned that post suddenly this week. Altho Kaland's resignation is effective next Friday (18), WNEW, as yet, has named no replacement. Kaland will announce his new affiliation shortly.

Meanwhile, the station's new general manager and co-owner, Richard D. Buckley, has appointed Jack Beaton to the indie's sales staff, following the recent resignation of assistant sales manager Bert Lambert, who has since joined Ziv's sales department.

Beaton most recently served as account exec with John Blair & Company, the station representative outfit of which Buckley was proxy at one time. He is the second ex-Blair staffer to join WNEW, the first being Dick Gerkin.

Disk Industry Org Enters Fourth Year

Annual Report Highlights Group's Key Objectives for Current Year

NEW YORK, Feb. 12.—The Record Industry Association of America, Inc. moved into its fourth year this week with the issuance of its third annual report.

Highlighted in the 14-page booklet are RIAA aims for the current year. Key drives are planned toward repeal of the federal excise tax on records, to gather and issue industry-wide statistics, to set industry-wide standards for tape recordings, to have an "anti-piracy" bill enacted, to battle publisher attempts to collect royalties on tunes published prior to 1909.

The RIAA is also expected to launch a drive to increase its membership. Currently the association has 41 record manufacturer members. On March 31, the association will hold its annual membership meeting here during which a new board of directors will be elected. The directors, in turn, will elect the officers. Columbia Records' president Jim Conkling is current president.

During 1954 the association's various committees met a total of 34 times, with the legal, engineering, AFTRA and excise tax committees most active. Other committees which met were statistical, sales, traffic, educational and promotion.

Report Noted

The report notes, "It seems to be the consensus of record manufac-

turers that the transition from the use of 78 r.p.m. to 45 r.p.m. records by disk jockeys is the most important economic development which occurred in the record industry during 1954."

Current membership roster of the RIAA includes the following manufacturers: Angel, Ansonia, Apollo, Atlantic, Bartok, Benida, Cadence, Capitol, Cherokee, Children's Record Guild, Circle, Clef, Columbia, Decca, DeSavoy, Dot, Empire, Folk Dancer, Folkways, Jubilee, Kapp, Life, London, Sharp, Mercury, M-G-M, Mood, RCA Victor, Replica, Romany, Russell, Shelby, Simon & Schuster, Square Dance, Standard, Star, Valentino, Vox, Windsor, Word and Zodiac.

Executive Secretary John W. Griffin compiled the report for the Association.

'PLEDGING'

Two Pubbers Claim Title to Sales Rights

NEW YORK, Feb. 12.—The sentiments expressed in the hit tune "Pledging My Love" are not shared by Wemar Music and E. H. Morris, each of whom insists on clear title to the ditty's selling rights.

Last week it was disclosed that Don Robey, president of Duke Records and Lion Musical Publishing, sold the rights to Morris. But George Wiener, Wemar chief, who has already published sheet music on "Pledging," claims a prior "offer and acceptance" contract with Robey.

Wiener states his negotiations for

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Deejay Freed Opens B'klyn Para to Flesh

NEW YORK, Feb. 12.—The 4,400-seat Brooklyn Paramount will reopen for flesh entertainment during Easter week when disk jockey Alan Freed (WINS here) moves into the house with his "Rock and Roll Easter Jubilee" of rhythm and blues talent. The deal was set this week for the Freed package to play four to seven shows a day for the entire week. It is believed that his WINS deejay show will emanate from the theater during that week.

Thus far talent set includes Red Prysock, the Clovers, the Moon Glows, LaVerne Baker, Danny Overbea, the Penguins, B. B. King and Al Sears. Negotiations are now on for Roy Hamilton and the Count Basie band.

Promoting the date is the Sieg Music Corporation, outfit consisting of Freed, Lew Platt, Morris Levy and WINS which has organized to promote personal appearances dates for Freed. This will be Freed's first theater appearance.

King Cole to Sing in 'Kiss'

HOLLYWOOD, Feb. 12.—A deal has been concluded by producer-director Robert Aldrich whereby Nat (King) Cole will sing on the main title sound track and in two sequences of the United Artists picture, "Kiss Me Deadly." Cole will sing a tune especially written for the film, "I'd Rather Have the Blues," by Frank DeVol, who also composed and conducted the background score. Song will also be released by Capitol Records.

ENDORSEMENT

Name Plugs in Webcor Hi-Fi Equipm't Ads

CHICAGO, Feb. 12.—Webcor announced this week a new program aimed at endorsement of its high-fidelity products which will be incorporated in the firm's advertising for the first half of this year. The new set-up involves the use of a panel of independent experts to verify the high-fidelity performance of the firm's phonographs, tape recorders and record changers, according to S. T. Seaman, marketing director.

Included on the panel will be music critic Milton Cross, violinist Yehudi Menuhin, composer Hoagy Carmichael, band leader Guy Lombardo, tenor James Melton and actor Sir Cedric Hardwick. Seaman said the approval of these experts and the theme, "Verified High Fidelity," would be the highlight of the firm's advertising campaign now in progress.

"There is no doubt that public interest in high fidelity is spreading every day, but there are almost as many definitions of the words as there are hi-fi fans or manufacturers," he said. He added, "With more than 50 manufacturers in the industry, many of them using the term high fidelity on products in all price ranges, it is not surprising that the public has become confused. To help the customers as well as the Webcor dealers and distributors, we have asked these independent experts to put their personal stamp of approval on Webcor instruments."

Seaman said a verified hi-fi seal would be used on all Webcor hi-fi units and would be featured in four full-color pages in Life magazine, Saturday Evening Post, This Week and Parade. The Sunday supplement ads will contain listings of local dealers. Added to this, 24-sheet posters will be used in 109 markets during March.

Store display and direct mail material tying in with the panel of experts will be available to dealers thru their distributors, and the entire cost of the program will be absorbed by the factory.

Camden Sets EP Releases For Deejays

NEW YORK, Feb. 12.—Good response to a sample deejay mailing by Camden Records has led the RCA Victor subsidiary to institute a program service for radio stations on a regular basis. The label will mail out two or more pop EP's out of each monthly release to a selected list of 250 platter spinners.

The test disk was Jack Haskell's rendition of four current click tunes on Camden's "Today's Hits" series. Among those to be shipped in future releases are EP's by Don Cornell, Mindy Carson and other artists with sides in the Camden vaults, in addition to subsequent "Today" EP's. The disks will be sent in the commercial jackets.

Victor Offers Time-Payment Fixture Plan

NEW YORK, Feb. 12.—A time-payment plan to finance dealer purchases of fixtures featured in RCA Victor's store-modernization program was announced this week by Manie Sacks, vice-president and general manager of the Victor record department.

Under the program, record dealers are being offered a selection of 18 store fixtures designed and manufactured by W. L. Stensgaard & Associates. The program is being sponsored by the diskery as an aid to dealer conversion to self-service (The Billboard, February 12).

The time-payment plan permits dealers with acceptable credit to stagger payments for up to a year, after a 20 per cent down payment on purchases of \$250 or more. Interest charges will average less than 6-1-2 per cent a year, Sacks said. Dealers not wishing financing may purchase the fixtures on open account.

Dealers will purchase the units from Stensgaard direct. Finance paper will be handled by the Commercial Credit Corporation.

Decca Choir Disks Issued for Kiddies

NEW YORK, Feb. 12.—Decca is releasing its recent "sleeper" hits "Open Up Your Heart" and "The Lord Is Counting on You" by the Cowboy Church Sunday School Choir as a kiddie set.

The label decided to package the platter for the field, on the basis of dealer and consumer requests.

out next week

THE BILLBOARD'S 1955 Record-Phono Sales Opportunity Number

... with many specific, detailed facts and figures uncovered by a brand new edition of The Billboard's Continuing Survey of Record-Phono Dealers, such as:

What is the dollar relationship between record and phono sales?

What types of phono and phono combination sets sold best in '54?

What popular phono price ranges are being offered by record-phono dealers to consumers?

Don't miss the big, important issue dated February 26

(out next week)

VOX JOX

By JUNE BUNDY

THIS 'N' THAT: Murray Kaufman, WMCA, New York, spent three days in a local hospital this week for a difficult tooth extraction. The deejay is now emceeing record hops twice weekly from the Boulevard and the Patio niteries in Long Island. . . . Color magazine carried a layout on Kae Williams, WHAT, Philadelphia, in its January issue. The spread dubbed Williams Philly's busiest deejay. His most recent activity was an entertainment for 1,600 underprivileged youngsters at a show sponsored by a local businessmen's association. . . . Windy Wes Miller, KBAK, Bakersfield, Calif., writes: "Como's new rhythm and blues disk is less irritating than most of the r.&b. tunes. This is the turning point. R.&b. is on the way out now." . . . On other hand, Dan Anderson, Minneapolis, says, "R.&b., plus vocal harmony, is all the rage here in the twin towns." . . . W. K. Berry, KWCO, Chickasha, Okla., goes along with Anderson, and reports r.&b. is still "hot" in Oklahoma. However, Berry adds, "Here at KWCO, we try to keep from playing the more radical r.&b. numbers and generally wait until the tune is made by an artist in the pop field."

SPONSOR TALK: The Gillette Razor Company conducted a scientific study to determine which Boston deejays would do the best selling job for them before they bought a 52-week saturation schedule on Symphony Sid's show over WBMS, and Bob Clayton's program on WHDH. The boys were declared Boston's two top deejays, according to a survey conducted for Gillette by the Edward J. Noonan Market Research Organization. This is the fifth national sponsor bagged by WBMS in the last 10 months. . . . Pepsi-Cola has renewed Jim Lounsbury's "Bandstand Matinee" over WGN-TV, Chicago, for another 13 weeks, while WGN has added another half hour to Lounsbury's Saturday morning radio show. . . . Bob Wery, WHOK, Lancaster, acquired three more sponsors for his four-hour show—Deans Potato Chips, Lancaster Roller Rink and The Glass Bar. . . . The Coca-Cola Bottling Company of New York has signed as the major sponsor of "Party-Time," Tedd Lawrence's new deejay show over WMCA, New York. The Monday thru Saturday evening show features dance band disks and has a tie-up promo-

(Continued on page 54)

DEALER DOINGS

By JUNE BUNDY

AIR PLUGS: The Katz Drug Company, Kansas City, Mo., is sponsoring a record show over WDAF-TV tagged "Katz TV Teen Town." The program, aired from 4 to 5 p.m. on Sundays, is played against a drugstore soda fountain setting, with a different school represented each week. About 50 teen-agers are invited to appear on each show and enjoy dancing and soft drinks. Katz also invites a name recording artist to sign autograph books and preside over a special session of his own platters. The local Parent-Teachers Association has endorsed the show, and Katz has a waiting list of schools which wish to be represented on the program. . . . Meanwhile, Cadence's Archie Bleyer is airing a two-hour deejay show from the window of his Music Center store in Hempstead, N. Y., over WKBS, Mineola, N. Y. The Saturday afternoon show jammed the sidewalks the first week; so plans are underway to reinforce the window.

JUST BROWSING: Mrs. Clyde Littleton, Clyde's Radio Service, Lenoir City, Tenn., writes, "This price change is a mess, altho it didn't hurt me, since I don't sell many LP's. It would be okay if they would all get together, but Columbia had to be different. We don't even get a release sheet from them anymore. If it weren't for The Billboard, we would be lost. After taking stock the first of the year, I only had 21,000 of the 89-cent singles, not counting all the EP's, kiddie stuff and 78 albums. . . . These hillbillies have really gone to the rhythm and blues. Most of my sales are r.&b. here in the shop, but all the mail orders are still hillbilly. If it weren't for mail orders, Roy Acuff and the rest of the boys would be out. But we love it all." . . . Phyllis O. Barr, The Record Barr, Jesup, Ga., reports, "Thru the disk jockey shows on our local station (we have a reciprocal deal with the station) we are going to have a contest to pick the most popular record of 1954. Three categories will be used—country and western, pop and rhythm and blues. We are apt to get the last named mixed, since pop customers buy so much r.&b. now. A single EP package will be the prize. The album will feature the recording artist picked from the best letter in each category."

DETROIT: Ben Pearlman has effected a new promotional tie-up in the music field here, by establishing the Benji Palmer Studio Record Shop alongside his Benji Palmer Dance Studio. The two shops open into one another for the convenience of Pearlman's pupils whom he expects will become his first disk customers. The record shop will specialize in Latin-American and dance tempo platters, according to Pearlman, who has been in the music business both in Detroit and in Miami Beach.

JUKE BOX WRAP-UP

Approximately 175 guests, including recording artists, disk jockeys, city, State and county officials and newspapermen, attend music operator fete in Detroit. City-wide co-operation marked for second teen-age party sponsored by juke box association.

H. C. Evans & Company, phonograph manufacturer, halts production. William Hood, president, reports shutdown a temporary arrangement. Firm still shipping carnival equipment.

Juke box exports top \$1 million mark in October, 1954. Ten-month figure hits over \$8 million. Leads 1953 totals by better than 93 per cent.

Dime play on nation's phonographs gains momentum. Hartford operators report conversions to increased price two-thirds finished. New counties in Northeastern Ohio added to list of areas going to smaller coin.

Tommy Mara, M-G-M recording artist, announced that all royalties on tune "Pledging My Love" to be turned over to Ohio Boys Town. Music operators support tune, call it Cleveland Hit of the Month. Juke boxes in city will sport decals telling of Mara's donation.

For full details on these stories see Music Machines department beginning on page 96.

VIDEO SONGS

Coral Label Specializing In TV Names

NEW YORK, Feb. 12. — Another attempt to make a record via a showcasing on a video dramatic show will be made Sunday, March 6, when NBC-TV's "Philco TV Playhouse" stars Johnny Desmond in a specially written drama with music.

The play's theme song is being penned by Howard Dietz and Arthur Schwartz, and Coral plans to have Desmond's recording of same in the hands of dealers by the night of the telecast. Dietz and Schwartz were commissioned by Philco to write the tune.

Several labels have tried the stunt since Joan Weber had her big click with "Let Me Go, Lover" on CBS-TV's "Studio One," including Columbia with Johnnie Ray's "Paths to Paradise" and Capitol's "A Toast to Lovers" which Bob Manning introduced on the Jackie Gleason show.

Desmond himself tried the stunt more than a year ago, when he played a night club singer on CBS-TV's "Danger" and warbled a special lyric to the show's title theme. Coral followed thru with a waxing of the ditty, but nothing much happened. Desmond will enact a similar role in the Philco telecast, as the singing bandleader partner of a night club comic. Philco, incidentally sponsors Desmond's disk jockey show over the Mutual radio network.

Build TV Roster

Meanwhile Coral toppers Norm Wienstroer and Bob Thiele are building a roster of artists with strong TV followings, and both execs are firmly convinced that the extra video plugs were a major contributing factor to Coral's sales picture for 1954.

For instance, the McGuire Sisters are heard and seen on Godfrey's CBS and CBS-TV shows five times a week; the Modernaires warble a five-day week on Bob Crosby's network TV airtel; Steve Allen, Eydie Gorme and Steve Lawrence plug their platters repeatedly on Allen's NBC-TV "Tonight" show; and, until recently, Johnny Desmond was a five-day-a-week performer on ABC-TV's "Breakfast Club." Lawrence Welk's West Coast TV show may shortly be expanded to cover a network, and Les Brown is a regular musical fixture on all of Bob Hope's TV programs.

In addition to the TV regulars, Coral aids all of its artists to make as many TV guest shots as possible to plug their latest platters. Teresa Brewer, for instance, is booked on Perry Como's show again Wednesday (16) and for the Ed Sullivan show February 20. Billy Williams appears on Tony Martin's NBC-TV show February 21, and Don Cornell is booked for a full two weeks on Jack Paar's daily CBS-TV airtel "The Morning Show," starting the week of February 24.

Decca's Special Catalog Steps Up Promotion on Jazz

NEW YORK, Feb. 12.—Decca Records is readying special promotion plans for its jazz catalog. Litho books, containing 80 Decca jazz albums, will be presented to dealers, along with special display material.

The decision to re-emphasize the label's jazz packages was sparked by the unusual sales success of Decca's "The Wild One" album in 1954, and the label expects to step up its production of jazz packages this year.

Decca's new jazz order blank has eight general sections—Dixieland, Gems of Jazz, Progressive Jazz, Piano Jazz, Swing and Dance, Easy Listening, International Jazz and a special segment all his own for Louis Armstrong. The line-up, dating back to 1934, includes such all-time jazz greats

MISS BUNDY IS 'VOX JOX' GAL

NEW YORK, Feb. 12.—The "Vox Jox" column in The Billboard will, from now on, be written by Music department staffer June Bundy. Charlotte Summers, who has been writing the column for these many months, is now devoting all her editorial efforts to the TV Film department and is now assigned to write the "TV Film Purchases" column.

Miss Bundy, of course, is no newcomer to either The Billboard, the music-radio business or the "Vox Jox" column. She joined The Billboard in January, 1948, and deejays will remember the many years she wrote the column. Besides, she's the prettiest reporter on any trade paper. Wanna bet?

DIVERSIFIES

Elgin Buys American Microphone

ELGIN, Ill., Feb. 12.—J. G. Shennan, president of Elgin National Watch Company, announced this week that his firm had purchased the American Microphone Company, Pasadena, Calif. The price was not disclosed. The newly acquired firm manufactures microphones, mike accessories, phonograph accessories and other communication equipment.

The purchase was part of the company's planned diversification program, it was announced. Under the new set-up, it was disclosed that work will begin almost immediately on two projects for further miniaturization of components in the phonograph and television fields.

In the phonograph field, the firm will begin concentration on the miniaturization of pick-up cartridges in an effort to diminish their size and weight. This, it was reported, would give high-fidelity owners less drag on their records and consequently longer wear on disks as well as needles.

In the television field, concentration will begin on the miniaturization of microphones which are said to be too bulky for correct use on television. The firm announced that, for the present, it would only concentrate on component products rather than end product units, altho Shennan stated, "the move will permit Elgin to enter the commercial electronics field to seek and to develop communications markets with such items as tape recorders, dictating machines and mobile communications equipment."

A spokesman for the firm stated that the experimental move in miniaturization is a natural for Elgin because of its background skill in the miniature precision watch industry which can be applied to miniaturization in most any field.

ABC's Woolworth Pitch May Land In NBC Net Lap

NEW YORK, Feb. 12. — The Woolworth 5- and 10-cent store chain was scouting around this week for an hour show on one of the radio webs. ABC reportedly went to the chain originally and sold it on the idea of buying network radio.

However, once Woolworths became interested in the deal, it started shopping around. As a result, the chain is now dickering with all four networks, with NBC said to be the top contender with an hour musical show. It would be the chain's first plunge into network radio.

as Red Norvo, Lionel Hampton, Charlie Ventura, Eddie Condon, Kid Ory, Pete Dailey, Billie Holiday, Eddie Heywood, Ella Fitzgerald, Mildred Bailey, Bunny Berigan, Count Basie and Jimmy Lunceford.

8,000 Attend Coast Audio Fair Opening

HOLLYWOOD, Feb. 12.—Approximately 30,000 high-fidelity enthusiasts and neophytes were expected to crowd into the Alexandria Hotel here for the third annual Los Angeles Audio Fair, which opened here yesterday (11).

Opening day attendance was estimated at 8,000, with an additional 22,000 expected to attend the three-day meet.

With approximately 100 exhibitors from the U. S. and Europe displaying a multi-faceted range of high-fidelity equipment, the show loomed as the most comprehensive of its kind to appear here thus far.

The show, open to the general public without charge, and sponsored by the Los Angeles section of the Audio Engineering Society in co-operation with the Audio Components Distributors' Association, occupied six floors of the Alexandria Hotel.

Current show marked the absence of complete set manufacturers, i.e., RCA Victor, Philco, Hoffman, etc., who were excluded from exhibiting. Only manufacturers of high-fidelity components, in addition to suppliers, recording companies and tape manufacturers were invited to exhibit this year.

Plugged Via TV

Interest in the show was stimulated via a paid preview telecast of the show via Station KTLA on Thursday (10).

Highlight of the show is an in-person recording demonstration by Capitol Records singer Bobby Milano and a group, designed to prove that a recording can sound more life-like than a live performance. Complete recording and playback equipment was set up in the main ballroom of the hotel, with Milano cutting a session, subsequently played back to the audience. Latter then heard the same selection as recorded on master tape in Capitol's studios, and finally the finished recording. Demonstration was emceed by maestro Stan Kenton and presented three times daily during the meet.

Exhibitors Strong

Component parts distributors were quartered under one roof—a division of manufacturers and local hi-fi dealers. Virtually every manufacturer of sound equipment, recording media and accessories, other than complete assemblies, were in evidence. Among those exhibiting were V-M Corp., Thorens Co., Stephens Manufacturing Corp., Rek-O-Kut Co., Reeves Soundcraft Corp., Pilot Radio Corp., Newcomb Audio Products, Pentron Corp., Magnecord, Minnesota Mining & Manufacturing Co., James B. Lansing Sound, Inc., and Fisher Radio Corp.

Record companies in attendance were Capitol Records, Inc.; California Record Distributors, London, Columbia, Mercury, Westminster, Angel Records, Urania and Haydn Society.

Technical sessions under the aegis of the Audio Engineering Society were conducted on February 10-11 by members of the Society.

McGuire Sisters Draw Big At R. I. Auto Show

ROCK ISLAND, Ill., Feb. 12.—The McGuire Sisters, in their three-day appearance here last week at the Quad City Automobile Show, according to Vernon Trevelyan, chairman of the Quad City Auto Dealers, "broke every existing record for single-night attendance at the armory."

Trevelyan said, "Never before in the history of our organization have we had such a strong attraction."

G. LaVerne Flambo, director of the show, stated the first-night attendance ran upward of 6,500 with lines of people still outside. According to witnesses, there was no standing room left from the stage to the balcony.

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TALENT TOPICS

TO CONVERT TRIANON INTO AUTO SHOWROOM . . .

The Trianon Ballroom, Southgate, Calif., dance palace that has long played to many of the nation's top name bands, will be converted into an automobile showroom. Cite was leased by owner Horace Heidt to an auto dealer for a 10-year period at a reported rental of \$25,000 per year. Ballroom was built in 1940 and subsequently purchased by Heidt in 1942. Location was exceptionally profitable during the war years, the business during the past eight years has dwindled.

CLIFF AYRES OPENS KY. DANCE BARN . . .

Cliff Ayres, singer and head of Emerald Records, has opened a dance barn, the Melody Acres, in Covington Downs, Ky. Ayres is presenting floor shows featuring country performers nightly, and round and square dancing is featured on Friday and Saturday nights.

LERROY HOLMES FORMS DANCE ORCHESTRA . . .

Leroy Holmes has organized a dance band and will start cashing in on his M-G-M record fame, via bookings at college dances across the country. Holmes played his first date Friday (11) for Seton Hall at the Sheraton-Astor Roof here. The band-leader is also already booked for prom dates by New York University, Rutgers and Princeton. Holmes will also cut his forthcoming M-G-M dance albums with the new aggregation.

DELBRIDGE, O'HALLORAN FORM NEW DET. FIRM . . .

A new partnership has been formed by Del Delbridge, for many years co-owner with the late Charles Correll of the Delbridge and Correll orchestra and entertainment firm, Detroit. Delbridge has now established the Delbridge & O'Halloran firm, at the same downtown business location, with his co-partner, William O'Halloran, formerly a salesman with Delbridge and Correll.

HARTFORD TERRACE ROOM SWITCHES TO BANDS . . .

One of the largest supper clubs in Hartford, Conn., 375-person capacity Terrace Room of Hotel

Statler, has tossed in the sponge as far as floor shows are concerned in favor of continuous dinner and supper dance music, provided by two musical units—Clair Perrault's orchestra and the Cosmo Trio. It's understood the Hilton-Statler chain will resume flesh productions later on in the year. Meanwhile, dance music will be offered Mondays thru Saturdays in the de luxe room. The concluding show, Saturday (5), featured harpist Robert Maxwell.

ANDY GRIFFITH GETS TV DRAMA ROLE . . .

Andy Griffith, comic, and Capitol Records artist, has landed the lead role in the forthcoming U. S. Steel Hour TV version of the book "No Time for Sergeants." The dramatization will be presented on March 15 over the ABC network.

EDDY ARNOLD GETS NEW POP BOOKINGS . . .

Eddy Arnold will guest on Horace Heidt's NBC-TV show Saturday, March 12. The program, which will originate from Chattanooga, Tenn., is one of several pop bookings lined up for the country and western artist. Meanwhile he is scheduled to appear at the Home Exhibition Show in Washington, and is continuing production on his TV-film series. Incidentally, the film series blends pop and c.&w. in its musical format, still another indication that Arnold is moving more toward the pop market.

Don Cornell has been invited to star in the 43d annual auto show in Detroit in 1956. Cornell headlined this year's show, along with the Fontane Sisters and the Gaylords. . . . Jaye P. Morgan will guest at the 1955 Yale Junior Prom. . . . The Crew Cuts will play the El Rancho Vegas in Las Vegas,

Guitarist Johnny Smith is set for a week at Storyville in Boston, then in Detroit, St. Louis and Columbus, O., for location engagements with his group. . . . The Woody Herman ork is making a series of kinescopes for the ABC network. The ork leader will head up a show which will have a variety format. . . . Tony Martin opens at the Fontainebleu in Miami Beach on February 9 for two weeks. . . . Friar Frederic Vonn, comic-pianist, has returned from his 20th tour of Africa and Europe. He will present his show in Pittsburgh shortly.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Buddy and Marion Durham, in their fifth month on WWVA, Wheeling, W. Va., now have an early-morning program, 6-6:30, Monday thru Friday; an afternoon shot, 4:15-4:30, Monday thru Friday; two spots on Saturday, 9:15 a.m. and 2:30 p.m., besides their regular appearance with the "WWVA Jamboree" each Saturday night from the Virginia Theater, Wheeling. Other acts on "Jamboree" are Doc Williams and His Border Riders, Stony Cooper and Wilma Lee, Big Slim, Bud Mesiner, Maybelle Seiger and Her Country Gentlemen, Dusty Owens, Gene Hooper, Crazy Elmer, and Hardrock Gunter, emcee.

Red Selover and His Southerners returned to the States last week from a five-month tour of the Far East and the Pacific Islands for USO Camp Shows, Inc. They spent a month in Japan and two months in Korea, and wound up the trek in Hawaii. While in Japan, they were the first American act ever to appear on Japanese television via NTV in Tokyo. In the group are Lucky Moore, electric guitar and baritone; Bob Beane, violin and tenor; Chubby Howard, steel guitar; Red Perkins, rhythm guitar and voice; Red Selover, bass and comedy emcee; the Brooks Sisters, singers.

Carl Smith and the Tunesmiths journeyed to the Jim Beck Studios in Dallas last week to cut four sides each for Columbia. It was the Tunesmiths' initial waxing for that label. . . . "Western Jamboree," sponsored by Sally Starr and Jessie Rogers,

pulled good business to Philadelphia's Town Hall recently. Featured, besides Sally and Jessie, were Jimmy Dickens and His Country Boys, Del Wood and Pete Taylor. Sally and Jessie have been doing a good job in the Philly sector for more than six years. "Sally Starr Jamboree" is heard daily over WJMJ, while Jessie has been doing local television and cutting records for M-G-M. Webb Pierce headed up a "Grand Ole Opry" unit at Philly's Town Hall last Friday (11).

Upcoming guests on the ABC-TVer, "Ozark Jubilee," featuring Red Foley, include the Davis Sisters, February 19, and Eddie Dean, March 5. Tentatively set are Goldie Hill, March 12; Justin Tubb, 19, and Rex Allen, 26, all booked by Bill King, Louisville. The Tadpoles, 12 youthful square dancers ranging in age from 3 to 9 years, were featured on "Ozark Jubilee" last Saturday (12). Their parents, the Bullfrogs, also numbering 12, will appear on the program next Saturday (19). "Jubilee," currently airing from the limited studios at the University of Missouri, Columbia, will move to its old origination point, the refurbished Jewel Theater, Springfield, Mo., about April 1, according to Don Richardson, "Jubilee" tub-thumper.

Mel Price and His Santa Fe Rangers have just begun their ninth year at WASL, Easton, Md., where they are heard daily at 12:30 p.m., while doubling on personals in the area. Others in the unit are Bob Fluharty, Kenneth Fairbank and Gene

(Continued on page 49)

RHYTHM & BLUES NOTES

By BOB ROLONTZ

In case anyone hasn't heard the news, the writer of this column will be leaving The Billboard in two weeks to join the reactivated Groove label, r.&b. subsidiary of RCA Victor. Our new job is head of a.&r. for Groove, and we hope to turn out the type of swinging r.&b. wax that has taken the country by storm these past nine months. We want to thank our many friends for the news tips, general info and good times they have shown us over the three years that we have been handling the column. Please don't stop sending in those news tips, release sheets, et al, to The Billboard. Rhythm and Blues Notes will continue to bring you all of the news and all of the views of the r.&b. field, including talent, agency and record news.

A new tribute to the late Johnny Ace has been brought out by Jubilee Records. It is sung by thrush Patti Jerome. Speaking of Ace, it has been learned that Duke Records has signed another Ace for the label, the brother of Johnny. His name is Buddy Ace, and he has just finished a stint in the

Armed Forces. From what we hear his voice bears a close resemblance to his brother's.

Thrush Ruth Brown, after having her baby a few weeks ago, made her first public appearance the other night at The Birdland Club in New York to dig the music of the great Count Basie ork. Also in the audience drinking in that Basie beat were La Verne Baker, disk jockeys Alan Freed and Jack Walker, Okeh a.&r. chief Marvin Holtzman and Boston jazz record distributor Cecil Steen.

Atlantic Records has signed the Regals and the Cookies. Both of these groups were formerly on the Lamp label, an Aladdin subsidiary. The Cookies are an all-girl group, whose success leads us to believe that girl groups have a chance of becoming popular in the r.&b. field again, just as they have done in pop. . . . Patti Anne, lovely vocalist and daughter of the Eddie Mesners of Aladdin Records, has cut the novelty ditty "Shtiggy Boom" for the label.

DISK NAMES

Pull Record Crowd Into Auto Show

ROCK ISLAND, Ill., Feb. 12.—Using high-budgeted disk names on the entertainment bill, the 1955 Quad-City Autorama here (January 29-February 6) broke all previous attendance records with a total of 44,907 admissions. Acts included the McGuire Sisters, Coral Records group who currently are riding with the best seller "Sincerely"; Decca's Red Foley and His Ozark Jubilee, Jerry Murad's Harmonicats and the Crew Cuts.

The McGuire girls appeared for four days and pulled capacity audiences. They shared the program with the Harmonicats. The Crew Cuts opened the show, playing for two days, followed by Foley's group. Latter were on for three days.

Kitty Kallen had been booked but was forced to cancel because of film commitments. The McGuires were booked instead.

In past years the automobile show featured name bands but this year G. LaVerne Flambo, manager of Station WQUA, Moline, and manager of the auto show, switched the booking policy. According to Vernon Trevelyan, of Davenport, chairman of the committee of Quad-City Automobile Dealers' Association, one out of every five persons in the Quad-Cities attended the show.

Two Pubbers

• Continued from page 25

the tune with Robey began many weeks ago. After preliminary sparring, Robey stipulated conditions for the sale of a half interest in the copyright in a letter dated January 15, according to the Wemar head. These were accepted and verbally confirmed via telephone, and arrangements made for Wiener to plane to Houston to ink the pact and turn over a \$5,000 consideration to Robey, the former said. The day before he was to leave, Wiener continued, a night letter arrived from Robey calling off the deal.

However, Wiener stresses his view that the deal had in fact already been consummated. He is proceeding to exploit the copyright as if no hitch had developed.

Both Wiener and Morris have informed sheet music wholesalers and diskeries of their claims. Observers predict that the hassle will finally wind up in court.

Hike 78 Price

• Continued from page 24

Abbott, Atlantic, Jubilee, Modern, Cat, Imperial, United, Chess, Checker, Dootone, Herald, Savoy, Dot, Cadence and approximately 40 other independent lines.

Important to note is that none of the aforementioned lines have raised their prices at the distributor level, and it is expected they will not unless they offer their distributors a mark-up similar to that of RCA Victor on 45 r.p.m. singles. RCA Victor lowered the dealer's price of 45's to 52 cents in the price reduction of January 3. The current dealer's cost of independent labels' 45 r.p.m. records remains at 52 cents.

A spot check of dealers here revealed that few took umbrage at the increase, with the general sentiment expressed that the raise was bound to come.

Victor Moves

• Continued from page 25

cussions with Electric & Musical Industries over termination of its contract for reciprocal release of disks. There had been some speculation that the separation might take place in view of EMI's recent move to acquire Capitol Records here. Current EMI-Victor pact runs thru early 1958.

Marek also said that RCA's new plant in Spain is geared to begin record sales in that country later this month.

THEY CAN SEE MUSIC PLAYING

HOLLYWOOD, Feb. 12.—An electronic device that permits the listener to "see" as well as hear musical passages was introduced by the Revere Camera Corporation at the third annual Los Angeles Audio Fair here this week.

The electronic frequency color indicator displays lights of various colors as musical tones are played into it. Thus it is possible to listen to musical passages and see how music is constructed of basic frequencies. The instrument can also turn on and off any 120-volt electrical appliance, i.e., stove, radio, iron, etc., with the playing of musical notes.

Among the many uses suggested for the instrument is its potential for teaching the deaf to appreciate music by watching the color combinations produced.

Granz, Mason Map Diskery For Esoterics

HOLLYWOOD, Feb. 12.—Norman Granz, president of Clef and Norgran Records, and actor James Mason are scheduled to team up in the operation of a new record company which will specialize in esoteric readings by stage and screen stars.

Final plans for the organization of the company have not been completed and will remain pending until Granz's return from his current Jazz-at-the-Philharmonic tour in Europe.

Tentative plans call for the Granz-Mason partnership to distribute thru existing Clef and Norgran facilities. Company will issue LP packages only, with no present plans for single releases.

Mason recently severed his contract with Decca Records after recording an album of Edgar Allan Poe classics. The new company will reportedly ink talent on a non-exclusive basis only.

AFTRA, Chi Indies Sign

CHICAGO, Feb. 12.—Chicago independent radio stations, for the second time in recent years, made quick work of negotiations with the American Federation of Television and Radio Artists. The stations, WIND, WAIT, WJJD, WAAF and WGES, came to a complete agreement on terms of the new contracts which provide for a 10 per cent increase for staff announcers, 5 per cent to be added to the base pay, and 5 per cent to go into AFTRA's pension and welfare funds.

The new contracts will be signed February 28. Present at the meetings were Ralph Atlass and Les Atlass Jr., WIND; John A. Dyer, WGES; Bob Miller, WAIT; Tom Davis, WAAF; Fred Harm, WJJD, and Raymond A. Jones and Julius Yacker, AFTRA.

Aberback Bros.

• Continued from page 24

rights have first crack when contract renewal time approaches.

SESAC executives, who for months have been engaged in contract renewal negotiations with CBS were unavailable for comment Friday afternoon (11).

The Stamps-Baxter firm, located in Dallas, Tex., was derived from the activities of the Stamps-Baxter Quartet, long-time Columbia recording artists and widely known throughout the broadcasting business.

The Aberbachs, incidentally, for some time have had a sheet music arrangement with Stamps-Baxter. The current pact for performance rights to be handled thru Affiliated Music Enterprises is an extension of that.

*Kitty comes through again
with 2 great sides*

*I'd
Never
Forgive
Myself*

HUMILITY

29417
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**Kitty
Kallen**



America's Fastest-Selling Records

DECCA SETS UP OWN PA. DISTRIBUTION

Decca Records has dropped its Scranton, Pa., distributor and set up a new Decca-owned and operated branch in that city. Branch manager Leo Refice will continue to head up the Scranton office. The move gives Decca 27 branches and 17 distributors.

RICHMOND TO EUROPE FOR NEW PACTS

Publisher Howie Richmond will leave on a three-week tour of Europe beginning Friday (18), during which time he will visit England, France, Italy, Switzerland, Germany and the Scandinavian countries. All overseas commitments

RECORD DEALERS! Make Extra Dollars in Record Sales at less than 25c a Week

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MUSIC AS WRITTEN

except that for Australia made by Richmond's music publishing firms will expire on March 1. In addition, he will complete negotiations on a half dozen foreign tunes which he is acquiring for this hemisphere.

FORM JAN GARBER FIRM ON COAST

Formation of Jan Garber Enterprises was announced in Hollywood last week by Charlie Adams, president of the firm. Janis Garber, daughter of the band leader and former singer with the band, will help the new firm along with Adams. Latter will continue in his posts with Ridgeway Music and Golden State Songs.

SHOLES TO GUIDE DISK DATES ON COAST

Steve Sholes, country and western chief for RCA Victor, will travel to the West Coast next week to supervise a series of record dates. Scheduled are sessions with Stuart Hamblen, George Beverly Shea and Paul Mickelson. Sholes also expects to complete pacts covering two new artists on the label.

MUSIC WEEK UNIT SELECTS SLOGAN

The National Music Week Committee has selected its slogan for this year's observance of National Music Week. It is "Music Enriches Life." This year's National Music Week will be celebrated May 1 to 8. The object is to stimulate interest in music and music education, and to advance local music projects of social and cultural value.

MOMS TO GET HELP FROM WOR 'BABY'

Diaper White and Kanna Banna Flakes will sponsor a new radio series, "It's Your Baby," over WOR here, starting February 14 across the board. The show will offer helpful hints to mothers and mothers-to-be. Allen Sands will produce and write the show, with Dan McCullough as emcee in "the role of mother's helper."

GUY LOMBARDO GETS 3 GOLDEN DISKS

Decca prexy Milton R. Rackmil guested on Guy Lombardo's WRCA-TV, New York, show Friday (11) to make a formal presentation of three gold records. The disks represent Lombardo's three Decca hits which have each sold over a million — "Easter Parade," "Humoresque" and "The Third Man Theme."

OLMSTEAD AND JONES FORM RUBY RECORDS

Olmstead Sound Studios, of New York, has formed Ruby Records to release instrumental waxes. Principals of the firm are Henry Olmstead and Martin Jones. The fledgling diskery is currently negotiating for a musical director and hopes to release its first disk soon.

New York

Doc Berger has joined the staff of Wizell & Day Music. He will leave next week on a 10-city junket to promote the publisher's "You'll Always Be My Lifetime Sweetheart," currently moving in a Perry Como disking... Ida Warschauer, Murray Baker's secretary at Robbins Music, died February 4 at Memorial Hospital. Active in the music business for 30 years, she was with the Big Three for the past nine years. Her mother and brother survive.

Coral chief Norm Wienstroer leaves here Monday (14) for the West Coast where he will confer with the label's distributors in Los Angeles, Seattle, San Francisco and El Paso, Tex.

Bill Cook, Jersey deejay and manager of Roy Hamilton, is taking his first vacation in many years next week. Cook will spend it with Hamilton, now appearing at the Chicago Theater... George Restum and William A. Duffy have been appointed as Eastern sales manager and Midwest sales manager respectively for Columbia phonographs and needles... Kelly Camarata will take off on a six-week road trip to visit deejays in key cities concerning songs in Bob Merrill's publishing firm. The

Merrill firm has set up a special luncheon to promote the Gaylord's waxing of Merrill's tune, "Chow Mein," on Mercury Records. Key jocks, and tradespeople will be treated to a chow mein dinner at Ruby Foo's Chinese restaurant next week.

Cleffer Alice Simms leaves for a vacation in The Bahamas next week... Dave Kapp's son, Mickey Kapp, has joined Kapp Records after a four-year tour of duty in the Navy. Mickey Kapp will be technical director of the firm and will assist in planning all recording activities... The American Society of Composers, Authors and Publishers is sending its "St. Patrick's Day supplement of ASCAP Music on Records" to all ASCAP-licensed radio and TV stations this week... Writer Bernie Wayne left on a cruise to the West Indies this week on the Homeric. Wayne is musical director of the ship... Danny Stiles has started a new rhythm and blues show over Station WNJR in Newark, N. J.

Chicago

The National Society of Manuscript Collectors will hold its annual convention in Richmond, Va., May 27-29. The winter edition of the Manuscript Journal featured an article on George Gershwin's manuscripts... Organist Ken Griffin, current at the Old Heidelberg, has signed with Boyle Woolfolk to do fair dates from July 27 to September 12. Griffin last month celebrated his 10th anniversary on the Columbia label... Following the guest policy set up by Don McNeill's "Breakfast Club," singers Dolores Martel and Bill Lawrence

JAZZ SHOWS

Season Is Best in Two Years

NEW YORK, Feb. 12. — The winter season appears to be shaping up as one of the best in two years for the one-nighter packages. The advance sale on the "Birdland Stars of '55," which started out this week, was tremendous. Carnegie Hall, which is playing the "Birdland" show tonight (12) at midnight, was sold out as of last Wednesday (9), and the advance in other cities is much above normal for a jazz show. The show opened yesterday (11) in Boston.

Meanwhile, the "Top Ten Rhythm and Blues Show" which features many of the top names of the r.&b. field, including the Clovers, the Five Keys, Faye Adams, Joe Turner, the Charms, the Moonglows and others, has been racking up solid grosses. This show is produced by Lew Krefetz and booked by Shaw Artists. It has pulled grosses far beyond expectations.

The "Birdland" jazz show stars Sarah Vaughan, the Count Basie orchestra, the George Shearing Quintet, Erroll Garner, Stan Getz and Lester Young. It is produced by Morris Levy, presented by Kahl Music, and booked by Shaw Artists.

Shad and Cowitt On Tour to Coast

NEW YORK, Feb. 12.—Mercury Records' rhythm and blues chief, Bob Shad, and the label's r.&b. rep, Dick Cowitt, will embark on a coast-to-coast promotional and sales tour next week. Both Cowitt and Shad will work with Mercury distributors and local dealers, operators, one-stops and disk jockeys to hype the label's current Dinah Washington and Red Prysock disks as well as three new talents recently signed and recorded.

Added to the label's roster were thrush Dolores Ware, the Honeytones (a fem vocal group) and the Griffins (a male group).

start a one-week stint on the show. The guest policy was inaugurated when Johnny Desmond and Eileen Parker both ankled the show for other pastures.

... Roy Hamilton, the Gaylords and comic Jack Carter headline the stageshow at the Chicago Theater opening Friday (11)... The classic disk program, "Promenade Concert," over WMAQ, has been sold to Alan Radio & Appliances.

The Rocket Club, another in the growing lists of key clubs, has gone into an entertainment policy and now features Jerry Martin and Dane McFarlin on bass and piano... Disk jockey Sig Sakowicz will record some of the South American music on his forthcoming three-week trip to Brazil and other South American countries. Sig will air them over his WAAF show... Mahalia Jackson scored successfully on her University of Chicago appearance in conjunction with a lecture by Dr. S. I. Hayakawa on "How the Gospel Song Was Born." She also appeared last week on Studs Terkel's TV stanza, "Briefcase."

Singers Betty Johnson, of RCA Victor and the "Eddy Arnold Time" TV show, and Dick Noel will appear on Don McNeill's "Breakfast Club" this week... It is rumored around Chicago that Cab Calloway may re-form his band... Jimmy Komack, currently appearing at the Black Orchid, has been signed to do a part in the new Broadway production "Damn Yankee." The show is produced by George Abbott and the music is from the pens of Adler and Ross.

Monica Lewis, Capitol recording artist, returns to her native Chicago to do a guest shot on "In Town Tonight" February 16-18. She will also guest on Howard Miller's TV show on Friday, February 18... Label "X" recording artist, Audrey Morris, is currently appearing at Mister Kelly's... Al Hausburg, who operates the Milford and Oriental ballrooms here, is holding a two-day celebration as a welcome home party for Eddie Gilmartin. Eddie was with Hausburg's staff 13 years ago. A grand reunion will be held for the old-timers from Milford, Merry Garden and the Trianon ballrooms.

Chet Matel, disk jockey on Stations WOOD and WOOD-TV, in Grand Rapids, Mich., has been appointed musical director for the stations, according to program director Frank Sisson. The new post will compel Chet to give up his "After Hours" program which he has helmed for almost three years. He will, however, retain his "Potpourri" show... Muggsy Spanier, who opens at the Preview here February 16, will celebrate at that time his 35th anniversary in show business... Bill Lind, former associate producer of the "Danny O'Neill Show," has written a song in collaboration with his wife, Lee, and it was published by Frederick Music Company here in Chicago. The tune will be done by Celeste Ravel on Majorette Records.

Hollywood

... RCA Victor has a Ralph Flanagan etching of "I Belong to You," from the 20th Century-Fox film, "The Racers"... Frank Music has the title song from Warner Bros.' "Unchanged"... Rush Adams cut four sides for M-G-M, with David Linden conducting... Jay Livingston and Ray Evans have been signed to write the music and book for the shows at the Hotel New Frontier, Las Vegas... Mitch Miller recorded Frankie Laine at Warner Bros., cutting "Strange Lady in Town" from the film of the same name... ASCAP President Stanley Adams, George Hoffmann, Alex Kramer and Louis Bernstein due in town for the annual dinner of the Society February 24... "A Blues Opera," Harold Arlen and Johnny Mercer's first operatic work, is scheduled to premiere in Paris April 15... Saul Bihari, Modern Records president, returned from his trip to New York... Ditto Lew Chudd, Imperial Records, from a trip thru the South.

The Hi Lo's set for a three-week engagement at Fack's, San Francisco, opening April 15. Deal made by personal manager Bill Loeb marks the initial Bay City appearance for the group... Betty Comden and Adolph Green will script M-G-M's "The Cole Porter Cavalcade"... Singer Nick Therry aired a long-distance telephone interview with disk jockey Joe Flood, KTLN, Denver... Les Elgart's opening at the Palladium last week marked the first piano-less band to play there... Singer Peggy Lee left for New Orleans for her appearance on the "Colgate Comedy Hour" with Gordon MacRae and Louis Armstrong. She'll return immediately to prepare for her opening at Ciro's February 23... Kay Armen cut eight sides for M-G-M... Vic Damone off on a disk jockey tour covering Chicago, Detroit, Cleveland, St. Louis, Boston, Baltimore and New York... Emil Newman has completed a new ballad, "Wrong Guy," which will serve as theme music for "The Brass Ring," Edward Small production for United Artists... Hal Neely, Allied Record Manufacturing Company, left for New York where he will confer with Eastern clients... Betty Hutton inked a deal with MCA last week, prior to coming out of retirement... "Rock Candy Baby" and "Crack the Whip" are Allen Copeland's first sides on Arwin Records... Bobby Troup etched an album of Johnny Mercer tunes for Bethlehem Records last week... The Lancers cut four sides for Coral Records, with Les Brown's band backing... Tony Travis, RCA Victor Records, has signed a management contract with the Nat Goldstone agency... Pony Sherrill and Phil Moody have completed 10 new tunes for the Universal-International film starring Kitty Kallen, "The Second Greatest Sex." Miss Kallen and her husband, publicist Buddy Cranoff, arrived here last week.

LAZY GONDOLIER

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You Want
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BETTY JOHNSON**
Seven Pretty Dreams
Be a Lover
Qty. _____ 45 rpm _____ 78 rpm _____

**BOSTON POPS
ORCHESTRA****
Polka
Can Can—(both from:
Gaité Parisienne—
Offenbach)
Qty. _____ 45 rpm _____ 78 rpm _____

ERNESTO BONINO**
What a Lucky Guy Am I
White Orchid
Qty. _____ 45 rpm _____ 78 rpm _____

HOMER AND JETHRO**
The Nutty Lady of
Shady Lane
Mister Sandman
Qty. _____ 45 rpm _____ 78 rpm _____

**RALPH FLANAGAN'S
ORCHESTRA****
I Belong to You
Go Moses Go
Qty. _____ 45 rpm _____ 78 rpm _____

PEE WEE KING'S BAND**
You Can't Hardly Get
Them No More
Tweedlee Dee
Qty. _____ 45 rpm _____ 78 rpm _____

TOMMY SANDS**
Something's Bound
to Go Wrong
Kissin' Ain't No Fun
Qty. _____ 45 rpm _____ 78 rpm _____

LOIS BUTLER**
Il Baccio (The Kiss)
My Heart's Desire
Qty. _____ 45 rpm _____ 78 rpm _____

DARRELL GLENN**
Bye Bye Young Girls
No Tears, No Regrets
Qty. _____ 45 rpm _____ 78 rpm _____

PORTER WAGONER**
Hey, Maw!
How Quick
Qty. _____ 45 rpm _____ 78 rpm _____

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"NEW ORTHOPHONIC" HIGH FIDELITY

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PHONOS—HI FI

By STEVE SCHICKEL

PHONO MAKERS

ELECT A. D. ADAMS . . .

The Phonograph Manufacturers' Association, Inc., at its January meeting in Washington Square Inn, New York, re-elected A. D. Adams executive secretary. Adams has held the post for the last three years. The meeting, first for the group this year, saw plans outlined for the coming year. Top subject for discussion was parts and accessories which were recently introduced for phonograph manufacturing.

SPENCER ISSUES

CABINET CATALOG . . .

The Spencer Cardinal Corporation, Marion, Ind., last week sent to the trade a new catalog listing the firm's various cabinets for high-fidelity phonographs, TV set bases and record storage. The listing showed 14 models ranging in price from \$11.90 to \$22.75. Wood finishes include mahogany and lined oak. The idea behind the TV set base is to give the table unit a console look and provide record storage as well.

PENTRON PROMOTES

NEW TAPE RECORDER . . .

Pentron last week announced a new sales aid for all Pentron distributors and dealers to back up the sales effort on the new monomatic Model CT-1 tape recorder. Included in the group of sales aids are die-cut, two-color counter cards, window streamers, envelope stuffers, catalog sheets and ad mats of all sizes. Theme of the sales literature ties in with the firm's national advertising theme, "So Simple to Operate," which is now breaking in major media. Also offered is a plasticized counter display on hi-fi tape components, reprinted from Interiors magazine. A new folder on the complete Pentron line, envelope stuffer size, is also available. Catalog sheets, direct mail folders, mats and cuts will also be available for the complete line as well as the monomatic.

LYON & HEALY CONCERTS

DRAW 1,050 SPECTATORS . . .

A three-day event which saw Lyon & Healy, Chicago retailers, tied in with Magnavox, drew approximately 1,050 people to a combined concert-lecture on high fidelity given by R. H. G. Matthews of Magnavox. The event featured an hour of recorded music commentated by local radio personality Norman Ross. This was followed by Matthews' half-hour speech on hi-fi. Matthews is the high-fidelity director of Magnavox. The concert was publicized thru the use of three local newspaper ads, a mailing to 12,000 names on the store's charge account, TV, radio and prospect list, and signs placed thruout the building. The store also devoted one of its windows to the display of Magnavox equipment. Magnavox made no pitch during the concert-lecture. The only plug for the firm was the Magnavox dis-

play and the use of the company name when introducing Matthews. Sales were said to be evident, with a few resulting directly following the affair. However, according to a store official, results will not be apparent for at least a month or so.

MARCH DELIVERY PROMISED

ON SYMPHONIC'S BATTERY PHONO . . .

Max Zimmer, president of the Symphonic Radio & Electronic Corporation, Boston, announced last week that delivery of the firm's three-speed portable battery/A.C. phonograph will begin in March. The unit retails for \$69.95. First production run is expected to reach 10,000 units. Zimmer also announced that his firm had increased business by 150 per cent over January of 1954. Over-all sales for 1954 were 50 per cent greater than 1953, he said.

ALL-ELECTRONIC ORCHESTRA

FEATURED AT L. A. AUDIO FAIR . . .

The all-electronic orchestra, a demonstration of spatial perspective in music and sponsored by the Pentron Corporation, was shown at the Los Angeles Audio Fair last week. This time, it was Buddy Morrow and his orchestra which were featured in the stereophonic presentation. The band was recorded in a closed session at the Universal Recording Studios in Chicago. Six microphones were used to record the band on six separate channels of a quarter-inch tape. The music is played back thru six separate speakers, giving the spatial concept of actual band placement to the listener.

NEWS SHORTS OF PEOPLE,

PRODUCTS AND EVENTS . . .

CBS-Columbia will slowly change its merchandising program to one which will eventually see the firm's products marketed under the brand CBS only. Already products and ads are using the new CBS label. However, the firm is moving slowly so as not to jeopardize stock on hand in both dealerships and distributorships . . . Ralph D. Atkinson has been appointed district manager for Stromberg-Carlson's radio and television lines in the Northwest division. . . John T. Lafferty has been appointed a district sales representative for the Zenith Radio Corporation in the Midwest.

The Sightmaster Corporation announced last week the appointment of Edward P. Robinson as factory representative for the firm's hi-fi equipment. . . The Recoton Corporation has moved to a new building in Long Island City, N. Y. The firm has increased the size of all its departments. . . The Hallicrafter Company has set two new distributorships to handle its line. Fleischer Distributors will handle eight New York and five Pennsylvania counties out of Manticello, N. Y. The Barre Television Supply Company, Wilkes-Barre, Pa., will handle eight Pennsylvania counties.

LINER NOTES

By IS HOROWITZ

TUCKER, MARIA CALLAS

ON ANOTHER ANGEL . . .

Metopera tenor Richard Tucker will cut another opera for Angel Records, with Maria Callas as his co-star. A recent item in this column incorrectly stated that the recording plan was cancelled, when it was announced that the singer had called off a series of performances at La Scala in Milan, Italy. Tucker, a featured Columbia Records artist, has already cut one opera with Miss Callas in Italy. This, a performance of Verdi's "La Forza del Destino," is being readied for early release here by Angel.

BEETHOVEN, LA MONROE

FAVORITES IN ITALY . . .

Some indication of Italian musical tastes may be gleaned from what disks have recently sold best in that country. RCA Victor, which now operates its own plant in Italy, reports that its best-selling album there has been the Toscanini reading of the Beethoven First and Ninth Symphonies. The fastest-moving single has been Marilyn Monroe's warble job on "River of No Return."

MPHC TO PUBLISH NEW

CHOREOGRAPHIC NOTES . . .

The Music Publishers Holding Corporation will soon be publishing choreographic works in special descriptive notation, together with the accompanying music. J. Tatian Roach, manager of the firm's standard and educational department, has signed a five-year contract with Ann Hutchinson, president of the Dance Notation Bureau, Inc., for publication of Labanotation.

PROMOTION STARTS FOR

NATIONAL MUSIC WK. . . .

Promotion has already begun in preparation for this year's observance of National Music Week, May 1 thru 8. Backers of the program hope to exceed last year's record when some 3,300 communities marked the event. A booklet just issued gives pointers on how to organize local programs and solicit sponsorship. Copies of the brochure may be obtained from the National and Inter-American Music Week Committee, 8 West 8th Street, New York 11,

NAT'L INSTITUTE ELECTS

THREE COMPOSERS . . .

Three composers have been elected to lifetime membership in the National Institute of Arts and Letters. They are the Czech-born Bohuslav Martinu, who has written over 100 works for orchestra and chamber groups; Edgar Varese, who has stirred plenty of controversy as an innovator with electronic music, and Richard Rodgers, composer of Pulitzer Prize musicals "Oklahoma!" and "South Pacific." Formal induction into the institute will take place in May.

CAMDEN HIDDEN NAMES

COME TO SURFACE . . .

With general distribution of Camden Records, word-of-mouth propaganda has given some circulation to the actual identity of many of the orchestras featured on the label under varying sobriquets. This department has done a little digging into old catalogs to come up with a more detailed rundown of exactly who is who on these disk re-issues. Here is a check list for interested dealers:

Camden Name	Actually
Centennial	Boston-Serge Koussevitsky
Warwick	Philadelphia-Stokowski
Stratford	London Philharmonic-Koussevitsky
Century	Chicago-Stock or Defauw
Schuyler	St. Louis-Golschmann
Marlboro	Minneapolis-Ormandy
Cromwell	Cincinnati-Coosens
Globe	National-Kindler
Sussex	Indianapolis-Sevitsky
Festival	Boston "Pops"-Fiedler
World Wide	San Francisco-Monteux
Star	Hollywood Bowl-Stokowski
Sutton	New York City-Stokowski

MAJOR AND MINOR . . .

Josef Krips will conduct the Vienna State Opera in a new recording of Mozart's "Don Giovanni" for London Records in June. . . Karl Boehm, musical director of the Vienna State Opera, will make his American debut in Chicago next January.

William Sabersky has been named sales representative of Caedmon Records in Southern California.

Best Selling Popular Albums

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

LP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor LM 1837
2. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol H 352
3. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol W 509
4. DEEP IN MY HEART—Sound Track . . . M-G-M E 3153
5. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor LPT 3057
6. THERE'S NO BUSINESS LIKE SHOW BUSINESS—Sound Track . . . Decca DL 8091
7. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M E 244
8. DAVE BRUBECK AT STORYVILLE . . . Columbia CL 590
9. SWING EASY—Frank Sinatra . . . Capitol H 528
10. JAZZ GOES TO COLLEGE—Dave Brubeck . . . Columbia CL 566
11. THE THREE HERDS—Woody Herman . . . Columbia CL 592
12. I LOVE PARIS—Michel LeGrand . . . Columbia CL 555
13. MUSIC OF RUDOLF FRIML—Mantovani Orchestra . . . London LL 1150
14. VICTORY AT SEA—NBC Symphony (Bennett) . . . RCA Victor LM 1779
15. CONCERT AT THE PALLADIUM—Les Brown . . . Coral CX1

EP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor ERB 1837
2. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol EBF 352
3. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol EAP 509
4. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor EPBT 3057
5. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M X 244
6. BY REQUEST—McGuire Sisters . . . Coral EC 81098
7. DEEP IN MY HEART—Sound Track . . . M-G-M X 276
8. TOP HITS—Les Paul & Mary Ford . . . Capitol EAP 1-9121
9. THERE'S NO BUSINESS LIKE SHOW BUSINESS—Sound Track . . . Decca ED 828
10. SWING EASY—Frank Sinatra . . . Capitol EBF 528
11. YOUNG AT HEART—Frank Sinatra . . . Capitol EAP 1-571
12. TOP HITS—Dean Martin . . . Capitol EAP 1-9123
13. SHAKE, RATTLE AND ROLL—Bill Haley . . . Decca ED 2168
14. TOP HITS—Nat (King) Cole . . . Capitol EAP 1-9120
15. YOUNG AT HEART—Sound Track . . . Columbia B 455

Reviews and Ratings of New Classical Releases

MENDELSSOHN: SYMPHONY NO. 4 (ITALIAN); SYMPHONY NO. 5 (REFORMATION) (1-12")—NBC Symphony Orchestra; Arturo Toscanini, Cond. RCA Victor LM 1851 . . . 82
A coupling of powerful commercial appeal. Performances are top-drawer Toscanini and that is about all dealers have to know. Stock it and prepare to rack up those sales.

DEBUSSY: LA MER; IBERIA (1-12")—NBC Symphony Orchestra; Arturo Toscanini, Cond. RCA Victor LM 1833 . . . 80
As part of its current bumper Toscanini releases, RCA Victor has reissued the Maestro's famed disk performance of "La Mer" in a refurbished etching which takes kindly to its "enhanced sound" tag. Recoupled with the composer's "Iberia," the package takes on new life as an outstanding Debussy set. Strong sales on this one.

LIEBERMANN: CONCERTO FOR JAZZ BAND AND SYMPHONY ORCHESTRA; R. STRAUSS: DON JUAN (1-12")—Chicago Symphony Orchestra; Sauter-Finegan Ork; Fritz Reiner, Cond. RCA Victor LM 1888 . . . 79
It is seldom that a contemporary work stirs up a hornet's nest of critical controversy—or inspires the public interest—that Liebermann's concerto has. The introduction of the "jump," the "blues" and the "boogie woogie" into a serious symphonic creation was a radical innovation for which few longhairs were prepared. However, both at the premiere in Germany and at the first American performance of the concerto last November, this work was unquestionably a popular success, and public curiosity should induce healthy sales of this unusual disk. An added sales spur is the superb reading of "Don Juan" on the reverse side. Sound in both cases is magnificent.

VERDE: TE DEUM; BOITO: MEFISTOFELE (PROLOGUE) (1-12")—NBC Symphony Orchestra; Nicola Moscona, Bass; Robert Shaw Chorale; Arturo Toscanini, Cond. RCA Victor LM 1849 . . . 78
This recording was taken from one of the last broadcasts by Toscanini and the NBC orchestra last spring. In its handsome box it should figure strongly in collector purchases. The "Te Deum" is a first recording and will appeal as a companion piece to the Verdi "Requiem," still a heavy seller in the Toscanini version. The extended excerpt from the Boito opera is its most popular portion, and the performance here is breathtaking in its power and intensity. Extended sales of this set will mount to an impressive total over the months.

STRAUSS: WINE, WOMEN AND SONG (1-12")—Vienna State Opera Orchestra; Anton Paullik, Cond. Vanguard VRS 457 . . . 75
Strauss specialist Paullik and the Vienna State Opera Orchestra have recorded several albums of music by the first family of the symphonic waltz. This, their latest LP, features selections by Johann Jr. and Josef, including the title work, and other waltzes, polkas, marches and csardas. The lush, full-bodied orchestral arrangements recreate the gay, nostalgic atmos-

phere of the period most effectively. The Strauss market, of course, is already thoroughly covered, but there's always room for one more package, when it's top quality. An amusing caricature in yellow and turquoise makes an eye-catching cover.

RICHARD STRAUSS: DON JUAN; DEATH AND TRANSFIGURATION; TILL EULENSPIEGEL'S MERRY PRANKS (1-12")—Bamberg Symphony; Jascha Horenstein, Cond. Vox PL 9660 . . . 73
Here's an example of Vox's "longer play" LP's that for the first time groups these three popular tone poems on a single disk. And it has been accomplished without damage to the spectacular sound the works require for maximum enjoyment. The Horenstein performances are saturated with the romantic, slightly fantastic idiom of the master orchestrator. The bonus quantity of music on this disk will help it compete with powerhouse versions on other labels wherever dealers see fit to keep the price spread within fairly close limits.

ELGAR: FALSTAFF (1-12")—London Symphony Orchestra; Anthony Collins, Cond. London LL 1011 . . . 71
The first LP recording of this major Elgar work is a handsomely realized portrait of Shakespeare's agreeable, entertaining and dissolute Sir John. In Elgar's freely rambling, but sumptuously orchestrated "symphonic study," familiar scenes unfold: the midnight adventure on Gads-hill, the revelry at The Boar's Head, the bucolic interlude in Shallow's orchard, the crowning of Hal in Westminster Abbey and ending in the touching death of Falstaff. Collins' organization of this diffuse material is masterful.

BERLIOZ: LES NUITS D'ETE; OTHER SONGS (1-12")—Eleanor Steber, Soprano; Columbia Symphony Orchestra; Dimitri Mitropoulos, Jean Morel, Conds. Columbia ML 4940 . . . 69
This disk appears likely to enjoy quite a vogue among both vocal collectors and Berlioz enthusiasts. The "Summer Nights" cycle may be had otherwise only on a London disk, and the latter doesn't include the songs, "La Captive," "Le Jeune Patre Breton" and "Zaide," included here. Miss Steber does a superb job with these difficult songs, which more often resemble extended arias in conception than smaller-scaled lieder. A good item to present to browsers seeking unusual disk material. Complete French text and translation provided.

SONGS BY MOUSSORGSKY AND RACHMANINOFF (1-12")—Artists of the Bolshoi and Kiev Opera, Vanguard VRS 6023 . . . 66
Those interested in idiomatic, authentically flavored interpretations of Russian art songs will rate this disk high indeed. The six Moussorgsky pieces and the eight by Rachmaninoff are performed with unusual warmth and understanding by the five artists. Sound from the imported tapes ranges from good to excellent.



*It's a wonder!
Rosie's newest (on records, that is)*

ROSEMARY CLOONEY

WHERE
WILL
THE
DIMPLE
BE?

with The Mellomen and
The Buddy Cole Quartet
Bass solo—
Thurl Ravenscroft

BRAHMS'
LULLABY
(close your eyes)

with Percy Faith and his
Orchestra

78 rpm 40434
45 rpm 4-40434



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





Billboard

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Disc Jockey
Jamboree!

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Since America's youth buys 70% of the 170 million records sold annually and must have phonographs to play these records, Philco wraps up this tremendous market with the teenager's favorite type of show. A great Disc Jockey Jamboree, coast to coast over 565 stations of the Mutual Broadcasting System. Johnny Desmond captures each dealer's market with interviews of the local disc jockeys who play the hit records

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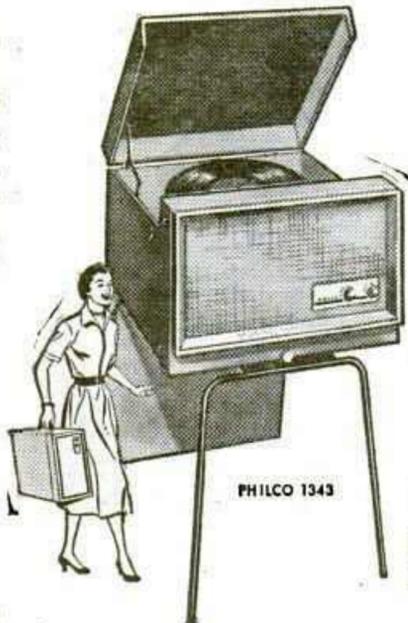
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Singing Star of Broadway and TV, Johnny's own recordings sell in the millions. Now Johnny emcees the biggest hit record roundup in radio history. America's top recording stars and disc jockeys are his guests.

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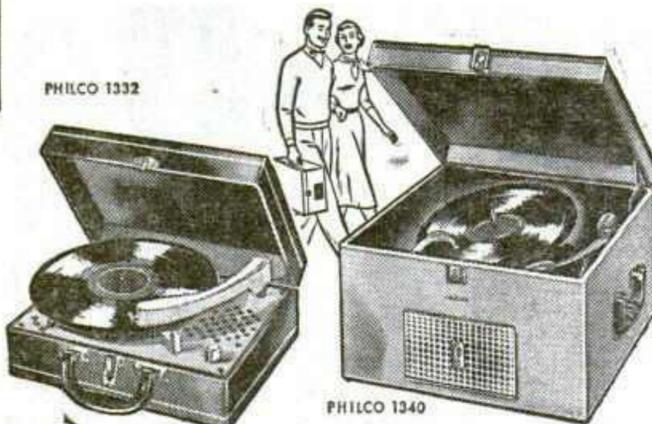
voted tops for the week in their cities. "Phonorama Time" is also the meeting place of America's most popular recording stars who appear as guests each week.

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New Portable Design in black leatherette finish. World's finest 3-speed automatic record changer. True Harmonic Reproducer provides the ultimate listening pleasure. A natural sell-up—a joy to demonstrate. Philco 1340.

• "Classical Possibilities"

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

1. CALLAS PORTRAYS PUCCINI HEROINES Angel 35195
2. MENDELSSOHN: SYMPHONIES NOS. 4 AND 5 - NBC Symphony (Toscanini) RCA Victor LM 1851
3. VERDI: OTELLO—Del Monaco, Tebaldi, St. Cecilia Academy Orchestra (Erede) London LLA 24
4. TCHAIKOVSKY: SERENADE IN C MAJOR, OP. 48; PROKOFIEFF: CLASSICAL SYMPHONY—Pittsburgh Symphony (Steinberg) Capitol P 8290

• Reviews and Ratings of New Popular Albums

ESPECIALLY FOR YOU 80

Teresa Brewer (1-EP)
Coral EC 81115
This new EP should move mightily quickly over dealers' counters. It features thrush Teresa Brewer on four current hits, and the singer and tune combination here is a potent one. The tunes are "How Important Can It Be?" "Rock Love," "Pledging My Love" and "Tweedle Dee." The thrush sings them with spirit over fine ork support. Very salable wax here.

HOUSE OF FLOWERS 76

Pearl Bailey (1-12")
Columbia ML-4969
Another of Columbia's handsomely packaged original-cast albums. The Harold Arlen-Truman Capote musical didn't get great notices, but the show has been a sellout since it opened, which should give the LP added sales impact. Much of Capote's exotic wordage about the activities of two rival Madams in an island paradise won't get by the airwaves, but it's eminently listenable as sung by Pearl Bailey and her fellow cast members Juanita Hall, Diahann Carroll, Ada Moore, Enid Mosier, Rawn Spearman and Dolores Harper. Miss Bailey, of course, walks off with top honors, ranging from her trade-marked way with a racy lyric on "One Man Ain't Quite Enough" and a surprisingly poignant ballad, "Don't Like Good-byes." Columbia is giving the album an extra sales hype, via a giveaway of Capote's LP reading of his original short story version of "House of Flowers" with every purchase of the original-cast package.

THE WOODY HERMAN BAND 75

(1-12")
Capitol T-560
The Herd's recent switch to Capitol was a smart move in the light of his disk package. Standards and new originals are combined in a striking collection of Herman band performances which literally sparkle with sound and musicianship. The sidemen are excellent—not unusual for a Herman band—and the section work is truly slick. It's a rollicking band on the up-beat items and tenderly warm on the few ballads. In all, a delightful package.

GOLDEN HORN 74

Ray Anthony Ork (1-12")
Capitol T-563
This Anthony ork has proven to be one of the top commercial dance bands in the business via its disk sales and ballroom gates. Here are 12 selections featuring the Anthony horn and the band. It's first-rate dance music, just the kind the band has been purveying so successfully for about nine years. Recording and packaging are excellent.

SORTA-MAY 74

Billy May Ork (1-12")
Capitol T-562
This, believe it or not, is a May studio band augmented with such instruments as tuba, harp, piccolo, oboe, gongs, English horn, chimes, etc. It's a swinging, driving band, but is it also the prize rib in years? That "Sorta-May" album title and the Sauter-Finegan sounds couldn't be coincidental, could they? Tunes are all standards. The glissando saxes are very evident, the sharp, biting brass, too—but that humor should give decay tongues plenty to wag about. It's more than "for laughs music," however, and the May fans will undoubtedly go for it. Recording and packaging are both excellent.

ELLA LOGAN SINGS FAVORITES FROM "FINIAN'S RAINBOW" 72

(1-10")
Capitol H-561
Hollywood finally got around to making a picture of the old hit musical, "Finian's Rainbow." It's a cartoon version with voices dubbed in by Frank Sinatra, Ella Logan and others of equal stature. Capitol has sound track rights on the cartoon, so this package may be a reissue designed to cash in on some additional sales. Miss Logan is also available on Columbia's original-cast album of the show, and Victor has another LP on the score, so dealers will be well-covered when the cartoon is finally marketed. The Scotch canary thrushes eight tunes from the show in her usual soft, showmanly style, including those most closely associated with her thru the years, "How Are Things in Glocca Morra?" "If This Isn't Love," and "Look to the Rainbow."

VERY, VERY DRY 71

Queen's Hall Light Orchestra (1-12")
Decca DL-8087
This collection of mood music is

pleasant enough, but none of the instrumentals are sufficiently familiar to U. S. record buyers to pile up many sales. However, Decca has made a tie-up with the Coro Liquor Company which should hypo sales considerably if dealers follow thru on the promotion. Coro is plugging the album as "cocktail music" with 10,000 liquor stores across the country, and a sizable number of them are slated to display the album with their own merchandise. In turn, Decca is suggesting that dealers borrow a bottle or two from their friendly liquor store man and carry out the music-to-get-high-by theme in their window displays. The cover appropriately features two half-filled cocktail glasses.

SONGS OF THE NORTH AND SOUTH 70

Frank Luther, Zora Layman (1-12")
Decca DL-8093
A few months ago Columbia Records came out with an album titled "The Confederacy," which contained, in addition to some serious historical information, a collection of songs sung by the Confederate soldiers during the War Between the States. Now Decca has gone them one better with a collection of songs sung by the Northern as well as the Southern soldiers during the Civil War. They are sung simply here by Frank Luther and Zora Layman, yet the often plaintive and sometimes grim quality of the songs comes thru successfully. The songs indicate that a soldier then, as now, sang of home and mother and sweethearts and Army chow. Many of the tunes are still familiar today. A fine set here, one that will please the historically minded, and those looking for Americana on wax.

ON PARADE 69

The Marches of Edwin Franko Goldman (1-10")
Decca DL-5546
The dean of bandmasters Edwin Franko Goldman plays eight of his own march compositions, including "Onward, Upward," and "On Parade." Goldman fans will appreciate the package, but band music collectors in general may prefer more of the old standard march selections. The cheesecake photo of a drum majorette seems a bit incongruous icing for the dignified Goldman, but it's attractive cover art and should account for extra sales.

LISTENING TIME 69

Walter Scharf and Stephen Make Orks (1-10")
Mercury MG-25192
Both orks are lush, stringful aggregations and each delivers some sparkling readings of what are mostly original instrumental writings. The Make ork delivers the more striking selections, while the Scharf studio band comes thru with mellow readings. Both make for easy listening. Recorded sound and cover art are excellent.

Jazz

JAM SESSION 77

(1-12")
EmArcy MG-36002
In the fall of this past year EmArcy's Bob Shad went to Hollywood to record some of his top-flight jazz men in a jam session. Out of this session came the excellent "Dinah Jams" album. Here's the second part. Featured are Max Roach, Clifford Brown, Maynard Ferguson, Clark Terry, Harold Land, Herb Geller, Richard Powell, Junior Mance, Keter Betts, George Morrow and even a short vocal by Dinah Washington. It's a driving session featuring some great solos and a near-fabulous trumpet trio on "Move." Good as all the sidemen are, it's the three trumpets which walk off with top honors. Recording is excellent. Liner notes, tho, are barely adequate for this kind of session.

DIMENSIONS 76

Maynard Ferguson, trumpet (1-10")
EmArcy MG-26024
Tho high-noting trumpeter Maynard gets featured billing in this set, the attraction here is the integration of eight top West Coast modernists into a swinging ensemble in which Ferguson plays a modest, self-effacing role. Where he is in the spotlight, as in "The Way You Look Tonight," Ferguson plays a cleaner, more purposeful horn than has generally been true in the past, in which ideas go volleying back and forth between him and saxophonist Bud Shank, Bob Cooper and Bob Gordon. Outstanding in this set are the solos of trombonist Herbie Harper in "Thou Swell" and "Willie Nillie."

A Thrilling Rendition Of A Great New Ballad!



*Joan
Regan*
sings

DANGER!

HEARTBREAK

AHEAD

b/w Don't Be Afraid Of Love

LONDON RECORD 1539 45-1539

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RECORDS



FEBRUARY
RELEASE

the stars are out on...

CORAL
RECORDS



TERESA
BREWER

Sings

PLEDGING
MY LOVE

HOW
IMPORTANT
CAN IT BE!

Coral 61362 (78 RPM) and 9-61362 (45 RPM)



DON
CORNELL

Sings

GIVE ME
YOUR LOVE

WHEN YOU
ARE IN LOVE

Coral 61367 (78 RPM) and 9-61367 (45 RPM)



The
McGUIRE
SISTERS

Sing

IT MAY SOUND
SILLY

DOESN'T
ANYBODY
LOVE ME!

Coral 61369 (78 RPM) and 9-61369 (45 RPM)



THE
BILLY
WILLIAMS
QUARTET

Sings

I WANNA HUG YOU,
KISS YOU,
SQUEEZE YOU

SMOKE
FROM
YOUR
CIGARETTE

(That's What's the Matter With Me)

Coral 61363 (78 RPM) and 9-61363 (45 RPM)



EILEEN
BARTON

Sings

I WISH YOU'D
FALL IN LOVE
WITH ME

ON A
LONELY
WALK

Coral 61344 (78 RPM) and 9-61344 (45 RPM)



STEVE
ALLEN

Sings

THE BALLAD OF
DAVY
CROCKETT

VERY
SQUARE
DANCE

Coral 61368 (78 RPM) and 9-61368 (45 RPM)



THE
MODERNAIRES

Sing

MINE!
MINE!
MINE!

BIRDS AND
PUPPIES AND
TROPICAL FISH

Coral 61348 (78 RPM) and 9-61348 (45 RPM)



LAWRENCE
WELK and the LANCERS

Play and Sing

TIMBERJACK

CRAZY
MUSIC

Coral 61343 (78 RPM) and 9-61343 (45 RPM)



EYDIE
GORME

Sings

A GIRL CAN'T
SAY

GIVE A
FOOL A
CHANCE

Coral 61347 (78 RPM) and 9-61347 (45 RPM)

JOSEPHINE PREMICE
THE LITTLE BOY
BUBBLES

61354

BILL LAWRENCE
GIVE ME THIS NIGHT
WHO KNOWS WHY

61345

ROSEMARY BELLAN
BUONA SERA (Sweet Goodnight)
I DIDN'T KNOW YOU CARED

61353

DOUG BRAGG
DAYDREAMIN'
THE TEXAS SPECIAL

61364

SILVER STAR SERIES

TERESA BREWER
TILL I WALTZ AGAIN WITH YOU
RICOCHET 65503
GEORGIE AULD
TENDERLY
HARLEM NOCTURNE 65504
JOHNNY LONG
HAPPY BIRTHDAY TO YOU
(New Shanty Town) 65505
IN A SHANTY IN OLD SHANTY TOWN

JACKIE PARIS
JAVA JIVE TRUE 61340
TEDDI KING
IN THE YEAR YOU'VE BEEN GONE
THE DRAGON 61350
JERRY MARTIN
I'D NEVER FORGIVE MYSELF
WHAT A DIFFERENCE A DAY MADE 61349
THE PICKARD FAMILY
DEAR EVALEENA (Sweet Evaleena) 61351
FLY LITTLE SPARROW

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Eileen
Barton

BARTON
on
BROADWAY

Selections include:

Without Love (from "Silk Stockings")—No-
body's Heart (from "By Jupiter")—It's All
Right With Me (from "Can Can")—I Have to
Tell You (from "Fanny") EC-81102



Teresa
Brewer

ESPECIALLY
FOR YOU

Selections include:
How Important Can It Be?—Rock Love—
Pledging My Love—Tweedle Dee

EC-81115

Lillian
Roth

I'LL CRY
TOMORROW



Selections include:

I'll Cry Tomorrow—Did You Ever See a Dream
Walking?—Eadie Was a Lady—Please Tell
Me When (I Will See You Again)

EC-81103

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SHAKE, RATTLE AND ROLL

DIM, DIM THE LIGHTS

and now! their latest • their greatest!

BILL HALEY

and his Comets

mambo rock

birth of the boogie

Decca 29418
9-29418



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

The Billboard Music Popularity Charts

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

Chart Comments

The Billboard's "Honor Roll of Hits" which shows the nation's top tunes based on record and sheet music sales and deejay and juke box performances reveals a very interesting development this week. Seven out of the top 10 tunes are licensed thru Broadcast Music, Inc., and three with American Society of Composers, Authors and Publishers. This is a fairly sharp reversal of a trend in the opposite direction that lasted almost a year. Up until last fall, ASCAP tunes had for many months dominated the "Honor Roll" by a seven and eight to one ratio. But that trend has now been reversed, with BMI tunes equal or predominant.

The great popularity of rhythm and blues material has contributed much to the comeback of BMI. On this week's "Honor Roll" listing, for instance, five of the tunes are r.&b. ditties, originally started on independent labels in the r.&b. field. All of them have been covered by top artists and have zoomed to popularity in the pop field. Practically every independent diskery has one or more publishing firms into which it drops material penned by its artists, and in almost every case these firms are BMI affiliated. The upsurge of r.&b. tunes has made many ASCAP publishers aware of the new importance of r.&b. material, and many firms, large and small, are now working out arrangements to secure a supply of r.&b. songs for their own catalogs.

The time it can take to get a song off the ground is well illustrated with the tune "That's All I Want From You," which this week moved up into the No. 5 position on The Billboard's best-selling records chart with the Jaye P. Morgan recording on RCA Victor. This recording of the tune was "Spotlighted" by The Billboard in the October 23 issue. Now, almost four months later, the tune is still moving up, and it has a chance to continue to climb. In addition, a new waxing of the tune, by Dinah Washington, has started to get mighty strong action. It just proves that you can't keep a good tune down, even tho "That's All I Want From You" happens to be a "class" ballad, in the midst of an r.&b. deluge.

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	6
2. Mr. Sandman.....	2	4
3. Let Me Go, Lover....	3	11
4. Hearts of Stone.....	5	8
5. Open Up Your Heart..	8	4
6. Sincerely	8	5
7. Naughty Lady of Shady Lane	4	12
8. That's All I Want From You	6	6
9. Earth Angel.....	12	4
10. Make Yourself Comfortable	7	6
11. Teach Me Tonight....	11	16
12. Ko Ko Mo.....	12	3
13. Tweedle Dee.....	-	1
14. No More.....	15	2
15. How Important Can It Be?.....	-	1

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending February 9

This Week	Last Week	Weeks on Chart
1. Melody of Love		1 7
By H. Englemann, Tom Glazer—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: B. Vaughn, Dot 15247; D. Carroll, Mercury 70516; L. Diamond, Victor 20-5973; Four Aces, Dec 29395. OTHER RECORDS AVAILABLE: J. Haskell, Camden 262; Ink Spots, King 1336; S. Kaye, Col 40417; W. King, V 42-0024; F. McCormick, M-G-M 11908; McGuire Sisters, Coral 61334; D. Shore-T. Martin, V 20-5975; F. Sinatra, Cap 3018; C. Stone, Cap 3039; B. Vaughn, Dot 15247. ELECTRICAL TRANSCRIPTIONS: Johnny Desmond, Thesaurus; L. Welk, Standard.		
2. Hearts of Stone		3 12
By Rudy Jackson, Eddie Ray—Published by Regent (BMI) BEST SELLING RECORDS: Fontane Sisters, Dot 15265; Charms, DeLuxe 6062. OTHER RECORDS AVAILABLE: R. Foley, Dec 29375; Goofers, Coral 61305; R. Gray, Cap 2946; J. Haskell, Camden 262; L. Innis, King 1392; Jewels, R & B 1301; McGuire Sisters, Coral 61335; R. Wells, V 20-5955; Vicki Young, Cap 3008. ELECTRICAL TRANSCRIPTIONS: H. Bluestone, Standard; J. Desmond, Thesaurus.		
3. Sincerely		5 6
By Harvey Fuqua, Allen Freed—Published by Arc (BMI) BEST SELLING RECORDS: McGuire Sisters, Coral 61323; Moonglows, Chess 1581. OTHER RECORDS AVAILABLE: B. Fields, M-G-M 11917. Johnny & Jack, V 20-6014. ELECTRICAL TRANSCRIPTIONS: E. LeMar, Standard.		
4. Let Me Go, Lover		2 11
By Jenny Lou Carson, Al Hill—Published by Hill & Range (BMI) 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; J. Haskell, Camden 262; P. Lee, Dec 29373; H. Snow, V 20-5960; C. Taylor, Guyden 100; J. Wakely, Coral 61320. ELECTRICAL TRANSCRIPTIONS: B. Cole Trio, Standard.		
5. Mr. Sandman		5 16
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 20-5965; 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.		
6. Earth Angel		9 6
By Curtis Williams—Published by Dootsie Williams (BMI) 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.		
6. Ko Ko Mo		8 4
By Forest Wilson, Jake Porter, Eunice Levy—Published by Meridan (BMI) BEST SELLING RECORDS: P. Como, V 20-5994; Crew Cuts, Mercury 70529. OTHER RECORDS AVAILABLE: Charms, DeLuxe 6080; G. Crosby-L. Armstrong, Dec 29420; B. Darnell-B. Clooney, X X-0087; Gene & Eunice, Combo 64; H. Hawkins, V 47-6022; G. Hill & R. Sovine, Dec 29411; B. & M. Hutton, Cap 3031; Marvin & Johnny, Modern 949; T. Rodriguez, V 47-5998; Dooley Sisters, Tam 100. ELECTRICAL TRANSCRIPTIONS: L. Wells, Standard.		
8. That's All I Want From You		7 12
By M. Rotha—Published by Weiss & Barry (BMI) BEST SELLING RECORDS: J. P. Morgan, V 20-5892. OTHER RECORDS AVAILABLE: D. Jacobs, Coral 61260; L. Darnell, Savoy 1151; J. Haskell, Camden 262; D. Washington, Mercury 70537; York Brothers, King 1434. ELECTRICAL TRANSCRIPTIONS: H. Bluestone, Standard; J. Desmond, Thesaurus.		
9. Naughty Lady of Shady Lane		6 13
By Tepper and Bennett—Published by Paxton (ASCAP) BEST SELLING RECORDS: Ames Brothers, V 20-5897. OTHER RECORDS AVAILABLE: A. Bleyer, Cadence 254; McGuire Sisters, Coral 61335. ELECTRICAL TRANSCRIPTIONS: B. Cole, Standard; S. Kaye, Thesaurus.		
10. Tweedle Dee		13 14
By Winfield Scott—Published by Progressive (BMI) BEST SELLING RECORDS: G. Gibbs, Mercury 70517; L. Baker, Atlantic 1047. OTHER RECORDS AVAILABLE: D. Collins, Audivox 114; Lancers, Coral 61332; P. W. King, V 20-6005; B. Lou, King 1436; V. Young, Cap 3008.		

