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THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY



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Shift Over, Kiddies! Let the Folks Ride

Builders Turn to Adult Market for New Major Rides Like Scrambler, Twister

By HERB DOTTE

CHICAGO, Feb. 26.—At long last—much to the jubilation of amusement park and carnival operators—the dearth of major riding devices is over.

Within the past month, one new amusement ride, the Twister, has been unveiled by the Allan Herschell Company, North Tonawanda, N. Y., and another, the Scrambler, made by the Eli Bridge Company, Jacksonville, Ill., has caught on spectacularly.

New major rides are especially vital to amusement parks, for they freshen up the appeal of such fun spots and spark and build patronage. In the highly competitive carnival field, they serve much the same purpose and also prove persuasive selling points in bidding for choice fair contracts.

But for years introduction of new rides for teen-age and adult patronage have been few and far between. Concentration by ride manufacturers was on kiddie rides, a lush field following the war as Kiddielands mushroomed throughout the country, full-scaled amusement parks set up their own kid ride areas, and carnivals took to carrying a battery of kiddie rides.

Major Ride Need

As the years passed, the need for major rides became acute. Reflecting this, the National Association of Amusement Parks, Pools and Beaches—the trade organization of parkmen—a few years ago seriously considered putting up a sizable cash prize for an inventor who brought out the first new, good major ride.

The plan for such an award was tossed out only because of the legal and other possible complications that might arise in the determination of prize winners. However, the serious consideration given by the parkmen to the plan was not lost upon ride manufacturers. To them, it pointed up potentially large sales if they were to bring out new major rides.

Considerable time and, of course,

Operators Get Bigger Profit

CHICAGO, Feb. 26.—State and county fairs, as well as amusement parks and carnivals, are eager to present new major rides.

Some of the top expos of the U. S. and Canada willingly shave percentages they normally get from rides in order to obtain unusual, new riding devices for their midways. These percentage cuts range from 10 to 15 per cent.

In recent years such cuts have gone principally to two Sky Wheels (double Ferris Wheels) and to a German importation, the Rotor. Two Rotors, the newest designed for easier portability, will tour fairs this season, and both are expected to get percentage cuts.

Current indications are that the limited number of Twisters and Scramblers to be in operation this year will prompt "new-feature"-minded fairs to cut percentages on those rides.

investment are required to bring out a successful ride. Old line companies are reluctant to put new devices on the market until they have not only demonstrated their money-earning potential but also have proved safe, inexpensive to maintain, and easy to tear down and set up.

The Scrambler, which actually only caught on with the trade during the recent Florida State Fair, Tampa, has been in existence for two years and in the making ever since the early '40's. It was plant-tested for a long period before it was road-tested late in '53. Some few units were sold last year, but it received its first major test at the Tampa Fair.

Now priced at \$16,900, the ride in one day at Tampa grossed a thumping \$1,700 at 25 cents a ride and veteran operators pronounced it an excellent ride from the standpoints of safety, maintenance needs, and tear-down and set-up requirements.

Eli Bridge Company, which up until it brought out the Scrambler

(Continued on page 39)

STARS TO GLOW IN THEATER-TV FOR ANTA, CARE

NEW YORK, Feb. 26.—Helen Hayes, Lena Horne, Victor Borge and other name performers were lined up this week for the March 28 "ANTA Album," which will be televised on closed circuit to some 35 theaters for the joint benefit of the American National Theater and Academy and CARE.

The "ANTA Album" theater telecast will be the first important test of the pulling power of theater TV as a fund raising medium. All theaters have been rented outright by ANTA and CARE, which will sell tickets to the theater telecast and split the proceeds between them.

Among the other stars set thus far are Ruth Draper, Martha Wright, Harold Lang, Hermione Gingold and Billy DeWolfe. A total of about 60 name performers are being sought for the show.

The only New York movie house which will carry the large screen telecast is the RKO Fordham in the Bronx. The rest of the city has been blocked out to avoid hurting sale of seats at the Adelphi Theater, where the "Album" will originate.

Wanted: \$1,000,000 For Composing the Great Popular Song

Writers Long on Melody, Short on Bucks; Hollywood, B'way Pay Best

By JOEL FRIEDMAN

HOLLYWOOD, Feb. 26.—The adage, "Write the great American, popular song and become a millionaire," was never farther from the truth than it is today.

Despite the widespread use of songs in television, radio and records, the clique that earns its living solely from writing songs is a narrow one, numbering at the most some 400 writers.

The above figure is by no means a rigid one, nor does it indicate a lack of proclivity or declining income among writers. Conversely, today's writers are earning more money than ever before, and are turning out tunes that are as good if not better than did their predecessors.

With trends in the music business constantly changing, new writers arrive on the scene and, for short periods of time, manage to accumulate a fair share of the pot

of gold. The current popularity of rhythm and blues music is an example of changing cycles. Withstanding all elastic states of the music field, only a limited number of composers and lyricists who regularly match words and music and earn what is comparable to the weekly paycheck are currently active.

Pix, Broadway Pay Off

All arguments to the contrary, the greatest source of income for a songwriter stems from motion pictures and the Broadway stage. Tho it is true that the number of writers currently engaged in these avenues of song production are few in number, both Hollywood and the Broadway musicals continue to offer writers the maximum in income opportunity.

For purposes of clarity, it should be indicated that there are two schools of thought and potential popular among today's writers. The first is vitally interested in income returned over a long period of years and the protection of copyrights. The latter is concerned with money that can be earned immediately via the royalties normally due from performances, mechanicals and sheet music.

Most money songs, tunes that have withstood the test of time and become standards and a part of Americana and which have earned both writers and publishers vast sums of money, have come from both Hollywood and the Broadway stage. With few exceptions, John Doe, songwriter, eventually turns to either of the fields or both for a steady source of income.

There is no rule of thumb that guides writers to Hollywood or Broadway. There are a substantial number of writers who have never had a song in a film or a stage musical who nevertheless manage quite comfortably. But the history of the music field reveals that the age-old standards that continue to earn high royalties throughout the

(Continued on page 14)

And That Ain't Hay, Brother

NEW YORK, Feb. 26.—If a composer is lucky enough to come up with a Broadway hit, such as "Pajama Game," for example, which grossed \$52,100 in New York and \$49,000 in Montreal last week, his income from the box office could range from \$2,022 to \$6,066 a week, or \$104,104 to \$312,312 a year.

The Dramatists Guild musical contract states that the composer, the book writer and the lyricist is each entitled to not less than 2 per cent of the weekly box-office gross. So if the composer wrote the lyrics or book or both besides, he would get 4 or 6 per cent, accordingly. Besides this weekly cut, he gets his share in subsidiary rights, records, movies, etc., and an "established" scribe can make even better percentage deals.

NEWS OF THE WEEK

Senate and House Get New Copyright-Revision Bills . . .

The Senate Kilgore bill and the House Thompson bill, both on copyright revision, received unexpected support this week, when Representative Thompson hopped a House bill similar to Kilgore's Senate bill and, it was learned, Senator William Langer was prepared to hopper a bill next week identical to the House-sponsored Thompson measure. [Page 13](#)

Juke Box Operators Announce Plans for Own Licensing Org. . . .

A third copyright licensing organization, backed by juke box operators, was very much in the wind this week as George A. Miller, president of the Music Operators of America, disclosed his organization's objective to push such a move as a hedge against possible revision of the Copyright Act. [Page 13](#)

Procter & Gamble Will Pay TV Nets \$36,000,000 in '55 . . .

Three top soap companies will have to sell plenty of bubbles if they want to pay their estimated \$64,000,000 TV-network bill this year. Procter & Gamble is far and away the top spender in the medium with about \$36,000,000 in network bills to pay. [Page 2](#)

Ziv Maps Fancy Program to Help Sponsors Promote Show . . .

Ziv-TV has worked out an elaborate new program to help sponsors of "Science Fiction Theater," TV film series, to whip up enthusiasm for the show within their own organizations. The three-step plan includes letters to salesmen's wives, payroll envelope stuffers, and plugs to be spouted by the switchboard operators. [Page 6](#)

TV Film Producers Ponder Value of Daytime Soap Operas . . .

The interest TV film producers have lately been showing in soap operas is beginning to wane because on further study distributors are finding the daytime serials will have very little residual value. Official Films, after announcing it will go ahead with "The Heart of Juliet Jones," is now reconsidering. [Page 6](#)

More Disk Firms Cut LP's; End of \$5.95 Price Seen . . .

A final blow to the old \$5.95 LP is seen in a rash of sales that will bring down the price of some "holdouts" to \$2.99. Westminster and Haydn Society are not expected to return to the old price peg after the current promotion. [Page 14](#)

New Yorkers Like TV Films As Well As Live Programs . . .

Eighty-eight per cent of New York families watch feature films on TV, and seven out of 10 of these say they like the movies as well as or better than other programming, according to the latest Advertest Research study. WOR-TV's "Million Dollar Movie" won a clear victory as both most viewed and best liked movie program. [Page 6](#)

New York Legislature May Repeal "Aerial Act Bill" . . .

Bills have been introduced in the New York Legislature asking the repeal of the "aerial act bill," a so-called safety measure passed two years ago which made a booker or manager criminally liable in the event of injury to an act. [Page 39](#)

Fabled Circus Director Fred Bradna Dies in Fla. . . .

Fred Bradna, long time equestrian director of Ringling Bros. and Barnum & Bailey Circus, who became a personification of the circus business, died in Sarasota, Fla., where he had been in retirement since an injury forced him to quit the road. [Page 39](#)

DEPARTMENTS AND FEATURES

Amusement Games	68	Music	38
Burlesque	38	Merchandise	55
Carnival	47	Music	13
Circus	57	Music Charts	24
Classified Ads	56	Music Machines	63
Coin Machine Market	69	Parks & Pools	45
Coming Events	44	Pipes	55
Drive-In Theaters	54	Radio	19
Fairs & Expositions	46	Review Digest	11
Final Curtain	38	Rinks	54
General Outdoor	39	Roadshow Repertoire	54
Honor Roll of Hits	24	Routes	44
Leahmitate	11	Television	2
Levit Routes	11	TV-Film	4
Letter List	31	Vending Machines	59

Three Soap Firms to Spend \$64 Million in TV This Year

NEW YORK, Feb. 26. — The three top soap companies will bankroll network TV to the tune of an estimated \$63,964,200 in 1955 if they maintain their present properties and time periods. These three sponsors, and the group they represent, are undoubtedly the single, most important financial resource of the networks, and their appetite is far from sated.