Second Ten

11. MAKE YOURSELF COMFORTABLE.....	10	12
Published by Rylan (ASCAP)		
12. NO MORE.....	11	7
Published by Mapleleaf (BMI)		
13. OPEN UP YOUR HEART.....	14	5
Published by Hamblen (BMI)		
14. TEACH ME TONIGHT.....	12	19
Published by Hub (ASCAP)		
15. HOW IMPORTANT CAN IT BE?.....	20	2
Published by Laurel (ASCAP)		
16. UNSUSPECTING HEART.....	18	4
Published by Tee Pee (ASCAP)		
17. DIM, DIM THE LIGHTS.....	16	8
Published by Republic (BMI)		
18. LING TING TONG.....	-	1
Published by St. Louis (BMI)		
19. COUNT YOUR BLESSINGS.....	15	18
Published by Berlin (ASCAP)		
19. SHAKE, RATTLE AND ROLL.....	-	22
Published by Progressive (BMI)		
19. BLUE MIRAGE.....	-	1
Published by Mills (ASCAP)		
19. ROCK LOVE.....	-	1
Published by Jay & Cee (BMI)		

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. Pertman'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		
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP		
Dixie Danny (R)—Southern—ASCAP		
Hearts of Stone (R)—Regent—BMI		
Hey, PUNCHINELLO (R)—Paramount—ASCAP		
How Important Can It Be? (R)—Aspen—ASCAP		
Ko Ko Mo (R)—Meridian—BMI		
Let Me Go, Lover (R)—Hill & Range—BMI		
Life of the Party (R)—Broadcast—BMI		
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—BMI		
Paper Valentine (R)—Stratton—BMI		
Silk Stockings (R) (M)—Chappell—ASCAP		
Sincerely (R)—Arc—BMI		
Teach Me Tonight (R)—Hub-Leeds—ASCAP		
That's All I Want From You (R)—Weiss & Barry—BMI		
These Are the Things We'll Share (R)—Famous—ASCAP		
This Ole House (R)—Hamblen—BMI		
Tweedle Dee (R)—Progressive—BMI		
Unsuspecting Heart (R)—Tee Pee—ASCAP		
Why Don't They Leave Us Alone? (R)—Bregman, Voeco & Conn—ASCAP		
Yop, Too, Can Be a Dreamer (R)—Mills—ASCAP		
Young and Foolish (R)—Chappell—ASCAP		

Television

A Man Chases a Girl (R)—Berlin—ASCAP		
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP		
Darling, Darling, Daring (R)—Mayfair—ASCAP		
Darling Je Vous Aime Beaucoup (R)—Chappell—ASCAP		
Dim, Dim the Lights (R)—Republic—BMI		
Edwards (R)—Rylan—ASCAP		
Hearts of Stone (R)—Regent—BMI		
I Need You Now (R)—Miller—ASCAP		
Ko Ko Mo (R)—Meridian—BMI		
Let Me Go, Lover (R)—Hill & Range—BMI		
Let's Dance, Let's Dance, Let's Dance (R)—Essex—ASCAP		
Make Yourself Comfortable (R)—Rylan—ASCAP		
Melody of Love (R)—Shapiro-Bernstein-Presser—ASCAP		
Mr. Sandman (R)—E. H. Morris—ASCAP		
Naughty Lady of Shady Lane (R)—Paxton—ASCAP		
Never Mind the Noise in the Market (R)—Hollis—BMI		
No More (R)—Maple Leaf—BMI		
Open Up Your Heart (R)—Hamblen—BMI		
Please Don't Freeze (R)—Raleigh—BMI		
Rock Love (R)—Jay & Cee—BMI		
Sand and the Sea (R)—Winnerton—BMI		
Sh-Boom (R)—Hill & Range—BMI		
Shake, Rattle and Roll (R)—Progressive—BMI		
She Went That A-Way (R)—Republic—BMI		
Skokiaan (R)—Shapiro-Bernstein—ASCAP		
Teach Me Tonight (R)—Hub-Leeds—ASCAP		
That's All I Want From You (R)—Weiss & Barry—BMI		
Tweedle Dee (R)—Progressive—BMI		
Unsuspecting Heart (R)—Tee Pee—ASCAP		
Wedding Bells (R)—Rylan—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 (ASCAP)		
Mambo Italiano—Campbell, Connelly (Rylan)		
Finger of Suspicion—Pickwick (Pickwick)		
Happy Days and Lonely Nights—Lawrence Wright (Advanced)		
The Naughty Lady of Shady Lane—Sterling (Paxton)		
Softly, Softly—Cavendish (Sherwin)		
I Can't Tell a Waltz From a Tango—Michael Reine (Harman)		
No One But You—Robbins (Feist)		
Hold My Hand—Bradbury Wood (Raphael)		
Count Your Blessings (Instead of Sheep)—Berlin (Berlin)		
Marjorca—Mills (Eastwick)		
This Ole House—Duchess (Hamblen)		
If I Give My Heart to You—Robbins (Miller)		
I Still Believe—MacMelodies (MacMelodies)		
Let Me Go, Lover—Aberbach (Hill & Range)		
A Blossom Fell—John Fields (Shapiro-Bernstein)		
Heartbeat—Kassner (Ample)		
Somebody—Bourne (Bourne)		
Happy Wanderer—Bosworth (Fox)		
Veni, Vidi, Vici—Dash (Joy)		



Buyboard

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

TOP SELLERS— POPULAR Listed Alphabetically

BLUE MIRAGE	Les Baxter, The	
I AIM'T MAD AT YOU (HONEY BABY)	Bombers	3040
CLOSE YOUR EYES		
DOGGONE IT, YOU DID IT	The Five Keys	3032
HEAT WAVE		
JUKE BOX SPECIAL	Ray Anthony	3029
HONEY BUNCH		
WRITE ME, BABY	The Four Knights	3024
LING, TING, TONG		
I'M ALONE	The Five Keys	2945
MELODY OF LOVE	Frank Sinatra,	
I'M GONNA LIVE TILL I DIE	Ray Anthony	3018
MY SON, MY SON		
MY OWN TRUE LOVE	Margaret Whiting	2996
THE SAND AND THE SEA		
DARLING JE VOUS AIME BEAUCOUP	Nat (King) Cole	3027
THE SONG FROM DESIREE		
THE FINGER OF SUSPICION POINTS AT YOU	Jane Froman	2979
SONG IN BLUE		
SOMEDAY SWEETHEART	Les Paul & Mary Ford	3015

COMING UP FAST Listed Alphabetically

THE BUNNY HOP		
THE HOKEY POKEY	Ray Anthony	2427
CONFUSED		
BELLE FROM BARCELONA	Dean Martin	3011
A KING OR A SLAVE		
IF YOU CARED	Bobby Milano	3023
KO KO MO		
HEART THROB	The Hutton Sisters	3031
TWEEDLEE DEE		
HEARTS OF STONE	Vicki Young	3008
WHADAYA WANT!		
BERNIE'S TUNE	The Cheers	3019
YOUNG AND FOOLISH		
UNDER THE BRIDGES OF PARIS	Dean Martin	3036

LATEST RELEASES

Numbers
460 & 461

BLUE MIRAGE		
I AIM'T MAD AT YOU (HONEY BABY)	Les Baxter, The Bombers	3040
IT'S YOUR LIFE		
MAJORCA	Bob Manning	3041
HAVE IT YOUR WAY		
MY SIN IS YOU	Woody Herman	3042
LET'S DANCE		
JUMPIN' AT THE WOODSIDE	Benny Goodman	3043
YOU BETTER BELIEVE IT CA-RAZY!	Rudy Gray	3044
IT'S ALL RIGHT		
COUNTING MY BLESSINGS	Martha Carson	3045
A-TING-A-LING MALAGUENA	Stan Kenton	3047
TWEEDLEE DEE TEARS ON MY PILLOW	Vicki Young	3046
FUJIYAMA MAMA WHEELS OF LOVE	Annisteen Allen	3048
ECHO TANGO ALL DAY LONG	Duke Ellington	3049
DON'T CHANGE YOUR MIND ABOUT ME WHY SHOULD I CRY OVER YOU!	Frank Sinatra	3050
DID YOU TELL HER ABOUT ME! YOU SEND HER AN ORCHID	Jean Shepard	3051

BEST SELLING— POPULAR ALBUMS Listed Alphabetically

B.G. IN HI FI—Benny Goodman	45 rpm "EP" No. EAP-1-2-3-4-565 & EBF-1-2-565	33 1/2 rpm No. W-565
GOLDEN HORN—Ray Anthony	45 rpm "EP" No. EAP-1-2-3-563 & ECF-563	33 1/2 rpm No. T-563
THE KENTON ERA—Stan Kenton	45 rpm "EP" No. EOX-569	33 1/2 rpm No. WDX-569
MUSIC FOR LOVERS ONLY—Jackie Gleason	45 rpm "EP" No. EBF-352	33 1/2 rpm No. H-352
MUSIC, MARTINIS AND MEMORIES— Jackie Gleason	45 rpm "EP" No. EAP-1-2-3-4-509 & EBF-1-2-509	33 1/2 rpm No. W-509
MUSIC TO REMEMBER HER—Jackie Gleason	45 rpm "EP" No. EBF-1-2-570	33 1/2 rpm No. W-570
SOMETHING COOL—June Christy	45 rpm "EP" No. EBF-516	33 1/2 rpm No. H-516
SONGS FOR YOUNG LOVERS—Frank Sinatra	45 rpm "EP" No. EAP-1-2-488 & EBF-488	33 1/2 rpm No. H-488
SORTA-MAY—Billy May	45 rpm "EP" No. EAP-1-2-3-562 & ECF-562	33 1/2 rpm No. T-562
SWING EASY—Frank Sinatra	45 rpm "EP" No. EAP-1-2-528 & EBF-528	33 1/2 rpm No. H-528
TODAY'S TOP HITS, VOLUME XII—Nat (King) Cole, Les Paul & Mary Ford		33 1/2 rpm No. T-9122
THE WOODY HERMAN BAND!	45 rpm "EP" No. EAP-1-2-3-560 & ECF-560	33 1/2 rpm No. T-560
YMA SUMAC MAMBO!	45 rpm "EP" No. EAP-1-2-564	33 1/2 rpm No. H-564

TOP SELLERS— COUNTRY & HILLBILLY Listed Alphabetically

ANNIE OVER		
IF LOVIN' YOU IS WRONG	Hank Thompson	3030
THE CARPENTER'S SON HEAVENLY CANNON BALL	The Rangers Quartet	3035
COW COW BOOGIE ROCK-ROCKOLA	Merrill Moore	3034
IF THAT'S THE FASHION IF YOU AIN'T LOVIN'	Faron Young	2953
LET ME IN THERE, BABY I'LL NEVER CHANGE MY MIND ABOUT YOU	Billy Strange	3021
LITTLE TOM I FEEL BETTER ALL OVER	Ferlin Huskey	3001
LOVIN' SEASON THIS KISS MUST LAST FOREVER	Sonny James	3025
THE NEW GREEN LIGHT A LONELY HEART KNOWS	Hank Thompson	2920
NUMBER ONE IN YOUR HEART I CAN'T STAND IT ANY LONGER	Skeets McDonald	3038
UNTIED BOOB-I-LAK	Tommy Collins	3017
WAIT A LITTLE LONGER PLEASE, JESUS I'M GONNA SERVE HIM	Chester Smith	2941
WEST OF SAMOA FLIPPIN' THE LID	Speedy West, Jimmy Bryant	3026

BEST SELLING— "EP" ALBUMS Listed Alphabetically

AN INTRODUCTION TO THE AL BELLETTO QUINTET	45 rpm "EP" No. EAP-1-6508	FRANK SINATRA SINGS SONGS FROM "YOUNG-AT-HEART"	45 rpm "EP" No. EAP-1-571	NAT (KING) COLE SINGS	45 rpm "EP" No. EAP-1-9120
BAZOOM—The Cheers	45 rpm "EP" No. EAP-1-584	JACKIE GLEASON PLAYS ROMANTIC JAZZ	45 rpm "EP" No. EAP-1-568	SADDLE SHOE SHUFFLE—Ray Anthony	45 rpm "EP" No. EAP-1-557
DEAN MARTIN	45 rpm "EP" No. EAP-1-9123	LES PAUL AND MARY FORD	45 rpm "EP" No. EAP-1-9121	TWEEDLEE DEE—Vicki Young	45 rpm "EP" No. EAP-1-593
DREAM—The Pied Pipers	45 rpm "EP" No. EAP-1-586	MAMBO—Dave Barbour	45 rpm "EP" No. EAP-1-545	THE VERY THOUGHT OF YOU—Bob Manning	45 rpm "EP" No. EAP-1-585
THE FIVE KEYS	45 rpm "EP" No. EAP-1-572	MELODY OF LOVE—Frank Sinatra, Ray Anthony	45 rpm "EP" No. EAP-1-590	WOODY HERMAN SPECIALS	45 rpm "EP" No. EAP-1-556

BEST SELLING—CHILDREN'S ALBUMS Listed Alphabetically

BOZO AT THE DOG SHOW—Pinto Colvig	78 rpm No. DBX-3023	THE LITTLE ENGINE THAT COULD—Art Gilmore	78 rpm No. CAS-3205
BOZO HAS A PARTY—Pinto Colvig	45 rpm "EP" No. EAXF-3023		45 rpm No. CASF-3205
BOZO HAS A PARTY—Pinto Colvig	78 rpm No. DBX-3133	THE NOISY EATER—Jerry Lewis	78 rpm No. CAS-3120
D-O-G SPELLS DOG, D-O-G—Mel Blanc	45 rpm "EP" No. EAXF-3133		45 rpm No. CASF-3120
GISELE MacKENZIE SINGS CHILDREN'S SONGS FROM FRANCE	78 rpm No. CAS-3219	PEER GYNT'S ADVENTURES IN ARABIA—Art Gilmore	78 rpm No. DAS-3221
HOPALONG CASSIDY AND THE BIG RANCH FIRE—William Boyd	45 rpm No. CASF-3219		45 rpm No. KASF-3221
LADY AND THE TRAMP—Members of the Original Cast	78 rpm No. CAS-3024	PEER GYNT'S ADVENTURES IN THE HALL OF THE MOUNTAIN KING—Art Gilmore	78 rpm No. DAS-3222
	45 rpm No. CASF-3024		45 rpm No. KASF-3222
	78 rpm No. CAS-3024	PEER GYNT'S ADVENTURES ON THE STORMY SEA—Art Gilmore	78 rpm No. DAS-3220
	45 rpm No. CASF-3024		45 rpm No. KASF-3220
	78 rpm No. DBX-3056	SPARKY'S MAGIC BATON—Music by Billy May	78 rpm No. DBX-3206
	45 rpm "EP" No. EAXF 3056		45 rpm "EP" No. EAXF-3206

BOB MANNING THE ANNISTEEN ALLEN

IT'S YOUR LIFE
MAJORCA

NO. 3041



SHTIGGY BOOM
ANXIOUS HEART

NO. 3052



FUJIYAMA MAMA
WHEELS OF LOVE

NO. 3048



MONEY THE



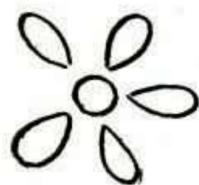
Norman Petty Trio

I WONDER
WHY

and

THREE LITTLE
KISSES

x-0104 (4x-0104)



THE DICE READ 6 THE HARD WAY... **BUT**

"X"

a Product of Radio Corporation of America

RECORDS MARK THE HITS!

EASY WAY



The Wilder Bros.

ICHI-BON TAMI DACHI

(My Number One Girl Is You)

and

SAY GOODBYE

x-0098 (4x-0098)

...THEY'RE REALLY LUCKY NUMBERS... MONEY THE EASY WAY



RECORDS MARK THE HITS!

a Product of Radio Corporation of America

MILTON DEUTSCH AGENCY

9157 Sunset Blvd., Hollywood, Calif.

CRestview 4-7321

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending February 9

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

This Week		Last Week	Weeks on Chart
1.	SINCERELY—McGuire Sisters..... No More—(28)—Coral 61323—BMI	1	7
2.	HEARTS OF STONE—Fontane Sisters Bless Your Heart—Dot 15265—BMI	2	11
3.	MELODY OF LOVE—B. Vaughn..... Joy Ride—Dot 15247—ASCAP	5	11
4.	KO KO MO—P. Como..... You'll Always Be My Lifetime Sweetheart— V 20-5994—BMI	9	3
5.	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... Dawn—V 20-5896—BMI	6	13
6.	LET ME GO, LOVER—J. Weber..... Marionette—Col 40366—BMI	3	12
7.	TWEEDLEE DEE—G. Gibbs..... You're Wrong, All Wrong—Mercury 70517—BMI	12	4
8.	EARTH ANGEL—Penguins..... Hey, Senorita—Dootone 348—BMI	8	9
9.	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	4	17
10.	MELODY OF LOVE—D. Carroll..... La Golondrina—Mercury 70516—ASCAP	13	7
10.	KO KO MO—Crew Cuts..... Earth Angel—(14)—Mercury 70529—BMI	15	4
10.	CRAZY OTTO MEDLEY—J. Maddox.. 18 Humoresque—Dot 15325—	3	
13.	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP	7	13
14.	EARTH ANGEL—Crew Cuts..... Ko Ko Mo—(10)—Mercury 70529—BMI	14	3
15.	MAKE YOURSELF COMFORTABLE— S. Vaughan..... Idle Gossip—Mercury 70469—ASCAP	10	13
16.	MELODY OF LOVE—Four Aces..... There's a Tavern in the Town— Dec 29395—ASCAP	11	5
17.	OPEN UP YOUR HEART— Cowboy Church Sunday School.... 18 The Lord Is Counting on You— Dec 29367—BMI	8	
18.	NO MORE—DeJohn Sisters..... Theresa—Epic 9085—BMI	16	8
19.	HOW IMPORTANT CAN IT BE— J. James..... This Is My Confession—M-G-M 11919—ASCAP	—	1
20.	MR. SANDMAN—Four Aces..... I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	21	13
21.	HEARTS OF STONE—Charms..... Who Knows—DeLuxe 6062—BMI	24	13
22.	LET ME GO, LOVER—T. Brewer.... 17 Moon Is on Fire—Coral 61315—BMI	10	
23.	DIM, DIM THE LIGHTS—B. Haley.. 20 Happy Baby—Dec 29317—BMI	14	
24.	EARTH ANGEL—C. Mann..... I Love You So—Sound 108—BMI	27	2
25.	SONG OF THE BAREFOOT CONTESSA—H. Winterhalter..... 28 Land of Dreams—V 20-5888—ASCAP	4	
26.	TWEEDLE DEE—L. Baker..... Tomorrow Night—Atlantic 1047—BMI	24	6
26.	PLANTATION BOOGIE—L. Dee..... Birth of the Blues—Dec 29360—BMI	24	2
28.	NO MORE—McGuire Sisters..... Sincerely—(1)—Coral 61323—BMI	23	4
29.	SHAKE, RATTLE AND ROLL— B. Haley..... ABC Boogie—Dec 29204—BMI	29	27
30.	MELODY OF LOVE—L. Diamond.... — Phantom Gaucho—V 20-5973—ASCAP	—	1
30.	PLEDGING MY LOVE—J. Ace..... — No Money—Duke 136—BMI	—	1

• This Week's Best Buys

THE BALLAD OF DAVY CROCKETT (Wonderland, BMI)—Bill Hayes—Cadence 1256

Not since Joan Weber's "Let Me Go, Lover" has a record taken off with the excitement sparked by this disk since being introduced on a recent TV show. This week already it is on the Cincinnati and Cleveland charts and considering the unanimous strong sales reports from all parts of the country, should hit the national lists shortly. Flip is "Farewell" (Wonderland, BMI). A previous Billboard "Spotlight" pick.

WEDDING BELLS (Mellin, BMI)
A MAN CHASES A GIRL (Berlin, ASCAP)—
Eddie Fisher—RCA Victor 20-6015

Solid sales in most key markets is the picture here also. "Wedding Bells" had the edge at the outset, but since singing the tune on the flip on the Ed Sullivan show, action on both sides has been good. "Wedding Bells in the Frankie Lester version has also been selling well in several Middle Western territories, including Chicago, Cleveland, Kansas City, Milwaukee and Detroit. The Fisher disk was a previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending February 9

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among 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 Bless Your Heart—Dot 15265—BMI	1	10
2.	LET ME GO, LOVER—J. Weber.... 2 Marionette—Col 40366—BMI	2	11
2.	SINCERELY—McGuire Sisters..... 6 No More—Coral 61323—BMI	6	5
4.	MR. SANDMAN—Chordettes..... 3 I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	3	15
5.	MELODY OF LOVE—Four Aces..... 5 There's a Tavern in the Town— Dec 29395—ASCAP	5	6
6.	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP	4	11
7.	MELODY OF LOVE—B. Vaughn..... 6 Joy Ride—Dot 15247—ASCAP	6	7
8.	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... Dawn—V 20-5896—BMI	8	9
9.	MAKE YOURSELF COMFORTABLE— S. Vaughan..... Idle Gossip—Mercury 70469—ASCAP	9	8
10.	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	9	19
11.	LET ME GO, LOVER—T. Brewer.... 13 Moon Is on Fire—Coral 61315—BMI	13	9
11.	KO KO MO—P. Como..... 17 You'll Always Be My Lifetime Sweetheart— V 20-5994—BMI	17	2
13.	TWEEDLE DEE—C. Gibbs..... 15 You're Wrong, All Wrong—Mercury 70517—BMI	15	2
14.	EARTH ANGEL—Penguins..... 16 Hey, Senorita—Dootone 348—BMI	16	2
15.	MELODY OF LOVE—D. Carroll..... — La Golondrina—Mercury 70516—ASCAP	—	1
15.	CRAZY OTTO MEDLEY—J. Maddox.. — Humoresque—Dot 15325—	—	1
17.	MR. SANDMAN—Four Aces..... 13 I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	13	12
18.	LET ME GO, LOVER—P. Page..... 12 Hocus Pocus—Mercury 70511—BMI	12	6
19.	NO MORE—DeJohn Sisters..... 11 Theresa—Epic 9085—BMI	11	4
19.	EARTH ANGEL—Crew Cuts..... 20 Ko Ko Mo—Mercury 70529—BMI	20	2
19.	NO MORE—McGuire Sisters..... 17 Sincerely—Coral 61323—BMI	17	4

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

CLOSE YOUR EYES (Miller, ASCAP) — Tony Bennett—Columbia 40427

This record has been generally available three weeks now and has been growing steadily. In Los Angeles last week, it spurred forward with renewed strength and was also reported a good seller in New York, Philadelphia, Chicago, Buffalo, Pittsburgh, Milwaukee, St. Louis, Detroit, Durham, Baltimore and Atlanta. Flip is "It's Too Soon to Know" (E. H. Morris, ASCAP). A previous Billboard "Spotlight" pick.

MAMBO ROCK (Myers, ASCAP)
BIRTH OF THE BOOGIE (Sea Breeze, ASCAP)
—Bill Haley—Decca 29418

Initial reaction to Haley's latest has been, with few exceptions, highly positive. Operators and dealers across the country report that sales have been easy and daily increasing in volume. Both sides are liked and, at this stage, it is not easy to predict which will win out. A previous Billboard "Spotlight" pick.

• Most Played by Jockeys

For survey week ending February 9

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

This Week		Last Week	Weeks on Chart
1.	SINCERELY—McGuire Sisters..... No More—Coral 61323—BMI	1	6
2.	HEARTS OF STONE—Fontane Sisters Bless Your Heart—Dot 15265—BMI	2	11
3.	LET ME GO, LOVER—J. Weber.... 3 Marionette—Col 40366—BMI	3	11
4.	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... Dawn—V 20-5896—BMI	4	11
5.	MELODY OF LOVE—B. Vaughn..... 8 Joy Ride—Dot 15247—ASCAP	8	6
6.	NO MORE—DeJohn Sisters..... 6 Theresa—Epic 9085—BMI	6	9
7.	KO KO MO—P. Como..... 9 You'll Always Be My Lifetime Sweetheart— V 20-5994—BMI	9	3
8.	MR. SANDMAN—Chordettes..... 5 I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	5	17
9.	EARTH ANGEL—Crew Cuts..... 13 Ko Ko Mo—Mercury 70529—BMI	13	3
10.	TWEEDLE DEE—G. Gibbs..... 14 You're Wrong, All Wrong—Mercury 70517—BMI	14	4
11.	KO KO MO—Crew Cuts..... 12 Earth Angel—Mercury 70529—BMI	12	3
12.	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP	10	14
13.	MAKE YOURSELF COMFORTABLE— S. Vaughan..... Idle Gossip—Mercury 70469—ASCAP	7	13
14.	MELODY OF LOVE—Four Aces..... 16 There's a Tavern in the Town— Dec 29395—ASCAP	16	5
15.	EARTH ANGEL—Penguins..... 19 Hey, Senorita—Dootone 348—BMI	19	4
16.	MELODY OF LOVE—D. Carroll..... 11 Golondrina, La—Mercury 70516—ASCAP	11	5
17.	CRAZY OTTO MEDLEY—J. Maddox.. 20 Humoresque—Dot 15325—	20	2
18.	MR. SANDMAN—Four Aces..... 15 I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	15	13
19.	NO MORE—McGuire Sisters..... 17 Sincerely—Coral 61323—BMI	17	2
20.	MELODY OF LOVE— F. Sinatra & R. Anthony..... — I'm Gonna Live Till I Die—Cap 3016—ASCAP	—	3

IF YOU'RE NOT ON THIS BUY LIST ...YOU'RE IN TROUBLE



SARAH VAUGHAN

"Make Yourself Comfortable"

MERCURY 70469 • 70469X45



GEORGIA GIBBS

"Tweedle Dee"

MERCURY 70517 • 70517X45



DAVID CARROLL
AND HIS ORCHESTRA

"Melody Of Love"

MERCURY 70516 • 70516X45



THE CREW CUTS
"Earth Angel"
AND
"Kokomo"

MERCURY 70529 • 70529X45



PATTI PAGE

"Everlovin"

MERCURY 70528 • 70528X45



RALPH MARTERIE

"Blue Mirage"

MERCURY 70535 • 70535X45



SARAH VAUGHAN

"How Important Can It Be"

MERCURY 70534 • 70534X45



BILL FARRELL

"It May Sound Silly"

MERCURY 70539 • 70539X45



RONNIE GAYLORD

"Pledging My Love"

MERCURY 70551 • 70551X45



LAURIE SISTERS

"No Chance"

MERCURY 70548 • 70548X45



VIC DAMONE

"Hello Mrs. Jones, Is Mary There"

MERCURY 70545 • 70545X45



RUSTY DRAPER

"The Ballad Of Davy Crockett"

MERCURY 70555 • 70555X45



JAN AUGUST

"Crazy Julius"

MERCURY 70541 • 70541X45



RICHARD HAYMAN
HARMONICA
AND ORCHESTRA

"Misty"

MERCURY 70550 • 70550X45

THE CARLISLES

"Rusty Old Halo"

MERCURY 70544 • 70544X45



THE GAYLORDS

"Chow Mein"

MERCURY 70543 • 70543X45

SHAY TORRENT

"Plantation Boogie"

MERCURY 70542 • 70542X45



DICK CONTINO

"Nightingale"
AND
"Adios"

MERCURY 70536 • 70536X45



EDDY HOWARD

"Finger Of Suspicion"

AND
"OLD MEMORIES"

MERCURY 70533 • 70533X45



DINAH WASHINGTON

"That's All I Want From You"

MERCURY 70537 • 70537X45



RED PRYSOCK

"Rock 'n Roll"

MERCURY 70540 • 70540X45

EDDIE VINSON

"Anxious Heart"

MERCURY 70525 • 70525X45



BUDDY JOHNSON

"Upside Your Head"

MERCURY 70523 • 70523X45



LLYOD ELLIS

"Blue Champagne"

MERCURY 70520 • 70520X45

CHECK THIS LIST NOW!





A NEW VOICE
A NEW PERSONALITY
A NEW DISCOVERY

Rosalind Paige
 singing

"I THINK I'LL CRY AGAIN"
 MGM - 11924

A New and Different Song

b/w

"When I Found You In Somebody Else's Arms"
 (I Found Out)



The Billboard Music Popularity Charts
POPULAR RECORDS

• Territorial Best Sellers

For survey week ending February 9

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

Atlanta

1. Melody of Love, B. Vaughn, Dot
2. Sincerely, McGuire Sisters, Cor.
3. That's All I Want From You J. P. Morgan, V.
4. My Own True Love, M. Whiting, Cap.
5. Make Yourself Comfortable S. Vaughan, Mer.

Balti.-Wash.

1. Hearts of Stone, Fontane Sisters, Dot
2. Tweedle Dee, G. Gibbs, Mer.
3. Sincerely, McGuire Sisters, Cor.
4. Let Me Go, Lover, J. Weber, Col.
5. Ko Ko Mo, P. Como, V.
6. That's All I Want From You J. P. Morgan, V.
7. Melody of Love, D. Carroll, Mer.
8. Ko Ko Mo, Crew Cuts, Mer.
9. No More, DeJohn Sisters, Epi.
10. How Important Can It Be? J. James, M-G-M

Boston

1. Crazy Otto Medley, J. Maddox, Dot
2. Tweedle Dee, G. Gibbs, Mer.
3. Melody of Love, D. Carroll, Mer.
4. Sincerely, McGuire Sisters, Cor.
5. Ko Ko Mo, P. Como, V.
6. How Important Can It Be? J. James, M-G-M
7. Hearts of Stone, Fontane Sisters, Dot
8. Melody of Love, B. Vaughn, Dot
9. Ko Ko Mo, Crew Cuts, Mer.
10. Finger of Suspicion, J. Forman, Cap.

Buffalo

1. Sincerely, McGuire Sisters, Cor.
2. Hearts of Stone, Fontane Sisters, Dot
3. Ko Ko Mo, Crew Cuts, Mer.
4. That's All I Want From You J. P. Morgan, V.
5. Tweedle Dee, G. Gibbs, Mer.
6. Ko Ko Mo, P. Como, 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. Crazy Otto Medley, J. Maddox, Dot
7. Melody of Love, D. Carroll, Mer.
8. Ko Ko Mo, P. Como, V.
9. Song of the Barefoot Contessa H. Winterhalter, V.
10. How Important Can It Be? S. Vaughan, Mer.

Cincinnati

1. Tweedle Dee, G. Gibbs, Mer.
2. Melody of Love, B. Vaughn, Dot
3. Mr. Sandman, Chordettes, Cdc.
4. Sincerely, McGuire Sisters, Cor.
5. Hearts of Stone, Fontane Sisters, Dot
6. Let Me Go, Lover, J. Weber, Col.
7. Ballad of Davy Crockett, B. Hayes, Cdc.
8. Make Yourself Comfortable S. Vaughan, Mer.
9. Ko Ko Mo, Crew Cuts, Mer.
10. Earth Angel, Crew Cuts, Mer.

Cleveland

1. Melody of Love, B. Vaughn, Dot
2. Ko Ko Mo, Crew Cuts, Mer.
3. Pledging My Love, J. Ace, Duk.
4. Tweedle Dee, L. Baker, Atl.
5. Cherry Pink and Apple Blossom White P. Prado, V.
6. Earth Angel, Crew Cuts, Mer.
7. Earth Angel, Penguins, Dtn.
8. Ballad of Davy Crockett, B. Hayes, Cdc.
9. Crazy Otto Medley, Crazy Otto, Dec.
10. Tweedle Dee, G. Gibbs, Mer.

Dallas-Fort Worth

1. Sincerely, McGuire Sisters, Cor.
2. Hearts of Stone, Fontane Sisters, Dot
3. Earth Angel, Penguins, Dtn.
4. Sand and the Sea, Nat (King) Cole, Cap.
5. That's All I Want From You J. P. Morgan, V.
6. Earth Angel, Crew Cuts, Mer.
7. Mr. Sandman, Four Aces, Dec.
8. Ko Ko Mo, P. Como, V.
9. Melody of Love, Four Aces, Dec.
10. Melody of Love, B. Vaughn, Dot

Denver

1. Hearts of Stone, Fontane Sisters, Dot
2. Sincerely, McGuire Sisters, Cor.
3. That's All I Want From You J. P. Morgan, V.
4. Let Me Go, Lover, J. Weber, Col.
5. Mr. Sandman, Chordettes, Cdc.
6. Hearts of Stone, Charms, Del.
7. Melody of Love, B. Vaughn, Dot
8. Naughty Lady of Shady Lane Ames Brothers, V.
9. Melody of Love, D. Carroll, Mer.
10. Mr. Sandman, Four Aces, Dec.

Detroit

1. Earth Angel, Crew Cuts, Mer.
2. Plantation Boogie, L. Dec, Dec.
3. Melody of Love, D. Carroll, Mer.
4. Ko Ko Mo, Crew Cuts, Mer.
5. Tweedle Dee, G. Gibbs, Mer.
6. How Important Can It Be? J. James, M-G-M
7. Crazy Otto Medley, Crazy Otto, Dec.
8. Two Hearts, Charms, Del.
9. Sincerely, McGuire Sisters, Cor.
10. Rock Love, Fontane Sisters, Dot

Kansas City

1. Crazy Otto Medley, J. Maddox, Dot
2. Hearts of Stone, Fontane Sisters, Dot
3. Ko Ko Mo, P. Como, V.
4. Sincerely, McGuire Sisters, Cor.
5. Melody of Love, B. Vaughn, Dot
6. Earth Angel, Crew Cuts, Mer.
7. Darin', Hilltoppers, Dot
8. Earth Angel, G. Mann, Son
9. Wedding Bells, F. Lester, X
10. No More, DeJohn Sisters, Epi.

Los Angeles

1. That's All I Want From You J. P. Morgan, V.
2. Melody of Love, L. Diamond, V.
3. Hearts of Stone, Fontane Sisters, Dot
4. Sincerely, McGuire Sisters, Cor.
5. Song of the Barefoot Contessa H. Winterhalter, V.
6. Crazy Otto Medley, J. Maddox, Dot
7. Mr. Sandman, Chordettes, Cdc.
8. Melody of Love, D. Carroll, Mer.
9. Tweedle Dee, L. Baker, Atl.
10. Make Yourself Comfortable S. Vaughan, Mer.

Milwaukee

1. Sincerely, McGuire Sisters, Cor.
2. Melody of Love, D. Carroll, Mer.
3. Earth Angel, Crew Cuts, Mer.
4. Crazy Otto Medley, J. Maddox, Dot
5. How Important Can It Be? J. James, M-G-M
6. Earth Angel, Penguins, Dtn.
7. Open Up Your Heart Cowboy Church Sunday School, Dec.
8. Plantation Boogie, L. Dec, Dec.
9. That's All I Want From You J. P. Morgan, V.

Mpls.-St. Paul

1. Sincerely, McGuire Sisters, Cor.
2. Hearts of Stone, Fontane Sisters, Dot
3. Melody of Love, B. Vaughn, Dot
4. Open Up Your Heart Cowboy Church Sunday School, Dec.
5. Mr. Sandman, Four Aces, Dec.
6. Ko Ko Mo, P. Como, V.
7. Earth Angel, P. O'Day, M-G-M
8. Crazy Otto Medley, J. Maddox, Dot
9. Let Me Go, Lover, J. Weber, Col.
10. Naughty Lady of Shady Lane Ames Brothers, V.

New Orleans

1. Sincerely, McGuire Sisters, Cor.
2. Ko Ko Mo, P. Como, V.
3. Melody of Love, B. Vaughn, Dot
4. Let Me Go, Lover, J. Weber, Col.
5. That's All I Want From You J. P. Morgan, V.
6. Dim, Dim the Lights, B. Haley, Dec.
7. Mr. Sandman, Four Aces, Dec.
8. Tweedle Dee, L. Baker, Atl.
9. Pledging My Love, J. Ace, Duk.
10. Melody of Love, Four Aces, Dec.

New York

1. Mr. Sandman, Chordettes, Cdc.
2. Melody of Love, B. Vaughn, Dot
3. Let Me Go, Lover, J. Weber, Col.
4. Naughty Lady of Shady Lane Ames Brothers, V.
5. Earth Angel, Penguins, Dtn.
6. How Important Can It Be? J. James, M-G-M
7. Hearts of Stone, Fontane Sisters, Dot
8. Make Yourself Comfortable S. Vaughan, Mer.
9. That's All I Want From You J. P. Morgan, V.
10. Ko Ko Mo, P. Como, V.

Philadelphia

1. Earth Angel, G. Mann, Son
2. Sincerely, McGuire Sisters, Cor.
3. Crazy Otto Medley, J. Maddox, Dot
4. Tweedle Dee, G. Gibbs, Mer.
5. Melody of Love, B. Vaughn, Dot
6. Ko Ko Mo, P. Como, V.
7. Hearts of Stone, Fontane Sisters, Dot
8. Naughty Lady of Shady Lane Ames Brothers, V.
9. Song of the Barefoot Contessa H. Winterhalter, V.
10. Let Me Go, Lover, J. Weber, Col.

Pittsburgh

1. Tweedle Dee, G. Gibbs, Mer.
2. Ko Ko Mo, P. Como, V.
3. Sincerely, McGuire Sisters, Cor.
4. Melody of Love, B. Vaughn, Dot
5. Mr. Sandman, Chordettes, Cdc.
6. Earth Angel, Penguins, Dtn.
7. Ko Ko Mo, Crew Cuts, Mer.
8. Hearts of Stone, Fontane Sisters, Dot
9. How Important Can It Be? S. Vaughan, Mer.
10. Everlovin', P. Page, Mer.

St. Louis

1. Sincerely, McGuire Sisters, Cor.
2. Ko Ko Mo, P. Como, V.
3. Crazy Otto Medley, J. Maddox, Dot
4. Melody of Love, B. Vaughn, Dot
5. Tweedle Dee, G. Gibbs, Mer.
6. Ko Ko Mo, Crew Cuts, Mer.
7. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.
8. Hearts of Stone, Fontane Sisters, Dot
9. No More, DeJohn Sisters, Epi.
10. Song of the Barefoot Contessa H. Winterhalter, V.

San Francisco

1. Hearts of Stone, Fontane Sisters, Dot
2. Sincerely, McGuire Sisters, Cor.
3. Naughty Lady of Shady Lane Ames Brothers, V.
4. Mr. Sandman, Chordettes, Cdc.
5. Earth Angel, Penguins, Dtn.
6. Let Me Go, Lover, J. Weber, Col.
7. That's All I Want From You J. P. Morgan, V.
8. Tweedle Dee, D. Collins, Adx.
9. Ko Ko Mo, P. Como, V.
10. Make Yourself Comfortable S. Vaughan, Mer.

Seattle

1. Sincerely, McGuire Sisters, Cor.
2. Hearts of Stone, Fontane Sisters, Dot
3. Melody of Love, B. Vaughn, Dot
4. Melody of Love, D. Carroll, Mer.
5. Let Me Go, Lover, J. Weber, Col.
6. Naughty Lady of Shady Lane Ames Brothers, V.
7. That's All I Want From You J. P. Morgan, V.
8. Ko Ko Mo, Crew Cuts, Mer.
9. Tweedle Dee, G. Gibbs, Mer.

TWO BIG NEW HITS!

'The Ballad Of DAVY CROCKETT'

The Smash Song Of The Year
From The Walt Disney TV Show
SUNG IN TOP STYLE BY

RUSTY DRAPER

coupled with

"I've Been Thinkin'"

MERCURY 70555 • 70555X45

THE CUTEST HIT IN YEARS!

'CHOW MEIN'

by THE
GAYLORDS

MERCURY 70543 • 70543X45



THIS WEEK'S
BIG 5
for '55
from MGM



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

1 **JONI JAMES**

HOW IMPORTANT CAN IT BE

Orchestra conducted by **DAVE TERRY**

and **THIS IS MY CONFESSION**

MGM 11919 78 rpm
K 11919 45 rpm

HOT!
WHEN WE COME OF AGE
11865

BIG! ROCK 'N ROLL HIT

CLAUDE CLOUD
and his **THUNDERCLAPS**

Cloudburst

Featuring **SAM (The Man) TAYLOR**

on Tenor Sax
MGM 55003 78 rpm
K 55003 45 rpm

2 **LEROY HOLMES**

THE BRIDGES OF TOKO-RI

A BIG WIDE WONDERFUL WORLD

MGM 11914 78 rpm • K 11914 45 rpm

HOT!
TARA'S THEME
11854

Next BIG Hit!

JAMES BROWN

Sgt. Rip Masters of the **Ain Tih Tih** TV show, and the **TRAIL WINDERS**

3 **DEBBIE REYNOLDS**

NEVER MIND THE NOISE IN THE MARKET

and **CAROLINA IN THE MORNING**

MGM 11939 78 rpm — K 11939 45 rpm

THE BALLAD OF DAVY CROCKETT

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

MGM 11941 • K 11941

4 **ALAN DEAN**

TOO MUCH IN LOVE TO CARE

and **THE LADDER OF LOVE**

MGM 11920 78 rpm • K 11920 45 rpm

SPECIAL RUBY MURRAY

5 **TOMMY MARA**

PLEDGING MY LOVE

and **HONEY BUNCH**

MGM 11931 78 rpm
K 11931 45 rpm

SOFTLY SOFTLY

and **HE'S A PAL OF MINE**

MGM 11940 78 rpm
K 11940 45 rpm

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

The Billboard Music Popularity Charts
POPULAR RECORDS

• Review Spotlight on...

RECORDS

DON CORNELL

Give Me Your Love (Stratton, BMI)
When You Are in Love (Weiss & Barry, BMI)—Coral 61367 — Here are two mighty potent sides by Don Cornell. Top side is an exciting rhythm ditty, and the flip an ear-pleasing ballad. Ork and choral backing is an added feature, and both sides could happen.

ANDY GRIFFITH

Make Yourself Comfortable (Rylan, ASCAP)—Capitol 3057—Here is one of the most enjoyable spoofs of a pop tune since Frank Fay used to take 'em apart. Andy Griffith "explains" the true meaning of the lyrics to the current hit with sly wit, while a thrush warbles the tune in the background. Flip is "Ko Ko Mo" (Meridian, BMI).

FOUR ACES

There Goes My Heart (Feist, ASCAP)—Decca 29435—The Aces turn in a smooth, pretty reading of the ever-green, backed smartly by the ork. The group has a chance for another strong one here. Flip is "You'll Always Be the One" (Jack Gold, ASCAP).

ROSEMARY CLOONEY

Where Will the Dimples Be? (Roger, ASCAP)—Columbia 40434—The thrush latches on to a lively new tune about a forthcoming baby with the same enthusiasm she handed "This Ole House." Thurl Ravenscroft helped out on the vocal. Flip is "Brahms' Lullaby."

• Reviews of New Pop Records

BILL HALEY ORK

Mambo Rock 87
DECCA 29418—A Billboard "Spotlight" 2-12-'55. (Myers, ASCAP)
Birth of the Boogie 85
A Billboard "Spotlight" 2-12-'55. (Sea Breeze, ASCAP)

THE THREE CHUCKLES

Foolishly 86
"X" 95 — A Billboard "Spotlight" 2-12-'55. (Regent, BMI)
If You Should Love Again 74
Typical Chuckles reading of an attractive new ballad. It should do well with exposure. (Campbell, BMI)

BILL HAYES

The Ballad of Davey Crockett 86
CADENCE 1256—A Billboard "Spotlight" 2-12-'55. (Wonderland, BMI)
Farewell 73
A poem of Davey Crockett's, now set to music, is sung nicely by Hayes. (Wonderland, BMI)

FOUR COINS

My Anxious Heart 86
EPIC 9091—A Billboard "Spotlight" 2-12-'55.
Oh Mother Dear 70
European folk tune is sung in okay fashion by the boys but the flip has the power.

MINDY CARSON

The Fish 79
COLUMBIA 40438—This is the best record the thrush has had in years. She contributes a zingy vocal to a bouncy novelty with some amusing lyric gimmicks. Should get plenty of spins, and has a chance for real coin. Watch it. (Oxford, ASCAP)
Bring Me Your Love 75
Mindy pulls a style switch and sings out a la Kay Starr with surprisingly good results on an r.&b. flavored ditty. However, flip is strongest side. (Joy, ASCAP)

JOAN WEBER

It May Sound Silly 79
COLUMBIA 40440—The thrush sings this in her own distinctive style, and it should do fairly well after her smash hit, "Let Me Go, Lover." (Progressive, BMI)
Call Me Careless 60
Rather poor reading of a new tune by the thrush. (Oxford, ASCAP)

RONNIE GAYLORD

Pledging My Love 78
MERCURY 70551—The singer warbles brightly on the Johnny Ace hit, and if the tune breaks this version will get a share. (Lion, BMI)
You 77
Ronnie Gaylord and a group contribute a bouncy vocal to a catchy tune. Should get spins and juke box loot. (Vincent, BMI)

HENRI RENE ORK

The Water Tumbler Tune 78
VICTOR 6027—A bright, happy instrumental effort is handed a merry vocal performance here by a mixed chorus and the large ork. It is cute and attractive enough to get attention from the jocks and the customers. (Tobias & Lewis, ASCAP)
Theme From Lost Weekend 77
A lush reading of the theme music from the "Lost Weekend" TV show, played by Henri Rene and his ork. Side should garner scores of deejay spins for months to come. (Famous, ASCAP)

PEGGY LEE

The Siamese Cat Song 76
DECCA 29427—From the same flick comes this highly original piece of material with the singer now adopting the role of a Siamese tabby. The arrangement is appropriately Oriental. (Disney, ASCAP)
He's a Tramp 75
This tune from the Disney pic "Lady and the Tramp" has Miss Lee singing in her usual warm and provocative

style. An added humorous filip, the lyrics are punctuated with comments, as it were, by a dog. Should get spins after pic opens. (Disney, ASCAP)

RICHARD HAYMAN

Misty 75
MERCURY 70550—A lush instrumental of a haunting theme. Good mood music programing for deejays. (Octave, BMI)
Carol 75
Another lovely instrumental on a pretty theme. (Roncom, ASCAP)

GUY LOMBARDO ORK

Wedding Bells 75
DECCA 29434—This is likely to be one of the strong versions of a pleasant new ballad, equally attractive for relaxed listening or dancing. Kenny Gardner is the smooth warbler. (Robert Mellin, BMI)
Softly, Softly 72
The pretty tune is treated tenderly by the Lombardo crew for another convincing piece of wax. Good commercial coupling, this. (Sherwin, ASCAP)

JOAN REGAN

Danger, Heartbreak Ahead 75
LONDON 1539—Romantic ballad is sung with appropriate restraint by Miss Regan, whose style will appeal to many listeners. Good wax that could move ahead with exposure. (Robbins, ASCAP)
Don't Be Afraid of Love 70
Another fine performance by the thrush, ably backed by the strings of the large ork. (Leeds, ASCAP)

DICK NOEL

These Are the Things We'll Share 75
FRATERNITY 711 — This talented singer has been heard on other labels, but on his first disk for Fraternity he makes a forceful impression. He sings this lovely ballad from the heart and is emotionally affecting. (Famous, ASCAP)
When I'm Alone 70
Another fine song in a gorgeous arrangement with Noel putting a lot of sincere feeling into it. If given the exposure these sides deserve, either could give the singer the break to which he has long been entitled. (Robbins, ASCAP)

STEVE ALLEN

The Ballad of Davey Crockett 75
CORAL 61368—Steve Allen turns in a creditable job on the tune that is getting a lot of recording attention these days due to performances on the Disneyland TV show. The competition is rough but this version could catch some of the coin. (Wonderland, BMI)
A Very Square Dance 60
This is just what the title implies, a parody on square dance lyrics. Allen fans may enjoy, but it isn't very funny.

BOB SANTA MARIA

The Sand and the Sea 74
M-G-M 11925—The baritone warbles a nice legit-styled version of a lovely ballad, but Nat Cole's waxing is still the one to beat. However, this version could pull spins, too. (Winneton, BMI)
I Should Have Known 67
A sincere vocal on a pretty ballad. (Merge, BMI)

THE CHAPPAQUA HIGH SCHOOL KIDS

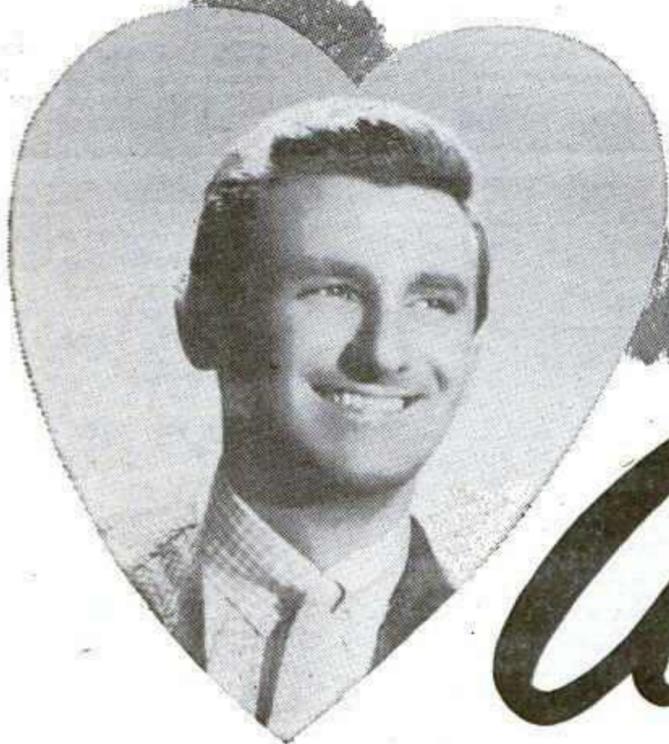
Never Mind the Noise in the Market 74
CORAL 61365 — Decca's click with the Cowboy Sunday School Choir undoubtedly inspired Coral to cut these two sides with the high school choral group. Unfortunately the kids sound too adult to have any small-fry appeal. This lively novelty is best side. (Hollis, BMI)

It's Time to Say Goodnight Again 66
A rather slow-paced ballad with a
(Continued on page 48)

THIS

**IS THE GREAT NEW
LOVE BALLAD HIT!**

**TOO MUCH
IN LOVE
TO CARE**



Sung by

Alan Dean

"Best Since
'Luna Rosa' . . ."
Billboard

"Headed
for the
Top . . ."
Variety

"Best
Bet . . ."
Cash Box

"Best Alan Dean
Record Yet . . ."
U.S. Disk
Jockeys

b/w THE LADDER OF LOVE

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MGM 11920 • K11920

The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from page 46

nice lead vocal by Stuart Foster. (Essex, ASCAP)

BOB MANNING

Majorca 3041—The rhythmic hymn of praise inspired by the Paradise Island is delivered warmly by Manning. Deejays should hand it spins. *It's Your Life*...72

Bob Manning put his heart into this sentimental reading of the ballad. Much pleasurable listening is etched here.

RALPH FLANAGAN ORK

I Belong to You...73
VICTOR 6023—Warm reading here of a lovely new ballad by the "Singing Winds" vocal group, over smooth, Glenn Miller-styled performance by the Flanagan crew. Pretty wax. (Robbins, ASCAP)

Go Moses Go...71
The ork takes the spiritual effort "Let My People Go" and turns it into a wild, swinging rocker. For the younger dance set. (Hawlin, BMI)

TED HEATH ORK

Peg o' My Heart Mambo...73
LONDON 1534—A pleasant mambo version of the pretty oldie, but pacing is too polite to punch the beat across. However, Heath fans will like. *In the Mood for Mambo*...71

Another placid mambo take-off on Glenn Miller's old instrumental.

DEBBIE REYNOLDS

Never Mind the Noise in the Market...73
M-G-M 11939—The popular cinema actress has a lively Calypso in a rich and spicy arrangement as material here and she digs into it with gusto. Considering the kind of deejay play Miss Reynolds will undoubtedly get, sales should be better than average. (Hollis, BMI)

Carolina in the Morning...70
A tongue-twisting novelty arrangement of the oldie that should be a pleasant revival for many. The singer gives out with showmanship and the makings of a personable disk style. (Remick, ASCAP)

BOYD BENNETT ORK

Boogie at Midnight...72
KING 1443—Vocal riff is shouted strongly by Big Moe to a solid beat by the ork. A good dance waxing by the ork. Could pull juke coin. (Lois, BMI)

Everlovina...70
Another engaging side by the ork with Big Moe again doing well in the vocal department. (Tannen, BMI)

TINY BRADSHAW ORK

Stomping Room Only...70
KING 9555—Steady beat in brisk motion boosts this instrumental into

an entry dancers will like fine. (BMI)
Cat Nap...70
Another danceable side from the hip band. (Sylvia, BMI)

MARILYN MONROE

Heat Wave...70
VICTOR 6033—Special flicker arrangement from the sound track of "There's No Business Like Show Business" makes for an exciting slice of wax. Figures to pull frequent deejay spins. (Berlin, ASCAP)

After You Get What You Want...69
Another extract from the Irving Berlin sound track. (Berlin, ASCAP)

THE STUARTS

Everyone Is Saying...70
M-G-M 11929—Swaying beat paces the group in an ear-pleasing treatment of the ballad.

I'll Always Love You...67
Another tender reading of attractive material.

JERRY ALLEN TRIO

Small Talk...70
LONDON 1522—A thin-sounding male vocal group is heard with an unusually rich sounding combo with a fine beat here and could stir up some excitement if given enough exposure. Good juke box item.

Kind...67
A similarly styled side in which organ, bass and drums steal the thunder of the Allentones (the vocal group). In any case, it's another good dance opus.

BOP-A-LOOS

Tweedle Dee...70
MERCURY 70553—A catchy Latin American treatment of the r.&b. hit. (Progressive, BMI)

Bongo Mambo...66
An okay mambo instrumental with a good beat. (Brent, BMI)

BETTY JOHNSON

Be a Lover...69
VICTOR 6034—Thrush Betty Johnson bows on the label with a pretty, tho stylized reading, of a light new effort over good backing. The thrush needs more warmth in her voice. (Towne, ASCAP)

Seven Pretty Dreams...68
Same comment. (Hawthorne, ASCAP)

BOP-A-LOOS

Teach Me Tonight...69
MERCURY 70552—An amusing mambo version of the De Castro Sister's hit, with a good dance beat. (Hub, ASCAP)

South Parkway Mambo...67
A serviceable mambo with a danceable beat. (Brent, BMI)

THE HURRICANES

Tell Me With Your Eyes...69
AUDIVOX 112—Bright rendition of the happy ditty presents the group in attractive style. Should pull spins. (Gateway, ASCAP)

I'll Follow You...66
Bob Gaye, featured baritone of the group, leads the Hurricanes in a good performance of the romantic ballad. (Jewell, ASCAP)

BETTY ANN

12th St. Rag...68
CI-SUM 1154—Harpichord Tommy plays a gimmicked piano in a facile reading of the oldie. Might pull some juke coin.

Quit Hanging Around...68
A bright performance of a bouncy opus.

ROSALIND FAIGE

When I Found You...66
M-G-M 11924—An okay vocal job on a bouncy little ditty. (Leeds, ASCAP)

I Think I'll Cry Again...66
Same comment. (Milene, ASCAP)

JACK DANIELS

Why Say Goodbye?...64
GIZMO 102—Daniels warbles pleasingly on a nice ballad. (Le Fors, BMI)

Misfortune...64
Same comment. (Le Fors, BMI)

MARIAN MAYE

Two Out of Three...63
PYRAMID 3011—The age-old problem of the triangle gets a properly sad and sentimental workout here. The singer is tastefully restrained and makes a pleasant thing out of this material. (U. S. Music, BMI)

THE CLASSMATES

Washed My Heart of Love...62
SILHOUETTE 509—Jack Costello is the smooth solo chanter fronting the combo in this pleasant ditty.

Gotta Go and See My Baby...57
Brisk boogie opus is sung cheerfully.

Sacred

THE STATESMEN QUARTET
In the Beginning...80
VICTOR 6020—Religious effort introduced by Frankie Laine on records a while back is handed a meaningful reading here by The Statesmen Quartet, with Hovie Lister on piano. Good wax for the family market. (Hill & Range, BMI)

Taller Than Trees...78
Another pretty sacred tune is sung with sincerity by the vocal group with an inspirational talk featured. This side, too, should have good appeal. (Robbins, ASCAP)

GEORGE BEVERLY SHEA

THE STATESMEN
Mercy, Lord...80
VICTOR 6021—Shea is teamed with The Statesmen here on a lovely reading of a beautiful sacred song. The sacred disk buyers will undoubtedly go for this. Good wax here. (Hill & Range, BMI)

Open Up Your Heart...75
Shea's popularity should make this a

steady seller, tho it's too late to catch much of the "hit" type action accruing to the song. (Hamblen, BMI)

MARtha CARSON

It's All Right...77
CAPITOL 3045—If you've done your best, the singer assures us, the Lord will see that you get your reward. This is a happy, lilting tune with a swingy rhythm and ragtime piano backing that will make Carson fans happy. (Acuff-Rose, BMI)

Counting My Blessings...74
Another unrestrained outburst of joy in the knowledge of God's goodness and love. The beat is unusual, being touched here and there with an unmistakable ranchero rhythm. (Acuff-Rose, BMI)

RAY BAKER-VELLA BELL

One Mighty Weapon Is the Lord...67
EXCELLENT 415—A spirited rendition of a country and western religious item. (Senna, BMI)

Unwanted Saviour...67
The trio warbles reverently on a fast-moving sacred tune. (Senna, BMI)

Children's

RALPH CARARGO
The Adventures of Tom Sawyer...77
VICTOR WBY 13—Good disk version of the Mark Twain standard tale. The cast is well chosen, and the editing is judicious. Narrator Carargo does well in his chore of bridging the dramatic portions. Kids in the school years should enjoy it.

EDDY ARNOLD-JO ANN ARNOLD

The Horse in the Striped Pajamas...70
VICTOR WY 492—This is a cute story in which Miss Arnold describes such as zebras, penguins, seals, pandas, leopards, etc., in a child-like manner. It's cute.

Why, Daddy?...70
Another attractive ditty here in which Papa Arnold answers some typical moppet questions in daddy-like manner. The answers might not satisfy, but they could give the kids laughs.

Spiritual

THE CARAVANS
What Kind of Man Is This?...81
STATES 146—A Billboard "Spotlight" 2-5-55. (Pamlee, BMI)

The Man Jesus...80
A Billboard "Spotlight" 2-5-55. (Pamlee, BMI)

Polka

THE POLKA DOTS ORK
Polka Dot Schottische...75
NORTH STAR 2008—The Polka Dots perform the schottische with style here on this new instrumental release. It should have an appeal in certain Midwest markets. (BMI)

Chere Est Anna Polka...70
Slight new polka effort receives a fair performance from the Polka Dots ork. Will please some polka fans. (BMI)

Other Records Released This Week

Popular

Little Brown Bear, Footsy Woosy; I Luv U—Cal Cala-Tony Holliday, Vanity 540
Oregon Waltz; Love, Love, Love—Eddie Ricci, Cavalier 843
The Chicago Waltz; Red Wing—The Little Fishermen, North Star 2005
Summer Paradise; Dance of the Blue Ox—Joe Plumer Ork, North Star 2004
Why? That Feelin' of Love—Dick Hoyt, Pyramid 1012

Rhythm & Blues

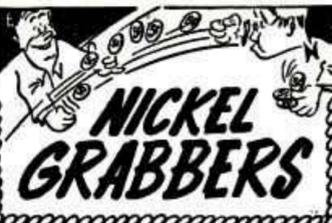
Sentimental Journey; Celebrity Club Stomp—Joe Houston, RPM 422
Baby, Let's Play House; Pledging My Love—The Thunderbirds, De Luxe 6075
Rock 'n Roll; Little Jamie—Red Prysock, Mercury 70540

Jazz

Another Mambo; I'm in the Mood for Love—Lester Young Quintet, Norgran 133
On the Funny Side of the Street; All of Me—Johnny Hodges Ork, Norgran 131

Number of Releases This Week

Label	Pop	C&W	R&B
ALADDIN	1	—	2
AUDIVOX	1	—	—
CADENCE	1	—	—
CAPITOL	1	—	1
CI-SUM	1	—	—
COLUMBIA	2	—	—
CORAL	2	—	—
DECCA	3	3	—
DE LUXE	—	—	1
EPIC	1	—	—
EXCELLENT	—	1	—
FEDERAL	—	—	1
FLAIR	—	—	1
FRATERNITY	1	—	—
GIZMO	1	—	—
HERALD	—	—	2
KING	2	2	2
LONDON	3	—	—
MERCURY	4	—	—
M-G-M	4	3	—
MODERN	—	—	2
NORTH STAR	2	—	—
OKEH	—	—	2
PYRAMID	2	—	—
RCA VICTOR	4	5	—
RPM	—	—	2
SILHOUETTE	1	—	—
SPARK	—	—	1
STARDAY	—	2	—
TRUMPET	1	—	2
TUXEDO	—	—	2
"X"	1	—	—



- BONNIE LOU
TWEEDLE DEE
THE FINGER OF SUSPICION
KING 1436
- THE CHARMS
LING TING TONG
BAZOOM
DE LUXE 6076
- TWO HEARTS
THE FIRST TIME WE MET
DE LUXE 6065
- ELAINE GAY
ROCK LOVE
EBONY EYES
DE LUXE 2029
- EARL BOSTIC
EMBRACEABLE YOU
NIGHT AND DAY
KING 4765



I LIKE...
"TREES"
by
MIMI MARTEL
Eddie Le Baron's ork
SPINIT #102

HEY!...
*BOUGALIE
"WATCHA THINK YOU SEE?"
by NICK TERRY
Eddie Le Baron's ork
SPINIT #101

*BOO-ga-lie—A slang term meaning: a local, a native, in the Cajun French idiom of Louisiana.
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ROCK LOVE

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Three Chuckles
FOOLISHLY

IF YOU SHOULD LOVE AGAIN
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Occupation _____

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending February 9

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart
1. LOOSE TALK—C. Smith..... More Than Anything Else—Col 21317—BMI	1	16
2. IN THE JAILHOUSE NOW—W. Pierce..... I'm Gonna Fall Out of Love With You—(14)—Dec 29391—BMI	4	3
3. MORE AND MORE—W. Pierce..... You're Not Mine Anymore—Dec 29252—BMI	2	20
4. IF YOU AIN'T LOVIN'—F. Young..... If That's the Fashion—Cap 2953—BMI	3	13
5. LET ME GO, LOVER—H. Snow..... I've Forgotten You—V 20-5960—BMI	5	9
6. HEARTS OF STONE—R. Foley..... Never—Dec 29375—BMI	8	7
7. I'VE BEEN THINKING—E. Arnold..... Don't Forget—(16)—V 20-6000—BMI	9	3
8. I DON'T HURT ANYMORE—H. Snow..... My Arabian Baby—V 20-5698—BMI	7	39
9. THIS OLE HOUSE—S. Hamblen..... When My Lord Picks Up the Phone—V 20-5739—BMI	6	27
10. ARE YOU MINE?—G. Wright & T. Tall..... I've Got Somebody New—Fabor 117—BMI	14	3
11. ONE BY ONE—K. Wells & R. Foley..... I'm a Stranger in My Home—Dec 29065—BMI	10	40
12. KISSES DON'T LIE—C. Smith..... No I Don't Believe I Will—Col 21340—BMI	13	5
13. NEW GREEN LIGHT—H. Thompson..... Lonely Heart Knows—Cap 2920—BMI	11	19
14. I'M GONNA FALL OUT OF LOVE WITH YOU— W. Pierce..... In the Jailhouse Now—(2)—Dec 29391—BMI	15	2
15. THAT'S ALL RIGHT—M. Robbins..... Gossip—Col 21351—BMI	—	1

• Folk Talent and Tunes

• Continued from page 28

Long. The lads have just cut "If I Could Only Have Just You" b.w. "I Always Make You Cry" for Blue Hen Record Company, Harrington, Del. Price expects to return to New River Ranch, Eastern funspot, the coming summer. He was emcee there last season. . . . "Make Believe," new Red Foley-Kitty Wells release, is erroneously listed on the record label as having been published by Crossroads Music. Publisher is actually Earl Barton Music, Inc.

Bob Kennedy's "Bandwagon," which has been heard a half hour on Saturday nights on KOVR, Stockton, Calif., has been extended to a full hour, 7-8 o'clock. Show is slated to remote from a nearby hall in the near future, with a four-hour dance slated to follow the show. . . . Ray Price's waxing of "One Broken Heart," Cedarwood ditty, is reported catching fire. . . . Faron Young and band, along with the Wilburn Brothers, Doyle and Teddy, set a new season's mark at the Lyric Theater, Indianapolis, January 30, according to figures released last week by Dick Blake, Lyric manager. On March 15, Young begins a month-long contest to select a name for his band, with the winner getting an all-expense trip to the "Grand Ole Opry" in Nashville, by any mode of travel. Send entries to Young at WSM, Nashville. Entries close April 15. Comprising Faron's band are Gordon Terry, fiddle; Joe Vincent, steel guitar; Tom Prichard, bass; Teddy Wilburn, rhythm, and Doyle Wilburn, lead guitar.

The Boyd Twins and Roy Sneed were guests with the WLS "National Barn Dance" at the Eighth Street, Chicago, last Saturday (12). In the same slot the previous week were Bobby Grove and the Morgan Sisters. . . . Personnel of "Big D Jamboree," Dallas, came in for a pleasant surprise February 5 when Connie Boswell dropped by for a visit, and wound up cutting two tapes which were played nationwide last Saturday (12). She sang her new click ditty, "How Important Can It Be?" and her new western ballad, "Tomorrow Your Pain Will Be Gone." Guest on "Big D" last Saturday (12) was Jimmy Wakely.

Last Saturday (12), Carl Stuart added a 30-minute, late afternoon show to his schedule over WJAR-TV, Providence. On Saturday nights he'll double back to Boston for his "Hayloft Jamboree" chores over WCOP. . . . Rocky Rauch and His Western Dance Band are still doing their four-day-a-week TV show on Channel Four, El Paso, Tex., together with their noon radio show on KEPO there, sponsored by the Mitchell Brewing Company. Combo plays the Big Corral, El Paso, each Wednesday night, and troupes the area on dances the rest of the week. In the band are Smoky Coats and Norma Lewis, fiddles; Dave Lemke, steel guitar; Bobbie Frazier, piano; Arkie Bell, bass fiddle; Danny Lucas, drums, and Rauch, rhythm guitar and vocals.

With the Jockeys

Balin'-Wire Bob Strack, of KWKH, Shreveport, La., types that Jim Reeves and Tom Perryman, manager-deejay at KSIJ, Glade-water, Tex., were recent guests on his "Red River Round-Up." Strack also notes that Slim Whitman and Billy Walker have been on tour in Texas and New Mexico in recent weeks. . . . Ward Goodrich, of WMOP, Ocala, Fla., reports that he sold over 1,500 adult tickets for the Ferlin Huskey show, which played Ocala February 4.

Lynn McDowell, of WBIP, Booneville, Miss., interviewed Elvis Presley (Sun) on his show recently when the latter was in Booneville for a personal with J. E. and Maxine Brown. . . . Jolly Cholly Stokley, who handles the deejay chores at WVEZ, New Orleans, reports that Werly Fairburn and His Delta

(Continued on page 51)

• Most Played in Juke Boxes

For survey week ending February 9

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high proportion of country and western records.

This Week	Last Week	Weeks on Chart
1. MORE AND MORE—W. Pierce..... Dec 29252—BMI	2	19
2. LET ME GO, LOVER—H. Snow..... V 20-5960—BMI	3	6
3. LOOSE TALK—C. Smith..... Col 21317—BMI	1	12
4. IF YOU AIN'T LOVIN'—F. Young..... Cap 2953—BMI	4	10
5. HEARTS OF STONE—R. Foley..... Dec 29375—BMI	5	3
6. NEW GREEN LIGHT—H. Thompson..... Cap 2920—BMI	6	14
7. IN THE JAILHOUSE NOW—W. Pierce..... Dec 29391—BMI	8	2
8. I DON'T HURT ANYMORE—H. Snow..... V 20-5698—BMI	7	38
9. ARE YOU MINE?—G. Wright & T. Tall..... Fabor 117—BMI	9	2
10. MAKING BELIEVE—J. Work..... Dot 1221—BMI	—	1

• Most Played by Jockeys

For survey week ending February 9

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

This Week	Last Week	Weeks on Chart
1. LOOSE TALK—C. Smith..... Col 21317—BMI	1	16
2. LET ME GO, LOVER—H. Snow..... V 20-5960—BMI	2	9
3. IN THE JAILHOUSE NOW—W. Pierce..... Dec 29391—BMI	8	3
4. HEARTS OF STONE—R. Foley..... Dec 29375—BMI	4	6
5. IF YOU AIN'T LOVIN'—F. Young..... Cap 2953—BMI	3	14
6. ARE YOU MINE?—G. Wright & T. Tall..... Fabor 117—BMI	6	6
7. MORE AND MORE—W. Pierce..... Dec 29252—BMI	5	20
8. I'VE BEEN THINKING—E. Arnold..... V 20-6000—BMI	9	4
9. ARE YOU MINE?—M. Lorrin & B. DeVol..... Abbott 172—BMI	11	4
10. I'M GONNA FALL OUT OF LOVE WITH YOU— W. Pierce..... Dec 29391—BMI	—	1
11. I GOTTA GO GET MY BABY—J. Tubb..... Dec 29401—BMI	—	1
11. I FEEL BETTER ALL OVER—F. Huskey..... Cap 3001—BMI	9	6
13. I LOVE YOU MOSTLY—L. Frizzell..... Col 21328—BMI	—	1
14. LITTLE TOM—F. Huskey..... Cap 3001—BMI	7	6
15. THAT'S ALL RIGHT—M. Robbins..... Col 21351—BMI	13	2
15. NO, I DON'T BELIEVE I WILL—C. Smith..... Col 21340—BMI	—	1

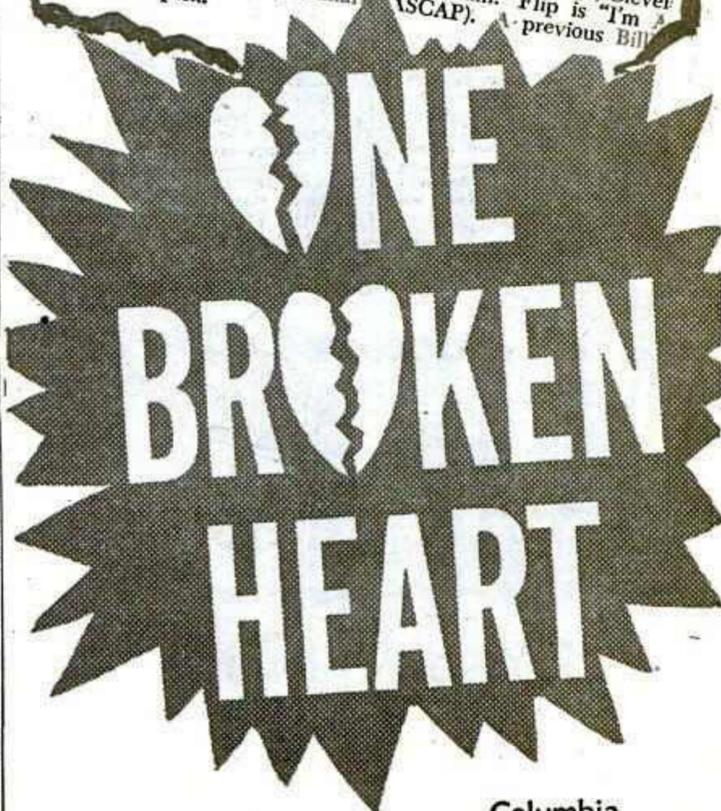
FLASH!

THE BILLBOARD

FEBRUARY 12, 1955

• This Week's Best Buys

ONE BROKEN HEART (Cedarwood, BMI) — Ray Price — Columbia 21354
Another standby of dealers and operators in the country field coming thru with a solid seller here. Strong in Richmond, disk is good and growing in St. Louis, Atlanta, Chicago, Cleveland, Pittsburgh, Buffalo, Nashville, and Durham. Flip is "I'm A Because I Love You" (Witmark, ASCAP). Flip is "I'm A previous Bill" "Spotlight" pick.



Columbia
21354

Ray

PRICE



THE CASH BOX
BULLSEYE of the WEEK



CEDARWOOD PUBLISHING CO.

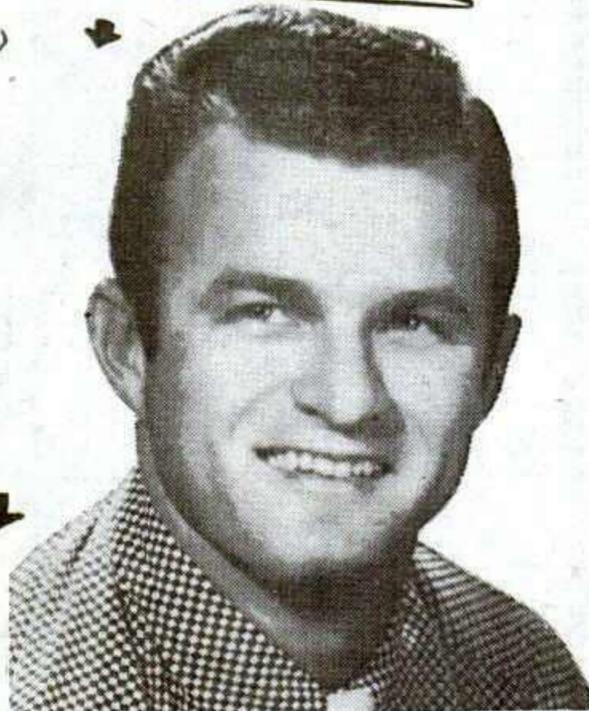
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The Billboard Music Popularity Charts
**COUNTRY &
WESTERN RECORDS**

• **This Week's Best Buys**

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

THE OLD SPINNING WHEEL (Shapiro-Bernstein, ASCAP)
SILVER BELL (Remick, ASCAP)—Chet Atkins and Hank Snow—RCA Victor 20-5995

Atkins, with the capable help of Hank Snow, is proving once more that instrumentals can happen in the country field. Operators and retailers in most Southern markets have found this a remarkably good seller with excellent potential for further growth. Preference for side is almost evenly divided. A previous Billboard "Spotlight" selection.

I GOTTA GO GET MY BABY (Springfield, BMI)—Justin Tubb—Decca 29401

The talented youngster is getting an enthusiastic reception in most quarters. Rated this week in Billboard's national Disk Jockey Chart as the 11th most spun disk, it is also reported selling well in Richmond, Atlanta, Durham, Nashville and Dallas, among others. Flip is "Chuga Chuga, Chica Mauga."

• **Review Spotlight on . . .**
RECORDS

KITTY WELLS

Whose Shoulder Will You Cry On? (Old Charter, BMI)
Making Believe (Acuff-Rose, BMI)—Decca 29419—Kitty Wells has a chance for a lot of attention with these two sides. She sings the top side with much feeling and sells the flip with a lot of heart. Both are strong for the boxes.

LEFTY FRIZZELL

A Forest Fire (Hill & Range, BMI)
Making Believe (Acuff-Rose, BMI)—Columbia 21366—Two outstanding sides from Lefty Frizzell. "Forest Fire" contains some wild imagery and is sung in the best Frizzell manner; "Making Believe" receives a tender warble.

• **Reviews of New C & W Records**

HOMER & JETHRO

The Nutty Lady of Shady Lane87
VICTOR 6029—A Billboard "Spotlight" 2-12-'55. (Pastou, ASCAP)
Mister Sandman86
A Billboard "Spotlight" 2-12-'55. (E. H. Morris, ASCAP)

CHET ATKINS-HANK SNOW

The Old Spinning Wheel83
VICTOR 5995—A Billboard "Spotlight" 2-12-'55. (Shapiro-Bernstein, ASCAP)
Silver Bell83
A Billboard "Spotlight" 2-12-'55. (Remick, ASCAP)

HANK WILLIAMS

Please Don't Let Me Love You76
M-G-M 11928—From the M-G-M vaults comes another waxing—a blues-tinged ballad—by the late country singer that will be welcome to his hosts of admirers even tho it is not on par with those performances that made him an all-time great. (Acuff-Rose, BMI)
Faded Love and Winter Roses74
Another pleasant ballad in which Williams accompanies himself on guitar. Tho he was not an outstanding performer on the instrument, this is an item that collectors of Williams' disks will want anyway. (Milene, ASCAP)

ERNEST TUBB

Kansas City Blues76
DECCA 29415—Cute rhythm ditty, a Tubb original, is chanted infectiously. This one will please the many Tubb fans and stands a good chance of pulling satisfactory loot, especially on the coin boxes. (Ernest Tubb, BMI)
The Woman's Touch73
Tubb's distinctive style is strongly evident in this waltz weeper. Many spins here, too. (Ernest Tubb, BMI)

PEE WEE KING ORK

Tweedle Dee75
VICTOR 6005—The ork comes thru with a sparkling reading of the r.&b. click. Country deejays are certain to hand it many spins. (Progressive, BMI)
You Can't Hardly Get Them No More73
Humorous ditty is delivered brightly by King, Redd Stewart and company. A listenable etching. (Valley, BMI)

HAWKSHAW HAWKINS

Lin Ting Tong75
VICTOR 6022—Hawkshaw wraps up a hot r.&b. tune in listenable country and western style, with a personable assist from Rita Robbins. Should get spins. (St. Louis, BMI)
Ko Ko Mo72
Another c.&w. version of the big tune, but it doesn't come off as well as the flip. However, it should get play on the strength of the ditty's popularity. (Meridian, BMI)

JOE PRICE

It Makes Me Happy75
STARDAY 177—Cute tune is handed a persuasive warble by the chanter on this new release. The tune is a pretty one and the singer sells it neatly.

This side has a chance for attention. (Starrite, BMI)
Typhoon73
This is a sea-styled "Mule Train" and it sounds rather old-fashioned today. The singer gives it a fine performance, however, and it should get many jock spins. (Starrite, BMI)

ANITA CARTER

I Dreamed of a Hillbilly Heaven74
VICTOR 6017—The tune which has been getting attention in the market via a Sage & Sand waxing, receives a listenable reading here from Anita Carter. It will get some action, tho the competition is heavy. It's a switch, tho, on the original. (Sage & Sand, BMI)
Making Believe71
A pretty weeper is sung with feeling by the thrush, as she tells of her lost love. Jocks will spin. (Acuff-Rose, BMI)

MITCHELL TOROK

The World Keeps Turning Around74
DECCA 29408—The lyrics and lilting melody written by the singer have a quiet, sad quality that make a very appealing thing of this weeper. Torok's handling of it is sentimental but restrained. (American, BMI)
A Peasant's Guitar70
This carefree song shows another side of the versatile singer. To a fast and bouncy beat, he tells of the age-old joys of the farm youth. As is to be expected, the guitar work here is fancy and ear-pleasing. (American, BMI)

BONNIE LOU

Tweedle Dee73
KING 1436—The thrush comes thru with an attractive reading of the current hit, over a bright backing by a male chorus and ork. It's rather late, but it could get a small share of the coin. (Progressive, BMI)
The Finger of Suspicion70
Bonnie Lou sells the appealing effort backed pleasantly by the ork. (Pickwick, ASCAP)

BOB WILLS ORK

Sincerely73
DECCA 29432—The Bob Wills ork bows on the label with a cute performance of the hit tune, with Jack Loyd on the vocal. Could get some juke loot in the West. (Arc, BMI)
Cornball Rag73
The Bob Wills hit of a few years ago receives a fine reading here from the ork. It will interest many new fans of the ork as well as the old ones. (Springfield, BMI)

RAY & MAY

If I Could Learn to Love You in the Morning73
EXCELLENT 213—She doesn't look as good in the morning as she does at night laments Ray, but May sets him straight when she tells him he doesn't either. It's a cute hunk of material, and the side could get attention if exposed. (Ky. Folk, BMI)
I Won't Be Satisfied At All69
Traditional tune receives a fair read-
(Continued on page 51)

The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

• **C & W Territorial Best Sellers**

For survey week ending February 9

City-by-city listings are based on late reports secured from top country and western dealers and juke box operators in each of the markets listed.

Birmingham

1. In the Jailhouse Now, W. Pierce, Dec.
2. If You Ain't Lovin', F. Young, Cap.
3. This Ole House, S. Hamblen, V.
4. More and More, W. Pierce, Dec.
5. New Green Light, H. Thompson, Cap.
6. Let Me Go, Lover, H. Snow, V.
7. You're Not Mine Anymore, W. Pierce, Dec.
8. I Don't Hurt Anymore, H. Snow, V.
9. Don't Forget, E. Arnold, V.
10. One By One, K. Wells & R. Foley, Dec.

Charlotte

1. Loose Talk, C. Smith, Col.
2. Are You Mine? G. Wright & T. Tall, Fab.
3. I'm Gonna Fall Out of Love With You, W. Pierce, Dec.
4. Kisses Don't Lie, C. Smith, Col.
5. No I Don't Believe I Will, C. Smith, Col.
6. In the Jailhouse Now, W. Pierce, Dec.
7. Are You Mine? M. Lorrie & B. DeVol, Abb.
8. If You Ain't Lovin', F. Young, Cap.
9. Untied, T. Collins, Cap.
10. More and More, W. Pierce, Dec.

Cincinnati

1. If You Ain't Lovin', F. Young, Cap.
2. Loose Talk, C. Smith, Col.
3. I Dreamed of a Hillbilly Heaven, E. Dean, S & S
4. Kisses Don't Lie, C. Smith, Col.
5. In the Jailhouse Now, W. Pierce, Dec.
6. Cattle Call, S. Whitman, Imp.
7. Let Me Go, Lover, H. Snow, V.

Dallas-Fort Worth

1. In the Jailhouse Now, W. Pierce, Dec.
2. Let Me Go, Lover, H. Snow, V.
3. This Ole House, S. Hamblen, V.
4. That's All Right, M. Robbins, Col.
5. No I Don't Believe I Will, C. Smith, Col.
6. Don't Forget, E. Arnold, V.
7. Ole Pappy Time, S. Hamblen, V.
8. Annie Over, H. Thompson, Cap.

Houston

1. Are You Mine? G. Wright & T. Tall, Fab.
2. Loose Talk, C. Smith, Col.
3. I Love You Mostly, L. Frizzell, Col.
4. Don't Forget, E. Arnold, V.
5. Gossip, M. Robbins, Col.
6. In the Jailhouse Now, W. Pierce, Dec.
7. I Gonna Fall Out of Love With You, W. Pierce, Dec.
8. Where Does a Broken Heart Go? J. Reeves, Abb.

9. More and More, W. Pierce, Dec.
10. I've Been Thinking, E. Arnold, V.

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.
5. In the Jailhouse Now, W. Pierce, Dec.

Memphis

1. In the Jailhouse Now, W. Pierce, Dec.
2. More and More, W. Pierce, Dec.
3. If You Ain't Lovin', F. Young, Cap.
4. I Feel Better All Over, F. Huskey, Cap.
5. Are You Mine? G. Wright & T. Tall, Fab.

Nashville

1. In the Jailhouse Now, W. Pierce, Dec.
2. That's All Right, M. Robbins, Col.
3. If You Ain't Lovin', F. Young, Cap.
4. More and More, W. Pierce, Dec.
5. Making Believe, J. Work, Dot
6. Let Me Go, Lover, H. Snow, V.
7. Loose Talk, C. Smith, Col.
8. Hearts of Stone, R. Foley, Dec.
9. Are You Mine? G. Wright & T. Tall, Fab.
10. I Don't Hurt Anymore, H. Snow, V.

New Orleans

1. If You Ain't Lovin', F. Young, Cap.
2. I Feel Better All Over, F. Huskey, Cap.
3. I Feel Like Cryin', W. Fairborn, Cap.
4. Kisses Don't Lie, C. Smith, Col.
5. In the Jailhouse Now, W. Pierce, Dec.
6. Let Me Go, Lover, H. Snow, V.
7. I'm Gonna Fall Out of Love With You, W. Pierce, Dec.
8. New Green Light, H. Thompson, Cap.

Richmond, Va.

1. That's All Right, M. Robbins, Col.
2. In the Jailhouse Now, W. Pierce, Dec.
3. Let Me Go, Lover, H. Snow, V.
4. If You Ain't Lovin', F. Young, Cap.
5. Making Believe, J. Work, Dot
6. Open Up Your Heart, Cowboy Church Sunday School, Dec.
7. I've Been Thinking, E. Arnold, V.
8. Mr. Sandman, C. Atkins, V.
9. When I Get the Money Made, M. Wiseman, Dot
10. More and More, W. Pierce, Dec.

St. Louis

1. New Green Light, H. Thompson, Cap.
2. In the Jailhouse Now, W. Pierce, Dec.
3. I've Been Thinking, E. Arnold, V.
4. Let Me Go, Lover, H. Snow, V.
5. More and More, W. Pierce, Dec.
6. I Don't Hurt Anymore, H. Snow, V.

• **Reviews of New C & W Records**

• Continued from page 50

ing for the duo on the side. Flip, however, is stronger. (Ky. Folk, BMI)

THE COUNTRY CATS

Sun Shadows.....70
KING 1430—A pleasant instrumental on a nice tune, with fine guitar work by leader Louie Innis, Al Meyer and Jerry Robin. The group's name should help to draw some extra spins from juke. (Mar Kay, BMI)

Hop Scotch....78
Same comment. (Mar Kay, BMI)

FRED CRAWFORD

I Just Need Some Lovin'.....70

STARDAY 170—The title of this one is self-explanatory. Crawford sings it with spirit and it has a chance for jock spins. (Starrite, BMI)

You Gotta Wait....69

Attractive performance by Crawford on a new ditty about a lass who doesn't want to have any fun 'till after they are wed. (Starrite, BMI)

MARY ANN JOHNSON

Keep the Change.....69

M-G-M 11927—The canary counsels the guy who jilted her to "keep the

change." A smartly paced rhythm waxing. (Ky. Folk, BMI)

Blue Teardrops....69

Sincere thrashing on a pretty weeper. (Acuff-Rose, BMI)

DON RENO-RED SMILEY

Mack's Hoedown.....69

KING 1433—There's some fancy fiddlin' and banjo pickin' in this cheerful etching. Great for a brisk group dance. (Lois, BMI)

I'm the Biggest Liar in Town....67

The lies he tells are to hide his disappointment, we hear in this pleasantly blended warble by Reno and Smiley. (Lois, BMI)

THE ANDREWS BROTHERS

That's Why We Drifted Apart.....67

M-G-M 11926—A good old-fashioned hill-country harmonizing effort that will appeal to those who still like their music sweet and simple. (Acuff-Rose, BMI)

Today You Said Goodbye....66

This weeper is also a pretty harmonized piece of material with a nice beat that ought to attract deejay interest. (Acuff-Rose, BMI)

• **Folk Talent and Tunes**

• Continued from page 49

Boys, with Jolly Cholly and Texarkana Slim, played to packed houses recently in Kiln, Miss., and Bay Saint Louis, Miss. Fairburn's "I Feel Like Crying" is stirring up some action in the territory, according to Stokley.

"Tom Anderson Show," a new half-hour feature, has been added to the Saturday morning schedule on WXGI, Richmond, Va., reports deejay George Popkin. Show is being aired as part of "Pop's Country Store." . . . Henry Tuck and the gang from WREV, Reidsville, N. C., staged a hillbilly show for the March of Dimes recently and garnered a heap of shekels. Guest-

ing recently on WREV were Jim and Jessie (Capitol) and Bill Carlisle and group. Tuck says that "Are You Mine," by Myrna Lorrie and Buddy DeVol, is getting lots of action in his area. . . . A March of Dime Jamboree was held recently in the auditorium of WCTT, Corbin Ky., featuring the Taylor Sisters, Homer Lee Jackson, Charlie Banks, and emcee Archie Wyatt. E. C. McCarty, of WCTT, infos that Mack Reins is still doing a good job of spinning c.&w. wax from his remote in Williamsburg, Ky. McCarty has his hands full getting out mail to fellow jockeys asking (Continued on page 55)



TOMMY COLLINS

America's Foremost Country and Western Song Writer—
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"BOOB-I-LAK"

Capitol #3017

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S & S #180

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

• Reviews of New R & B Records

CHUCK WILLIS ORK
Love Struck 86
 OKEH 7051—A Billboard "Spotlight" 2-12-'55. (Berkshire, BMI)
Lady Miss Mary.... 79
 The singer comes thru with another bright reading on this rocking opus, with help from the sidemen and a pulsating beat by the combo. Not as strong as the flip, but it should get plays too. (Berkshire, BMI)

THE ROBINS
Whadaya Want?..... 84
 SPARK 110 — A Billboard "Spotlight" 2-12-'55. (Quintet, BMI)
If Teardrops Were Kisses.... 77
 A prettily harmonized ballad by the group. Good side, but flip is stronger. (Quintet, BMI)

ANNISTEEN ALLEN
Fujama Ma Ma 80
 CAPITOL 3048—The clever lyrics and Oriental sound gimmicks here make this an unusually strong piece of material for Miss Allen and she drives it home solidly. The beat is easy and swingy. Fine box wax, altho many jocks will not spin it, due to the off-beat lyric.
Wheels of Love.... 74
 The singer turns on the heat again in this fine ballad, making another good impression, but not quite up to that of the flip. Both sides are particularly apt juke box offerings.

THE SANDMEN
When I Grow Too Old to Dream..... 78
 OKEH 7052—Here's a very attractive reading of the oldie by the Sandmen in a style somewhat similar to the Four Tunes. It is bright enough arrangement-wise and sung well enough to grab attention. Watch this one for both pop and r.&b. action. (Robbins, ASCAP)
Somebody to Love.... 78
 A mighty smooth performance by the boys on a fine new ballad, with the lead singer turning in a meaningful warble. The boys come thru impressively on both sides and they, and the record, could happen. (Sheldon, BMI)

LINDA HAYES-THY PLATTERS
Please Have Mercy..... 78
 KING 4773—The thrush turns in a very impressive reading here of a very pretty new tune, helped out by the Platters on the backing. This could do well on boxes and over the counters. (Gallo, BMI)
Oochi Pachi.... 76
 The thrush does another fine job with an intriguing rocker, once again backed by the Platters and a big beat. The lyrics will stop it from getting plays on many stations. (Gallo, BMI)

THE FEATHERS
Standin' Right There 78
 ALADDIN 3277—The group has a mighty good side here and it could break loose. The song, concerning a marriage that is ready to break up, contains a talking vocal as well as some ear-attracting group singing. Watch this one. (Aladdin, BMI)
I Need a Girl.... 76
 The group could make noise with this one too. The group sells it with feeling, with the aid of a fine tenor lead and interesting vocalizing, over a strong beat. (Aladdin, BMI)

BOBBY RELF
Farewell 77
 FLAIR 1063—Bobby Relf and the Laurels wrap up a strong weeper with warmth and sincerity. Relf does an outstanding job on the lead vocal. Should pull lots of spins. (Flair, BMI)
Yours Alone.... 76
 Same comment. (Flair, BMI)

AL SEARS ORK
Tweedle Dee 76
 HERALD 448—The hit tune receives a rocking instrumental reading here by the Al Sears ork, with Sears featured on tenor. It's a good side and it has a chance for a share of the loot on the tune. (Progressive, BMI)
Goin' Uptown.... 75
 The steady rolling beat displayed by the Sears crew on the topside is also in evidence on this instrumental side, and once again Sears is featured. Two good juke sides. (Sylvia, BMI)

JOHNNY FULLER
Fool's Paradise 75
 ALADDIN 3278—Fuller—shows off his warm voice on this weeper, backed closely by an organ and rhythm. Tune is a good one, and it should grab spins. (Aladdin, BMI)
Johnny Ace's Last Letter.... 75
 Fuller sings the words of a "last letter" supposedly penned by Johnny Ace. He does it well, but the reasons given in the "letter" for Ace's death are so at variance with the facts that it is doubtful if Ace fans will accept it. (Aladdin, BMI)

JIMMY McCracklin
Couldn't Be a Dream 75
 MODERN 951—McCracklin warbles a suggestive item with lyrics that may not clear the airwaves, but should draw plenty of spins from juke fans. (Modern, BMI)
Please Forgive, Baby.... 70
 An okay vocal on a pleasing blues. (Modern, BMI)

ARTHUR LEE MAYE
Oochie Pachie 74
 RPM 424—The singer has a swingy piece of material here with suggestive lyrics that may not appeal to some deejays, but ought to grab coin for operators. Backing by the Crowns is very effective. (Gallo, BMI)
Truly.... 73
 This ballad, stylishly vocalized by Maye to the tasteful harmonizing of the Crowns, will be more acceptable for radio programming, and also sets a high standard of performance. (Modern, BMI)

BILLY WARD AND THE DOMINOES
If I Never Get to Heaven 74
 FEDERAL 12209—Sparked by a wild lead singer, the group comes thru with a bright reading of a new opus over a mighty beat. Side could get spins and some juke loot. (Ward, Marks, BMI)
Can't Do Sixty No More.... 73
 The boys turn in a fair reading here of a wild new rocker about a tired sixty minute man. Material is weak, however, and the reference to "Sixty Minute Man" may stop it from getting plays. (Ward, Marks, BMI)

• Best Sellers in Stores

For survey week ending February 9

This Week	Record	Last Week	Weeks on Chart
1.	PLEDGING MY LOVE—J. Ace..... No Money—Duke 136—BMI	2	5
2.	EARTH ANGEL—Penguins..... Hey, Senorita—Dootone 348—BMI	1	10
3.	I'VE GOT A WOMAN—R. Charles..... Come Back—(13)—Atlantic 1050—BMI	5	4
4.	SINCERELY—Moonglows..... Tempting—Chess 1581—BMI	3	12
5.	TWEEDLE DEE—L. Baker..... Tomorrow Night—Atlantic 1047—BMI	6	6
6.	HEARTS OF STONE—Charms..... Who Knows—DeLuxe 6062—BMI	4	17
7.	LING TING TONG—Charms..... Bazoom (I Need Your Lovin')—DeLuxe 6976—BMI	7	5
8.	KO KO MO—Gene & Eunice..... You and Me—Combo 64—BMI	8	3
9.	LING TING TONG—Five Keys..... I'm Alone—Cap 2945—BMI	9	8
10.	WALLFLOWER—E. James..... Hold Me, Squeeze Me—Modern 947—BMI	—	1
11.	EVERYDAY I HAVE THE BLUES—B. B. King..... Sneakin' Around (17)—RPM 421—BMI	10	4
12.	RECONSIDER BABY—L. Fulson..... I Believe I'll Give Up—Checker 804—BMI	12	10
13.	COME BACK—R. Charles..... I've Got a Woman—(3)—Atlantic 1050—BMI	14	2
14.	DIM, DIM THE LIGHTS—B. Haley..... Happy Baby—Dec 29317—BMI	11	3
15.	THAT'S ALL I WANT FROM YOU—D. Washington..... You Stay on My Mind—Mercury 70537—BMI	—	1

• Most Played in Juke Boxes

For survey week ending February 9

This Week	Record	Last Week	Weeks on Chart
1.	EARTH ANGEL—Penguins..... Dootone 348—BMI	2	9
2.	SINCERELY—Moonglows..... Chess 1581—BMI	1	15
3.	PLEDGING MY LOVE—J. Ace..... Duke 136—BMI	3	3
4.	TWEEDLE DEE—L. Baker..... Atlantic 1047—BMI	6	6
5.	HEARTS OF STONE—Charms..... DeLuxe 6062—BMI	4	15
6.	I'VE GOT A WOMAN—R. Charles..... Atlantic 1050—BMI	4	4
7.	RECONSIDER, BABY—L. Fulson..... Checker 804—BMI	7	11
8.	EVERYDAY I HAVE THE BLUES—B. B. King..... RPM 421—BMI	10	4
9.	TEACH ME TONIGHT—D. Washington..... Mercury 70497—ASCAP	8	4
10.	COME BACK—R. Charles..... Atlantic 1050—BMI	8	3

• Most Played by Jockeys

For survey week ending February 9

This Week	Record	Last Week	Weeks on Chart
1.	EARTH ANGEL—Penguins..... Dootone 348—BMI	2	5
2.	PLEDGING MY LOVE—J. Ace..... Duke 136—BMI	1	5
3.	SINCERELY—Moonglows..... Chess 1581—BMI	4	5
4.	HEARTS OF STONE—Charms..... DeLuxe 6062—BMI	3	5
5.	LING TING TONG—Charms..... DeLuxe 6976—BMI	7	5
6.	TWEEDLE DEE—L. Baker..... Atlantic 1047—BMI	6	5
7.	I'VE GOT A WOMAN—R. Charles..... Atlantic 1050—BMI	5	5
8.	COME BACK—R. Charles..... Atlantic 1050—BMI	8	3
9.	LING TING TONG—Five Keys..... Cap 2945—BMI	9	4
10.	KO KO MO—Gene & Eunice..... Combo 64—BMI	—	1
11.	WALLFLOWER—E. James..... Modern 947—BMI	—	1
11.	EVERYDAY I HAVE THE BLUES—B. B. King..... RPM 421—BMI	—	2
13.	POISON IVY—W. Mabon..... Chess 1580—BMI	—	4
14.	DIM, DIM THE LIGHTS—B. Haley..... Dec 29317—BMI	—	1
15.	SNEAKIN' AROUND—B. B. King..... RPM 421—BMI	—	1

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

(Continued on page 53)

The Billboard Music Popularity Charts

This Week's Best Buys

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

JOHNNY HAS GONE (Crossroads, BMI)—Varetta Dillard—Savoy 1153
Varetta Dillard's reminiscence of Johnny Ace and his songs has taken off with formidable speed. Eastern sources, in particular New York, Philadelphia and Baltimore, have been unusually enthusiastic over sales in their areas. Reports from Cleveland and Durham also indicated spreading acceptance. Flip is "So Many Ways" (Crossroads, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on... RECORDS

JIMMY WITHERSPOON

Waiting for Your Return (Arc, BMI)
Time Brings About a Change (Arc, BMI)—Checker 810—This is one of the best waxings ever turned out by Witherspoon. The blues shouter socks over these two ballads with some sock warbling, over swinging backing.

FATS DOMINO

Don't You Know? (Commodore, BMI)—Imperial 5340—The fine blues singer sells this new blues rocker in his own inimitable style, over a pounding beat by the ork. It's a wild Domino waxing, which should mean plenty of sales. Flip is "Helping Hand" (Commodore, BMI).

THE HEARTS

Lonely Nights—Baton 208—A new femme group comes thru with a most intriguing and attractive reading of a new weeper ballad that has a chance for the big time. The girls are good, and so is the tune and the backing. Flip is "Oo-Wee" (Dare, BMI).

R & B Territorial Best Sellers

For survey week ending February 9

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. Pledging My Love, J. Ace, Duk.
2. I've Got a Woman, R. Charles, Atl.
3. Tweedle Dee, L. Baker, Atl.
4. Ling, Ting, Tong, Five Keys, Cap.
5. Earth Angel, Penguins, Dtn.
6. Sincerely, Moonglows, Chs.
7. Reconsider Baby, L. Fulson, Che.
8. Hearts of Stone, Charms, Del.
9. Stingy Little Thing, Midnighters, Fed.
10. Ling, Ting, Tong, Charms, Del.

Balti.-Wash.

1. Earth Angel, Penguins, Dtn.
2. Hearts of Stone, Charms, Del.
3. Ling, Ting, Tong, Five Keys, Cap.
4. Ko Ko Mo, Gene & Eunice, Cbo.
5. I've Got a Woman, R. Charles, Atl.
6. Pledging My Love, J. Ace, Duk.
7. Tweedle Dee, L. Baker, Atl.
8. Sneakin' Around, B. B. King, RPM

Charlotte

1. Pledging My Love, J. Ace, Duk.
2. I've Got a Woman, R. Charles, Atl.
3. Earth Angel, Penguins, Dtn.
4. Wallflower, E. James, Mod.
5. Tweedle Dee, L. Baker, Atl.
6. Sincerely, Moonglows, Chs.
7. Ling, Ting, Tong, Charms, Del.
8. Hearts of Stone, Charms, Del.
9. Rock Love, L. Reed, Kng.
10. Ling, Ting, Tong, Five Keys, Cap.

Chicago

1. Earth Angel, Penguins, Dtn.
2. Dim, Dim the Lights, B. Haley, Dec.
3. Shake, Rattle and Roll, B. Haley, Dec.
4. Tweedle Dee, L. Baker, Atl.
5. Ko Ko Mo, Crew Cuts, Mer.
6. Hearts of Stone, Fontane Sisters, Dot
7. Tweedle Dee, G. Gibbs, Mer.

Cincinnati

1. Pledging My Love, J. Ace, Duk.
2. Earth Angel, Penguins, Dtn.
3. Sincerely, Moonglows, Chs.
4. I've Got a Woman, R. Charles, Atl.
5. Wallflower, E. James, Mod.
6. Rip Tips, R. Gore, Kng.

Detroit

1. Earth Angel, Penguins, Dtn.
2. Tweedle Dee, L. Baker, Atl.
3. Sincerely, Moonglows, Chs.
4. Pledging My Love, J. Ace, Duk.
5. Ling, Ting, Tong, Charms, Del.
6. Hearts of Stone, Charms, Del.
7. Two Hearts, Charms, Del.
8. Wallflower, E. James, Mod.

Los Angeles

1. Pledging My Love, J. Ace, Duk.
2. Sincerely, Moonglows, Chs.
3. Ko Ko Mo, Gene & Eunice, Cbo.
4. You Don't Have to Go, J. Reed, VJ
5. Tick Tock a Woo, Turbans, Mon.
6. Come Back, R. Charles, Atl.
7. Tweedle Dee, L. Baker, Atl.
8. Everyday I Have the Blues
B. B. King, RPM
9. Love Will Make Your Mind Go Wild
Penguins, Dtn.

New Orleans

1. Pledging My Love, J. Ace, Duk.
2. Tweedle Dee, L. Baker, Atl.
3. Earth Angel, Penguins, Dtn.
4. Come Back, R. Charles, Atl.
5. Sincerely, Moonglows, Chs.
6. Ling, Ting, Tong, Charms, Del.
7. I've Got a Woman, R. Charles, Atl.
8. Hearts of Stone, Charms, Del.
9. Ling, Ting, Tong, Five Keys, Cap.
10. Dim, Dim the Lights, B. Haley, Dec.

New York

1. Pledging My Love, J. Ace, Duk.
2. Earth Angel, Penguins, Dtn.
3. Tweedle Dee, L. Baker, Atl.
4. Sincerely, Moonglows, Chs.
5. Ko Ko Mo, Gene & Eunice, Cbo.
6. For Sentimental Reasons
Rivileers, Btn.
7. I've Got a Woman, R. Charles, Atl.
8. You Upset Me Baby, B. B. King, RPM

Philadelphia

1. Pledging My Love, J. Ace, Duk.
2. Earth Angel, Penguins, Dtn.
3. Mr. Sandman Mambo, C. Powell, Gra.
4. Ko Ko Mo, Gene & Eunice, Cbo.
5. Ling, Ting, Tong, Five Keys, Cap.
6. Sincerely, Moonglows, Chs.
7. Come Back, R. Charles, Atl.
8. Baby Darling, Dreamers, Fla.

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. That's All I Want From You
D. Washington, Mer.
8. Wallflower, E. James, Mod.
9. Poison Ivy, W. Mabon, Chs.

Reviews of New R & B Records

Continued from page 52

ting some jockey spins. (Ward, Marks, BMI)
BILL JENNINGS QUARTET
Blue Grass74
KING 4771—Bill Jennings turns in a good job on guitar on this swinging instrumental side, backed by members

It's Out of This World!
EARL FOREST
on
"OOH OOH WEE"
b/w
"YOUR KIND OF LOVE"
Duke #130

DUKE RECORDS
2809 Erastus St. Houston 26, Texas

of the Bill Doggett combo. Jennings fans will want, and it's a good box side too. (Jay & Cee, BMI)
Darn That Dream...72
Same comment. (Bregman, Vocco & Conn, ASCAP)

OSCAR McLOLLIE
Hey Lolly Lolly74
MODERN 950—A lively group vocal

Heading for the Top!
IT MAY SOUND SILLY
IVORY JOE HUNTER
Atlantic 1049

Atlantic RECORDING CORP.
224 WEST 50th STREET NEW YORK 19, N. Y.

RHYTHM & BLUES RECORDS

on a bouncy tune with good lyrics. This could get juke loot. (Leon-Rene, ASCAP)
Pretty Girl...69
A pleasing vocal on a catchy ditty. (Leon-Rene, ASCAP)

JOE MORRIS ORK
Way Down Yonder73
HERALD 466—On this swinging effort Joe Morris and the sidemen sing of their desire to be way down yonder, while the ork supplies a solid beat. Side has the flavor of a spiritual disk. (Angel, BMI)
Be Careful...73
Listenable item, with a bit of good advice, receives a warm vocal here, while the band turns in some Southern blues-styled backing. (Angel, BMI)

THE STREET SINGERS
Caldonia's Mambo73
TUXEDO 899—The group has a cute piece of wax here. Their voices blend in an odd but intriguing sound and vocal gimmicks add to the fun. (Campbell, BMI)
Tonight Was Like a Dream...73
More of the same distinctive sound on a slow ballad. (Forde, BMI)

WALLY MERCER
If You Don't Mean Business71
TRUMPET 227—Wally Mercer has an attractive blues here which he delivers strongly. Fine listening. (Globe, BMI)
Too Old to Get Married...70
The chanter puts his heart into a sincere reading of the slow blues. Good late-hour wax. (Globe, BMI)

SONNY BOY WILLIAMSON
From the Bottom69
TRUMPET 228—Williamson chants smoothly above an insinuating rhythm by the small instrumental combo. Easy listening here. (Globe, BMI)
Empty Bedroom...67
Intimate blues is awarded a sympathetic performance. Good spin material. (Globe, BMI)

VICKI EVANS
If You Don't Know
What You're Doing68
TUXEDO 900—An appealing and delightfully humorous piece of material with a strong beat that makes a good vehicle for the singer. Deserves
(Continued on page 54)

A New Record with 2 Hit Sides

SHE'S MINE, ALL MINE

b/w
YOU ARE DOIN' ME WRONG
ARTHUR GUNTER
EXCELLO—2053

GOD IS ALRIGHT

b/w
Travelin' Down This Road
SONS OF THE SOUTH
EXCELLO—2050

MANY LITTLE ANGELS IN THE BAND

b/w
Take My Hand, Precious Lord
JEWELL GOSPEL TRIO
NASHBORO—550

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—Detroit Times.

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"GOTTA GO AND SEE MY BABY"

In one week jumped from 9th to 7th place in "HITS OF TOMORROW"!
Picked by

ROBIN SEYMOUR, WKMH
one of the
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b/w
"WASHED MY HEART OF LOVE"

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Music by Donn Preston Quartette
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Coast to Coast, HITS both POP and R. & B.
1 'JOHNNY HAS GONE'
(Dedicated to the Memory of Johnny Ace)
VARETTA DILLARD
Savoy 1153
2 A TWO-SIDED SMASH!
"THAT'S ALL I WANT FROM YOU"
"WHO SHOWED MY BABY HOW TO LOVE ME"
LARRY DARNELL
Savoy 1151
3 A RED HOT NUMBER
"DEEP FREEZE"
THE ROAMERS
Savoy 1147
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Vox Jox

• Continued from page 26

tion deal with 3,000 independent food stores in the Metropolitan area.

THEY RING DOORBELLS: At least two deejays were making personal house calls on listeners this month. Bill Williams, WNEW, New York, did it as a one-shot stunt a couple of weeks ago, when he accompanied the New York Post's radio-TV columnist, Jay Nelson Tuck, on a visit to the homes of WNEW listeners. Poor Williams, who wasn't introduced by name, had to stand by while Tuck asked what they thought of Williams' show. Fortunately, they all said nothing but nice things, and Tuck devoted his whole column to the stunt the next day. The promotion was the brainchild of WNEW's publicity chief, Alan (Bud) Brandt. . . . Jack Denton, WISN, Milwaukee, has been doing

- YESTERYEAR'S TOPS—**
The nation's top tunes on records as reported in The Billboard
- FEBRUARY 17, 1945
1. Rum and Coca-Cola
 2. Don't Fence Me In
 3. Ac-cent-tchu-ate the Positive
 4. I Dream of You
 5. Saturday Night (Is the Loneliest Night in the Week)
 6. A Little on the Lonely Side
 7. Cocktails for Two
 8. I'm Beginning to See the Light
 9. Into Each Life Some Rain Must Fall
 10. I'm Making Believe

- FEBRUARY 18, 1950
1. Chattanooga Shoe Shine Boy
 2. Rag Mop
 3. Dear Hearts and Gentle People
 4. There's No Tomorrow
 5. Music! Music! Music!
 6. The Old Master Painter
 7. I Can Dream, Can't I?
 8. Johnson Rag
 9. Bibbidi-Bobbidi-Boo
 10. The Cry of the Wild Goose

the house-call bit all month, as part of a mystery tune contest on his "Early Risers Club." He plays the mystery ditty every morning; then, after the show, hops in his car and starts ringing doorbells. The first four people who can identify the song receive table model Philco radios. Denton is giving away 80 sets in all. He makes the presentation right on the door step.

JOX TRIX: Ed Paulin, WMRN, Marion, O., likes to originate his shows from original locations. For instance, he is now doing his afternoon program, "Magic Carpet," from Wise's supermarket. Prior to Christmas he aired the show from the window of the downtown Sears-Roebuck store. Paulin also ran a 10-week program for the Short Ford Used Car Lot, and broadcast right from the lot. . . . Willard Howell, WZOB, Fort Payne, Ala., is scouting his own competition these days with a guest deejay show "Best by Request." He features a high school spinner every week, and each month awards a loving cup to the student who shows the most potential as a platter jockey.

Bill Bailey, WIBV, Belleville, Ill., recently ran a "Pass the Laugh" contest, with listeners requested to send in their favorite jokes for cash awards. . . . Norman Wain, WDOK, Cleveland, received hundreds of entries for his "Phfft" contest. Listeners were asked to send in lists of one-word movie titles. The final 50 winners submitted more than 110 titles each, with the grand prize winner chalking up a list of 250 one-word marquee names. . . . Bob Bradley, WLWL, Minneapolis, features two "Bradley's Bloopers" on his show every day, reading humorous fluffs sent in by listeners. Bradley says his best one to date concerns the college professor who told his

class, "In 1999 there will be approximately 65 people in the U. S. over 21,000,000 years old."

CHANGE OF THEME: Edgar Bergen is dropping out of his Sunday deejay show over the CBS radio network, and Rudy Vallee is taking it over. . . . In a move to showcase its daytime jockey stable to evening listeners, WBAL, Baltimore, recently launched a "Five by Five" dinner-hour program, with five deejays alternating as top spinner on the show each night during the week. The quintet includes Al Ross, Galen Fromme, Lee Case, Jay Grayson and Martin Edwards.

After serving two years in the military service, Herb Carl has been discharged and this month re-joined KONA, San Antonio. . . . Preston Charles started a new quiz program, "Musical Headliner," last month over WAGA, Atlanta. The show's format is based on a current events quiz, with Preston conducting a two-way telephone conversation with listeners right on the air. However, the chit-chat is delayed seven seconds before it reaches the radio audience, in case it's necessary to delete any censorable ad libs. . . . Carlton Garner, KBTA, Batesville, Ark., has started a two-hour Sunday afternoon show tagged "Top 20." He plays The Billboard's "Honor Roll" of old hits, then spins two or three disks which he predicts will be on the Honor Roll in the future.

Herb Dorfman has replaced Ed Dillon at WHJB, Greensburg, Pa. . . . Jack Lenz, WGIG Brunswick, Ga., changed the theme of his bachelor life to wedded bliss this month when he married dancing teacher Faye Chapman. . . . Gil Henry, KING Seattle, appointed editor and manager of Magazine Seattle, a monthly guide to the best entertainment activities in the Washington city. Henry has been doing the mag's "Music Is My Business" column for the last three months. . . . Another bachelor deejay switched to a marital theme last month, when Bill Leemon, WJPF, Herrin, Ill., married Sharon Adcock.

Eddie Parker, WKN, Knoxville, is varying his radio spinning chores with TV guest shots. . . . Buddy Miller has taken over the deejay spot on "Club 678" over WBIP, Booneville, Miss. The show, a Monday-thru-Friday evening series, takes its title from the station's telephone number—678. . . . Johnny Bennett, ex-spinner at WGBB, Long Island City, N. Y., and WJLK, Asbury Park, N. J., is now jockeying disks at WNNJ, Newton, N. J., with two pop shows, "The 1360 Club" in the morning and "Teentime Review," an afternoon request program. . . . Joe Ryan, WALL, Middletown, N. Y., is "getting away from it all" down in Miami for two weeks. . . . Don McLain, formerly sports and continuity director of WOHS, Shelby, N. C., was upped to commercial manager, as of February 1.

• **Reviews of New R & B Records**

- Continued from page 53
- deejay attention. (Forde, BMI)
- You're Still My Baby. . . 65
Miss Evans is weaker in this blues material, and only occasionally makes it throb with life. The band and vocal group backing her makes a solid contribution in the beat they work up. (Berkshire, BMI)
- RUDY FERGUSON**
I'm Tellin' You . . . 65
DE LUXE 6079 — An okay blues vocal on a routine ditty. (Lois, BMI)
- You've Been Away Too Long. . . 65
Same comment. (Lois, BMI)

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HOCUS-POCUS

By BILL SACHS

CURRENTLY entertaining on a cruise ship heading for the Panama Canal Zone and South America, the Amazing Maurice (Morris Cohen) is set for a week's engagement in Haiti beginning February 28. He hopes to make London the coming summer. . . . Carl Wayne, vent, still keeping busy on club dates in the Dayton, O., sector. . . . Paula Dolan, dancing illusionist, has just concluded a week's stand at the Seville Theater, Montreal. . . . Jack Herbert tells about bumping into the magician who has made plans to attend Percy Abbott's forthcoming get-together in Sturgis, Mich. Asked if he had made a hotel reservation, the trixster replied: "I won't need a hotel room; I'll only be there three days." . . . Rev. Dana M. Pankey, magic enthusiast who suffered a stroke some five months ago, is still ailing at his home, 2130 E. Jefferson Street, Phoenix, Ariz. Friends are urged to drop him a line. . . . The Great Jarvis has two more weeks of International Harvester shows thru Georgia and South Carolina for the Jimmy Hetzer office, Huntington, W. Va., and then moves into West Virginia and Pennsylvania. When he winds up there, Jarvis begins a Kentucky swing for Rural Electrification Association, set by the Hetzer firm. . . . What's become of Harry Alexander, the crystal-ball expert? . . . New officers of the Society of Detroit Magicians are Charles Romig, president; James Harrison, vice-president; William C. Smith, secretary; Arthur Whelpley, treasurer, and Al F. Munroe, sergeant at arms. . . . Dr. John Buell, long a prominent figure in Detroit magic circles, has built a new home in Caro, Mich., and will soon move in practice to that city.

DR. JESTER (Earle Carns), veteran mentalist-hypnotist, now doing a full-evening, one-man show on the comedy level, was operated on in Stanford Hospital, San Francisco, February 9, to repair an injury to his right hand. He will recuperate for the next two months at 2836 Foothill Boulevard, Oakland, Calif. Dr. Jester was forced to turn down a 13-week junket of the Islands, Japan and the Far East to make the trip to the nursing home. . . . Thirteen members of Ring 22, International Brotherhood of Magicians, Detroit,

honored Harry Blackstone at a reception-dinner at Oriental Gardens, Detroit, Tuesday of last week (8), following which all attended the Blackstone performance in a body. Blackstone completed a fortnight's stand at the Cass Theater, Detroit, Saturday (12), and Monday (14) began a week's engagement at the Cox Theater, Cincinnati. Attending the Detroit shindig were Robin McCleary, Arthur Drewry, Al Munroe, Robert Ungewitter, Mr. and Mrs. Walter Wilson, John Barton, Dr. Zina B. Bennett, Bob Mains, James Dilbeck, Charles Romig, Roy Haag and Louis Pelissero. . . . Alan Milan, English magus and Spook Show operator, and his Russian wife, Che-Che, were in Cincinnati last week scouting spookery dates. It is their first venture north of the Mason-Dixon Line. In a visit to the Magic Desk last Thursday (10), Milan reported that trouping thru the South has been more or less hazardous so far this season, with much of the territory being scorched by inferior spookers and unscrupulous showmen. He plans to give the Midwest territory a whirl. . . . That Ohio magician, who will employ almost any means to land his name in the papers, even to reporting his own death, only to show up later to refute the report (as he did in the East some months ago), had one of his alleged publicity stunts backfire on him in Columbus, O., last week. The apparent "joke" consisted of circulating fake tickets to a magic show at the Hartman Theater, Columbus, scheduled for 3 a.m. on a recent Saturday. The show was never presented, nor was the theater open at that time. The Hartman management did not rent the theater to the jokester and had nothing to do with the gag. The fake tickets had a price of \$2.40 on them and could conceivably be sold at an illegal profit. Detective John Ervin, of the Columbus racket squad, has a sample ticket in his possession. "I'd like to know if this man has some kind of racket," Detective Ervin said. He further warned the magician to tone down his sense of humor or he may wind up in the clink on his next visit to Columbus. In addition to the fake tickets, six-by-nine heralds were stuck on merchants' windows up and down the town's main drag. Funny (?) guy, this Ohio wizard.

BURLESQUE BITS

By UNO

Ann Arbor, who is pleased to have managed to add 25 pounds by cutting out smoking, closed after eight weeks at the Club 21, Calumet City, Ill., moved to the Hudson, Union City, N. J., and proceeded from there to the B.&B. Club, Johnston, R. I. Following bookings, all arranged thru Dave Cohn, takes her to the Empire, Newark, N. J., February 11; Troc, Philadelphia, February 18; Gayety, Norfolk, and the Kane circuit. . . . Comic Artie Lloyd, now at the Gayety, Norfolk, who lost his wife (non-pro) on January 25 in an auto accident on her way home to Oklahoma, was willed most of her estate valued at \$50,000. Included in his share were interests in tourist's cabins, jewelry worth \$30,000 plus various insurance amounts. A return to the stage followed a brief rest at the homes of Ann Castle Arlington in Florida and in Cuba. . . . Mitzi Caudell a parade girl, native of Paducah, Ky., is still another of the chorus group at the Hudson, Union City, N. J., to be selected to do a strip specialty, and does it good, too, with the aid of a remote control body movement. . . . Milton Schuster, Chicago booker on a visit to Los Angeles, was tendered a party by showfolk on January 31 at Suey Welch's Sport Club. Attending were Murray Leonard, Boo LaVon, Bernie Moore, Dottie Dean, Don Lamont, Ermaine Parker, Manny King, Jean Carter, Murray Briscoe, Slat Taylor, Lillian Hunt, Paula Lind, Clyde Hodges, Mr. and Mrs. Bob

Biggs, Suey Welch, Bob Biggs Jr., Leon DeVoe, Rosalie Miller, Johnny Moloney, Betty Rowland, Bud Taylor, Melotte, Lily Ayers, Milinda Bruce, Richard Benedict, Murray Hats Parker, Al Bearman, Ginger O'Dare, Susan, Art Gerhart, Debbie Rea and Little Jack Little. Jessica Rogers and her life's theatrical career are to be recorded in a spectacular colored film, according to Cy Messitte, who is in consultation about the project with Marvin Jones, a script director for the Warner Brothers in Hollywood. . . . Frankie (Turpin) Hunter, old-time comic, who was 66 years old on his last birthday, is laid up with a heart attack at his home, 252 Diamond Spring Road, Denville, N. J., and would like to hear from friends. Cards already received were those from Una Chadwick in Dallas and Rose Bernard Mattice in New York. . . . Jennie Lee is making her first appearance in the East starting February 25 for two weeks at the Adams in Newark. . . . Booker Joseph Martone, of Waterbury, Conn., has among his placements of exotics Cherrie Simone, Sadie Thompson, Toni Lamonte, Anita DeParee; Debbie, the Debutant, and Ruby. . . . Comic Claude Mathis and his straight talker, Claudeen, are making their reappearance on the Hirst wheel after an absence of three years, this time reinforced by a boxer mascot, "Boy," they use in their bits and a trailer.

Folk Talent and Tunes

Continued from page 51

them to spin his new recording, "Honky Tonk Romance," sung by Tommie Hill on Hickory.

Jimmie Newman and Slick Norris dropped in on Willie Jones at KCFH, Cuero, Tex., recently. Jones has just cut two new ones, "Lost and Faded Love" b/w "Someone Else's Wrong."

"Cottonseed Jones Show" is now heard over KBTM, Jonesboro, Ark., 4:05-4:30 p.m., Monday thru Friday, in addition to the regular Cottonseed shows on KXLR, North Little Rock, Ark. . . . "Saturday Jamboree," held at City Auditorium, Houston, still rolling along, scribes Buddy Covington, of KNUZ, Houston, altho the show has lost a few artists recently. New talent has been added and the show now includes Barbara La Rance, Bert and Charlie and such regulars as George Jones, Floyd Tillman and Jerry Jericho. Lefty Frizzell and the York Brothers guested on the show January 22.

Homer Thomasson, of WDVA, Danville, Va., has added a 30-minute record show, beginning at 12:45 daily, with Clyde Moody. Show is called "In the Mood With Moody," and has Thomasson and Moody commenting on the tunes and artists. "Virginia Barn Dance," held in Danville, celebrated its fifth anniversary recently. Show features Clyde Moody and His Woodchoppers, Hack Johnson and His Tennesseans and Jim and Jesse and Their Virginia Boys (Capitol). Average attendance for the show for the five years has been 950, according to Thomasson.

A. J. Winn, folk spinner at WTAW, College Station, Tex., recently made a personal with Lonzo and Oscar and Gabe Tucker in Artesian Park, Brenham, Tex. . . . Ted Kirby, deejay-performer of WZOB, Fort Payne, Ala., has signed Willard Howell, also of WZOB, as manager for himself and his new band. . . . Jimmy Logsdon sends in the following dope from his WKLO studios in Louisville: "Jimmy Skinner (Decca), Cincinnati, headlined the weekly show at the Hilltop Theater here recently. Response was great, and Red Morellion, of WORX, Madison, Ind., who books the show, reports the gate really building. Ray Price (Columbia) and the Cherokee Cowboys worked a capacity house at the Crossroads Night Club, Louisville, recently." Logsdon and His Golden Harvest Boys (Decca) made a recent appearance at the Old Fort Inn, Louisville.

Ralph Wayne, of KBOE, Oskaloosa, Ia., has been promoted to program director. . . . Dean Evans, who airs over WXOK, Baton Rouge, La., has formed a new hillbilly band, the Wood-Sawers, comprising Jack Youngblood, Jimmie Smoak and Lum York. Unit plays the VFW Hall, Baton Rouge, three nights a week. . . . Tommy Cutrer's (KCIJ, Shreveport, La.) cousin, Country Boy Cutrer, is airing three hours of country and western music a day over WIBR, Baton Rouge, La., and has the No. 1 Hooper-rated country music show in that city, according to Tommy. . . . Mike Michael, who hangs his hat at KDMS, El Dorado, Ark., says: "This guy Elvis Presley is just about the hottest thing around these parts. His style really pleases the teen-agers."

For Sponsors

Continued from page 3

effect, the discount, reckoned as if they were paying for it, begins at 14.3 per cent and runs to 34.6. The plan is expected to lift the THT summer volume considerably. NBC's plan for evening advertisers who want to take a hiatus is the same this year as it was last. Sponsors who have been on TV 13 weeks prior to the summer and who agree to remain on 13 weeks after it, are allowed an eight-week hiatus. However, they must agree to use the same number of stations or more, if they have been added in the fall, as were used prior to the hiatus.

THE FINAL CURTAIN

ALONSO—Julio, 49, brother of actor Gilbert Roland, in Los Angeles February 8. Survivors in addition to Roland include his widow, Agnes, and another brother, Chico Day, an assistant director at Paramount Pictures. Requiem mass at the Plaza Church February 12.

ANDERSON—Mrs. Deborah D., 66, well known thruout the East as a singer and choir director, recently in Bridgeport, Conn. Survived by her husband, three brothers and two sisters. Burial in Mountain Grove Cemetery, Bridgeport.

ANDERSON—Robert, 65, a member of the original "Dumb-bells" Army show after World War I. February 5 in Port Erie, Ont. He was in the first cast organized in France in 1917. Later he toured with the show in England and thru Canada many times, besides playing for a 12-week Broadway run.

BAKER—Nathan, 72, retired minstrel man and dancer, February 6 in Lancaster, Pa. For many years he traveled with various minstrel productions. Survived by his widow, Jennie; four sons and nine daughters.

BORMING—Walter, 48, midget circus performer, in Delmenhorst, Germany, January 30. He was rated as the tiniest man in the world, 57 centimeters tall, and weighing only 20 pounds. He is survived by his parents and 12 sisters and brothers, all midgets.

BRADLEY—John V., 78, former jockey on Midwest fair tracks and well known among outdoor show people, recently in Wabash, Ind.

BROWN—Lawrence, 51, veteran ride foreman, recently in Beaumont, Tex. He was associated with several Eastern carnivals during his many years in outdoor show business.

BROWN—Lavinia, 72, one-time partner of Billie Walker in the old-time vaude team of Walker and Brown, January 29 in Philadelphia. Known as Babe Brown, she entered show business at 19 with Dudley's "Smart Set." She also appeared with her sister, Maybelle Brown, on the vaude circuits as part of the team of Brown and Brown. During her days of retirement she was a prominent and active member of the Negro Actors' Guild. Services January 31 in Philadelphia, with burial there.

BUCK—Ford Washington, 48, of the team of Buck and Bubbles, at Sydenham Hospital, New York, after a brief illness. He was born in Louisville, Wash.; a sister, Miss Ella Washington, and a brother, Luther.

CERF—Paul, 42, partner in the business management firm of Cerf & Ginter, Beverly Hills, of a coronary occlusion February 7. He was active in the entertainment field for many years and numbered Trend Records, Inc., among his many show business accounts. Survived by a sister, Mrs. Helene C. Kuhrt. Interment at Forest Lawn.

DAHN—Gustav A., 46, former account executive for Station WPTZ, Albany, N. Y., February 8 in New York. A son, a daughter, a sister and a brother survive.

DE JONGHE—Cesar, 42, son of the late Joseph De Jonghe, Belgian circus owner, in Zurich, Switzerland, January 10. With his brother, Victor, he had for three years been managing the De Jonghe Circus, touring the Belgian Congo. He also worked with his brothers, Alphonse and Victor, as the clown trio, the De Jonghe Brothers. In addition to his mother and two brothers, he is survived by his widow, the wire-walker Beatrice Perceley, and a daughter, Patricia.

DUSHOFF—Harry, 47, co-manager of the Latin Casino, Philadelphia night club, February 8 in the University of Pennsylvania Hospital. He was associated with his brother, David, and Dallas Gerson in the management of the night club. Other survivors include his widow, Mildred P.; a son, a daughter, and another brother. Services February 10 in Philadelphia, burial in Roosevelt Cemetery there.

EVANS—Frank W., 86, former actors' agent and theatrical manager, February 2 in Scarsdale, N. Y. He retired 15 years ago, after having managed a number of vaude stars around the turn of the century, including Weber and Fields, Frank Keenan, and Henriette Crossman. Survived by his widow, Adele Oswald Evans.

FISK—Charles L., 79, retired band leader, February 5 in Kansas City, Mo. During his career he worked on showboats, with minstrels and

in vaudeville. Survived by his widow, Leta, and two sons, Charles Jr., Chicago, and Joe, Springfield, Ill.

FLINN—William, 53, The Billboard correspondent at Canton, O., recently. He was a part-time clown as well as show fan and was with the Canton Repository Surviving are his widow, a daughter, three sons, two brothers and a sister. Burial in Canton.

GRAY—Mrs. Clara Emma Beers, 80, widely known organist and pianist, January 29 in Derby, Conn. At one time she gave a recital in Carnegie Hall, New York. Survived by her husband, James. Burial February 1 in Green Farms Upper Church Cemetery, Westport, Conn.

IN LOVING MEMORY
Of our beloved Husband and Father
JACK (DOC) HALLER
Who passed away a year ago—
February 8 in Tampa, Fla.
Missed more and more each day by
WIFE & CHILDREN

KIERAN—Christopher, 65, former assistant manager of the Leow-Poll-Palace Theater, Bridgeport, Conn., January 24 in St. Vincent's Hospital, Bridgeport. Survived by his widow, Muriel; two sons, Clifford and Christopher E., Bridgeport; a daughter, Mrs. Richard E. Wilson, Los Angeles, and two brothers, Hugh E. and Patrick. Burial January 28 in St. Michael's Cemetery, Stratford, Conn.

LESSY—Abraham E., 78, former owner of a chain of motion picture theaters in Philadelphia and New Jersey, February 2 in Jefferson Hospital, Philadelphia. He entered the movie business originally in 1919 and operated an independent chain as the Lessy Amusement Company until his retirement in 1935. Surviving are his widow, Rose B.; a son, two daughters and a sister. Services February 6 in Philadelphia. Burial in Har Nebo Cemetery there.

MAYER—Edwin H., 76, veteran correspondent for The Billboard and Motion Picture Herald, February 7 in Hamilton, O. He was also advertising manager for the Mosler Safe Company, Hamilton, and a charter member of Cincinnati Variety Club. Survived by his widow, a daughter and a sister. Burial February 9 in Hamilton.

MURPHY—James F., 77, widely known outdoor show personality, January 24 in St. Louis. For many years he operated a minstrel show and more recently worked as advance man and general agent on various Midwestern carnivals. He was a veteran member of the International Association of Showmen. Survived by his widow, Bertha. Burial in International Association of Showmen's plot, St. Louis.

NEILANDAM—Sigrid, 86, one of Denmark's most renowned actresses, in Copenhagen January 28. Joined the Royal Theater Company in Copenhagen at the age of 20 but also appeared in radio, TV and films.

RANKIN—Mrs. Bertha Clowe, 82, former performer on Station WGY, Schenectady, N. Y., February 7 in Hudson, N. Y. She was associated with radio in its earliest stages, giving monologues over the station in the 1920's.

ROWSWELL—A. K. (Rosey), 71, for 19 years announcer of the play-by-play description of the home games of the Pittsburgh Pirates baseball club, February 6 in Pittsburgh.

IN LOVING MEMORY
Of our dear father
Abraham Weiner
We do now and always will keep
you alive in our hearts.
MR. & MRS. JACK J. WEINER
MR. & MRS. SAM E. WEINER
MR. GUS WEINER

ROYER—Mrs. Archie, the former Mizpah Seibin, last surviving member of the Jack Seibin Troupe, recently in Bangor, Mich. Survived by her husband, in Kalamazoo, Mich., and a daughter, Jean, Detroit. Burial February 5 in Bangor.

WINICK—Frank, 57, director of the Tennessee Valley Fair Association, January 28 in St. Mary's Hospital, Knoxville. He was widely known among outdoor show people. Survived by two brothers, Ben and Louis, and a sister, Mrs. Charles Siegal. Burial in New Jewish Cemetery, Knoxville.

MARRIAGES

DAVIS-PILANE—Harry L. Davis and Betty Pilane January 11 in Las Vegas, Nev. Both are concessionaires.

WALTON-HOEPNER—Raymond A. Walton, outdoor showman, and Alice Hoepner, non-pro, December 31.

DIVORCES

WALTON—Raymond A. Walton, outdoor showman, from Dacy P. Walton recently in Illinois.

WINTER'S BITING BLASTS CUT TAMPA FAIR'S GATE

First Seven Days of 13-Day Event Are Hard Hit by Cold, High Winds

TAMPA, Feb. 12.—Old Man Winter this week put the chill on the Florida State Fair, which tonight wound up the seventh day of its 13-day run.

Friday (11) and today, usually two of the four big days of the event, were hard hit by the old man. Strong winds, which accompanied the cold, also hurt Friday. The wind-and-cold combination was so strong that Friday night's grandstand show was canceled.

Forecast: Freezing

The winds today lost some, but not all, of their force, and picked up added bite as the mercury dropped still lower. It was biting cold during the early evening hours and freezing weather was forecast for tonight.

In this, the land of sunshine, the natives take unkindly to cold weather, and, as a result, attendance both Friday and today fell below par for those days. Even so, showmen were surprised that the crowds, while off sharply, held up to the proportions they did.

Opener Good

Earlier in the week weather was anything but ideal. The only good day of weather was given the opening Saturday (5), which with the following Monday was an added day, upping the run to 13 show days, as compared to 11 in the past. And the first Saturday provided a good turnout and matching business for all segments of the fair.

Two of the fair's big days—Gasparilla Day and Kids' Day, Monday (14) and Tuesday (15), are upcoming, and everyone connected with the fair is looking forward to them and a turn in the weather.

Grand Stand Off

At the end of the first seven days, attendance was estimated at slightly better than the first five days last year, the added days offsetting the inroads of bad weather. Eat-and-drink concessions were down sharply. Grandstand patronage was off.

On the midway, where the Royal American Shows hold forth, ride and show grosses for the first seven days were up, but not much, over the receipts for the first five last year. Game concessions, however, were running behind.

Friday's high winds lashed the backdrop for the night grandstand

show and also tore loose a huge helium-inflated balloon used by an exhibitor for getting attention.

Strong Night Bill

The night grandstand show is produced for the second year by Barnes-Carruthers Theatrical Enterprises, Chicago, and has been hailed as the best bill of acts ever presented here. In its efforts to build up patronage for the night grandstand program, the fair dressed up the grandstand entrance and erected huge eye-catching electric signs to focus attention on the night show. But the cold night weather beat off patronage.

Act Line-Up

The Barnes-Carruthers offering, put together by Sam J. Levy Sr., offers the Noble Trio, bar act; Tanya and Biagi, dancing; Hap Hazard and Mary, juggling;

Baudy's Great Danes, Lebrac and Bernice, unicycle; Les Bon Trio, unsupported ladder; Ming and Ling, Chinese hillbillies; Elly Ardely, aerial; Five Fredonias, Risley, and the Loca-Lovelies, six singers, with Harris Nelson as emcee.

Jimmie Lynch Death Dodgers, in Saturday night (5), played to a good thrill show crowd. Big car races Wednesday afternoon (9), despite cold weather, yielded a gross off only \$100 from last year, but a second program of big car events today provided a grandstand crowd down sharply from the corresponding day last year, with Old Man Winter as the culprit. The racing events were staged by National Speedways (Al Sweeney).

Grandstand attractions other afternoons this week were either parades or special events.

Pittera Auto Show Sets Talent, Tie-Ins

NEW YORK, Feb. 12.—A long talent line-up will appear at the opening of Fred Pittera's Universal Travel & Auto Sports Show on Sunday night (20), and a second will perform on Friday night (25) for a benefit. The show will run Sunday thru Sunday.

About 80 exhibitors have contracted for space, with the rates running from \$2.50 to \$3 per square foot. Pittera has charted some 145 booths into the Madison Square Garden basement. Most of those taken have been by automotive-type exhibitors, with travel elements also present.

Belly dancer Nejlja Ates, comics Red Buttons, Ernie Kovacs and Peter Donald, and actress Ilona Massey will perform for the opening. The benefit night, for Boys Town in Castellet, Italy, will feature Harvey Stone, Allan Dale and Rocky Graziano, plus a fashion show.

Admission prices are \$1.50 for adults and 75 cents for kids, and 25-cent tickets have been distributed thru the Board of Education to junior and senior high schools. In addition, Associated Food Stores are handing out Bonanza Prize discount coupons, good for admission and gifts which will include merchandise, two automobiles, and expenses-paid trips. The Daily Mirror has a daily kids' coloring contest in which it runs outlines of travel scenes and plus the show.

Also promotion-wise, 20th Century-Fox has plugged the show in conjunction with its film "The Racers" at the Roxy Theater. Pittera is also working on a "Most Traveled Person in 1954" contest. Publicity for the event is being handled by Betty Impellitteri Associates.

The hall's entrance will be filled by the working replica of Rome's Trevi Fountain, built by Pan-American World Airways.

2 Beam Thrillers to Play 101 Fairs in 9½ Weeks

NEW YORK, Feb. 12.—B. Ward Beam has booked 101 fairs—a record number—for the 1955 routing of his International Auto Daredevil Contest. Two units will be used with 49 dates allotted to one and 52 to the other. The entire fair season will be compressed into a nine-and-one-half-week period.

At one stretch, Beam noted, his units would play 17 different fairs on as many days. He used this as an example, in his opinion, of the only way a thrill show can make money today.

"If the schedule is ragged and not tight from beginning to end there is no chance of making money," Beam said. He estimated that a minimum of four average fairs were needed in any one week for profitable operation.

Sport-Boat Expo at K. C. Draws 70,000

KANSAS CITY, Mo., Feb. 12.—The Kansas City Sports, Travel and Boat Show drew more than 70,000 persons during its 10-day stand in the Municipal Auditorium, according to Producer F. W. Kahler. He said the turnout would have been greater if the show hadn't been plagued by the winter's worst weather.

Big hit of the show was a 75 by 16-foot trout pool. Anglers were allowed to keep their catch and about 2,800 persons took a try with lines and rods. Seventy-five per cent of the adults and children, who paid \$1 and 50 cents respectively for the opportunity, caught fish.

Arnold Fields was in charge of the operation. He said 4,100 trout were shipped here from Gravois Mills, Mo., for the event. The big auditorium was filled with 120 booths, boats, two huge water tanks and a score of trailers for the show.

Recording Artists Head Stage Fare At Det. Auto Show

DETROIT, Feb. 12.—The 42d annual Detroit Auto Show, which closed Sunday (6) at the State Fairgrounds, included a stagemore featuring Don Cornell, Fontane Sisters, the Gaylords, Honey Brothers, the Salt City Five and Herschel Leib's band.

Don Ridler was the producer of the stagemore, where 10 Detroit disk jockeys took turns as emcees.

The expo listed 104 cars, four sports cars and 16 trucks in 22 displays.

Miss. Fairs Seek Broader Aid Program

JACKSON, Miss., Feb. 12.—A broadened State aid program was sought by the Mississippi Association of Fairs at its annual meeting here Friday (11) in the Robert E. Lee Hotel. The delegates moved that aid be increased to embrace entries other than in livestock, currently the only department of the fair in which the State participates.

The one-day meeting was marked by light attendance due to a cold snap. A major contribution of fair dates to overcome conflicts that have existed for a number of years.

A total of 35 fairmen attended the conclave. Attraction people on hand included George B. Flint, Boyle Woolfolk Agency; Jimmy Martin and Eddie Moran, Southern Valley Shows; Theodore Meadows, Tennessee Valley Shows; Jack Oliver, Gladstone Shows and Wallace Bros.' Shows; Bernie Shairo, Southern Poster; H. Pitman and R. K. Wilder, concessionaires.

Order Refused In Connecticut Racing Hassle

BRIDGEPORT, Conn., Feb. 12.—Superior Court here has refused to issue an injunction against Charles Rex Records, of New London, which would have prevented the promoter from soliciting persons or firms which do business with the United Stock Car Racing Club, of Stamford. Records is former USCRC president.

The secretary and treasurer of the club, Harry Tattersall Sr., and Harvey Tattersall Jr., of New York City, had sought the restrainer.

The USCRC and Records' new group, American Auto Racing Club, have been at odds since last fall. The Tattersalls say Records started his rival outfit while still president and a director of the USCRC. Judge John M. Comley said the pair tried to get rid of Records "by making his financial position utterly impossible."

Superior, Wis., Invites Bids For Rebuilding

SUPERIOR, Wis., Feb. 12.—The Tri-State Fair has asked bids for the reconstruction of its grandstand and an exhibit building to replace those destroyed in a fire last fall. Bids are due by February 23 in the office of the county clerk.

According to specifications, the grandstand must have a minimum seating capacity of 2,500 and a canopy over the entire seating area. The destroyed grandstand was not roofed. In addition, exhibit space, 26 feet wide and running the entire length of the stand, must be included. The exhibit building will be 28 by 170 feet, with a concrete floor.

Debris remaining at the scene of the fire, which destroyed the grandstand and 10 other buildings, will be removed by the county. Insurance coverage totaled about \$130,000, half of which covered the buildings leveled in the blaze, Seegar Swanson, fair secretary, said.

Ohio State 27G in Red

COLUMBUS, O., Feb. 12.—Final audit by State Auditor James A. Rhodes showed that the 1954 Ohio State Fair had a deficit of \$27,078.92 compared with a deficit of \$1,351.71 for the 1953 sesquicentennial fair. Receipts totaled \$654,142.87. In 1953 the annual grossed \$681,221.89.

Attendance, the lowest since 1940, accounted for the red ink, it was reported. Paid admissions totaled 240,794, compared with 287,533 in 1953 and 352,371 in 1946.

Allan Herschell Co. Ride Demonstration Runs Added Week

NORTH TONAWANDA, N. Y., Feb. 12.—Allan Herschell Company here has extended thru Saturday (19) its invitation to showmen to see its new major ride in operation at its plant here. The period for demonstrating the ride was extended to accommodate all who might want to see the ride in operation, a company spokesman said.

Kid Ride Ops, Talent to Benefit From Chain of Farmers' Markets

1st of 10 Rising at Levittown, Pa.; Kiddielands and Promotions Charted

NEW YORK, Feb. 12.—As many as 10 new Kiddielands will be the outcome if the new Thriftmart syndicate likes the results of its farmers market-type pilot operation near Levittown, Pa. The 38-acre site has already been graded and foundations are being poured for a building which will contain some 70,000 square feet of rentable floor space.

Located on the Trenton-Hulmeville Road (U. S. 1) four miles from Trenton, N. J., and two miles from Levittown, the site will have at the outset a sprawling merchants' building parking for 3,500 cars and a Kiddieland.

The project represents opportunity for ride operators, talent bookers and possibly also for operators of such other amusement

elements as miniature golf, custard and batting enclosures. With the main structure being the most important part of the development, the only definite decisions reached regarding amusements are on the rides and personal appearances of name and kiddie attractions.

Coast-to-Coast Chain

Thriftmart, Inc., is spending upward of \$2,000,000 on the Levittown phase of the retail chain. Nine other suburban areas will also get the marts, in New York State, New Jersey, Florida, Georgia, Texas, California, Illinois, Michigan and Minnesota. Sites are being negotiated for.

As in typical farmers markets the Levittown one will not operate a full week but rather on a curtailed and busy schedule, Friday and

Saturday being the only business days. The tenants will offer a wide variety of retail merchandise.

The building has been designed by hotel architect Morris Lapidus, whose jobs have included the multi-million dollar Fontainebleau Hotel in Miami Beach. It will be of cement and steel construction and be rectangular in shape, topped by a red shingle roof.

To Lease Ride Space

Howard Hoffman, of Thriftmart, will be general manager and is renting sales space. He will also handle the kiddieland details. The intention is to lease space to a professional ride operator. Thriftmart has recognized the philosophy, as have numerous other retail establishments, that if the youngsters

(Continued on page 73)

The New Opportunity?

Show business has seen many changes in the postwar years. Many are only forerunners of greater changes still to come, for it is only natural that as America's living habits change, so must its amusement patterns.

Consider the rapid postwar growth of population that continues at the rate of four million annually, the new highways and faster transportation that spreads families farther out on the cities' rims, more jobs at higher pay that enables more people to enjoy the extra leisure time which a shorter work week is creating, the growth of the shopping center that makes it more convenient to shop and spend. These are but a few of the factors reflecting our changed way of living.

So, it's only natural that our amusement patterns change, too. The success of the drive-in theater and of the kiddieland prove the American public will spend more for amusement when it's convenient to do so. Paralleling their growth and reflecting mounting interest in participation sports has been the number of golf driving ranges, miniature golf courses, batting ranges and similar enterprises that have sprung up along the highways. Their success indicates the public is willing to shell out hard cash to work up a sweat as well as to be amused.

Big Opportunity

Is the next big opportunity for outdoor show business the corraling of these divergent factors into amusement-recreation centers as shopping centers have merchandised their products?

Is the basic appeal of offering something of interest for every member of the family strong enough to make amusement centers a profitable investment?

We believe it is.

In fact, the success of those centers already in existence points plainly to the big opportunity for outdoor show business that lies in this direction.

But Amusement Centers won't spring up overnight. Their growth will require time, money and that magic ingredient, showmanship.

To help focus attention on this new development and to spotlight its importance, The Billboard presents significant data on the following pages. The growth of the amusement centers will be reported in subsequent issues, so that all concerned can keep informed and evaluate for themselves this new business development.

FROM LITTLE ACORNS

Lone Pony Ring Becomes Fun Area Worth Millions

By TOM PARKINSON

ONE GOOD thing leads to another. And that is how it is with the amusement center at River Road and North Avenue in Chicago's suburban area. Here is a multi-million dollar entertainment-shopping center attracting thousands upon thousands of customers.

Today includes the eminently successful Kiddieland of Arthur Fritz, a delux drive-in theater, a roller skating rink, four miniature golf courses, two baseball batting ranges, two golf driving courses, a shooting gallery, a major trotting track and a riding stables, plus a periphery of trailer camps, drive-in eateries, a fireworks factory and specialty fruit stands.

Once, not so long ago, there was only a pony ring at an abandoned fairgrounds and a remnant of the depression-born miniature golf craze.

What brought the change and growth was the enterprise of a few operators, who began with limited capital, and the action of those who joined in later. Virtually none of the owners had a background in outdoor show business.

Ponies

Twenty-five years ago, there was little new construction going up in Chicago so builder Art Fritz brought his family to the northeast corner of North Avenue and River Road, which is 8400 West in Chicago's street grid. There he set up a live pony ride and fared well.

This was before the era of Kiddielands, and kiddie rides were not being built. But a newspaper was giving gasoline-powered midget cars to children as subscription premiums. Fritz noted the names of winners and followed up in a few weeks with an offer to buy the cars. This gave him another attraction to pair with the ponies. Later he moved across the street to a plot adjacent to the old Cook County Fairgrounds.

This fair was operated a few seasons in the early 1930's and after a period of idleness it was

used by Carl Stockholm, former six-day bike rider, who promoted auto races there about 1940. Then came another try with the fair, more idle years, and finally, six years ago, the Maywood Park race track. It is significant that the fairgrounds operations didn't succeed until the amusement center did, and probably both benefited from the same set of circumstances as well as from each other.

Lucky Site Choice

Meanwhile, Fritz moved back across North Avenue to his present location. Ride makers had gotten into the kiddie field and Fritz was well along toward building his reputation as father of the Kiddieland business. Each year brought additions, improvements and increases in the gross. The adjacent First Avenue was extended and paved, improving his location further. But Fritz says that the over-all selection of the site was a matter of luck and that there is no pat formula by which one can tell in advance what location will prove best.

When Fritz first came to the area, there was a driving range immediately north of him on River Road. That was the first amusement venture in the area but it was under numerous managements. Not until recent years did it take on its current importance. Fritz worked closely with Henry and Robert Shutte in setting up the present driving range. They put together a golf ball washer of their own design in a permanent building. The fully mechanized device takes balls as they are dumped into the basement, washes them, and delivers them topside for re-use.

New Spots Welcomed

Success of the driving range induced the Shuttes to add a Pee Wee Golf course that now is part of their operation. It also encouraged others to join in around the neighborhood.

And that suits Fritz and the Shuttes fine. Fritz says that he feels the attractions help each other in bringing out the big

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The
Billboard

Presents
A Special Section Devoted to

OARC

AMUSEMENT RECREATION
CENTERS

Lotsa \$\$ in Play the One-Stop Way at Amusement Spots

• Continued from page 1

Oklahoma State Fair, Oklahoma City, which last year opened on a new fairgrounds after an expenditure of \$5,500,000, the first phase of its building program. The second phase, calling for an additional \$10,000,000 outlay, awaits voters' approval.

If the referendum, tentatively planned for this fall, passes, Okla-

homa will develop one of the finest, all-purpose plants and amusement centers in the country. It would have its own Kiddieland—something few fairs now have; a Coliseum which would seat more than 10,000; possibly an ice skating rink, and a theater which would house legitimate shows.

The well-rounded amusement center is seen by many as a means of combating juvenile delinquency. A multi-unit center offers ample outlet for youngsters, lends force to community drives for the establishment of amusement centers, and in some instances smooth the way for private enterprises.

Civic Interest

Some cities recognize—and put a high price tag on the value—of amusement centers. Currently, Portland, Ore., is planning a center which would also serve as the site for its planned centennial fair.

A \$200,000,000 permanent culture and trade center is planned for a 160-acre tract 10 miles north of Miami, and this, according to present plans, would embrace a Kiddieland or amusement park. The Center of the Americas, as the project has been titled, hinges upon necessary financing. A syndicate headed by two New York investment houses, Lehman Brothers & VanAlstyne and Noel & Company, has contracted to form the underwriting group for the sale of the bonds.

As planned the center would include horticultural and agricultural displays, gardens for religious

meditation, a bathing beach, picnic areas, birds and animals in their natural habitat, and a children's playground, besides an amusement section.

Boosts Town Biz

But, Kiddielands and amusement centers are not only for big cities and major resorts. O. J. Russell has demonstrated that in Vincennes, Ind., which has a population of only 18,000. Russell operates a funspot opposite a centrally located city park, and has done quite well because Vincennes is the trading center for an area with a population of 500,000. His Kiddieland is given considerable credit for aiding retail business in Vincennes.

Many other communities are finding that amusement centers are helping them. And, this has also been the experience of a substantial number of the modern shopping centers. Some of these now incorporate Kiddielands in their layouts.

Allied Stores, a national chain, which already has three regional shopping centers and is to build seven more, is planning amusement centers in its new shopping centers. At one bordering Paramus and Maywood, N. J., it plans to have an amusement center consisting of a Kiddieland, outdoor ice rink, a 500-seat auditorium, and possibly a miniature golf course.

Build Patronage

Shopping centers generally place high value upon amusements or outdoor attractions as a means of

(Continued on page 69)

What, Who, Why of New Rec-Fun Spots

What is an outdoor recreation-amusement center?

It is two or more recreation and/or amusement elements operating on one location.

What is meant by an element?

A kiddieland, amusement park, drive-in theater, golf driving range, miniature golf course, batting range, swimming pool, roller-skating rink, ice-skating rink, archery course, rifle range, short range gallery, zoo, museum, fair, etc.

Why are recreation-amusement centers springing up thruout the country?

Mainly because initial elements, kiddielands, for instance, succeeded and additional elements not only proved profit makers but added to the effectiveness and success of the combined elements.

Why is the amusement seeker drawn to such centers?

Because of the basic appeal of the varied elements and because in one stop at an easily accessible location they can satisfy their amusement-recreation desires. Centers invariably are located on well-traveled highways, and this causes impulse patronage as well as patronage by steady customers. Moreover, the centers usually provide ample parking facilities, a vital factor now and one certain to become increasingly important as the number of cars on the highways mount.

Do such centers require a big investment?

Yes and no. Yes in terms of a full-scaled, multi-unit operation; no in terms of a small, yet profitable enterprise which may consist only of a few kiddie rides and a golf driving range.

Who have or now are making investments in such centers?

Big-money interests, such as Walt Disney, theater owners, amusement park operators, semi-retired people, ride operators and people who started with a drive-in, golf drive-in range, miniature golf course, etc., discovered the possibilities in the outdoor amusement field.

\$17,000,000 PROJECT

Disneyland to Combine Fair, Museum, Kidland

BIG BUSINESS, personified by Walt Disney, this year will make the biggest single investment ever made in the outdoor amusement industry.

A total of \$9,000,000 is being spent to build Disneyland, styled "the Kiddieland for adults" at Anaheim, Calif. And an additional \$8,000,000 is being invested by major blue-chip companies in erecting exhibits.

Combined, these sums exceed the value of any privately-owned outdoor amusement installation anywhere in the world. Together, they also constitute eloquent testimony of the potentials that lie in the outdoor amusement field, traditionally one in which initial investments are small but grow into large-scaled operations.

When Disneyland opens July 15—and judging by progress already made, that goal will be met—it will offer a combination world's fair, amusement park, and museum on its 160-acre tract, of which 57 will

be occupied by the amusement zone.

Dwarfs Past Ventures

In concept, Disneyland dwarfs any previous venture in the amusement park field. Innovations will be many. The use of new techniques, drawn from motion pictures, will be emphasized. Cartoon characters including Donald Duck, Mickey Mouse, Pinocchio and Snow White, and others created by Disney, will abound.

Emphasis will be on fantasy. The park area will be divided into True-Life Land, Adventure Land, Land of Tomorrow, Frontier Land, Fantasy Land, Recreation Land and Holiday Land. And, of course, attractions in each will be themed accordingly.

Thus, the Land of Tomorrow will have a Rocket Ship, replacing the traditional Coaster ride but embracing its principles; a Freeway of Tomorrow, an automobile-driving course on which moppets will drive

(Continued on page 68)

GREATER OPPORTUNITIES! BIGGER PROFITS!

thru OUTDOOR AMUSEMENT RECREATION CENTERS

What National Service Will Do for You

Whether you are in need of only one or two inexpensive Kiddie Rides or want a complete layout or plans for a modern streamlined Amusement Recreation Center, you will find National Products and Service highly satisfactory.

All National Rides

are built from raw material to the finished product in our own plant, occupying an entire city block and equipped with the latest modern machinery.

Perfection in National Rides

stems from the production line, with its background of fine engineers and skilled mechanics under the direct supervision of Aurel Vaszin, National's founder and sole owner . . . builder of rides since 1910.

Practical and Profitable Amusement Recreation Centers

are the result of careful planning by William de L'horbe Jr., who has had a lifetime of experience selling rides and developing plans for complete Amusement Parks, Kiddielands and Amusement Recreation Centers throughout the country.

Write for a complete plan or information on any of these Rides, Devices and Products by National

The Century Flyer

The safest miniature train built, 24" gauge tracks, over-hung chassis, low center of gravity for safety.

Kiddie Ferris Wheel

Simple mechanism, sturdy construction, push button control

Kiddie Buggy Ride

A 10-car Deluxe Buggy Ride. The Kiddies' delight.

The Pony Trot

10 or 20 ponies fitted with Western style leather saddles.

Fun Houses

Especially designed to fit your location and price range.

Old Mills and Mill Chutes

Suitable for parks or permanent locations.

Park Benches

Designed and built for real tough usage. A lifetime product.

Comet, Jr.

A real Junior Roller Coaster designed for Kiddielands, but sturdy enough for adults.

The Trackless Train

Especially suited for large areas, Zoos, Gardens, Fair Grounds, etc. Runs anywhere without rails.

Laughing Mirrors

These laugh-provoking mirrors amuse both young and old, and occupy only a few feet of space.

Mirror Mazes

Fascinating Walk-Thru Fun House with a confusing mirage of magic mirrors.

Major Roller Coasters

Engineered and built by us for enduring service.

Coaster Cars

Let us streamline your present Coaster with new custom-built cars.

NATIONAL AMUSEMENT DEVICE CO.

Box 488 VAF

Phone Melrose 2646

Dayton 7, Ohio

TALENTED SALESMEN

Acts Lure Bumper Crowds To Shopping Marts, Drive-Ins

By CHARLES BYRNES

FREE acts, long effective lures of fair and carnival midways, are now being used in ever-increasing numbers thruout the country to sell groceries, clothing, automobiles, etc. Mushrooming suburban shopping centers have found them potent crowd pullers, and opened a new field for outdoor talent—chiefly aerial acts.

The centralized shopping marts initially used the acts mainly to highlight their opening—to "circus up" the ribbon-cutting. But many of the centers, realizing the need to keep on hammering away for customers, have adopted a policy of featuring such acts periodically. And they have found that they do "resell" their location and bring out hordes of new and old patrons.

Free Acts

Similarly, drive-in theaters, pushed in part by increased competition, have turned to featuring free acts as their "extra added attraction."

Estimates of the number of acts used at shopping centers and drive-ins are at best guesses because of the rapid development of shopping centers thruout the country.

The number of acts thus employed is, however, large. And the outlays for talent are not small. Many talent booking agencies rate the shopping centers among their choicest accounts.

Most sought-after acts for shopping centers are aerial numbers because of their spectacular nature, their easy visibility from a distance, and also because they are not seen on television. Sway pole, trapeze, high wire and high diving acts thus have been in the most demand.

Animal Lures

Animal acts, elephants especially, are rated second only to aerial numbers as shopping center lures. The reason lies, of course, in their appeal to the small fry—the all-important segment of the family that beseeches elders to go to a shopping center to see such acts.

Unusual stunts, such as flag-pole sitters, draw countless thousands of a generation grown up since that type attraction was not uncommon. Dixie Blandy put in a busy summer last year, sitting it out on high, first at the Southgate shopping center near Milwaukee, for 18 days, then at the opening of new centers elsewhere, including one at East Peoria, Ill. The advertising-promotion of the latter, incidentally, was handled by L. R. Huckstead, a former fair manager, who brought his show business know-how to bear.

Newer Stunt

Work at shopping centers sparked Blandy into adding to his routine. In one of his newest, he rides a bicycle continuously while an instrument records his mileage. Patrons then register their guesses as to the total mileage and the closest to the actual figure is awarded a prize. Another new turn is his Santa Claus bit. Dressed in the traditional beard and red suit, he perches atop his pole, talking to youngsters on a telephone hooked up at its base.

Two Chicago television performers, long-time favorites with the moppets, Dick (Two-Ton) Baker and Uncle Johnny Coons, drew many thousands of children—and

their parents too—to various shopping centers in the Chicago area last year. Baker, who appears on ABC-TV for a bread firm, made personals at over 25 stores, and pulled an average of 1,600 youngsters at each show. Coons, who's sponsored by a grocery chain on his NBC program, played close to 50 dates during the year. At one an estimated 4,000 youngsters turned out to receive gifts, and the average for all appearances was well over the thousand mark.

Repeat Engagements

Another performer who successfully appeared at a series of shopping centers last summer is Bill Woodcock, veteran elephant trainer. His act is credited with pulling thousands of young and old alike to a shopping center outside Milwaukee. His first stand was so successful that he was brought back for two repeat engagements before the season ended. In addition, Woodcock and his three bulls scored big at supermarkets in Madison, Wis., as well as in Minneapolis and Rochester, Minn.

Elly Ardely, trapeze performer of note, is another who tried her hand at shopping center promotion and was a success. Her act was the feature of two Dayton, O., centers last year, where she appeared three days at each as the high point of a so-called "circus of bargains."

Paul Kelly, veteran animal owner-trainer, last year participated in successful ventures at both shopping centers and drive-in theaters. In a three-day appearance with his elephant at the huge Meadowbrook Merchandise Mart, on Cleveland's outskirts, he helped draw a whopping 200,000 people.

Later in the season the Kelly elephant, as part of an eight-act troupe, toured five weeks for Midwest Drive-In Theaters of Kansas City, playing at over a dozen open-air theaters. And they were instrumental in setting new attendance marks at openers in North Platte and Grand Island, Neb.

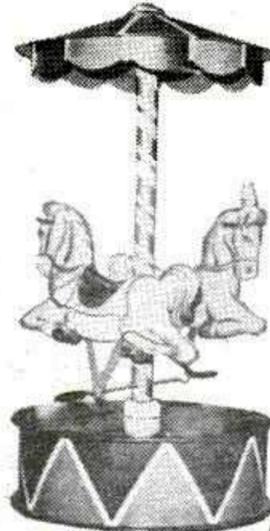
Jimmy Jamieson, high diver, got in nine weeks of work at Pennsylvania drive-in theaters last summer, when he appeared with the picture "Carnival Story," a yarn that featured an act similar to his.

One-stop shopping centers continue to mushroom thruout the country. And there are many indications that suggest their ranks will continue to swell. At the same time, the drive-in theater outlook looms even more competitive than last year. As a result, outdoor acts, with their value in this field strongly demonstrated, can look to constantly rising work at shopping centers and drive-in theaters.

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Jr. CAROUSEL (Rec.)
Only \$298.00



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New Flat Ride for adults and teen-agers. Requires space 57x57' and will easily load on one semi-trailer. This is a high speed Major Ride with exciting dips and thrilling turns. Price complete with ticket box, \$6,950.00. Term payments available. Write today for full information and photos.

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Box 792, Danville, Ill. Ph. 1716

PULLS FROM DISTANCE

Kiddieland Thrives In Town of 18,000

HOW MUCH population is needed to support a Kiddieland?

Not as much as one might think, according to O. J. Russell, owner of Uncle John's Kiddieland on the Wabash River at Vincennes, Ind.

Vincennes has a population of 18,000 and Uncle John's Kiddieland is thriving, mostly because Russell takes advantage of every opportunity that comes his way.

The funspot is across the street from Vincennes' beautiful park, and this accounts for much of the Kiddieland's patronage.

While not a large city, Vincennes is a shopping center for 50,000 people in Southern Indiana and Illinois and many families are in the habit of stopping at Uncle John's for a round of rides before going home.

Promotes Spot

Then, Russell does a good job of promoting the Kiddieland.

For instance, there was the time when Russell engineered a deal with a dairy whereby he would give one ride free to any child coming in with five milk bottle caps. The dairy paid for the number of rides given away.

The first time, three extra per-

sons were needed just to take in the bottle caps and the dairy was so pleased it asked Uncle John to run the promotion all summer.

Then, there was the time his Allan Herschell Tank Ride was ready to be delivered. Twenty times a day, all week long, Russell ran a four-word radio commercial: "The tanks are coming." On the day the ride arrived he broadcast: "The tanks are here." Then he set off some aerial bombs at the Kiddieland and within a few minutes, the place was swarming with customers.

Urges Good Will

"Don't be disappointed if your Kiddieland doesn't start off with a bang," he advises. "Build up good will slowly. That's the kind that lasts. Watch expenses. Keep your park clean. Never use a home-made ride—too much maintenance."

One of Russell's big assets is that he knows show business. He is the son of John B. and Ozeta Russell. His mother was the daughter of Ollie Pickering, famous old-time ballplayer who originated the Texas League hit while playing with Houston. She had a roller skating act with her brother, Joe, and later was a featured player

with Snedeker's California Stock Company.

As a boy, Russell traveled a great deal with his mother. Frequently, he was put to work selling candy. Years later, while with Crafts' 20 Big Shows, Russell became impressed with the pulling power of small, portable Roller Coasters. He bought a Bradley & Kaye Coaster, toured the South and Middle West, and then in the spring of 1949 found himself in his home town, Vincennes, without enough money to go to Indianapolis or Chicago with his Roller Coaster. He stayed in Vincennes and opened up his Kiddieland.

Recalls Start

"I started cold turkey, with only a couple of dollars in my pocket," he recalls. "I opened up one Sunday afternoon without any advertising and took in \$45. It looked mighty big to me then."

"All I had was the Roller Coaster, but in a little while I added a couple of live ponies and kept them in a corral which I made out of scraps of lumber with bark nailed on to make it look Western. A little later I bought a popcorn machine and a cold drink counter and then I really was in business."

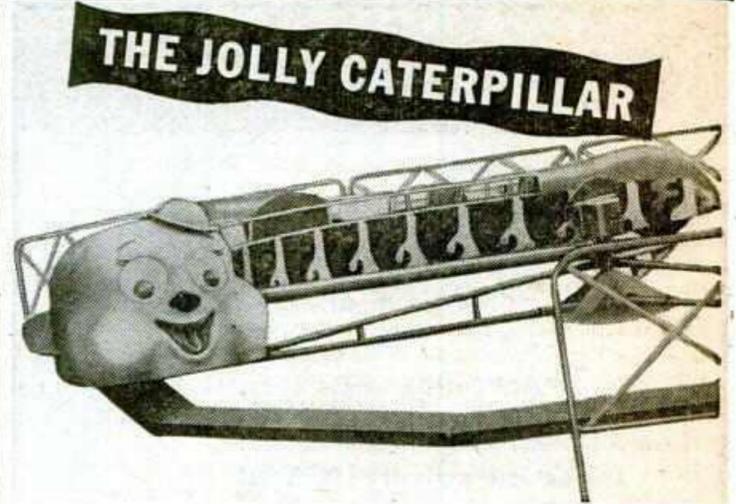
The next ride added to the growing Kiddieland was a Tom Thumb Streamliner train which was bought by his mother and dad, who have operated it since the day it arrived.