Procter & Gamble is by far the leading spender in the network video picture. It is committed to pay approximately \$35,965,000 in 1955 for TV time and talent, a figure which does not consider its spot buying which is also rather considerable. During this year its network time purchases alone, allowing for a full 25 per cent discount, will be \$24,813,000. It will be paying an estimated \$11,152,000 to the talent it employs the year-round.

P.&G.'s significance to daytime TV alone is staggering, with \$16,965,000 already committed for time purchases in 1955 and \$3,350,000 for talent. It would be safe to assume that daytime network TV would have huge gaps of unsold time were it not for P.&G.'s sponsorship. The client has four quarter-hour strips on CBS and half of two other strips on NBC, in addition to which it also sponsors two half-hour strips on the former web.

Nighttime Buys

But it is in nighttime TV that P.&G. recently has begun to buy on an unprecedented scale. The advertiser now owns eight shows, in part or in full, and will pick up another, Jackie Gleason, when and if it bows out of one-third sponsorship of Sid Caesar. Six of these shows were bought within the last three months. Its 1955 bills for

time will be \$7,748,750 and for talent, \$7,802,000. The cost for time usually exceeds that of talent but the discount operates to bring the P.&G. talent bill ahead of that for time. The client shows an overwhelming preference for CBS, with 11 of its 17 properties on that web.

The measure of P.&G.'s dominance within the soap industry can be indicated by the fact that it will be spending about \$8,000,000

more for time and talent during 1954 than both its competitors. The Colgate-Palmolive Company is expected to pay \$16,868,000 this year for network video time and talent, and Lever Brothers will pay \$11,132,200. Both companies should be expected to take on heavier nighttime and daytime web commitments in the near future if they wish to maintain their competitive position.

STATION OWNERSHIP

Court Ruling Cues Action on 2 Fronts

WASHINGTON, Feb. 26.—Action is speedily developing on two major fronts—Congress and the Federal Communications Commission—to cope with a surprise situation resulting from a Court of Appeals decision this week (24) forbidding the FCC to establish rules putting a ceiling on the number of TV and radio stations owned by any one group or person.

The Court of Appeals decision, which knocks the props from under the FCC's "multiple ownership" rules, has left the FCC in a dither to determine whether to prepare a Supreme Court test of the lower tribunal's decision. But even before the court wheels can get rolling again, the Senate Interstate and Foreign Commerce Committee under Sen. Warren G. Magnuson (D., Wash.) will rush into a study to probe how the Communications Act can be amended "as soon as possible" to strengthen the Commission's hand on this issue.

Senator Magnuson indicated that his committee will take up this question possibly in advance of its upcoming hearings on the FCC and the broadcasting industry. The senator said that the court's decision "poses a grave question as to the adequacy of the Communications Act to prevent monopoly."

The Senate Judiciary Committee under Sen. Harley M. Kilgore (D., W. Va.) is expected to take a look into the problem too, particularly since Senator Kilgore himself is heading the Senate Judiciary Sub-

committee on anti-monopoly, which, Kilgore says, will look into "all aspects of possible monopoly" in the broadcasting industry.

FCC legalists this weekend said they had not reached a decision yet on whether they will carry the case to the Supreme Court. They point out privately, tho, that this is inevitable. Before carrying the case to the highest court, they said, it would be necessary to get a concurrence from the Solicitor General and from the FCC commissioners.

Chase TV Gen. Mgr.; Zhitto's Exec Editor

NEW YORK, Feb. 26.—In accordance with the realignment of divisions to give greater emphasis to television programming in The Billboard, Sam Chase was upped this week to general manager of the Television division. Chase joined The Billboard as a reporter in 1947 and has been television editor of The Billboard since 1953.

To further strengthen The Billboard's operations on the Coast, Lee Zhitto, who has been serving as general indoor editor in New York, moves to the Coast as executive editor. Zhitto joined The Billboard in Los Angeles 11 years ago and was moved to New York in late 1953.

Leon Morse, a television-radio staffer since 1949, has been upped to television news editor and will work directly under General Manager Chase along with Andy Csida, recently appointed advertising manager of the Television division.

NEW YORK, Feb. 26. — Ted Cott, veepee and operating head of the NBC radio network, this week resigned, effective March 1. His resignation comes on the heels of that by William Feinshreiber who preceded him in the chain of command at the network.

Cott came to NBC in 1950 and since then has been responsible for many innovations. He has no immediate plans.

SERVICE SHOWS KICK OFF NEW TREND

Army, Navy, Coast Guard & Marines All Represented in New TV Product

NEW YORK, Feb. 26. — The nation's viewers are on the verge of being exposed to a new trend in programing—shows centering around the armed services.

CBS this week reportedly sold half of its Phil Silvers show to the R. J. Reynolds Company and NBC is moving a new Hal March-Tom D'Andrea vehicle, "The Soldiers," into the Wednesday 8-8:30 time period early in April as a replacement for Joan Davis.

Both these shows are about the Army, but CBS has another package, "The Mighty O," which features Lyle Talbot, about the Coast Guard. The Navy will not be slighted, for CBS-TV Film Sales, the syndication arm of the net-

work, is almost ready to shoot a pilot of "Navy Log," a new show, much of which is to be filmed on location. Also available is a vid-film series about the Marine Corps, "The Resolute." The producer is Martin Jones. The female members of our services will get their chance before the cameras when several properties about the WAC, now in the blueprinting stage, take on firmer shape.

There have been many public service shows about the services offered to the TV audiences, but a host of new ones are about to be seen. "Uncommon Valour," which uses a narration by General Howlin' (Mad) Smith, is already being shown to agencies. CBS this fall

Here's How Soap Companies Spend Their Video Dollars

This is an estimate of what the three largest soap companies will spend in 1955 should their expenditures continue at the same rate. It reveals that Procter & Gamble by far outstrips its competitors in the use of network TV.

	Time	Costs	Talent
Procter & Gamble—			
Daytime			
CBS Quarter-Hour Strips			
Search for Tomorrow	\$ 2,860,000	\$	416,000
Guiding Light	2,860,000		416,000
Road of Life	2,860,000		416,000
Brighter Day	2,860,000		416,000
CBS Half-Hour Strips			
Welcome Travelers	4,160,000		635,000
On Your Account	4,160,000		635,000
NBC Half or Quarter-Hour Strips			
Golden Windows	1,430,000		208,000
Concerning Miss Marlowe	1,430,000		208,000
Nighttime			
CBS . . . Alternate Weeks			
I Love Lucy	1,040,000		890,000
Topper	1,040,000		750,000
Line-Up	1,040,000		630,000
My Favorite Husband	1,040,000		610,000
Jackie Gleason (one-third, 26 weeks)	780,000		624,000
NBC . . . Full Sponsorship			
The Loretta Young Show	2,080,000		1,440,000
Fireside Theater	2,080,000		1,264,000
This Is Your Life (alternating) ..	1,040,000		1,334,000
Caesar's Hour (13 weeks)	325,000		260,000
	\$33,085,000		\$11,152,000
Minus 25 per cent discount	8,271,000		
	\$24,813,000		
Colgate-Palmolive—			
Daytime . . . CBS			
Strike It Rich	\$ 4,160,000	\$	624,000
The Big Payoff	4,160,000		624,000
Nighttime			
Comedy Hours . . . NBC	4,160,000		3,320,000
Millionaire . . . CBS	2,080,000		1,380,000
	\$14,560,000		\$ 5,948,000
Minus 25 per cent discount	3,640,000		
	\$10,920,000		
Lever Brothers—			
Daytime . . . CBS			
Linkletter (three quarter-hours) ..	\$ 1,716,000	\$	374,000
Godfrey (two quarter-hours) ..	1,716,000		228,800
Nighttime . . . NBC			
Lux Video Theater	4,160,000		2,080,000
Big Town (alternating)	1,040,000		670,000
	\$10,372,000		\$ 3,353,200
Minus 25 per cent discount	2,593,000		
	\$ 7,779,000		

Electronicam Holds Du Mont in Balance

NEW YORK, Feb. 26. — Du Mont this week found itself betwixt and between, bothered and bewildered. The technicians were still putting the finishing touches on the new rapid film system, the main unit of which, it was reported, will be called an Electronicam. They refuse to release the thing for demonstration until it is absolutely perfect.

But meanwhile rumors have been mounting in the trade that the network is on its last legs. In this predicament, managing

director Ted Bergmann could do nothing this week but shake his head and continue to insist that Du Mont is in the telecasting business to stay.

Not for Sale

He unequivocally denied that Du Mont's two stations, WABD here and WTTG, Washington, were up for sale. He announced that "Chance of a Lifetime" had been renewed for a firm 13 weeks by one of its sponsors, and that the other renewal was due in momentarily, both on a perfectly normal network contract. Further, next week's installment of "Chance" will originate from the Saxony Hotel in Miami Beach.

Bergmann also said that he is not planning any further staff cuts, that the present reduction was just to tide them over the present impasse and that as soon as the new process is official, the build-up would begin again.

Wolff Asks Six Mos. on Coast

NEW YORK, Feb. 26.—Young & Rubicam will most likely accede to a request made by Nat Wolff, its veepee in charge of the radio and TV programing department, that he spend the first six months of the year, here, helping to buy properties, and the next six months out on the Coast, where he would lend a creative hand in production.

Dan Seymour, now second in command in the department, will take over for Wolff when he goes out to Hollywood each year.

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Offices
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E. W. Evans
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Phone: NAtional 8-4749

Advertising Managers
Outdoor-Mdse. C. J. Latscha, Cincinnati
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Television Andrew Csida, New York
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Circulation Department
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FOR THE KIDS

CBS-TV, UPA Discuss Deal For Cartoons

NEW YORK, Feb. 26.—CBS-TV this week was discussing a deal with United Productions of America for a film cartoon series.

UPA has won many awards for its quality cartoons. "Mr. Magoo" is the best known of its characters.

While it is in negotiations with CBS-TV, it is discussing another deal with Davidson Taylor, the NBC-TV veepee in charge of its public affairs division.

Europe Salute For Summer

NEW YORK, Feb. 26. — Lou Goldberg and his Remack Productions are readying an hour variety package for the 8-9 p.m. time period on NBC-TV this summer.

Jackie Bright, current president of the American Guild of Variety Artists, is reported ready to leave the organization when his term of office runs out in order to join Remack in the venture.

Storch and Carter Near CBS Pacts

NEW YORK, Feb. 26.—CBS-TV this week was firming up negotiations with Larry Storch and Jack Carter. The network has used Storch for several guest shots for its shows, and he has won new attention.

It is believed the web is trying to find a property for him. The network also is working on a property for Jack Carter.

CBS's, NBC's TV Affils Get Sales Plans

NEW YORK, Feb. 26.—Small market stations affiliated with NBC-TV and CBS-TV this week were receiving the benefits of two new sales plans devised by the respective networks.

These shows will be in addition to "Today," "Howdy, Doody," "Home" and Imogene Coca. These optional stations can use the programs for local or national spot sale.

NBC SUNDAYS

Web Plans Shift in Fall Sked

NEW YORK, Feb. 26.—"People Are Funny" and "Mr. Peepers," the two half-hour shows now in the Sunday 7-8 p.m. time period on NBC-TV, will probably not be there next fall.

NBC-TV would like to move "Lassie," over into the 7-7:30 time period to follow Roy Rogers. "Lassie" is now on CBS-TV at the same time but NBC-TV believes it can offer Campbell Soups, the client, a large audience inheritance from Rogers.

Regional Deal For 'Donovan'

SAN FRANCISCO, Feb. 26.—The NBC Film division this week got off to a flying start with its new Western property, "Steve Donovan, Western Marshall."

The buy involves 13 stations which cover 14 markets in Washington, California and Oregon. Legendorf has been sponsoring "Range Riders" in these markets, but has run out of film.

Armour Signs; M. Mouse Club Is Half Sold

NEW YORK, Feb. 26.—Armour and Company this week joined ABC-TV's "Mickey Mouse Club," bringing to four the number of bankrollers definitely lined up for the fall show.

Deals for two other sponsors, Borden's and Colgate-Palmolive, are understood to have fallen thru, leaving the web with about 10 quarter hours per week, representing half the show, remaining to be sold.

RESTLESS PEOPLE

Dan Enright, of Barry, Enright and Friendly, is recuperating from minor surgery. . . . Robert Kintner, ABC prexy, will address the Easton (Pa.) Chamber of Commerce on March 2. . . . Charles Irving, producer-director of CBS-TV's serial "Search for Tomorrow," left Doctors Hospital on Thursday (17) after a two-week treatment of a blood clot.

Duke Weitzman has been upped to manager of audience promotion for the ABC-TV net. Weitzman formerly handled advertising and promotion for ABC's radio outlet in New York City, WABC. . . . Dave Garroway, "Today," is featured in Holiday and Argosy magazine this month. . . . David Niven and Dennis Morgan, have been signed as guest stars for the next Bob Hope TV show on March 1.

Newest additions to Grey Advertising are Paul Seckel, TV art director; Phil Branch, Radio-TV time buyer, and Rogers Bracket, TV-Radio producer. . . . Howard Garland, formerly production director of Alpine Film has joined KCMC-TV, San Antonio, as program director. . . . James K. Martindale, formerly veepee and copy chief at William Esty, joined Lennen & Newell, Inc., in the same capacity.

An Annual Red Barber Award, established by the sports reporter, will be given to the University of Florida student broadcaster selected on the basis of industry, improvement, initiative and integrity.

OK Due on FCC Job For McConnaughey

WASHINGTON, Feb. 26.—The Senate Interstate and Foreign Commerce Committee is expected to recommend the confirmation of Federal Communications Commission Chairman George C. McConnaughey next Wednesday (2), and the Senate floor will probably give its approval shortly thereafter.

The sole possible hitch is a question being raised by one Democratic senator about McConnaughey's political eligibility. This senator says he wants to find out if Commissioner E. M. Webster, classified as an Independent, was ever a Republican, in which case, it is claimed, McConnaughey's appointment would put the FCC's GOP membership beyond the statutory limit.

Minn. Football Video Asked

MINNEAPOLIS, Feb. 26. — The Minnesota House of Representatives late Wednesday, by voice vote, approved a resolution asking the University of Minnesota to televise athletic contests.

Copies of the resolution, which need no action by the State Senate or the governor, go to the university Board of Regents, the Western (Big Ten) Conference of the National Collegiate Athletic Association (NCAA), and the Legislatures of States where other Big Ten universities are located.

Vote, which received only small opposition, was a victory for Rep. D. D. Wozniak, of St. Paul, who first fathered such a resolution in the 1951 session, when it was defeated, and then again two years later, when it met similar turn-down. He said he wanted the resolution in the hands of the NCAA television committee before its scheduled April meeting to discuss TV policy for next fall's football season.

Mel Tenenbaum has resigned as veepee in charge of radio and TV at Ohio Advertising to join Paul C. Warren Advertising. . . . Two NBC radio and one NBC television program received awards from the Protestant Council of New York "in gratitude for sensitivity to spiritual needs and for co-operation in meeting these needs thru programs on religion."

Robert Hibbard has been appointed assistant program director of WGN-TV in Chicago, according to J. E. Farraghan, program director of the station.

But McConnaughey supporters are not taking this issue seriously, on the ground that any previous affiliation is immaterial.

On other issues, McConnaughey, in meeting a barrage of questions from Committee members, disclosed:

(1) He is "hopeful" for a solution to the UHF-VHF problem via cutting excise taxes on all-channel TV receivers, an FCC policy of selective de-intermixture, and increasing power of UHF stations.

(2) He is working up a manual of procedures to help FCC hearing examiners speed the job of cleaning up the Commission's mounting backlog of cases.

(3) He will recommend changes in the Communications Act of 1934 to permit more communication between the Commission and bureau chiefs. Under the present act, he said, the commissioner can't talk to the general counsel, the chief engineer or the chief accountant, but, instead, sit as a court of appeal on staff decisions.

(4) He does not feel that newspaper ownership should disqualify an applicant for a radio or TV license.

(5) He plans to look into procedures which permitted FCC lawyers to put unreliable witnesses on the stand to testify against publisher broadcaster Edward Lamb, WICU-TV, Erie, Pa.

NBC TELEVISION and THE COLGATE COMEDY HOUR present THE WIERE BROS. on Sunday, March 6 8:00 PM EST Channel 4 Direction: MCA

NEWS IN BRIEF

Support for State groups seeking laws to relieve broadcasters of liability for defamation was voted this week by the National Association of Radio and Television Broadcasters' Insurance Committee.

A total of 7,161,362 television receivers were shipped to dealers during 1954, up nearly half a million from 1953, the Radio-Electronics-Television Manufacturers' Association reported last week.

Richmond Television Corporation was awarded an initial TV grant by Federal Communications Commission hearing examiner H. Gifford Irion last week for Channel 12, Richmond, Va. Irion turned down the competing application of Richmond Newspapers, Inc.

The Federal Communications Commission last week extended the time for filing com-

ments on its proposed rule permitting operation of low-power TV broadcast stations from February 25 to April 1. The extension was requested to permit the Radio-Electronics-Television Manufacturers' Association's Satellite Television Committee to complete its comments on the rule.

A complete study of current music used by radio and television stations was voted this week by the National Association of Radio and Television's Copyright Committee, according to committee chairman Joseph E. Baudino, Westinghouse Broadcasting Company, Washington.

A low-cost means for extending television network programs to TV outlets in remote areas of the country was announced this week by the American Telephone & Telegraph Company. Under the plan, characterized as an "off-the-air" arrangement, AT&T will pick up audio and video signals broadcast from a TV station on the network facilities and transmit them to remote TV outlets. AT&T estimates this method will cost about half as much as connecting remote TV outlets directly to the networks.

Map of Lancaster, Pa. area with 'MR. CHANNEL 8' logo. 316,000 watts. The Channel 8 Mighty Market Place all yours WGAL-TV LANCASTER, PA. NBC-CBS DUMONT STEINMAN STATION CLAIR McCOLLOUGH PRES. Representatives MEEKER TV, INC. New York Chicago Los Angeles San Francisco

ZIV-TV PRESENTS
**THE BIG
 NEW IDEA**
 IN TV PROGRAMMING!

*Bold!
 Vivid!
 Imaginative!*

THE SERIES WITH A
*fresh new
 approach!*

SO DIFFERENT AND
 SO SENSATIONAL YOU'
 WIN NEW VIEWERS
 WEEK AFTER WEEK

Every story based on scientific
 facts dramatically demonstrated
 by your host **TRUMAN BRADLEY.**



OUT OF SCIENTIFIC TRUTH COMES

Stirring TV Drama!

THRILL-PACKED WITH
ROMANCE * ADVENTURE * SUSPENSE!

ZIV'S DISTINGUISHED *NEW* SERIES

SCIENCE

AMAZING BECAUSE IT'S SCIENCE!