In 1950 Russell opened up with three more ponies, making a total of five.

"In 1951 I bought a big three-abreast Allan Herschell Merry-Go-Round which clicked from the start. It did so well I was able to pay for it a couple months ahead of time. In 1953, I bought an Allan Herschell Boat Ride and that paid for itself by July of the following year.

"In 1954, I sold the ponies and the Roller Coaster to a friend in Rock Island who needed a Coaster to start a Kiddieland. It was a mistake to sell it because as soon as

(Continued on page 71)



4 TOP OPERATORS PRAISE JOLLY CAT

W. A. SCHAFER, DALLAS, TEXAS
SCHAFFER'S JUST-FOR-FUN SHOWS

"One of the best drawing cards I have ever had. The Jolly Caterpillar stays right up there with the Sky Fighter. I like it because it's a fast loader and unloader and it caters to all ages: children, teen-agers and adults. I can recommend it heartily."

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HURON KIDDELAND

"The Allan Herschell Jolly Caterpillar has consistently been one of my top rides and I have 14. No maintenance! I haven't even had to pump up the tires! Kids love it and their parents seem to like to ride with them, too."

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CONKLIN SHOWS

"The first time out it was among the leaders. I have great hopes for this new Allan Herschell ride. It's simple to operate, requires little or no maintenance, and has an excellent capacity."

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FOR ALLAN HERSHELL AND SPILLMAN RIDES

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COMPANY, INC.

"World's largest manufacturer of amusement rides"
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PERMANENT AMUSEMENT PARKS & KIDDYLANDS
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Our policy has always been to deliver the Hodges Hand Car Ride without 1 CENT until you have seen what the ride is capable of doing on your own ground. We believe we are the only company that satisfies before you buy and proves you cannot lose. Nation-wide distribution.

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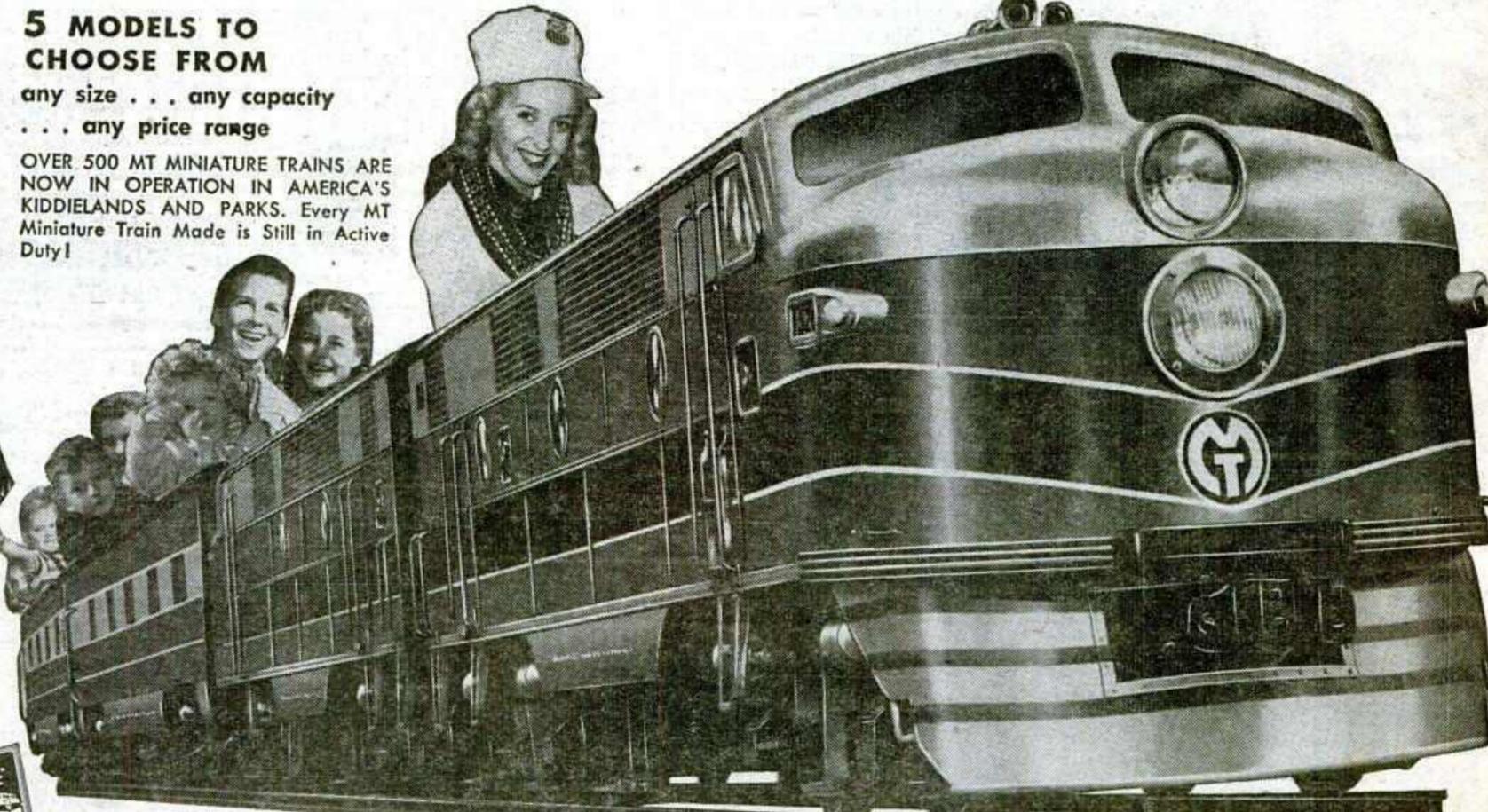
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The FIRST and MOST PROFITABLE Investment for any Park

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any size . . . any capacity
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Isn't it true
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TRACTORIDE costs less,
Repeat rides galore
Action aplenty!!! YOU
Can't afford to be without it.
Try this,
Or you'll be left out.
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Delay is dangerous!!!!
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ALLIED STORES PLANS:

Regional Shopping Centers to Have Own Recreation-Amusement Centers

ALLIED STORES' huge expansion plans, calling for seven regional shopping centers thruout the nation in addition to three already built, bid to enrich the ride manufacturing business by more than \$100,000 within the coming three years. In addition, ice rink refrigeration firms are concerned with the centers since at least a couple of outdoor rinks are contemplated.

The key unit in the chain of centers will be the 100-acre Bergen Mall retail development, for which ground is being cleared less than seven miles west of the George Washington Bridge on Route 4, at the borders of Paramus and Maywood, N. J. As in all of the centers, this one will have as its hub establishment an Allied department store, in this case Stern's of New York. There are 1,600,000 potential patrons in a 40-mile radius.

Plans for the center include the kiddieland, a 500-seat auditorium, outdoor ice rink, possibly a miniature golf course, and 1,500,000 square feet of store space. Stern's will have 300,000 square feet. Feature of the development will be

an idea first put to work when Allied opened its Northgate center outside Seattle five years ago. This is a three-lane underground truck tunnel running the quarter-mile length of the development beneath the mall, permitting all goods and refuse to be handled out of sight of the shoppers.

Beside the \$60,000,000 New Jersey center, claimed to be "the greatest regional shopping center in the nation," Allied's other centers will be at Peabody, Mass., near Boston; Cincinnati, Minneapolis; Levittown, Pa.; Houston, Tex., and somewhere on Long Island. Site of the last named was said to be under negotiation last week. Plans are for all the new centers to be in operation by 1958.

Kiddie Rides Successful

Consulting on the Bergen Mall job is James Douglas, president and operating chief of Northgate, which is serving as sort of a pilot for the entire chain. Douglas has had success with three store-owned kiddie rides there and plans to inject his ride knowledge into the other developments. For the first two years the rides were on a concession basis but Douglas felt that in this particular instance company operation would be superior to that of the private ride operator, so the Northgate subsidiary bought him out.

With a potential of 10 shopping centers each boasting at least three kiddie rides—Bergen Mall will have from four to six—the manufacturers are beginning to knock on Allied's doors. Douglas concedes that the Seattle experience does not automatically apply to all locations so he and Sydney Galvin, Bergen Mall president, are considering the concession aspect of rides in New Jersey. At least one operator is negotiating for the rights to operate at the choice spot in the huge center, on the plaza right outside Stern's.

Eying the success of Hudson's in Detroit, which pulled its rides indoors in the wintertime, Bergen Mall's plaza will be of slab construction embodying refrigeration piping. When the weather dictates, the rides will be removed and ice will be made on the site. There will be a small fee for skating, Douglas explains, to keep the rink from getting too jammed with patrons.

Ride Ticket Tie-Ins

As in Northgate, Allied's new centers will be highly promotion-minded. There will be special days of many kinds, and discount ride tickets will be peddled to store proprietors to distribute to custom-

ers. Northgate charges a flat dime for its rides and the tickets are being offered for a nickel to the stores under the discount plan.

Also, amusement-wise, there will be numerous personal appearances of kiddie TV favorites as in Seattle, where showings of Sheriff Tex drew thousands of moppets to the platform set up outside the Allied outlet there, the Bon Marche store. Kiddies are the keyword in Allied's operating plans. Recognizing the immense power wielded by moppets in the family shopping habits, Allied's locations feature indoor and outdoor holiday displays, rides, special attractions like Sheriff Tex and the kiddie fire engine which were hits at North-

(Continued on page 72)

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

EXHIBIT'S #307 VACUUMATIC CARD VENDER

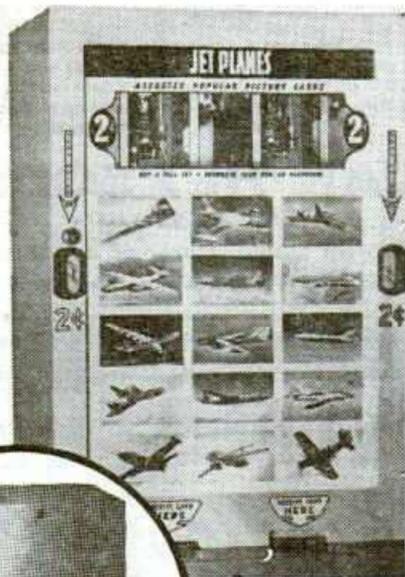
Vends novelty cards, scenic postal cards, scenic self-mailers, scenic packs, booklets, folders and various other items.

Permits a wide range of selling prices—1¢, 2¢, 2 for 5¢, 3 for 5¢, 10¢, 3 for 25¢, 6 for 25¢—and many other combinations.

Has all the qualities of a well-designed vending machine—occupies small floor space, presents attractive display, requires minimum refill and service attention—plus visible vending action.

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Exhibit is also the World's Largest
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Card Vender Available with or without No. 307-B storage base.

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← The Gay 90's Tram That Really Draws The Children... LARGE CAPACITY... SEATS 10 This Ride Can Earn As Much As Rides Costing 5 Times The Amount!

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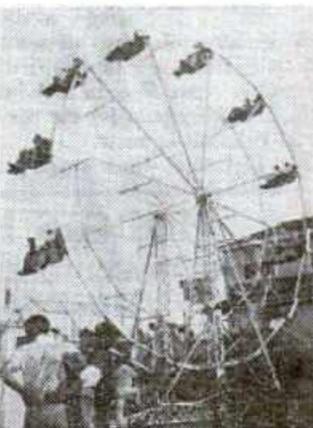
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ELI BRIDGE COMPANY

Builders of BIG ELI WHEELS since 1900
 800 Case Avenue, Jacksonville, Illinois

\$MITH RIDES for profits

- KIDDIE BOAT RIDES
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- Trailer-Mounted AUTO RIDE
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SMITH AND SMITH INC.
 SPRINGVILLE, NEW YORK

All Kiddie Ride Operators Need Our "ACTION AIR STREAK"

"The Attractive Ride On The Midway"

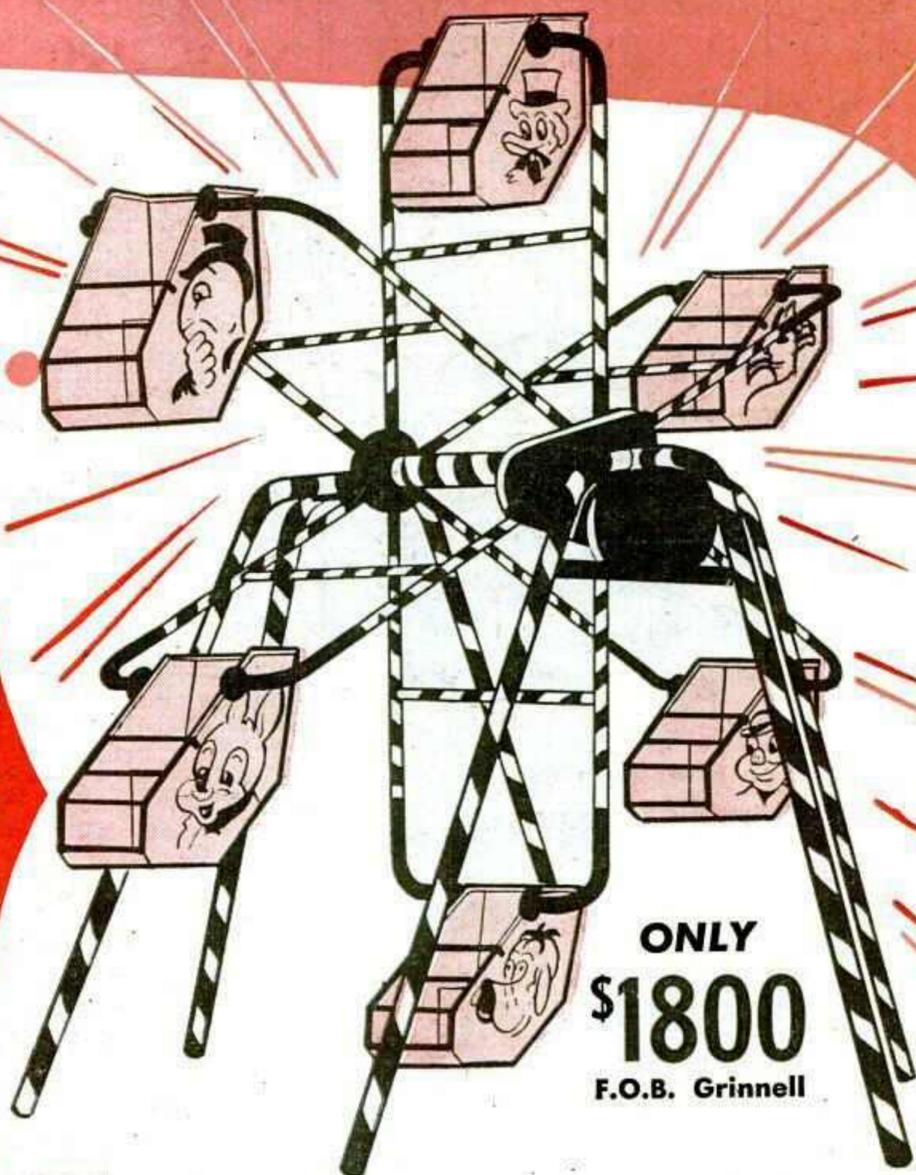
Get PLUS EXTRA thousands of dollars a year. Kids get ACTION! Old-timer or beginner? You need one! Up in 10 min. Tir. if desired. Terms? Sure! Our valuable "Booker's Manual" goes to each ride buyer. "Keep it Busy." HEADQUARTERS in the West for New Kiddie Rides. We Build Them. Guaranteed. (A few used ones available.)

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It's the New **MIRACLE** STAR-GAZER

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NOW... A LIGHT YET DURABLE PICNIC TABLE 'N' BENCH

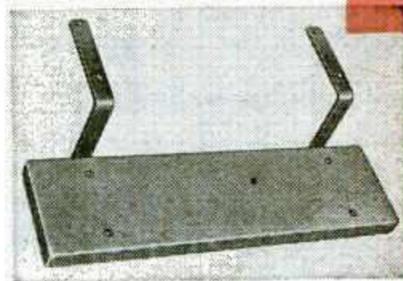
MIRACLE'S PIC-SNACK-SET



COMPLETE UNIT\$39.50
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• The Miracle Pic-Snack Table 'n' Bench Set fills the need for a light, durable and practical picnic table-and-bench set. The sturdy frame is made of light yet strong steel tubing which bolts together for simple erection. It may be purchased with or without our table top and benches of 2" kiln dried fir. The complete unit is 5'x8' and weighs only 190 lbs. Comes in your choice of baked enamel colors. Send coupon for more information.

This Miracle Pic-Snack Table Attachment bolts to the end of the table. It comes in very handy as a high chair or an end counter.



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Exclusive Distributors For Ahrens Mfg. Co., Grinnell, Iowa



A Proven Must for
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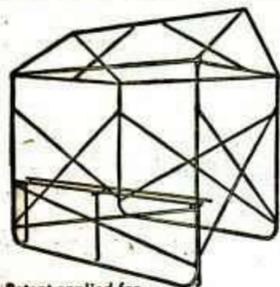


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SQUARE END AND
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Sizes and Styles for Every Outdoor Purpose—
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No lumber, no construction costs. Strong, rigid framework of rust-proof steel tubing. Hinged construction makes it easy to erect while standing on the ground—no step-ladder needed. Write today.

TURNER EQUIPMENT COMPANY
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The TLT-A-WHIRL Ride

"Best Buy in Rides Today"

- * Very Popular and Profitable
- * Good Looking
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- * Economical and what a
- * Good Quality
- * Repeater!!

SELLNER MFG. CO.
Faribault, Minnesota

YOUR AMERICAN RED CROSS IS ALWAYS
THERE AFTER TRAGEDY STRIKES

Farmers' Mkts. Give Rides Good Business

By IRWIN KIRBY

AMUSEMENT riding devices combined with one-stop shopping has boomed business at farmers' markets in New York's suburban area. A stampede of apartment dwellers out of Gotham to Long Island, Westchester and Northern New Jersey has heightened the boom.

Farmers' markets of today are a far cry from yesteryear. Then, spotted in the heart of a huge tract of land, they served solely as marts for farm products. In the main, their frame buildings were weather-beaten, often tottering.

In contrast, today's markets are huge in size, vast in scope, constituting veritable colossal general retail stores. Their buildings are attractively painted, strikingly decorated. And, more often than not, they are flanked by houses, the result of the stampede of city dwellers to the open spaces.

Two-in-One Stop

Now, however, in many cases they combine the function of a retail store—or actually an array of retail stores—with that of an amusement area, for it has been found that not only does a miniature amusement park or a Kiddieland prove an added lure to the family trade but also provides a source of a substantial, added income.

Typical of this is the finding of George Spohrer, an optician turned part-time a highly successful operator of farmers' markets at Hicksville and Amityville on Long Island.

An aviation enthusiast, Spohrer apparently has an eye for more than the eyes of his clients. Active in the Civil Air Patrol during the war, as he is now, Spohrer noted that when the hangar at Hicksville was made available one day a week for local farmers to sell their products the market was mobbed.

Work Two Days a Week

The flourishing business intrigued Spohrer, and in '46 he acquired the airport site, a 14-acre tract, which he had earlier been active in securing for the air patrol. And, he launched a farmers' market. It clicked and as it prospered, he approached the Gibbons, Chet and Sophie, with the idea of setting up kiddie rides on the market area.

The Gibbons went for the idea, and they've been operating rides there ever since. During the past season, they used a Kiddie Ferris Wheel, Merry-Go-Round, Airplane Swing and Fire Engines, and priced their tickets at 9 cents, three for 25 cents.

The market operates only two days a week—Tuesdays and Fridays—between the hours of 11 a.m. and 11 p.m. Yet, despite this limited operation, it is markedly prosperous. So much so that there now is a long list of merchants who want to lease space. As for the Gibbons, and their ride operations, Mrs. Gibbons sums it up with, "Only two days of work a week, but it's a living for us." And, from all appearances, a good living.

Ample Parking Space

Four years ago Spohrer launched his second farmers' market, opening at Amityville on a site that provides parking space for 4,000 cars. It has shown far more growth than the older Hicksville venture. As part of it, Spohrer erected a filling station, and buildings to house a diner and frozen custard, and all of these are leased out.

Both the Hicksville and Amityville layouts have as their main structures long, low frame buildings which are 55 feet wide and stretch 1,000 feet back from the road. Both buildings are undergoing 600-foot expansions for the

coming summer, altho hefty business is marked up even thruout the cold weather.

Spotted prominently on the main highway frontage at the Hicksville market is a four-ride kiddie park operated by Sol Leeds, a semi-retired furrier, who also has a modest coin machine route in Queens. Leeds has a kiddie Pinto fire engine, Mangels Roto-Whip, Pinto Merry-Go-Round and a train.

Once a ride operator at Long Island's Long Beach and more recently a ride operator at Levittown, L. I., until the property he used for that installation appreciated so much that he sold the land, Leeds first came to know Spohrer thru operating coin rides in Spohrer's Hicksville market.

Merchant Giveaways

The Amityville Market operates only two days, Thursdays and Saturdays, from 11 a.m. to 11 p.m. Leeds, too, operates only on those days but he estimates that the crowded retail building on peak summer days accounts for some 2,500 individual riders. His ride tickets are priced at three for a quarter, 12 cents for one ride. He uses the 12-cent single ride ticket to discourage single rides and to build up the 25-cent sales.

Several special sales days are held at the market each year, and on these ride tickets—the cost of which are borne pro rata by the merchants in the market—are given away free with purchases. To firmly establish the Kiddieland's location and build good will, Leeds has doled out batches of tickets to several charitable organizations.

One Helps the Other

As in many other types of locations where they have been set up, the farmers' market kiddie rides are a "one helps the other" element. Since whole families are taken on the shopping trips, it is customary for fathers and children to spend time at the rides while mothers do their shopping. If the entire group heads for the store booths, they often wind up at the rides when they leave, frequently with guest tickets distributed by the merchants. And the fact that there are such things as rides, makes the enterprise all the more appealing for families with children.

Altho the Hicksville acreage is pretty well saturated with buildings and parking space, it still has room for such an element as miniature golf, and Spohrer would welcome an independent operator to the place on a lease basis. It already has the Gibbons' kiddie park plus a live pony ride operated by Jack Gribbon. The Amityville strip now has the market, filling station, custard, and restaurant, and has plenty of room for expansion along amusement lines. Spohrer will be developing frontage across from the market by putting in several service-type stores such as shoe repairing and automatic laundry, and realizes the benefits to be both gained and contributed by amusements. With the addition of these new elements the spot will have developed to a full-fledged shopping center, a natural location in a populous area for a recreation center as well. Footage is available for miniature golf, batting and driving ranges, to complement the present kiddie park-market business.

As might be expected of an air-

minded operator, Spohrer is alert enough to be promotion and ad-minded as well. He has his own war surplus searchlight beam panning over the two markets in twilight and nighttime hours, and his radio and newspaper ads, in season, refer to the rides available for patrons' children. Considerable free publicity resulted last month from the broadcasting done from his Taylorcraft. Spohrer was airing grocery prices from the skies and the Amityville officials were hot about a possible violation. He's still at it, tho.

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HIT TARGET: KIDS

Mechanical Rides Go Big at Suburban Marts

By ROBERT DIETMEIER

COIN-OPERATED kiddie rides have followed America's move to the suburbs and are establishing themselves as a permanent part of the business scene in the U. S. retailer's answer to the move: the suburban shopping center.

These shopping centers provide a healthy market for coin kiddie rides for a good reason: they provide the kiddies. Almost one-third of the growing populations of new communities serviced by the centers springing up from California to New York are children under 9 years old—target of the coin ride industry.

Lakewood Center, near Los Angeles, reputed to be the world's largest, and the ultra-modern shopping center in Park Forest, Ill., are two prime examples. Lakewood Center is in the new city of Lakewood, of whose 120,000 people, 28.3 per cent are under 9 years old. In Park Forest, Chicago's model suburb of some 20,000 people, roughly 40 per cent are under 14; 27 per cent pre-school age.

Rides in 46 States

"We are always on the look-out for this type of location," explains Irv Brodsky, co-partner of Carousel Industries, Chicago firm which operates coin-operated kiddie rides in 46 States. "An outlying shopping center is the type of location that lends itself to family-type shopping which creates a need for diversion. Families visit the shopping centers for both shopping and enjoyment and parents don't mind spending money on rides to keep the youngsters entertained."

While mother shops, junior plays—or rather—rides. That's the principle of success in retail-store located rides. So the theory goes—and it's worked out—that mothers shop longer and buy more when her offspring is busy galloping down on the range or rocketing to another world.

Richard L. Whitelock, in charge of kiddie ride operations in the Chicago area for F. W. Woolworth & Company, agrees that coin rides are more productive in outlying shopping centers and in small towns on the outskirts of cities and offers a widely held reason why: the suburban shopping center sets a more leisurely pace than congested downtown areas and parents consequently take their children, don't mind letting them take a ride.

Centers Favored

Significantly of 125 rides on location in Woolworth stores in the Chicago area, 80 are located in outlying shopping centers.

Since the suburban shopping center is the apple of every ride operator's eye, competition for locations in these centers is tough.

Despite the fact that income from the average ride is down compared to previous years, overall volume continues to hold up well. Big operators continue to dominate the field, with operations usually covering at least several States. Rides, having moved first into supermarket and variety chains, are now moving into juvenile stores, millinery stores, shoe stores.

Lakewood Center offers a good example of the coin-operated kiddie ride in the suburban shopping center. The rapid growth of Lakewood augurs a prosperous future for the ride business. The center occupies 259 acres, with parking facilities for 12,000 cars. Some 140 shops and department stores, which gross annual sales of \$50 million, make up the locations for the kiddie rides—horses, space ships, moon rides, carousels, drive-mobiles.

A list of current tenants at the Center reads like a who's who of

Los Angeles business and industry—May Company, Butler Brothers, Bond's, Woolworth's, Standard Stations of California, Sav-On Drugs, Tom McAnn Shoes, and W. T. Grant Company.

As elsewhere, ride operators' success at Lakewood can be traced directly to service. Frequent rotation of equipment, prompt collections and payments, new painting and accessories and basic merchandising of juvenile appeals—which is what the operator is selling—are effective means of insuring satisfaction with the location owners.

Typical Operation

Lyn Brown, Lyn Brown Company, is typical of ride operators who pay close attention to merchandising to juveniles. He's also representative of the new "market research" sales approach used by successful operators in the shopping centers.

In operating rides at the May Company in Lakewood, Brown acknowledges that he is dealing with a store deep in the merchandising tradition. Selling the firm on the use of coin-kiddie rides was not to be compared with interesting a neighborhood soda shop in an amusement game.

To sell the store, Brown gathered statistics dealing with Lakewood's population, growth, average family income—and sold the May Company with facts.

Key to Future

In all shopping centers now, growth of the rapidly developing new communities around them is the key to their future. Lakewood is designed to serve a much larger area than the 13 square miles of the city of Lakewood itself. Facilities are already serving more than a million shoppers monthly, with plans for additional construction expected to add approximately 40 stores and 10 buildings for a complete medical center.

Besides that, ground is soon to be broken for automobile sales and service companies and a 250-bed hospital in an area adjacent to Lakewood Center.

Park Forest, Ill., shopping center is another good example of how the new look for coin rides has caught on. The S. S. Kresge Store in the center has four rides on location—a Merry-Go-Round, horse, rocket and racer. The store manager emphasizes that the rides are good sales stimulants, serve as a useful attraction to bring parents and children into the store—but that are not worthwhile as revenue-producers in themselves.

Park Forest Story

The Kresge story at Park Forest is an interesting one—from the standpoint of both planning and juvenile merchandising.

When the big air-conditioned Kresge store was being designed, Kresge officials, who encourage the installation of coin kiddie rides thru their 700 stores, instructed the architect to allow special space for coin ride placement in the main front show windows. The horse was the first ride placed and proved to be so popular a rocket was added.

A bench with room for four or five adults runs along the window behind the rides. This encourages parents, who may like to relax after shopping, to sit comfortably while their youngsters enjoy one or more of the rides.

Rides Help Sales

Store owners agree that the presence of the rides encourage mothers to shop longer and to enter the store more frequently to satisfy their children's desire to ride the equipment. Parents give their youngsters several dimes for the rides so they can shop by themselves.

The success of the coin-operated kiddie ride depends on its being situated where there are lots of kiddies, and therefore the suburban shopping centers, multi-million-dollar varieties springing up from Flushing, N. Y., and Seattle to San Francisco and Palo Alto, Calif., seem to offer the kiddie ride business a promising future indeed.



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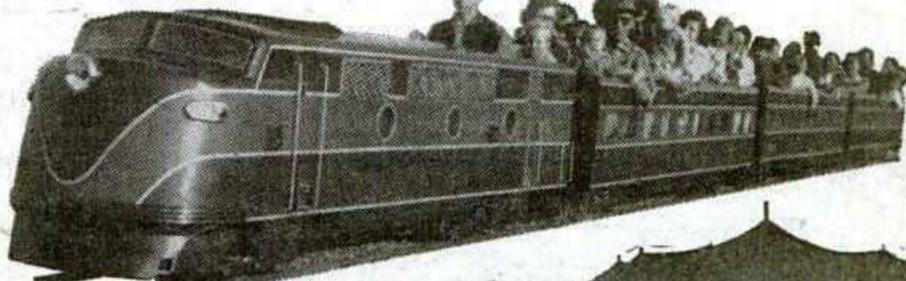
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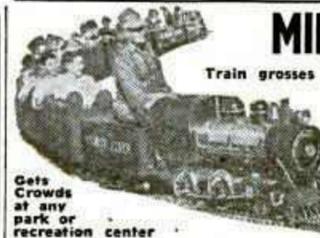
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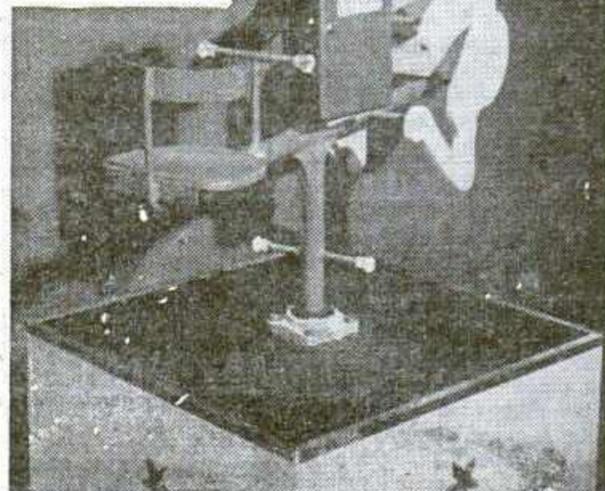
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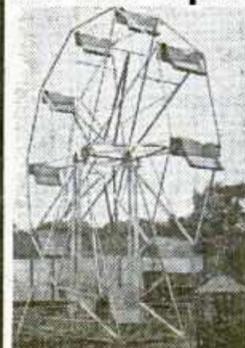
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PUBLIC ice skating, heretofore limited indoors by the high cost of rink buildings and outdoors by variable weather, looms big on the horizon as a money-maker as a result of the successful development and operation of artificially iced outdoor rinks.

Such rinks, built within a fence-type enclosure, can operate the year-round, with time out only for rain. But most hold their operations to from six to eight months of the cool and cold months, and they have found only a small number of days lost to rain.

Tied in with an ice skating school held on the spot, one Chicago outdoor rink has clicked and is building a steadily increasing patronage. Its success is expected to bring other privately operated installations into being in the Chicago area.

Open-air, artificially-iced rinks are being used extensively in Canada, where even there the vagaries of winter weather otherwise would provide uncertain outdoor skating. In Detroit, several are being operated in city parks. Wollman Memorial Ice Rink in New York's Central Park, another installation, has been outdrawing indoor rinks five to one.

Rink Dual Use

The Traymore Hotel, Atlantic City, has set up an artificial rink, which it will operate in the off-resort season and remove during the summer when the black-topped area will be used for car parking.

Interest in artificial rinks has lapped over into Latin-American countries. One currently is being established in Mexico City; others are planned in Cuba, Colombia and Venezuela.

Ring manufacturers believe that many future shopping centers and amusement centers will install them. Shopping centers, they believe, will use them as a combination money-makers and crowd lure during all but the warmer months, during which period the rink would be transferred to a more seasonable attraction.

Big cost item in an outdoor rink set-up is the refrigeration plant, but manufacturers point out that the same plant can be used for air-conditioning nearby buildings during the summer when the rink is inoperative. In proof, they cite the practice of the new War Memorial Auditorium, Des Moines, which has built an artificial rink adjacent to the aud which during the warm months will shift the refrigeration plant into use for air-conditioning.

Center Advantages

Many believe that the rinks will become an important element in many future amusement centers. In support, they point out that rinks spotted in successful centers will have some advantages. Not the least of these is that employees thus would be assured of year-round work rather than seasonal work and that the centers would be able to hire and keep more capable people. Too, they point out, the rink site could be used for other attractions during the summer. Moreover, they say, amusement centers, with their parking lots already in, would make ideal locations. In addition, they maintain, a rink would serve to establish the location and operation of the amusement center—and vice versa.

John Heinzelman, president of Buildice, Chicago, which specializes in engineering and building ice rinks, says that recent technical developments have made ice-making equipment more practical and have vastly simplified the setting up and dismantling of rinks. One change has been the development of plastic pipe.

Costs of an artificial rink with refrigeration equipment range from \$4 to \$6 a square foot. Minimum recommended size is 80 by 180 feet; maximum size is 100 by 200 feet.

Chi Ideal Set-Up

A set-up considered ideal is one opened in Chicago this winter by Michael Kirby, former skating partner of Sonja Henie, with the assistance of his wife, Norah, who also is a top-flight artist on blades. Kirby's operation, the only one of its kind, may well be the forerunner of many future establishments.

Besides a large 100 by 200-foot rink that can and frequently does comfortably accommodate 1,500, Kirby has a smaller adjacent rink and the two operate as one but the smaller one is under roof and is used as a skating school.

Lessons, from beginners thru accomplished figure skating, are taught by Kirby and his staff on a

12-months-a-year basis in the smaller rink.

Under Kirby's system the school not only produces regular clientele for the big rink but maintains interest in skating at a high level in those months when the big rink is inoperative. Kirby's intention is to operate the big rink eight months each year.

Rustic Motif

Kirby's rink, known as the Ice Bowl, offers a rustic motif, the enclosure being a log fencing, with the building housing the skating school of the same construction. In his advertising, Kirby makes a pitch to all age groups with a slogan "Skating Fun for Everyone" and emphasizes skating as a family recreation.

In addition to the bowl and school, he has several other revenue-producing departments. Skate rentals and sales produce income, and a snack bar, where sandwiches, hot drinks and the like are sold, bring in additional receipts. The bowl is equipped with bleachers that accommodate 2,000 spectators, which are used for student recitals and amateur hockey games and could be utilized for small-scale ice shows.

Special nights, such as those for beginners, dancers and figure skaters are being promoted with success and Monday nights may be rented for private parties by clubs or other groups.

Admission Prices

Top admission prices, 65 and 95 cents for children and adults respectively are charged on Friday and Saturday nights. Weekday afternoons the tab is 35 and 65 cents, with 50 and 80 cents prices on week nights and Sunday afternoon.

Kirby's skating school has enjoyed highly satisfactory business, and it is still building. Many parents would prefer their youngsters to take skating, rather than dancing lessons. And many of the young set, Kirby finds, have the same preference.

Telecasts of ice shows have served to spur interest in skating. And Kirby figures that skating interest will mount as more rinks are opened. In line with this, he is considering franchising, setting up and staffing such schools at artificial rinks thruout the country.

Mounting Population to Up Biz

OUTDOOR amusement-recreation centers have only begun to feel the effect of the mounting birth rate which set in following World War II. In the years ahead such centers will cash in heavily on the ever-swelling population as the postwar babies attain amusement-age.

Births last year, for the first time, topped the 4,000,000 mark. This year that figure will be eclipsed by a quarter million.

In contrast, there are 2,800,000 births in 1945, the year World War II ended, and 1,750,000 in '32, the low point of the depression.

Some idea of the impact birth rates will have on outdoor centers is provided by projected figures for school enrollment in the years ahead, as school age levels provide a reasonably sound gauge of what type of amusements the youngsters will patronize.

School Enrollments

Currently, some 27.1 million youngsters are enrolled in kindergarten and elementary schools, whereas there will be 32.3 millions in 1960 and 33.7 millions in '65. (In contrast, enrollment in 1950 was 21.4 millions.)

At the present time high school enrollment is estimated at 7.9 million, contrasting with 6.6 million in 1950, and with projected enrollments of 9.8 million in '60 and 12.5 million in '65.

Draft age boys (18-to-24-year-olds) currently are estimated at 7.6 million, but their ranks will increase to 8.3 million by 1960, 10.3 million by '65.

Marriages hit a record 2,291,000 in '46 and dropped off to 1,467,000 last year, but the trend is expected to reverse in about four years and send birth rates soaring again.

Significant, too, are present and projected figures on the number of cars and trucks in operation, since these not only will require the development of new or improved highways but provide the means of transportation to amusement centers. Estimates place the number of vehicles now registered at 58 million. By 1965, the number will have soared to 85 million.

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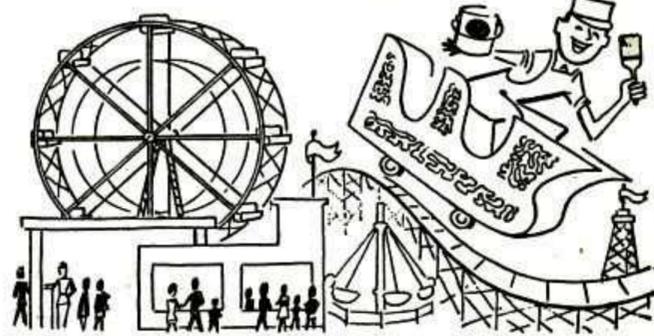


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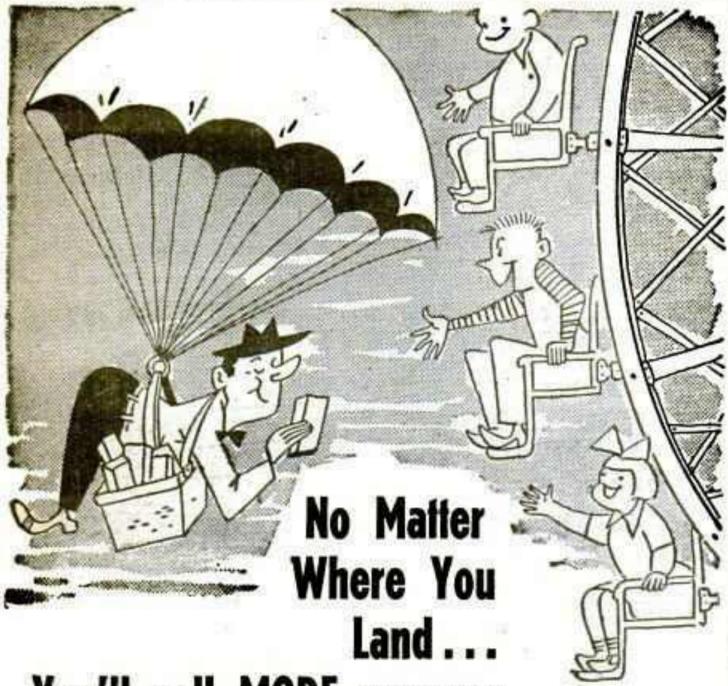
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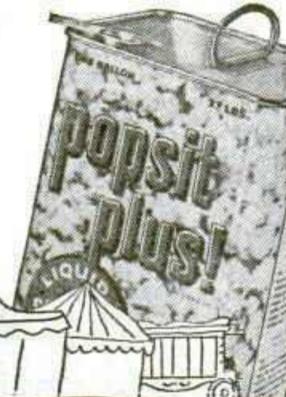
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APPETITE WHETTERS

One-Stop Rec-Fun Spots Ring Up Big Eat, Drink Sales

DEVELOPMENT of outdoor amusement centers, consisting of two or more elements, is upping food-and-drink concession sales.

"The more different attractions we offer, the longer people stay and the longer they stay up go our concession receipts," observes one operator, who started with a drive-in, added a Kiddieland, then tacked on a miniature golf course and is now putting in a golf driving range.

"Our drive-in concession business was good when I had only the theater, but it sure jumped when we opened the Kiddieland. Families come earlier, have their kids ride before seeing the show. And, the added time, plus the energy put out by the kids on the rides, makes them hungrier and thirstier by the time we interrupt the show for the concession break.

Family Fun

"With the miniature golf course in, dad and sometimes mom put in some added time and some energy, too, while the kids enjoy themselves in the Kiddieland. And that sharpens up the parents' yen for food and drink just that much more by the time of the concession break.

"I figure that when we put in the golf driving range that will up our concession business some more, because swatting a bucket or two of balls will really edge up an appetite or bring on a good thirst."

Drive-in theaters always have counted heavily upon concession receipts. National averages show that for every dollar of admission at the ozoners a total of 39½ cents is spent for concession items—drinks, food, candy and popcorn.

While there has been no breakdown available, concession receipts at drive-ins that operate in conjunction with other amusement elements such as a Kiddieland, golf driving range, miniature golf course, archery range, or batting range, run substantially higher.

Food Price Trend

There has been a marked trend by drive-ins to handle higher priced food items. Some sell \$1.15 frozen chicken dinners, \$1 shrimp dinners, \$1 chicken dinners, 35-cent sausage sandwiches, \$1 pizza pies, and 75-cent chili and tamale dinners.

Jumbo bags of popcorn, priced at 40 cents, are sold at a number of drive-ins, where bags going for 15 cents and 25 cents also are sold. Experience has proved that while the 40-cent bags do not have a big sale they tend to work customers up from the 15-cent bag to the 25-cent bags.

Offering of complete dinners and the jumbo bags is giving

amusement centers built around drive-ins an air of "a night out" for the family, as an increasing number of families now figure to have their night meal, as well as their entertainment at one and the same place.

Frozen Food Items

As more elements are added to amusement centers, this trend is expected to become stronger. Frozen food dinners, because of this, are expected to obtain substantial sales from the funspots.

National food processors and soft drink bottlers in recent years have shown an increasing awareness of the sales potential that lies in the outdoor amusement field,

and some now have men, whose sole job is to build sales, within the industry.

Some are aggressively pursuing potential sales.

One of the most active is Pepsi-Cola, which, incidentally, will operate the "longest bar in the world for children" at Disneyland, the new \$9,000,000 combination Kiddieland, world's fair and museum now being built at Anaheim, Calif.

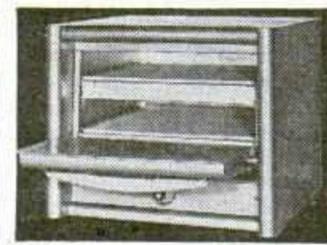
Another food-and-drink concession feature at the huge Anaheim amusement center will be a Disney-mat, a version of the Automat, built to the size of children. Entirely coin-operated, Disney-mat will vend both food and drinks.

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Price: **\$59.00**
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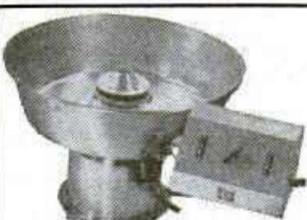
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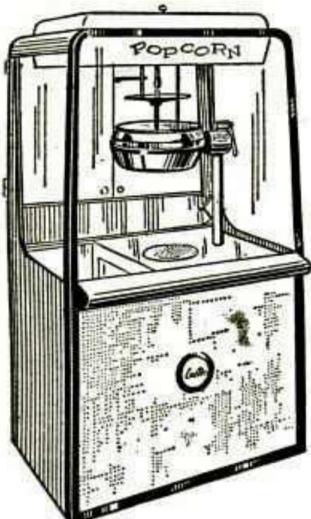


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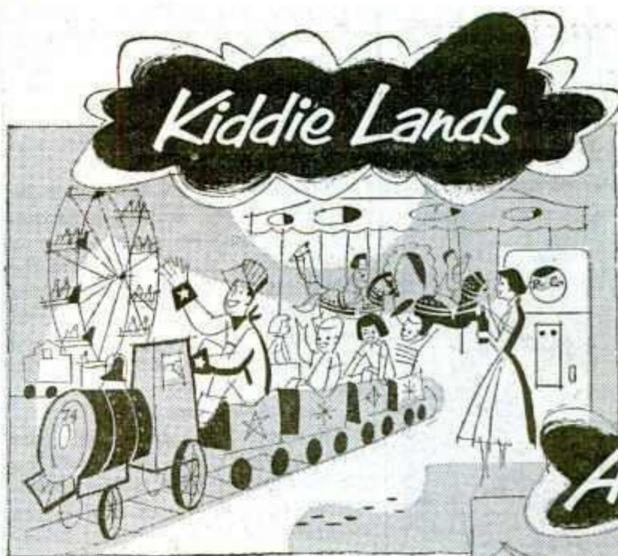
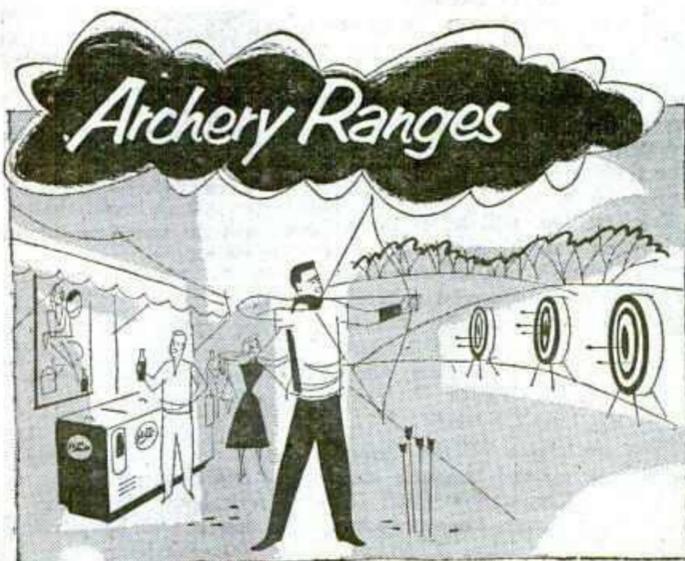
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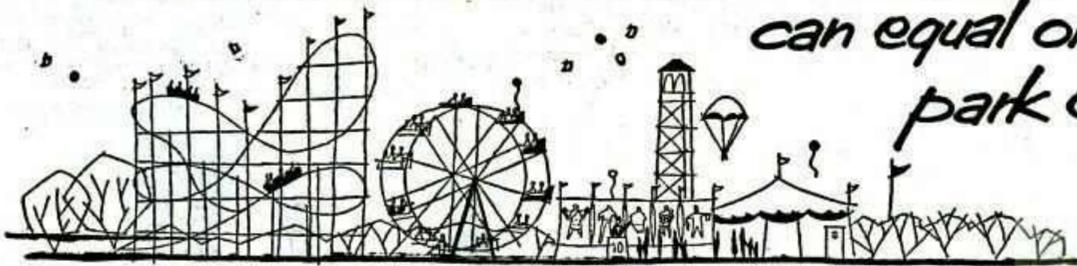
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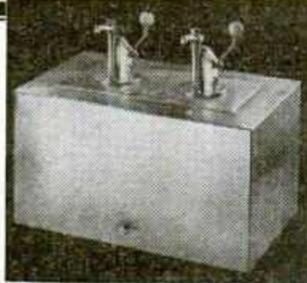
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**\$17,000,000 Disneyland to Combine
World's Fair, Museum, Kiddieland**

• Continued from page 57

two-seated cars at 14 miles per hour, and a Disneyat, a version of the Automat coin-operated restaurant, geared to children's size.

Fantasy Land
Fantasy Land will bring out Disney's imagination to the full. It will, among other things, have castles 80 feet high, a King Arthur Merry-Go-Round, and a monorail device upon which youngsters will be whisked over a scaled-down scene of London.

Frontier Land, a depiction of 1840, will offer Mule Trains as one of the rides and scenes of the Old West. Holiday Land will afford seasonal changes, with rabbits, for instance, featured in pre-Easter and Santa Claus in the weeks ahead of Christmas.

Motion picture techniques will be used widely for the scenic background of rides and to create illusions. Sound tracks of films will be used for many of the effects and for musical background.

Paid attractions will number 29. Of these, three, according to outdoor show business vernacular, may be classed as shows. They are the Penny Arcade, the Nickelodeon and the Museum. The latter will provide a demonstration as well as exhibits on how cartoon movies are made.

Adventure Boats
Of the other attractions, four will be boat rides. These will include the river boat, a long stern-wheeler, which passes thru scenes befitting the title "Rivers of America"; another but smaller river boat in Adventure Land; a canal boat in Fantasy Land, and a speed boat ride in the Land of Tomorrow.

There will be 22 amusement riding devices, built around standard rides to be found in most parks but equipped with new bodies and themed to the particular area in which they will operate.

The Ferris Wheel, for instance, will have wooden shoes for seats; the Airplane Ride will have cars

to represent Dumbo, the flying elephant, and the Merry-Go-Round Knights design. Dark rides will have Disney characters in them. Mechanical animals, now being fashioned by Disney staffers, will be spotted in the dark rides and also in the lakes.

New Body Designs
Mechanisms for the rides are being turned out by regular ride manufacturers, chief among them the Arrow Development Company, Inc., which has its plant at Mountain View, Calif. The designs for the new bodies were executed by many of the artists and engineers on the Disney studio staff. Many in the outdoor amusement industry look for the Disney-designed ride bodies to spark changes in manufacturers' future plans.

Park operators generally believe that a host of revolutionary ideas will be introduced at Disneyland and that this will spark a large number of changes in their own layouts. Not a few park owners have already laid plans to visit the park and spend considerable time there, with a view to picking up new ideas.

Fairmen, too, will troop to it, looking for new ideas. Termed in part a "world's fair," Disneyland will embrace commercial exhibits aimed to sell nationally known companies strictly on an institutional basis, with outright sales limited to only a few.

Big Firm Contracts
Thus far, some of the firms which have entered contracts are U. S. Steel Corporation, Swift & Company, Eastman Kodak, Richfield Oil Corporation, Chemical Corporation, Carnation Company, Kaiser Aluminum, Trans World

Airlines, Inc., Winchester Repeating Arms Company, Parker Pen Company, Santa Fe Railway, Upjohn Company, Coca-Cola Company, National Lead Company, The Rudolf Wurlitzer Company, Bank of America, and Pacific Telephone & Telegraph Company.

Exhibits are being designed to fit the theme of the area in which they will be spotted. Winchester Arms, thus, will have a gun shop in Frontierland, and the Santa Fe Railroad "trains of the future" in Land of Tomorrow.

Excepting in the soft drink field, there will be no exhibits by more than one company. Pepsi-Cola, incidentally, will offer "the longest bar in the world for children."

Commercial Exhibits
Leases, all on five-year terms, are at \$20 a square foot a year. will have a King Arthur and His Seventy per cent of the space allocated for commercial exhibits had been contracted a week ago, C. V. Wood Jr., general manager of Disneyland, said at that time.

Space for such exhibits has been limited as a result of a survey made by Disney which found that there have been too many exhibitors at past world's fairs.

All food-and-drink and merchandise concessions will be leased to operators.

Gate admission charge will be 25 cents, with the same charge for parking in the park's own 15,000-car capacity areas. Capacity of the park is estimated at 55,000 persons at one time, with a turnover every four hours. It is also estimated that it will be possible to feed 6,500 each hour.

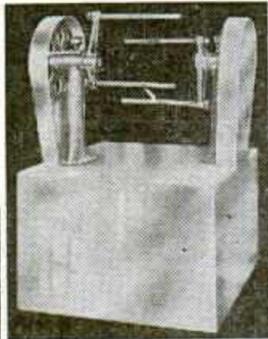
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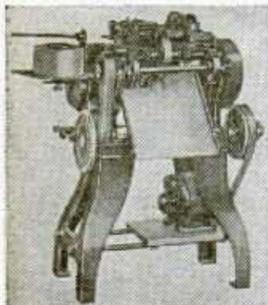


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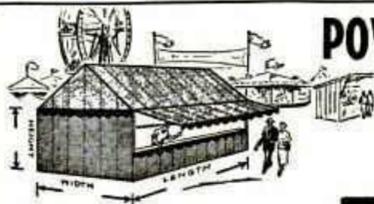
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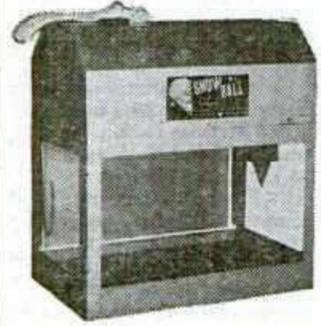
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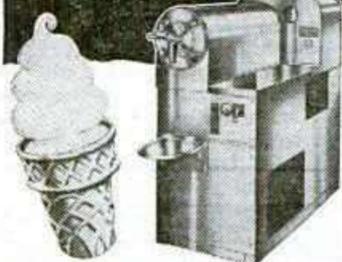
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will be 18,000 per hour. The rides and other attractions will be priced at 10, 15, 20 and 25 cents.

These ride prices have been set for the initial phase of operation. Should patronage top expectations, Disney has indicated that some ride prices will be reduced.

In explanation, his prime objective is not to make money; exploitation is. He figures he will

Rec-Amusement Centers Spring Up Thruout U.S.

• Continued from page 57

building and sustaining patronage. Those without an amusement center bring in attractions—live talent for openings or special sales days and amusement rides on similar occasions. A vast number of stores in such centers feature coin-operated devices which not only build up patronage but on their own yield a good profit.

Faced with competition from shopping centers, long-established city merchants are fighting fire with fire in many cases. Some look more favorably on the establishment of downtown Kiddielands because of the competition. And an increasing number of downtown stores have been featuring amusement rides indoors, principally at the Christmas season.

In the competitive battle between shopping centers and downtown stores the former, with the advantage of easy access, ample parking and one-stop shopping, holds a distinct advantage.

Small Installations

Small, as well as big, outdoor amusement installations, have found it profitable operating adjacent to shopping centers. The experience of Chet and Sophie Gibbons points this up. They operate four rides at a Farmers' Market on Long Island on the two weekdays the market is open. "Only two days of work a week, but it's a living for us," is the way Mrs. Gibbons sums it up.

People in semi-retirement have found such operations "not too demanding" and yet profitable. Sol Leeds is one of these. A retired furrier, Leeds has fared well, operating four kiddie rides at another Long Island farmers' market. Prior to that he operated rides at Levittown, L. I., until the land on which he had rides appreciated to such an extent that he was able to sell it at considerable profit.

To the person who has little or much to invest, operation of a Kiddieland or a full-scaled amusement center holds considerable attraction over the years, not only because of the already demonstrated strength of such operations but because of the further potential.

Mounting population, increased leisure, improved highways, high wage levels, sustained employment, and the increased desire for active participation, whether to swat a golf ball, ride a Merry-Go Round, clout a baseball, or skate, are all seen as good omens for amusement centers and the many factors that go to make up such centers.

get plenty of that from an expected 5,000,000 attendance.

Meanwhile, his highly rated Disneyland TV program is building a tremendous audience and an ever-mounting interest in the Disneyland-amusement center to be. The power-packed television show actually not only is the strongest advance build-up medium ever available to any outdoor amusement installation but to any venture of any kind in all of show business.

Teamed with Disney—or Walt Disney Inc., which he heads—in the creation and operation of the amusement center are ABC-Paramount Theaters, which have a seven-year contract for his TV-Disneyland program, and Western Printing and Lithographing Company, which prints 64 Disney comic books.

The expected success of the amusement center recently prompted another important money combination to close contracts for the erection of a multi-million dollar motel-hotel on the highway immediately opposite from the funspot.

Principals in this are convinced that Disneyland, with its power-packed lure to the family trade, will become a mecca for millions of families—and that many of these will choose to stay close to the center one or more nights. This may safely be construed as another indication of the potential that big business believes lies ahead for outdoor amusements.

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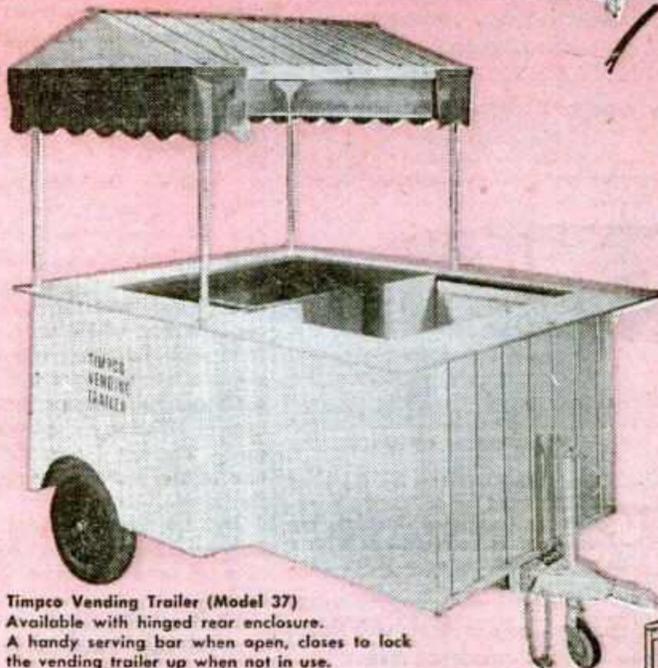
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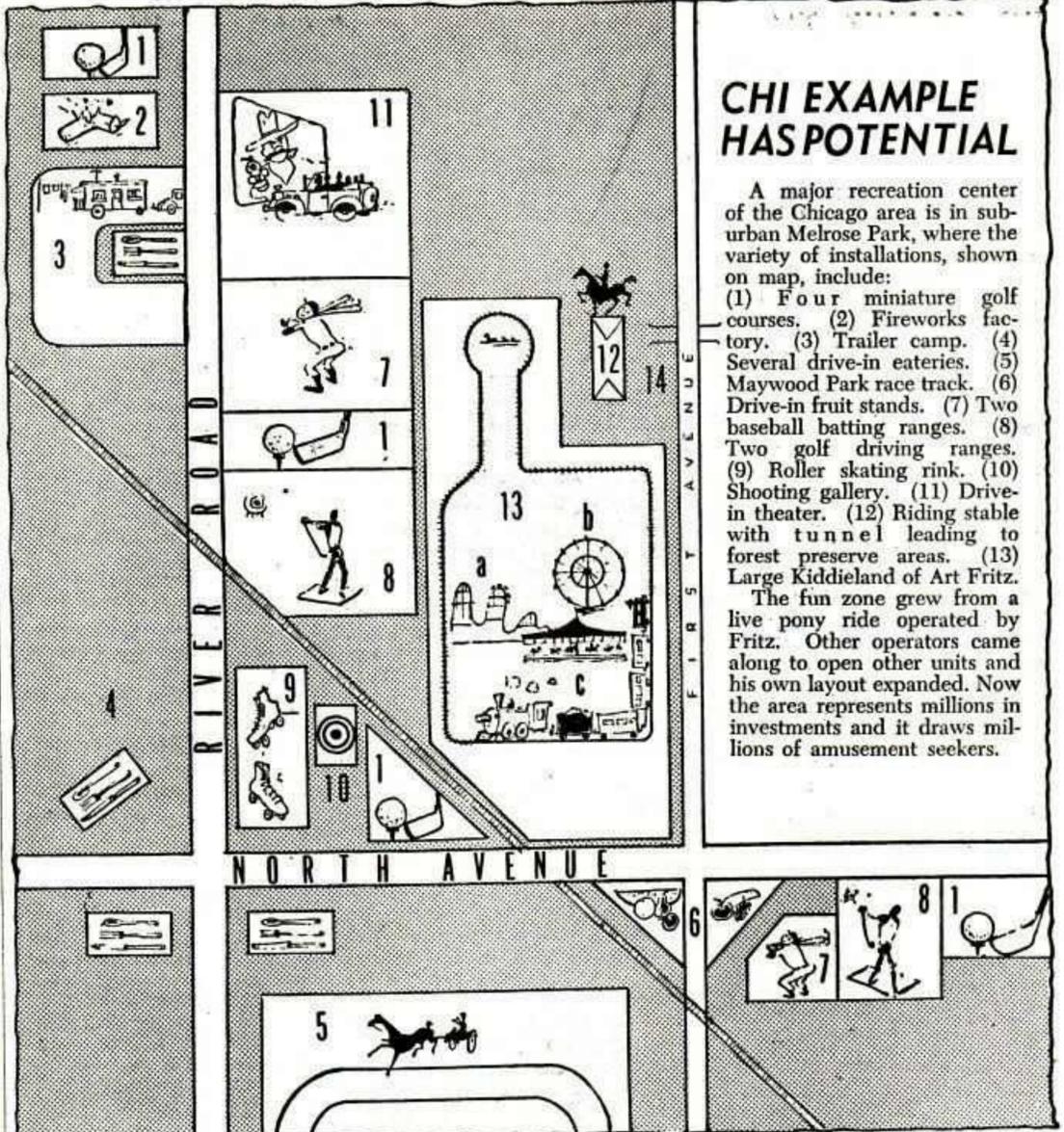
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CHI EXAMPLE HAS POTENTIAL

A major recreation center of the Chicago area is in suburban Melrose Park, where the variety of installations, shown on map, include:

- (1) Four miniature golf courses.
- (2) Fireworks factory.
- (3) Trailer camp.
- (4) Several drive-in eateries.
- (5) Maywood Park race track.
- (6) Drive-in fruit stands.
- (7) Two baseball batting ranges.
- (8) Two golf driving ranges.
- (9) Roller skating rink.
- (10) Shooting gallery.
- (11) Drive-in theater.
- (12) Riding stable with tunnel leading to forest preserve areas.
- (13) Large Kiddieland of Art Fritz.

The fun zone grew from a live pony ride operated by Fritz. Other operators came along to open other units and his own layout expanded. Now the area represents millions in investments and it draws millions of amusement seekers.

KIDDIELAND IS KEYSTONE

Big Chicago Drive-In Play Area Grows From Ride to Rich Multi-Unit Spread

• Continued from page 57

crowds. Those who come for the golf range may also try the miniature golf or decide to come back to the Kiddieland with their children.

An early joiner was the Thompson Stables, located north of Fritz's present layout and facing First Avenue. A tunnel leads under the four-lane highway to the public Forest Preserve, which provides bridle paths. Another pioneer was Al's Miniature Golf, which is east of the other starting attractions, but the intervening space has since been filled.

Steve Seipp stepped into the picture about 1940, and he is still expanding. Taking over the River Road-North Avenue corner, he built a roller skating rink, which is the keystone for his present three-way operation. As the area's crowds grew, Seipp added a miniature golf course and then a shooting gallery. This winter he is building a new brick structure for the gallery.

Outdoor Theater Added

When a tract of land became purchasable about 1950, Fritz and others bought it up, sliced off portions they needed, and sold the bulk. Buyer was the Fink-Gindell organization, which operates theaters and bowling alleys. They stepped into this spot with a large-scale outdoor theater just as that type of offering gained peak popularity. The big ozoner has become one of the major elements in the fun zone.

By the time McDonald's Golf Driving Range was set up for business diagonally across from the Kiddieland, the center had expanded to major proportions and was on the threshold of a final spurt which filled up all prime real estate and brought the area to its present peak.

Pitch Machines Arrive
Into one of the remaining sites

moved Jocko Conlan, big league baseball umpire and former outfielder, with an eight-machine baseball batting range. His operation is between the Shutte and Fink-Gindell locations.

Set up at about the same time was another batting range, this one across from the race track on First Avenue, thus expanding the play area southward. Grabbing off another of the few remaining sites two seasons ago was the Miller Miniature Golf Course, at the northern edge of the area and next to the long-established Acme Fireworks factory.

Meanwhile, Fritz kept things active by expanding into the plot he owned between the Conlan and Thompson enterprises. Into it went a small lake with bridges and ducks, around which circled tracks of his greatly extended miniature railroad.

Indicative of the size of his Kiddieland now is the fact that he has three miniature locomotives on the line, where the total investment is more than \$100,000 and his rolling stock has a capacity of more than 200 passengers per five minutes.

With the trains are Merry-Go-Round, Ferris Wheel, Coaster and a dozen other amusement rides for youngsters. The coming season will bring the addition of a Hot Rod, a new ride being imported from Germany. There are also several permanent buildings, including those for concessions, elaborate machine and paint shops and offices.

Sparks Second Center

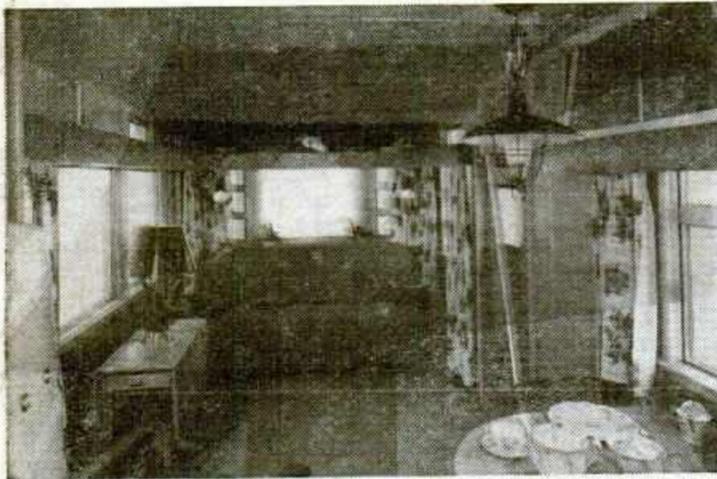
Operators at the center shy away from estimating attendance, gross or investment. But on summer weekends the several large parking areas and the roadside for blocks around are jammed. The theater often turns away several hundred cars a night. The Kiddieland sells

upward of 60,000 ride tickets to an undetermined number of customers on big weekends. Fritz reportedly turned down an offer of \$1,700,000 for his part in the 70-acre center. That is coming a long way from the six-Shetland pony ring.

But that isn't all. The outdoor theater people, Fink-Gandell, were not long in their River Road location before they observed that the Fritz Kiddieland was a real winner.

Result was that they built another major Kiddieland, this one a few miles away at another of their theaters. Chances are that it won't be long until someone sets up a golf range, ice rink, Penny Arcade, bike rental station or drive-in zoo alongside.

A chain reaction has been set up. It is likely to keep going at places all over the country.



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TO OFFSET TV

Kiddieland Scores For Theater Ops

"WE NEVER considered Kiddielands to be a special added attraction to drive-in theaters. We decided to build a Kiddieland that would stand on its own merits."

These are quotes from Stuart Wintner, of Cleveland, who operates big Kiddielands in Toledo and Cleveland.

Wintner's family owns National Drive-In Theaters with drive-ins at Cleveland, Toledo, Buffalo and Baltimore. With an operation that large, one might think they would build a combination Kiddieland-drive-in project with the Kiddieland set up to attract customers to the drive-in and to keep kids happy until the show starts. But such is not the case.

Cites TV Threat

"Our Kiddielands came into being because of the threat of TV," Wintner explains. "We thought TV would affect drive-ins as much as it has affected movie houses, so we started our Kiddielands as a scapegoat."

"Strangely enough, TV has not hurt drive-ins in the slightest. And now that we are in Kiddielands, we want to make them pay off as well as our drive-ins have paid off."

The Wintner Kiddielands are entirely separate from their drive-ins. The Kiddielands are not on the drive-in lots, different personnel operate them, and the administrative organization is different.

"After we decided Kiddielands would be a good venture, we made a thoro study of what rides to put in," says Wintner. "We already had a splendid location. For instance, in the section of Cleveland where our Kiddieland is located, there are 500,000 people within a four-mile radius, with good wide streets and boulevards leading to the Kiddieland."

Visits Kiddielands

"I visited 20 Kiddielands and everywhere experienced operators agreed that three attractions were musts: a Merry-Go-Round, a Miniature Train and live ponies. So right off we bought these for our two Kiddielands."

"While there wasn't unanimous opinion on the balance of the rides, there was majority opinion, so we rounded out our Kiddielands with an Allan Herschell Roller Coaster, Sky Fighter, Boat and Jeep rides, Hodges' Hand Cars and Rocco's Airplane, and a San Antonio Kiddie Ferris Wheel."

"We even visited the manufacturers' plants to convince ourselves that we were getting good rides which would be free of maintenance."

"Layout never was a problem with us. We put the rides down the way we thought they ought to be and we have made little change, tho we have tried to improve the Kiddielands each year with additional shade trees, parking space, landscaping, conveniences for the public, etc."

Ride Storage

"One thing we have done at our Cleveland Kiddieland on Memphis Avenue is to use the station for the train as a storage shed in winter. We put on aluminum sheeting sides, which can be fastened easily with small bolts, and in winter it makes a fine protection for the rides."

"The first couple of years we carried the rides, piece by piece, about 100 yards to another shed on our property. This was a lot of work. Now we simply load the rides onto the train and the train carries the parts into the shed where they are stacked away for the winter. The train, of course, goes to all parts of the Kiddieland, so we don't have any more carrying to do. Labor cost the first year in setting up the rides was \$400. Last spring, with the train to help us, it was only \$125."

Wintner operates with 11 part-time employees during the week and 22 on Saturdays, Sundays and holidays. He has never had to advertise for help; applicants have always stopped in at the Kiddieland looking for work.

Best Hours

Sundays from 6:30 to 9 p.m. are the best hours of the week, he says, and even on holidays he never does a volume that exceeds the revenue in those hours. Saturdays are slow, he finds, until about 6:30 when mothers and fathers have a chance to get out with the kids. Even with the big Saturday and Sunday rushes, Wintner claims his patrons never have to wait more than a couple of minutes for seats on a ride. The parking lot holds 700 to 800 cars, 350 on a paved area and the balance on a two-acre gravel-covered plot for overflow. On Saturdays and Sundays four employees do nothing but direct automobile traffic in the parking lot.

"We do everything we can to keep business up and we are never satisfied with all we do," Wintner says. "Our employees are courteous and neat looking, all with uniforms. We have plenty of drinking fountains, lavatories and other conveniences."

"We have free telephone service."

PULLS 'EM IN

Kiddieland Wins in Town Of Only 18,000

Continued from page 59

I took it out, my business fell off. So I tried to get a new Allan Herschell Roller Coaster in a hurry. As soon as I got it and put it up, my park came back to life."

As he developed his rides, Russell also did much landscaping and the Kiddieland now is a beautiful spot with shade trees, tent, 18 tables and benches, and a well-kept running brook. The Russells take full advantage of the stream by having the train cross and recross it.

Uncle John's Kiddieland is a real family project. Besides his mother and father, who operate the train, Russell's wife, Mary Lucille, takes tickets and his oldest son, John Oliver (Mickey), runs the Roller Coaster. There's a man on the Merry-Go-Round and teen-age twin brothers operate the boat and tank rides to help out. Their best hours are 5:30 to 9:30 Saturdays and 1 to 3 and 6:30 to 8:30 p.m. Sundays.

Our concession prices are low, in many instances being cheaper than those in other parks. Whenever we can cut the price of something sold in the concession, we cut.

Parking Lot Care

"We don't try to save money when it comes to our customers. The parking lot gets oiled regularly and there never is a cloud of dust. We will refund the price paid for tickets not used at the end of the day, which is not done frequently. I understand. And we never cut down on time of rides. They are set for two minutes and they are two minutes Sunday night as well as Wednesday morning."

Despite Wintner's successful operation, there are things he would not do again if he were to start over again. And one change would be in the electrification of his lot.

"We put the electric cable in conduit which had to be sunk deep in the ground," he recalls. "This was hard to dig up when we built the station and we had to move a couple of the rides. Also we are sure that because of seepage the electric cables will corrode eventually."

"What we wish we had used is direct-burial cable with a covering such as General Electric makes, called 'geoprene.' This sort of thing is wonderful for Kiddielands. It can be right in water and it won't hurt it. Heat doesn't damage it."

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Mini Golf Courses In Lusty Comeback

MINIATURE golf is on the upswing again, and the resurgence from all aspects appears to foretell a more substantial industry than that which caved in during the depression period. The golf bug took the nation by storm 30 years ago and operators, quick to recognize the chance to turn a fast dollar, spotted the little layouts on corners and roadsides all over the country.

"Miniature golf will save the country" was banded about as the game had some sort of medicinal value besides its recreation feature. But the decline came nonetheless and an over-saturated form of amusement, on shaky underpinnings by virtue of its very numbers, fell by the wayside. An estimated 50,000 courses dotted the map during the 1938-40 hey-

day of miniature golf. Now, it is said, there are some 10,000 layouts in far better financial and operational shape than in the olden days.

The reasons for miniature golf now being a stable as well as substantial business are threefold: They are high costs, better and more attractive construction, and a combination of the motoring public and enlightened operating philosophy.

Roadside Places Thrive

The last-named is as vital, if not more so, than any of the factors which have contributed to the returning popularity of the game. In numbers that few people could have foretold in decades past, the automobile has played a dominant part in the amusement of the populace. In-town locations are no longer a necessity as they used to be, nor is the importance of being located near public transportation. Today's fun-seeking citizen is, the odds say, a motoring citizen.

Operating philosophy, while perhaps not recognized by many present-day operators, steers the miniature golf businessman to locations which draw people. He will see a golf driving range and imagine the response a little course nearby will have—the man will drive golf balls while the wife and children putt around the miniature layout. He will see weary travelers drag themselves out of cars at highway eateries or motels offering no form of recreation whatever. Miniature golf soon cures the lack there. The operator sees a Kiddieland or custard spot, both with clusters of cars nestling against them, and envisions the success of a course nearby.

Miniature golf today is more of an attraction than ever before. It both draws to locations and draws from it. It helps and is helped. Where it stands, the kiddieland, custard, driving and batting range and other amusement operators congregate. This recognition by diverse amusement-recreation interests that variety draws family

patronage and builds business, has resulted in today's outdoor amusement recreation center.

Expense Higher Now

Expense of property and construction have protected miniature golf from shoestring operators since every phase of the business is infinitely more costly than it was three decades ago. Old-timers like Ralph DiSalvo of Eastern Golf recall when property could be leased for a song. Package deals by firms like Tom Thumb offered operators everything necessary for a layout, for from \$1,500 up, one-third down. Similarity in this case was said to have put a damper on public enthusiasm for the game.

Today the aspiring businessman must expect to lay out close to \$10,000 as the minimum for an 18-hole course. Many have such lavish fixtures and rambling courses that they cost as much as \$50,000 to build, and as for the lease on a minimum half-acre required for 18 holes, it is at least five times more than in 1925.

Other costs have to do with obstacles. Workmen could be hired pretty cheaply then to build the windmills, castles and bridges which have become landmarks of miniature golf. But labor costs today make it prohibitive to employ a carpenter or stonemason for this kind of work. For a good job the operator is expected to work on it himself, without designing a hole so tough that it will prove obnoxious to the patron.

Generally speaking, the pocket-sized course represents a more secure investment today than in the 1920's. Cash is required as a rule, as lending agencies are loathe to concern themselves with the sprucing up of a small tract with no other improvements than some matting, brickwork, holes, and small office shack.

'Rangers' Patrol Courses

On the actual operational situation, Meyer Goldstein of Freeport, N. Y., with six golf layouts among his enterprises, is a believer in the close personal supervision the business requires. He will soon turn over two of these to another owner, Kiddieland manager Al McKee. Goldstein, realizing the family potential of miniature golf, advocates use of the "ranger" to patrol courses on weekends and during

the busy mid-week evening hours. The "ranger" keeps things peaceful, happy, and quickly moving. If a ball is knocked off the course he replaces it from his pocket rather than have a party hold up play during a search. If there is a stroke limit by the management, he enforces it.

Since the "ranger" comes in constant contact with the public he is chosen for his maturity and dependability. In the New York area school teachers are a good source for this kind of part-time summer work. Since after-dark hours are the most lucrative, another operational tip is to avoid post-mounted beams of light, as lights suspended down the center of the layout are less taxing on patrons' eyes.

Playing prices vary from a quarter all the way to a dollar. The quarter price is a result of the heavy competition some of the courses have gotten into along the New Jersey coast, a popular resort strip. DiSalvo estimates that there are some 60 courses operating from New York to the tip of Cape May, with almost 10 of these in Atlantic City and seven in Asbury Park. Conversely, lack of competition and elaborateness of construction in the Midwest and Far West have produced isolated \$1 fees for 18 holes. Predominant fee is 50-60 cents, in metropolitan locations, as low as 35 cents in hinterlands and some parks. New York operators absorb a 5 per cent tax rather than charge more and strangle business.

Hypos used by operators follow set procedures, enlivened by slight variations. There is a prize offered for a hole-in-one at the final hole; a set of clubs or other prize for the month's lowest score; free pass for an ace on the 18th; there are tournaments, and reduced rates for parties on certain days, but always during the slow afternoon hours. Some courses offer ladies' nights. These gimmicks prevail during the tail end of the season when there is a slack period and the course tries to maintain the 400 players a day considered a good weekly average.

Hair Felt Surface Favored

Today's surfacing material is vastly superior than during the olden days, when cottonseed hulls were dyed green and rolled into the ground, as a playing surface with an oil base. There are three popular surfaces today, of which hair felt, colored gray, is considered best. The felt is sometimes dyed green, but this is said to bleach out in two or three months. Another common material is a pebbly green granule compressed onto a hard surface, with concrete or asphalt base. Clay is also played on, and some operators use plain sand.

The game has come back to stay, its adherents claim. Multiplying highways have opened vistas for the public and amusement caterers alike. Experienced builders and operators will either build courses or sell plans and their consultation services. Holmes Cook of New London, Conn., has installed many of the lavish layouts, and S. Messina's Arland Engineering and Construction Company of New Hyde Park, N. Y., built more than 80 courses last year. The South American market has opened up to where hotels and big oil companies have installed them for guests and workers. In America's Southland the game has taken hold to an extent not achieved 30 years ago. Las Vegas spots are also on the bandwagon with expensive layouts. In fewer numbers, but in wiser manner, the pocket-size family recreation game is with us again.

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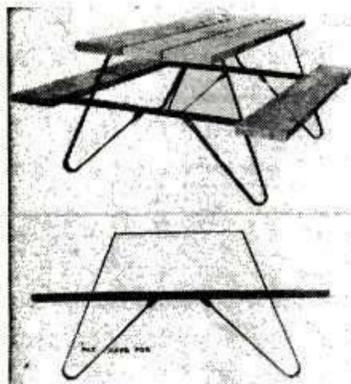
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COOKE AND ROSE, INC.

244 WEST KING STREET

LANCASTER, PA.

ALLIED STORES PLANS:

Rec-Fun Units to Go Into Shopping Centers

• Continued from page 60

gate—everything imaginable in good taste which appeals to youngsters. Last year's Christmas-time theme there was "Northgate, Greatest Show on Earth." The circus motif included outdoor animal cages with mechanized inhabitants, and several professional clowns.

Bergen Mall is designed to have two six-story office structures, one for professional use, upward of 100 stores, 8,500-car parking space, banks, service shops, apparel, hardware and drugstores, supermarkets and restaurants. It will gross \$2,000,000 daily, according to Allied's board chairman, B. Earl Puckett. Including the three centers already in operation, the corporation's network of coast-to-coast centers will cost \$293,000,000.

The auditoriums, as in the case of Northgate's 1,500-seater, will be given free to women's clubs for lectures, book reviews, fashion shows and home demonstrations.

Traffic Generators

With kiddies as their keyword, the new developments will use their diverse amusement elements as

"traffic generators," one of Douglas' pet terms. Northgate's ride area is its Kiddie Corral, appropriately fenced and with attendants decked out in Western garb. There are a kiddie Ferris Wheel and two flat rides and Douglas' philosophy is that variety in a stationary operation is what draws repeat customers. With that in mind he recently sold off one of the flat rides and replaced it with a wet boat ride. He has even stripped the ride bodies off one of the platforms and replaced them with kiddie toys from store stock, such as jeeps, tractors, fire engines and other bodies.

The free-wheeling fire engine, stationary rides, personal appearances and ice rink are a small part of the over-all shopping center picture. But the developers feel that they comprise that bit of action, color and appeal that pull customers to the modern shopping center. Allied's current centers include the Miracle Mile at Rochester, Minn.; Shopper's World at Framingham, Mass., and Northgate. There are 72 Allied stores in 24 States.

THE BULL DOG HITCH AND JACK THAT DO THE JOB!



#50-P Parking Jack with #88-B Coupler complete with Ball, all for \$28.18 F.O.B. Wausau, Wis.

The easy operation of this rugged Bull Dog Parking Jack and Bull Dog Coupler makes this combination the best on the market! Write for information on the complete line of hitches, jacks and a big variety of utility, house and horse trailer axles today!

Hammer Blow Tool Company
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Six bright colors. All-weather plastic. 48 12"x18" Pennants, double-stitched on heavy tape.

100 ft. for \$4.00

We also make up souvenir felt pennants.

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EASILY ERECTED - QUICKLY DISASSEMBLED - COVERED WITH 76 GA. SHEET METAL - FIREPROOF - MORE ECONOMICAL - 10-50 FOOT WIDTHS - LENGTHS MULTIPLES OF 10 FEET

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GEO. L. MESKER STEEL CORP.
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Absolutely in first-class R.R. inspected condition. NEW, MODERN A.B. brakes; complete set steel runs, plates, chalks, etc. Full 100,000 lb. capacity.

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American Midway: Brownsville, Tex.
Blue Grass: Sanford, Fla.
Florida Expo.: Davie, Fla.; Hialeah 22-27.
Franklin, Don: San Antonio 18-27.
Glades Am. Co.: Fort Myers, Fla.; (Fair)
Stuart 21-26.
Santa Fe Expo.: Weslaco, Tex.

Circus Routes

Send to
2160 Patterson St.,
Cincinnati 22, O.

Davenport, Orrin: Detroit 15-27.
Proman Bros.: Harriman, Tenn., 15-18;
Bluefield, W. Va., 21-25.
Polack Bros. Western: Louisville 15-20;
Chicago 25-March 13.

Ice Shows

Holiday on Ice, International, No. 1:
Copenhagen, Denmark, 15-27; Aarhus
March 1-9.
Holiday on Ice, International, No. 2: Bom-
bay, India, 15-20; Calcutta, thru March
20.
Ice Capades: Hershey, Pa., 15-26; St. Louis
March 1-9.
Ice Vogues: Columbia, S. C., 15-20; Or-
lando, Fla., 21-26; Daytona Beach 27-
March 1.
Shipstads & Johnson's Ice Polles: Boston
15-27; Providence, R. I., 28-March 6.

Miscellaneous

Burke's Hitler Car Exhibit: Pensacola, Fla.,
15-16.
Magnum the Magician: Stanley, Ia., 15;
Waterloo 16; Rockwell 17; Fertile 18.
O'Day's Marie, Palace Car: Jasper, Tex.,
15 Woodville 16-17; Center 18-19; Car-
thage 21-22; Gladewater 23-24; Kil-
gore 25-26.