FICTION

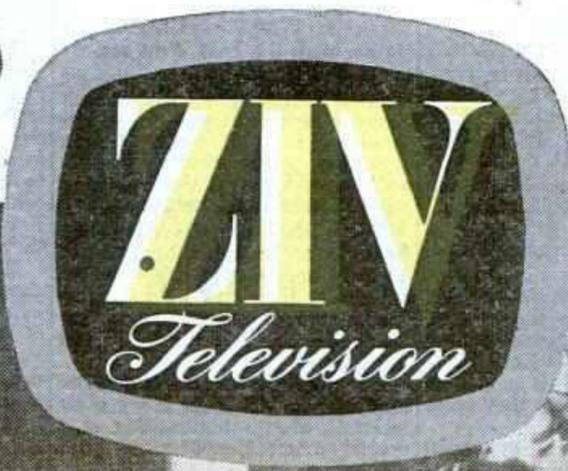
COMPELLING BECAUSE IT'S FICTION!

"THEATRE"

A WEEKLY SERIES OF *DRAMATIC* HALF-HOUR STORIES

Wire, phone or write today for an audition of TV'S HOTTEST NEW SHOW

NEW YORK
CINCINNATI
HOLLYWOOD



Every week a brilliant cast works for you!



★ William Lundigan



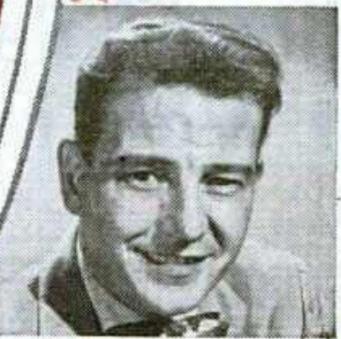
★ Richard Arlen



★ Marie Windsor



★ Bruce Bennett



★ Tom Drake



★ Don DeFore

Stars like...

William Lundigan, Don DeFore, Richard Arlen, Jess Barker, Marie Windsor, Ellen Drew, Bruce Bennett, Tom Drake AND A GALAXY MORE.

This one



F1S5-ZYD-1WKD

SYNDICATOR'S SURVEY

Soapers on Film Limited in Value for Local TV Stations

NEW YORK, Feb. 26. — Soap opera programming on film in its present form has a limited value in local TV, according to a recent survey made by a major vidfilm syndicator. As a result of this survey, this distributor has decided to steer shy of soap opera programming for the present time, unless it is conceived along different lines.

The decision was re-inforced by the indecision of Official Films which last week gave the go-ahead sign to Charles Irving for production of "Heart of Julia Jones," a new soap opera strip conceived for syndication. This week Official changed its mind and wanted more time to think it over. The syndicator wants more assurance, in the way of advance orders, that the strip will sell. ABC Film Syndication, Inc., however, is going ahead with plans for production of "Life Can Be Beautiful."

The study made by the above distributor revealed that there was a market for soap operas, but that they have little or no residual value.

Werrenrath Preps Kid Seg as Indie

CHICAGO, Feb. 26.—A new TV film series for kiddie viewers is being readied in Chicago by Reinold Werrenrath Jr., original producer of "Ding Dong School." This is Werrenrath's first independent TV project since he left NBC three months ago. Werrenrath also produced "Zoo Parade" during his tenure at NBC.

The new series, "Dick's Story Shop," will be aimed at the kiddie trade and its format will be comprised of a two-pronged peg, entertainment as well as educational. Dick Snyder, artist, and formerly assistant to Burr Tillstrom, of "Kukla, Fran and Ollie," and Pat Percy, puppeteer, will be the principal figures in the new series.

NEWS REVIEW

'Gallant' Sales Pic Last Word in Sell

By GENE PLOTNIK

NEW YORK, Feb. 26.—No local advertiser should miss the chance to see the new sales film that Television Programs of America has made to pitch "Captain Gallant of the Foreign Legion." Even if he can't use the series, the advertiser will find the 46½ minutes of the trailer well spent. It's the last word in film salesmanship. Maybe he should bring along the wife and kids too, if the TPA salesman won't mind, because they sometimes like the previews better than the show anyhow.

The star of the sales film is Mickey Sillerman, TPA's sales director and executive vice-president. After an establishing shot of the TPA headquarters at 477 Madison Avenue here, Sillerman is shown sitting behind his desk, a picture of poise and assurance. His delivery is highly persuasive and crystal clear, tho sometimes he seemed overly careful about crossing all his "t's" and dotting all his "i's."

But this is not just a sales pitch. It's a film, and a highly visual one. When Sillerman says "Gallant" is a show for the whole family, the whole family is shown sitting in front of the TV set. When he says it has high sponsor identification potential, a woman is shown taking a can off a supermarket shelf. And when he says "Gallant" has a lot of exotic splendor, the troops and Arabs are shown sweeping over the desert.

Of about 50 stations polled, the majority said it would buy such programming for one run, but that it would not purchase second or third runs of the properties.

The stations are, of course, referring to the usual running soap operas on live TV which continue indefinitely over a period of years, as have CBS-TV's "Search for Tomorrow" and others. Stations feel

(Continued on page 8)

ROACH JR. BUYS FATHER'S STUDIO

Announces Consolidation of TV Firms, Expansion to New York and Chicago

HOLLYWOOD, Feb. 26.—Purchase of Hal Roach Studios was announced today by Hal Roach Jr. The 18-acre Culver City plant with estimated assets of \$10 million had previously been owned by the elder Roach.

In conjunction with the purchase, Roach Jr. is consolidating his various television corporations into Hal Roach Enterprises. Filming of TV commercials, which has increased 300 per cent in the past year, will be expanded to New York and Chicago, where negotiations for stage space are now under way. Separate organization to be called Hal Roach Television Commercial Division is being set up for commercial production.

The purchase includes all rights to features, shorts and television productions, story material and star and creative personnel contracts. Companies being combined into Hal Roach Enterprises are Rovam, which produces "My Little Margie"; H. R. Productions, "Public Defender"; Hal Roach Jr. Enterprises, "The Erwins," and Rabco, "Passport to Danger" and "Racket Squad."

Officers of the new corporation, in addition to Roach, are Sidney S. Van Keuren, vice-president; Charles Meecham, secretary-treasurer; Emanuel H. Goldstein, executive assistant, and Herbert Gelspan, Eastern sales manager.

Further expansion of the lot for which two new sound stages have already been blueprinted, is expected next year when property presently being leased to an automobile dealer will once more be taken over by the studio.

Concurrently, Roach is also expected to increase the tempo of his own TV operation. In addition to the John Nesbitt Show, announced last fall, and a Sonja Henie series (see elsewhere this issue), other properties are now under consideration for telefilming.

MAJOR MOVE

Fairbanks' Classics Put Up for TV

NEW YORK, Feb. 26.—Four old Douglas Fairbanks classics are being put into TV by Major Television Productions. Irving Lesser, head of Major, is promoting the package as "The Greatest Adventure Movies Ever Produced."

The four pictures are "Mr. Robinson Crusoe," "The Iron Mask," "The Black Pirate" and "The Gaucho." They were all United Artists releases.

The first of these is a soundie, but the latter three were originally silent. However, the captions have been cut out, and a commentary, music and sound effects have been dubbed on. The commentator on "The Iron Mask" is none other than Douglas Fairbanks Jr.

Odyssey Films

The four pictures are owned by Odyssey Films headed by Sol Lesser, Irving's brother, and Douglas Jr. They bought the films from the Fairbanks Sr. estate. Apparently Odyssey has several more classics of this caliber. Whether or not any of the others will ever be brought into TV is at this moment uncertain.

(Continued on page 8)

88% of N. Y. Viewers Prefer Feature Pix, Says Advertest

NEW YORK, Feb. 26.—Feature film scored a resounding triumph in the latest study of Advertest Research here. In a January survey, 88 per cent of the New York homes queried said they watch movie programs on TV, and about seven out of every 10 of these viewers said they like the feature as well as or better than other types of programming.

Getting down to brass tacks, WOR-TV's "Million Dollar Movie," which runs the General Teleradio package 16 plays a week, showed up as by far the leading feature show in New York.

When respondents were shown a list of local movie programs and asked which they had seen in the past four weeks, the WOR-TV series got an 82 per cent response.

The runner-up was WCBS-TV's "Late Show," with 55 per cent, and then WPIX's "First Show" (7:30-9 p.m. across the board) with 43 per cent and WCBS-TV's "Early Show" with 41 per cent.

On the question which is the favorite, "Million Dollar Movie" again came out on top with 54 per cent of all movie viewing families here.

Advertest Research found that movie tastes vary by the time of day. After 7 p.m. drama and mystery are preferred. But from 5 to 7 p.m. they want musicals as well as mystery. Before 5 p.m. they want musicals and Westerns.

About seven out of every 10 queried reported family viewing of

THE BILLBOARD SCOREBOARD

Top 25 Vidfilms Among Men and Their Pulse Multi-Market Ratings

This monthly feature of The Billboard's TV Film department shows the relative standing of the top 25 non-network TV film series on the basis of the number of male viewers 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 succeeding weeks similar charts will appear showing program popularity among women, teen-agers and children.

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

Rank Order	Title and Distributor of Series	Men per 100 Homes	Avg. Jan. Rtg.
1....	Foreign Intrigue (Sheldon Reynolds).....	89	11.0
2....	International Police (NTA)	87	6.4
3....	Ellery Queen (TPA).....	85	13.3
3....	Biff Baker, U. S. A. (Ziv-TV)	85	4.0
3....	City Detective (MCA-TV)	85	13.3
3....	Inner Sanctum (NBC Film)	85	7.5
7....	The Whistler (CBS Film)	84	13.5
7....	Boston Blackie (Ziv-TV)	84	12.2
9....	Col. March of Scotland Yard (Official Films).....	83	5.0
9....	The Falcon (NBC Film)	83	12.6
9....	Mr. District Attorney (Ziv-TV).....	83	13.8
9....	I Am the Law (MCA-TV)	83	4.4
13....	Front Page Detective (Consolidated TV)	82	5.1
14....	Dangerous Assignment (NBC Film)	81	6.4
15....	Amos 'n' Andy (CBS Film)	80	12.0
16....	Counterpoint (MCA-TV)	79	2.3
16....	I Led Three Lives (Ziv-TV)	79	16.5
18....	Life of Riley (NBC Film).....	78	16.6
19....	Waterfront (MCA-TV)	77	13.2
19....	Sherlock Holmes (UM&M).....	77	8.1
21....	Files of Jeffrey Jones (CBS Film)	74	6.1
21....	Death Valley Days (Pacific Borax)	74	11.5
23....	Frankie Laine (Guild Films)	73	7.6
24....	Favorite Story (Ziv-TV)	72	8.7
25....	Janet Dean, R. N. (UM&M)	71	8.7
25....	Kings Crossroads (Sterling TV)	71	6.0
25....	Lone Wolf (MCA-TV)	71	10.9
25....	Life With Elizabeth (Guild Films)	71	7.8
25....	Royal Playhouse (MCA-TV)	71	5.7

'Science Fiction' Plan Plugs Show Inside Sponsor's Plant

NEW YORK, Feb. 26.—Ziv-TV has laid out a plan for sponsors of its "Science Fiction Theater" whereby they can get maximum exploitation of the show right on their own doorsteps. The essence of the plan is to whip up enthusiasm for the show right within the sponsor's own organization.