Am. Eagle Adds 3 Annuals to Route

MACON, Ga., Feb. 12.—The addition of Piedmont Seven-County Regional Negro Fair, Charlotte, N. C.; East Tennessee Commercial Fair, Knoxville, and the Scott County Tobacco Growers' Powwow, Gate City, Va., to the 1955 route of the American Eagle Shows was announced today by General Agent R. J. Randi.

Farmers' Markets

Continued from page 56

are appealed to then whole family groups are sure to troop into the establishment. In line with this, the rides will get a favorable location and heavy advertising and promotion will be employed to draw the moppets.

In addition to kiddie rides the place will feature an auction room which can be easily converted to a 750-seat theater. Gene Schoor Associates, handling promotions from the Daily News Building here, will make use of clowns, TV personalities, circus attractions and all other kinds of lures for the younger set.

Weather breaks can find the mart doing business by this June since the long, low building is of simple construction. As initial results are studied, Hoffman will study the possibility of adding

other crowd-pullers. Inside the building, it is decided, there will be a modern 40-alley bowling layout, nursery area, cocktail lounge and several restaurants. Outdoors there will be the Kiddieland with the possibility of other outdoor amusements being added as time goes on.

President of Thriftmart is New York builder Edgar Levy. Retailers J. Howard Denny and Leonard Kossove are treasurer and vice-president respectively. They have allotted a \$1,000,000 advertising and promotion budget which will be applied heavily in newspapers and TV in the 10 areas. For Levittown, Philadelphia will be the promotion target with Trenton also coming in for some of the advertising dollars.

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FULLY AUTOMATIC BASEBALL PITCHING MACHINE

Precision made, accurate, adjustable speed, easily operated and transported, low upkeep. Ideal for all types Recreation Areas, Parks, Carnivals, Colleges, Prep Schools, etc. Operates with coin box. Adjustable to number of balls you want pitched for 25¢. Regulation size and weight balls used. One machine earned \$475.00 over a weekend. Complete instructions on operation and how to attract business. WRITE TODAY.

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CHICAGO, ILLINOIS

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Pre-recorded Merry-Go-Round Music. Original Wurlitzer #165 Band Organ. Also blank tape for your own recordings. Guaranteed for life.

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When in trouble it buries its head in the sand.
Buy Your Insurance With Confidence
Secure Sound Protection
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Ghost Train effects:

SKELETONS	\$45.00 each
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Carnival Parading Heads:

CLOWN, 2 ft. high	\$11.20 each
SAILOR, 20" high	11.20 each
MONKEY, 14" high	11.20 each
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DRAGON HEAD, 23" high, with moving eyes & jaw	38.50 each
ELEPHANT, 2 ft. high	30.00 each

Many other effects and heads at special prices. Please send cash with order and ask us to send you our latest catalogue.

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The Billboard Circulation Dept., 2160 Patterson St., Cincinnati 22, Ohio. 921

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HELP YOURSELF
MAKE MONEY—
SUBSCRIBE TODAY**

Ocean City Funspot Consumed by Blaze

Playland at Jersey Resort Destroyed; \$250,000 Fire Takes Rink, Alleys

OCEAN CITY, N. J., Feb. 12.—A before-dawn fire on Wednesday (9) thoroughly destroyed Playland, largest amusement center at this resort community 11 miles south of Atlantic City.

Replacement value of the equipment lost, including rides, 34 regulation bowling alleys, seven of eight Boardwalk stores, huge fun deck, and a roller skating rink, was placed at \$250,000. The eighth store was gutted and an adjacent miniature golf course suffered water damage.

Owner of the property at 6th Street and the Boardwalk is Howard Stainton, who was en route home by sea from a trip to London. He was expected to return this weekend.

The fire was discovered at 2:45

a.m. by policemen in a prowler car and the general alarm was sounded shortly later. Within an hour from the time off-duty fire and police forces reached the scene the rear section of Playland, containing the rink and alleys, collapsed. Then the flaming Carrousel on the fun deck crashed thru the floor and onto the beach sand below.

Altho the rink and bowling had been operating during the off-season, the fun deck and stores have been closed for the winter. Albert Blum, manager of the rink and alleys, said nothing was amiss when he closed as usual 11:30 p.m. Tuesday (8). Firemen said the building was heated by gas fired heaters suspended from the ceiling and that escaping illuminating gas apparently aided the fire once it got started. Origin of the blaze was unknown.

Men and apparatus came to fight the blaze from Marmora, Ventnor, Margate and Atlantic City.

The building was built in 1930 by Charles A. B. Zoog and was later acquired by the 6th Street Amusement Company, which eventually came under control of Stainton. The rink was built in 1938 when the fun deck was expanded.

McKee Clan Wins Again - IN A WAY

NEW YORK, Feb. 12.—The McKee family recently continued its lucky string of winning the \$100 awards given on meeting nights by the National Showmen's Association—but this time there was a string attached. Last year the awards were won by Aseneath (Mickey) McKee, daughter of Joe McKee, general superintendent of Palisades (N. J.) Amusement Park, and by Joe's sister-in-law, Mrs. Ann Drew. This year a ticket was bought by Joe's son-in-law, Max Tubis, of the Million Dollar Pier, Atlantic City. Tubis gave the ticket to the NSA porter, Nathaniel Griffin, who won and lost no time getting himself a new suit and coat.

New Fun Pier to Rise Off Savin Rock Park

WEST HAVEN, Conn., Feb. 12.—Work is beginning on a new amusement pier off Savin Rock Amusement Park and the operation should be running by this fall, it is claimed. Owner of the property is John S. Weisman, concessionaire and bingo operator who is leasing it out for construction.

Steeplechase Amusement Pier, Inc., the new spot's name, has filed a certificate of incorporation in Hartford, listing authorized capital, 5,000 shares; commencing business, \$1,000; and incorporators Edwin F. Raffile Jr., Irene G. Rotman, and Myrtis B. Kiernan, all of New Haven.

Weisman said the pier is being built by John Christopher and John Fitzpatrick and that it will extend some 350 feet out over the

ocean. It will be about 80 feet wide until it clears an existing Arcade, then will widen to 150 feet for the final 100-odd feet of its length.

As outlined, the new Steeplechase Amusement Pier will contain as many as 15 rides, concessions of many types including games, eating stands, and an unusual attraction feature for its back end.

Christopher, a major Arcade operator, is associated with Mickey Hughes in the importation of German Hot Rod and other rides. Some of these will operate on the pier.

Predicts 20% Increase for Cooke-Rose Park Pacts

ALBANY, N. Y., Feb. 12.—Harry Cooke, of the Cooke & Rose talent agency, reports a likely 20 per cent gain in his firm's park bookings for the coming season. Besides booking thrill and novelty attractions, the firm specializes in country talent, including nationally famous radio and recording stars.

Even with the upsurge in buying, Cooke said that park managers and other buyers of talent were more discriminating and pointedly looking for value. He said the viewing of novelty acts on television hurt in the sense that talent was usually limited to about 30 minutes and therefore able to show only a small part of the routines. While this often made for good entertainment the prospective buyer often was not impressed, Cooke said.

Cooke said that his industrial show and picnic bookings for 1955 were already up to double those

handled last year. Industrial, fraternal and service groups have kept many acts busy thruout the winter months, he said.

Among the parks which Cooke said he will book in 1955 are Sunset Park, West Grove, Pa.; New River Ranch, Rising Sun, Md.; Valley View, Haller, Pa.; Sante Fe Ranch, Reading, Pa.; Radio Corral, Williamsport, Pa.; Circle A. Ranch, Haddonfield, N. J.; Avon, Pa.; Hershey Park, Hershey, Pa., and Ocean View, Norfolk, Va.

Miss America Gate Decline Blamed on TV

ATLANTIC CITY, N. J., Feb. 12.—The Miss America pageant broke even last year despite a drop in gate receipts and higher labor costs, according to Leonora Slaughter, executive director of Miss America Pageant, Inc.

Miss Slaughter said the annual affair took in \$64,330.90 at the gate which was a decline of \$2,460 from the 1953. Philco paid \$10,000 for TV rights, and concession space sales also enriched the event somewhat. It was the pageant's first video experience.

Convention Hall's agreement with the pageant called for \$5,000 rent, plus 11 per cent of all receipts over \$50,000. The auditorium management wound up receiving \$7,676 total for its end.

The gate decline was blamed partly on television, altho it was noted that TV increased the audience potential to some 29,000,000 viewers. Staging costs last year, Miss Slaughter said, rose to \$50,045 or \$11,000 more than the prior year.

Donovan Was Prominent in Legal Field

LAWRENCE, Mass., Feb. 12.—James A. Donovan, who died Tuesday (1) at the age of 74 (The Billboard, February 12), had nearly 40 years of legal experience besides having been a founder in 1920 and treasurer of the Stoehrer & Pratt Dodge Corporation, forerunner of the present Dodge Corporation.

He served with several law firms and was legal representative for a number of large businesses including the American Woolen Company and the Lawrence Gas & Electric Company.

Donovan was born August 25, 1889, in Lawrence, attended schools here and received degrees at Harvard and Boston universities. Among his many positions were Governor's Councillor, State Parole Board chairman, vice-chairman of the Lawrence Public Library, local American Legion post commander, and president of the local Rotary and Lions clubs. Back in 1915 he was the youngest commissioner ever named in Massachusetts, when he was appointed to the Board of Labor and Industries.

Donovan attended the Chicago parks conventions regularly until the past two or three years. He leaves two sisters, Mrs. Bernard K. Bradley and Miss Margaret T. Donovan, both of Lawrence, and two nephews. There was a high requiem Mass on Friday (4) in St. Lawrence's Church, and burial was in Immaculate Conception Cemetery.

Indian Point Power Plant Building Set

NEW YORK, Feb. 12.—The Consolidated Edison Company this week outlined its plans to construct a \$40,000,000 atomic power plant at Indian Point Park, Hudson River funspot near Peekskill, N. Y., before the Joint Congressional Committee on Atomic Energy in Washington.

Announcement of the plan was originally made several months ago when the utilities company purchased the amusement park property from Point Amusement Company, an operating group represented by E. D. Kelmans.

In the report given to the committee it was indicated that as many as four years might elapse before the project could get well underway. The terms of the sale were understood to include the proviso that the fun center would be allowed to continue operation for at least two years.

MAKE MORE MONEY. DRAW BIGGER CROWDS WITH BEAUTY-GLAMOUR-SHOWMANSHIP

GET THE NEW REVOLVING HOLLYWOOD SPOTS-LITE

BETTER'N A CRYSTAL BALL NO MIRRORS TO BREAK WASH OR POLISH

GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOW. MARSHIP. LIGHTING EFFECTS AND LOUDSPEAKER. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING BINKS, CLUBS, TAVERN BARS, AMUSEMENT PARES, HOTELS, RESORTS.

Write for Complete Free Details

HOLLYWOOD SPOTS-LITE CO. Dept. B 3612 No. 16th St. Omaha 10, Nebraska

FOR SALE-BINGO

1-year lease and 4-year option. Fully equipped by landlord. You can go and you can deal. Also a Boulette Game fully equipped, similar to Roulette. You can go and you can deal. This is a lay-down game. Write

BEN FORGOSCH AMUSEMENT
Box 251, Savannah Beach, Georgia, or call between 6-7 o'clock any night except Thursday or Saturday.
Tel.: Savannah Beach 190

FOR SALE

First \$3,500 takes all. Twenty late model Lusse Scooter Cars; 50x100 ft. floor plates, 10 gauge—like new; bumper springs and island. Wire or phone

HERMAN BAKERMAN
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★ DELUXE MINIATURE GOLF ★

Let us build you a FULLY EQUIPPED 18 hole course on your own site. NO EXTRAS for you to buy, we furnish all labor and materials. HURRY! Get an early installation date. Write or phone for FREE INFO to BUFFALO OUTDOOR SPECIALTY CO., 67 ELLER AVE., BUFFALO 11, N. Y. PHONE TAYLOR 7344.

2 proven money makers

DODGEM →

For 35 years a proven leader. Thrill-packed, safe, the favorite for boys and girls of ALL ages! New finger-tip steering. Most profitable ride in the amusement industry.

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Baseball throwing game by DODGEM. Sure-fire money maker. A game of skill acceptable in all states. Automatic, coin operated, one attendant may handle multiple units.

Write to **DODGEM CORPORATION** Lawrence, Massachusetts

Patents Applied For

High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS GALLOPING HORSE CARROUSEL

Illustrated Circulars Free

W. F. MANGELS CO., Coney Island 24, N. Y.

WANT

MAJOR RIDES, KIDDIE RIDES AND LEGITIMATE CONCESSIONS at the **Guernewood Village**

Guernewood Park, Calif., on the Russian River, "California's Greatest River Playground." Season: June 25 to Sept. 7.

Jack W. Wright, Owner
Box 285, Guerneville, Calif. Telephone: Guerneville 333 or 17

★ DELUXE KIDDIE RIDES ★

KIDDIE WATER BOAT RIDE & NEW TRACKLESS TRAIN KIDDIE RIDE. Years of proven successful operation. LOW PRICES—LONG TERMS—FREE DELIVERY. Good trade in allowance for any old ride. HURRY! Get an early delivery date. Write or phone for FREE INFO to BUFFALO OUTDOOR SPECIALTY CO., 67 ELLER AVE., BUFFALO 11, N. Y. PHONE TAYLOR 7344.

WANTED

Good used Kiddie and Adult Rides of all kinds. Will pay cash for A-1 Rides if price is reasonable. Would also be interested in other Amusement Park items. Write giving complete details as to price, age of Rides and condition. **PATRICK & INCLEMA, El Rancho Amusement Park, 3021 W. Henrietta Rd., Henrietta, N. Y.**

WANTED

MAINTENANCE-MANAGER

Good salary—all year—start at once. Write **Playtown Kiddie Park** Morton, Pa.

AT LIBERTY

Will book two Major, one Kid Ride, eight or more legitimate Concessions in good paying park or resort.

MAURICE HELMAN
c/o Frisards Trailer Corp
6 1/2 Mile Post, Gentilly, New Orleans, La. (Phone: Crescent 8537)

FOR RENT

Fine spot for up-to-date Kiddieland. App. 250x125—Staten Island—next to big Super Market and Drive-In. Also beaches in vicinity.
Phone: SA 7-6043—DO 6-1852

KIDDIE PARK

Established on Jericho Turnpike. Ample parking. Allan Herschell 36-Ft. Merry-Go-Round, Schiff Roller Coaster and six additional Rides, all in good condition. Cash required \$50,000. **MATHAN FELDMAN, 11 W. 42nd St., New York City 36. Pennsylvania 4-8670.**

FOR SALE

ROLLER COASTER

65 ft. high, 3,800 ft. long. A New England Beach Park Location. All set to go when the season opens. **BOX 2-D-92**
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RIDES—GAMES—CONCESSIONS for Colored Beach—Ninth Season. Good attendance. Must carry insurance. Will consider long lease for all to right party. Write or phone **R. A. MARKHAM** Mark-Haven Beach, Tappahannock, Va. Hillcrest 3-3871

WANTED

Lease or percentage — Steam Train, Merry-Go-Round. Large park in Indianapolis. Quarter million paid patrons yearly; large pool, lake, miniature golf, etc. Only new or very nice rides apply.
R. M. DODRILL, JR.
1440 E. Morgan Dr. Indianapolis, Ind.

FOR RENT

Novelty Store, 18 feet by 40 feet, at entrance to fishing pier. 75% of tourists visit pier. Wonderful opportunity for right party.
Contact MANAGER
Box 339, Virginia Beach, Virginia

STREAMLINE PARK TRAIN

3/4 size, F-3 Diesel type Ford motor power and equipped with air brakes. Eight wheel bevel drive. Priced from \$5,250.00 to \$7,500.00 F.O.B. Rail extra. **RAIL MASTER**
136 Northampton St. Buffalo, N. Y.

URO EASTERN HUDDLE

Biz Hypos, World Meet Top Topics

NEW YORK, Feb. 12. — Box office bromides and United States Amateur Roller Skating Association (USARSA) participation in the 1955 world championships were leading topics at a meeting of the Eastern division of United Rink Operators (URO), Monday (7), at the America on Wheels executive offices, 1016 Sherman Avenue, Elizabeth, N. J. The get-together to exchange ideas was called in accordance with a resolution made during the 1954 National Convention in Washington, D. C.

Some 25 persons turned out including operators, manufacturers, members of the skating press and other interested parties.

In sparking the world championship theme, USARSA prexy George Apdala predicted great benefit for the entire industry.

"Publicity on a high level and new recognition for the roller skating sport will result," he said. "For one thing, the airline that will carry our standard-bearers across the Atlantic has its own publicity department and has pledged full co-operation. Pictures of the departing skaters should be serviced nation-wide."

Fund-Raising Urged

Apdala reported encouraging response to previous pleas for funds to transport American skaters to Barcelona, Spain, scene of the world meet, and said that one amateur group alone, the Earl Van Horn Dance and Figure Club of the Mineola rink, had contributed \$200 and sold 1,500 booster buttons. He urged all to get behind the fund-raising drive in order to build a surplus that might be used for future ventures.

"We have high hopes," he said, "that roller skating will be an Olympic sport in the near future. It already is one of three optional sports being considered for the Australian Games, the other two being women's basketball and volleyball."

Still on the world meet theme, meeting chairman Bill Schmitz called for a show of hands to determine how many operators would be interested in going to Spain at their own expense. Ten responded affirmatively, a few contingent on a switch of dates from June to September.

Apdala reported that the request for such a switch has already been tendered to the world championship committee. If denied, the U. S. contingent will fly across around June 21.

Committees Named

U. S. committee heads for the World Meet are Apdala, representing the amateurs; Schmitz for the operators; and Jean Van Horn of Mineola, for the professionals. In looking ahead to possible Olympic acceptance, Apdala reported that 28 nations are roller skating minded and might be counted on to send representatives.

According to present plans, U. S. contestants for the world competition will number about a dozen, but will not necessarily be the senior division champs.

During the business improvement portion of the meeting, speakers stressed intelligent advertising on a year-round, rather than special event only, basis. Newspapers, bumper cards and other media were discussed.

On the question of newspaper publicity, George (Doc) Yoder of Sinking Spring Rink, Silver Spring, Pa., said:

"Newspaper people are inclined to view you with a calloused eye when you seek free space for an event that is run merely to hypo the ailing box office. Far better results are to be had when your particular event benefits a locally popular cause like the March of Dimes, Red Cross or the Boy and Girl Scouts."

Among gimmicks, Yoder advanced the idea of installing roller skating displays at local expositions

and of using floats, with live talent. America on Wheels general manager Bill Schmitz reported that rink biz in the East took a general upward surge in November and that the trend has held into this month. "November and December were up 10 to 20 per cent," he said.

In touching on the Girl Scout merit badge for skating, some members expressed a desire for a revision of the requirements.

It was tentatively decided that a sterling challenge trophy, given by the URO, will go to the club that scores most points in speed competition during the United States Championship.

When manufacturers had their turn, Mineola Rink op Earl Van Horn reported lively action on his toe stop and wheel—and Raybestos District Manager Vincent P. Devitt announced a new sealed hub wheel, one-eighth inch wider than the existing model, that is now available at the old price. He added that the old wheel continues to be sold and that his firm will soon have a colored wheel to be used on rink rentals as an assist to identification.

Attending the URO meeting were operators William Schmitz and Marvin Facher of America on Wheels, Norman and Irene Barber, Cranston, R. I.; Mr. and Mrs. Barnes, Philadelphia, Pa.; Ernest Young, Natick, R. I.; Connie Macklow, Bridgeport, Conn.; Mr. and Mrs. George (Doc) Yoder, Silver Spring, Pa.; Don Victor, Mount Vernon; Earl Van Horn, Mineola; Mr. and Mrs. T. Smith, Miness-town, Pa.; Sam Sholes and Robert Dryer, Boston; Gene Regalia, Flors-ham Park, N. J.; writers Bill Love of The Billboard and New York Journal-American, and Vi Koch of several Pennsylvania papers and the Skating Reporter; USARSA president George Apdala, Raybestos Wheel rep Vincent P. Devitt, Wally Kiefer of Skatin' Toons Records, and America on Wheels racing director Jack Edwards.

Edwards reported steady progress for his Yankee and Rebel speed leagues and announced that a brand new meet, the Liberty Bell Championships, would take place on the Fourth of July in Philadelphia. AOW already promotes a Cherry Blossom Speed Championship in Washington, D. C., and this one will be continued.

Following the URO get-together, dinner was served at the Bill Schmitz residence in Elizabeth.

RSROA Sets Judges for Mich. Meet

DETROIT, Feb. 12. — Naming of judges for the Michigan State meet was made Monday (7) at the monthly meeting of the Michigan Chapter, Roller Skating Rink Operators' Association, at the Academy of Roller Skating, Royal Oak, Mich.

Picking winners at the Decoration Day weekend meet will be Garney Darrin, Washington; Betty Eckart, Washington; Cynthia Berg, Fitchburg, Mass., and Janet E. Arredondo, Everett, Mass.

Mrs. William Hollaman, chapter secretary, announced that the February dance-of-the-month will be held at Flint Park Rink, operated by Mr. and Mrs. Harper Spencer in Flint, Mich. Dance will be the Highland Schottische, scheduled for February 23.

Fred (Pop) Gardner, of Lansing (Mich.) Roller-drome, officiated as chairman of the RSROA February meeting, and announced that the March meeting would be held at the Collins Roller Rink, Imlay City, with Harry Collins as host operator.

Gotham RSROA Sets Dates for Two Contests

NEW YORK, Feb. 12.—Dates and sites for two of the area's most important dance, figure and speed competitions have been released by the metropolitan chapter, Roller Skating Rink Operators' Association. Operator Emil Lence's Eastern Parkway Arena, Brooklyn, will host the New York State meet on May 13-15, the Northeastern Regional will be skated June 17-19, at the Durante-operated Empire Roller-drome, Brooklyn.

As in other years, State meet place winners will advance into the Regional, with place-winners in the latter becoming eligible for RSROA American championships, July 24-30, at the Toledo Roller-cade. The American event involves entrants from Canada as well as the United States.

DRIVIN' 'ROUND THE DRIVE-INS

A NEW 1,200-car drive-in is planned for spring by Joe Denniston, Monroe, Mich. The project is to be built on a 30-acre plot near the intersection of North Monroe and Telegraph Road. Construction will be expedited as soon as plans have been completed. Denniston also operates the Family and Monroe theaters in the town. . . . City council at Saskatoon, Sask., has set a general license rate of \$1.25 per speaker for drive-in theaters, two of which are included in a newly incorporated area. In addition, the drive-ins must collect amusement taxes, not required when they operated in Cory rural municipality. While part of the municipality, the theaters paid \$2 per speaker. . . . Newest Connecticut amusement corporation to file a certificate of organization with the secretary of state's office is Jason Theatrical Enterprises, Inc., Palace Theater Building, Torrington, listing amount of subscribed capital, \$6,000; president, David Jacobson; treasurer, Irving Jacobson, and secretary, Ida Jacobson.

J. S. and Eugene Worley have announced plans for the opening of their Pioneer Drive-In Theater at Shamrock, Tex., on May 1. The drive-in is closed for the winter. . . . Three Houston youths have been arrested in conjunction with the robbery of the Skyway Drive-In at Bryan, Tex., on January 22 of \$570. Two of the youths, one formerly employed at the drive-in, have confessed their part. . . . A new 500-car drive-in, the San Marcos, has been opened at San Marcos, Tex., by Bob and Leroy Ottwell. It was built at an estimated cost of \$100,000. . . . M. E. Hamm has sold his Trail Drive-In at Greenville, Tex.

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ROADSHOW REP

HELEN AND TOBY PRICE, from their current hangout, Reno Trailer Park, Carthage, Mo., write a note of thanks to Al Pitcaithley for his recent contributions of news notes to the column. "It seems lately our news is so scarce that when we have a lot of it, as in recent issues, we all ought to write our thanks," they declare. "Maybe we can add a few items that might interest a few. We had a visit from Steve and Florence Burton, formerly of the Darr-Gray tent show. They now live at Rockaway Beach, Mo., and own Burton's Cabins. We also had a visit from Hal Fontinelle. He now lives in Joplin, Mo., and has two children. His mother and father, former owners of the Fontinelles tent show, are still living in St. Louis. Their daughter, Nina, lives with them. Norm Gray has married and lives on Long Island. Mrs. Darr is in good health and has been living in Mena, Ark., with her

son, Jack. We heard from Phil Duncan also. He is producing home talent shows in Louisiana. In his letter he asked about Jimmy and Rosalea Colley. We also heard from Mrs. Jessie Smith, the former Mrs. J. B. Wesselman. She lives with her husband, a railroad policeman, in Clovis, N. M. These are all old-timers and we thought maybe some of their friends would like to hear about them."

FROM Eugene, Ore., Arthur Kane writes: "I have been picking up some school biz and also have been doing some stroller work. Had a good summer in which I caught on at a number of celebrations. Met that old-timer, Norman Christy, at Pendleton, Ore. He was doing an advertising stunt and reported doing well at fairs. Christy is an old-time banjoist. His son is in Hollywood and he has a daughter who has been in several New York plays in recent years." . . . "Cold weather has cut activity in this area to a minimum," writes Ralph Collins from Sarina, Ont. "The past summer was okay for me at resorts with my family show. Since the advent of cold weather I have used my old vaude act and a feature film, but the weather you can't beat." . . . Paul Bolduc pens from Megantic, Que., that he plans to scrap his feature film show and take on a food-lecture show, along with a sponsor to foot the bill. Bolduc spent the past summer in Western Canada and reported pickings not too good. "It's tough to open a closed hall or theater for a one-night film feature," he said.

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CONCELLO DROPS PLAN TO ENLARGE

Show to Go on 15 Cars This Season; Arrange to Use Same Size Top as in '54

DEMING, N. M., Feb. 12.—The Clyde Beatty Circus will stay at the 15-car level for this season, it has been decided. But chances are that it will be increased substantially in the future.

When Arthur M. Concello bought control of the show, plans called for enlarging it to 20 cars for this season. That plan now has been postponed.

Also in deep freeze is the tentative plan for using a bigger top this season. The present size will be used until the train also is enlarged, probably next year if business works out as anticipated.

See Little Change

This means that the show for 1955 will be quite similar to that

Ringling Holds N. Y. Prices; Cuts Run 1 Day

NEW YORK, Feb. 12.—There will be no material change in the Ringling Bros. and Barnum & Bailey Circus prices and dates for the annual season's opener in Madison Square Garden.

As was the case last year, the price scale will be from \$1.50 for general admission up to \$6.50 for choice reserves. Other prices will be \$2.50, \$3, \$3.50, \$5 and \$6. Children will again be admitted for half price every afternoon except Saturdays and Sundays.

The run will last for 79 performances, opening the night of March 30, a Wednesday, and closing May 8, a Sunday. There will be 2 p.m. matinees daily, and the night show will begin at 8:30 except for Sundays when the early time will be attempted. These shows will begin at 7 p.m. Last year's engagement was 40 days, or two performances longer than this year's 39-day run.

Advance sales begin March 7. The circus is expected at the Garden March 28.

Bailey-Cristiani Inks Texas Dates

GAINESVILLE, Tex., Feb. 12.—The Bailey Bros. & Cristiani Circus has contracted for engagements under auspices of the Shrine at Corpus Christi and Galveston, Tex. The announcement was made by General Agent Bob Stevens. Also signed are dates at four Texas towns where the Galveston temple has clubs.

The show, he said, would play Corpus Christi, April 20-23; Galveston, April 25-26, and these towns for one day each: Texas City, Beaumont, Port Arthur and Orange.

Diano Menagerie Not Contracted For Coming Season

CANTON, O., Feb. 12.—Tony Diano said here this week he had made no commitments about placing his menagerie for next season. Several outfits have indicated they are interested in all or part of the animals, however.

Diano said that Rex Williams is in charge of his elephants and that they have combined the two young African bulls into an act with the six Indian elephants. Other stock also has been worked daily during the winter, he said.

of 1954, when Clyde Beatty was the sole owner. Best report is that Concello will not add his own private car to the train. For one thing, it is a short one and for the same price the show would move a longer car. Also there is no room for it on a 15-car train.

When Concello owned the show earlier, it carried five sleepers, two stock cars and eight flats. This was changed to the present four sleepers and nine flats when Beatty bought the show some years ago and needed space for his cages of cats. The first Concello edition had not carried animals other than elephants and horses.

Menagerie Top

Present plans apparently call for Concello to use a separate menagerie tent as has been the custom on the Beatty show. It was Concello's idea which put the menagerie display under the extra-long big top on Ringling, a set-up being dropped there this season.

The Beatty show will use telephone promotion along with local auspices as a regular procedure this season. In the past, Beatty's show used some sponsored dates, but they often were limited to one a week, and other stands were played by the show on its own.

Concello returned here at the end of the week after a junket to Cleveland and other cities. He was scheduled to confer with Ben Davenport at Gonzales, Tex., late this week.

Columbus Show Owners to Use Midway to Advertise Products

COLUMBUS, O., Feb. 12.—Plans for opening the new circus being framed here by Don McCullough and Fred Pfening as Public Enterprise, Inc., are moving along, they report, and opening has been set for mid-April.

The show has ordered a 70 with two 30s, which will be blue with tangerine trim, from U. S. Tent & Awning. Pover plants are in quarters as are eight of the semi-trailers. More vehicles are being added. Personnel is being signed and some staffers and trainers are now working in quarters here.

Show has selected a title on a tentative basis but might make a change.

There are some 18 Columbus businessmen listed as stockholders and they are planning to advertise their firms on the show. Midway banners will carry ads, as will the four-page herald which will be mailed to 150,000 persons during the 24-week season that is planned.

Another probability is that advertiser-owners will place displays of their products on the midway, some of them using extra tents there.

The show also plans to play a string of indoor winter dates in the

Jewel Office Stages Ashland, Ky., Date

HUNTINGTON, W. Va., Feb. 12.—A circus unit formed thru the Jewel City Booking Agency, Huntington, W. Va., recently completed a date at Ashland, Ky., under auspices of the steel workers' union. The two-day stand pulled three full houses and a half house, according to Harry Damron and Pat Flamagan, operators.

Line-up included Captain Ferguson's dogs, ponies and monkeys; Mike Pickering, juggling; M. A. Miller's chimps; the Jacksons, bar act; Bob Johnson, balancing; Mary Lou Schaeffer, trapeze; Jess Sides, comedy cycles; M. A. Miller's elephant, Judy. George Charles was musical director; Jim Bicknell, equestrian director.

BEATTY STARTS AT EL PASO, TEX., ON MARCH 19

EL PASO, Tex., Feb. 12.—The Clyde Beatty Circus will open its 1955 season here March 19. The show will come here from winter quarters at Deming, N. M., and will move westward to make its key stand in Los Angeles.

Ringling Starts March 30; Spec Plans Outlined

NEW YORK, Feb. 12.—Ringling Bros. and Barnum & Bailey Circus is scheduled to open in Madison Square Garden here on March 30. Plans now call for televising a special rehearsal-showing March 28. Dress rehearsal will be March 29.

The enlarged elephant herd, now at 55 or 56 head, will be used in several spots in the new show, it was reported. A menage number called "Strolling Thru the Park" will utilize elephants fitted out to resemble humans. All the clowns also will appear in this number. The finale will be called "Rainbow 'Round the World." For an aerial ballet number, the girls will play tom-toms.

Miles White is making the elephant props. Richard and Edith Barstow will stage the productions. John Ringling North music will be used.

fall. These and the entire outdoor season will be routed inside the State of Ohio. Much of the routing already is completed.

McCullough formerly produced indoor shows for the Columbus Grotto and was ahead of another show. Earlier he had a bear act and once he was a juggler and tumbler. Pfening, now a Columbus industrialist, spent a season as a Ringling usher. Both are circus fans.

R-B Returning To New London

NEW LONDON, Conn., Feb. 12.—Ringling Brothers and Barnum & Bailey Circus has been given authority by the City Council to appear here on Thursday, June 16.

The request was contained in a letter from James M. Nisson, of New London, for L. D. Hall, contracting agent. The letter asked that the circus be permitted to erect its big top on city-owned property on Ocean Avenue with Ringling to pay the city \$500 for use of the property. Last New London area appearance was in June, 1952.

Kelly-Miller Show Schedules Season's Opener for April 24

HUGO, Okla., Feb. 12.—Al C. Kelly & Miller Bros. Circus has set its 1955 opening for April 24 when a Sunday matinee-only schedule will be followed. The date was announced by Art Miller, general representative, who now has begun a booking trip.

Original intention was to open the show April 17, but the week's postponement was decided upon because the show booked elephants and other animal acts into the St. Louis Police Circus. That indoor date will be April 22-May 1.

EUROPEAN ACTS BUSY

High Animal Expenses Force Border-Hopping

COPENHAGEN, Denmark, Feb. 12.—Despite all the red tape involved in transporting animals, personnel and equipment from one country to another, practically all of the European circus owners are obliged to resort to border-hopping, at least during the winter months, in order to cover the high cost of feeding horses and animal groups.

Border-hopping is not only complicated but also risky. Circus Benneweis of Denmark, which has about 50 horses and several big animal groups, ran into trouble on at least two occasions this winter, either of which might have proved very costly. First mishap was the battering of German Circus Apollo on the island of Malta, with which a group of Benneweis elephants was working. This ended up okay after the German circus secured temporary aid while getting its storm-wrecked tents and equipment replaced.

Benneweis has risked several dates in the Soviet zone of Germany without incident but last week, after filling engagements in East Berlin and Leipzig with horses, animals and personnel, the entire outfit was held up by Soviet officials as it was preparing to embark at Warnemunde, for Denmark. The show was charged with having two West German performers among their personnel—but after three hours of discussion, and phone calls to Berlin, the show was finally allowed to board the train-ferry to Denmark—which had to stand by while the dispute was under way.

Reds Lack Animal Acts

The Soviet zone is short of animal and circus acts as most circus owners and performers fear to risk venturing behind the Iron Curtain. Scandinavians seem to find it comparatively safe and some elements of Trolle Rhodin's Zoo Circus, from Sweden, are currently replacing

the Benneweis group in East Berlin. Part of the Rhodin animals, a seal and a chimp act, remained behind to fill safer dates in Copenhagen cabarets.

In order to make border-hopping easier many circuses resort to mergers or appear under the banner of some other circus—to facilitate the securing of permits. For instance the Dutch Circus Strassburger two years ago played Sweden by working under the Circus Mijares-Schreiber (Swedish) banner, while last year Franz Althoff, of Germany, brought his horses, animals and big top to Sweden to work under the Circus Scott label.

At present a "merger" has been arranged between Circuses Strassburger (Holland) and Franz Althoff (Germany). It will enable Althoff to bring his live stock to Holland this summer. This works both ways as the merged show will tour Germany in 1956. Show will use the 6,000-capacity, three-ring big top of Althoff and carry 200 horses, 20 elephants, 18 camels and other animal groups.

In Denmark and England, circuses still seem able to continue to operate normally, without having to switch titles or worry about border incidents.

Eagles Assumes Ringling Agent Post in Chicago

CHICAGO, Feb. 12.—Appointment of Paul Eagles to the post of general agent of Ringling Bros. and Barnum & Bailey Circus was confirmed early this week.

He arrived Tuesday to start work at the show's offices here. Earlier, he had been in Sarasota for conferences with show officials, including Frank McClosky, general manager.

Eagles said here that he expects to remain at the office here for several days, make a trip to New York and then return here.

Mills, Wareing At Internat'l Fans Meeting

LONDON, Feb. 12.—Richard Wareing, president of the CFA of America, and Jack Mills, general manager of Mills Bros. Circus, represented the United States at the recent International Congress of Circus Enthusiasts here.

Wareing, now back in the United States, went to England primarily to attend the sessions. Mills was in London at the time to catch English Christmas circuses to scout acts.

Out of the meeting, which attracted numerous English fans and representatives of circus fan groups in most European countries, came a resolution to look into formation of an international alliance of fan groups.

African Elephant Dies Aboard Ship

NEW YORK, Feb. 12.—A young male African elephant being shipped to the National Zoo at Washington was found frozen to death in a crate aboard ship when it docked here last week.

Already arrived at the Washington zoo, where Dr. William Mann is director, are two Malay saddleback tapirs. Only one other is in the United States and it is owned by the San Francisco zoo.

UNDER THE MARQUEE

By TOM PARKINSON

Ray Cas-el, member of the Ringling-Barnum band, has been visiting his home town of Fairfield, Ia. He has visited with John Facer, clown; Bill Baker, circus fan, and Dillon Lowell, director of the local high school band.

Clown Leo Francis is booked to do the come-in for a workmen's show to be held at Murat Temple, Indianapolis, March 1-3. He also has contracts for the Shrine Circus, Syracuse, the week of April 18. . . . Patricia Carroll and Gordon Hodgson, together with LaVenia Hodgson, were the acts playing the Boys' Club Circus at Hot Springs. Grover O'Day celebrated his 68th birthday and was presented with a cake during the evening performance February 4. . . . J. C. Admire reports business was off for Froman Bros.' Circus at Huntsville, Ala., recently.

Clown Danny Styron will tour with the Ring Bros.' Circus as producing clown this season. Styron

says that he'll incorporate tape recordings in his gags. . . . Frank T. (Cookhouse) Kelly, of North Little Rock, Ark., cards that he'll be with Robinson Bros.' Circus this year as cookhouse superintendent. It will be Kelly's 50th season as a trouper. . . . Carey C. Emrie, old-time trouper, reports from Punta Gorda, Fla., that he is recovering from a recent illness.

Dory Miller was in Chicago Friday following a visit to the Davenport show in Cleveland. . . . Otto A. Zange, of McKees Rocks, Pa., caught the Cleveland Grotto show. . . . Mickey Sullivan and his band will play the Hartford, Conn., Shrine show April 25-30.

The Gil Gray show will play McCook, Neb., May 9-11 for the Shrine. . . . Jerry D. Martin's Three Fearless Stars are playing the fair at Fort Pierce, Fla., with Sanford, Plant City and Ocala to follow. They will play the East for the Al Martin office and the South for Rose & Cooke.

Harold Barnes reports from Polack Western that the Klausers were host to the entire personnel at a birthday party given for their daughter, Herta, but it was given on the date of her mother's anniversary, making it a double event. . . . Severe weather in Fort Wayne, Ind., has been taking its toll and a good percentage of the people are doctoring. . . . Temporarily hospitalized are Clyde Ferguson, with a touch of pneumonia, and Arthur Springer, with a slight heart ailment. . . . The Pallamedes, aerial duo delayed in arrival, now have joined the show. . . . Visitors included Felix (Fats) Brazon, of the Mills Bros.' Show; the Wilson Storeys, of AGVA, and Capt. Eugene Christy, lion act.

From Hunt Bros.' winter quarters, Welby Cooke advises that Harry and Charlotte Levine have their new truck for housing chimps and it is heated to 70 degrees in sub-zero weather. . . . Ray Sinclair has three new dogs from California and is working them into his act. He pulled out Tuesday (8) to make New Hampshire and Canadian dates. . . . The Boginos and Jack Bostock have been rehearsing their act in Hunt quarters and leave Monday (14) for the Minneapolis Shrine date. . . . The Levine Chimps will make the Minneapolis and Buffalo Shrine dates and the St. Louis Police show. . . . Welby Cooke has reworked a South American mustang to use English cues, where formerly it knew the Italian words used when it was broken by the Loyal-Repensky Family. Cooke goes to Florida Monday (14).

Jim Stutz writes that the Hitler armored car just ended a good seven-day run in Augusta, Ga. . . . J. C. Admire reports that he has now split his Froman Bros.' school unit into two outfits for day shows but they will rejoin each night for evening performances.

George Hubler has been in Sarasota, Fla., where he visited with Harold Voise, who goes with Polack Eastern this year. . . . Fans James McKenna, Eddie Nolan and Anthony Olabri caught the recent indoor circus at Worcester, Mass.

Butch Cohn is going with King Bros.' Circus this season. . . . George W. (Slim) Lewis, elephant man now with the Oklahoma City zoo and formerly with many circuses, has broken three chimps to work iron jaw. Lewis wrote the new elephant book which is to be published February 28.

Joe E. Ward, Wichita Falls, Tex., fan, visited Bill Woodcock at Hugo, Okla., quarters last week. . . . Sam Ward, Polack promotion man, who just wound up the Fort Wayne, Ind., date, now moves to California for West Coast dates. . . . The Plunkett Family Show reportedly will stay home this season.

C. H. (Dad) White, Fredonia, Kan., fan who was with the early Barnum show, is ill and hospitalized, reports Bill Green, of Wash-

ington, Kan. . . . C. J. Williams writes that J. Lamont, duck from Miami, where he sold a bird act, met Sam Houston in San Francisco. Houston, who was with the Floto show years ago, has a location on the Pike at Long Beach, Calif.

Tommy Whiteside and Jimmie O'Donnell will clown with Si Rubens' new ball park show, Karston Productions. Whiteside was with Rubens' Rogers Bros.' Circus as mail agent two years. Now he is in Wichita, Kan., making props in his brother's shop.

Ray Bickford, of Bernardston, Mass., writes in a letter to the Worcester Telegram that unusually high rates and rules for circuses in New England keep the shows out and thus deny the area entertainment in the summer months, when it is needed most by youngsters.

Bob Atterbury was in Chicago this week. His high wire act became the first to set up in the Conrad Hilton Hotel ballroom, where he worked a club date. The act also was on "Super Circus," and it will make Hamid-Morton Circus dates and the Steel Pier, Atlantic City, N. J., this summer.

John C. Brott, Arcata, Calif., fan gave a talk and showed photos of circuses at a Kiwanis Club meeting there recently. . . . Prince Dennis and his wife, with Pete Kortez shows, is stopping over in Chicago, where they are with his brother-in-law, Walter E. Dew. Prince Dennis is to play the Minneapolis Shrine show and will be at Belmont Park, Montreal, this summer.

From the Orrin Davenport Circus comes word that Merle Evans visited at Grand Rapids and appeared as guest soloist in the clown band number. . . . Flora Zacchini was out with bronchitis. . . . Dory Miller of the Kelly-Miller and George W. Cole circuses, visited several days. . . . Tony Diano, manager owner, visited. . . . Pete Mardo visited clown friends. . . . Clown Ed Raymond is at his home in Cleveland, confined for treatment of an inflammation of his eyes. Mickey McDonald and Earl Shipley visited him. . . . Art Cencello, general manager of the Beatty show, was on the Davenport show several days this week to confer with Clyde Beatty.

Members of the Hanneford Family Tent of CFA, Elgin, Ill., met Tuesday (8) at the home of Howard Gusler. Clint Finney, former general agent, was among the guests. Art Eldrige was unable to attend because of a cold. CFA members had visited Fred Regensburg, former clown, at Sherman Hospital, Elgin.

Harry Dann reports from Ward-Bell Circus that while personnel was in California, the Ira Millettes entertained Harold and Mildred Ward, Mayme Ward, Robin Ward, Marshall and Genevieve Tharp, Jackie Tolliver and Juanita Baty with a buffet supper. . . . Betty, Rodney and Nicki Bell visited with the Dale Turneys at Fontana, Calif. . . . Ward-Bell people flying to Hawaii on Sunday (6) included Dann, Al and Geri Antonucci, David Thompson, Dolly Jacobs, Norbert and Arden Kreisch, Andre and Norma Fox, Roy and Joy Thomas, Walter Long, Sylvia Witt,

Bob Porter, Fred Merkle, Eddie Daley, Marshall and Genevieve Tharp, Juanita Baty and Leo Lorange. . . . Flying over on Wednesday (9) were Hubert Castle, Howard and Wanda Bell, Betty Bell, Rodney Bell, Nicki Bell, Earold and Mildred Ward, Skinny Goe, Jackie Tolliver and Jackie Jr., Mildred Welbes, Bill Browning Jr., Candy Dickson, Jean Merkle, Mayme Ward, Bill and Pat Woods and Bob and Janice Holman. . . . Prior to the flights, the Bob Porters visited in Venice, Calif., and the Thomases, Foxes, Ariesches, Dickson and Lorange stayed in Thousand Oaks, Calif.

J. C. Clarke will be on the advance of the Al G. Kelly & Miller Bros.' Circus this season, his fifth with the show, reports Ray Bohn.

Band leader Joe Basile is ill at Columbus Hospital in Newark, N. J.

Fred Bailey Thompson, Clarkston, Ga., circus fan, has authored a new book called "Animals Have Tales," which has been published by the Hale Publishing Company, Hapeville, Ga.

Gainesville Sets April 14

GAINESVILLE, Tex., Feb. 12. —The Gainesville Community Circus is rebuilding its equipment to replace that lost in a recent fire, and it has set April 14 for its opening at the rodeo grounds here. Ralph (Jelly) Duke is building the show.

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Hypo Amusements, Texas Execs Told

Dallas Meeting Pulls Big Turnouts; Social Events Highlight Program

DALLAS, Feb. 12.—Expanded attractions are the best method of increasing income for fairs, Othel Neely, manager of the Heart of Texas Fair, Waco, told delegates to the 28th annual convention of the Texas Association of Fairs and Expositions. The confab took place in the Baker Hotel, February 3-5. Neely stressed the need for good, attractive midway and a good entertainment program either in front of the grandstand or in the form of

free acts. He also advised, if possible, the presentation of a revue-type show under canvas some place other than on the midway. He cautioned that this type of show might take several years to become a paying program, but said that if it was given the right attention it would develop into a money winner.

Attendance at the two-day meeting was the largest in recent years with several fairs represented for the first time. President E. O. Wedgworth opened the meeting with R. L. Thornton, mayor of Dallas and president of the State Fair of Texas, delivering the welcoming speech. Joe Mock, Marshall, delivered the response.

Alphonso Ragland Jr., Dallas, spoke on insurance, and outlined a number of new type policies available to fairs. Among these is coverage on any sickness that might result from food bought by a patron on the grounds.

Commercial Exhibits

Commercial exhibits was the topic of an address by Bob Murdoch, East Texas Fair, Tyler, and Dan Clinton, agricultural agent of Harris County, described his duties. Other speakers included A. B. Davis, Lubbock, who spoke on "Financing Building Projects." W. M. Petmecky, Gillespie County Fair, Fredericksburg, presided at an open panel discussion.

The Dallas Chamber of Commerce hosted the fairmen at a luncheon on the first day of the meeting. Following the rood, a show was presented with entertainment from station KRLD. Acts included Paul Blunt, Helen Hall, Johnny Hicks, L a f a w n Paul, George McCoy, Charlene and the Belew Twins.

State Fair Hosts

James H. Stewart, general manager of the State Fair of Texas, presided at a Saturday afternoon luncheon where the fair delegates were guests of the State fair. Acts in the show included Marc Sebastian, Mal Fitch and Uncle Willie.

Featured social event of the week was the Friday night banquet of the association. Held in the Terrace Room of the hotel, it drew a big turnout of fair executives and attraction representatives. Entertainment included the McQuaig Twins, song; Randy Brown, the professional Texan, who also handled the emcee chores, and Tito Guizar, who planed in from Mexico City for the event.

The two local show clubs, Lone Star Showmen's Club of Texas, and the Texas Showmen's Club, also sponsored several social events during the week. Both held open house in the hotel thruout the convention. The ladies held memorial services on Thursday and their annual installation of officers and ball. The other organization held its reception and informal dance on Thursday evening.

Attraction representatives and

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. Fullenwider.

Florida

De Land—Volusia Co. Fair, March 7-12.
Delray 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 15-19. Quentin Medlin.
Largo—Pinellas Co. Fair, March 1-5. 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.
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.
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.

DROUGHT HURTS ARKANSAS GATES

Seek Relief at Annual Convention; Elect Jack Shelton New President

LITTLE ROCK, Feb. 12.—Arkansas fair managers gathered here this week with one major purpose in mind: "How to increase attendance in the face of drought conditions?" And they received some advice from speakers at the eighth annual convention of the Arkansas Fair Managers' Association held here Tuesday and Wednesday (8-9) in the Marion Hotel.

Judge Milas Reynolds, president of the association, suggested that the problem might be solved by scheduling better types of entertainment with an appeal to all segments of the population. He also spoke against free gates, saying that more income might be obtained by initiating an admission fee. The judge also urged that all fairs improve general operations, warning that unless they do, State aid in livestock and poultry premium money might be sliced or cut off entirely.

Big Attendance

Ideal weather this week and the drought problem served to pull one of the biggest turnouts of fair executives on record for the two-day confab. H. E. Tabor, Carroll County Livestock Show, was another exponent of stronger entertainment. He headed up a panel that discussed "Attractions to Increase Attendance" and summed up by saying that he had never heard of a county fair that gave good entertainment and didn't in the long run come out on the black side of the ledger. Members of the panel included Ike Van Meter, Billy Senior, Ward Amaden, Don Rogers and Jack Shelton.

Weldon Elliott, agricultural educator, headed up another panel on junior activities at fairs, and A. L. Waddle, Harrisburg, moderated one on "financial aid to fairs." John Nelson, of the South Arkansas Fair and Rodeo, spoke on methods to get more local participation in fairs and other events.

Jack Shelton, Monticello, was elected president of the association. Other officers include Leonard Barnes, Little Rock, secretary-treasurer; H. E. Tabor, Berryville, first vice-president; Jim Griffith, El Dorado, second vice-president; L. L. Morrow, Mena, third vice-president. Board members are L. H. Autry, C. M. Burger, Judge Milas Reynolds, and Robert Shivers.

The convention climax came on the evening of the second day with the annual banquet which drew upwards of 400 members and guests. Gov. Orval E. Faubus was the principal speaker. George B. Flint, of the Boyle Woolfolk Agency and chaplain of the Showmen's League of America, turned over the invocation proceedings to the Rev. Leon Hill, a minister with a streak of humor.

Following supper, a floorshow, produced by the various agencies, was presented. Acts included Earl Morgan, magic; Chick Willis, songs; Jayne Ever, vocalist; Phil Maraquin, comedy; Miss Trixie, juggling. Billy Papon, harmonica-pantomimist, did his act and emceed. Roland Drayer's Dallas Orchestra provided the music.

Attraction representatives and fair suppliers present for the meeting included B. E. Miller, Star Amusement Company; Clifford Davis, Dixie Amusement Company; Mr. and Mrs. E. D. Raines, Raines Shows; C. D. Burkhart, Burkhart Shows; Mr. and Mrs. Ray Swanner, Missouri Valley Shows; Mr. and Mrs. Floyd O. Kile, Floyd O. Kile

Shows; Mr. and Mrs. Curly Reynolds, World of Today Shows; Mr. and Mrs. W. A. Schafer and Jack Downes, Schafer's Just for Fun Shows; Esther Speroni, Speroni Shows; Mr. and Mrs. Jimmie Henson, Greater Dixieland Shows; Mr. and Mrs. Eddie Moran, Southern Valley Shows; H. V. Petersen and Joe Greene, Tivoli Exposition Shows; C. A. (Curley) Vernon, United Exposition Shows; Mr. and Mrs. William Dyer, Dyer Greater Shows; Bruce Barham, Snapp Greater Shows; Jimmie Downey, Downey Attractions; Ernie Young, Ernie Young Agency; George B. Flint, Boyle Woolfolk Agency; Billy Senior, Barnes-Carruthers Theatrical Enterprises.

Mr. and Mrs. Tom Drake, Tom Drake Agency; Mr. and Mrs. Don Rogers, General Artists Corporation; W. Stacey, Music Corporation of America; Mr. and Mrs. Sunny Schultz and Paul Long, Long-Schultz Rodeo; Les Wingate and Mr. and Mrs. Hendricks, Hendricks Family Attractions; Gordon Grant, Gordon Grant Rodeo; Wes Grant, 105 Ranch Rodeo; W. H. Goodman, Goodman Fireworks Company; Flash Herrin, Paramount Fireworks Company; E. J. Corbett, Delta Tent Company; Ernie Campbell, Campbell Tent Company; Mrs. Orla Lashbrook and son, Lashbrook Tent & Awning Company; Earl Conner, Phelan-Faust Circus Paint Company; Roger Wohlberg, Walkup & Wohlberg; Jimmy Durham, Enterprise Harness & Saddle Company; Neal Walters, Neal Walters Poster Corporation; Frank Sharp and John Wills, Regalia Manufacturing Company; H. P. Robinson, Fair Supplies; Fred Prouse and Clif Coy, Sisco Grandstand Company; Frank Prystas, Fair Publishing Company; Hal McTyler, McTyler Sound Company; Bennie Hazen, concessions, and Jack Wilson, attractions.

Complete Show Program Set For Clearfield

CLEARFIELD, Pa., Feb. 12.—A full attractions program has been set for the Clearfield Fair. The James E. Strates Shows will again occupy the midway and the Frank Wirth agency will stage the grandstand shows. The dates are August 1-6.

Two grandstand shows are planned for closing Saturday. It is likely that a name attraction will be booked in for that one day.

The Joie Chitwood auto thrill show will be featured on Monday night. The Irish Horan Lucky Hell Drivers are booked in for Saturday.

E. A. Clark, past president and concession manager since 1938, said about 125 concessions would be on the independent midway.

Orlando, Fla., Sets Boat Show

ORLANDO, Fla., Feb. 12.—A motor boat show, one of the largest ever held in the State, will be a feature of the Central Florida Fair, which opens here February 21.

O. P. Swope, fair president, said the show would be staged in the area in front of the grandstand and would include more than 150 boats, from small canoes to luxury yachts. "Ice Vogues of 1955" will be the featured entertainment for the eighth straight year. James E. Strates' Shows will again come out of its nearby winter base at Taft, to provide the midway attractions.

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Fair Assn. Meetings

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.

Stroke Takes Fats Norton Of Blue Grass

FORT PIERCE, Fla., Feb. 12.—a stroke Thursday (10) took the life of Rudolph A. (Fats Norton) Nathansen, concession manager with the Blue Grass Shows. He was 54 years old.

General agent Harry E. Wilson reported that Nathansen was in his hotel room here with lot man Johnny Hoffman when he complained of feeling ill. The feeling left, it was reported, but Nathansen collapsed shortly afterward at 3 p.m. and was dead before a doctor arrived.

Nathansen was a native of Michigan City, Ind., and belonged to the Michigan, Miami and Greater Tampa Showmen's Associations, and the Showmen's League of America. Burial has been tentatively arranged for Tuesday (15) in the plot of the Tampa Showmen's Association.

Showmen Pack Mobile for Mardi-Gras

MOBILE, Ala., Feb. 12.—With ride and concession units on every available lot in town, the Mobile Mardi Gras got under way in clear but cool weather Thursday (10) with torch light parades by two women's mystical societies. A total of 12 day and night parades will be held during the festival's run which ends February 24.

Holding down key locations on Government and Conti streets were Denton's Gold Medal Shows and Robert K. Parker. The John R. Ward and W. E. Page shows had lots on Davis Avenue in the colored section, while Frank W. Peppers and Marie and Bernie Smuckler had choice locations in the downtown section. Bob Avers was set up on a Government Street lot.

In town for the opening were Fizzie Brown, Carl Hansen, Bob Sickels, Charlie Gregg, M. J. Dresden, Mr. and Mrs. Harry Bartlett, Terry Marshall, S. A. Ratliff, George Harr, Bob Parker, John J. Denton, L. D. Dollar, W. H. Hart and the Grecco brothers, who had their iron lung exhibit set up on Bienville Square.

Harry Lewis Dies at 74

MIDDLETOWN, Conn., Feb. 12.—Harry Lewis, 74, former canvasser who had spent many seasons on the Coleman Bros.' Shows midway, died last week at Middletown Hospital after a short illness. Services were held February 5 at Corcoran's Funeral Home, with burial in Farm Hill Cemetery. There were no survivors.

Dallas Clubs Discuss Merger Possibilities

DALLAS, Feb. 12.—The merger of the two Dallas show clubs loomed as a possibility following a joint meeting of the membership of the Lone Star Showwomen's Club of Texas and the Texas Showmen's Club here Friday afternoon (4). The meeting was held during the annual Texas fair convention, where the two organizations sponsored a round of social events.

While no official action was taken, it was understood that a majority of the members in both clubs favored the consolidation.

Two club-sponsored social events highlighted the meeting here. The annual reception and ball held Thursday evening by the Texas Showmen's Club drew a capacity

ACTIVE AT 72

Heller's Acme Inks 22 Weeks, Eyes Kid Park

NEW YORK, Feb. 12.—Harry Heller's Acme Shows will be out for about 22 weeks this season, after which the 72-year-old showman will head south with Ferris Wheel, Octopus and light plant. Heller said he will probably book out one of the shows playing the South after his season ends.

Heller has had his own show for 40 years, before which he had spent several years at vaudeville and clowning. This season he will cover his established New Jersey territory and also show in New York State and Pennsylvania at dates already booked. Included are some half dozen small fairs. Heller does not usually play many such annuals.

New this year will be three shows, a departure from his customary midway which had consisted of just rides and some concessions. Heller said he is negotiating with an operator to provide a Girl Show, Monkey Show and Snake Show. The carnival will carry 6 kiddie rides, 3 major units, 3 shows, and some 25 concessions, he said.

Six other rides will be held back and it is intended to spot them somewhere in Jersey as a permanent Kiddieland. The show will open about April 15 in Wycoff, N. J.

Joe V. and Nell Palmer, of Crystal Beach, Ont., visited the Blue Grass Shows recently when the show played Fort Myers, Fla. Palmer renewed acquaintances there with Andy Kelly, Frank Wagner, George Ranner and Frankie Costello. The Palmers were also skedded to catch the James E. Strates Shows in Orlando, Fla.

Strates Preps for Orlando; Sets D. C. Bow for April 8

NEW YORK, Feb. 12.—Activity at the Orlando, Fla., winter quarters of the James E. Strates Shows is expected to pick up now that the Eastern fair meetings are concluded and owner Strates is en route to supervise activities.

The show will be put together for the single date, February 21-26, at the Orlando Fair, a stand made possible because of its close proximity. Strates said that all of its units would be available for this date, although planned new features would not be ready until the regular season.

It was reported that Strates will open his regular season April 8 in Washington, a choice opener that he has held for many years.

turnout. Dancing continued into the wee hours with a 15-piece band providing the music.

The installation and ball of the Lone Star Showwomen's Club of Texas drew an equally good attendance Friday evening. Officers who took over the club's reins included Mrs. Beth Anderson, president; Mrs. Mildred Taylor, Mrs. Bonney Allard and Mrs. Lillian Scofield, vice-presidents; Mrs. Grace Tinder, secretary, and Pearl Vaught, treasurer. Judge William C. McGraw was the guest speaker. Arrangements were handled by Clara Stockdale, Renee Gordon, Zelta Boger, Margaret Pugh and Secretary Tinder.

Both clubs held daily open house during the convention.

SCRAMBLER SCORES HIT WITH RAS AT TAMPA FAIR

Sedlmayr Enthuses, Buys Cresson's For Original Cost Plus \$8,000

TAMPA, Feb. 12.—Big sensation of the midway at Florida State Fair here thru today, Seventh day of the 13-day expo, was the Scrambler, the ride manufactured by the Eli Bridge Company, long famed for its production of Ferris Wheels.

To date only six Scramblers have been turned out by Eli, and one of these, owned jointly by Sam Solomon, retired show owner, and Ralph Pierson, is operating under the banner of the Royal American Shows.

Given Strong Play
Booked on for this engagement only, the Scrambler has been piling

up surprisingly high grosses, which are particularly notable because the cold, windy weather which has marred the fair has been anything but conducive to strong ride patronage.

Carl Sedlmayr Sr., owner of the Royal American Shows, was quick to note the heavy play given the Scrambler, and before the fair was many days old negotiated for the purchase of one at a premium price.

Limited Production
Currently, it takes a substantial amount of negotiating to acquire a Scrambler. In addition to the six

already turned out, only five more are set for production during the coming season.

Moreover, Eli Bridge Company, long noted for its high ethical standards, announced even before it completed the first Scrambler that it would fill orders for it only in the sequence in which they were received.

Before the first Scrambler was delivered, orders for the ride exceeded 50. Now they reportedly top 100.

Faced Long Delay
Carl Sedlmayr Sr. has made it one of his strong points to come out each year with the latest and best for his prime fair route. But he faced a long delay in getting a Scrambler because there were many earlier orders on Eli's books before his would turn up.

After watching the Solomon-Pierson owned Scrambler operate to excellent business in the first few days of the fair here, Sedlmayr moved with speed and within a few days closed to buy the Scrambler owned by Lee Cresson.

To swing the purchase Sedlmayr reportedly paid Cresson \$8,000 more than Cresson paid for it.

King Unveils Ride
One other new ride—the little Choo Choo, manufactured by King Amusement Company, Mount Clemens, Mich., is working in the Royal American Shows line-up here. It, too, has caught on with Sedlmayr, who today indicated that he will buy one.

The performance of the Scrambler, however, topped midway talk, and it was the only markedly happy note in the fun zone operation here during the first seven days.

Cold Takes Bite
The weather provided the other notes. Except for the first day, weather was either mixed or downright mean. Rain, cold and high winds hurt Friday (11) and biting cold took a big cut out of today's potential.

The big week of the fair, including two traditionally big days, Gasparilla Day and Kids' Day, will open Monday (14).

Dick Best Preps
Royal American is working here with much the same line-up it had during the '54 fair season, the engagement being regarded as the wind-up of the '54 season. Thus, Bobbie Hasson has the Side Show, tho he won't have it when Royal American opens its '55 tour at the Memphis Cotton Carnival.

Dick Best, who will have the Side Show this year, huddled with Sedlmayr here this week, and he also closed here this week with Sid Jessop, of the U. S. Tent & Awning Company, for all new canvas.

Bill Harris Books Ky., Ill. Fairs

FINDLAY, O., Feb. 12.—Royal Midwest Shows have added four Kentucky and four Illinois fairs to their '55 route. Bill Harris, general manager, announced.

Annals in Kentucky are at Brandenburg, Hardinsburg, Litchfield and Benton. Those in Illinois are at Flora, Vienna, Olney and Albion. Shortly after Harris arrived here from the Illinois and Kentucky fair meetings he was hospitalized for treatment but is reported to be showing improvement.

Fritz Dude, veteran outdoor showman and magician, has been signed to produce the Illusion Shows on the I. T. Shows this year. Dude was with Cetlin & Wilson last year.

Buck Outlook Is Good With Solid Fair Route

NEW YORK, Feb. 12.—With 11 fairs already set, the O. C. Buck Shows appear to be in a good position to transfer back to truck transportation from rails and put together a profitable season.

Oscar Buck, operator of the shows, opined as much last week at the meeting of the New York State Agricultural Fair Societies meeting in Albany, where negotiations for the last fairs on the schedule were completed.

After two years of trying for a solid position in the ranks of the railroaders Buck is glad to be back on motorized equipment, a branch of the industry in which he achieved and held success for many years.

Southern Dates
The area of Buck's activity will be considerably changed when he returns to the highways this spring. When he was last on trucks his

territory was just about as compact as it could be since it was centered in Southern New England and New York. This year, like virtually all other truck shows of its size, the route will extend into South Carolina where the season will end about the end of November.

Buck will likely confine his still dates to his old New York territory and return to the Fourth of July date at Keene, N. H., which he held for many years before railroading made it impossible to include the date.

New truck equipment has already been contracted for, Buck reported at Albany. From now until opening he will concentrate on the rebuilding of show equipment. Several big fronts will be built on trailers. Except for many of the rides the equipment will be virtually all new, Buck said.

Only a Labor Day date was lacking when Buck attended the Albany meeting. This was rectified by a date change on the part of the Plattsburgh (N. Y.) Fair. The last big influx of Canadians comes into that area over the holiday and would likely stimulate attendance at the fair, officials reasoned.

Border Towns Produce Okay For Brashear

KINGSVILLE, Tex., Feb. 12.—American Midway Shows combined with Fiesta Attractions are finding the going okay down along the border where the orgs are playing a string of celebrations.

Combination moved here from a big week at the Texas Cirtus Fiesta in Mission. Following the stand here will be 10 days at Charro Days in Brownsville and the Raymondsville Lettuce Festival, Mercedes Fat Stock Show, Edinburg Firemen's celebration and the VFW doings at Alice.

Attraction line-up includes a number of rides and shows making this tour for the first time. On the lot are Art Spencer's Lions, a Roller Coaster, Round-Up, Waltzer, C-Cruise, Scooter, Spitfire, Pretzel, Mix-Up, Merry-Go-Round, twin Ferris Wheels and kiddie Boats and live ponies. Also on the midway are Kennedy's Circus Side Show, Funhouse, Mirror Maze, Pin-Head, animal, monkeys, snakes, midget horse, deep sea exhibit and a gal show.

Frank Lee, veteran agent, is handling bookings and publicity. Dean Locke is doing the billing with Jack Turner on banners and Joe Berry in the office wagon.

Morris Names Randi Agent

CENTER, Tex., Feb. 12.—Robert J. (Bob) Randi has been appointed general agent for a new show owned and operated by E. J. Morris. It was announced here this week. Morris recently purchased all equipment of State Fair Shows from C. A. Gorce.

Randi said the show would go out under the title American Eagle Shows and is expected to carry six major rides and a like number of backend shows.

On a recent booking trip, Randi smashed up his automobile and was in a hospital for some time.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

OPEN SUFFOLK, VIRGINIA, IN EARLY APRIL

WANT exclusive on Novelties, Bingo, Age & Scales, Custard with Free Act. Following Hanky Panks: Bottle Ball Game, Basket Ball, Photos, Fish and Duck Ponds, Penny Pitches, Cigarette Gallery, Short Range Gallery, Pitch Till Win, Bumper, Dart Balloons, Hoop-La, Hi-Striker, Penny Arcade. Man and Wife, also Agents, for Hanky Panks; Man and Wife to manage show's Cookhouse.

WANT Pony Ride, Unborn, Snake Show, Wildlife, Monkey, Side Show Manager (Frank Allen, Wally White, answer at once), Organized Minstrel Show Troupe (Jerrrie or Geraldine Jackson, answer). Cecil and Mable Purvis, write us at once.

FOR SALE CHEAP—Roll-o-Plane and 8-Car Whip Ride.

Following Fairs positively booked: Keller, Va.; West Point, Va.; Hertford, N. C.; Warrenton, N. C.; Louisburg, N. C.; Edenton, N. C.; Zebulon, N. C.; Williamston, N. C.; two big Celebrations. All mail and wires to

WM. C. (BILL) MURRAY
BOX 461, SUFFOLK, VIRGINIA

ANCHOR TENTS

CONCESSION, BINGO TENTS, RIDE TOPS, MOTORDROME, SHOW TENTS

ANYTHING IN CANVAS

Manufacturing Show Canvas for Over Fifty Years, Underwriters' Approved Flame Resistant Materials Available, FIVE DAYS' SHIPMENT ON MOST SIZES



ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

WANTED WANTED

For FLORIDA STRAWBERRY FESTIVAL, Plant City, Fla., February 21-26, followed by the GREAT PINELLAS COUNTY FAIR, Largo, Fla.

Legitimate Prize Every Time Concessions and Hanky Panks of all kinds—Basketball, Hi-Striker, Fish Pond, Balloon Darts, etc. Positively no flats or semi-flats. All address

BLUE GRASS SHOWS
M. G. STOKES, Secy.
SANFORD, FLORIDA

THE NEW ROMAN TARGET

One of the greatest stock concessions ever built. The liveliest Concessions on any midway. Now with the new electric gun. Prize every time, will work anywhere. Write for literature and prices.

C. A. WOODIN **R. 1, Joplin, Mo.**

ROYAL EXPOSITION SHOWS

Want for following Florida Fairs

LAKE WALES, February 21 to 26; DAYTONA BEACH COLORED ELKS' FAIR, February 28 to March 5; CITRUS COUNTY FAIR, INVERNESS, March 15 to 19; LEVY COUNTY FAIR, WILLISTON, March 21 to 26.

CONCESSIONS: Want legitimate Merchandise Concessions of all kinds, including Jewelry, Photos, Eat and Drink Stands, Fish Pond, Ballgame, Pitch-Till-You-Win, or what have you! Reasonable privilege. SHOWS: Want flashy Colored Girl Show with own equipment for Daytona Beach. Can use other Shows of merit with own equipment at all fairs. What have you? RIDES: Can use live Pony Ride. RIDE HELP: Men in all departments who are licensed semi-drivers, please contact.

All answer this week to Okeechobee, Florida; then as per route.
"SPLINTER" ROYAL, Asst. Mgr.

SHAMROCK SHOWS

NOW BOOKING FOR 1955 SEASON

ALL CELEBRATIONS AND FAIRS FROM JULY 4 ON.

Want Photos, Cat Rack, Clothes Pin, Scales and Age, Milk Bottles, Cork Gallery, String Game or any Hanky Pank not conflicting. Will book Monkey Show, Fat Girl or any clean, attractive Grind Show. Also want Roll-o-Plane. For Sale—20-horse Metro Derby, Escape Cabinet, Electric Chair, Evans Skillo, Evans Wheel (never used), Double Slum Spindle, Hot Plates for Grab. Want sober, reliable Wheel Man who can get it up and down.

BOX 423, CLEBURNE, TEXAS.

SOUTHLAND GREATEST SHOWS

A NEW LOUISIANA SHOW OPENING APRIL 1 AT LAKE CHARLES, LA.

The Industrial Capital of Louisiana, Plus One of the Largest Air Force Bases

Want clean Shows with own equipment. Will sell "EX" on Popcorn, Custard, Cookhouse or Grab, Novelties, Apples, Cotton Candy. Will book Tilt, Octopus or other Major Rides for season. All people formerly with me get in contact. (Red and Peggy, let me hear from you.) ATTENTION, FAIR COMMITTEES—DUE TO LATE ORGANIZATION, HAVE OPEN DATE IN SEPTEMBER AND OCTOBER.

All Replies **CARL ANSTEAD, Mgr., Ponchatoula, La.**
(Phones: 2356 or 642)

CARNIVAL WANTED

For Week June 27-July 4. Contact

AMERICAN LEGION POST #210, Danville, Illinois

ROYAL MIDWEST SHOWS

Now Booking for 1955 Season, Opening April 23

Stock Concessions of all kinds: Custard, Ball Games, Buckets. No flats or grift. Will sell "X" on one Mitt Camp. Want Wild Animal, Girl Show, Fun House, Glass House Auto, Pony, etc. Johnny Sneed, Tex Owen, Bill Bratt, Christopher Cross, Al Blue, Lou Pease and Frank Hunter, contact.

ROXIE HARRIS, P. O. BOX 142, FINDLAY, OHIO.

<p>STOCK TICKETS</p> <p>1 Roll \$ 1.50 5 Rolls 7.50 10 Rolls 12.25 15 Rolls 18.75 20 Rolls 24.00 30 Rolls 44.00</p> <p>ROLLS 2,000 EACH.</p> <p>Double Coupons Double Prices</p> <p>No C.O.D. Orders. Size: Single Tkt., 1x2</p>	<p style="text-align: center;">We Manufacture TICKETS</p> <p>of every description Wheel tickets carried in stock for immediate shipment.</p> <p style="text-align: center;">THE TOLEDO TICKET CO. Toledo 12, Ohio</p>	<p>SPECIAL PRINTED Cash With Order. Prices</p> <table border="1" style="width: 100%; border-collapse: collapse;"> <tr><td>2,000</td><td>.....</td><td>\$ 6.90</td></tr> <tr><td>4,000</td><td>.....</td><td>7.80</td></tr> <tr><td>6,000</td><td>.....</td><td>8.70</td></tr> <tr><td>8,000</td><td>.....</td><td>9.60</td></tr> <tr><td>10,000</td><td>.....</td><td>10.50</td></tr> <tr><td>30,000</td><td>.....</td><td>15.50</td></tr> <tr><td>100,000</td><td>.....</td><td>33.00</td></tr> <tr><td>500,000</td><td>.....</td><td>133.00</td></tr> <tr><td>1,000,000</td><td>.....</td><td>250.00</td></tr> </table> <p>Roll or Machine Double coupon, double price</p>	2,000	\$ 6.90	4,000	7.80	6,000	8.70	8,000	9.60	10,000	10.50	30,000	15.50	100,000	33.00	500,000	133.00	1,000,000	250.00
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Bingo Seen Source Of NSA Home \$\$

NEW YORK, Feb. 12. — The legalization of bingo in New York State, which is expected to be accomplished before very long, was described at Wednesday's (9) National Showmen's Association meeting as a welcome financial shot in the arm to the club.

If the plans of the club's leaders jell, it will qualify as a benevolent organization and thus be able to run the games in the midtown area. As for the income, it was said that \$1,000 weekly would be the least the NSA could expect from the activity.

Helen Maddox Installed by Tampa Ladies

TAMPA, Feb. 12.—Hazel Maddox was installed as president of the Ladies' Auxiliary of the Greater Tampa Showmen's Association in ceremonies held Sunday night (6) in the clubhouse.

Other officers who took over their duties included Esther Young, Vera Hauck and Olive Sprague, vice-presidents; Grace Fillingham, secretary; Elsie Owens, treasurer, and Ella Stophel, chaplain.

New board members presented were Monica Baress, Ann Beasley, Kitty Burkhardt, Maxine Cyr, Mary Delaney, Ann Dernoga, Evelyn Clain, Mildred Gordon, Helen Julius, Bonnie Norman, Leona Plas, Joy Purvis, Egle Sedlmayr, Laura Sedlmayr, Gertrude Weiss, Mary Wenzik, Pat Hos, Nora Reinhardt, Virginia Shumway, Nella Mae Stokes, Ella Stophel, Sis Campi, Mae Oakes and Minnie Yazvac.

Mrs. C. J. Sedlmayr Sr. presented orchid corsages to Evie Belew, winner in the Miss Outdoor Show Business contest, and Joy Purvis, runner-up in the race. Vona Arger and Helen Julius served as pages with Evelyn Belew as flower girl.

Candles Lit

Representatives of various other clubs in the candle lighting rites were Patty Ann Sciortino, Chicago; Wanetta Strausberg, Kansas City; Nina Groscurth, St. Louis; Estell Rosenthal, Los Angeles; Jane Warren, New York; Fredia Wilson, Dallas; Mae Oakes, Caravans; Myrtle Jeter, Detroit; Ann Tarr, Miami; Gertrude Weiss, Hot Springs, and President Maddox, Tampa.

Virginia McGee, outgoing president, presented gifts to the following: Sis Campi, Mildred Gordon, Peggy Wilson, Helen Julius, Nella Mae Stokes, Ann Dernoga, Nora Reinhardt, Virginia Gallagher, Neva Warbutten, Olive Sprague, Margaret Porter, Vickie San Fratello, Florence Pelak, Grace Lamay, Ann Beasley, Babe Pisara, George Reinhardt, Pat McGee, Zeldia Hersha, Helen Julius, Bonnie Norman, Monica Baress, Maxine Cyr, Mary Wenzik, Esther Young, Leona Plas, Flo Venner, Mary Ruth Tillery, Myrtle Peter, Pat Richards, Marie Caughy, Kittie Burkhardt, Grace Fillingham, Elsie Johnson, Clover Fogle, Evelyn Belew, Evelyn Long, George Ringlin, Evelyn Clain, Mary Delaney, Vera Hauck, Dolly Young, Ella Stophel and Frank Bergen.

Gold cards were awarded Virginia McGee, Ella Stophel, Elsie Owens and Laura Sedlmayr. Eddie Lowe was presented with a \$50 check for his service as custodian.

Following the ceremonies, dancing and entertainment held the spotlight.

Supervising the event were Clover Fogle and Jeri Ringlin, program; Esther Young, entertainment; Evelyn Long, food; Helen Julius, birthday cake; Grace Fillingham and Elsie Johnson, program books; Myrtle Jeter and Mary Cain, door attendants; June Johnson, music; Leona Plas, installing officer, and Bertie Perrot, mistress of ceremonies.

Both the Republicans and Democrats vowed to legalize bingo in the last elections. Governor Harrison wants to give it the go-ahead right away but the GOP-controlled Legislature's plan would require three years to okay the game by Constitutional amendment. Either way, the club feels, the game should be legalized before its clubhouse lease at 317 West 56th Street expires.

Services Held for Sam Lieberwitz, Concession Man

HOLLYWOOD, Fla., Feb. 12.—Nearly 100 show friends attended the funeral Monday (7) of Sam Lieberwitz, retired concession and bingo man, who died unexpectedly Thursday (3) in a doctor's office here. Lieberwitz was 68 and had operated on many shows including Dodson Bros., Sol's Liberty and Curlee Reynolds, and was a member of the Miami Showmen's Association.

The funeral was held at Gordon's Funeral Parlor, and Rabbi Max Shapiro conducted the services. Survivors include his widow, Gussie; three sons, Max, George and David; a daughter, Sylvia Kaplan, and Lieberwitz' father, who is in his 90's. There are also four brothers and one sister, all New York City residents.

ARE YOU BUYING A TRAILER?

—SEE—

ALL MAKES OF MOBILEHOMES

Dealers Representative

CASH — TRADE — TERMS

To My friends and customers who I have served, I am still the sole owner of my name.

T. W. (SLIM) KELLEY

TRAILER BROKERS

WATCH for new connections. I will still be your personal agent and get you the best deal on any make trailer. Call your own shot.

You can see me at the Tampa Fair, near the grandstand.

Permanent Address
P. O. Box 1472, Sarasota, Fla.
Will be located at Eddie's Hut, Box 14, Gibsonton, Fla.
Phone: Tampa 40-8041

ALL TYPES OF WHEELS

Mds. Big Sixes Double Wheels Laydowns Ask for 1954 Catalogue Operated by Joseph Mandel



CARDINAL MFG. CO.
2944 West 28 St., Brooklyn 24, N. Y.
ESplanade 2-7510

T.E.N.T.S

CONCESSION, CIRCUS, CARNIVAL

AMERICAN TENT CORPORATION

America's Largest Builders of Fine Show Tents

201 E. Water St. Norfolk 10, Va.
Representative G. C. Mitchell
BILL SANDERS

WANT ADVANCE AGENT

For Hitler Car Exhibit. Must be experienced and have car.

JACK W. BURKE
c/o Western Union or General Delivery, Feb. 12-16, Pensacola, Fla.; Feb. 17-19, Gulfport, Miss.

SEARCHLIGHTS

Sperry or G.E. Searchlights, brand new, never used, with canvas cover, \$250. Located Albany, N. Y.; Chicago, Ill., or Salt Lake City. Shipment from any of three places. Complete new burner heads and automatic carbon feed control box, in sets, \$75.

J. PILE
2329 Central St. Evanston, Ill.
University 4-5866 or Mulberry 5-3510

AMERICA'S BEST CARNIVAL & CIRCUS SIDE SHOW BANNERS

SNAP WYATT STUDIOS
3517 10th St. Tampa, Fla.

WANTED

Merry-Go-Round, Ferris Wheel and other Rides for the Seventh District Convention of the American Legion to be held week of July 4 to 9 inclusive. Other Concessions, please answer.

R. W. PETTY
Phelps, N. Y.

BURKHART SHOWS WANT

For spring opening, April 4. Hanky Panks of all kinds; for season's work that can stand prosperity. Man for Fun-house, food proposition. Ride Help who drive semis; for Wheel, Merry-Go-Round, Tilt, Octopus and Spitfire. Winter quarters open March 14. All address: **CARL BURKHART, Plano, Ill.**

FOR SALE

Monkey Motor Drome with trailer, \$2,500.00 cash. Can be seen in operation in Orlando, Fla., next week. Also standard Roll-o-Plane with transportation, \$1,500.00 cash. See or contact

LEO LANE
c/o Jas. Strates Shows, Orlando, Fla., Feb. 21-26 or Box 12, Savannah Beach, Ga.

CARNIVAL WANTED

July 17, 1955, Eaton Rapids, Mich., V.F.W. National Home, Request 3 Major and 4 Minor Rides. No Concessions. Write

J. C. BROWN, Chairman
199 Floral Drive Battle Creek, Mich.

MIDWAY CONFAB

Arthur E. Campfield is building canvas for tented theaters in Hyannis and Cohasset, Mass. Campfield has built several of the big tented theaters since the under-canvas presentation of legit and musical hits became popular several years ago.

Gerald Snellens and Jim Bergen, of the World of Mirth Shows, were recent guests of Mae S. Hong at a Chinese brunch in New York's Chinatown. Miss Hong, newly appointed publicist for the James E. Strate Shows, initiated the show representatives in the use of chop sticks.

Al Kaufman, concessionaire with J. P. (Jimmy) Sullivan's Wallace Bros. Shows, and Mrs. Kaufman left their Chicago home Thursday (10) for a three-week vacation and business trip in the East. They were scheduled to visit New York, Washington, D. C., and possibly Tampa. . . . Mr. and Mrs. Charles Lee, of Lee's United Shows, recently left their Michigan winter base for a Florida vacation. Ernie Barger is supervising operations in quarters.

Gerald Snellens, general representative of the World of Mirth Shows, was the subject of an illustrated feature story in the Sunday (6) edition of the Harrisburg (Pa.) Patriot-News. Material for the story was gathered while Snellens was attending the annual meeting of the Pennsylvania Association of Fairs there last month.

Winners in the Michigan Showmen's Association savings bond awards were Josephin Spingate, Joe Crognale and George Filidis. Mrs. Violet Lippa, Mrs. Ann Borker and Margie Mansell picked the winners.

Mr. and Mrs. Bernie Spain traveled the full route of Eastern fair conventions. They called their jaunt a combination business-vacation trip since it was the first time they had made the Northern meetings in a number of years.

Phil Cook Quits Exec Post With Miami Club

MIAMI, Feb. 12.—Phil Cook resigned as executive secretary of the Miami Showmen's Association this week, he informed The Billboard. He asked that the resignation become effective within two or three weeks, or as soon as a replacement could be hired.

Cook said he quit the post he has held since April 1, 1952—when he succeeded H. E. (Colonel) Stahler—because of internal conflict which resulted in criticism of his management by one group. It was recalled that similar situations had cropped up occasionally in the past but had been smoothed over before coming to a head.

While his plans for the future are uncertain, Cook said he would first vacation and then probably return to the concession business with some units of his own. He has a lengthy background in the operational end of the business. His last activity was with the World of Mirth Shows on which he operated a set of diggers for Robert K. Parker.

Extensive Travel

Cook, who was well known in the industry before taking over the Miami post, greatly enlarged his acquaintanceship thru travels on behalf of the showmen's group. He was the most active of club secretaries, traveling thousands of miles each year to spark fund and membership drives on shows.

During his service the Miami club showed the most growth of any showmen's organization. Rented quarters in downtown Mi-

ami were replaced by a magnificent permanent home containing every possible facility and the membership spurted beyond the 2,000 mark.

Freddie Boswell and Turner Scott, Daytona, Beach, Fla., ride operators, spent several days at the Tampa fair.

Jack Norman has signed Jessica Rogers for the feature spot in the "Broadway to Hollywood" revue which will appear with the James E. Strate Shows at the Florida Citrus Exposition, Orlando.

Homer R. Sharar, of the Frank Harrison cookhouse attached to the Don Franklin Shows, will make the San Antonio Stock Show. Sharar has been wintering at Odessa, Tex. . . . Carman DelRio and Lisa Del-Mar recently renewed acquaintances with Barbara LaMay, who is also wintering in Pittsburgh. . . . Joseph Lehr, who has been hospitalized in Philadelphia the past seven weeks, reports that he recently received a letter from Nate Eagle, Sarasota, Fla., stating that he will again be with the World of Mirth Shows with his Hollywood Midget Show. Lehr adds that he would like to hear from friends, especially Bill C. Owens, last year with the Ross Manning Shows. Lehr is in Jefferson Hospital, Philadelphia.

Harvey (Georgia Boy) Drew cards that he is in Mobile, Ala., for the Mardi Gras. . . . From Tampa, Jack (Tex) Hamilton writes: "I have been here since November 6 enjoying the sunshine. Have been working as rewrite and ad taker for the Tropic magazine. Expect to have several shows and my kiddie ride with one of the carnivals playing Illinois this season. My wife, the former Lois (Buddie) Scott of burlesque and night clubs, has fully recovered her eyesight and will have the front on one of my shows."

Wolfe Erases Storm Damage

LANDRUM, S. C., Feb. 12.—Top objective in winter quarters of the Wolfe Amusement Company here is to remove the scars inflicted on the show's equipment by last fall's hurricane.

Merry-Go-Round is being renovated, new inside scenery is being installed and a new set of horses are being added. Additional lighting is being added to the Ferris Wheel, Octopus and Whip. Newest addition to the line-up is a Flying Scooter. And a light plant has been purchased. Tractors are being overhauled locally.

Manager Ben Wolfe recently returned from a round of fair meetings and reported contracts on hand for 10 fairs. Show will start its fair route in August at Greensboro, N. C., and close late in October at Anderson, S. C.

Mr. and Mrs. Corruzo are already in quarters and Curly Rouch is expected any day. John Warren was a visitor. Lou Pease, who is operating a roller rink in Florida, is due in soon to prep his shows for the road. The Jimmy Shipmans are already hard at work getting ready for the season.

Staff for the '55 season, according to Wolfe, includes Ernie Sylvester, general agent; Bob Overstreet, secretary, and Blackie Holt, lot man and electrician.

NATIONAL ORANGE SHOW SAN BERNARDINO, CALIF.

MARCH 17-27 INCLUSIVE

The FIRST BIG ONE OF 1955 • UPTOWN LOCATION
300,000 Attendance • Plenty of Parking Space
NOW BOOKING SHOWS AND CONCESSIONS
CONCESSION SPACE \$15.00 PER FOOT

ROY SHEPHERD CAN USE RIDE MEN AND SEMI DRIVERS
STARTING MARCH 7th

Wire-Write or Phone **CRAFTS 20 BIG SHOWS** 7283 Bellaire Ave., No. Hollywood, Calif.
Phone POPular 5-0909

PENN PREMIER SHOWS

OPENING EARLY IN APRIL, FOR 2 WEEKS IN BALTIMORE, MD.

All factories working day and night. Book now for this big opening date.

CONCESSIONS

Can place exclusively for the season Custard and Floss. Can place Pop Corn and Apples if you have other Concessions. Want Age, Scales, Novelties, Derby Racer, Short Range, Glass Pitch, Long Range, Ball Games and Hanky Panks of all kinds. Good proposition for Jewelry. Can also place Percentage if you have Hanky Panks.

SHOWS

Can place all types of Shows not conflicting. Can offer good proposition for Wildlife, Fun House, Working World, Fat or Midget Show, Charlie Zerm can place good Geek for Snake Show, Ticket Sellers and Grinders for Grind Shows, Jimmie Chevanney can place Acts for newly framed Circus Side Show. Can place Working Acts of all kinds. Remember, we have a long season and payday every week.

RIDES

Can offer real proposition for Roller Coaster, Fly-o-Plane, Round-Up, Flying Scooter or any Ride not conflicting. Can place live Pony Ride. Must be in keeping with other equipment on the Show.

HELP

Can place Ride Men in all departments. All my old ride help answer this ad. Can place Foremen for Tilt, Octopus, Roll-o-Plane, Kiddie Boat Ride and Chairplane. McIntyre, Red, Whitey and others who worked for me, contact immediately. All ride men report to winter quarters April 4. Remember, we are out 33 weeks with a payday every week plus bonus. Prefer semi drivers. This show starts playing fairs week of August 1 and the last fair the first week in November. Address all mail and wires to

LLOYD D. SERFASS, Gen. Manager, Penn Premier Shows

Greater Tampa Showmen's Assn., Tampa, Fla. Those attending the State Fair in Tampa contact me personally at the Club.

BUFF HOTTLE SHOWS

3 UNITS—PLAYING AN OUTSTANDING ROUTE OF 45 CELEBRATIONS WITH
42 RIDES AND 20 SHOWS

#1 AND #2 UNITS OPEN APRIL 9 AND CLOSE NOV. 1—PLAYING 18 FAIRS EACH

#3 UNIT OPENS LABOR DAY AND PLAYS 9 OUTSTANDING FAIRS

WANT HANKY PANK CONCESSIONS OF ALL KINDS, ESPECIALLY LONG AND SHORT RANGE, CUSTARD, PENNY ARCADE, ETC.

WANT BALLY AND GRIND SHOWS THAT DO NOT CONFLICT. RIDE MEN PLAN TO BE IN COVINGTON, LA., APRIL 1.

HAVE 18 TUB CATERPILLAR FOR SALE, OR WILL TRADE FOR FERRIS WHEEL.

Replies to: BUFF HOTTLE or ROMEO DUNN, Box 833, Covington, La.

Buff Hottle will be at the Tampa, Florida, Fairgrounds, Feb. 18 and 19.

THIS IS THE BIG ONE IN '55' JUNE 28 TO JULY 17 INCLUSIVE SOO LOCKS INTERNATIONAL CENTENNIAL EXPOSITION AND MARINE FAIR SAULT STE. MARIE, MICH.

(Right in the Heart of the City)

1,500,000 visitors is a conservative estimate. Distinguished guests: President Eisenhower, General Douglas MacArthur, Governors of Great Lake States. Daily centurams, parades, fireworks, Dominion Days of Canada, tremendous 4th of July, All Nations Week, Canadian Week, Armed Forces Week.

We hold exclusive contract—all booking must be placed thru us. Can place legitimate Concessions, Hanky Panks, Direct Sale, Hi Pitch, Demonstrators, etc. Shows: Hillbilly, Minstrel, Mechanical, Wildlife, Animal, Monkey Circus, Ten-in-One, Fun House, Glass House, Arcade, Rides: Any that does not conflict. Can use Live Ponies, Roll-o-Plane, Coaster. Want to buy Major Rides that load complete on one semi. BEST TERRITORY IN THE NORTH—OPENING MAY 18. FAIRS AND CELEBRATIONS IN LOWER AND UPPER MICHIGAN. (Those booking entire season given exclusive when possible.)

ALL CONTACT:

GREAT NORTHERN SHOWS

(SKERBECK'S AMUSE. CO.) DORCHESTER, WIS.

EUGENE SKERBECK, Mgr.-Co-Owner

Winter Quarters in

ESCANABA, MICH. OPEN APRIL 20.

PAULINE SKERBECK, Co-Owner

W.G. WADE SHOWS

Now Contracting
for the 1955 Season
RIDES—SHOWS
AND CONCESSIONS

G. P. O. Box 1488
Detroit 31, Michigan

SPITFIRE

Planes refinished, gasoline motor, \$1,500.00; Kiddie Whip and 10-car Auto Ride.

JOE FREDERICK
2263 Newton St. Detroit 11, Mich.

WANTED—INDEPENDENT RIDES

For April 8, 9, 10 and 11
Afternoon and Evening

Big regional doings for the Freeport, Ill., area kids by the Lions' Clubs. Easter Funland at County Fairgrounds. Indoors. Smaller Rides preferred. Give area and height. Booking by March 15. Address:

LIONS KIDDIES FUNLAND

P. O. BOX 607

FREEPORT, ILL.

GLADES AMUSEMENT CO.

Want for the Martin County Fair, Stuart, Fla., Feb. 21-26; Highland County Fair, Sebring, Fla., Feb. 28-March 5, and the Volusia County Fair, De Land, Fla., March 7-12.

Any Major Rides not conflicting. SHOWS: Sideshow, Snake, Fun or Glass House. Harvey Wilson, call me. CONCESSIONS: Glass Pitch, Balloon Darts, Ball Games, Long and Short Range, 6-Cats, Buckets, Pond or any others that work for stock.

JERRY SADDLEMIRE, Mgr.

Ft. Myers, Fla., this week. Call La Belle, Fla., Orange 5-2131.

GIVE TO THE DAMON RUNYON CANCER FUND

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

Canadian Showmen's Association

P.O. Box 16, Station T, Montreal

MONTREAL, Feb. 12.—At the recent annual meeting, the following were elected to the executive committee: H. E. Dubois, president; A. L. Lean, vice-president; D. A. Chevalier, recording secretary; H. Freedman, secretary; R. Genest, secretary-treasurer, and M. Cohen, Alex Zaien, Paul Morin and Alex Rouillard, directors.

The membership committee reports the following new members: P. Shaar, M. Meunier, J. Brown, R. Seguin, A. Gregoire, L. Girard, T. Leahy, H. Bennett, K. Zaien, E. Chaput, J. Burston, G. Borduas, P. Boivin, R. Forest, L. Fernandez, D. Lessard, C. Erlindson, R. Tremblay, E. Murray, L. Cline, I. Turcotte, J. Lakeland, H. Bromburg, J. Gallipoli, M. Singerman, F. G. Shiffield, S. Sadugurky, I. Faith, L. Black, F. Kurin, B. Mullins.

D. Berman, J. C. Harris, J. Chaput, F. Satola, W. Link, J. Wilson, M. Morin, P. Chapdelaine, N. Cohen, P. Morin, A. Zaien, R. Lin-teau, F. Rome, F. Ditullio, M. Gendron, R. Osburn, R. Voyer, J. Bernier, Eddie Church, S. Lerner, C. Roy, H. Dubrosky, Manuel Cohen, E. N. Roberts, P. Marco, S. Boltman, P. Vignault, T. Zarbatany, A. Richmond, L. R. Carlin, I. Bennett, Al Krantz, L. Coleman, J. Book, J. Hall, S. Gay, J. Beauchamp, Al Allison, D. Rosenberg, S. Schwartz, J. L. Vezina, J. Wolch, I. Berg, H. Frye, J. Singer, L. Lean, W. Darbyson, R. Morgan, P. Assal, J. Sobol, P. Roussel, J. Taub, J. Cairo, H. Scheymer, I. Monet, E. Nadeau, H. C. Jones.

E. Brouillett, legal counsel, presided at the election, with M. Guinard, auditor, acting as secretary.

A party was given by the house committee after the meeting. Buffet lunch and drinks were enjoyed by the members.

Mrs. John Kravitz
joins with the firm of
Kravitz and Rothbard
in expressing their grateful appreciation for all messages of sympathy and good-will received from their many friends on the occasion of the death of Mr. John Kravitz

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I want to place a beautifully framed Live Parakeet Concession for the coming season (we raise our own birds, all are registered closed leg banded, veterinarian inspected and approved). We used this concession last year for the first time, being booked at local fairs within a 100-mile radius. We have never been with a show. This unit is strictly honest and works for stock only. It is a credit to any midway. We want to book with a top show or park only. Our references are E. Liverpool Chamber of Commerce, E. Liverpool Police Dept. and Dun & Bradstreet. Owner operated with sufficient help.

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CLUB ACTIVITIES

Caravans, Inc.

P. O. Box 1902, Chicago

CHICAGO, Feb. 12.—Meeting was called to order by President Eva LeRoy. Other officers present included Marianna Pope, Stella Maturato and Agnes Barnes, vice-presidents; Pauline Grey, treasurer, and Wanda Derpa, secretary. Invocation was delivered by Jeanette Wall.

President LeRoy welcomed a number of members who had been away, including Marie Dornfield, Gladys Pivor, Anna Schmidt and Estelle Swaider.

Annual spring social will be held April 23 with Molly Raymond and Pearl McGlynn in charge. Marianna Pope and Molly Raymond will conduct the summer activities on books with luggage as the prize. Wanda Derpa and Claire Sopenar will take over the program book.

Irene Coffey, chaplain, is gravely ill in Ward 30 of Chicago's Cook County Hospital. Mae Sopenar is vacationing in Florida.

Committees for the year include: Finance—Jeanette Wall, Edith Streibich, Veronica Potenza and Claire Sopenar. Ways and Means—Pearl McGlynn, Molly Raymond, Violette Affrunti, Betty Broderick, Ann Doolan, Eva Shine, Anne Sleyster and Helen Wettour. House—Isabell Brantman, Clara Peterson, Eva Clark, Nora Heglund, Friedo Rosen and Anna Schmidt. Press—Lillian Lawrence, Wanda Derpa and Betty Shea. Welfare—Mae Taylor, Josephine Glickman and Mary Martin. Entertainment—Veronica Potenza, Marianna Pope, Martha Marts and Mary Strutske.

Membership—Josephine Haywood, Jeanette Hart, Billie Billiken, Pauline Grey, Joan Sullivan and Ann Young. Forget-Me-Not—Veronica Potenza, Lucille Hirsch, Pearl McGlynn, Mae Taylor and Jeanette Wall. Birthday Cards—Helen Hoffmeyer. Mascot—Mae Muscarello. Sentinels—June Milceznay and Ann Graebert. Club Mother—Minnie Simmonds. Hostesses—Rose Jarboe, Frances Berger and Agnes Banti.

Arizona Showmen's Association

216 West Washington, Phoenix

PHOENIX, Feb. 12.—President Millard Freeman called the Monday (7) meeting to order with 46 members present. At a board of director's meeting, held prior to the regular meeting, it was decided to buy 24 more graves for the cemetery plot and to take an option on an additional 24.

The following committee chairmen were announced: Millard Freeman, board of directors; P. W. Siebrand, finance; Don Hanna, cemetery; Marguerite Stone, sick and relief; Hiko Siebrand, building; H. E. Speyers, house; Loel Sackson, entertainment; Lucille Zarlengo, ways and means; W. R. Siebrand, membership, and Harry L. Gordon, publicity. Dallas MacArthur was named sergeant at arms.

Frank and Rose Merrow were back after visiting friends in Los Angeles. Joe Steinberg spent a day here, flying in from Los Angeles on business. Letter from William R. Fulmer at Laguna Beach, Calif., reporting he's well on the mend following surgery.

Lucille Zarlengo, chairman of ways and means, discussed fund-raising plans with more planning to be done at the next meeting.

Chef H. E. Speyers served a buffet luncheon. Ross Troutman took the pot of gold.

Miami Showmen's Association

1799 N. W. 28th Street, Miami

MIAMI, Feb. 12.—Sympathy was extended to the family of Sam Lieberwitz, who passed away February 3 in a doctor's office in Hollywood, Fla., from a heart attack. Michael Roman, chairman of the picnic committee, announced that

Pit No. 4 had been allotted to the club at Crandon Park for the Annual Basket Picnic to be held February 27. As usual, coffee and soft drinks will be served free of charge to all the visitors, and those who arrive from out of town without food will be cared for at some of the tables. A capacity crowd of 3,000 or more members and friends is expected at the picnic this year.

The unveiling of the bronze plaque will be held Saturday afternoon, February 26, in the clubhouse.

The week of February 20-27 has been declared Open House Week and all visiting showmen and friends will be welcomed to the clubhouse and shown around the building.

Harry Katz, chairman of the fight committee, announced that Chris Dundee, promoter of the Miami Beach Auditorium, will have a very good card for the benefit fight to be held on Tuesday, March 1.

The ways and means committee announced that a jamboree would be held on the fairgrounds at Davie, Fla., during the rodeo and fair. Sydney Siskind, the general manager, announced that he hopes to raise at least \$1,000 for the club. Another jamboree will be held at the Broward County Fair in Fort Lauderdale. Many members will journey to Orlando and help stage the jamboree at the Orlando Fair on the James E. Strates Shows for the benefit of the club.

The following are on the sick list: John E. Blair, St. Louis, Mich.; Bob Conner, Battley State Hospital, Rome, Ga.; John DeVaney, Florida State TB Hospital, Lantana, Fla.; Eddie Edwards, 102 S. W. 16th Avenue, Miami; Robert Hazzard, U. S. Veterans Hospital, West Haven, Conn.; Al (Whitey) Herzon, Ward 8, West, Veterans Hospital, 408 First Avenue, New York; Steve Homan, Lantana Hospital; Jack Jacobson (Hospital at Tampa); George McLean, McDill Air Force Base Hospital, Tampa; Otto (Mack) Magendand, Lantana TB Hospital; Carl E. Manthey Jr., 127 Hart Street, New Britain, Conn.; Stanley Plas, Municipal Trailer Court, Tampa; Pete Richardson, 2027 West Grace Street, Richmond, Va.; Frank Starr, Veterans Hospital, Coral Gables, Fla.; M. H. Suber, Ward B-1, Veterans Hospital, Montgomery 10, Ala.; Joe Vernick, Veterans Hospital, Rutland, Heights, Mass.; Sam Weiner, The Dorn Hotel, Miami, and Ed Yeasted, Veterans Hospital, Coral Gables, Fla.

The following members were recent visitors to the club: Arthur Brown, Morris Brown, Mike Ruff, Happy Kirwin, Anthony Balestrini, Harry Newfield, Harry Modele, Tommy Carson, James Stable, Dutch Ross, George F. Lewis, Sol Geffen, John Lash, William Hornfeld, Stretch Rice, Ed Horwitz, Lou Kramer, Ben Glasberg, Sonny Broeffle, George Lewis, Newell Taylor, Sammy Borden, Tubber Heiman, John Canole, Irving Merson, R. C. McCarter, Bill Jones, Irving Biscoe, Lou Weinstein, Dave Fineman, Al Lytton, Morris Friedenheim, Max Jack Levine, and Joe the Grinder.

The meeting of February 7 attracted close to 200 members with Ross Manning, the second vice-president, presiding. The president, Samuel E. Prell, is away on a business trip and will return for the next meeting.

The new copies of the Constitution and Bylaws have just arrived from the printers and all members who are desirous of receiving a copy can get one free of charge by writing to the secretary.

Ladies' Auxiliary

President Ada Cowan conducted the February 9 meeting which saw 90 members and six officers present. Chaplain Elsa Bryant gave the invocation, followed by the salute to the flag. President Cowan welcomed Irma Maxwell to her first meeting, and Mae Sophner and Isabel Grantman, visitors from Chicago.

Peggy Hirsh's cake brought in

\$25 and was won by Peggy Bisco. Dixie Malango won the dark horse, a plant. It was reported that Helen Starkland and Estele Ginsberg are on the sick list.

Lillian Riley suggested that an organ, such as the old-time organ grinders used, be brought in for the February 22 social. Ann Whitehead, chairlady of the house committee, reported that the clubrooms will be equipped with fluorescent lighting.

Greater Ohio Showmen's Association

36 West Gay Street, Columbus

COLUMBUS, O., Feb. 12.—Members of the board of trustees braved near zero weather to attend their third meeting of the year. On hand were John T. Mere, president; N. H. Cohen, secretary-treasurer, and Mrs. Nellie DeBelle, F. C. Cook, Robert Keener, M. L. (Whitey) Alberts and Joe Lewis.

Lewis was named chairman of the board of trustees and Mrs. Cook was appointed publicity agent. Plans were made for the club's anniversary dinner and M. L. (Whitey) Alberts was named chairman of the committee.

Hot Springs Showmen's Association

710 Whittington Ave.

HOT SPRINGS, Feb. 12.—The Thursday (10) meeting was called to order by First Vice-President Lee Moss. Walter Ebel delivered the invocation.

Reports on the tacky party held February 5 termed it a huge success with 175 persons attending. Virginia Gambe was the top winner. Others were Pearl Weydt and Marion Shuford.

Dutch Wilson reports recovery following his recent operation. The club was well represented at this week's meeting of Arkansas' fair managers at Little Rock.

Dave Pickard is a new member. Alice Hennies won \$250 building prize and donated it to the club. A buffet supper was served by Daisey Fritts.

Clubroom callers included Richard M. Ryan, Charlie Weaver, Phil Jamison, L. C. Ray, Guy Smuck, Wayne Mayberry, Jack Ogle and Doyle O'Kelly.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Feb. 12.—President Ned Torti called the Thursday (10) meeting to order with a good attendance despite the cold weather. Harry Duncan delivered the invocation and led the body in a minute of silence for Rudolf (Fat Norton) Nathanson, who passed away in Fort Pierce, Fla.

Merrit T. MacFarland is a new member. Henry S. Polk reported on several committees. Chick Schloss presented entertainment in the form of Chuck Wilson and Jack Earl.

Welfare committee reported the sick list included Lou Keller, Frank Knight, Louis Drillick, Charles Watson, Jack Jacobson, Joe Shapiro, Charles C. Wilson, C. C. (Specks) Groscurth and Russell Johnson. Hugo Mallman is reportedly in a Venice, Fla., hospital being treated for injuries suffered in an auto crash.

Elmer Byrnes announced house committee's plan for a corned beef and cabbage dinner on St. Patrick's Day. William G. (Bill) Hood was initiated.

Bylaws are completed and in the hands of the printer. Cemetery committee planning a bronze plaque to be placed on the large marker in the plot.

Clubroom callers included Sam L. Ward, Chuck Magid, Humpy Weeks, Petey Pivor, Dave Goldfen, Oliver Barnes, Jess Jordan, William Meyers, Cecil Meyers, Bennie Mallwin, William A. Hetlich, John Lempart, Walter F. Driver, Harry Duncan, George W. Johnson, Trader Horn, Henry Polk, Chick Schloss,

Chick Bohdan, Lawrence Maturato, Bill Hood, Dave Picard and Bert Cima.

Ladies' Auxiliary

Viola Parker handled the doings at the Thursday (3) meeting. With her at the table were Mrs. Carmelita Horan, first vice-president; Evelyn Hock, treasurer, and Mrs. Robert Miller, secretary. Chaplain Margaret Filograsso delivered the invocation.

Correspondence was read from Anna Jane Bunting, who is convalescing in Ramsey, Ill., and from Katie Little Eutah. Mae Smith was reported seriously ill. Lee Cluskin, relief chairman, reported Billie Wasserman, Mrs. Milo Anthony and Frances Keller were also on the sick list.

Lillian Woods plans to visit her sister, Nan Rankine, in Miami, where Phoebe and Lynn Carsky and Minnie Simmonds are already vacationing.

Next social of the season is scheduled for February 10 with Elsie Miller as hostess. Event will be held in the Hotel Sherman.

National Showmen's Association

317 West 56th St., New York

NEW YORK, Feb. 12.—The eligibility committee has approved the membership applications of Leo Berstell, Alfred Drexler, Tony Vernier, Steven M. Cicala, Harry Cooke, Benjamin Schneider, Irving Sherman, Howard (Clark) Percira, Eugene Jennings and Abraham Schussel has sponsored Harry Schmerelson for membership.

Mack Kassov has returned from his Hot Springs trip, where he and wife Bunny were for four weeks. Heading south are Max and Jane Tubi., stopping first at Tampa, and Vince Anderson and his wife are heading for Miami.

Happy birthdays to Irving Berk, Tom Coffey and John McCormick, February 11; Howard (Clark) Pereira, Samuel Prell, David Solomon and Lincoln Trueman, 12; James C. Brown, David C. Edwards and J. N. Zachry, 13, and Rocco Fanelli, 15.

Recent visitors were Third-Vice-President Bennie Weiss; Sam Prell, president of the Miami Showmen's Association; Arthur Rothbard of Baltimore, Abe Fabricant, Barney Pear, Irving (Steve) Yerkes, Irving Sherman, Saul Shaw, Harry Joffe, Martin Byrnes, Walter Fried, Jack F. Martin, Tom Coffey, Isidore Trebish, Al Howard, Al McKee, Dave Brown, Sam Peterson, Harry Levin, Charles Davenport, Larry Newmann, Sam Walker, George Hoar, Sam Weisser, Harry Horner, Frank Capell, D. D. Simmons and many others.

Recuperating at home after

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being discharged from the hospital are Al Crane and Steve Libitz. Still on the sick list are Harry Kaufman, New York Hospital, 68th Street and First Avenue; Joe Basile, Columbus Hospital, Newark, N. Y.; Edward Kirshman, Veterans Hospital, Fort Hamilton, Brooklyn.

Ladies' Auxiliary

A January 26 meeting found many members on vacation. The George A. Hamids are in Florida for a month, as is Jean Harris. She'll visit Ray Gruberg and Cele Forman. Flora Elk and Midge Cohen to New Orleans, Las Vegas and California for six weeks. Ann and Sambo Peterson are leaving with the Andersons for five weeks in Miami.

Margaret Lux, who visited her ailing mother in Canada, has returned and is reported ill herself. Ann Halpin's mother also reported ill, and Lillian Elkins and Elinore Renauldi are on the sick list.

The first board meeting with the newly elected officers and members was held February 1.

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, Feb. 12.—The regular meeting was called to order Friday (5) by President Charlotte Porter. Other attending officers included Vice-Presidents W. H. Meyer and E. S. Fitzgerald, Corresponding Secretary Albert Roche, Treasurer Oscar Mattley and Recording Secretary Bonnie Townsend.

Three new applicants were admitted to membership: Ray W. Hitchings, Walter D. Griffith and Kenneth R. Collins. May Griffith was reported home after several days' hospitalization in St. Joseph's Hospital here.

Marjorie Lattiker was named chairman of the ladies' bazaar, and Leona Stevens as co-chairman. Members pledged a large number of prizes for the Hi-Jinks celebration, planned for March.

Pacific Coast Showmen's Association

1235 South Hope Street

LOS ANGELES, Feb. 12.—Regular meeting was held here Monday (7), presided over by President Frank Warren, and officers Eddie Harris, Harry Phillips and Al Flint. Mike Doolan reported on the Queen contest and Grandfather Frolics to be held at the National Orange Show on March 22. Past president Bill Hobday was presented with a gold membership card, while Nathanson and Ellison were given a standing vote of thanks for their work. Membership applications were received from J. C. Houtenbrink and his son. The drawing was won by Eddie Tait.

Winter Quarters

Virginia Greater

SUFFOLK, Va., Feb. 12.—New canvas will be delivered soon by American Tent Supply Company of Norfolk, manager Rocco Masucci says, to replace those ruined by last season's Carolina storms. Work will start in full swing tomorrow, with several of the ride crew already reporting in.

There will be much rebuilding and all the wagon fronts, shows, rides and other equipment will be repainted from back end to front.

Uptown hangout for the show-folks in Suffolk is the Crystal Cafe where much jackpotting goes on. Mike and Ike Matina of the midget troupe have been working at the Suffolk Busy Bee Cafe and Hotel, waiting on tables since the show closed last fall. Hoover D. Byrum, the Octopus foreman, has been driving for a local trucking firm. Quarters are on the old Four-County fairgrounds.

LETHBRIDGE, Alta., Feb. 12.—Charles Parry, manager of the Lethbridge and District Exhibition, has been named one of the co-chairmen of the policy committee to handle local plans for Alberta's Golden Jubilee observance. Part of the jubilee celebration will center around the exhibition in the last week of June when old-timers will be honored.

Dallas Fems Pay Tribute To Deceased

DALLAS, Feb. 12.—The Lone Star Showmen's Club of Texas paid tribute to its deceased members here Thursday (3) at its annual memorial services. The rites were again held in the Texas Room of the Baker Hotel.

Following an organ prelude by Mrs. L. L. Ponton, the Dudley M. Hughes Quartet sang and Jule Conner delivered the invocation. The Rev. Lemar Hocker delivered the address of the day and the quartet sang another number.

T. R. Hickman and June Reynolds handled the candle services and Jule Conner read a poem. Rev. Hocker delivered the benediction and Mrs. Ponton played an organ postlude.

Members who died in 1954 included Ada Bishop, George Reno, Charlie Hutchinson, Arley R. Jackson, Al Wagner, Ray Marsh Brydon, Harley Sadler and Pat Kelley.

Conklins Look For Okay Year

HAMILTON, Ont., Feb. 12.—Prospects for midway business this year should equal '54 in most respects, according to Frank Conklin, who with his brother, J. W. (Patty), operates the Canadian midway operation bearing their name.

In outlining operations, Conklin reported they will operate 9 major rides, 11 kiddie rides and 2 Fun-houses at Belmont Park, Montreal; 2 major and 13 kid rides at Crystal Beach, Buffalo, and 9 major and a like number of kid devices at Sunnyside Amusement Park in Toronto. New to the latter park will be a Turnpike Ride, Kiddie Coaster and a four-abreast Merry-Go-Round.

In addition to the permanent rides at the Canadian National Exhibition, the Conklins will bring in 20 major and approximately 24 kid rides. Most of these will also be moved to the London, Ont., fair. A unit of 12 major and 10 kid rides are planned for fairs at Peterborough, Leamington, Belleville, Three Rivers, Sherbrooke, Quebec, Renfrew, Lindsay and Kitchener.

At the Peterborough, Leamington and Belleville fairs, the midway will be operated on an independent basis, Conklin said.

Drew Adds Fairs, Celes

SWAINSBORO, Ga., Feb. 12.—James H. Drew Jr., owner-manager of the shows bearing his name, this week announced more dates for his '55 route.

Show will play Georgia fairs at Swainsboro, Barnesville, Dublin and Nashville. Other fairs signed are at Covington, Ind.; London, Ky.; Pennington Gap, Va.; Murphy, N. C., and McCormick, S. C. Other dates are the Buckhannon, W. Va., Strawberry Festival, Weston, W. Va.; Chamber of Commerce Festival, Weston and Richwood, W. Va.; firemen's celebrations, Point Pleasant, W. Va., July 4 celebration, Columbus, O., Whitehall Business Men's Fete, and the South Bend, Ind., summer celebration.

James Bell Firm Back to Bazaars

NEW YORK, Feb. 12.—The James Bell organization is going back into the bazaar field in Northern New Jersey after having been inactive for several years during which it has built up a large mail order supply house, it is reported.

It was added that Joe Beck, head of the firm, has placed orders for canvas. The organization has considerable concession equipment as well as rolling stock.

'BINGORINO' Scientific Keys Unit for Resort Spots

NEW YORK, Feb. 12.—A new roll-down game to either replace or supplement Pokerino is being marketed by Scientific Machine Company. Max Levine of Scientific described the game, Bingorino, as being five years old, and a development of Henry Grauf of Seaside Heights, N. J.

Grauff has had units in operation at his large Arcade and recently arranged for Scientific to produce and market them. He was one of the early Skee-Ball pioneers.

Levine said Bingorino occupies roughly the same floor space as Pokerino and has a similar shape. Six balls for a dime are released, and the player rolls them down toward three exposed Bingo layouts. There are several scoring combinations.

Thought behind the game is that Pokerino, after some 20 years of operation, can use a replacement or companion game in some areas where it may have worn thin after so much exposure to the public. Orders are being filled for batteries of the game, which are described as best suited for high traffic locations such as amusement parks and boardwalk spots.

Scientific is also pushing Aquaduck, a console-type game which features a water jet gun that the patron aims to shoot plastic ducks out of a pond and onto an island. A coin buys one minute's playing time. The machine takes floor space of two feet by four feet and is described as an adjunct to kiddie-lands, miniature golf courses and Arcades.

MSA See Big Picnic Crowd

MIAMI, Feb. 12.—The annual basket picnic of the Miami Showmen's Association will be held February 26, last Saturday of this month. Michael Roman, committee chairman, says Pit No. 4 at Crandon Park has been assigned to the club for this purpose.

The heavily attended gathering should draw more than 2,000 fun-makers this time, it has been estimated, and those who arrive from out of town without food will be cared for at some of the tables. As usual, coffee and soft drinks will be served without charge to all.

Experts Pick 'Echo' Hues

WASHINGTON, Feb. 12.—Glen Echo Park near here has contracted with the Devoe & Reynolds Paint Company, Inc., for a master plan of interior and exterior decoration. It calls for painting the Kiddie Roller Coaster a "shocking pink." Lamp posts will be primrose yellow with blue bases. Picnic tables are to be blue with multi-colored benches. Shades of blue, red and yellow make up the over-all color scheme.

Set Thompson For Smethport

SMETHPORT, Pa., Feb. 12.—Thompson Bros. Rides are set for the McKean County Fair, September 5-10. Contracting for the fair was done by Russell J. Weston, president, and Jeffrey B. Beere, manager.

Officials announced that the plant is undergoing its first major overhaul in some 13 years. Attendance at last year's revival was reported at 60,000.

The Joie Chitwood Hell Drivers have been contracted for a Thursday appearance.

Wilson Heads New Officers At Fredericton

FREDERICTON, N. B., Feb. 12.—W. Hedley Wilson had been elected president of the Fredericton Exhibition, Ltd., to succeed W. W. O. Fenety who served two years. Also chosen at the recent annual meeting of the board of directors was Harold Limerick to succeed D. Malcolm Neill as vice-president.

Treasurer C. D. Holder and the Ex's secretary-manager, W. R. Crewdson, were re-elected.

Dr. J. T. Akins, a new director, was named chairman of the racing committee, and the chairmen of other committees are as follows: finance, F. S. Mindie; lights, J. A. Cain; amusements, Harold Limerick; police, Ray T. Forbes; tickets and gates, S. T. Belyea; publicity and printing, W. T. Walker; industrial, John Jensen; grounds and buildings, H. A. Smith, and prize list, A. D. Neill.

Spokane Names Meenach Mgr.

SPOKANE, Feb. 12.—Spokane Interstate Fair directors have named Charles T. Meenach fair manager to succeed Herbert P. Welch, resigned.

Meenach has been State 4-H Club extension agent at Washington State College, Pullman, since 1942. He has been secretary of the Washington Fairs Association and has been a member of the Washington State Commission since its organization in 1951. He has managed the State 4-H Fair at Yakima annually since joining the WSC extension staff.

The board is considering an offer from Thomas (Hat) Freeman and Tex Hager, Spokane wrestling and fight promoters, to rent the fairgrounds track for stock car racing this year.

Little Rock Seeks 200G to Cool Coliseum

LITTLE ROCK, Feb. 12.—The Arkansas Livestock Show this week asked the Legislature for a \$200,000 grant to air-condition its Coliseum. The request was made in a bill introduced by Sen. J. E. (Pat) Garner. Included in the bill was some money requests for district and county fairs.

HUGHES REPORTS

New Monorail Speed Ride Is Train-Coaster

NEW YORK, Feb. 12.—The first of three new monorail train rides is expected to be in operation in Switzerland this April, importer Mickey Hughes said on his return from Europe this week. The other two monorails will be installed in Germany, where they are being built.

Hughes said the units feature streamlined, open cars which perch on a single rail and which are designed to resemble the super-speed trains which the Germans have been experimenting with. The ride's cars each seat six people in two-abreast style, and are not linked. A car leaves the platform every 10 seconds on a one-minute ride, it is said.

Since the monorail features curves and dips it embodies the sensations of a Roller Coaster, Hughes reported. The layout is 35 feet high, 175 feet long and 65 feet broad and uses some 700 feet of track, giving a twice-around, high-speed ride.

Hughes will try to obtain a monorail before the end of the coming season to show at the new Steeplechase Amusement Pier at Savin Rock Park, West Haven, Conn. If there is a delay in delivery he will try to get the unit in time for the Canadian National Exhibition.

One of Hughes' imports, a 33-foot flat kiddie ride with circular platform and varied ride bodies for kiddies, was received Monday (7) at Venice Amusements, Seaside Heights, N. J., where John Christopher is manager. A Junior Hot Rod ride is expected from Germany in March.

Slated for Palisades (N. J.) Amusement Park next month are another of the Junior Hot Rod units which run on the activated rail principle, and a 23-foot flat ride. In April arrival is expected of the portable large Hot Rods with track. This will be a two-truck unit with 12 cars and a layout of 55 feet by 135 feet.

Leighton Inks Wagner Unit

LEIGHTON, Pa., Feb. 12.—Buddy Wagner's Stunt Capades and Tournament of Thrills unit is scheduled for two performances at the Leighton Fair on Labor Day and also on the closing Saturday.

DAVIE, FLA., RODEO

Friday, Saturday, Sunday, February 18-19-20

WILL BOOK ANY CONCESSION, STOCK ONLY—GET WELL THIS SPOT

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CONCESSIONS No rackets—Hanky Panks, Photos, Jewelry, Cookhouse, etc. Geo. Mitchell, wire.	SHOW PEOPLE 90-ft. Girl Show Front, Need Girls and Front Men. Athletic Show open. We have fronts, tops.	RISE HELP For Tilt-a-Whirl, Kiddie Rides, Jenny, Spitfire. Bill Pratt is with us.
Write or wire now—we open May 9. Star-studded route of Fairs and Celebrations.		
GOLDEN WEST SHOWS		
ROUTE 1 ROSEMONT, MINN.		

SUNSET AMUSEMENT COMPANY

CAN PLACE HELP ON DODGEM, OCTOPUS AND ROCK-O-PLANE

Foremen and Second Men who stay sober, live on the lot and can drive a semi. Can also place Second Men on other Rides with same qualifications. Man for Front Gate, Towers and other Useful People. Open Excelsior Springs, Mo., April 28.

Address: P. O. BOX 25, CORAL GABLES, FLORIDA.

Sensational Seller!

MAKE BIG MONEY
SELLING OUR NEW

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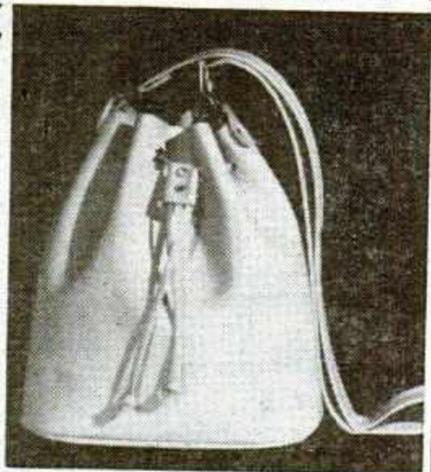
Shoulder Strap
Handbag

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, Soutene Creme, Panama Beige and Goldendale Tan. Elegant Styling, Popular Priced, Luxuriously Soft, Newest Colors.



Sensationally Priced at **75¢** Each in Gross Lots
\$108.00 Per Gross, F.O.B. New York

SEND \$12.00 FOR
SAMPLE DOZEN PREPAID
AND BE CONVINCED

IMPERIAL MERCHANDISE COMPANY
893 Broadway, New York 3, N. Y.

MERCHANDISE 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.

Save from \$1 to \$15 on parking fines. That's what Consolidated Enterprises Company, Chicago, say about its new meter detective. This pocket-size device with clock-like dial on the side indicates expiration of parking time, and handy coin-holder on the other side which is capable of holding eight nickels or eight dimes or eight pennies. Comes complete with chain and also room enough for imprinting. Meter detective is ideal as give-aways in parking meter areas, souvenirs for grand openings, premiums, prizes, etc.

Imperial Merchandise Company, New York, reports excellent initial reaction to its new Capri shoulder strap handbag. The attractive draw-string bag is 10 inches high and 8 inches wide and is available in bright spring colors. Similar in design and quality to purses being sold for more than \$10, the Capri may be profitably sold for \$1.98 retail. According to Imperial, the item is ideally suited for premium, concession and auction trade.

Steinberg-Baum Company, one of Chicago's leading wholesalers of general merchandise, is set up in its new building on the city's northwest side. Big showrooms make it easy for customers to select merchandise. Employees of Steinberg-Baum work around the clock in order to process and ship all orders in less than 24 hours. Their long-time experience in the wholesale merchandise field makes them

familiar with the operations of wagon jobbers, pitchmen, concessionaires, carnival men, auctioneers, distributors, demonstrators, streetmen, specialty salesmen and novelty workers. Catalogs will be sent on request, showing and listing all name-brand items. The following are a partial list of over a thousand that Steinberg-Baum has on hand: Clocks, aluminum-ware, bags and luggage, billfolds, binoculars, blankets, cameras, children's games and toys, chinaware, costume jewelry, cutlery, dinner sets, electrical appliances, fountain pens, glassware, kitchen utensils, lamps, novelties, phonographs, radios, tool sets, umbrellas, watches, furniture and hardware. All merchandise has been tested and proven to be fast-moving items. Plenty of free parking and loading facilities are available. Watch for the Steinberg-Baum ads showing what's new and what will make money.

American Manufacturing Company, Cranston, R. I., is introducing a new addition to its Fashion line, a sturdy gold-plated miniature phone and address index covered with simulated leather. Attached to this unit is a high-quality, thin-barrel, gold-plated mechanical pencil. Write for quantity prices on this item which retails for \$1.50.

Airflam, the windproof cigarette lighter that ignites itself from the air, is the most unusual lighter to ever intrigue the smokers. This lighter uses no flint, wick, gas, battery or moving parts. Simply remove the cap, wave the hand and Airflam instantly lights in a blue flame that burns without smoke, odor or taste. Operating on the principle of catalytic action, the removal of the lighter cap causes the platinum and silver filament catalyst to unite oxygen from the air with vapors from Airflam's special fluid which produces a flame that cannot be extinguished except by replacing cap. The product is two inches long, weighs less than an ounce and is finished in black and gold. Made in the American zone in West Germany, this lighter is imported by Murphy Reier, Inc., Chicago, and is priced to retail for \$3.95.

Sensational Demonstration Item!

She WALKS!

She stops traffic!
She's terrific!



Suzette

The Doll With Amazing

ACTION APPEAL!

Everybody—from toddlers to grownups—gets a chuckle out of watching Suzette run about! Just lift the plastic hair ribbon, release and away she goes! No winding, no mechanism. Plenty of eye-appeal, too! Hand-painted features—real fabric hoop skirt. Made of high impact styrene, about 4" tall. 1 doz. asstd. colors in attractive display carton.

Made in America

\$3 per doz. \$31.20 per gross
25% with order, bal. C.O.D.
F.O.B. Chicago.
Sample—2 for \$1—postpaid

Ask Your Jobber or Write Direct
Sidney A. Tarrson Co.
714 N. Franklin Chicago 10, Ill.

Two For The Money

Write for Catalog of other Bargains!

Handsomely Boxed Smartly Styled

6-Piece WATCH SET
Swiss Watch with sweep second-hand and expansion band... Smart cuff links... matching Tie Clasp... Money Clip and Key Holder! Send \$7.90 for sample set. Same as above with rebuilt Elgin or Waltham Watch, \$8.90.

\$6.90 SET

Gold Plated! Beautifully Boxed!

Costume Jewelry Sets

12 Gorgeous styles with hand-set sparkling stones. Assorted colors and black cameo. Send \$1.00 for sample.

\$9.60 DOZ.

Cel-Max, Inc. 20% with order, balance C.O.D. 582 So. Main St., Memphis, Tenn.

ROBERTS' Portable Floor Model BINGO BLOWER

Priced low enough so that even the smallest Bingo party can afford one... Will blow any weight ping-pong balls... cool running motor... last ball will come out as fast as the first one... the only Blower on the market with a collapsible desk for the announcer's microphone and game records... the masterboard is tilted for the caller's comfort... Blower is free from all vibrations... all metal. Dimensions: 35" high, 29" wide, 11" deep... Weight: 42 lbs. One-year unconditional guarantee...

JOHN A. ROBERTS CO. INC.
HU 5-5110 - 5111 - 5112 - 2270
817 BROADWAY, NEWARK 4, N. J.

Send for Free Brochure

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.

Gellman Brothers

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, Hosiery, Plaster Sium, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today
IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP.
1111 South 12th. St. Louis 4, Mo.

DIRECT from MFR.

12" GIANT 12"

\$36.00 Per Gr.
\$4.50 Sample Dozen Style 2-L-2. Refills 13¢ Each.

Retractable Ball Pen. Terrific novelty—sell on sight. 4" Refills Assorted colors.

ROYAL Retractable BALL PEN

New Low PRICE!
• Press button to write.
• Press clip to retract.
In attractive colors. FREE display cards and guarantee slip upon request. Quantity Discounts.

MODERN PEN MFG. CO., INC.
395 Broadway, New York 13, N. Y. Canal 6-8016

\$21.60 Sample Gross Dozen \$3.00 4" Refills 4¢ ea.

GREAT VALUES

CIGARETTE LIGHTERS. Retail \$2.95. Visible fuel supply. 4 on card. Gross \$72.00. **DOZEN \$6.60**

WALLETS. Leather, with zipper, boxed. Big value. **DOZEN \$6.60**

FLASHLIGHTS. Chrome, corrugated finish, with ring, shock absorber lens. Gross \$64.80. **DOZEN \$6.60**

TRAIN SETS. 7 piece, mechanical. Each set \$1.50. **DOZEN \$14.40**

GILLETTE type blades. 5 in box. Millions sold. 1,000 Blades. **4.45**

NEEDLE BOOKS with threader. Contains 60, 70, 85, 100 needles, 4 styles. **9.00**

GROSS \$6.50, \$7.20, \$7.80, \$8.50. **DOZEN \$1.20**

NUDIE in shell, clever action novelty. **DOZEN \$1.20**

SEND DEPOSIT OR FULL PAYMENT. F.O.B. NEW YORK. FREE CATALOGS.

MILLS SALES CO.
Cut Rate WHOLESALERS Since 1916
26 West 23rd St., New York 10, N. Y.

THE NEW LUCKY HORSESHOE RING

With 11 faceted Diamond-like Brilliants. Genuine rhodium finish.

\$6 Doz. \$66 Gross plus postage

STERLING JEWELERS
44 E. Long St. Columbus, Ohio
Send for Catalog

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

PDO—World's Greatest PHOTO BOOTH CAMERAS

Dependable — efficient. Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed.

Also portable cameras. Write for details

P D Q CAMERA CO.
1165 N. Cleveland Ave. Chicago 10, Ill.

The Best Sales Boards and Jar Games

Write for information and prices.

GALENTINE COMPANY
Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

QUALITY PLUSH BUNNIES

38" (closeout) \$24 dz.
38" (special) . 30 dz.
30" 18 dz.
20" 12 dz.
10" 6 dz.

32" Giant Plush Bear \$21 dz.

Brand New 10x8 Plush duck that really quacks. **\$12 dz.**

21 Pieces \$30.75 (3 of ea.)

Plushfilm Bags at cost.

Act today! See samples! Compare! Toy Show—Rm. 1035—Hotel McAlpin

QUANTITY USERS! We have a deal for you!

Send for FREE Easter Brochure and 22-page catalog of year round sellers. F.O.B. N.Y. 25% dep., bal. C.O.D. if not rated.

ACE Toy Mfg. Company
122 W. 27th St. N.Y. N.Y.

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Merely state the nature of your business and a consumer-tested, illustrated 1955 catalog to fit your needs will be forwarded. Price lists and colored flyers of hundreds of test-proven, fast-moving general merchandise are available. We specialize in house-to-house, industrial sales, premium and retail discount operation. We maintain a catalog of sales-tested merchandise. For the best and freshest merchandise program throughout the year consult—

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3319 N. Cicero Av., BB-5, Chicago 41, Ill.

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*Enclose 25¢ to cover postage and handling

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3324 W. Roosevelt Rd. Chicago 24, Illinois

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Greatest gag gimmick yet!
\$1.00 Retailer—Dealer's Cost \$6.75 Doz.
Send \$1.00 for sample postpaid.
Jobbers, distributors, write, wire or phone for quantity prices.

★ G. & S. MFG. CO., Dept. "B" ★
Nashville, Tennessee

THE HOBO NEWS WANTS AGENTS

For Fastest Selling 25¢ Newspaper in the Country. \$15.00 per hundred. All samples 25¢.

THE HOBO NEWS
98 Broad Street Newark, N. J.

PIPES FOR PITCHMEN

By BILL BAKER

IN SCANNING . . . our vital statistics file we see where Gus. C. Yatron (The Terrible Greek) recently became the father of a brand new daughter. The event took place in Reading, Pa., where Gus has been purveying eyeglass cleaner at the auctions.

RECENTLY WE . . . had a very welcome letter from Ray Herbers. In addition to giving us a rundown of the guests who attended the shindig at Jack Anthony's wigwam in Miami, he had this to say: "Sorry to hear that Pepo Kane is confined to a hospital in Rockford, Ill., and that my old friend Sol Addis is laid up in a splint factory in New York. Hurry up, boys, and get well, because there aren't too many of us guys still hanging around who have passed the half C mark. Would like to see pipes from Tom Kennedy, Hank Fredericks and

Doc and Eunice Lance. I'm also looking for Billy and Ethel Beam to drop in any day now. And, too, it's about time for Herman Hutchinson (auto polish king) to show up around these parts for one of our oldtime fishing safaris. Friends may contact me and the little woman at General Delivery, Tamiami Station, Miami 44.

MRS. BOB NOELL . . . of Noell's Ark Gorilla Show, says that running a zoo in Florida is a pretty unpredictable business as far as the weather is concerned. It

seems that when the weather is a little on the lousy side, the traffic is good, but when the weather is fair, nobody shows up. Mr. N. logically concludes that when the sun is shining all the prospective customers must be out fishing.

MAE ROGERS . . . of foot fame, letters this from Trenton, N. J., "I am trying to locate either Charles Mason or Frances Nordberg. The last time I heard from them they were in Florida. If anyone has seen them, please contact me at once. I'll accept a call at anytime. The telephone number is Trenton Export 2-1064. Or you can write or wire me at 9 West End Avenue, Trenton 8, N. J."

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.

Arkansas
Little Rock—4-H and PFA Spring Market Show & Sale, April 15-16.
Little Rock—Home Show, April 24-28.

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, 389 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 Capitol 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.
Madison—Madison Co. Livestock Show, Feb. 28-March 1. R. Hamrich.

Miami—Flower Show, March 18-21.
Miami—Boat Show, Feb. 17-24.
Miami—Orchid Show, Feb. 23-28.
Miami—Do-It-Yourself Show, April 13-19. Miami Herald.

Miami—Southeastern Automotive Show, April 22-30.
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—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—Northwest Ia. Sports & Vacation Show, April 21-24. Bill Christiansen.
Waterloo—Waterloo Home Show, March 30-April 3.

Louisiana
Baton Rouge—Livestock Show & Rodeo, March 5-12.
LaPayette—Mardi Gras, Feb. 22.
Lake Charles—Pat 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. Able C. Goldberg.

Maryland
Baltimore—Boat Show, Feb. 22-27.

Massachusetts
Boston—Motorama, April 23-May 1.

Michigan
Bay City—Better Homes Show, March 18-23. Jack Davis, Box 12.
Grand Rapids—West Michigan Sports & Boat Show, March 21-26. Jack D. 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 Syrup Festival, April 16. Dr. Clarke Davis.

Minnesota
Hattiesburg—South Miss. Dist. Livestock Show, March 14-16. N. S. Hand.
Minneapolis—Northwest Builders' Show, March 12-20.

Mississippi
Canton—Madison Co. Livestock Show, April 13-14. N. S. Estess.
Carrollton—Carroll Co. Livestock Show, March 23. R. A. Cooper.
Columbia—Marion Co. Livestock Show, March 10-12. D. O. Scott.
Forest—Southeast Miss. Dist. Livestock Show, March 17-19. G. D. Collier.
Greenwood—Delta Dist. Livestock Show, March 24-26. E. H. Blackstone.
Hattiesburg—Forrest Co. Livestock Show, March 11-12. W. W. Kennedy.
Hattiesburg—South Miss. Dist. Livestock Show, March 14-16. N. S. Hand.
Mendenhall—Simson Co. Jr. Livestock Show, March 14-16. J. P. Ponder.
Port Gibson—Southwest Miss. Dist. Livestock Show, March 21-23. E. C. Newman.
Sardis—Northwest Miss. Dist. Livestock Show, March 26-30. R. P. Lewis.
Tupelo—Lee Co. Livestock Show, March 25-28. W. J. Pernell.
West Point—Northeast Miss. Dist. Live-

stock Show, March 31-April 2. E. E. Wooten.

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 Zaiken.

Nebraska
Lincoln—Capital City Home Show, March 24-27. Peggy King, 418 Trust Building.
Omaha—Omaha Sports, Vacation & Boat Show, March 5-13. G. Edward Budde.

New Mexico
Truth or Consequences—Piesta 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 Pistera, 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.
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. Milt Tarloff, 505 Spitzer Bldg.

Oklahoma
Oklahoma City—Antique Show, Feb. 23-28.
L. Verne Slout, Vermontville, Mich.
Oklahoma City—Home Show, March 27-April 3. Gus Fields, Biltmore Hotel.

Pennsylvania
Philadelphia—Gift Show, March 26-31. Donald C. Little, 220 Fifth Ave., New York.
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. Dally, Dallas News.
Dallas—National Home Show, April 30-May 8. Grover Godfrey, 102 Walnut Hill Village, Dallas.
El Paso—Flower Show, April 16-17.
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.
Pasadena—Home and Industrial Show, April 6-10. Patrick J. O'Toole, Casa de Palmas Hotel, McAllen.
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.
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.
Toppenish—Central Wash. Jr. Livestock Show, April 26-28. Willa M. Rowland.
Wapato—Wapato Jr. Livestock Fair, April 18. Blaine C. Hardy.

Wisconsin
Madison—Wisconsin Sports, Travel & Vacation Show, April 26-May 1.
Milwaukee—Home Show, March 12-20.
Milwaukee—Milwaukee Sentinel Sports & Vacation Show, March 26-April 3.
Tacoma—Tacoma Home Show, March 22-27. Edgar V. Smith, 1103 1/2 Division Ave.

CANADA
Alberta
Edmonton—Spring Livestock Show and Sale, March 21-25.

Ontario
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 13.

SENSATIONAL \$2.00 SELLER

Sweeping the Country

SLACKY DUET SET

consisting of

1. Zipper Utility Carryall
2. Matching Wallet & Key Chain Set with pass case and coin pocket



Made of the finest virgin vinylite in stunning new patterns with raised 3 dimensional designs.

SENSATIONALLY PRICED AT **75¢** EACH IN GROSS LOTS

SEND \$12.00 FOR 1 DOZEN ASST. SAMPLES PREPAID AND BE CONVINCED

Beautiful New Spring Shades

Write for Free List of Gift Specials

Send Money Order or Certified Check. 25% Deposit, Balance C.O.D.

IMPERIAL MERCHANDISE COMPANY
893 Broadway, New York 3, N. Y.

THE 2 HOTTEST ITEMS!

NOW—for every operation. Shuffleboard and bowling operators—Roadmen—Door to Door—Jobbers—Merchants.

Big Beam Double Duty Flashing Beacon Light, complete with battery, Ea. \$11.40

Home Shop Vise, 3" Jaw—Special. Ea. \$7.50

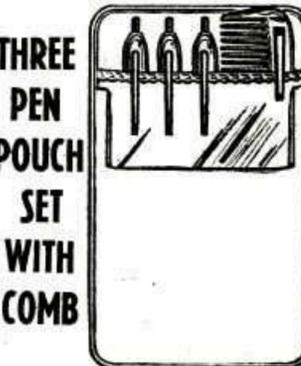


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Gold Seal Famous Filled Cedar Chest \$3.25 ea.
All Mirrored Filled Vanity 3.25 ea.

Headquarters for the best in clocks
Special 9-Piece Sheffield Cutlery Set \$49.95 tag
Your price 7.95 ea.
Inquiries invited from quantity users.

25% Deposit, Balance C.O.D., F.O.B. Chicago
GOLD SEAL INDUSTRIES 809 W. Madison St. Chicago 7, Illinois

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JOBBERS — DISTRIBUTORS



Finest Quality Make—Colored Retractable Ball Point Pens—Full Guarantee. Writes Blue, Writes Red, Writes Green. Put up in a Plastic Pouch complete with Clip-On Comb. One Pen Writes Green, One Pen Writes Blue and One Pen Writes Red. Get these Retractable Ball Point Pen Sets and see how fast you will turn them into Quick Cash Profits.

Sample Set, \$1.00 Postpaid.

\$5.75 per dozen Sets \$64.80 per gross

\$63.80 per gross 6-Gross \$62.80 per gross 12-Gross

25% Deposit Required. We Ship Same Day We Receive Order.

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Free Catalog—Write

This is it!
MONEY IN YOUR POCKET
GET YOURS NOW!

8 Beautiful and Exciting Women's Photos. Encased in Beautiful 9-Pocket IDENT WALLET \$4.00 Doz. \$43.20 Gr.
IDENT WALLET Without photos. 9 Pockets. \$2.40 Doz. \$27.30 Gr.

All Prices F.O.B. Chicago. Minimum order one dozen. 25% dep. on C.O.D. orders.

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Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.

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145-B West 15th Street New York 11, N. Y.

QUACK DUCK RUBBER WALKING DUCK WITH VOICE

QUACKS AS IT WALKS

PLENTY OF ACTION
\$1.75 PER DOZ. \$20.00 PER GROSS

Automatic Repeating Enamelled Metal Cap Guns, large size. \$1.25 dz.; \$12.00 gr.
Caps for Cap Guns40 gr.
Medium Rubber Horse Inflates, 3.00 dz.
Medium Rubber Elephant Inflates—15", movable eyes. 3.00 dz.
Small Rubber Horse & Monkey Inflates \$2.00 dz.; 21.00 gr.
Medium Rubber Squawker 3.50 dz.
Monkey Rubber Clown Inflates, 12" high 3.50 dz.
Snake Bow Ties \$1.00 dz.; 9.00 gr.
Rubbling Boys \$1.50 dz.; 14.50 gr.
Rubber Squirt Dogs \$2.00 dz.; 21.00 gr.
Cat & Butterfly Mechanical Toy 4.50 dz.
Easter Mechanical Toys 2.50 dz.
Large Stuffed Clowns 3.50 dz.
Large Stuffed Monkey & Pipe 3.25 dz.
9-Inch Fur Monkey With Fez & Pipe 1.50 dz.
Large Rubber Jump Frog & Spiders With Rubber Ball 3.50 dz.
Assorted Stuffed Animals \$1.00 dz.; 9.00 gr.
20" Spread Parasol 2.00 dz.
24" Spread Parasol 2.50 dz.
Lons Lash Whips 14.00 gr.
Swagger Sticks 8.50 gr.
Bats 15.00 gr.
Retractable Ball Point Pens \$1.75 dz.
Refills for Retractable Ball Point Pens—all colors \$1.00 dz.; 18.00 gr.
3-Piece Necklace & Earring Sets—boxed 7.50 dz.
Bag & Purse Sets 7.50 dz.
Cuff Link & Tie Slide Sets 4.00 dz.
Ronson Type Chrome Pocket Lighters 5.00 dz.
3-Piece Pen Sets \$4.50 dz.; 42.00 gr.
Midget Chrome Lighters 2.50 dz.
Motorcycle Hats—good quality . . . \$6.00 dz.; 49.00 gr.
Felt Jockey Peak Hats With Pompons 34.00 gr.
Captain's Hats—best \$6.00 dz.; 49.00 gr.
Kiddie Felt Peak Hats with Pompons 24.00 gr.
Felt Crew Hats, Trimmings & Pompons 34.00 gr.
Elastic Be-Bo Hats \$2.50 dz.; 36.00 gr.
Black Felt Derbies With Binding \$5.00 dz.; 54.00 gr.
Top Banana Hats \$5.00 dz.; 52.00 gr.

HARRIS NOVELTY CO.
We Deliver Same Day We Receive Order. 25% Deposit Required.
1102 Arch Street Philadelphia, Pa.
Phones: MA 7-9848—WA 2-6970

30" GIANT PLUSH BEAR
COTTON STUFFED
Terrific value, asst. colors. 1 doz. to ctn. still \$20.00 dz.

21" NEW ALL PLUSH POODLE
Cotton stuffed collar & chain. Per dz. \$24.00

24" CLOWN MAJOR
Multi-color all plush, plastic face, poly bag, cotton stuffed. \$15.50 dz. in 3 \$14.50 dz. lots

42" PINNOCHIO
Long legs, separate overalls, bow tie & collar. \$24.50 dz.

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NEW!

100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$4.50. Money refunded if not satisfied.

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Dept. B
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WE MANUFACTURE all BASEBALL-TIPS

Write For Low Prices

Gam Sales Co.
1321 SO. ADAMS ST. PH. 4-1451 PEORIA, ILL.

WE ARE MANUFACTURERS ALL Kinds—PULL TICKET GAMES

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Buy Direct From Manufacturers at Very, Very Reasonable Prices.

Columbia Sales Co.
302 MAIN ST., WHEELING, W. VA. Phone: Wheeling 340

ATTENTION JOBBERS & DISTRIBUTORS

Punchboards—Closeout. 537 5c Jackpot Gardners and Superior, all in original cellophane. Will sell at sacrifice on best offer. Send for list.

SEYCO SALES
418 Main St. Bradley Beach, N. J.

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A Market Place for Buyers and Sellers

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REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

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FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

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Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

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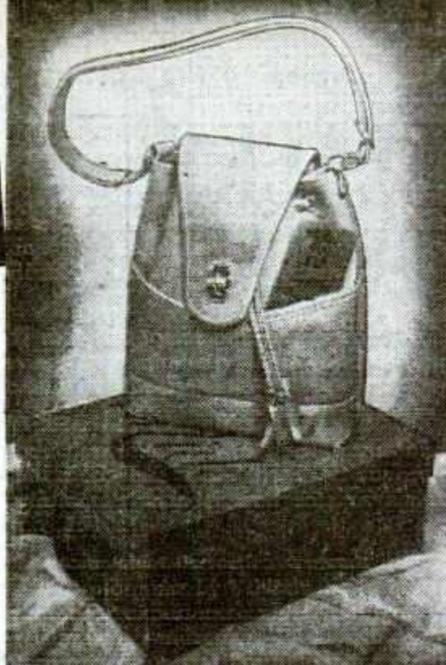
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Write for our big **FREE** WHOLESALE CATALOG

Hundreds of items, appliances, leather goods, novelties, housewares, clocks, premium goods. Full color illustrations—sent free—write today.

TERMS: **25%** DEPOSIT WITH ORDER, BALANCE C.O.D. F.O.B. DETROIT

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COMEDY GOLD MINE FOR SALE! 1,389 pages of smart, modern comedy featuring 136 routines containing 5,520 one-liners, 1,497 adlibs, 776 sight gags, 7,016 classified lines; 700 doubles and thousands of miscellaneous yocks. 19,896 gag items in 22 books! For particulars and free comedy catalog write Robert Orben, 73-11 Bell Blvd., Flushing 64, N. York. fe26

COMEDY MATERIAL FOR EVERY PURPOSE. For nightclub, 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. Webica Comedy Material, Box 187, Westville, Ill. fe26

CUT REHEARSAL TIME IN HALF

Here is the personal Cue Sheet with your music and cues clearly outlined for the musicians. Write for info. (Dept. F 19). York musicians' monolog free with your order of COMCOLLECTION, the all purpose comedy folder. Free 1955 comedy guide. **SHOW-BIZ COMEDY SERVICE** 1613 E. 29 St. Brooklyn 29, N. Y.

AGENTS & DISTRIBUTORS

A BRAND NEW ITEM—COPYRIGHTED, registered, exclusive. Cannot be bought elsewhere. You need 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. Write for details. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. fe25

A BUSINESS OF YOUR OWN—WITH "jiffy" 30-second whitewall tire cleaner. Spray on, rinse off. Givena, 337-B, Orville, Ohio. fe26

AGENTS—SELL RICH LOOKING 34X86 IMPORTED Japanese Rug for \$2 never before such a large rug for so low a price. Multicolor stenciled designs, hooked carpet and Oriental patterns; 2 rugs, \$2.50 prepaid; 4 rugs, \$1.15 each prepaid. Condon, Dept. B, Box 204, Upper Darby, Pa. ch-17n

AGENTS—BIG HIT! NEW CHANGEABLE Signs with plastic letters; fast sellers; big profits; sells for \$5; cost \$1.50; sample set \$2 prepaid. Acehy Sign Co., 306 Bowersky, N. York. fe26

AGENTS—150% PROFIT DEMONSTRATING amazing new perfumed waterproof hand cleaner. Trial sample, \$1 refundable. Write Hill Sales Co., Waynesburg 2, Pa.

AGENTS—FAST SELLING BEAUTIFUL Rhinestone Heart Necklaces and Rhinestone Heart Earrings. all priced at \$1.50. Rhinestone, \$13.50 dozen; sample, \$1.25. Santo Sales Co., 921 Eastwood, Chicago 40, Ill.

AAA AMAZING CLOSEOUTS Ropes, all beads, asst. dz. \$3.50
Ropes, chain & beads, asst. dz. \$4.50
Tailored earrings, asst. gr. \$1.50
Tailored pins, asst. gr. \$1.50
Stone Earrings, asst. gr. \$1.50
Stone Pins, asst. gr. \$1.50
Rhinestone neck & earrings, boxed, dz. \$3
Bracelets, round & link, asst. gr. \$3
Sample dozens reg. price 20% deposit, balance C.O.D. No catalog.

NEW ENGLAND JEWELRY 124 Empire St. Prov., R. I.

BARGAINS—JOBLOTS, CLOSE-OUTS, 2000 items. Save 50%. Clothing, hosiery, toys, toiletries, gifts, jewelry, television, etc. Get acquainted with our wholesale catalog plus free \$1 merchandise certificate. Reliable Jobbing, 311-H North Desplaines, Chicago. ch-9p

CIRCULARS—SIZE 3x6, 150 WORDS, 1000 circulars, \$2.75 postpaid; size 6x9, 300 word circulars, \$5.35 postpaid; size 9x12, 600 words, 1000 circulars, \$11 postpaid. I do not print the circulars. For \$1 I will send printers' address. Max Saltzman, Dept. B, 1635 Hinds Ave., North Hollywood, Calif. ap23

COMIC BOOKS (COVERLESS)—REGULAR 10¢ sellers; assorted, \$20 thousand f.o.b. Philadelphia; 20 different samples, \$1. Savar, 707 Poplar, Philadelphia 23, Pa. mh12

FAMOUS MFR. CLOSEOUTS

Tie Slides, boxed \$1.45 dz.
Asst. Earrings, gang carded \$1.55 dz.
Cufflinks, carded \$1.55 dz.
Cufflinks, boxed \$3 & \$5 dz.
Rosaries (made in Italy) \$1.55 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 \$3.00 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.

Samuel Silverman & Co.

1820 Westminster St. Providence, R. I.

JOKERS FUN SHOPS—FULL CREDIT ALLOWED. Items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. fe26

LADIES' FULL FASHIONED NYLON Hosiery. Twelve pair good grade, each pair in cellophane, three pair per box, \$3.50 dozen pair. Gaia Hosiery Sales, 4114 Meritas Ave., Columbus, Ga.

LADIES' HALF SLIPS—SIZES S.M.L., \$9 dozen prepaid. Sample \$1. Lingerie Sales Co., 611 Grand Ave. S., Fort Payne, Ala.

LIGHT REFLECTING SIGNS—RED HOT and sensible; 7x11" illustrated color blended; 2000 varieties; \$6 per 100, 15 for \$1 or 1¢ for sample. Koehler, 335 Goetz, St. Louis 23, Mo. fe26

NAUGHTY LADY—POCKET NOVELTY DELUXE; exciting action, wiggles; entertaining; amuses both men and women. Postpaid \$1. Stafford Enterprises, Bedford, Iowa. fe19

NEW 7"x11" ULTRA-BLUE SIGNS, 7¢ retail. 50c. 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 839, New York 3. ch-fe26

NEW "SPONGE" WALL CLEANER— Erases dirt like magic, wallpaper, painted walls, ceilings, saves redecorating. Lightening seller. Samples sent on trial. Krinstee 68, Akron, O.

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. 90, Ferndale, Mich. ch-fe26

SOAPURSE — DOLLAR DO-IT-YOURSELF Kits. Sample, 25¢. Two kits and sample, \$1. Details free. Direct from manufacturer, Cobb, Hollow Products Div., Limestone, N. Y.

START YOUR OWN WHOLESALE BUSINESS. Mail 25¢ in coin for complete details and catalog. Refundable on first order. Send to J. F. Warren, Sales 128 1/2 Virginia St., E., Charleston, W. Va. dh

TERRIFIC GUARANTEED WATCH SET— Sells on sight. Special angle permits you sell wholesale and retail. Post card brings complete details. Gem Distributing Co., Box 1295, Kingston, Pa. fe19

TERRIFIC VALUES! ROSARY BRACELETS, beautiful imported faceted beads. Each with fancy filigree caps. Complete with medal and crucifix. Beautifully packaged. A sure-fire profit maker, \$3.95 dozen, \$45 gross. Customcraft Jewelry Mfg. Co., 26 Custom House St., Providence, R. I. ap

THREE RETRACTABLE PENS — RED, blue, green links with plastic pocket protector. \$7.20 dozen prepaid. Sample, \$1. Arcade Sales, Silver Lake, Ind.

WANTED TO HEAR FROM MEDICINE workers, window, store or pitch. Also live partner with some capital. Hudson, P. O. Box 111, Charlotte, N. C.

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., \$19. Baby South American Alligators, \$1. Customcraft Jewelry Mfg. Co., 26 Custom House St., Providence, R. I. ap

ALLIGATORS, \$5; PARROTS, \$50; ASSORTED Snakes, \$1.25 a pound; yellow breast Toucans, \$25; Monkeys, \$15. C. C. McClung, Laplace, La.

BUG MEN: CHAMELEON CHAINS STRING assembled; no pins, jewelry style, \$11 per thousand. Postpaid, sample 10¢. H. Leagan, 267 W. 22 St., New York, N. Y.

CAMELS, LLAMAS, LEOPARDS, TIGERS, Pumas, Sloth, Malayan Bears, Monkeys, Peacocks; all varieties animals and birds. World Jungle Compound, Thousand Oaks, Calif.

FOR SALE — PAMAHASIKAS FAMOUS bird set: Cockatoo, Macaws, Small Dog Act, White Pappal Pigeons, 3504 N. Eighth St., Philadelphia 40, Pa.

GREY GELDING, 4 YRS. THICK SET, 15 hands, 14 hundred. Smooth action, quiet. Intelligible. Ideal Rosinback. Others. Carter, Uxbridge, Ont.

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. Animalia Tropicals, Inc., 2324 Amsterdam Ave., N. Y. 33. W. A. 7-7400. mh5

1954 SMALL BLACK BEAR CUB, \$50. Pymatuning Deer Farm, Jamestown, Pa.

BUSINESS OPPORTUNITIES

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FOR SALE—IN WESTERN PENNSYLVANIA. Roller Rink, 14x83, \$63,900, 15,000 down; includes forty foot Merry-Go-Round, Kid Rides, Arcade, 14 games, 2000 feet river frontage, 400 ft. covered picnic tables, 20 acres on two U. S. Highways. Box C-177, c/o Billboard, Cincinnati 22, O. fe26

FOR SALE—RAILROAD PROPERTY AT station, 155 ft. x 110 ft. Zone for business. Humphreys, 141 S. Charles St., Daytona Beach, Fla. Phone 4577.

FOR SALE AT VERY LOW PRICE—SIX-teen-year-old Summer Theater, completely equipped, \$20,000 annual gross, loyal audience; near Barbara Fritchie home. Write Mountain Theater, Box 249, Frederick, Md.

FREE CATALOG!

Listing hundreds of bargains in businesses, farms and property for sale thruout U. S. Deal direct with owners. Limited issue: hurry! U. I. Digest, Dept. B-100 5617 Hollywood Blvd., Los Angeles 28, Calif.

PAINT SIGNS WITH MASTER PATTERNS. Set 1 1/2" to 12" prepaid, \$1. Sample 3¢. Exerly, BB-383, Newton, Iowa. mh12

WANTED TO LEASE—RIDES FOR SMALL amusement park for percentage of gross. We will operate rides. Box C-176, c/o Billboard, Cincinnati 22, O. fe19

WANTED—2 OR 3 MAJOR RIDES FOR Labor Day and smaller rides; guaranteed. Write L. A. Hurd, Secretary, Harmony, Maine.

WANTED FOR THE SOUTH'S LARGEST exclusive recreation center for colored people. Ferris Wheel, Merry-Go-Round; several children's rides on percentage basis; year round. W. B. Miller, Rt. 4, Jeffersonville Rd., Macon, Ga. Phone 59788.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. mar5

FOR SALE—ONE 27 FOOT VINDALE Trailer, '51 model; shower, toilet, refrigerator; new tires. Bargain. Billy Terrell, Roseland, La.

POPCORN AND ROOT BEER TRAILER— \$x11 ft., \$785. Also Star Jumbo gas popper, \$75. Food Supply, Winona, Minn.

FOR SALE—SECONDHAND SHOW PROPERTY

ABT SHOOTING GALLERY — 6 GUNS, Compressor. Will sell cheap; make offer; need space. Hays, 612 Argyie, Brooklyn, N. Y. Gedney 4-2948. fe26

ACROBATS, CLOWNS, JUGGLERS, SWORD Swallowers, Prop Comedies, Shows, Illusions, Miniature Golf, Group Attractions. Free circular. Brill, Box 875, Peoria, Ill.

CONCESSION TRAILER—18 FT. EQUIP- ped with 1952 Mills two flavor Custard Machine, Popcorn Machine, Protane Sandwich Grill, Sink, Electric Water Heater, \$3,000. Pymatuning Deer Farm, Jamestown, Pa.

ELI NO. 5 WHEEL, KID AUTO, KID Airplane, Rides reasonable; 10x12 Grab, 10x10 four way popcorn joints, new tops, also souvenir and refreshment concession complete; located Virginia Beach, Va. complete. W. A. Harris, 311 North John, Goldsboro, N. C. Phone 3150.

FIVE OVE-DRIVE PONY TRACTORS, 2 Trailers, Fence, Ticket Box, complete ride. C. C. Pierce, Belia Vista Courts, San Juan, Tex.

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FOR SALE—CANNON ACT; MAN SHOT over two Ferris Wheels, featured Lewis, Martin "3 Ring Circus" new equipment, Forshner Chair Scale, Public-Address System, tent 10x15 fiber concession Trunks. Write: 909 N. 132 St., Hawthorne, Calif.

FOR SALE—FIVE KIDDIE RIDES IN GOOD condition, \$2000; Fire Engine Jeep Ride, Boat Ride, Plane Ride and Jet Plane, Overland Kiddie Fire Engine, used one season, \$2200. 110 Second St., Orange, N. J. Tel. South Orange 2-5141.

FOR SALE—TWO OR THREE BAR JUNC- tion boxes, 3/4 inch brass bars and brass connectors. Finished and painted. Hinged and lock hasp. \$6.50 and \$7.50 each. Carl Burkhardt, Plano, Ill.

FOUR KIDDIE PARK RIDES—GOOD OPER- ating condition. Galloping Pony Ride, Fire Engine, Sunshine Choo-Choo, each ride, 16 children; also 10 ft. Merry-Go-Round with 17 small horses, seats for 5; over 200 ft. chain link fence, 2 Gates, Sound Light Benches. Real buy! \$3,500. Tel. UN 4-5967 or write P. Umazino, 17 Donnell St., Cambridge 38, Mass.

BUILD GROUP ATTRACTIONS—TESTED plans: Miniature Golf, \$7; Fun House, \$10; Panel Front Show, \$7; Pin Show, \$10; Tumble Girl, \$8; Mouse Circus, \$5; Bingo, \$5. Free circular. Brill, Box 875, Peoria, Ill.

HOT DOG (ALL TYPES, INCLUDING barbecue); Star Popcorn Machines, Doughnut Equipment; Frozen Custard (new & used), Griddles (all kinds fry & heat restaurant equipment). State your needs. Star, 2904-12th St., N.W., Canton, O. fe26

KIDDIE RIDE — 10 PASSENGER, A-1 shape, ready to go. One ton Chev. truck. First \$450 gets them, or \$250 each. P. R. Lankston, Mathews, La.

KWIK KOOL 5 GAL. BEVERAGE DIS- penser, \$22.50. Three Profitmaker counter syrup dispensers, \$10 each, 3 for \$27; half gallon mustard or ketchup dispenser, \$9; Waring deluxe blender, \$22; 2 cu. ft. refrigerator, \$12.50. All guaranteed as new. Overline, 289 N. Main, Orange, Mass.

MANUFACTURE, REPAIR, TRADE ANY- thing canvas. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y. ap2

MINIATURE TRAIN, MODEL G12—COM- plete with special built aluminum covered trailer for hauling; both in excellent condition. Bring your car and pull it home for \$1,995. Miller Brothers, Trotwood, O., c/o Platt Products.

MONKEY DROME — GOOD CONDITION; monkeys, equipment, truck, trailer. Ready for the road. Wayne Gamey, 19523 Aurora Ave., Seattle 33, Wash.

ONE TENT, 20x40—WITH SIDE WALL AND Poles. With or without Arcade Front and Booth which could be used for any type show. Price, \$450. Mr. Robert Ferdinandez, P. O. Box 7, Huron, O. Phone 6885.

OTTAWA STEAM TRAIN — 500 FT. track; Airplane, Pony Cart, Streetcar, Jenny, Swing, Auto Rides, \$8000 takes all. Tiny Tot Ranch, 12345 E. Carson, Artesia, Calif.

SAVE \$900 ON KIDDIE FERRIS WHEEL— Used four months. Capacity 24; perfect condition. \$1900. Happyland, 1903 El Camino, Redwood City, Calif. fe19

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, trade-ins. Photos, details, \$1 bill (refundable). Miniature Trains, 33 Winthrop, Rehoboth, Mass. mh12

TRAIN WITH 3 CARS, ENGINE, AND TEN- der. Capacity 36 adults or 54 children; 600 ft. 2-pound Track and Ties, \$3000. Allan Herschell Auto Ride, \$850; Airplane Ride with 6 planes, 12 capacity, \$800. Rides located Eastern Pennsylvania, Box C-179, c/o Billboard, Cincinnati 22, O.

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100% Wool in All Colors.

Available in "Dancers" or the embroidered styles, in all sizes and colors. Dancers, sizes 34-40, \$7.75 each. Embroidered, sizes 34-40, \$6.75 each. White or sizes over 40, 60¢ extra. Also available in children's sizes at various prices. Special prices on quantity lots to jobbers.



Hand-Tooled HANDBAGS

Biggest Bargain Today. Beautiful in intricate floral designs. Sells in swank shops for \$12.95. Our low factory price is \$3.75 each. They come in all colors.

25% deposit, balance C.O.D. Free Catalog.

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With yellow expansion band. Reconditioned and guaranteed like new. \$49.

Benrus - Elgin Waltham-Gruen-Bulova

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Original Gold-Filled Expansion Band, 95c extra.

25% with order, balance C.O.D. 5-Day Money-Back Guarantee. If not satisfied, write for circular.

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182 So. Main St. Memphis, Tenn.

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It's NEW—Plenty of Action

\$20.75 PER GROSS **\$1.80 Per Dozen** (No less sold)

No. 3893 BUBBLING BABY Size 3 in. high \$15.00 per gross \$2.00 per doz. (No less sold)

No. 4995 BASHFUL MONKEY \$10.00 per gross \$1.50 per dozen

No. 3927 SNAKE BOW TIE \$10.00 per gross \$1.50 per dozen

#3936 SPIDER GIRL \$14.40 per gross \$1.50 per dozen

Include postage with remittance; will refund any difference.

1902 N. Third Street Milwaukee 12, Wisc.

Men's & Boys Photo-Idents, \$5.50 Doz. Engagement Rings, \$3.00 Doz. Wedding Rings, \$1.63

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ASTROLOGY OCCULT—EASY LESSONS, books, tarot, psychic aids, curious charms, spiritual products. Free booklet. Darrard, 2300 South Michigan, Chicago 15, Ill. mh12

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LEARN AUCTIONEERING—TERM SOON. Free catalog. Reich Auction School, Mason City 9, Iowa. fe26

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10c. Balda Art Service, Oshkosh, Wis. fe19

30 COMIC CARTOON CARDS—POPULAR wallet size. Spicy! Peppy! Each different. Send 25c for all. Harris, Box 550, Palm Springs, Calif.

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic, 144-page illustrated catalog. 50c wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. fe19

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MISCELLANEOUS

CASH PAID FOR ADDRESSES WHERE TO buy butterfly wing jewelry wholesale from manufacturers. Write Clarence Schwartz, 1929 Clarendon East, Phoenix, Ariz.

FOR SALE—PANTOMIME ACROBATIC Trick H. New, never used with mechanical p.p.s., acrobatic table; comes in two crates. Will send photos of same on request. Chas. Young, 1723 Bleeker St., Brooklyn 37, N. Y.

GENUINE CALIOPHE RECORDS—BOTH speeds, \$1.10 each postpaid. Canada, \$1.25. 5 record album, \$5.85 postpaid. Taggart, 1602 National, Rockford, Ill.

HOME OWNERS, MERCHANTS—BEAUTIFY your home or business with beautiful Aluminum Awnings. Free descriptions. Dickerson Awning Sales, P. O. Box 133, Marion, Ind.

JUGGLING CLUBS, ROLLING GLOBES—Made to order. Finest of craftsmanship and material. Jack Miller, 1895 North Kansas Ave., Springfield, Mo. fe19

OIL PAINTINGS—POPULAR PRICES. ALL sizes, all kinds. Also lessons in oil painting. Enterprise, 2150 N. 36th St., Milwaukee 8, Wis.

YOUR OWN PERSONAL POCKET PRINTER. New, neat, needed. Stamp and pad combined in modern plastic case. Your name and address or any 3 lines. Only \$1 complete postpaid. Marnell Service, P. O. Box 101, Nutley, N. J.

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ALL 16MM. SOUND. NEW LIST: FEATURING Westerns, Serials, excellent condition. Also trailers. Suite 512, Second Federal Building, Pittsburgh 22, Pa.

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

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SWISS MUSIC BOXES—ANY SPECIAL tune (operas, films, own composition, sacred melodies) made to order. Spielman, 131 W. 42nd, New York 36. fe26

PARTNERS WANTED

ACTIVE PARTNER WANTED FOR MEDICINE show. I have truck, stage, joints, everything but stock. You can lose. 50-50 deal. Need about \$300. Prof. Ray Prescott, 620 Evelyn Ave., Lakeland, Fla.

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

SAVE THIS AD—WILL MAIL FREE new letters, 25c; cards, 10c. Mrs. P. J. Brooks, R. 2, Box 312, Hot Springs, Ark.

PHOTO SUPPLIES DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK-grounds. Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. fe19

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoor complete Photo Booths, etc.; free information and prices; we are old and reliable since 1909. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-1f

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-1f

PRINTING

ALWAYS FASTEST SERVICE—QUALITY printing. Three-color 1x2 1/2 Window Cards \$8 hundred; 1 1/2x2 1/2 size, \$12.50 hundred. Your copy up to 50 words. Also bumper and telephone pole cards. Tribune Press, Dept. W55, Earl Park, Ind. fe19

IT'S MALLO PRESS—767-B LEITH, FLINT 5, Mich., for "Printing of Distinction." Letterheads, Envelopes, Posters, Bumper Signs, Decals, Business Cards, Tickets. mh5

RUBBER STAMP—UP TO 3 LINES, \$1 (pocket or cushion). Free plastic card holder with order. Hansen Stamp Works, 4908-B Ohio St., Chicago 44.

1,000 PROCESS EMBOSSED BUSINESS Cards by speed, \$2.95 postpaid; 2,000, \$5.30. Samples, John Pepper, P. O. Box 822, Chattanooga, Tenn.