The special promotion kit outlines a three-step program. Step A is to generate enthusiasm in the sales force. It includes a form for a letter to the wives of all the salesmen, and a tabloid telling all about the show to be handed all salesmen with a covering memo from the sales manager.

Step B is to intensify enthusiasm among the office and factory help. It includes posters on the bulletin boards, stuffers for payroll envelopes, streamers for the plant cafeteria, design for a postage meter. The kit further suggests that the sponsor use his public address system, reception desk and switchboard to plug the show. According to this plan, the switchboard operator, after identifying the company on incoming calls, will add "We invite you to see 'Science Fiction Theater' Thursday, 10 p.m. on WZIV-TV."

Final Step

The final step in the plan is to "promote new enthusiasm thruout the company." This includes a plant-wide contest for the best idea on publicizing the show, a general meeting to announce the sponsorship, a build-up in the company's house organ and a four-postcard mail campaign.

The theme of the whole promotion, apparently the first of its kind in the syndication field, is "Enthusiasm is contagious. . . . Help it 'Catch On' in your company."

New Texas TV Studio Readies Drama Series

LAKE DALLAS, Tex., Feb. 26.—With Hollywood TV film studio space all but unobtainable, a new TV film studio is being constructed here and will start lensing a new film series next month.

The production firm, First Colonial Films, is headed by R. L. Russell of Dallas and is financed by 800 stockholders, most of them Texans. The film firm is owned by First Colonial Investment Corporation of Dallas, which is headed by Russell.

The outfit on March 7 will start shooting 13 episodes of a new dramatic anthology series, titled "Colonial Theater," which stars Steve Brodie. The program is to be set in a bar, with a philosophical bartender introducing stories which center around the lives of patrons. Frank Perri will write and direct the series.

The new studio is located on the shores of Lake Dallas, 10 miles east of Denton and 35 miles north of Dallas. Included in its facilities are 100 acres of land, bounded by the lake on one side and containing woods, a prairie, swamp and rocky terrain. Approximately \$400,000 reportedly has already been invested in the site.

THE BILLBOARD SCOREBOARD

TV Film Commercials
In Production Since January 1

This is a monthly feature of The Billboard's TV Film department and offers the most complete directory available of production of film commercials. Producers or others who desire to have their products included should send their listings to reach The Billboard's New York office no later than the 25th of each month. Listings should be for the last full preceding month.

The following symbols are used to designate types of commercials listed: LA—live action; FA—full animation; SA—Semi-animation; J—jingles; S—slides.

Advertisers (and show, if any) Products, Agency	How Many	Length in Sec.	Type (C denotes Color)
American Film Producers, 1600 Broadway, New 9			
U. S. Army (Soldier Parade), Army Recruiting—Dancer, Fitzgerald, Sample	6	60 & 20	L
Crosley-Bendix (Doug Edwards and the News)—Earle Ludwig & Co.	2	20 & 30	F
Beacon Television Features, 420 Boylston Street, Boston 16			
Salada Tea—Hot Tea—H. W. Stevens	11 (C) & 11	60, 20, 10's	F-J
S. W. Caldwell, Ltd., 447 Jarvis Street, Toronto			
Swift Canadian Company (Disneyland)—Meat Products, Shortening—J. Walter Thompson and McCann-Erickson	9	60	L & S
Instant Mil-ko (Range Rider)—Instant Mil-ko—James Lovick	2	60	L & S
Harry Alan Towers—Demonstration Reel—H. Alan Towers	6	60	L & S
Rap-Rite—Wax Paper—James Lovick	1	20	
Mother Parker Tea (Lilli Palmer Show)—Tea, Coffee, Coffee Beans—A. J. Denne	3	60	L
Jack Denove Productions, Inc., 7142 Sunset Boulevard, Hollywood			
Pacific Telephone & Telegraph—BBD&O	5	105 & 55	L
DuPont—BBD&O	12	180	L
Pacific Telephone & Telegraph—BBD&O	9	105 & 55	L
Hawkinson Studio, 25 West 46th Street, New York			
Norwich Pharmaceutical—Pepto Bismol—Benton & Bowles	—	20	F
Carlting's Beer—Red Cap—Benton & Bowles	—	20 & 180	F & L
General Foods—Post Raisin Bran—Benton & Bowles	—	20	F
Maxwell House Coffee—Benton & Bowles	—	10	F
Swanee Tissue—Hilton & Riggio	—	10	F
Jell-O—Younge & Rubicam	2	20 & 60	F
Kline Studios, Inc., 601 N. Fairbanks Court, Chicago			
Swift (Horace Heidt)—Chicken, Bacon—McCann-Erickson	8	20 & 60	L & F
Helene Curtis (Professional Father)—Gordon Best	1	60	L
Swift (Horace Heidt)—Sausage—J. Walter Thompson	1	60	L
Kelsey-Fraser—Dryers	2	60 & 70	L
Ivano, Inc.—Plumite—Ruthrauff & Ryan	2	60 & 20	L
Milnot—Food Product—McCann-Erickson	5	60, 20, 10	L & F
Minot Federal Savings Bank	10	60 & 20	F
Gibson—Air Conditioners—Henri, Hurst & McDonald	8	60 & 20	L
Hawaiian Brewing—Beer—W. H. Male, Inc.	15	60 & 20	L & J
Norze—Refrigerator, Dryer, Range—Tatham Laird	3	50	L & S
Farm & Home Savings—Savings, Loan—Cusick-Schwerke & Wild	10	60 & 20	F
Valleydale—Ham—Noble-Drury	4	60 & 20	F
Chism Ice Cream—Ice Cream—Thomas C. Welson	10	20	L & J
Homko—Lawn Mowers—A. Martin Rothbart	3	60, 20, 10	L
Bakersfield Savings—Savings, Loan—J. W. Raymond	8	60 & 20	F
Belle Camp—Candy—Noble-Drury	2	60 & 20	F
Ist Federal Savings & Loan of Toledo—Bank—Reeves Adv.	10	60 & 20	F
Citizens for Greater Chicago—Mayor Kennedy—Ames TV	4	60 & 20	
Farm & Home Savings—Savings, Loan—Cusick, Schwerke & Wild	10	60 & 20	F
Stewart-Warner—Alemite CD-2—MacFarland & Aveyard	2	60	L
State Savings & Loan—Honolulu—Savings, Loan—Helene Curtis (Professional Father)—Egg Shampoo—Gordon Best	1	60	L & F
Gem City Bldg. & Loan—Building, Loan—Kircher-Helton & Collett	10	60 & 20	F
Standard Federal Savings—Savings, Loan—Denman & Baker	5	60	L & F
Swift (Horace Heidt)—Ham—McCann-Erickson	2	60 & 20	L & S
Hot Point (Ozzie and Harriet)—Appliances—Maxon, Inc.	5	105 & 30	L
Old National Bank—Bank—Divine & Brassard	10	60 & 20	F
Green Giant—Peas, Niblets—Leo Burnett	2	70	L
Morrell Meats—Red Heart Dog Food—Campbell-Mithun	3	20 & 60	L & F
Home Federal Savings—Savings, Loan—Advertising Div., Inc.	10	60 & 20	F
A. O. Smith Corp.—Water Heaters—Cramer-Krasselt	1	60	L
Prudential Savings & Loan—R. T. Harris	10	60 & 20	F
Holsum Bakeries—Bread—W. E. Long Co.	6	60, 20, 10	L & F
Permanent Savings—Advertising Div., Inc.	10	60 & 20	F
Chuckles—Candy—Henri, Hurst & McDonald	8	60, 30, 20	L
Frigidaire—Appliances—Foot, Cone & Belding	12	60 & 30	L
Package Masters—Shirt Packaging	3	60, 20, 10	F

(Continued on page 12)

AUTRY'S 17TH CHICAGO RUN TOP DAY SEG

CHICAGO, Feb. 26.—Gene Autry revealed amazing rating strength when he topped all other daytime shows in his 17th run here. The Western vidfilm series hit an 18.6 Pulse and 18.4 ARB during the rating week in January. Autry's showing topped such stalwarts as "Howdy Doody," which hit a 17.8; Pinky Lee, who rated a 15.3, and Arthur Godfrey with a 10.7. The series is on WBBM-TV, Monday thru Friday, in the 5:30-6 p.m. slot.

THE WINNER

Filmen Agree To Most SAG Demands

HOLLYWOOD, Feb. 26.—Terms reached between the Screen Actors' Guild and producers of TV film commercials were announced today, revealing that the SAG was successful in winning most of its demands. Best guess is that the new contract will result in about a 15 per cent increase in the cost of filming commercials.

The contract calls for approximately a 10 per cent increase in pay to performers—the SAG had asked 15 per cent—but more importantly, prohibits a producer from making more than one extra version of a commercial. Previously, a commercial once shot could be edited into any number of shorter or longer versions. It's estimated that this clause will result in at least 100 per cent increase of reuse payments as well as encouraging the production of new commercials.

Also provided for are rerun payments to off-camera players and to puppeteers.

Anthony Buys 'Arnold Time'

CHICAGO, Feb. 26.—Art Pickens, program director of Walter Schwimmer Company, announced this week that the "Eddy Arnold Time" show has been sold to the C. R. Anthony Company, a department store chain of some 143 outlets.

The firm has purchased the series for showing of 26 weeks with options in 10 major markets with 15 more to follow. All the markets are located in the South, Southwest, and West. The schedule was spearheaded by Oklahoma City where the show started last week over KWTU.

In addition, the show has been sold in 23 other markets which do not infringe on other regional deals which the Schwimmer Company is working on. There has been considerable interest for regional deals, sponsor-wise, shown in the package.

P-W Eyes TV Film Additions

NEW YORK, Feb. 26.—The firm of Parsonnet-Wheeler, Inc., appears to have some ambitious plans for new TV film shows. It was reported to be in negotiation to get Paul Henreid to star in a series, and Guild Films was mentioned this week as the probable distributor. Also, the firm has been talking to James Jones, author of "From Here to Eternity," about the possibility of his scripting a TV film series.

The two partners are Marion Parsonnet, producer of the TV film series "Top Secret," "The Doctor" (now "The Visitor") and "Hollywood Offbeat," and Sterling Wheeler, former advertising director of Pepsi-Cola. They formed the partnership last summer.

MCA-TV Plots Sales Follow-Up Promotion Aids

HOLLYWOOD, Feb. 26.—A concentrated "after sale audience promotions" campaign being mapped by MCA-TV should at least partly alleviate the lack of promotion know-how being displayed by many TV stations, and may needle other distributors to launch similar campaigns for syndicated TV film (The Billboard, February 12).

MCA-TV will give regional and local sponsors and stations a continuing service of promotion and publicity materials, on-the-air promotion, mats, synopsis of story lines and promotion ideas. Going beyond the general promotion concept, MCA-TV will even map out campaigns to fit individual station needs.

Included in promotion campaigns will be personal appearances, with Thomas Mitchell, "Mayor of the Town" star, kicking things off with a two-week good will tour of Midwestern cities.

Also, as part of the new look, MCA is offering merchandising items for "Where Were You?" and "The Lone Wolf." These will run the gamut from wallets to memo pads to earrings to tie pins to beer mugs, including more than a dozen items.

WABC to Slot Drama Reruns

NEW YORK, Feb. 26.—WABC-TV will start programing three daytime half-hours of rerun dramas across-the-board next week. They will be slotted from 10-11 a.m. and 3-3:30 p.m. They start airing February 28, the same day the station's new live daily variety show, "Entertainment," gets underway in the 12:30-3 p.m. time slot.

The new film shows will be programed with a batch of rerun dramas which the station has purchased for unlimited play. George Rice, the outlet's film buyer, got 102 half hour dramas from MCA and another 52 "Your Star Showcase" episodes from Television Programs of America.

The TPA episodes, with the Edward Arnold introductions edited out, will be first aired by WABC-TV on its evening "Cavalcade of Stars" show before they're put on the daytime stanzas.

Bowling Show Sold To Six Breweries

CHICAGO, Feb. 26.—Six breweries have been signed by Walter Schwimmer Company to show "Championship Bowling" in major markets. All the contracts are for 26-week runs. Among the breweries are Hamm's, for Chicago over WGN; Griesedick, for St. Louis; Schlitz, for Rock Island, Ill., over WHBF; Budweiser, for Springfield, Ill., over WICS; Gennessee, for New York State, excluding New York City, and Regal Pale Beer, for New Orleans, over WJMR-TV. The show was also sold to Household Finance for showing over WXYZ in Detroit for 26 weeks beginning March 26.

NTA Gets British Feature Picture

NEW YORK, Feb. 26.—National Telefilm Associates this week acquired another new feature film, "The True and the False." It stars Signe Hasso and was made in England last year with an American cast. NTA will give it a theatrical ride first thru Beverly Pictures, which is headed by NTA's exec vice-president Oliver Unger. It will go into TV release in the fall.

Meanwhile, NTA is understood to be building a new multi-title package of features, and it is possible that "True and False" will be sold as part of the larger package.



with this new Film series
"ADVENTURE OUT-OF-DOORS"
Produced by
JACK VAN COEVERING
An authentic outdoor TV film show
Now Ready for IMMEDIATE RELEASE!

- A show for the entire family, outstanding features and exclusive material.
- A merchandising plan that builds audience and sales.

PROOF?
On WXYZ-TV a single offer of an Outdoor Premium Booklet brought a total of 195,200 callers to the sponsor's showroom during the period of the show!

- 26 NEW FILMS
- 12½ MINUTES—OPEN END
- BLACK & WHITE OR COLOR
- NARRATION and MUSIC

Exceptionally low priced for such an outstanding PROVEN Show. NOW ONLY
\$25 TO \$300
Write—Wire—Phone Today for Details.

VAN COEVERING PRODUCTIONS
20 N. Wacker Dr. Chicago 6, Ill. Phone: Central 4-8955
424 Book Bldg. Detroit 26, Mich. Phone: Woodward 1-9704

TV audiences from
Maine to Washington—
Minnesota to Florida—

watch...
WALT'S WORKSHOP
AMERICA'S NUMBER ONE
MR. **How to do it**

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

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

HOLLYWOOD ANGELS, INC.
COMMON STOCK
The Company will employ its funds in diversified entertainment enterprises connected with television and Broadway shows.
Price 50¢ a share

HOLLYWOOD ANGELS, INC. B-10
29 West 85th St., N.Y. 23, N.Y.
TRafalgar 4-1815
Send Free Offering Circular without cost.
Name _____
Address _____
City _____ Zone _____
State _____ Phone No. _____

\$\$\$ DOLLARS \$\$\$
FOR YOUR OBSOLETE 16mm. TELEVISION FILMS
Blackhawk will buy any legitimate 16mm. sound prints of your used and obsolete filmed television programs for resale for home and non-theatrical use. Any quantity—one print or a thousand! Let us know exactly what you have by title, length and number of prints. "We even have a market for obsolete commercials!"
Blackhawk Films, Inc.
501 Eastin Pictures Building DAVENPORT, IOWA

PAID CIRCULATION PROVES READER INTEREST
WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

Axe to Erwin Stanza Cues ABC-TV Shifts

HOLLYWOOD, Feb. 26.—A reshuffling of programs is in the works for ABC-TV, following the cancellation of the "Stu Erwin Show" by Liggett & Myers Tobacco this week.

Reported slated for the 8:30 p.m. time slot Wednesday following "Disneyland" is "Make Room for Daddy," which has had tough sledding in the 9 p.m. spot Tuesday against "Meet Millie" and "Fire-side Theater." Web is also figuring on placing a top show ahead of "Disneyland," which would give it a solid block of programing Wednesday nights.

No reruns have yet been set for "Stu Erwin," but producer Roland Reed reports he is negotiating for a lease agreement that would permit the sponsor to do whatever he wished with the show for a certain period of time.

Job Agency to Hypo AM, TV

NEW YORK, Feb. 26.—Personnel Associates, the oldest employment agency in the advertising field, is putting added emphasis on TV and radio from now on. Elizabeth Beckjordan joined the firm this week to run the broadcasting department. Mrs. Beckjordan has many years of contacts in broadcasting. She was previously with the O. L. Taylor Company, spot rep, and Motion Pictures for Television.

Since leaving MPTV she has been doing consultative work for a few TV stations, which she will continue to do on the side.

Mrs. Beckjordan said she would serve all facets of the industry, including stations, spot reps, ad agencies' radio-TV departments, film distributors and producers will recruit on all levels from office boy to vice-president and will work with both sides on a strictly confidential basis.

you'll love **"Eddy Arnold Time"**
A thrilling new half-hour musical show with Eddy Arnold and his all-star group—26 films in the can.
Walter Schwimmer Co.
75 E. Wacker Drive Chicago 1, Ill. Franklin 2-4392



a top quality film show for **Every Product, Every Market, Every Budget**

Offices in principal cities throughout the United States

MCA-TV
Film Division

Soapers on Film Limited

• Continued from page 6

that they could not begin to re-run a soap opera while the same show was running in its umpteenth week on their stations.

Shorter Runs?
There are, of course, alternatives to presenting soap operas in this manner. A few now on live TV present complete stories within one week or two weeks. And thinking is that soapers could easily be

ended after a longer period of time, for example, a year. But the few soap operas on film which have been created have not been blue-printed along such production patterns.

Research has shown that the average housewife views such shows 2.4 times a week, a fairly consistent viewing habit. The chance of any large re-run audience being avail-

able during the day for a continuous soaper consequently, according to the survey, is not too good. And it can also be proved that producers and distributors have little chance of getting their money back on the dramatic strips during their first run.

Estimates vary as to their cost, but they range from a \$12,000 weekly minimum to a \$20,000 maximum. Even at minimum cost they should run to \$16,000 weekly when the distribution fee is figured.

Low Price

Soap operas mainly are sold in C time, which costs half of A time. This syndicator figures that he can get, at most, an average of \$20 a quarter hour for the entire strip. He gets this figure because he has found that his average half-hour return for a show in A time is \$80 according to his records. This necessitates selling an extremely large number of stations, much more than is needed than to get off the nut for a half hour nighttime property. Also to be considered is the fact that if soap operas are to be sold to local clients, they will have to be turned into spot carriers, since the number of potential local daytime advertisers is limited.

Of course, if regional or national advertisers should buy such properties, they would immediately become profitable. But the cost of time is so high, that here again the number of possible clients is rather small. Aside from Procter & Gamble and the big soap companies, few advertisers have enough money to be able to buy soap operas on film in entire strips for large station line-ups. And they can purchase them cheaper live. If, however, a big regional is concluded, then the complexion of the picture changes, and it becomes possible to go into syndication with a soap opera and gamble that enough of it can be sold locally to create a profit.