SALESMEN WANTED

ANYONE CAN SELL FAMOUS HOOVER Uniforms, top hats, shoes, waitresses, nurses, doctors, others. All popular miracle fables; nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now, real future. See, Hoover, Dept. L-109, New York 11, N. Y. ma26

GET NEW SHIRT OUTFIT FREE—MAKE \$90 weekly on 5 average orders a day. Famous quality made-to-measure dress and sport shirts at \$3.95 up; sell fast to all men; no experience needed; full or part time. Write Packard Shirt Co., Dept. 817, Terre Haute, Ind. np

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3.

REAL TATTOO MACHINES—NEW designs, outfits \$19 and up; ready mixed colors, \$12 needles. Milt Zeis, 728 Lesley, Rockford, Ill. je25

WANTED TO BUY

CHAIRS (1600)—FOLDING OR UPRIGHT. Tables (400) 24 inch square. Can be new or used. Write Box 26, Station G, Toledo, O.

KIDDIE RIDES, MERRY-GO-ROUND, CIRCUS rig for ponies, row boats; cash price. Buy, book or lease rides, water type amusement equipment. Indian Head Park Beach, D. VanBilliard, Phone Valley Forge 9-4561, Oaks, Pa.

MERRY-GO-ROUND AND 25 ELI WHEEL. State make, condition, cash price. Also Kid Rides and Merry Horses. Fred Allen, 1400 Brewerton Rd., Syracuse 11, N. Y. Phone 543000.

MINIATURE TRAIN—STEAM OR GAS, any gauge. Send photo, full details and best cash price. Murray, Blanding Rd., Rehoboth, Mass. fe26

WANT TO BUY—"NAME IN HEADLINE" Printing Outfit, Shooting Gallery, 1783 East 9th St., Cleveland 14, O. fe26

WANTED TO BUY—MERRY-GO-ROUND in perfect condition. Pay cash. Phone 3-7097 or write Hayes Park, Lockport, N. Y.

WANTED—A ROLLER RINK; PORTABLE; tent or building; 40x60 or larger. Must be cheap. Hermon Swarts, Moulton, Iowa.

WANTED—HEAVY TRAINS FOR 8 AND 12 pound rail; 12-inch gauge track. George Cavanagh, Municipal Trailer Park, Tampa, Fla.

WANTED—USED KIDDELAND RIDES AT once. Prefer Allan Herschell Sky Fighter and Auto Ride. Must be in good condition. Box 785, The Billboard, Chicago, Ill.

\$100 FOR YOU! FIVE CUSTOMERS WILL get \$100 each helping select titles for new poems. We're offering a new poem entitled "A Monstrous Phantasy." Every American should read it. Under what title would you like to see a poem published? Nothing fancy required. Anyone can do it. Select the title you like and send it to us along with \$1 for your copy of "A Monstrous Phantasy" before July 1, 1955. If your title is among the five we like best you will be paid \$100 in cash. No entries will be returned. Our decisions final. Enter as many titles as you wish, but each title must be accompanied by \$1 for a copy of "A Monstrous Phantasy." Buy several for friends. Address Poetry Ward, Box 78, Paragould, Ark. ap

HELP WANTED

CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursday for the Following Week's Issue

MODELS WANTED FOR VARIOUS TYPES of photographic work. No experience necessary. All replies kept confidential if wanted. Quentin Till, Box 783, c/o Billboard, Chicago, Ill.

WANTED—YOUNG TEAM, GENERAL business actor, piano player for show and dance units. Sioux Falls, S. D. 201 W. 18th St., Telephone 8-2511. Roxy Players, Don Null.

WANTED—PARTNER, NO INVESTMENT, experienced; to travel Fairs, Carnivals, etc.; must have late model car. Have brand new original, colorful license plates guess-nicely illuminated. Immediately available. J. M. Sharp, 1145 Highland Ave., Hamburg, N. Y.

GIVE TO DAMON RUNYON CANCER FUND

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

AT LIBERTY—YOUNG, BUT ORGANIZED 7-piece dance band; available for resort or other steady summer engagement. College crew, music majors; sober and ambitious, union. Gary Behm, 936 North Monroe Place, Mason City, Ia. fe19

CIRCUS & CARNIVAL

ELECTRICIAN—A-1 CARNIVAL OVER 20 years' truck, rail experience. Operate and service (no mechanic) G.M. Caterpillar Diesels or transformers. Consider handling towers. Strictly sober, reliable, dependable. Married; have family, live in trailer; car, panel truck with electrical tools. Give excellent service. Best references. Go anywhere. Join immediately. Salary best only and regular. Arthur McGuire, 32 Main St., Garden City, Savannah, Ga. fe26

WARNING CIRCUS OWNERS—RAY AND Claire Brison, Side Show performers, do magic, fire, musical, Punch, rag pictures, 5 acts, are at liberty for this coming season. State your best salary. Write Ray and Claire Brison, 131 Oley St., Reading, Pa.

MISCELLANEOUS

AFTER FIVE YEARS ABROAD, AGAIN available. Now in California. The Mighty Kara-Kum, master of deception. Up to three hours all new, original, suspenseful illusions. "Shocking" lobby-window displays. 25 years of experience. Organizations, professions, theaters, agents, write Kara-Kum moters, 106 W. 29th St., Los Angeles 7, Calif. Tele. PROspect 5086. fe19

ALL AROUND MACHINIST—WITH RIDE experience. Desires position as ride superintendent. Park preferred. Leo Werner, General Delivery, Tampa, Fla.

DRAMATIC READINGS—HAVE RECORDS. Live contract with television, radio or recording company. Very good show. Also do dancing. Maurine Jennings, 337 S. Fifth, Quincy, Ill.

DYNAMIC PROMOTION MAN—39, CAR; former Athletic, Recreation, and Entertainment technician to the Chief of Special Services, Army Air Forces. Will make big money for small Amusement Park, Picnic Grove, Exhibit, Exposition, or Roadside Attraction seeking to grow, prosper, clean, living. Terrific per. Travel, relocate, clean living. Terrific idea man, publicist, can tell, sell, book, contact, contract, work committees. Position sought offers pleasant environment, guaranteed income plus percentage. State Oakland 12, Calif.

ESCAPE ARTIST (UNSURPASSABLE) AND Magician want contract with booking agency. Complete stage settings, including curtains, etc. Portable jail. Audience furnishes chains, locks, percentage. State cuffs, (No switches.) Write Magic Mysteries, Plainview, Tex., Box 412. mh5

MUSICIANS

AVAILABLE—ORGAN-DRUM DUO; UNION, own equip.; references; 8 mos. pres. location. Box C-173, c/o Billboard, Cincinnati 22, Ohio. fe19

BASS MAN—EXPERIENCED; AGE 28; available; available on two weeks' notice. Al Glechris, 13 Brown Ave., Cortland, N. Y. fe19

DRUMMER AVAILABLE—TO UNIT PLAYING locations. Age 33, union; cut shows. Prefer commercial group. Jack Rearick, Aberdeen, Miss. Ph. 362-J.

GUITARIST AVAILABLE IMMEDIATELY—Have car; will prefer South, South-west, straight, novelties and singing impressions. Contact Robert Filane, 258 Withers St., Brooklyn, N. Y. Telephone EVERgreen 8-5200.

GIRL SINGER—DOUBLING COMBO drum; young, reliable; travel location. Box C-175, c/o Billboard, Cincinnati 22, Ohio. fe19

PIANIST, ORGANIST—ALL AROUND EXPERIENCE. Prefer location; commercial, Dixie, jazz. Read, fake, cut shows. Married, dependable, reliable; no character; union. Musician, P. O. Box 457, Rockton, Ill. fe26

STRING BASS—VOCALS, IMPERSONATIONS. Travel, car. Society or combo. Write, wire, phone 28-171, 1308 S. Main St., Minot, N. Dak. Ding Eker.

TENOR, FLUTE, CLARINET—18 YEARS' experience. Bop or society tenor; bop flute, or symphonic; Dixie or symphonic clarinet. Prefer decent paying studio job; warm climate and minimum road work; nicely illuminated. Immediately available. J. M. Sharp, 1145 Highland Ave., Hamburg, N. Y. mh26

WESTERN SWING TRIO—AVAILABLE June 1. Featuring steel 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 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 nicely illuminated. Consistently requesting impressive results. Cadillac quality, but Ford priced. Sensational McDonald, 456 Lamplier Place, Warren, O. Tel. 45337. mh5

A REAL TREAT TO YOUNG AMERICA—Balloons, ascensions and parachute leaps by the country's most daring performers. Our balloonists and parachutists are licensed and balloons registered. Badger Balloon Co., Victor Helder, Mgr., 2317 Glenhurst Ave., Los Angeles 39, Calif. fe26

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, 625 W. 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.

PROF. PAMAHASIKA PRESENTS AMERICA'S greatest bird act. Cockatoos, Macaws. Will travel with circus or resort. It played all the best; these birds are famous. Prof. Pamahasika, 3504 N. Eighth St., Philadelphia 40, Pa.

OLD-TIME BALLOON ASCENSIONS, ALSO the latest in ballooning. A. J. Hartman, 2127 Summer St., Burlington, Iowa. mh5

SENSATIONAL HIGH ACTS FOR YOUR fairs, parks, celebrations, carnivals, drive-in theaters. Contact Lee Slade, 2646 Park Ave., Detroit, Mich. fe26

SINGERS, DANCERS, COMEDIANS, Novelty acts, animals, jugglers, rope twirlers, musicians, girl revues. Manager, 162 North State, Room 909, Chicago, Ill. DEarborn 2-2734.

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

VAUDEVILLE ARTISTS

FEMALE IMPERSONATION ACT—OPEN for night booking. Spanish dancing and exotic. Expensive wardrobe. Shots available. S. L. Burgess, Hamilton Hotel, Main and English, Wichita, Kan. mh12

VOCALISTS

GIRL VOCALIST—YOUNG; EXCELLENT wardrobe; any style. Photos available now. Box C-178, c/o Billboard, Cincinnati 22, Ohio.

TREMENDOUS Profits with Hagen's exclusive TEAR GAS PENCIL

This Tear-Gas Pencil discharges smothering clouds of tear gas to instantly stop, stun and incapacitate the most vicious man or beast, an effective substitute for dangerous firearms; leaves no permanent injury. No selling experience needed. Handle as a profitable sideline... soon you'll sell it full time. Start now! Send \$4.25 for complete demonstration kit of SERVICE STATIONS SMALL STORES LOAN OFFICES BANKS, HOMES Not sold to minors!

HAGEN SUPPLY CO.

Dep't. B-2195 St. Paul 4, Minn.

Embassy Special GENUINE LEATHER \$22.50 per dozen Terms: 3/10 E.O.M. #2257 DRAWSTRING SHOULDER BAG Genuine Leather. Outside pocket with secure turn lock closing. Colors: Navy, Red, Black, Parchment, Panama, Ginger, White. \$22.50 per doz. Size: 9 1/4" x 7 1/4"

SEND FOR COMPLETE CATALOG 38 WEST 32nd STREET, NEW YORK, N. Y. Embassy P. P. INC.

Terrific as Prizes and Give-Aways! FOR PITCHMAN! MACHINE OPERATORS! CONCESSIONAIRES! The "Hottest" Item of the New Year! \$5.50 per dozen CROSS ORDERS ONLY. Individual 3-color boxes. BRAND NEW! AT CLOSE-OUT PRICES! WRITTEN GUARANTEE DIRECT FROM MANUFACTURER ORDER TODAY! Send 25% deposit with your order. Pay balance on delivery.

Wirecraft CORPORATION 36-12 34TH STREET LONG ISLAND CITY 6, N. Y.

HOLY MIRACLE CROSS Marvelous detail allows you to clearly read the Lord's Prayer by looking through lens the size of a pin head in center. Gold plated cross and chain. Comes in the following sparkling stones: All White, Red and White, Blue and White, or Green and White. (Assortment of colors will be shipped unless colors specified on order.) Has 16" chain with clasp. Gift boxed. Order now for Easter selling. Prompt delivery. \$6.25 dozen lots \$6.00 gross lots Cash with order. Minimum, one dozen to box. Sample, \$1.00. Box 2057 Santa Fe, N. M. WM. C. ILFELD

LITTLE ATOM World's Smallest Pistol COMPLETE WITH RAMROD AND YOUR CHOICE OF LEATHER HOLSTER OR BLANKS ACTUAL SIZE Dealer's \$1200.00 Cost... \$1.95 ea. Actually shoots blanks with terrific report... sells on sight with a bang! DISPLAY CARD MOVES 'EM FAST Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '55 Catalog. G & S Mfg. Co. Dept. B 514 Deaderick NASHVILLE, TENNESSEE

FREE FRISCO SPINDLE WHEEL & BUMPER GAME Write today for complete details \$7.50 ALUMINUM IDENTS 6-UP \$5.00 GRAB BAG RINGS \$5.00 GR. HEART & DISC PENDANTS \$39.00 Hand Polished, Nickel Plated Per Gr. MEXICAN EARRINGS \$5.40 Dr. & Up SEND FOR NEW CATALOG TODAY. We pay postage on all prepaid orders except Air Mail. FRISCO PETE 226 S. Wells St. Chicago 6, Ill. All Phones: FRanklin 2-2567

BIG FREE CATALOG Jewelry, Watches, Housewares Appliances & 1001 Name Brand items. Space on Cover for Own Imprint. Sell the Nationally Advertised Brands which are Pre-Sold for You! HARRY CONON & SONS, INC. 1065 Utica Ave., Brooklyn 3, N. Y. "TRADE WITH THE HOUSE THAT HELPS YOU SUCCEED"

10" PIPE WRENCH \$7.75 ea. Stilson Pattern (German quality—drop-forged) Individually packaged. Sold in lots of six or more. 25% Deposit Required, With Order. F.O.B. Chicago. Wholesale Only. COOK BROS. 916 S. Halsted St. Chicago 7, Ill.

EASY MONEY Selling surprise gift packages. Values to \$5.00. \$55.00 per 100 pkgs. Sample \$1.00. Terrific for clubs, fairs, carnivals, celebrations. R. AND S. SALES 606 Jackson St. St. Paul, Minn.

'Pin Game Ops Need 10c Play': Williams

CHICAGO, Feb. 12.—Williams Manufacturing Company announced this week it planned to meet with five-ball operators to discuss a nation-wide switch to dime play—which the firm calls "necessary to profitable business for the operators."

A survey of game distributors reveals that the vast majority of five-balls in operation are now set for nickel play, altho some have noticed a trend toward dime play in this field.

Such a switch, according to Sam Stern, Williams executive vice-president, would result in increased

income for operators and savings in purchases of new equipment due to larger factory production runs. Stern said that about 10 per cent of five-balls produced by the firm are set for dime play.

Field Tests

Field tests on five-ball dime play have been run and found successful, says Stern, but while some operators run five-balls on dime play, too few of them have heeded the suggestion, with the result that continued nickel play brought about higher prices for the five-ball games due to lowered production.

Stern explains, "When we can enjoy much larger production runs on new games we can in turn pass the savings on to the purchasers of our machines."

This can come about, he claims, if the operators will adopt dime play, and at the same time that they put dime play into operation, also ask for front money from their locations to assure themselves steadier profits. Front money consists of a percentage of machine takes which the operator would receive for machine depreciation costs, before the regular split of

(Continued on page 95)

Genco Ships New Wild West Rifle Gallery

CHICAGO, Feb. 12.—Wild West Gallery, a new gun game with an authentic type .22 rifle operating on direct electrical contact, was shipped to distributors this week by Genco Manufacturing & Sales Company.

Available in a regular play model, and in a "criss cross" match play model, the Wild West features four types of different moving targets. These include "swinging Indians" that move in pendulum fashion, a floating "horseshoe bull's-eye" that moves in a circular up and down motion, a disappearing bull's-eye and "running coyotes" in a back and forward motion. Other marks are fall-over Western targets and "lighted candles in jugs," which challenge the player to shoot out the flames. The

(Continued on page 104)

Ponser Quits N. Y. Op Berth; Kasper Named

NEW YORK, Feb. 12.—George Ponser, for two years executive director of the Associated Amusement Machine Operators of New York, this week announced his resignation, effective Thursday (17). Stepping into Ponser's job will be Ely Kasper, a music and game operator for 20 years here and in California.

Ponser has already accepted a position in the coin machine industry; an announcement is expected to be made within two weeks.

During Ponser's tenure, the number of association labels increased from 2,000 to 3,500. A good deal of his efforts were devoted to the self-policing of the industry and the forestalling of contract breaches.

Object of these policies was stability in the trade. That these policies have achieved their end, said, Ponser, is evidenced by the current prices being paid for game routes—when they are available.

Routes are currently selling for

Keeney Preps New Bowler, Other Games

CHICAGO, Feb. 12.—J. H. Keeney & Company is working on several new game projects including a shuffle bowling game and other units.

The games are being developed under the direction of Chester Biezad, of the engineering department. Several games are now on test locations. More information on the new models will be available in the near future.



JOE ROBBINS

Empire Names Joe Robbins To Sales Staff

CHICAGO, Feb. 12.—Joe Robbins has been appointed to the Empire Coin Machine Exchange sales staff, Gil Kitt, owner, announced this week.

Robbins will handle road and floor sales, office and service management for the game and vending machine distributing firm.

(Continued on page 95)

Oct. Exports Over \$1½ Mil; Up 35.4%

Jukes Double; Shipments to Canada Tops; Belgium, Netherlands Strong Markets

CHICAGO, Feb. 12.—Exports of juke boxes, amusement games and vending machines hit \$1,511,285 last October, an increase of 35.4 per cent over the same month of 1953.

Juke box shipments doubled, reaching \$1,053,802, about 70 per cent of the total export market. Amusement game exports jumped \$50,000 above the previous October. Vending machine shipments dropped from \$78,544 in October, 1953, to \$54,341 last October. U. S. Department of Commerce reports for later months are not yet available.

Canada accounted for \$364,006 of the trade, leading the amusement game markets with a \$244,058 total, and the vending machine markets with \$25,857. Canada's game imports were more than half of the total game export volume in October, while its vender imports reached almost 50 per cent of total vender volume.

Leading the juke box markets was the Netherlands, with \$168,016, closely followed by Belgium, hitting \$166,173. West Germany and Canada, usually in the top brackets in juke box imports, gave ground in October to Venezuela and Colombia, as well as the Netherlands and Belgium.

October game exports have risen steadily in the past three years, climbing from \$263,431 in 1952 to \$352,898 for 1953 and hit a 1954 mark of \$403,142. While no market approached Canada's top game trade in October, New

(Continued on page 104)

ROCKIN' RHYTHM

Shoppers Dig Music Tied to Kiddie Rides

PHOENIX, Ariz., Feb. 12.—Recorded music is helping kiddie ride operators here to crack tough locations.

According to L. L. Frank—veteran kiddie ride operator, recorded music provided by a Merry-Go-Round or other coin-operated ride, offers a solution to the problem of providing musical entertainment for store customers.

Frank has successfully placed Merry-Go-Rounds, rockets, bucking broncos, space ships, and other kiddie rides equipped with recorded music in many smaller supermarkets and individual grocery stores thruout the city.

The advent of 200-record wired music systems in most of the city's major supermarkets has proven conclusively that the average housewife enjoys music when shopping for the family dinner table. Thus, smaller operators who cannot afford a heavy investment for pub-

(Continued on page 95)

Quebec Assembly Gets Anti-Pin Bill

QUEBEC, Feb. 12.—A bill prohibiting ownership or possession of pinballs and other games has been tabled in the Quebec Assembly.

The bill is a revision of the 1946 provincial law governing such games and follows a Montreal campaign to wipe out pinball games.

The proposed legislation applies to all coin-operated machines save those which dispense products or services.

Richard Dore, manager of the Amusement Machine Operators' Association, whose headquarters are in Montreal, spoke up in defense of pinball games. The association, which came to life more than a year ago and includes about

half Montreal pinball operators, feels that "it would not be a good solution to outlaw the amusement game trade."

Canadian City Votes To Curb Game Spots

SASKATOON, Sask., Feb. 12.—The city council here has voted to restrict coin-operated amusement games in pool halls and bowling alleys.

When the licensing bylaw is amended accordingly, the present

unrestricted use of the games will come to an end and an estimated dozen or so machines will have to be removed from two or three business establishments.

Council also agreed to increase the license fee from \$35 to \$50 a machine and to prohibit operation of the games by children under 16. One game will be allowed for every three pool tables or every five alleys, depending on the type of establishment.

Council Acts

The matter came before council several weeks ago when A. H. Bence, former alderman, appeared on behalf of the clients who wanted the games restricted to bowling al-

(Continued on page 95)

Bally Schedules Service School At Macon, Ga.

CHICAGO, Feb. 12.—Bally Manufacturing Company engineers, Bob Breither and Paul Calamari, will conduct a service school at the headquarters of Peach State Distributing Company, Macon, Ga., February 21-23.

Each of the three days will be a complete school covering mechanisms of Big-Time and other Bally in-line games. Magic-Bowler and Mystic-Bowler together with previous Bally bowlers will also be discussed. Time will be had for questions and answers on the complete Bally line.

The school will be hosted by W. N. (Dike) Hawes, of the Peach State organization. The schools are open to all operators and servicemen in the area.

Coin Machine Exports

October, 1954

Country	Phonographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Canada	187	94,091	874	\$244,058	576	\$25,857	1,637	\$364,006
Belgium	329	166,173	129	12,964	286	8,400	744	187,537
Netherlands	359	168,016	16	1,450	375	169,466
Venezuela	157	124,363	22	5,304	41	13,657	220	143,324
Colombia	251	113,061	5	675	256	113,736
W. Germany	109	76,116	270	16,190	379	92,306
Mexico	190	84,065	10	1,505	200	85,570
Philippine Rep.	70	45,381	36	9,600	106	54,981
France	34	20,983	53	18,000	87	38,983
Switzerland	52	31,666	16	3,695	50	790	118	36,151
Cuba	94	33,204	10	700	104	33,904
New Zealand	512	24,580	512	24,580
Br. Malaya	46	6,350	111	16,379	157	22,729
Sweden	25	15,500	1	507	26	16,007
Panama	17	12,949	5	2,152	22	15,101
Japan	6	4,558	30	9,868	36	14,426
Peru	25	12,226	18	900	43	13,126
Korea Rep.	6	4,535	15	4,805	21	9,340
Guatemala	14	9,157	14	9,157
Nicaragua	14	7,872	14	7,872
French Morocco	16	5,767	16	5,767
Ireland	16	5,320	16	5,320
Honduras	6	3,829	2	540	8	4,369
Dominican Rep.	8	3,722	8	3,722
Salvador	3	2,269	3	2,269
Hong Kong	8	864	7	1,084	15	1,948
Bermuda	1	569	2	885	3	1,454
Costa Rica	2	1,210	2	1,210
N. Antilles	3	990	3	990
U. S. Africa	2	952	2	952
Syria	11	549	11	549
Other Countries	1	693	120	14,230	121	14,923
TOTALS	2,064	\$1,053,802	2,311	\$403,142	1,024	\$54,341	5,399	\$1,511,285

VENDING MACHINES

Kolodny Cites Dip in Cig Profit Margins

Reasons Pack Should Cost 34 Cents on Comparative Basis With 18 Cents in '40

WASHINGTON, Feb. 12.—Joseph Kolodny, managing director of the National Association of Tobacco Distributors, Tuesday (8) outlined the declining profit margin picture in the cigarette industry.

Speaking at the Wholesale Distribution Clinic conducted by the National Association of Wholesalers, he pointed out that in the 1940-'53 period, the combined net sales of the five largest cigarette

manufacturers increased from \$1,014,000,000 to \$3,100,000,000, or 206 per cent. By units, the sale of cigarettes expanded from 157 to 391 billions during that period.

But, continued Kolodny, the cost of leaf tobacco went up 337 per cent in crop value, and federal excise taxes jumped from \$640 million to \$1.614 billion, or 152 per cent. In addition, Federal and State income taxes soared from \$33 million to \$181 million—or 444 per cent.

Small Increase

Kolodny pointed out that this resulted in an increase in only 39 per cent in net income and 15 per cent in profit.

(Continued on page 93)

Perfumatics to Be Placed on N. Y. Thruway

JERSEY CITY, N. J., Feb. 12.—Jo-Lo Perfumatic, manufacturer of the Perfumatic cologne vender, has contracted for the placement of its equipment in the 45 restaurants to be placed on the soon-to-be-completed New York Thruway. The restaurants are operated by Union News, Hollis Shops and Reston Associates.

Meanwhile, Joe Tanzer, Jo-Lo president, announced that the firm will soon have available Perfumatics with a new plastic finish giving an iridescent pearleroid effect, as well as machine with all-chrome exteriors. The former will be at no additional cost, while the latter will sell for \$5 more.

Tanzer said Jo-Lo will soon announce a policy whereby purchasers of Perfumatics in lots of 10 or more will be given free comprehensive insurance.

He said that export business to South America has picked up, and that the Wurlitzer distributor in Venezuela has been named a Perfumatic distributor.

Cig Survey to Get Underway

NEW YORK, Feb. 12.—Vending operators thruout the nation will be awaiting results of a government survey due to get underway Monday (14). Census takers will interview 25,000 house holders thruout the nation in an attempt to find out how many persons smoke and how often.

Most of the surveys conducted to date have been on a quantitative basis, often revealing total consumption, by brand and region, but paying scant attention to smoking patterns.

These patterns, industry observers feel, will do much to guide the operator in placement of vending machines.

(Continued on page 94)

Debate Canned Drinks As Vending Op Item

CHICAGO, Feb. 12.—Is the canned soft drink an operator item?

Beverage operators across the nation asked this question down the middle: Many answer that cans will become a vending factor only as a supplement to bottle—and therefore bottler-operated-routes; other operators contend that with further product-package development and better cost-supply incentives, the canned soft drink could become important in their operation.

How active bottlers become as soft drink canners and the actual

gross margin per sale for the operator will be determining factors in the ultimate outcome of who operates can machines.

Can Vs. Cup

The canned drink machine, however, is not seen as a competitive factor for the cup drink vender.

For operators, can units could provide the key to a more truly blanket coverage of locations thru acquisitions of lower volume bottle machine type stops at a profit.

For bottlers, can units could solve the broken glass problem.

(Continued on page 95)

Parliament Maps Pitch to N. Y. Com'ers

NEW YORK, Feb. 12.—Parliament cigarettes soon will make its first major advertising pitch to commuters in the metropolitan New York area, with a special card campaign planned on the 14 major railroad and ferry systems serving Westchester County, Staten Island, New Jersey, Southwestern Connecticut and Long Island.

The 12-month full-color ads will appear in the premium position end space car area starting this month. Placing the advertisements is Transportation Displays, Inc., which handles advertising for railway stations and timetables in this area.

TDI at one time had been working on a plan to develop vending machines as advertising showcases, but LeMoyné Page, head of the

(Continued on page 94)

Bushnell Sees Juke Ops Eying Vending

NEW YORK, Feb. 12.—Juke box operators are beginning to explore food vending, with some of them setting up separate vending divisions, according to Sam Bushnell, president of the Conditional Sales Credit Corporation.

Bushnell organized CSCC six months ago to handle amusement machine and juke box credit. Vending machines were not much of a factor in his plans.

Now 60 per cent of the paper handled by the firm is on music machines, 25 per cent on games and the remaining 15 per cent is for vending operations, mostly cigarettes and coffee.

Payments, Terms

Terms vary, but most music paper requires a down payment of from 25 to 33½ per cent, with up to 24 months for the balance.

Game down payments are about the same, but the loan generally covers a six-month period on pinball and similar devices. For shuffleboards and bowling games 12 months are usually allowed. On vendors it averages a third down and 12 months to pay.

Bushnell said a good percentage of the 15 per cent covering vending machines comes from music operators thruout the nation, and he predicted the percentage of pa-

(Continued on page 96)

Victor Cuts Super V Price \$8-10 Per Case

CHICAGO, Feb. 12.—Victor Vending Corporation this week announced price cuts of \$8 to \$10 on four-pack cases of Super V capsule vender.

In shipments of less than 25 cases, the price has been reduced from \$71.80 per case to \$61.80; in shipments of more than 25 cases, the reduction is from \$67.80 to \$59.80.

Walter Schaefer, Victor president, stated that the reductions were made possible "thru new production methods."

The Super V has a capacity of 350 capsules or 800 100-count ball gum, features a cabinet of two-tone solid oak trimmed in chrome with glass panels.

NAMA Regional Schedule Set

CHICAGO, Feb. 12.—The schedule for the final six regional meetings of National Automatic Merchandising Association for 1955 was announced this week.

Earlier, the complete program of the first new "package" type regional area meeting, to be held in Atlanta at the the Biltmore Hotel, February 19-20, was announced by John J. Maloney III, Carolina Vending, Inc., Charleston, S. C., chairman of Region IV (The Billboard, February 5).

Here's the complete schedule for the remaining eight meetings to date (hotels for the second two meetings only has been confirmed):

March 5-6—Adolphus Hotel, Dallas; Region IX, covering Texas, Oklahoma, Arkansas and Louisiana. Regional chairman: Al F. Schmitt, System Vendors, Oklahoma City.

March 19-20—Lord Baltimore Hotel, Baltimore; Regions III and A. Region III covers District of Columbia, Virginia, Maryland, Delaware; chairman is Raymond

(Continued on page 93)

Vending to Play Heavy Role At NATD Meet; Schedule Set

NEW YORK, Feb. 12.—Automatic merchandising will figure prominently in the 23d annual convention of the National Association of Tobacco Distributors at the Conrad Hilton, Chicago, March 27-April 1.

Theme of the six-day confab is "Marshaling Our Forces to Do Things Even Better," and the tobaccomen will spend the third day of the meet figuring ways and means to vend merchandise—cigarettes, candy and even full-line food—better than they have in the past.

Included in the roster of 312 exhibitors are 10 vending machine manufacturers and scores of suppliers to the vending trade (see list of vending firms, with the name of the person in charge of the display).

Vending Panel

John Griffin, the Joseph P. Manning Company, Boston, will chair the Automatic Merchandising session March 29. The panel will consist of Richard L. Cole, Cole Products, Chicago; Charles T. Desormeau, H. W. Desormeau Tobacco Company, Cohoes, N. Y.; Charles Brinkmann, Rowe Manufacturing Company, New York; Charles L.

Cooper, Cooper Tobacco Company, Lancaster, Pa.

Also on the panel are Renz Edwards Jr., F. S. Edwards Tobacco Company, Kansas City Mo.; Richard E. Gibbs, Arthur H. DuGrenier, Inc., Haverhill, Mass.; Lester Kulp, Superior Manufacturing Company, Evanston, Ill.; Bernard N. Osmond, Fred Hebel Corporation, Addison, Ill.; Lou Risman, H. C. Brown Company, Gloucester, Mass.; Bernard F. Gawley, Binghampton Tobacco Company, Binghampton, N. Y.; Burnhard Glassgold, Stoner Manufacturing Company, Aurora, Ill.; Anthony Natri, Natri Brothers, Waterbury, Conn., and H. S. Todd, H. S. Todd & Company, Salisbury, Md.

Among the subjects to be thrashed out by the panel will be

Detroit Vending Group Elects First Officer Slate

DETROIT, Feb. 12.—The newly organized United Vendors' Association of Michigan, Inc., elected officers and a board of directors at its fourth meeting last week at the Veterans' Memorial Building.

Mervyn Jacobson, Central Vending Company, was elected president; Warren Ayres, Vendo Cigarette Company, vice-president; Leo Kalyvas Jr., Union Vending Company, secretary-treasurer.

Named to the board were T. Cooper, Cooper Vending; Morrie Coleman, Bruce Vending Company; D. Weinberg, D & F Vending Company; William Maskeny, Maskeny Vending Company; Hugh Howes, Howes-Shoemaker Vending Company; William Emig, Variety Vendors; John Jenuwine, J & J Vending Company; Robert Ryan, F & G Vending Company, and

(Continued on page 93)

Reynolds Net Sets Record; Sales Dip

NEW YORK, Feb. 12.—Despite a sales drop of 7.1 per cent from 1953, the R. J. Reynolds Tobacco Company last year racked up the highest earnings in its history—\$44,826,793—a gain of 31.2 per cent over 1953.

The 1954 net is equal to \$4.19 a share and compares with \$34,172,044 or \$3.12 a share earned the year before. It tops the previous record, set in 1949, by \$4,372,632.

Sales for the year dropped to \$814,273,776 from \$876,189,581 in 1953. Company officials said the termination of the excess profits tax was the major factor responsible for the improved profit picture.

copied with vending competition, vending cigarettes, brand diversification, vending candy, industrial vending, the complete package, direct sales against machine competition and administering the vending operation.

The convention opens March 27, with business sessions scheduled that day on "Labor Management and Human Relations," "Financial Planning and Control," "Speaking of Credits and Collections," "Extension of Credit to the Retail Trade," "Salesmen's Incentive Systems," "Office Efficiency." The evening entertainment program is being arranged by the P. Lorillard Company.

Vending Exhibitors

The 1955 Merchandising Fair—with 312 exhibits—opens March 28, with welcoming comments at the convention session by Bert P. Cunningham, NATD board chairman.

Here are the vending firms—with the name of the person in charge of each—which will exhibit at the show:

Apco, Inc., New York, Mel Rapp; Cole Products Corporation, Chicago, Richard L. Cole; Arthur H. DuGrenier, Inc., Haverhill, Mass.

(Continued on page 94)

Price Readies 20 New Charm Items

NEW YORK, Feb. 12.—The Paul Price Company announced it is preparing 20 new charm items for the spring market. Four of these—top charms—are expected to be released soon.

Price has completed its expansion and renovation at its 55 Leonard Street headquarters. The firm has recently completed an improved capsule.

Vending Figures in Canned Milk Plans

NEW YORK, Feb. 12.—The Farm Fresh Food Products Corporation here announced this week that it will offer whole, fresh homogenized milk in cans for sale in the New York and Chicago area by early April.

According to Thomas R. Sterck, Farm Foods consultant, Farm Fresh is laying plans for a vending program, with the possible development of a six-ounce vending can.

Sterck said first sales will be of quart and four-ounce cans, with the latter size to be field tested in

vending machines. He added, tho, that the initial emphasis will be on over-the-counter outlets, and that no large-scale vending program will get underway until a degree of consumer acceptance on the grocery-store level has been achieved.

Six Months

Curtis Lane, Farm Foods vice-president, claims the canned product will stay fresh for six months without refrigeration. He said prices would run about 2 cents a quart higher than for milk in paper cartons.

Biggest job will be to convince

(Continued on page 95)

NEW IDEA

Multi-Unit Battery at Gas Stops

PHOENIX, Ariz., Feb. 12.—A unique multi-unit vending machine installation in 75 Blakely Service Stations here has proved successful for both the stations and the three firms operating the machines.

Refreshment centers, built of wood and mounted on concrete platforms 18 feet long, 9 feet deep and 6 feet high, enclose the venders. A typical installation includes a cigarette machine, a candy machine, a bottle soft drink unit, four bulk machines (two for peanuts, two for confections), a hot popcorn vender and a scale. During winter months, a coffee machine is added.

After operating hours (for the service stations), the structure is locked.

Valley Vendors, Inc., Cigarette Salesmen Company and Independent Penny-Machine Service are the local operating firms supplying machines for the Blakely refreshment centers. Blakely builds and pays for the refreshment structure which houses the machines; the three firms pay standard commissions.

Volume at all station locations has been high and the convenience factor rates high: motorists like to have their cars serviced while using the machines.

Iced Tea Volume Soars Since '48

NEW YORK, Feb. 12.—Vending operators who have been studying tea as a hot or cold beverage to be merchandised automatically this week were mulling the latest report of the Tea Council of the U. S. A., Inc.

According to a recently completed survey, sales of iced tea bags to restaurants have increased by 269 per cent since 1948, with an increase of 9 per cent in 1954 over the previous year.

Anthony Hyde, the Tea Council's executive director, attributes the increase to the "two-ounce formula" adopted by the Tea Council and the National Restaurant Association in 1948. The formula calls for two ounces of tea to a gallon, a much stronger mixture than hot tea.

Hot tea is currently being vended at 25 stops of the G. B. Macke Corporation, Washington. The liquid concentrate used is made by Seeman Brothers, Inc., New York, while the conversion unit is made by Hedeman Products, Inc., Great Neck, L. I., N. Y.

Robinson Named Pepsi-Cola Pres.

NEW YORK, Feb. 12.—William E. Robinson, chairman of Robinson Hannagan, publicity firm, this week was named president of the Pepsi-Cola Company.

He succeeds H. B. Nicolson, who moves up to board chairman and chairman of the executive committee.

Robinson had been publisher of The New York Herald Tribune, advertising director of The New York Evening Journal, a member of the Hearst general management staff and local advertising manager of The New York World-Telegram.

He is a director of the Radio Corporation of America, the National Broadcasting Corporation and The New York Herald Tribune.

Minute Maid Picks Penn, Speeler, Roy

NEW YORK, Feb. 12.—Frank Penn, Dr. Wallace R. Roy and William E. Speeler this week were elected vice-presidents of the Minute Maid Corporation.

Penn will be in charge of production of the firm's frozen food packs outside Florida. Roy heads the company's research and development department, and Speeler is corporate counsel and secretary of the corporation.

Promotion, Bigger Units Needed for Candy: Ops

CHICAGO, Feb. 12.—More candy would be sold thru venders if candymakers would promote candy vending and if machine manufacturers would build larger capacity units and offer more variety in styles.

That's the general consensus of operators surveyed in answer to this question: What single suggestion would you make to candy firms—and to machine manufacturers—that you feel would benefit all parties concerned with candy vending?

Operators listed these specific suggestions:

Candy manufacturers should place more emphasis on dime bars, direct part of their consumer ad-

vertising to the sale of bars thru venders and offer a better gross margin.

Vender manufacturers should build larger capacity machines, offer more variety in machine styles (not selections).

Ratio Decline

Operators surveyed also reported that altho vended candy sales increased over the past year—because there are more machines on location—candy has declined in proportion to total vended sales. One operator reported that candy, which in 1952 accounted for 25 per cent of his total route sales, was down to 15 per cent last year, others reported percentage declines of 10 to 30 per cent for the similar two-year period.

Diversification was responsible for the decline. More products are now competing for industrial workers' dollars—especially bakery goods—and many operators feel present nickel bars are "poor values."

All operators reported plans to continue making candy available in necessary volume and variety to meet customer demands, however. The fact that "candy is a basic snack item that must be carried" tends to make the candy firms become lax as far as vender promotion is concerned.

No Supplier Push

As one operator said, "The candy manufacturer feels we have to include his product anyway, so he does not go out of his way to promote it."

Another operator remarked, "We find that candy is undersold. By this I do not mean it is under-advertised. We find that candy salesmen do not call on us regularly enough and keep us appraised of manufacturer's deals. Sales managers should get out into the field and see the operators, get reactions. . . ."

Operators surveyed had definite views on 5 and 10-cent bars. A growing number subscribe to the idea of all-dime bar vending; others hold that both nickel and 10-cent bars can be profitable if they are non-competitive.

Two other suggestions operators offered candymakers were to pack all bars 200 count and print the name of the bar on the side of the wrapper as well as the top (a few bars do not have names on sides).

Operators indicated that a 250 to 300-bar capacity machine rather than a 160-bar average machine would be desirable. One higher capacity advocate pointed out that with ever increasing labor and route costs, the depreciation of machines becomes a lesser factor.

Another group of operators had a converse suggestion for machine manufacturers: A good small machine handling nickel and dime bars for low-volume locations and priced under \$100, arguing that not all vending potential is in the large volume locations.

Cig Vending Thefts Break Out in Den.

COPENHAGEN, Denmark, Feb. 12.—The recent increase in cigarette prices here has resulted in a mild outbreak of thefts from cigarette venders. The thieves did not bother with the smokes but emptied the cash boxes. As each pack of 20 cigarettes requires the insertion of the equivalent of 60 cents in the slot, it is easy to understand that the contents of the cash boxes are quite heavy in good locations.

Reports from Germany, where vending machines are also largely used on storefront locations for round-the-clock operation, indicate a wave of machine thievery in that country. On Saturday (5), in Essen, two vender thieves were shot dead by a policeman when they put up a fight after being spotted emptying a machine.

In general, however, vender thefts are of a petty rather than a serious nature, as it is almost as difficult to make a worth-while machine haul as it is to break into a big store or warehouse.

Bulk Units In Motion A Success

PHOENIX, Ariz., Feb. 12.—The ideal traffic-builder where penny venders are installed in large supermarkets is motion.

That's the conclusion of Don Ott, bulk operator who installed two "triple-header" penny machines in the A. J. Bayle's Supermarket here.

Ott put together a one-eighth horse power motor and a circular clothes hanger of the type normally used in apartment back yards to form a huge rotating merry-go-round, 12 feet in diameter.

Turning at approximately six revolutions per minute, the frame work is wrapped with colorful candy stripes of red and white crepe paper, with streamers one-foot long, suspended around the edges.

Mounted high above the venders, the whirling unit catches immediate attention from every customer and automatically focuses buying on the venders below. Peanuts, confections and charms are vended.

Conn. Cig Tax Take Off 5% for January

HARTFORD, Conn., Feb. 12.—Cigarette tax stamp sales and revenue in January dropped to the lowest level in five years. The excise division of the State Tax Department reported stamp sales at 20,733,226 were off about 5 per cent from January, 1954. In the first seven months of the fiscal year, the value of stamp sales was \$5,139,593, against \$5,497,852 in the corresponding seven months earlier. Deposits amounted to \$5,257,412, compared with \$4,929,692.

Meanwhile, Gov. Abraham Ribicoff is expected to ask the State Legislature to increase the State's cigarette tax from 3 to 4 cents, the resultant extra revenue, according to high administration sources, to be used to finance increased aid to education in Connecticut's 169 cities and towns. (See separate story.)

GUM GUMS UP BUS DRIVERS

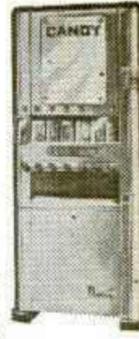
AKRON, Feb. 12.—Experimental installation of gum machines on 10 buses has the Akron Transportation Company "all gummed up."

Financially, the machines are a success. But gum-craving customers frequently block the rear door where the machines are located. Bus drivers complain they are bothered by requests to exchange nickels and dimes for pennies to put into the units.

So worked up are the drivers about the machines that they have asked the CIO Transport Workers' Union to ask for a "gum wage differential" at negotiations coming up soon.

CIGARETTE, CANDY AND DRINK MACHINES!

THIS WEEK'S SPECIALS!
DUGRENIER CHAMPION ← 9 Cols., 420 Cap. **\$92.50**
ROWE CANDY MERCHANT with changemaker → 7 Cols., 158 Cap. **\$165.00**



UNEEDA CIGARETTE VENDORS
 Model E, 6 Cols., 180 Cap. \$ 75.00
 Model E, 8 Cols., 240 Cap. \$ 92.50
 Model E, 12 Cols., 300 Cap. \$ 90.00
 Model 500, 9 Cols., 350 Cap. \$ 100.00

ROWE CIGARETTE VENDORS
 Imperial, 6 Cols., 180 Cap. \$ 85.00
 Imperial, 8 Cols., 240 Cap. \$ 90.00
 President, 8 Cols., 320 Cap. \$ 130.00
 Crusader, 8 Cols., 300 Cap. \$ 145.00
 DUGRENIER CHAMPION, 9-11 COLS., 420 CAP. \$ 100.00
 Diplomat Electric, 8 Cols., 340 Cap. \$ 175.00

CANDY MACHINES

U-Select-It, 74 Cap., Wall Model \$ 52.50
 Stoner Candy, Prawar, 160 Cap. \$ 135.00
 National Model 918, 162 Cap. \$ 115.00

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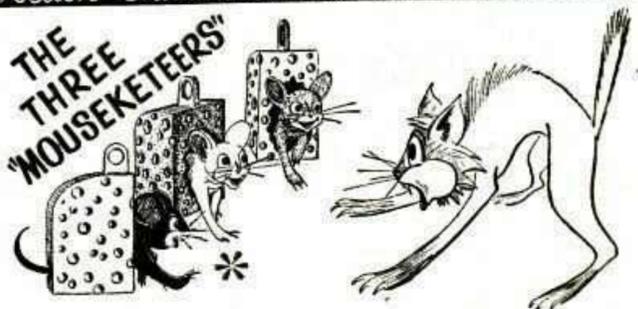
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THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES
VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard Index 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. 12	Issue of Feb. 5	Issue of Jan. 29	Issue of Jan. 22
Acorn Bulk Vendor, 5c.....		\$10.00	\$10.00	\$10.00
Acorn Capsule Machine.....		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 1c Bulk.....	6.50 7.50	6.50 7.50	6.50 7.50	6.50 7.50
Columbus 5c, Bulk.....	7.50	7.50		
Columbus Model 46, Z. B., 5c				7.50
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	17.50	17.50
DuGrenier Champion (9 col.).....	100.00	100.00	100.00	100.00
DuGrenier Champion (11 col.).....	100.00	100.00	100.00	100.00
DuGrenier Model S (7 col.).....	45.00	45.00		
DuGrenier Model W (9 col.).....	55.00 75.00	55.00 75.00	99.90	99.50
Exhibit Card Vendor, 2c.....	19.50	19.50	19.50	19.50
Eastern Electric (8 col.).....	115.00	115.00	115.00	115.00
Eastern Electro, C-8.....		129.50	129.50	129.50
Exhibit Card Vendor, 1c.....	15.00(2)	15.00(2)	15.00(2)	15.00
4 Comp. 1c Bulk Vendor.....				5.00
Hupp Single Drink.....	110.00	110.00	110.00	
Jewel Vendors, 5c.....	7.50	7.50	7.50	7.50
Keeney Electric (9 col.).....	145.00	145.00	145.00	
Master 1c, Ball Gum.....	7.50	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 Adams (6 col.) 1c.....	17.50			
Mills Single Drink.....	150.00	150.00	150.00	
National 9-18.....	70.00	70.00	70.00	70.00
National 930.....	95.00 130.00	95.00 130.00	95.00	
National 950.....	110.00 145.00	110.00 145.00	110.00	
Northwestern 39, 1c.....	7.95	7.95	7.95	7.95
Northwestern 33 Ball Gum.....	6.50	6.50	6.50	6.50
Northwestern Deluxe 1c and 5c.....	12.00(2)	12.00(2)	12.00(2)	12.00
Northwestern Model 39, 1c.....	7.50	7.50	7.50	7.50
Northwestern 49, 5c.....	12.50	12.50	12.50	12.50
N. W. Standard, 1c & 5c.....	7.50	7.50	7.50	7.50
Pop Corn Sez Vendor.....	49.50			
PX (10 col.).....	110.00	110.00	110.00	
Regals Peanut, 1c.....	7.50	7.50	7.50	7.50
Revo Ice Cream Cup.....	125.00	125.00	125.00	
Rowe Candy (8 col.).....	60.00	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	130.00 155.00	130.00	130.00
Rowe President (10 col.).....	155.00	155.00		
Silver King Hot Nut, 5c.....	12.50	12.50	12.50	12.50
Silver King, 1c.....	8.50	8.50	8.50	8.50
Silver King 1c Ball Gum.....	7.45	7.45	7.45	7.45
Silver King 1c Mds.....	7.45	7.45	7.45	7.45
Silver Kings, 5c.....	7.45 8.50	7.45 8.50	7.45 8.50	7.45 8.50
Silver King Hunter.....	19.50			
Silver King Target.....	19.50			
Smokeshop Electric (9 col.).....		129.50	129.50	129.50
Sneads.....	125.00	125.00	125.00	
Stoner Candy (6 col.).....	135.00	135.00	135.00	135.00
Stoner Univendor (8 col.).....	99.00	99.00	99.00	99.00
Super-Vends (3 sel.).....	200.00	200.00	200.00	
Uneeda Model E (6 col.).....	75.00	75.00	75.00	75.00
Uneeda Model E (8 col.).....	92.50	92.50	92.50	92.50
Uneeda Model E (12 col.).....	90.00	90.00	90.00	90.00
Uneeda Model 500 (9 col.).....	100.00	100.00	100.00	100.00
Uneedapak Model 500 (9 col.).....	135.00	135.00		
U-Select-It.....	52.50	52.50	52.50	52.50

Kolodny Cites

Continued from page 90

cent in common dividends—in each case less than the depreciation value of the dollar.

Actually, he concluded, the industry in 1953 handled a cigarette business which had tripled in dollar volume and increased 2.5 times in physical volume at a profit which was less than the actual value in 1940.

When the depreciation value of the dollar is taken into account, he said, cigarettes are cheaper than they were 15 years ago. Here's the way he figures it:

4.5-Cent Rise

"Since 1940, the retail price of standard cigarettes, exclusive of State or local stamp taxes, has increased an average of only 4.5 cents a package, and, of this, 2 cents was made mandatory by increases in the federal excise tax from 6 cents to 8 cents per package. The other 2.5 cents has been entirely absorbed by increased costs of tobacco, labor, packaging, shipping, etc.

"In 1940, the prevailing average price of popular standard brands was 18 cents a package, including all excise taxes. The government estimates that on the basis of what the dollar would buy in the 1947-'49 base period, it would have bought \$1.669 in 1940, but only \$.87 in 1954.

"On a comparative basis, therefore, the same cigarettes should retail for 34 cents, instead of the prevailing average of 23-24 cents. The fact that the operating costs of tobacco wholesalers are approximately 5 per cent, coupled with a very modest retail profit, is another item on the credit side of the consumer's ledger. This, therefore, is a sound explanation of why the consumer today is spending less, proportionately, for cigarettes than in 1940."

Detroit Vending

Continued from page 90

Thomas Thomas, Thomas Vending Company.

Roy Small, conciliator of the United Music Operators of Michigan, conducted the election on a motion by C. J. (Chuck) Morgan, UVAM conciliator, "to have Small conduct the formal election of officers because of his experience and fine reputation in the coin-operated field."

Addressing the group, Morgan stressed the need "for complete harmony and the necessity of members to be mutually helpful to each other." He said the association, chartered last October, is growing rapidly in the Detroit metropolitan area.

NAMA Regional

Continued from page 90

J. Scheuer, Vendomat Corporation of America, Baltimore, Region A covers Pennsylvania, New Jersey; chairman is Charles J. Cooper, Cooper Tobacco Company, Inc., Lancaster.

April 2-3—New York City; Region II, covering New York State. Regional Chairman: Wayne M. Logue, Brady Vending Company, Long Island City.

April 16-17—Cleveland; Region V, covering Michigan, Ohio, Kentucky, and West Virginia. Regional chairman: John C. Guthrie, Miller Automatic Sales Company, Inc., Louisville.

April 30-May 1—Milwaukee; Region VI, covering Illinois, Indiana, Wisconsin, Minnesota, North and South Dakota. Regional chairman: Bernard J. Kiley Jr., Airport Vending Service, Inc., Cicero, Ill.

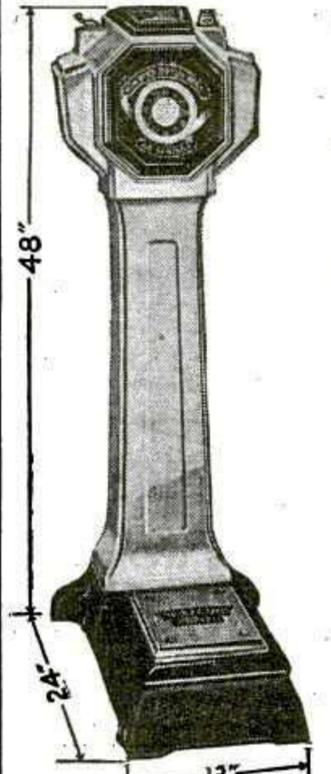
May 14-15—Kansas City; Region VIII, covering Iowa, Missouri, Kansas, Nebraska, Colorado. Regional chairman: Dwight Hanna, Hanna Candy Company, Atchison, Kan.

June 4-5—Boston; Region I, covering Maine, Vermont, New Hampshire, Massachusetts, Rhode Island, Connecticut. Regional chairman: Sam M. Goran, Metro Automatic Sales Company, Brookline, Mass.

June 11-12—Los Angeles; Regions X, XI, XII. Region X covers Southern California, Arizona, New Mexico; chairman, Arch C. Riddell, Harmony Cigarette Service, Inc., Pasadena. Region XI covers Northern California, Nevada, Utah, Wyoming; chairman is Dwight C. Dickinson, Bay Cities Automat Company, Inc., San Francisco. Region XII covers Washington, Oregon, Montana, Idaho; chairman, William J. Higgins, Higgins Automatic Vending, Inc., Seattle.

All meetings will include short talks by operators on automatic catering, direct sales, how to teach a new man to do his job; a "Profit Clinic"—a seminar on major reasons for success or failure of automatic merchandising operations; premiere of "At the Drop of a Coin," the color motion picture story of automatic merchandising; "A Formula for Successful Employee Relations."

All meetings are scheduled on Saturday and Sunday for the convenience of operators. Non-members, NAMA announced, are invited to attend the Saturday sessions. The Sunday meeting on employee relations is a special gathering for NAMA members only and is limited to owners, partners, managers and executive personnel.



\$25 DOWN
Balance \$10 Monthly
ALL WEATHER SCALE COMPLETE CABINET AND BASE, CAST IRON PORCELAIN ENAMELED, FOR OUTSIDE LOCATIONS. WRITE FOR PRICES.
Invented and Made Only by
WATLING
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4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago



IT'S SENSATIONAL!

Northwestern®

PACKAGE GUM VENDER

★ Bigger gum profits are yours with Northwestern's newest unit—a sensational Package Gum Vender.

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

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

★ Foolproof mechanism rejects coins when merchandise column is empty. Customer may select from another column.

Wire, write or phone your nearest Northwestern Distributor or write direct for details.

THE NORTHWESTERN CORPORATION
225-A EAST ARMSTRONG STREET MORRIS, ILLINOIS

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

IT'S NEW

Northwestern Package Gum Vender with the "Visidome" plastic top... merchandise display and selector. 5 Columns... Holds 95 Standard 5¢ Gum Packages. Use on counter, wall, stand or attach to another machine. 19" high, 10" deep, 8" wide.

1-24 machines \$29.95 ea.
25-99 machines \$29.45 ea.
100 or more \$28.95 ea.

WRITE-WIRE-PHONE TODAY
KING & CO. 2700 W. Lake St. Chicago 12, Ill.

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

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1¢ & 5¢ Comb.\$12.00
N.W. #39 1¢ Porc. 7.95
N.W. #33 1¢ Porc. B.G. 6.50
Master 1¢ Bulk Porc. 6.50
Master 5¢ Bulk Porc. 6.50
Master 1¢ & 5¢ Bulk Porc. 6.95
Columbus 1¢ Bulk 6.50
Silver King 1¢ B.G. or Mds. 7.45
Silver King 5¢ 7.45
Exhibit Post Card (Metal) 15.00
Advance #20 1¢ B.G. 6.45
Advance #11 Mds. 5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen \$.56
Pistachio Nuts, Vendor's Mix52
Pistachio Nuts, Shell48
Cashew Whole50
Cashew Butts48
Peanuts, Jumbo40
Spanish35
Mixed Nuts55
Almonds, 480 ct., 5 lbs., vac. pk.85
Baby Chicks33
Rainbow Peanuts32
Boston Baked Beans32
Jelly Beans28
Licorice Lozenges28
Leaflets (similar to M & M), 550 ct.40
Assorted Fruit Charms, 100 ct.42
Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound28
100 ct.28
Adams Gum, all flavors, 100 ct.45
Wrigley's Gum, all flavors, 100 ct.48
Beech-Nut, 100 ct.48
Hershey's Chocolate, 200 ct. 1.40
Minimum Order, 25 Boxes Assorted.

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 30th St., New York 18, N. Y.
LONGOTTE 4-6467



FOR YOUR SUPER LOCATIONS The New Improved SUPER V

Is the Finest Capsule Vendor Obtainable and the Industry's Most Beautiful.

Featuring the Greatest Earning Power Ever Built Into a Bulk Vendor . . . at 1c, 5c or 10c Play.

Cabinet of two-tone solid oak—trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 800 100-count ball gum. Packed and sold 4 to the case.

Less than 25 cases . . . \$61.80 per case
25 cases or more . . . 59.80 per case
New Methods in Production Warrant the Reduced Price.

With Your VICTOR Distributor for NEW and OUTSTANDING CHARMS for Bulk and Capsule Vending

KEEP IN TOUCH

The World Famous STANDARD TOPPER

That attractive ensemble—is finished in smooth, hard Duranite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass globe. Packed and Sold 4 to the Case.

Less than 25 cases . . . \$30.00 per case of 4
25 or more cases . . . 48.00 per case of 4

Place Your Orders With Your Nearest VICTOR Distributor
VICTOR VENDING CORP.

5701-13 W. Grand Ave. Chicago 39, Illinois



Your Best Buy Is VICTOR CAPSULE VENDOR

Try four and you'll buy more

Special Get-Acquainted Deal
4 CAPSULE VENDORS & 1000 Filled Capsules, all for \$82.95
FULL CASH WITH ORDER

Time Payment in lots of 20 or more to established operators

Order from
ROY TORR
LANSDOWNE, PA.



NEW LOW PRICE ON VICTOR SUPER V

4 Machines with 1,000 Victor filled capsules . . . \$79.95

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Prices subject to change without notice. Write for our filled capsule list for Victor Baby Grand Capsule Machines.

Pioneer Vending Service

590 Albany Ave., Brooklyn 3, N. Y.
Phone: PResident 4-5358

LOCK-TITE

★ ★ ★ PATENT PENDING ★ ★ ★

UNFILLED CAPSULES
ASSORTED COLORS

—A NEW —NO CEMENTING
—LOCKING CAPSULE —EQUAL HALVES
WRITE FOR FREE SAMPLES

PYRAMID PRODUCTS, INC.

3967 EAST 93d STREET CLEVELAND 5, OHIO



MAKE MORE MONEY IN VENDING!

Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10.
(Foreign rate, one year, \$20)

Name
Address
City..... Zone..... State.....
Occupation

Vending to Play Heavy Role

Continued from page 90

Mass., Miss B. E. Bouchard; Eastern Electric, Inc., New Bedford, Mass., J. T. Teahan; Fred Hebel Corporation, Addison, Ill., Bernard N. Osmond; Lehigh Foundries, Inc., Easton, Pa., Mrs. C. G. DeWalt; National Vendors, Inc., St. Louis, Tom Hungerford; the Rowe Manufacturing Company (including the Rowe-Sparac Division), New York, Charles H. Briemann; the Stoner Manufacturing Corporation, Aurora, Ill., B. Glassgold, and the Superior Manufacturing Company, Evanston, Ill., Lester Kulp.

Vending Supplies

Among the vending suppliers exhibiting are the American Chiclé Company, the American Tobacco Company, Bayuk Cigars, Beach-Nut Packing Company, Bunte Brothers-Chase Candy Company, Charms Company, Congress Cigar Company, Chunky Chocolate Corporation, Curtiss Candy Company, Consolidated Cigar Corporation, D. W. G. Cigar Corporation, Dad's Root Beer, Deran Confectionery, Diamond Match, Federal Cigar, G. H. P. Cigar, General Cigar, H&M Cigar, Henry Heide and Charles E. Hires Company.

Also Walter H. Johnson Candy, Liggett & Myers, Lion Match, P. Lorillard, Philip Morris, the Nestle Company, Ohio Match, Orange-Crush, Parodi Cigar, Peanut Butter Cups, Pennstate Cigar, Pez-Haas, Planters Nut and Chocolate Company, Regina Cigar, R. J. Reynolds, W. F. Schrafft & Sons, Sweets Company of America, Switzer's Licorice, United States Tobacco Company, Universal Match, William Wrigley Jr., Primadora Cigar, Mars, and C. J. Van Houten & Zoon.

According to NATD figures, tobacco distributors operate 50 per cent of the cigarette vendors on location, despite the fact that only 21.3 per cent of the distributors are in automatic merchandising.

Candy vending sales thru vend-

ing machines account for 5.1 per cent of the retail volume, according to NATD, or annual sales of \$82,977,000.

LeRoy F. Ball, NATD president, will give the keynote address, "Going Our Way," and will be chairman of the March 28 session. Rounding out the day's schedule will be addresses by Joseph P. Spang Jr., president of the Gillette Company, Boston, and Joseph Kolodny, NATD managing director.

Discussions

In addition to the business sessions on vending, the March 29 program will have discussions led by Claude Harrison, NATD director-at-large; William Hagman, NATD vice-president; T. M. Kildow, W. H. Kildow Company, Tiffin, O.; Bernard Brunner, M. Brunner & Sons, Inc.; Arthur Kofsky, Standard Cigar Company, Los Angeles, and Joseph Kolodny, NATD managing director.

Subjects will include wholesale management problems, mergers and absorption, unfair cigarette sales acts, stockroom operation, servicing supermarkets and chain stores and cigarette distribution.

Other events that day include the "Ice Follies," courtesy of the R. J. Reynolds Tobacco Company; a testimonial luncheon to members of the NATD Half-Century Club by the NATD Young Executives Division, presided over by A. J. Carr, vice-president of the Trenton (N. J.) Tobacco Company, and the presentation of the Kolodny Young Executive Achievement Award, to be made by Samuel J. Silberman, president of the Consolidated Cigar Corporation, and R. S. Williams, president of Faber, Coe & Gregg, Inc., New York.

Joseph Kolodny will moderate at a "Youth Has the Answer" panel. Rounding out the day's events is a dinner for State tax officials, presentation of the NATD "Man of the Year" award, and a dinner, followed by a Calypso party, arranged for the ladies by the American Tobacco Company.

CIA Breakfast

The following day's business, beginning with a Cigar Association of America breakfast, will be devoted to cigar selling and distribution. Scheduled are the following sessions; "The Cigar Industry—Looking Ahead," Joseph Kolodny moderator, and "Making Diversification Pay," J. W. Brooks, Scripto, Inc., Atlanta. Ladies will be guests of Liggett & Myers at a bingo party.

The March 31 session gets under way with a Young Executives Division breakfast under the sponsorship of the P. Lorillard Company, with Arthur F. Schultz, NATD treasurer, moderating the closing business session.

The convention closes April 1, with a breakfast for NATD State councilors, with round table workshop sessions on the program.

Klopp Announces New Coin Changer

LIVONIA, Mich., Feb. 12.—Production of a new coin changer was announced this week by the Klopp Engineering, Inc., manufacturers of electric and manual coin sorting and counting-packaging machines.

The new changer can be mounted on a wall, counter or stand. A hood is available from the manufacturer for weather protection for outdoor use.

Four models of the unit are in production for dispensing change in quarters, dimes and nickels and special models for tokens.

Cig Survey

Continued from page 90

machines and analysis of current locations.

Actually, the results will be used in connection with research into lung diseases, particularly lung cancer. The survey is being made at the request of the United States Public Health Service.

We

Have Newer

CHARMS!

Send \$2.50

and receive 100 high quality filled capsules.

Contains our complete assortment . . .

or send 35c for regular sample kit of charms.

National Sales Agents for ACORN CHARM VENDOR parts and accessories

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

Parliament

Continued from page 90

firm, had always been reluctant to discuss these plans.

20,000,000 Impressions

According to TDI, the Parliament advertising will be seen by 1,500,000 commuters each month, making an aggregate of 20,000,000 impressions during that period. Half the cars on each line will carry the cards.

Every 30 days a new Parliament car card will appear on 14 commuter lines of the New York, New Haven & Hartford, the New York Central, the Long Island, West Shore, Erie Lackawanna, Jersey Central, Lackawanna, Erie, West Shore, Brooklyn and Perth Amboy ferries.

ACTION TELEPHONE DIAL



Here is a real collector's item! An authentic reproduction of the telephone dial that actually revolves. Even the letters and numbers are printed in red and black like the real thing. Available in assorted colors, look for a lot of action around vending machines with this child's delight.

GIVE US A CALL!

Order from your distributor or from . . .

Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

LEGAL NOTICE

All action charms, such as Chick'n and Egg and Mouse and Cheese, are copyrighted by the undersigned, and we hereby serve notice that we will proceed legally against any and all infringements by manufacturers, distributors, operators or retailers for any unauthorized sale, distribution or use thereof.

Charms Unlimited Inc.

605 East 132d St., New York 54, N. Y.

RECONDITIONED VENDORS

ALL MACHINES COMPLETELY CHECKED AND READY FOR LOCATION! ORDER WITH COMPLETE CONFIDENCE!

BULK VENDORS

- N.W. Model 49, 54 \$12.50
N.W. Model 39, 14 7.50
N.W. Standard, 14 & 54 7.50
Silver Kings, 14 or 54 8.50
Silver King Hot Nut, 54 12.50
Victor Model V, 14, Globe 8.00
Victor Model V, 14, Cabinet 8.50
Columbus 54, Bulk 7.50
Columbus Tri-More, 3 Comp. 17.50
Asco Hot Nut, 54 7.50
Atlas Bantam 54 Tray 5.95
Regal's 54 7.50
Jewel Vendors, 54, 2 Comp. 7.50
Cadillac Jr., 54 6.95
DuGrenier Adams 4 Col., 14 17.50
Mills Adams 6 Col., 14 17.50
N.W. Deluxe, 14 and 54 12.00
Master 14 7.50
Pop Corn Set Machines 55.00

COUNTER GAMES

- SK Hunters \$19.50
SK Target 19.50
ABT Strik-A-Lite 29.50
ABT Challenger 19.50
ABT Skill Shot 39.50
Exhibit Card Vendors 15.00
Exhibit Card Vendors, 24 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.

1/2 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE

609-A Spring Garden Street Philadelphia 23, Pa. Lombard 3-2676

Debate

Continued from page 90

and could possibly tend to slow down their "defensive" expansion into cup machine operation.

Because the 6-ounce cap-top or flat-top can (as opposed to the higher cost 12-ounce take-home package) is a 10-cent item, operators see only limited location possibilities at present.

More Profit

As one operator explained: Cup machines provide extra profit because they actually manufacture a finished product, while with a canned drink unit the canner or bottler is the product manufacturer.

Besides a wider gross margin, cup operators want a "much higher degree of selectivity of product" in canned drinks.

Here are major advantages of canned drink vending as summed up by operators surveyed:

- 1. Good control of inventory and product.
2. No sanitary problems.
3. No spoilage factor.
4. Simpler vending equipment.

Disadvantages associated with canned drink vending specified by operators:

- 1. Bulky product package.
2. Disposition of empty cans on location.
3. Storage of cans at operator's headquarters.
4. Freight cost of product (if supply sources are distant).
5. Narrow gross margin.

Vending Figures

Continued from page 90

the housewife that canned milk is just as good as milk packaged the more conventional ways.

Foremost Dairies, Inc., Jacksonville, Fla., sells canned milk to the armed forces overseas and to civilians in Alaska, while Farm Fresh also sells canned milk to the Army.

Chilling Required

Because the product requires no refrigeration, it would be possible to vend it in a low-cost, mechanically operated, non-refrigerated vending machine.

There is always the possibility that non-refrigerated milk could be vended for take-home sales, where it could be chilled and served.

Conn. Gov. to Ask 4c Cig Tax Levy

BRIDGEPORT, Conn., Feb. 12.—Gov. Abraham Ribicoff will ask for an increase in the cigarette tax from 3 to 4 cents a pack in his budget message to the Connecticut Legislature on February 15.

The increase would be earmarked to finance increases in school grants to towns and cities, including construction grants.

It is estimated that a 1-cent increase in the cigarette tax would provide approximately \$2.5 million a year for increased school aid.

The present 3-cent tax produced \$8,774,000 for the fiscal year ending June 30 last. This figure is expected to decline by about \$500,000 for the current fiscal year, according to State tax officials.

At present, one third of the cigarette tax, close to three million in 1954, is set aside by law for the Soldiers, Sailors and Marines' fund, with the balance going into the general fund.

Canadian City

Continued from page 89

leys. His clients also favored a high license on the first game in each location.

Consideration followed by the police commission with Chief James Kettles initially favoring outright prohibition but later concurring in a suggestion by Alderman John Cairns that the games be restricted to pool halls and bowling alleys.

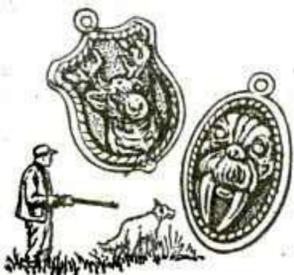
During the council debate, Mayor John McAskill remarked that coin-operated amusement games, usually pinball games, had been in operation in the city for years.

"The trouble all started," he said, "when 11 such games were installed in one building." He expressed doubt if council had the authority to prohibit the use of amusement games altogether and said such a move would probably require provincial legislation similar to that passed in Manitoba.

Alderman Lillian Bowman said: "This may be opening the door to future possible headaches for the city council. There are many types of coin-operated machines."

A Hunting we will go...

BIG GAME MOUNTED HEADS



Metal-Plated in Brass and OXIDIZED to bring out the details. Heads MOUNTED on both sides. Ten assorted styles in series.

\$7.75 per 1,000

f.o.b. Jamaica, N. Y. Or: At Your Distributor.

New item. Just released. Very attractive series with child-appeal.

SAMUEL EPPY & CO., INC.

91-15 144th Place Jamaica 35, L. I., N. Y.

HELP YOURSELF TO MORE VENDING PROFITS



Get VEND Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW—MAIL THIS COUPON TODAY

Form with fields for Name, Address, City, Zone, State, Occupation, and payment options.

Vendomatic Holds 3-Day Sales School

TORONTO, Feb. 12.—Vendomatic (1954) Ltd., held a three-day training school for sales representatives and operators, the first of its kind in Canada.

Film showings, demonstrations and lectures were held in the Vendomatic plant. The course was under the direction of C.S. Carlsen, general sales manager, and was attended by representatives from as far west as Calgary and east to Hull, Quebec.

Vendomatic, a subsidiary of Duplate of Canada, Ltd., manufacturer and distributor of vending machines made in Canada, is also the Rowe Manufacturing Corporation, Bert Mills Corporation and Arthur DuGrenier gum machines.

Bayuk May Buy Competing Firm

PHILADELPHIA, Feb. 12.—Bayuk Cigars, Inc., said it is currently negotiating to buy another cigar manufacturer, but declined to say which one. An announcement is expected within a few days.

Bayuk sales last year were \$34,500,000, with earnings of \$807,220 or \$1.03 a share. The firm's principal brands are Phillies and Websters.

Pin Game Ops

Continued from page 89

machine collections is made with the location owner.

Change Urgent

Summing up the situation, Stern points out that, just as the music operators have been forced to switch to dime play, the pinball operators, too, must change over to dime play to assure themselves remaining in business.

Stern said firm executives plan to meet with operators and operator associations to discuss how dime play can be put into effect on a national basis.

Discussing pinball operations in October, 1953, Stern said: "In the past 10 years virtually every phase of the operating business has been subject to increased overhead—higher prices for trucks, servicemen, phone service, gasoline, equipment, rent and even the operator's own cost of living. He has absorbed all this added expense out of the same income and naturally this has reduced the return on his investment noticeably."

"In recent years many otherwise well informed members of the trade have blamed this loss of income on the games. However, it is not the number of plays which has diminished, just the profit at the nickel price."

Joe Robbins

Continued from page 89

Working with the Sam London Music Company, Milwaukee, since 1948, Robbins has had extensive experience in the coin machine field. In 1946, Robbins worked with the Seaboard New York Corporation, New York, and continued with this firm until the last six months of 1947, when he joined Art Suave, of Detroit.

One of the larger distributor organizations, Empire handles all types of amusement games and vending machines. In addition to domestic coin machine sales, the firm does a steady business in export sales.

Rockin' Rhythm

Continued from page 89

lic address system and high-fidelity record players are interested in other reliable sources of music.

The kiddie ride—particularly the Merry-Go-Round type—fits into the situation ideally. Frank has found, inasmuch as with volume turned up and located with an eye toward the acoustical properties of the store, the Merry-Go-Round provides a continuous source of pleasant music. Frank has successfully engineered installations in many stores which had felt "we haven't got room for a kiddie ride."

ATTENTION OPERATORS! SEE IT NOW!!!

VICTOR'S Newest Action Charm



Mouse and Cheese In Bulk \$18.00 M In Capsules \$22.50 M

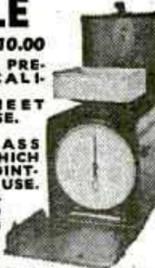
Above prices F.O.B. your VICTOR distributor's door. World's Largest Manufacturers of Vendors, Charms and Capsules. Get them at your nearest VICTOR distributor

VICTOR VENDING CORP.

5701-13 W. Grand Ave., Chicago 39, Ill.

Great Time-Saving PENNY WEIGHING SCALE

CAPACITY \$10.00 SPRINGS ARE PRECISION CALIBRATED. HEAVY SHEET METAL BASE. TIN SCOOP. DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE. Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.



There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of string black fibre to meet the hard and constant use that it is subjected to. \$18.50

ORDER TODAY 1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Distributors, Write for Prices.

J. SCHOENBACH Distributors of Advance Vending Machines 1647 Bedford Ave., Brooklyn 25, N. Y.

SEE IT TODAY!

The New Vismode Plastic Merchandise Display and Selector on the New NORTH-WESTERN PACKAGE GUM VENDER. 5 Column—Holds 95 Standard 5c Gum Packages. Install it anywhere—counter, wall, stand or to another machine.

19" HIGH, 10" DEEP, 8" WIDE 1-24 machines, \$29.95 ea. 25-99 machines, \$29.45 ea. 100 or more, \$28.95 ea.

Come in—Write—Wire—Phone CLEVELAND COIN MACHINE EXCH., INC. 2025 Prospect Ave. Cleveland 15, O.

BALL and VENDING GUMS

LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

- Bubble Ball Gum, 140-170 & 210 ct. 25c lb.
Chicle Ball Gum, 130 ct. 34c lb.
Clor-o-Vend Ball Gum 40c lb.
Clor-o-Vend Chicks, 320 ct. 40c lb.
Chicle Chicks, 320 & 520 ct. 36c lb.
Bubble Chicks, 320 & 520 ct. 30c lb.
Tab (short stick), 100 ct. 38c box
5-Stick Gum 100 packs. \$1.90
F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS

4th & Mt. Pleasant Newark 4, N. J.

GET ACQUAINTED WITH VICTOR'S new and original charms for bulk and capsule vending. Send \$1.00 for 20 samples, in capsules, prepaid, plus operators confidential wholesale price list.

LOGAN DISTRIBUTING CO. 916 Milwaukee Avenue, Chicago 22, Illinois

In Philadelphia or Anywhere

FILLED CAPSULES Immediate Delivery Write for Lowest Prices

VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDOR Immediate Delivery

VEEDCO SALES CO. 2124 Market St., Philadelphia 3, Pa. Phone: LOcust 7-1448



VICTOR'S TOPPER 1/2 BALL GUM MACHINE, \$12.50 each, \$12.00 100 or more.

VICTOR'S SUPER V CAPSULE VENDOR \$17.95 each \$16.95 each—100 or more.

FILLED CAPSULES Assorted Mixture \$14.00 per box of 700 Write for prices on gum and charms for 1c machines.

Per Box of 700 Salt & Pepper Shakers in Capsules \$12.60 Top Hats With Earrings 17.00

GARDNER & LOSE 2611 Hale Ave. Louisville 10, Ky.

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and time by automatically sealing capsules. Also gives you better made for your dollar. Your Victor dist. is at your command. World's largest manufacturer of capsules, charms and bulk vendors.

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2d Teen-Age Party Readied in Detroit

175 Guests Attend UMO Planning Meet; Schedule City-Wide Event February 27

DETROIT, Feb. 12.—Approximately 175 guests, including State, county and city officials, television and radio stars, disk jockeys and record distributors, attended the Monday (7) "get-acquainted" meeting sponsored by the United Music Operators of Michigan.

The purpose of the meeting was to bring together all interested groups in the second UMO teenage party and to set up various

committees to handle arrangements.

It was decided at the meeting that the original date and locations for the second party, February 20, at the Denby and Cooley High Schools, be changed to allow more time and to cut costs. The new date for the party is February 27 and the locations are the Patton and Parkside Recreation centers.

City Co-Operates

Free use of these city recreation centers was obtained for the event thru the co-operation of the Detroit Department of Parks and Recreation. Maintenance costs would have been required had the parties been staged in the high schools.

Roy Small, conciliator of UMO, thanked all guests present for their support of the coming teen-age party and also for their co-operation during the first event November 28.

"The real function and purpose of our parties," Small said, "is to build good will and to encourage teen-agers to set up entertainment groups in their own clubs and neighborhoods."

"Competitive contests between local groups are scheduled to be

(Continued on page 100)



RICHARD B. LUTHER

Appoint Luther Wurlitzer Rep. In S. A. Market

NORTH TONAWANDA, N. Y., Feb. 12.—The Rudolph Wurlitzer Company announced the appointment of Richard B. Luther as sales and service representative in Latin America.

Arthur C. Rutzen, general export sales manager, said Luther would

(Continued on page 100)

To Probe Need of Juke Bill Hearings

Continued from page 25

on the basis of requests from interested parties, the subcommittee will schedule an airing. The subcommittee in any event will submit its recommendation to the full committee headed by Kilgore.

On the House side, similar procedure will be followed in the House Judiciary Committee headed by Rep. Emanuel Celler (D., N. Y.), a strong advocate of anti-exemption legislation. Uncertainty continues to prevail as to whether the House Judiciary Subcommittee on Copyrights, Patents and Trade-Marks will grant a hearing to a bill by Rep. Frank Thompson Jr. (D., N. J.) to create a federal fact-finding commission "to examine, study and make recommendations for the revision" of the entire Copyright Act. The House Subcommittee, headed by Rep. Edwin E. Willis (D., La.), has not yet received requests for a hearing on the Thompson bill.

Two other pieces of copyright legislation are waiting consideration by the House Subcommittee.

Both of these are sponsored by Rep. Kenneth B. Keating (R., N. Y.). One of them would provide for a three-year statute of limitations on all civil and criminal actions arising under the Copyright Act. This would become effective a year after enactment of the amendment. The other Keating bill would liberalize the statutory requirements for the copyright notice by: Placing on the title page the name of the copyright proprietor, the year of publication after the words "all rights reserved" or "copyright" or the abbreviation "copr." or a symbol of C inside a circle.

25% HIKE

Dime Switch In Hartford Nears Finish

HARTFORD, Conn., Feb. 12.—The all-out conversion to dime play of music equipment thruout the Greater Hartford area continued to roll along at a steady pace this week. Operators reported nearly two-thirds of the machines were already on 10-cent play.

Unofficial sources put gross collections on converted equipment about 25 per cent above nickel play.

ABC Music Keglers Grab 5-Game Lead

CHICAGO, Feb. 12.—While the battle for first place in the Chicago Automatic Phonograph Bowling League is still a long way from being over, the team of ABC Music No. 2 proved last Monday (7) that it was going to be a tough team to beat. It trounced Gillette Distributing in three games and boosted its lead to five games.

Decca Records managed to hold

(Continued on page 100)

Dime Play Interest Picks Up in Boston

BOSTON, Feb. 12.—Dime play in the metropolitan Boston area is gaining momentum, according to Dave Bond, president of the Trimount Sales Corporation, local Seeburg distributor.

Bond feels the major need is education of the public as to why 10-cent play is "not only necessary, but in line with public interest."

Twenty-eight persons, representing 16 operators this week attended a meeting in Hotel Kenmore, Boston, at which time the problems were discussed and the experiences of other parts of the country considered. One point stressed was that there has been locally an increase in sales and acceptance of extended play records to the public.

Other Meetings

Meetings of operators in several other towns have met with success. One in Worcester, Mass., was well attended when Jimmy Tolisano, president of the Connecticut operators, told the gathering of the success in his area.

Abe Fish, Hartford, Conn., operator, addressed a meeting of Springfield operators and answered questions to the satisfaction of many in the gathering. Plans also are shaping for a meeting this week of Providence operators. At all of the meetings, it was recommended that 40 per cent extended play scheduling would be the best way of easing the public into the dime rate.

Jerry Flatto, Boston Record Distributors, New England's top one-

stop, reports distributors stocking up on a complete line of extended plays in anticipation of future juke box buying.

Flatto says a few scattered areas have been tried at the dime rate and so far have shown as good or increased patronage. "And," says Flatto, "we at Boston Records are planning for our 'D Day,' the day when all of the juke boxes will be running at a dime a throw."

UNMUFFLED

Steady Juke Music While Motors Roar

DENVER, Feb. 12.—One of the most unusual phonograph locations in the country is claimed by Ray's Music & Amusement Company here. The location is Harry's Motors, Indian motorcycle distributors in the Colorado capital.

Alongside the counter at which Denver's two-wheeler enthusiasts order parts and service, Ray's music placed an old juke box. Despite the fact that the motorcycle shop is a bedlam of sound thruout most of the day, the phonograph shows a steady, profitable play.

Altho there are only four persons on the shop's payroll, average traffic is in excess of 100 per day. The decision to install the machine came after it was noticed that customers spent anywhere from a half hour to two hours in the store.

The phonograph music, altho difficult to catch between roars of unmuffled motors, plays most of the time and has solved the problem of what to do with an old, but still mechanically sound, phonograph.

Distributors Meet With N. J. Ops On Ethics Code

NEWARK, N. J., Feb. 12.—North Jersey Music operators and representatives of four local juke box distributors met at the headquarters of the Music Guild of New Jersey here Thursday night (10) to begin study on a proposed code of

(Continued on page 100)

Ohio Ops Okay Dime Play in 2 New Counties

NILES, O., Feb. 12.—Trumbull and Mahoning counties have been added to the list of areas in Northern Ohio switching to dime play.

At a recent meeting of the Eastern Ohio Phonograph Operators' Association, music operators voted to adopt the change boosting the price of juke box play to 10 cents.

Trumbull County is already in the process of being converted and Mahoning County is expected to follow shortly.

The press was informed of the decision and stories appeared in nearly every local newspaper.

Mark Osborn, spokesman for the association, said that rising equipment and operating costs made the boost necessary.

Denver Ops Protest Location License Cut

DENVER, Feb. 12.—Both music and game operators here are protesting the statement of Charles Lowen, newly elected Denver manager of safety, that he considered "3.2 beer and wine taverns a disgrace."

Announcing a new tight policy for the granting of liquor licenses and the probability that many taverns in the residential neighborhoods would be put out of business, Lowen was deluged with protests.

There are more than 300 wine and beer-licensed taverns in Denver and the surrounding suburbs, most of which serve as "neighborhood clubs" and "public meeting spots" and are ideal locations for vending machines, phonographs and amusement equipment of all sorts, it was pointed out.

Many of these locations licensed to serve "beer only" count heavily

upon coin-operated machines for revenue. Consequently, leading operators and location owners are adding their protests.

There is no organized coin machine association in the Denver area.

"The refusal to allow new 3.2 beer licenses would eliminate literally hundreds of additional new locations every year," one music operator pointed out. He added that it would also do away with several hundred existing ones.

The general consensus of operators is that older and more understanding civic leaders will prevail upon Lowen to reconsider before taking any action.