The syndicator who has made the survey, however, feels that the gamble is not worth the trouble and is steering shy of soap opera programming until daytime shows with residual value are created.

News Review

• Continued from page 6

for 60 cities on NBC-TV. Nor is any mention made of a test run in South Bend, Ind., for a local sponsor, where the show is garnering ratings of over 30.0.

Film Sells Film

This is apparently the first attempt in TV to use film to sell film. Sillerman has long been a believer in this, realizing that the commodity he's selling is nothing other than a sales vehicle. He did it years ago with radio transcriptions, when he was selling "Favorite Story" with Ronald Colman for the Frederic Ziv Company.

One subsidiary advantage to the prospective client in this gimmick is that he knows in advance exactly how long it's going to take to get the goods on the show. In this case it's exactly 46½ minutes, including the full audition episode. Then all the on-the-spot salesman has to do is settle the specific terms.

The TPA sales staff is due to start showing the filmed pitch to syndication prospects in the hinterlands in another two weeks.

Major Move

• Continued from page 6

ment undecided. Irving Lesser pointed out, however, that the property rights to some of the others are now out of their hands.

The four pictures Major is putting into TV have been part of the Museum of Modern Art film library for many years. According to Lesser they consistently out-draw everything in the Museum's film program except the Charlie Chaplin films.

ADMEN of every kind **ENDORSE**
THE BILLBOARD
as a top selling force

WE'RE MIGHTY GRATEFUL!

TO EVERYONE WHOSE VOTES GAVE US THOSE THREE WONDERFUL AWARDS IN THIS YEAR'S TV FILM SERVICE AWARDS COMPETITION.

When you want all three - - -

choose **QUALITY SPEED and ECONOMY**
FILM COMMERCIALS

by **ALEXANDER FILM CO.**

Colorado Springs, Colorado

WORLD'S LARGEST PRODUCER OF THEATRE AND TELEVISION FILM COMMERCIALS

4

KRON-TV
San Francisco

4

WE ARE NOT LIKE THE MAN WHO TRIED TO BUY AN ELEVATOR AND ONLY GOT THE SHAFT

KRON-TV bought the bulk of top-quality syndicated film in San Francisco in 1954 and *The Billboard's* Third Annual TV Film Service Awards show that we got the elevator that goes to the top!

KRON-TV placed second among all TV stations in the sale of syndicated film! KRON-TV ranked third among all stations in supplying the fastest information on availabilities!

Leadership and teamwork like this give a station top position in any market and the management of KRON-TV would like to thank Sales Manager and Film Buyer Norman Louvau, his outstanding sales staff, and the "Colonels" of Free & Peters, KRON-TV's National Representatives.



KRON-TV Sales Staff: Standing (l to r) Rainey Reid and Alan V. Breen. Seated (l to r) Thomas C. Marks and Sales Manager Norman Louvau.

Here's hoping you will join us for another outstanding year on KRON-TV in San Francisco.

CHARLES THIERIOT
General Manager

HAROLD P. SEE
Station Manager

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.

(†), 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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SALT LAKE CITY 3 STATIONS

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

1. Your Hit Parade, KTVT.....62.8	6. Disneyland, KUTV.....41.5
2. Dragnet, KTVT.....46.1	7. You Bet Your Life, KTVT.....41.0
3. What's My Line? KSL.....44.9	8. *Cloverleaf Theater, KUTV.....40.3
4. I Love Lucy, KSL.....43.4	9. Our Miss Brooks, KSL.....39.8
5. Max Liebman Presents, KTVT.....42.5	9. Toast of the Town, KSL.....39.8

1. Badge 714 (Mys.), NBC Film.....KTVT-T, 9:30-10:00.....38.8.....Racket Squad, 12.6	11. Star and the Story (Drama), Official Films.....KTVT-T, 9:00-9:30.....27.1.....Lone Wolf, 12.8
2. I Led Three Lives (Adv.), Ziv-TV.....KTVT-T, 10:00-10:30.....32.8.....Two on the Aisle, 7.2	12. Death Valley Days (West.), Pacific Borax.....KTVT-M, 9:30-10:00.....25.9.....Burns and Allen, 12.8
3. Annie Oakley (West.), CBS Film.....KSL-F, 6:30-7:00.....31.2.....Joe Palooka, 12.9	13. Little Rascals (Comedy), Interstate TV.....KSL-S, 11:00-11:30 a.m.....25.3.....Funny Boners, 12.8
4. Cisco Kid (West.), Ziv-TV.....KSL-F, 7:00-7:30.....30.2.....Big Story, 22.6	14. Superman (Adv.), Flamingo Films.....KSL-F, 5:30-6:00.....23.5.....Cactus Jim's Cartoons, 12.8
5. Life of Riley (Comedy), NBC Film.....KTVT-Th, 6:30-7:00.....29.9.....Climax, 14.7	15. Stories of the Century (Docum.), Hollywood TV.....KSL-Th, 8:00-8:30.....23.1.....Lux Video Theater, 12.8
6. Favorite Story (Drama), Ziv-TV.....KSL-Su, 9:00-9:30.....29.2.....Purely Playhouse, 17.3	16. Ramar of the Jungle (Adv.), TPA.....KUTV-Th, 6:00-6:30.....22.0.....Abbott and Costello, 12.8
7. Liberate (Music), Guild Films.....KUTV-Su, 9:30-10:00.....28.2.....Meet Mr. McNulty, 19.8	17. Meet Corliss Archer (Comedy), Ziv-TV.....KSL-Th, 9:00-9:30.....18.6.....First Night Theater, 12.8
8. The Whistler (Mys.), CBS Film.....KTVT-S, 9:00-9:30.....27.8.....Stageshow, 26.7	18. Lone Wolf (Mys.), MCA-TV.....KSL-T, 9:00-9:30.....18.4.....Star and the Story, 12.8
9. Waterfront (Adv.), MCA-TV.....KTVT-F, 9:00-9:30.....27.5.....Ozzie and Harriet, 17.1	19. Janet Dean, R.N. (Drama), U M & M.....KTVT-M, 9:00-9:30.....16.5.....Theater of Stars, 12.8
10. Gene Autry (West.), CBS-TV.....KTVT-Su, 4:00-4:30.....27.5.....OmniBus, 12.8	20. Your Star Showcase (Drama), TPA.....KSL-F, 9:00-9:30.....16.3.....Waterfront, 12.8
11. Star and the Story (Drama), Official Films.....KTVT-T, 9:00-9:30.....27.1.....Lone Wolf, 12.8	21. This Is Your Music (Music) Official Films.....KTVT-F, 10:00-10:30.....15.3.....Texas Rasinin, 12.8
12. Death Valley Days (West.), Pacific Borax.....KTVT-M, 9:30-10:00.....25.9.....Burns and Allen, 12.8	22. Florian ZaBach (Music), Guild Films.....KTVT-Su, 10:00-10:30.....14.7.....Courtney Theater, 12.8
13. Little Rascals (Comedy), Interstate TV.....KSL-S, 11:00-11:30 a.m.....25.3.....Funny Boners, 12.8	23. Abbott and Costello (Comedy), MCA-TV.....KTVT-Th, 6:00-6:30.....14.7.....Ramar of the Jungle, 12.8
14. Superman (Adv.), Flamingo Films.....KSL-F, 5:30-6:00.....23.5.....Cactus Jim's Cartoons, 12.8	24. 20th Century-Fox.....KTVT-S, 10:30-11:00.....14.3.....Meet Millie, 12.8
15. Stories of the Century (Docum.), Hollywood TV.....KSL-Th, 8:00-8:30.....23.1.....Lux Video Theater, 12.8	25. Mr. and Mrs. North (Mys.), ATPS.....KTVT-S, 10:00-10:30.....13.3.....Two for the Money, 12.8
16. Ramar of the Jungle (Adv.), TPA.....KUTV-Th, 6:00-6:30.....22.0.....Abbott and Costello, 12.8	26. Joe Palooka (Comedy), Guild Films.....KTVT-F, 6:30-7:30.....12.9.....Annie Oakley, 12.8
17. Meet Corliss Archer (Comedy), Ziv-TV.....KSL-Th, 9:00-9:30.....18.6.....First Night Theater, 12.8	27. Wild Bill Hickok (West.), Flamingo Films.....KSL-W, 5:30-6:00.....12.8.....Cactus Jim's Cartoons, 12.8
18. Lone Wolf (Mys.), MCA-TV.....KSL-T, 9:00-9:30.....18.4.....Star and the Story, 12.8	28. Racket Squad (Mys.), ABC Film.....KSL-T, 9:30-10:00.....12.6.....Badge 714, 12.8
19. Janet Dean, R.N. (Drama), U M & M.....KTVT-M, 9:00-9:30.....16.5.....Theater of Stars, 12.8	29. Mayor of the Town (Drama), MCA-TV.....KTVT-M, 8:30-9:00.....12.4.....Studio One, 12.8
20. Your Star Showcase (Drama), TPA.....KSL-F, 9:00-9:30.....16.3.....Waterfront, 12.8	30. Dangerous Assignment (Adv.), NBC Film.....KUTV-Su, 9:00-9:30.....11.4.....Purely Playhouse, 12.8
21. This Is Your Music (Music) Official Films.....KTVT-F, 10:00-10:30.....15.3.....Texas Rasinin, 12.8	31. Texas Rasinin (Sports), Sportatorium.....KSL-F, 10:00-11:00.....10.5.....Various, 12.8
22. Florian ZaBach (Music), Guild Films.....KTVT-Su, 10:00-10:30.....14.7.....Courtney Theater, 12.8	32. Captured (Mys.), NBC Film.....KUTV-Th, 8:30-9:00.....9.2.....Name That Tune, 12.8
23. Abbott and Costello (Comedy), MCA-TV.....KTVT-Th, 6:00-6:30.....14.7.....Ramar of the Jungle, 12.8	33. Passport to Danger (Adv.), ABC Film.....KSL-Th, 10:30-11:00.....8.8.....Two on the Aisle, 12.8
24. 20th Century-Fox.....KTVT-S, 10:30-11:00.....14.3.....Meet Millie, 12.8	34. Royal Playhouse (Drama), MCA-TV.....KUTV-Su, 9:30-10:00.....8.6.....Liberace, 12.8
25. Mr. and Mrs. North (Mys.), ATPS.....KTVT-S, 10:00-10:30.....13.3.....Two for the Money, 12.8	35. Joe Palooka (Comedy), Guild Films.....KUTV-F, 6:30-7:30.....6.2.....Annie Oakley, 12.8
26. Joe Palooka (Comedy), Guild Films.....KTVT-F, 6:30-7:30.....12.9.....Annie Oakley, 12.8	36. Elery Queen (Mys.), TPA.....KUTV-Th, 9:00-9:30.....5.9.....First Night Theater, 12.8
27. Wild Bill Hickok (West.), Flamingo Films.....KSL-W, 5:30-6:00.....12.8.....Cactus Jim's Cartoons, 12.8	37. Drew Pearson (News), MPTV.....KUTV-Su, 10:15-10:30.....5.5.....Courtney Theater, 12.8
28. Racket Squad (Mys.), ABC Film.....KSL-T, 9:30-10:00.....12.6.....Badge 714, 12.8	38. Walt's Workshop (Educ.), Reid Ray.....KTVT-Su, 2:00-2:30.....4.7.....American Week, 12.8
29. Mayor of the Town (Drama), MCA-TV.....KTVT-M, 8:30-9:00.....12.4.....Studio One, 12.8	39. My Hero (Comedy), Official Films.....KUTV-T, 9:30-10:00.....4.7.....Badge 714, 12.8
30. Dangerous Assignment (Adv.), NBC Film.....KUTV-Su, 9:00-9:30.....11.4.....Purely Playhouse, 12.8	40. Duffy's Tavern (Comedy), U M & M.....KUTV-W, 9:30-10:00.....4.1.....Electric Theater, 12.8
31. Texas Rasinin (Sports), Sportatorium.....KSL-F, 10:00-11:00.....10.5.....Various, 12.8	41. Craig Kennedy, Criminologist (Mys.), L. Weiss.....KUTV-Su, 8:30-9:00.....3.5.....What's My Line?, 12.8
32. Captured (Mys.), NBC Film.....KUTV-Th, 8:30-9:00.....9.2.....Name That Tune, 12.8	42. Colonel March (Mys.), Official Films.....KUTV-T, 7:00-7:30.....2.9.....Cloverleaf Theater, 12.8
33. Passport to Danger (Adv.), ABC Film.....KSL-Th, 10:30-11:00.....8.8.....Two on the Aisle, 12.8	43. Amos 'n' Andy (Comedy), CBS Film.....KSL-F, 3:30-4:00.....2.9.....Howdy Doody, 12.8
34. Royal Playhouse (Drama), MCA-TV.....KUTV-Su, 9:30-10:00.....8.6.....Liberace, 12.8	44. Championship Fights (Sports), Walt Schwimmer.....KTVT-S, 11:30-12:00.....1.2.....Late Show, 12.8
35. Joe Palooka (Comedy), Guild Films.....KUTV-F, 6:30-7:30.....6.2.....Annie Oakley, 12.8	45. Play of the Week (Drama), NTA.....KUTV-Su, 10:30-11:00.....1.2.....Courtney Theater, 12.8