Two Denver tavern and cocktail associations have already registered strong disapproval of Lowen's statement that he considers the "neighborhood tavern to be a disgrace."

MARA PLEDGES

Boys Town Aid Via Cleveland Disk Promotion

CLEVELAND, Feb. 12.—A new twist, and certainly a generous one, resulted from the most recent record promotion of the Cleveland Phonograph Merchants' Association.

Last week operators here selected "Pledging My Love" by Tommy Mara as their hit tune of the month. In conjunction with this selection, operators held a banquet for local disk jockeys to introduce Mara's new record.

A similar banquet was also held at the Ohio Boys Town.

Following the Boys Town event, Mara announced that he would donate all of the royalties received in Ohio from this tune, "Pledging

(Continued on page 100)

Juke Output At Evans Co. Discontinued

CHICAGO, Feb. 12.—Phonograph production at H. C. Evans & Company has been temporarily discontinued, William (Bill) Hood, president of the firm, announced this week.

Hood said that the shutdown was only a temporary arrangement and that it did not include carnival equipment production.

Hood said that as yet no date had been set for resumption of phonograph production.

Juke Ops Eye Vending Operations: Bushnell

Continued from page 90

per devoted to automatic merchandising of food would run higher in the future.

He explained that the more astute juke box operators have the business background and the know-how to tackle industrial accounts, as well as the foresight to see the potentialities of vending.

Game Ops

On games, tho, Bushnell said

Denver Distrib In New Qtrs.

DENVER, Feb. 12.—Tri-State Distributing Company here moved to new offices this week. The new address is 750 Denver Club Building, Denver.

The firm was formerly located in the Railway Exchange Building.

there has been no move to either music or vending. He reasons that game operators are specialists, and their location experience and contacts are such that the game operator is not apt to explore new fields.

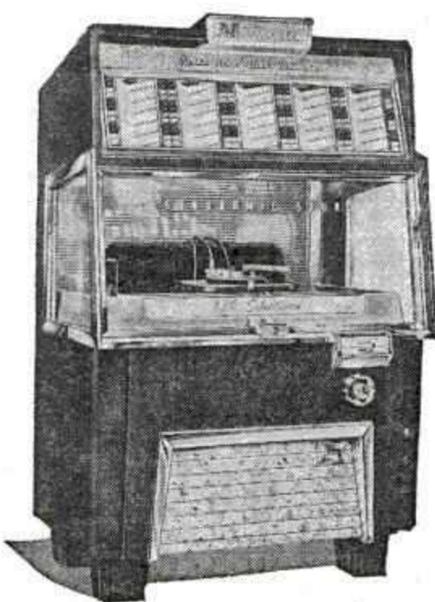
More than 95 per cent of the paper in all coin machine fields has been written for established operators, said Bushnell. And most of this, he added, has been for replacement and upgrading of existing equipment.

Very little of the paper covers purchase of existing routes, as virtually no operators wish to dispose of their businesses. It may be, he added, that most of the marginal or part-time operators have already called it quits, and the balance of the coinmen are in for keeps.

Bushnell reported that there have been practically no delinquencies in either game, music or vending payments.



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AHEAD THEN — AHEAD NOW

NO SERVICE 'DRAIN'

Preventive Maintenance Aids Tex. Op Cut Costs

DENTON, Tex., Feb. 12.—Music operators must find ways of shaving expenses if they intend to operate in the black, according to Hughes Briscoe, owner of the Briscoe Novelty, one of the largest music operations in the Southwest. Briscoe pointed out collections have remained about the same for the past 15 years while the cost of equipment has increased nearly threefold.

Operators are finding many ways to cut expenses, Briscoe said, but one sure method is preventive maintenance. Profits on a phonograph route often go down a drain marked "servicing," or lack of it, Briscoe believes.

For the Denton firm only minor repairs are made on location. Before a unit is shifted to a new location, or when it is time for regular preventative maintenance, Briscoe overhauls the machine in his service shop.

The cost of repairing a phonograph in the shop is small compared to travel expense, labor and time lost when a machine breaks down on location, Briscoe explained.

When checking a phonograph, Briscoe pointed out, operators may think that some of the worn parts have a little playing time left, but they do not save money leaving the parts in the unit. A service call requiring a 30 or 40-mile jaunt quickly offsets any earlier saving, not to mention the machine remaining idle with an "out-of-order" sign over the coin chute.

New units are too expensive for smaller locations, so Briscoe works a step-down arrangement for installations. As new machines are bought, each location is bettered right down the line. By careful handling and repairs, he finds that machines last longer and make more money in the long run.

Trains Workers

Briscoe also finds that it is best to train young men in his shop to do the repair work. "The good repair men have good jobs," he said, "and if a man is drifting, it's likely that he won't stay at any one place for long."

Another aid in repairs, Briscoe said, is proper equipment. Most operators are guilty of neglecting their parts and service equipment. The best way to avoid over-buying and too little stock, he explained, is to keep all parts numbered and maintain a neat service shop.

Customer comfort is another opportunity for smart music operators, Briscoe believes. Wall boxes, equipped to take any size coin, often result in the customer putting in a quarter rather than get up for change, he said.

Neb. Operators Sked March 5-6 Meet in Lincoln

OMAHA, Feb. 12.—The next State-wide meeting of the Nebraska Automatic Phonograph Operators' Association, Inc., has been scheduled for Lincoln, March 5-6.

Howard N. Ellis, secretary-treasurer, announced that the meeting would be highlighted by a juke box donation to a worthy charitable organization in that city and by a review of what's to be expected at the MOA convention March 28-30.

Dick Taylor, of Lincoln, has been named host for the event.

Atlas Music, Seeburg distributor, will furnish the phonograph to be donated.

Wurlitzer Sales, Attendance Climb At Century Music

BUFFALO, Feb. 12.—Altho Century Distributors pulled over 250 music operators to its showing of the new Wurlitzer Model 1800 last month (23-24), Stephen L. Vukelic, president, said that operators from all over the State were still pouring into the firm's showrooms.

Ed Clinton and John Seuling, both of Century, added that sales were hitting a new high.

Among the operators recently visiting the Century offices were Chris Shagla, of Jamestown; John Orarek, Lackawanna; Bob Scott, Joe Lewis and Jim Vona, all of North Tonawanda, and Bill Nesbitt, Harry Bruck, Harold Boreanz, Johnny Ober, Babe Kaye, Tommy Sokoloski, Ed Schaeffer, Joe Skiba and Al Boltz, of Buffalo.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar week for new events scheduled in your area.

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.

February 22—Western Massachusetts Music Guild, bi-weekly meeting, Ivy House, West Springfield, Mass.

March 5-6—National Automatic Merchandising Association, regional meeting, Adolphus Hotel, Dallas.

March 7—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

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.)

New Firm Formed In Colo. Springs

COLORADO SPRINGS, Colo., Feb. 12.—Robert W. Johnson, Raymond Burton and James J. Caughan Jr., have incorporated a new operating company here, the E & M Music Company.

The firm will operate and distribute coin-operated phonographs and is capitalized at \$25,000, according to Johnson.

DENVER, Feb. 12. — Charles Miller has been added to the sales staff of Draco Sales Company, Wurlitzer distributors in the Denver area.

Miller, a veteran coinman, will travel the entire Draco territory in the Rocky Mountain States.

JUKE EXPORTS TOP MILLION-\$ MARK IN OCT.

CHICAGO, Feb. 12.—Automatic phonograph exports hit \$1,053,802 during the month of October, 1954, according to figures released this week by the U. S. Department of Commerce.

This was the third month in 1954 to climb over the \$1 million mark. April soared to \$1,225,932 and September hit \$1,115,600.

Compared to October, 1953, \$544,686, the 1954 monthly figure represents an increase of 93 per cent, nearly twice the amount. (See story in amusement section.)

The 10-month total of 1954 was \$8,649,876.

9 Mos. Sales At Wurlitzer Increase 9.8%

CHICAGO, Feb. 12.—Gross sales of the Rudolph Wurlitzer Company for the first nine months (April - December) of 1954 hit \$28,151,503, an increase of 9.8 per cent compared to the corresponding period in 1953 of \$25,635,431, R. C. Roling, president of the firm, announced this week.

Net earnings for the same period climbed from \$280,710 in 1953 to \$687,428 in 1954.

Sales for the third quarter (October - December) totaled \$9,551,869, a slight decrease compared to '53's \$11,213,298 for the same period. Net earnings for the third quarter were \$687,428, compared to \$280,710.

Rolf said that sales and earnings in all divisions of the company were at a satisfactory level during the third quarter. He added that the holiday business in the retail store division was better than anticipated.

"The outlook for the last quarter (January - March) is good and we expect sales and earnings to be satisfactory," Roling said.

At a meeting of the board of directors, January 26, a dividend of 20 cents per share was ordered paid on March 1 to shareholders of record at the close of business February 15.

Roanoke Vending Adds Salesman to Cover Central Va.

RICHMOND, Va., Feb. 12.—Jack G. Bess, president and business manager of Roanoke Vending Exchange, Inc., AMI distributors here, announced this week that Dan Finegan was now associated with the firm as a salesman in Central Virginia.

Finegan, a veteran in the coin machine field, was formerly with the O'Connor Vending Machine Company and prior to that with the Maynor Distributing Company.

Bilotta to Host Op Open House in Rochester Feb. 19

ROCHESTER, N. Y., Feb. 12.—Bilotta Distributing Corporation will hold an operator open house here Saturday (19) for the unveiling of the new Wurlitzer model 1800 phonograph.

On hand to greet operators and to assist hosts Charles Wagner and John Bilotta will be Hank Petette, Wurlitzer service field engineer.

240; high individual series, Buddy Cohen, 570; high team series, Ross Rock-Ola, 2,349, and high team game, Advance Music, with 839.

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

● **VENDERS GROSS RECORD \$1.65 BILLION IN '54.** Vending machines sold \$1.65 billion worth of goods in 1954, \$80 billion more than in 1953. Complete breakdown on product divisions given as revealed in the ninth annual Census of the Vending Machine Industry, conducted by Vend magazine, magazine of automatic merchandising. (Page 80, The Billboard, February 12.)

● **NAME ARTISTS MAY SPARK NJB LABEL.** Juke box operators may soon have the opportunity of purchasing records by top-name artists on National Juke Box Music, Inc., NJB label. Details of latest move by Music Operators of America and present plans for future NJB releases. (Page 19, The Billboard, February 12.)

● **MANAGEMENT KEY TO 300-GAME OPERATION.** Sol Nash, manager of Twin City Novelty in Minneapolis, believed to be the oldest coin machine business in continuous operation in the country (started in 1907), details his views on how to be successful as a game operator. (Page 79, The Billboard, February 12.)

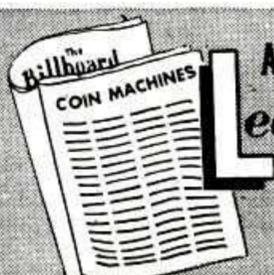
● **COMBO JUKE CABINET-TV SET TO BOW AT MOA MEET.** Major radio and television manufacturer to show its new combination juke box cabinet and coin-operated television set at the Music Operators of America convention in March. (Page 85, The Billboard, February 12.)

● **TEXAS WEIGHS GAME, JUKE TAX BILL.** Full story of proposal to levy an annual tax on amusement games and juke boxes introduced in the Texas Legislature for the first time in State's history. (Page 79, The Billboard, February 12.)

● **CAPITOL TO DEBUT MULTI-PURPOSE VENDER.** Capitol Projector Corporation, long known in the coin machine industry as an amusement game manufacturer (midget movies and kiddie rides), will soon make serious bid in the vending machine field. Complete story of Capitol's plans. (Page 83, The Billboard, February 12.)

IF YOU MISSED READING THE FEBRUARY 12 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New



A Continuing Story of Leadership in Action

Chicago

Communications to:
Ken Knauf
Central 6-8761

**Purveyor Launches
New Game System . . .**

Purveyor Distributing Company announced this week that it is putting into effect a new game re-conditioning system. Inspection of each game will be on a factory-like basis. It will take about three weeks to complete the remodeling which is necessary to put the new plan into effect.

A new warehouse is in the planning stage at Purveyor Distributing Company. With Herb Perkins back from his sojourns, Monty West is planning a sales trip thru Northern Illinois.

Howard Freer, Empire Coin Machine Exchange, reports a good week in the export field, with bingos, pinballs and Arcade equipment moving to foreign countries. Gil Kitt, Empire head, announced the appointment of Joe Robbins to the sales department. (See separate story in amusement game section.)

Joe Kline, First Coin Machine Exchange, was elected to receive three letters from operators during the week, complimenting him on the friendly letters he's been sending out. Betty Lumb, First switchboard operator, is back on the job after a six-month interval. Both Wally Finke and Joe Kline have had to postpone vacation plans because of business at the distributing offices.

Alvin Gottlieb, D. Gottlieb & Company, is back from a trip to Baltimore, Philadelphia and Pittsburgh. Alvin reports Philadelphia music operators have decided to switch to dime play.

An old-timer in the coin machine business, Glen Sears, Davenport, Ia., dropped in at the United Manufacturing Company plant during the week. Johnny Casola and Al Thoeilke, United traveling representatives, are spending a week in the Oklahoma City area.

Ray Moloney, Lion Manufacturing Company, and friends entertained Jimmy Tattler Sunday (13) on his 40th birthday. The fete took place at the Sherman's Porter House.

Walter Harrison, chief engineer, J. H. Keeney & Company, is recuperating at St. Luke's Hospital. Chester Biezd is busy working on new engineering projects. Paul Huebsch reports Keeney is testing several new games.

Twin Cities

Communications to:
Jack Weinberg
HYland 2896

**Sandler Postpones
Wurlitzer Show . . .**

Irving Sandler, head of the Sandler Distributing Company, Minneapolis and Des Moines, came off second-best in a bout with a virus over the weekend, resulting in postponement of the Minot, N. D., showing of the new Wurlitzer 1800 until Sunday (13). He returned to work Wednesday (9) to find that carpenters had completed his new office at his Minneapolis headquarters. It is twinned with a "den" for coinmen, designed to give them a spot to relax.

Orville DeVries, of D & D Company, Minneapolis operators, reports he is slowly expanding his business which has been showing good action in recent weeks.

Harold Lieberman, head of Lieberman Music Company, said Ted Bush, now in Miami where he distributes Wurlitzer phonos, etc., called long-distance Wednesday after receiving his copy of the February 12 issue of The Billboard to comment on the article concerning Sol Nash, manager of Twin City Novelty Company. Harold said Bush "was mighty impressed with the Nash story."

Andy Benna, of Ironwood, Mich., was in this market this week to buy pin games for his Upper Peninsular operation in Michigan.

COINMEN YOU KNOW

Al Eggermount, of Marshall, Minn., journeyed to this area to pick up music for his route. Jim Stansfield, of Winona, Minn., did the same thing, as did Kenny Ferguson, of Stillwater, Minn.

At Leiberman Music Company, Herb Sandel is walking on air as the McGuire Sisters' "Sincerely" tune on Coral, Johnny Maddox' "Crazy Otto" on Dot, and Billy Vaughn's "Melody of Love" on Dot, continue to hog the local market, with operators demanding delivery on the sides constantly.

Washington

Communications to:
Delores Newcomb
EMerson 3-7451

**Lotenberg Sells
Westway Vending . . .**

Sid Lotenberg recently sold his Westway Vending to the G. B. Macke Corporation, and is now with Macke as executive sales representative. About 600 pieces of equipment were involved in the sale. Sid feels that he will now have the opportunity to carry out some of his plans for automatic cafeterias. He will continue to handle government, Army and Navy contracts which he was awarded while operating Westway.

Cold weather continues to aid the coffee vending business, says James Bowen, manager of Kwik Kafe, of Washington. His firm is expanding steadily with a steady flow of machines going out on location. Sales of Kwik Kafe's hot chocolate continue to mount, Bowen adds.

Miss Gannon, of Hirsh machines, says business continues steady and that employees are pleased with the newly adopted retirement plan. Michael Bushdid, owner of Michael Enterprises, says he doesn't feel too concerned about business being rather slow as long as collections remain fairly even.

The local Canteen Company is going thru a "quiet phase," says Dick Zigler. Collections are regaining strength after the holiday slump and Dick believes this will be a good year for Canteen. The recent purchase of the controlling interest in Rowe will be an important factor in this year's success, he adds.

Detroit

Communications to:
Hal Reves
WOODward 2-1100

**O-Kay Vending
Has New Owners . . .**

The O-Kay Vending Company is now being operated here under new ownership. The cigarette machine route was purchased from Ben Okum and Al Smith by the owners of the Michigan Vending Company, Isaac Finkelstein, Paul Gold and Paul Chover.

Frank Alluvot, of Franks Music, had to get along recently without his Gal Friday. Lora Eby was out on sick leave, among the many flu victims here.

Escaping all Northern climate ills prevailing here is Arthur Sauve, of Sauve & Son Distributing. Dale Sauve is again in charge while his father is wintering in Florida.

A new corporation has been established to operate vending machine routes on the East Side under the name of Cadillac Vending Corporation. Roland T. Chickering is acting agent for the firm, which vends ice cream, coffee, soft drinks, sandwiches and milk in industrial locations.

Hartford, Conn.

Communications to:
Allen Widem
CHapel 9-8211

**Bachelor Holdout
Rechtschaefter to Wed . . .**

Biggest news in the Connecticut trade these days is the disclosure by a long-time bachelor, Paul Rechtschaefter, of his pending marriage. He will wed Miss Annette Farber, of West Hartford, May 29.

Rechtschaefter is vice-president and chairman of public relations of the Music Operators of Connecticut.

The 10-cent play conversion continues at a steady pace in Connecticut, with most operations about two-thirds completed. Unofficial sources put gross take about 25 per cent ahead of the 5-cent play collections.

Eddie Navickas, of Navickas Amusements, Bristol, juke box operators, is planning a business trip to Chicago and environs.

George Navickas, associated with his brother, Eddie, took in harpist Robert Maxwell's opening performance at the Statler Hotel, Hartford.

New York

Communications to:
Aaron Sternfeld
PLAZA 7-2800

**Furst & Schwartz
Move to 10th Ave. . . .**

Bill Furst and Bill Schwartz, local Stoner distributors, have moved from their 42d Street offices to 615 10th Avenue, formerly occupied by Herman Distributors. Official opening will take place in a couple of weeks, but business is being conducted at the new location. F&S carries the complete Stoner line.

New members of the Associated Amusement Machine Operators of New York are Arthur Wandling and Al Desimone, Allied Amusement; Morris and Milt Seidman, Bell Amusements; Michele Mozola, Falcora Music Corporation, and Morris Bellar, Lenal Music.

Barney Ross, former middle-weight boxing champion, visited his friend, Lou Wolberg at Runyon Sales this week. Another name visitor on the Avenue was George Liberace. John Tartaglia, County Vending, Port Chester, N. Y., and Gertrude Browne, Paramount Vending, Beacon, N. Y., were on the Avenue buying equipment this week.

Buddy Fox, Runyon Sales, is back from the hospital. Mike An-

thony, Anthony Sales, Columbus, O., visited Bob Slifer, Seacoast Distributors, this week to discuss Jukette sales in Central Ohio. Dick Cole, Cole Products, also visited Slifer.

Edith Gelbord is handling the secretarial chores at Seacoast while Mrs. Bob Sanchez is still in the Lebanon Hospital recovering from an automobile accident.

Les Boyd, Ace Distributors, sailed down to Miami on his own boat. Frank Broccoli, Braddock Music, is in the hospital where his condition is reported as serious. Also on the sick list are Joe Connors, and Sal Trella, Elkay Music.

Al Gilbert and Jim Caggiano, of the Coin Machine Employees' Union, report that 200 tickets have been sold for the union's annual dinner April 24 at Alan Gale's Carnival. Ticket goal is 500.

Milwaukee

Communications to:
Benn Ollman
UPTown 3-6018

**Avenue Arcade
Remodeling Due . . .**

Ken Kulow and Doug Opitz, partners in the Avenue Arcade, have closed negotiations for a remodeling job. "All that remains now," says Ken Kulow, "is to get the building permit and we can go ahead. Refurbishing plans call for knocking down a wall between the main Arcade and a side room which will add another 500 square feet of space to the quarters. Completion of the remodeling work, expected to take at least a month, will provide room for the addition of a number of new pieces of Arcade equipment, adds Kulow.

R/B Vending Corporation, owned and operated by Mrs. Ruth Bender since the death of her husband five years ago, was sold to Stacy Vending recently. Originally a hot coffee vending operation, R/B in recent years became a diversified operation, with most of its machines in industrial spots. According to word from the Stacy Vending headquarters, the recently acquired R/B routes and equipment will be absorbed into its regular organization.

The new price schedule set by the record companies for 78 r.p.m. disks is due to be a costly item for Red's Novelty Company, according to route foreman Ed Gronowski. "A big share of our machines are 78's," says Gronowski, "and the new price is due to cost us about \$30 to \$40 a month. Cutting down on the number of records replaced in machines is not feasible because we've already got them down to a minimum."

The list of out-of-towners stopping in at the Major Distributors for new Mercury waxings recently, according to Phyllis Kappenman, included: Elmer Schmitz, of Hilbert; Art Vaillancourt, Gem Novelty, Racine, and Mike Young and Hy Turmeyer, of Soldiers Grove. Top sellers for the operator trade, adds Phyllis, were the new Crew Cuts' etching of "Earth Angel," backed with "Ko-Ko-Mo," along with the new Patti Page rendition of "Everlovin'" and "You, Too, Can Be a Dreamer."

Joe Pelligrino, P. & P. Novelty, reports he and his staff are occupying their spare time by overhauling equipment. Present lull in music and games activities, according to Pelligrino, gives them plenty of opportunity to catch up on a backlog of maintenance work.

Hasting Distributing Company employees are busy with inventory work. Sam Hastings slated a trip to Chicago to shop the Housewares Show for spring merchandise for the premium goods section.

Al Allison, veteran record salesman who formerly covered this territory for Capitol Records, is now making the rounds for M. & S. Distributors, Chicago disk firm. Allison previously had left his job with Capitol to go into the grocery business in Mauston, Wis.

According to Nick Novasic, County Distributors, West Allis vending firm, milk vending could be boosted considerably if more promotional aid were available from the dairies. Allowing milk to get sour because of the occasional uneven service schedules maintained by dairy routemen causes trouble.

Hiring competent coin machine mechanics is a perplexing problem, says Joe Pellegrino, of P. & P. Distributing Company. Pelligrino and his partner, Bob Puccio, have been

(Continued on page 100)

**Here's what Leo. J. Freidel, routeman for
Gordon Stout Company, Pierre, So. Dakota
says about ROCK-OLA Hi-Fidelity Music**



LEO. J. FREIDEL
of
Gordon Stout Co.
Pierre, So. Dakota

"You asked me how I like the New Rock-Ola. One thing sure, they cause us no trouble at all. It is a small neat package that fits in well anywhere. Hi-Fi has now been added to keep pace with popular fancy and in my five years experience with the Gordon Stout Company, Rock-Ola has always been one of our favorite machines."

Leo Freidel
LEO J. FREIDEL

ROCK-OLA For further information write
ROCK-OLA MFG. CORP.
800 N. KEDZIE AVE.
CHICAGO 51

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. 12	Issue of Feb. 5	Issue of Jan. 29	Issue of Jan. 22
AMI				
Model A		\$135.00	\$135.00	\$109.50 165.00
Model B	\$175.00		175.00 215.00	195.00
Model C	190.00 195.00 229.50	195.00 229.50	190.00 225.00 229.50 275.00	179.50 250.00
Model D-40	229.50 275.00 300.00	300.00	275.00	229.50 300.00
Model D-80	319.50	319.50	319.50	319.50
Model E 120		595.00	595.00 625.00	595.00
EVANS				
Constellation	179.50	179.50 240.00	240.00	
MILLS				
Constellation		175.00	79.50 175.00	
ROCK-OLA				
1422	40.00		40.00	99.00
1426				110.00
1432	229.50		225.00	295.00
1434			250.00	
1434 Rockets	325.00	325.00	325.00	325.00
1436	379.50			
1436 Fireball 45 RPM		349.50	349.50	349.50
1436, 78 RPM	300.00	379.50	300.00	
SEEBURG				
M 100-A (78 RPM)	350.00 375.00(2)	350.00 375.00(3)	350.00 375.00(3)	350.00 375.00(2)
M 100 B	525.00 550.00 575.00	525.00 550.00 575.00(2)	525.00 565.00 575.00(2)	525.00 575.00
M-100-C	650.00(2)	650.00(2)	650.00	650.00
146				95.00
147	50.00 89.50	89.50	50.00 89.50	89.50
148	90.00		90.00	
148 ML	109.50	109.50	109.50	109.50
WURLITZER				
100	185.00	185.00		
1015	67.50 75.00 99.50 105.00	67.50 69.50 75.00 99.50 105.00	75.00	69.50 75.00 100.00 125.00
1100	119.50		195.00	185.00 195.00
1250		199.50	199.50	199.50 265.00
1400	279.50	279.50	279.50	279.50 375.00
1500	395.00 445.00	395.00(2) 445.00	395.00(3) 475.00	395.00 475.00 495.00 575.00
1500-A		395.00		575.00
1550				595.00

Miami Local Elects Bray First President

MIAMI, Feb. 12.—The newly-formed coinmen's Local 349 of the International Brotherhood of Electrical Workers, (AFL) elected Victor Bray president at a meeting held in Electricians Hall.

Other officers named were Ed (Buster) Railey, vice-president; Claude (Eddie) Frink, recording secretary, and executive committeemen Gordon Woolery, Ed Hancock, Jim Mullins and George Burger.

Lenny Baitler, acting business manager of Local 349, said that approximately 80 mechanics and routemen are members and that contracts have been signed with the two major distributors here, Bush Distributing Company and Taran Distributing, as well as many operators. Baitler is a veteran of the coin machine business, having served as mechanic, routeman and operator in New York, Florida and Venezuela.

Local 349 has the support of the Amusement Machine Operators' Association, according to Harry Housen, acting president of AMOA.

The International Brotherhood of Electrical Workers boasts a Greater Miami membership of 1,800 workers. In addition to the newly admitted coinmen, membership includes radio and TV technicians, electricians, linemen and sign men.

DIME CONVERSION KITS

For your 5-cent Music Wall Boxes. No drilling or tapping is required. Quickly installed, best operation. Kit 706—Small Receptor Newer Packard. Kit 86—Large Receptor Older Packard. Kit 709—Small Receptor Newer Buckley. Kit 108A—Large Receptor 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. Willard E. Moore Mechanical Developments, MOORCO, P.O. Box 4737, Cleveland 26, O.

Teen-Age Party

Continued from page 96

held and the best talent from the various groups will go into a master show to be held at a later date.

"We have no intentions of making these parties once-a-year affairs, but rather year 'round events for all young folks and their parents."

Entertainment

Entertainment at the Monday meeting was supplied by Sax Kari and his orchestra; Tom Mara, who sang his new MGM recording of "Pledging My Love" (see separate story in this section for complete rundown on Mara's Ohio activities), and Billy Farrell.

Television and radio disk jockeys attending the meeting included Bob Maxwell, WWJ; Larry Gentile, WJBK, who is also chairman of the TV and disk jockey committee; Kurt Saunders, WJBK; Ted McCoy, WJLB; Ben Johnson, WEXL, and Toby Davies, of CKLW.

All of the Detroit newspapers were represented at the gathering.

Among the record distributors attending were Charles Gray, Cosnat Distributing Company; John S. Kaplan, Pan American Distributors; Tommy Schlesinger, Mercury Records; Harry Levin, Cadet Records, and Dorothy and Jack Brown, of Fortune Records.

Other special guests included Jimmie Ross, vice-president of the Cleveland Phonograph Merchants' Association; C. J. (Chuck) Morgan, conciliator of the United Vendors Association of Michigan, Inc., and Lt. E. Davey, representative of Detroit Police Commissioner Edward Piggins.

Music amplification equipment was furnished by United Sound systems with Jim and Joe Syracuse in charge.

Dispute Over Location Split Stops Pin Play

OREGON, Ill., Feb. 12.—A ban on pinball game operations has gone into effect here, as a result of a disagreement between game operators and location owners over splitting receipts of the games.

Chief of Police Charles J. Williams stopped the use of the games because of the deadlock over how the income should be divided. Mayor John McGuire, after conferring with Williams, concluded the only way to stop the arguments was to ban use of the games.

Distribs Meet

Continued from page 96

ethic for the coin music industry.

Distributors were Abe Green and Barney Sugarman, Runyon Sales, AMI; Dave Stern and Bob Slifer, Seacoast Distributors, Rock-Ola; Oscar Parkoff, Atlantic-New York Corporation, Seeburg, and Al Cohen, Ajax Distributing Company, Wurlitzer.

Two phases of improving economic conditions were discussed—the promotion of high standards of fair practice and the stimulation of public interest in coin-operated music.

Mara Pledges

Continued from page 96

My Love," to the Ohio Boys Town. Then, he went further, stating that he would donate 25 per cent of all the royalties received on the tune thruout the country for the next two years.

Operators here said that they were preparing to make special decals for their machines telling of the donation.

COINMEN YOU KNOW

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advertising for an experienced mechanic with no results.

What are the top juke box tunes in the Milwaukee area this past week? Alice Antczak, of Banaco Music, reports that best results are being pulled via the Johnny Maddox recording of "Crazy Otto," and the Fontane Sisters' version of "Rock Love."

Les Reder, of L. R. Distributors, states that his top coin pulling disks currently are: "Sincerely," by the McGuire Sisters, and "Crazy Otto" by Johnny Maddox. Reder was saddened last week by the sudden passing of Joseph Putterman, his father-in-law.

Gun games, recently purchased by the G. & W. Novelty Company, according to Herb Wagner, are helping the South Milwaukee firm boost its cash box receipts. Business, generally, states Wagner, has been somewhat on the slow side since the beginning of the year.

Asher Rabin, Automatic Merchandising Corporation, informs that his firm has added several new coffee machines to take care of requests from recently acquired industrial locations.

Sam Cooper, head man at the Paster Distributing Company, says that final touches are being put to the firm's new headquarters. Meanwhile his men are gradually moving equipment and fixtures into the building. "We should be all set in our new place by March 1," says Cooper, adding that the big event would be celebrated by a grand opening party for the trade.

Ralph Strosina, veteran George Schroeder routeman, celebrated his birthday this week, but wouldn't say which one. Emil Sauler, also on the George Schroeder staff, reports that his Mono Record label has been showing favorable results on a regional sales level. Newest Mono label, slanted for the operator trade, says Sauler, is "Hoop En

Say," backed by "Elvira Polka"; both cut by the Dick Rogers polka unit.

Carl Happel, Badger Novelty Company, says that he is already making plans to attend the forthcoming MOA show in Chicago. "Our Rock-Ola music machines are selling better than ever," says Happel. Sales of gun games and the entire line of Northwestern vendors are also part of Happel's enthusiasm over the general coin machine business outlook, he adds.

Tom Regan, veteran movie house manager, has been added to the Music Mart payroll, according to owner Barney Kuehn. Regan is slated to help boost disk sales and in general spark activities at the bustling retail record shop. Among customers this week were Dick Zimmerman, of the Eddie Pankonen Company; Emil Sauler and Fritz Mueller, George Schroeder Company; Clarence Smith, Milwaukee Amusement Company. Among out-of-towners were Pete Darkow, Cedarburg, and Phil Bublitz, Thiensville.

Johnny O'Brien, Mercury Records distributor, is back on the job following a week's layoff due to illness. Addition to the Major Distributing Company office staff is Edith Hoepfner, who is expected to take a lot of the work load off the shoulders of office manager Phyllis Kapperman. Top operators' choices this week, the latter said, were "Ko Ko Mo" by the Crew Cuts; David Carroll's "Melody of Love," and the Sarah Vaughan etching of "How Important Can It Be?"

K. C. Ops to Test Pin Law in Court

KANSAS CITY, Mo., Feb. 12.—A trial date was expected to be set next week in Jackson County Circuit Court in the proceedings filed by pinball game operators for a declaratory judgment in an attempt to prevent the city from enforcing an ordinance outlawing bingo-type games.

J. K. Owens is attorney for the group in the suit, which has been pending since December. It was filed soon after the city passed an ordinance prohibiting the games as a nuisance.

Two points of law will be argued by the operators' lawyers. They will contend, Owens said, that the games are not gambling devices and that the city has no jurisdiction to declare them a nuisance.

John Masters, operator of the Missouri Valley Amusement Com-

pany here filed the action challenging the legality of the city law. He acted for himself and several other pinball firm operators to prevent a multiplicity of suits.

Enforcement of the ordinance has continued, pending settlement of the litigation.

United Schools Slated for Okla., Md., Va.

CHICAGO, Feb. 12.—Service schools will be conducted by United Manufacturing Company in Oklahoma, Maryland and Virginia.

United representatives Johnny Casola and Al Thoeke will spend the week at Kulp Distributing, Oklahoma City, where they will conduct service sessions and offer general information on the firm's equipment. Shorty Confer, of the Kulp organization, will act as host.

United representative Ben Becker and Ed Seidman, of Double U Sales Company, Baltimore, will travel thru the Maryland and Virginia territory during the week, meeting with operators and servicemen.

ABC Music

Continued from page 96

second place honors by sinking Coral Records two out of three games. Paschke Phono and Oomen Sons stayed neck-and-neck for third place with two wins apiece from Westen Automatic and ABC No. 1 respectively.

Warren (Bunk) Paradee boosted his average nicely during last Monday's session, rolling a 222 game, high for the evening, and a 574 series, also tops for the night. In the women's division, Myrtle Sochacki walked off with high series with 472.

Nine out of the 16 teams in the league are still averaging above the .500 mark. Following are the standings after 66 games:

	Won	Lost
ABC Music No. 2	42	24
Decca Records	37	29
Paschke Phono	36	30
Oomens Sons	36	30
Coral Records	35½	30½
Star Music	35	31
Mercury Records	34	32
ABC Music No. 1	34	32
Melody Music	34	32
B & B Novelty	31½	34½
Atlas Music	30	36
Western Auto	27	39
Coven Music	26	40
Gillette Distr.	24	42

Johnny Owens, secretary of the league, announced this week that three teams were entered in the IBA tournament next April. He said that the Chicago keglers would roll April 22.

Williams Ships Spitfire, New 5-Ball Game

CHICAGO, Feb. 12.—Spitfire, a new five-ball game, was shipped to distributors this week by Williams Manufacturing Company.

The game features two midget playfields within the regular playfield, one on either side. Each of the playfields, one green and the other yellow, contains a captive ball which is activated when the player shoots a ball thru any of several lanes at the bottom of the regular playfield.

Both of the midget playfields serve to build up bonus scores and score replays.

Replay Awards

Landing five balls into a special skill hole also earns a replay for the player.

Making numbers 1-8 in rotation, by hitting numbered bumpers, scores an immediate replay for the player and lights both ball lanes in the midget playfields and a bottom center roll-over for a replay.

Equipped with a second-coin feature, the game offers a player the chance to make up to 200 replays when he drops an extra coin in the chute.

The Spitfire has two ball flippers, operated by pressing a button on either side of the playfield, and two ball bumpers. The backglass is decorated with a dude ranch cowboy theme.

Name Luther

Continued from page 96

soon begin contacting distributors in South America.

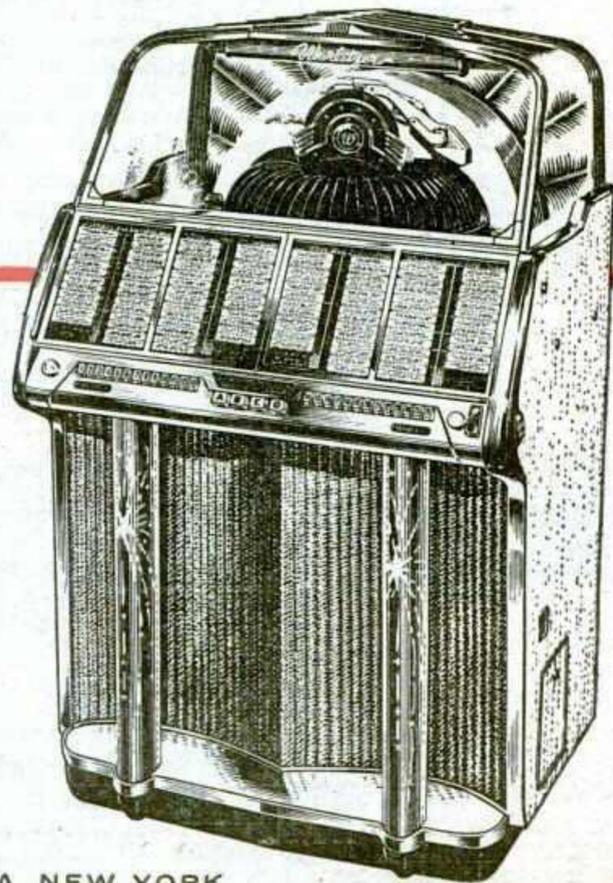
Luther joined the Wurlitzer staff January 24. He was formerly with Sylvania Electric Products Company, where he served as a supervisor in the manufacture of airborne equipment.

Prior to his position with Sylvania, Luther was associated with the Andres Copper Mining Company, Potrerillos, Chile, as an assistant electrical superintendent.

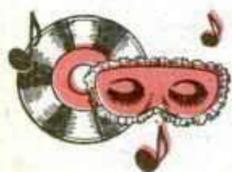


Early reports on the Wurlitzer Model 1800 collections show a real need for its sizable coin bag. The sheer beauty of this sensational phonograph plus the tremendous appeal of its High Fidelity Dynatone Sound System keep its 104 selections in action all the time.

You can put a Wurlitzer Model 1800 on every location confident that each week you'll find big returns "in the bag."



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

KIDDIE RIDES CLICK

Ops Find Take Best In Outlying Areas

CHICAGO, Feb. 12.—Shopping centers outside of the cities offer the best commercial locations for coin-operated kiddie rides. This is the consensus of large kiddie ride operators and chain store officials in the Chicago area.

Many of these firms operate kiddie rides in shopping centers on a national scale, and find outlying areas the best across the country.

Carousel Industries, national operators of kiddie rides, with headquarters in Chicago, concentrates on retail outlets for ride locations. Irv Brodsky, co-partner in the enterprise, says "An outlying shopping center is the type of location that lends itself to family-type shopping, which creates a need for diversion. Families are receptive to spending money on rides to keep the kiddies entertained."

Income from kiddie ride operations, says Brodsky, has leveled off, but has reached a point of stability. Not as many operators are in the business compared to two years ago.

Carousel Industries has representatives in various sections of the country. Service on the rides is done on a local scale, with machines needing a complete overhauling being brought into the Chicago shops. Principal kiddie ride operations are with large variety chains. The firm uses about 20 different types of kiddie rides, with the horse rides the leading attraction, according to Brodsky.

Johnson Tobacco Company operates coin-operated equipment, including vending machines, in 2,000 Sears, Roebuck & Company stores throughout the country. Kiddie ride

locations have been concentrated in outlying shopping centers, where a majority of Sears stores are now located. While operating kiddie rides less than one year, Sears increased the number of rides from 70 to over 150 in this time, according to James R. Uhler, Chicago office.

Sells Cowboy Props

Kiddie rides at Sears stores are restricted to Roy Rogers' Trigger horse rides, the rides tied in with sales of cowboy clothes and props for the kiddies—top guns, holsters, hats, bandanas and such.

Richard L. Whitelock, in charge of kiddie ride operations in the Chicago area for F. W. Woolworth & Company, says that chain has 125 rides on location in the area, 80 of which are located outside the city. Kiddie rides are most productive, Whitelock has found, in outlying shopping centers and small towns on the outskirts of the city. These types of shopping centers are more leisure-like than downtown congested city areas, where parents hesitate to take youngsters.

One of the large national kiddie ride operators commented that the best income in this field is where there are a lot of tots—and the greatest numbers are to be found in suburban and outlying areas. He said that competition for locations is overly concentrated, making things tough for all the operators. Rides are being moved into various stores and the managers are approached to buy rides outright from operators. All these factors tend to cut business for the regular operator.

Ride Volume Up

This firm has found, however, that in spite of the fact that income from the average ride is down, compared to previous years, over-all volume continues to hold up well. It believes that only a large operation can realize a profit in this field. The firm does market research in the kiddie ride field, checking birth rates, building and other factors, and sees a good business in coming years.

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.

Table with columns for machine names and prices from various issues (Feb. 12, Feb. 5, Jan. 29, Jan. 22). Includes items like ABC (United), All Star (Gottlieb), Arabian Knights (Gottlieb), Basketball Champ, etc.

BARGAINS OF THE WEEK

Advertisement for shuffle games, bingos, and miscellaneous items. Includes 'NEW Keeney Sportsman Deluxe' and 'MISCELLANEOUS' items like 'Ex. Star Sh. Gallery'.

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. DISPLAY CLASSIFIED ADS: Set in larger type (up to 14 pt.) and displayed to best advantage.

Business Opportunities. DISTRIBUTORS, OPERATORS — SENSATIONAL new ball point pen and vendor. EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets.

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.

CIGARETTE MACHINES — DuGRENIER, 7 coils, Model S, \$45; 7 coils, Model V, \$50; 9 coils, Model W, \$55. ROWE Imperial, 6 coils, \$45; 8 coils, \$50. CORADIO-STEEL RADIOS, CABINETS, stands, electronic timers, coin rejectors.

VENDING MACHINES. Tissues, Sanitary Napkins, Cosmetics, Cigarette, Candy, etc. POLARIS MANUFACTURING CO. Peru, Illinois.

Routes for Sale. EXCEPTIONAL OPPORTUNITY — ESTABLISHED route of 25 late model photographs and approximately 25 late games. Shop, equipment and truck in sunny Florida.

SANITARY VENDING MACHINE HEADQUARTERS. "Spare" sanitary napkin venders; DAV razor blade venders. Advance 23C's, National #5, National #15 and other flat package sanitary venders.

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.

Used Coin-Operated Equipment. A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell?

Wanted to Buy. CIGARETTE, CANDY AND OTHER VENDING machines, give full description and lowest price. Box 673, The Billboard, Chicago 1, Ill.

WANTED—BINGO AND SHUFFLE MECHANICS; good pay and good working conditions. Persons must be sober and furnish references. Write Box 733, The Billboard, Chicago, Ill.

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

	Issue of Feb. 12	Issue of Feb. 5	Issue of Jan. 29	Issue of Jan. 22
Marble Queen (Gottlieb).....	69.50	\$69.50	345.00	400.00
Maryland (Williams).....	295.00	345.00	400.00	345.00
Mexico (United).....				175.00
Mystic Marvel (Gottlieb).....			350.00	395.00
Nevada (United).....				425.00
Niagara (Gottlieb).....				75.00
Nitty (Williams).....	79.50	79.50		145.00
Nine Sisters.....			145.00	
Oklahoma (United).....	69.50	69.50		
Palm Beach (Bally).....	115.00	125.00(2)	110.00	125.00(2)
	125.00(2)	135.00	125.00(3)	135.00
	135.00			
Palm Springs (Bally).....	285.00	315.00	295.00	315.00
	320.00(2)	320.00(2)	320.00(2)	325.00
	325.00(5)	325.00(4)	325.00(3)	350.00
		329.00	335.00	350.00
Paradise (United).....	49.50	49.50		
Pindt Hitter (United).....	59.50	59.50		
Pinky (Williams).....	79.50	79.50		
Pin Wheel (Gottlieb).....				125.00
Poker Face (Gottlieb).....				155.00
Quarterback (Williams).....	75.00	75.00	75.00	75.00
Quartette (Gottlieb).....				75.00
Queen of Hearts (Gottlieb).....				95.00
Quintette.....				95.00
Ria (United).....	200.00	275.00	210.00	225.00
	275.00	275.00(2)	275.00(2)	225.00
Romlevoo (United).....	49.50	49.50		
Rosbowl (Gottlieb).....				75.00
Saddle & Turf.....	275.00	295.00	295.00	295.00
	325.00			
Sally (Chicago Coin).....	49.50	49.50		
Screwball (Genco).....	49.50	49.50		
Set Shot Basketball, 2 player	345.00	345.00	345.00	
Sharp Shooter (Gottlieb).....	59.50	59.50		
Shindig.....				155.00
Silver Chest (Genco).....		125.00	125.00	
Singapore.....	475.00			85.00
Skill Pool (Gottlieb).....				175.00
South Pacific (Genco).....	54.50	54.50		
Special Entry (Bally).....	49.50	49.50		
Spot-Lite (Bally).....	65.00	70.00	55.00	60.00
	70.00	75.00(2)	75.00(2)	75.00(3)
	95.00(2)	100.00	100.00	100.00
				85.00(2)
				95.00(2)
				100.00
Star Lite.....	65.00	90.00	90.00	
Stars (United).....				125.00
Struggle Buggy.....	49.50	49.50		
Summertime (United).....	50.00			
Sunshine Park (Bally).....				
Super World Series (Williams).....	75.00	195.00	195.00	195.00
Surf Club (Bally).....	350.00	365.00	350.00	370.00
	370.00	375.00(4)	375.00(4)	375.00(4)
	375.00(4)	395.00	365.00(2)	385.00
	395.00		425.00(2)	395.00(2)
			375.00(4)	375.00(4)
			395.00(2)	395.00(2)
Tahiti.....	160.00			
Tampico (United).....	69.50	69.50		
Texas Leaguer (Keeney).....	69.50	69.50		
Three-of-a-Kind.....	18.50	18.50	18.50	
Three Musketeers (Gottlieb).....	69.50	69.50		
Thunderbird.....			195.00	195.00
Tropics.....	175.00	225.00	175.00	175.00
			225.00(2)	225.00(2)
Tumbleweed (Exhibit).....	74.50	74.50		
Turf King (Bally).....	25.00	35.00	25.00	25.00
	99.50			
Varieties.....	490.00	550.00(2)	595.00	525.00
	550.00(3)	595.00		595.00
Yacht Club (Bally).....	125.00	135.00	125.00	135.00
	135.00(2)	145.00(2)	135.00(2)	145.00(2)
	145.00	150.00(2)	145.00(2)	150.00(2)
	159.50	160.00(2)	150.00(2)	160.00(2)
	160.00(2)	175.00	160.00(2)	175.00
	175.00			
Zingo.....	65.00	65.00	65.00	65.00

SHUFFLE GAMES

	Issue of Feb. 12	Issue of Feb. 5	Issue of Jan. 29	Issue of Jan. 22
Ace Bowler (United).....	\$345.00	\$355.00	\$200.00	\$365.00
	365.00(3)	365.00(2)	365.00	375.00
Advance Bowler (Chicago Coin).....	200.00	250.00	200.00	275.00
			250.00(2)	250.00(4)
Bahler Shuffle Alley (United).....	395.00	400.00	405.00	405.00
	405.00	410.00(3)	410.00(2)	410.00(2)
	410.00(2)		425.00	425.00
			69.50	69.50
Baseball Alley (Bally).....				
Big League Bowler, 4 player (Keeney).....	55.00	55.00	55.00	65.00
Big League Bowler (United).....				375.00
Bonus Bowler (Keeney).....	250.00	285.00	250.00	285.00
			250.00	285.00
Bowl-a-Ball (Chicago Coin).....				99.50
Bowling Alley, 6 player (Chicago Coin).....				59.50
Bowl-a-Matic (Universal).....	325.00	325.00		
Broadway Shuffle Alley (United).....				195.00
Carnival Bowler (Keeney).....	155.00	179.50	155.00	215.00
	435.00	445.00	445.00(2)	445.00
Carnival Deluxe (United).....				
Cascade Shuffle Alley 6 player (United).....	100.00	120.00	125.00(2)	135.00
	125.00	145.00	155.00	150.00(2)
	145.00(2)	160.00	165.00(2)	155.00
	155.00		165.00(3)	165.00(3)
	155.00		350.00	350.00
Century Bowler (Keeney).....	350.00	350.00	350.00	350.00
Champion Bowler (Bally).....	395.00	375.00	395.00	425.00
Chief Shuffle Alley (United).....	285.00	285.00	295.00	325.00(2)
	295.00(2)	300.00	325.00(2)	335.00
	300.00			
Classic Shuffle Alley 6 player (United).....	165.00(2)	165.00	150.00	175.00
	185.00(2)	175.00(2)	175.00(2)	195.00(3)
	195.00	185.00(2)	200.00	225.00
		195.00(2)	200.00	225.00
		269.50	269.50	269.50
Clover Shuffle Alley, 6 player (United).....	160.00	140.00	155.00	160.00(2)
	165.00(3)	160.00	160.00	165.00
	179.50	165.00(3)	175.00	175.00
Criss-Cross Bowler (Chicago Coin).....	300.00	335.00	300.00	335.00
			300.00	335.00
Crown Bowler (Chicago Coin).....	130.00	135.00	130.00	145.00
	165.00(2)	165.00	175.00	185.00(2)
	175.00		185.00	185.00(3)
			60.00	85.00
Deluxe Bowler (Chicago Coin).....	100.00	100.00	100.00	100.00
Deluxe Bowler (Keeney).....	100.00	100.00	100.00	100.00
Deluxe Bowler (United).....	62.50	62.50		
Diamond Bowler (Keeney).....	345.00	345.00	345.00	345.00
Domino Bowler (Keeney).....	175.00	175.00	175.00	185.00
Double Score Bowler (Chicago Coin).....	125.00(2)	125.00	140.00	145.00
	140.00	145.00	195.00	165.00

GIVE TO DAMON RUNYON CANCER FUND

Phoenix Ops Lease Game Location Space

PHOENIX, Ariz., Feb. 12. — A sharp trend toward leasing space in locations rather than mere placement of the machine on a commission basis has evidenced itself during the past six months here, according to Doug A. Mohl, operator of Arizona Amusement and Sales Company.

Under the plan, the coin machine operator leases a spot in the store for a period of one year or longer, signing a contract which calls for exclusive use of the space. In most such instances, the operator offers no commission, the amount of the lease representing the location owner's sole return.

Mohl, one of the desert city's top operators, finds that this method is being employed primarily by newcomers capitalizing on

the swift population boom and obtaining better protection against "location jumping" in the process. Whether the "leased space" plan will show up to good advantage remains to be seen, according to Mohl, who as a long-established operator has made no use of the system in his own operations.

Two things which are required before the lease system can be successful, says the Arizona games operator, are the ability to "size up" the location potentials adequately and effective salesmanship in getting the location owner to agree to the plan.

The contract plan has appeared primarily in such outlets as taverns, cocktail lounges, clubs, liquor stores, drugstores, etc., which are already accustomed to thinking of revenue in terms of space rental.

	Issue of Feb. 12	Issue of Feb. 5	Issue of Jan. 29	Issue of Jan. 22
Feature Bowler (Chicago Coin).....				395.00
Five Player Shuffle Alley (United).....	29.50	53.50	50.00	50.00
	395.00(2)	395.00(2)	395.00	450.00
Flash Bowler (Chi. Coin).....				195.00
Gold Cup Bowler (Chicago Coin).....	175.00	175.00w/p	175.00w/p	195.00
	175.00w/p	195.00	225.00	225.00(2)
	195.00	250.00	250.00	250.00
High-Speed Crown Bowler (Chicago Coin).....				135.00
Holiday Match Bowler (Chicago Coin).....	525.00	525.00	510.00	525.00
Imperial Shuffle Alley (United).....	245.00	265.00	255.00	275.00
	275.00	285.00	285.00(2)	275.00
	295.00	285.00		285.00(2)
	300.00	310.00	295.00	310.00
King Bowler (Chi. Coin).....				50.00
League Bowler, 6 player (Keeney).....	50.00	50.00	50.00	50.00
	295.00	295.00	295.00	295.00
League Bowler (United).....	300.00(2)	305.00	335.00	350.00
	305.00			
	285.00	295.00(2)	295.00(2)	295.00
	295.00(2)	310.00	315.00	315.00
	310.00			
Liberty Shuffle Alley (United).....	145.00			100.00(2)
Match Bowler (Chi. Coin).....	75.00(2)	75.00	100.00	265.00
Match Pool (Genco).....	265.00(2)	265.00(2)	265.00	275.00(2)
	275.00(2)	275.00(2)	275.00(3)	295.00
				150.00
Mercury Shuffle Alley (United).....	425.00	435.00	435.00	445.00
	445.00			
Name Bowler (Chi. Coin).....	110.00	125.00	110.00	125.00
Official Shuffle Alley, 4 player (United).....	60.00(2)	69.50	60.00	85.00
	75.00	85.00		
Olympics Shuffle Alley (United).....	150.00	160.00	150.00	160.00
	175.00	180.00	185.00(2)	185.00(2)
	185.00	185.00	190.00	195.00
	200.00	200.00	200.00	200.00
Pacemaker Bowler (Keeney).....	395.00	415.00	395.00	435.00
Playtime (Chicago Coin).....				435.00
Rainbow Shuffle Alley (United).....	350.00	350.00	415.00	375.00
	200.00(2)	200.00	225.00	225.00
Royal Shuffle Alley (United).....	245.00	249.50	245.00	265.00
	265.00	275.00	275.00(2)	275.00(2)
Shuffle Alley Deluxe, 6 player (United).....	39.50	50.00(2)	50.00	69.50
	75.00	89.50	75.00	85.00
Shuffle Alley, 6 player (Keeney).....	69.50w/p	69.50w/p	75.00w/p	79.00w/p
	75.00w/p	75.00w/p		
Shuffle Alley, 6 player (United).....	79.50	50.00	79.50	50.00
Shufflecade (United).....				49.50
Shuffle Alley Deluxe, 6 player (Chicago Coin).....				99.50
Shuffle Line (Bally).....				34.50
Shuffle Target (Genco).....				79.50
Six Player 10th Frame (United).....	75.00(2)	75.00(2)	75.00(2)	95.00
	375.00	395.00	395.00	395.00
Speedie (United).....				140.00
Special Bowler, 10th Frame (Chicago Coin).....	75.00	110.00	110.00	75.00
Special Bowler (Chi. Coin).....				150.00
Special Double Score Bowler 10th Frame (Chi. Coin).....	125.00	150.00	150.00	150.00
Star 6 Player (United).....	65.00	95.00	95.00	95.00
	119.50			
Star 10 Frame, 6 player (United).....	95.00	110.00	110.00	125.00
	135.00	135.00	179.50	175.00
Starlite Bowler (Chi. Coin).....	325.00	325.00	345.00	375.00
	345.00(2)	375.00	375.00	395.00
Super Bowler (Keeney).....	125.00	125.00	125.00	125.00
Super Frame Bowler (Chicago Coin).....	300.00</			

Joe and Wally Say:



BINGO 5 BALLS

BALLY	
SURF CLUB	\$375
ICE FROLICS	310
PALM SPRINGS	325
DUDE RANCH	295
YACHT CLUB	160
BEACH CLUB	275
BEAUTY	225
FROLICS	175
PALM BEACH	125
ATLANTIC CITY	125
SPOT LIGHT	95
BRIGHT SPOT	85
CONY ISLAND	85

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

TARGET GUNS

NEW Exhibit SPORLAND SHOOTING GALLERY Genco WILD WEST United BONUS GUN Keeney SPORTSMAN GUN

FIRST-Conditioned

United CARNIVAL	\$418
United CARNIVAL DELUXE	425
Genco RIFLE GALLERY	265
YOU SHOT (Remington .22 with live ammunition)	345
Exhibit SHOOTING GALLERY	295
Seeburg COON HUNT	285
Genco SKY GUNNER	155
Genco NIGHT FIGHTER	155
Seeburg SHOOT THE BEAR	150
Exhibit JET GUN	125
Exhibit SIX SHOOTER	95
Seeburg RAY GUN	75
Chicoin PISTOL PETE \$45 Exh. DALE GUN	65

ARCADE

BRAND NEW CLOSEOUTS Genco 2-PLAYER BASKETBALL \$325 Chicoin 4-PLAYER SUPER HOME RUN, 10/25¢ 395 Wms. ALL STAR BASEBALL 375 Chicoin ROUND THE WORLD TRAINER 575

FIRST-Conditioned

Chicago Coin BASKETBALL CHAMP	\$145
Bally BIG INNING	150
TEL QUIZ with Film	115
Chicago Coin GOALEE	95
ZINGO	65
Bally HEAVY HITTER	55

SHUFFLE GAMES

NEW

Chicago Coin TRIPLE STRIKE THUNDERBOLT CRISS CROSS TARGET

United LIGHTNING Bally MYSTIC Bally MAGIC

FIRST-Conditioned UNITED-Match

MERCURY, D.L.	\$435
BANNER	405
ACE	355
TEAM, 10/25¢	295
LEADER	295
IMPERIAL	265
CLASSIC	185
CLOVER	145

UNITED-High Score

SPEEDY	\$375
CHIEF	295
ROYAL	245
OLYMPIC	175
CASCADE	145
SUPER 6 PLAYER	95
DELUXE 4 PLAYER	75

CHICAGO COIN

HOLIDAY	\$525
PLAYTIME	415
FLASH	395
STARLIGHT	345
SUPER FRAME	325
TRIPLE SCORE	175
CROWN	145
DOUBLE SCORE	145
NAME	125

KEENEY

DOMINO (Match)	\$175
CARNIVAL	155
6 PLAYER, Jumbo Pins with Formica	75
BIG LEAGUE BOWLER	85

GENCO SHUFFLE MATCH POOL SHUFFLE POOL

SHUFFLE MATCH	\$265
SHUFFLE POOL	175

BALLY CHAMPION

CHAMPION	\$295
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MISCELLANEOUS

EVANS SADDLE & TURF (Club Mod.)	\$275
WATLING GUESSER SCALE	75

Genco Ships

Continued from page 89

player may shoot at whatever targets he chooses. Giving the player 25 shots for a dime, the game is equipped with a new type of timing mechanism that awards players with higher scores for quick, accurate shooting. The timer starts at 900 and steps down by 10's to zero. At the end of the game, whatever point total remains on the timer is added to the player's score.

The Criss Cross Wild West game, the match play model, features three possible matches which can be made by the player at the end of each game. When a number is matched, this number is transferred to a "criss cross" card on the score glass. When a line in any direction is completed, the player has made a "criss cross match." If a "super light" is lighted above the "criss cross" card when a line has been completed, the player has made a "super criss cross match." A carry-over system retains numbers matched on the "criss cross" card from game to game.

Interior art work in the game is designed to show the player a colorful desert scene. A curved target background adds a greater sense of depth to the scene. Targets are reflected from the bottom of the cabinet onto the backglass. The cabinet measures 29 1/2 inches wide, designed to fit thru doors more easily. Separate units of the game slide out for mechanical servicing.

Oct. Exports

Continued page 89

Zealand, France, British Malaya and West Germany all proved good customers in this field.

Best export markets during October were Canada, Belgium, Netherlands, Venezuela and Colombia, in that order, all doing better than a \$100,000 business.

For the first 10 months of 1954 exports totaled \$12,513,551. While complete reports were not available, it is estimated that total coin machine exports in 1954 boomed 22 1/2 per cent above the previous year, setting a new record of an estimated \$14,687,810.

Amusement game totals dropped off from 1953's record high of \$3,960,181 to an estimated \$3,285,986 in 1954. New records were set in juke box and vender exports during the year.

The average price per juke box exported in October was \$510.56; games averaged \$174.87, and vending machines \$53. This compares to October, 1953, averages of \$398 for juke boxes, \$160 for games and \$65 for vending machines.

200 Tickets Sold For Coin Gathering

NEW YORK, Feb. 12.—Al Gilbert and Jim Caggiano, of the Coin Machine Employees' Union, reported this week that 200 tickets for the union's annual dinner, April 24, at Alan Gale's Carnival, had been sold. Ticket goal is 50.

HERE THEY ARE!

United 5-Player, Formica	\$50
United 6-Player Deluxe	65
Chicago Coin Double Score	125
Chicago Coin Crown Bowler	155
Eastern Electric Cigaret Vend., 8-Coil	115
Evans Saddle & Turf	285
Evans Bat-a-Score	125
Williams Hayburners	65
Wurlitzer 1015	90
Wurlitzer 1250	300
Coney Island	75
Spot Light	70
Atlantic City	115
Beach Club	275

Many More! Write for List Terms: 1/3 Dep., Bal. C.O.D. IRV. OVITZ

ACME-INTERNATIONAL DISTRIBUTORS

3643-45 W. Montrose Chicago 18, Ill. CORNELIA 7-7272

FACTORY CLOSEOUT

Limited quantity of PEEK SHOW Counter Machines. Shows 15 views for either 5 or 10¢. Made to sell at \$275.00. Our price \$45.00 each while they last.

KING AMUSEMENT CO. Mt. Clemens, Mich.

Admen of every kind Endorse The Billboard as a TOP SELLING FORCE

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. 12	Issue of Feb. 5	Issue of Jan. 29	Issue of Jan. 22
ABT Challenger	\$20.00 25.00	\$20.00 25.00	\$20.00 29.50	\$25.00
Air Football, 2 player	29.50 75.00	29.50 75.00		
Air Hockey, 2 player	375.00	375.00	375.00	375.00
Astro Scope	350.00	350.00	350.00	350.00
Atom Jets	35.00			
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	165.00 175.00
Bat-a-Score Sr.	65.00	65.00	65.00	65.00
Best Hand	19.00			
Big Inning (Bally)	150.00(2)	150.00	150.00	150.00
Big League (Williams)	395.00	395.00	395.00	395.00
Carnival Rifle Gallery (United)	395.00			
Carnival Gun (United)	410.00 425.00	425.00		
Chicken Sam (Seeburg)	99.50	99.50	99.50	99.50
Coon Gun (Seeburg)	349.50	349.50		
Coon Hunt (Seeburg)	225.00 285.00	295.00(2)	275.00	295.00(2)
Criss Cross	295.00		295.00(3)	
Cupid's Wheel	15.00	15.00	15.00	100.00
Dale Gun (Exhibit)	55.00 65.00	55.00 65.00	55.00 65.00	55.00 65.00
Deluxe Card Vender (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			
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
Goalee (Chicago Coin)	45.00 95.00	95.00 99.50	95.00 99.50	95.00 99.50
Grandma Fortune Teller	99.50 100.00	100.00	100.00	100.00
Gun Patrol (Exhibit)	125.00	125.00	125.00	125.00
Gypsy Palmist	125.00			
Heavy Hitter (Bally)	40.00	40.00	40.00	40.00
Hi-Ball (Exhibit)	75.00	75.00	75.00	75.00
Holly Cranes	175.00			
Home Run, 6 player, (Chicago Coin)	365.00	195.00 365.00	195.00 295.00	
Jet Gun (Exhibit)	125.00 135.00	125.00 135.00	119.50 125.00	125.00 145.00
Jet Fighter (Williams)	145.00 149.50	145.00 149.50	145.00 155.00	155.00
Jungle Gun (United)	295.00 395.00	295.00 395.00	305.00 425.00	325.00 425.00
Kicker & Catcher	49.50	49.50		
Lite League	75.00	75.00	75.00	75.00
Love Analyst				100.00
Major League, 6 player (Williams)			345.00	250.00 345.00
Mercury Counter Gripper	20.00	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	185.00
Mystic Eye (Exhibit)				135.00
Mystic Pen (Exhibit)				125.00
Night Fighter (Genco)			165.00	175.00
Panoram Mills	350.00	350.00		
Pee Wee (Genco)	20.00	20.00	20.00	
Photomatic Deluxe (Mutoscope)	395.00	395.00	395.00	395.00
Photomatic (Mutoscope)	545.00(late)	595.00(late)	525.00(late)	525.00(late)
Pistol Pete (Chicago Coin)	65.00 95.00	65.00 95.00	75.00 95.00	75.00 95.00
Pitch Em & Bat Em	99.50	99.50	99.50	99.50
Pitch Em & Bat Em	185.00	185.00	185.00	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
Ray Gun (Seeburg)	75.00			
Rifle Gallery (ABT)			595.00	
Rifle Gallery (Genco)	365.00(2) 375.00(3) 395.00	355.00 365.00 375.00(3) 395.00	350.00 355.00 365.00(2) 375.00(3)	350.00 365.00 375.00(2) 395.00
Round the World Trainer			395.00	
Shocker (Acme)	24.50	24.50		
Shoot the Bear (Seeburg)	135.00	125.00	99.50 125.00	150.00(3) 160.00
Shipman Art Show	150.00(4)	150.00(4)	150.00(4)	160.00
Shiplan Art Show	160.00	160.00	160.00	
Shooting Gallery (Exhibit)	49.50	49.50		
Shooting Gallery (Exhibit)	265.00 285.00	255.00 265.00	265.00	265.00 295.00
Shooting Gallery (Exhibit)	295.00 395.00	295.00 319.50	275.00(2) 319.50 325.00	319.50 325.00
Silver Bullets (Exhibit)			395.00	
Six Shooter (Exhibit)	95.00 100.00	95.00 100.00	100.00 115.00	100.00 115.00
Skee Ball (Wurlitzer)	125.00	125.00	125.00	125.00
Ski Roll (Evans)	150.00	150.00	150.00	150.00
Skill Gun (ABT)	95.00	95.00	95.00	95.00
Skill Shooter (ABT)	20.00	20.00	20.00	
Skill Shooter (ABT)	39.50	39.50	39.50	
Sky Fighter (Mutoscope)	150.00	150.00		
Sky Gunner	135.00 155.00	135.00 155.00	135.00 155.00	120.00 155.00
Sky Gunner	175.00 195.00	175.00 189.50	165.00 175.00(2) 189.50 195.00	175.00(2) 189.50 195.00
Scalar Horoscope				110.00
Space Gun		89.50	89.50	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)				
Strik-A-Lite (ABT)	325.00	325.00	325.00 375.00	325.00 375.00
Super Jet Fighter (Williams)	29.50			395.00
Super Pennant Baseball (Williams)				275.00 395.00
Super Pennant Baseball (Williams)				395.00

FIRST COIN MACHINE EXCHANGE Joe Kline & Wally Fink 1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

SHAFER SPECIALS From Our New Illustrated Catalog AMI Model E-120 (120 Sel.) \$595.00 Model D-80 (80 Sel.) 319.50 Model D-40 (40 Sel.) 229.50 Model A (40 Sel.) 119.50 WURLITZER 1500 (104 Sel.) \$395.00 1400 (48 Sel.) 279.50 1100 (24 Sel.) 119.50 1015 (24 Sel.) 69.50 ROCK-OLA 1438 Comet (120 Sel.) WRITE 1432 (50 Sel.) \$229.50 SEEBURG M-100-B (45 r.p.m.) \$575.00 M-100-A (78 r.p.m.) 375.00 WALL BOXES 148ML (Blonde) 109.50 Large Variety WRITE 147M 89.50 FREE NEW CATALOG SEND FOR A COPY OF OUR NEW ILLUSTRATED CATALOG OF RECENT MODEL PHONOGRAPHS. Shaffer Music Co. Cincinnati, Ohio 1200 Walnut St. Main 6310 Columbus, Ohio 849 N. High St. KLondon 4614 Indianapolis, Ind. 1327 Capitol Ave. MElrose 4-3571

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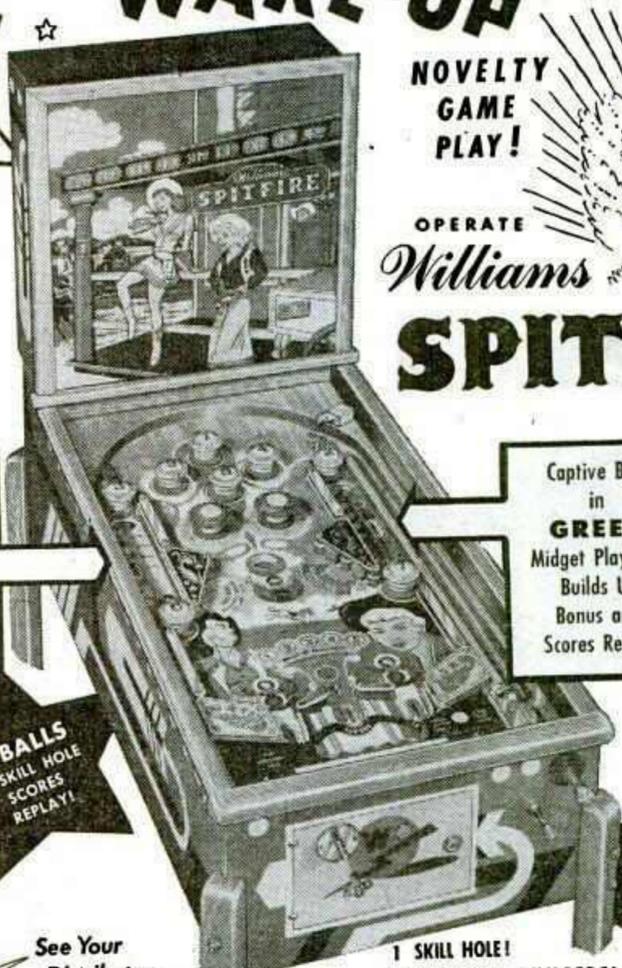
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	Issue of Feb. 12	Issue of Feb. 5	Issue of Jan. 29	Issue of Jan. 22
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.....	100.00	115.00	100.00	115.00
.....	125.00	125.00	125.00	125.00
.....	199.50	199.50	199.50	199.50
.....	18.50	18.50	18.50	18.50
.....	79.50	79.50	79.50	79.50
.....	150.00	150.00	150.00	150.00
.....	125.00	125.00	125.00	125.00
.....	375.00	495.00	375.00	495.00
.....	18.50	18.50	18.50	18.50
.....	345.00	345.00	345.00	345.00
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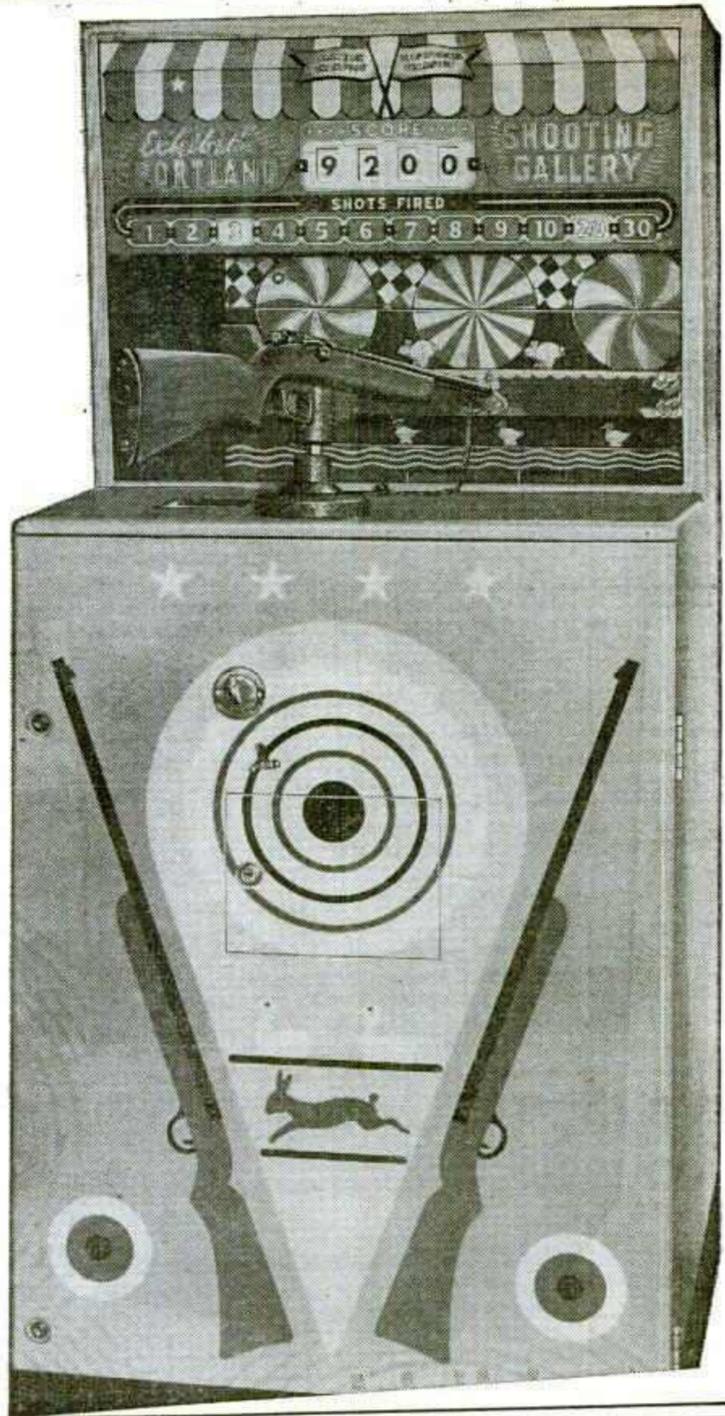
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OPPORTUNITY

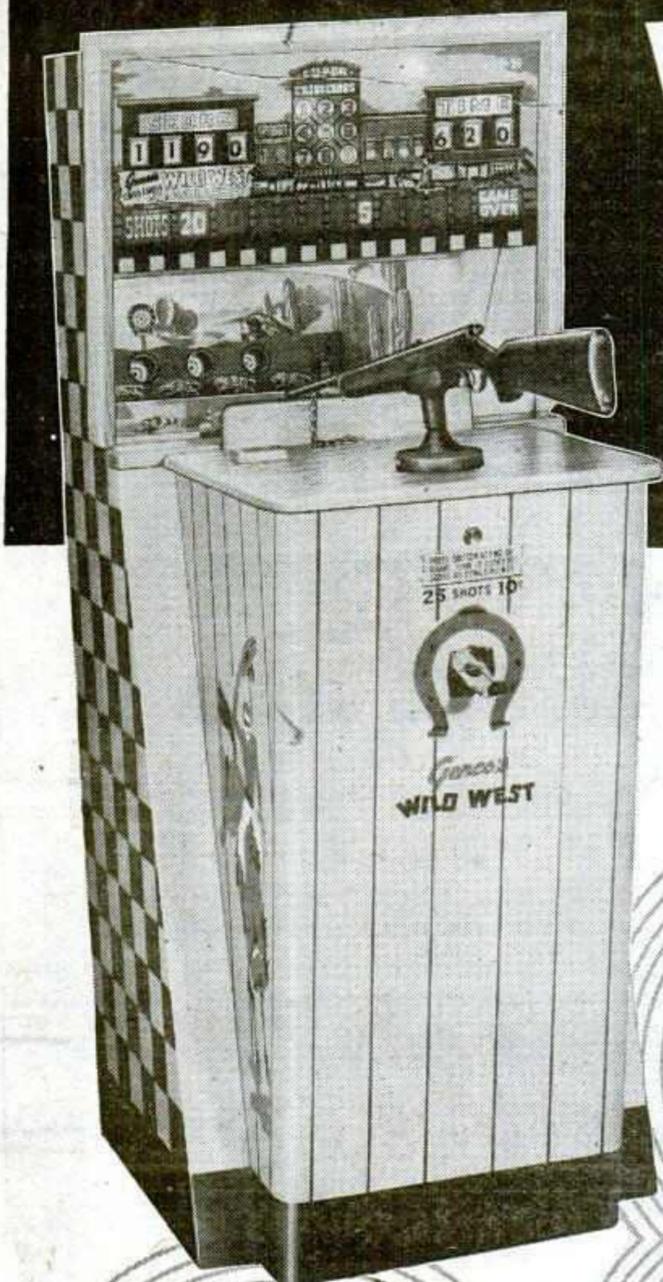
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Entirely different from top to bottom

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- ✓ **NEW** - Timer Unit
- ✓ **NEW** - Cinerama Interior
- ✓ **NEW** - Moving Targets
- ✓ **NEW** - 2 Models, Regular or Match
- ✓ **NEW** - Scores in 1,000's

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WILD WEST

Gallery

NEW TIME BONUS
Creates Competition
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No multiplication and subtraction necessary.
Simple for players to understand

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CRISS-CROSS LIGHTS
Carry-Over to next game!
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3rd Dimension CINERAMA EFFECT!

A panorama of brilliance and color. New depths of illusion never before attained.

Compact Cabinet FITS THRU ANY DOOR
Only 29½" Wide!

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ALSO AVAILABLE
in Regular **WILD WEST**
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without match feature or replay.

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Features Galore...

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Plus...

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Player by timing his shot to strike pins when highest score is lit on "Flash-O-Matic" panel receives 600 for strike and 450 for spare.

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All 4 drums operate to score

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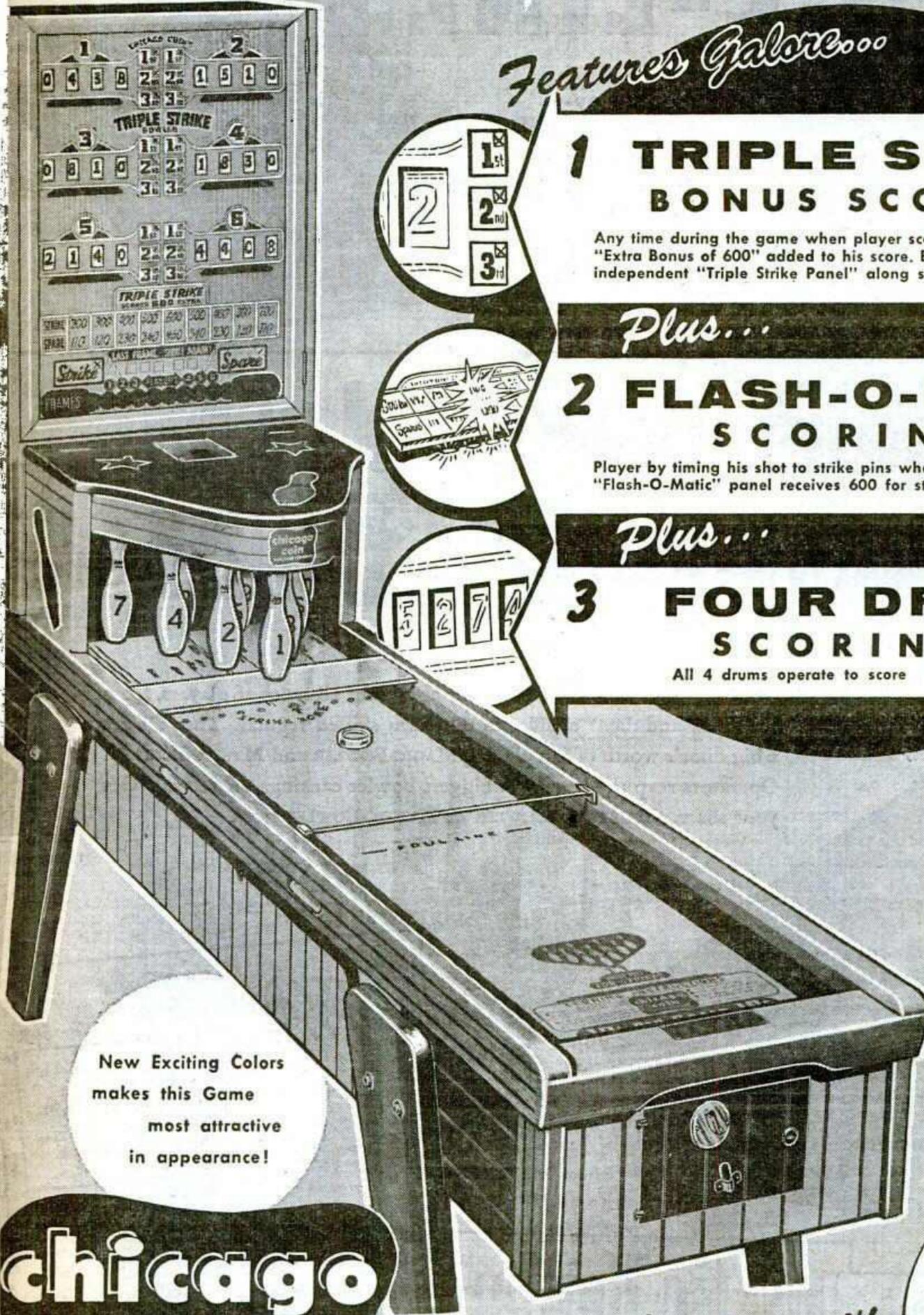
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Also available as "De-Luxe"
Criss Cross (Match and
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WITH POPULAR MATCH-PLAY

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ONE TO FOUR SPECIAL CARDS LIGHT UP ON MYSTERY BASIS

TWO BOTTOM CARDS HELD WHEN HELD PANEL IS LIT

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TROPICANA

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4-IN-LINE SCORES 5-IN-LINE
ADVANCE SCORE
RETURN ALL BALLS

Number Selection Feature

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ADVANCING SCORES

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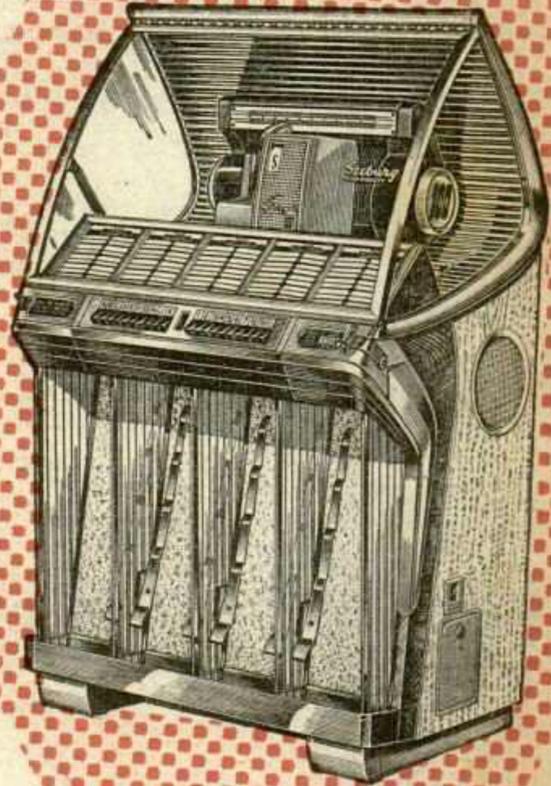
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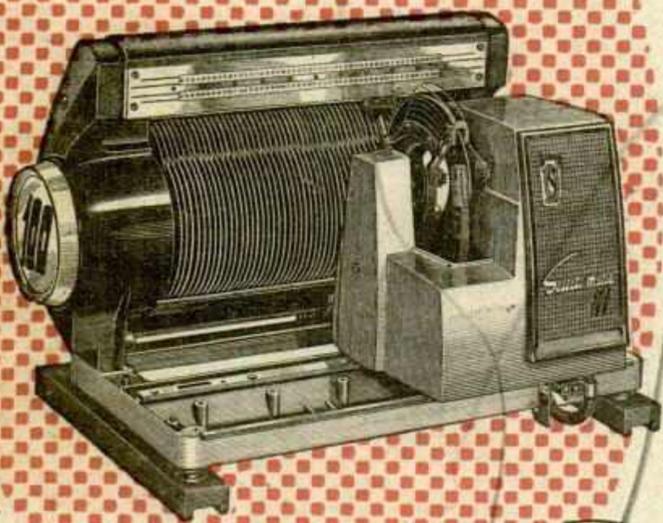


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