SAN FRANCISCO 4 STATIONS

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

1. You Bet Your Life, KRON.....59.5	6. Disneyland, KPX.....43.5
2. What's My Line? KPX.....55.6	7. Dragnet, KRON.....42.9
3. Toast of the Town, KPX.....52.2	8. This Is Your Life, KRON.....42.5
4. I Love Lucy, KPX.....48.2	9. Jackie Gleason, KPX.....41.6
5. Your Hit Parade, KRON.....44.7	10. Blue Ribbon Bouts, KPX.....39.5
10. Jack Benny, KPX.....39.5	

1. Superman (Adv.), Flamingo Films.....KGO-W, 6:30-7:00.....29.7.....CBS News; Perry Como, 9.1	11. Star and the Story (Drama), Official Films.....KRON-T, 7:00-7:30.....17.5.....Pond's Theater, 11.3
2. Badge 714 (Mys.), NBC Film.....KPX-W, 9:00-9:30.....26.2.....Kraft TV Theater, 21.1	12. Death Valley Days (West.), Pacific Borax.....KGO-T, 6:30-7:00.....19.1.....Life With Elizabeth, 12.8
3. Inner Sanctum (Mys.), NBC Film.....KRON-S, 10:00-10:30.....24.0.....Frankie Laine, 15.5	13. The Playhouse (Drama), ABC Film.....KPX-M, 10:00-10:30.....17.8.....Robert Montgomery, 12.8
4. Cisco Kid (West.), Ziv-TV.....KRON-Th, 6:30-7:00.....23.3.....Pond's Theater, 11.3	14. Star and the Story (Drama), Official Films.....KRON-Th, 7:00-7:30.....17.5.....Pond's Theater, 11.3
5. Racket Squad (Mys.), ABC Film.....KPX-T, 7:00-7:30.....22.5.....Favorite Story, 13.5	15. All Star Theater (Drama), Screen Gems.....KGO-T, 8:30-9:00.....16.6.....Milton Berle, 12.8
6. Liberate (Music), Guild Films.....KPX-Su, 9:30-10:00.....22.9.....Television Playhouse, 29.1	16. Frankie Laine (Music), Guild Films.....KPX-S, 10:00-10:30.....15.5.....Inner Sanctum, 12.8
7. Mr. District Attorney (Mys.), Ziv-TV.....KGO-M, 6:30-7:00.....20.6.....News; Perry Como, 9.3	17. Passport to Danger (Adv.), ABC Film.....KRON-T, 10:30-11:00.....15.1.....News, 12.8
8. Annie Oakley (West.), CBS Film.....KGO-M, 7:00-7:30.....20.6.....Studio One, 26.9	18. City Detective (Mys.), MCA-TV.....KRON-F, 10:00-10:30.....14.9.....Line-Up, 12.8
9. Life of Riley (Comedy), NBC Film.....KRON-W, 10:30-11:00.....20.8.....News, 3.5	19. Favorite Story (Drama), Ziv-TV.....KRON-T, 7:00-7:30.....13.5.....Range Rider, 12.8
10. I Led Three Lives (Adv.), Ziv-TV.....KRON-M, 10:30-11:00.....20.8.....News, 4.2	20. Meet Corliss Archer (Comedy), Ziv-TV.....KPX-Th, 7:30-8:00.....12.2.....Lone Ranger, 12.8
11. Waterfront (Adv.), MCA-TV.....KRON-F, 8:30-9:00.....19.8.....Topper, 12.8	21. Life With Elizabeth (Comedy), Guild Films.....KRON-T, 6:30-7:00.....7.6.....Wild Bill Hickok, 12.8
12. Hopalong Cassidy (West.), NBC Film.....KGO-F, 6:30-7:00.....19.8.....King's Crossroads, 12.8	22. Where Were You? (Docum.), MCA-TV.....KGO-M, 9:30-10:00.....7.3.....December Bride, 12.8
13. Janet Dean, R.N. (Drama), U M & M.....KRON-Su, 10:30-11:00.....19.3.....Your Favorite Playhouse, 12.8	23. Dick Tracy (Mys.), Combined TV.....KGO-W, 6:00-6:30.....6.6.....Fireman Frank; Lab, 12.8
14. Wild Bill Hickok (West.), Flamingo Films.....KGO-T, 6:30-7:00.....19.1.....Life With Elizabeth, 12.8	24. Foreign Intrigue (Adv.), Sheldon Reynolds.....KGO-M, 8:00-8:30.....6.4.....Burns and Allen, 12.8
15. Cisco Kid (West.), Ziv-TV.....KGO-Su, 3:00-3:30.....17.8.....OmniBus, 12.8	25. Terry and the Pirates (Adv.), Official Films.....KPX-S, 4:15-4:45.....4.4.....Fireman Frank, 12.8
16. The Playhouse (Drama), ABC Film.....KPX-M, 10:00-10:30.....17.8.....Robert Montgomery, 12.8	26. Front Page Detective (Mys.), Consolidated TV.....KGO-M, 9:00-9:30.....4.2.....I Love Lucy, 12.8
17. Star and the Story (Drama), Official Films.....KRON-Th, 7:00-7:30.....17.5.....Pond's Theater, 11.3	27. Drew Pearson (News), U M & M.....KGO-Su, 5:45-6:00.....4.0.....Sunday Matinee, 12.8
18. All Star Theater (Drama), Screen Gems.....KGO-T, 8:30-9:00.....16.6.....Milton Berle, 12.8	28. Ramar of the Jungle (Adv.), TPA.....KOV-R-M to F, 5:30-6:00.....3.6.....Various, 12.8
19. Frankie Laine (Music), Guild Films.....KPX-S, 10:00-10:30.....15.5.....Inner Sanctum, 12.8	29. Dangerous Assignment (Adv.), NBC Film.....KGO-W, 10:00-10:30.....3.3.....This Is Your Life, 12.8
20. Passport to Danger (Adv.), ABC Film.....KRON-T, 10:30-11:00.....15.1.....News, 12.8	30. My Hero (Comedy), Official Films.....KGO-F, 10:00-10:30.....3.1.....Line-Up, 12.8
21. City Detective (Mys.), MCA-TV.....KRON-F, 10:00-10:30.....14.9.....Line-Up, 12.8	31. Championship Bowling (Sports), Walter Schwimmer.....KOV-R-M, 8:00-8:30.....2.7.....Various, 12.8
22. Favorite Story (Drama), Ziv-TV.....KRON-T, 7:00-7:30.....13.5.....Range Rider, 12.8	32. Orient Express (Drama), NTA.....KGO-M, 10:00-10:30.....2.2.....Robert Montgomery, 12.8
23. Meet Corliss Archer (Comedy), Ziv-TV.....KPX-Th, 7:30-8:00.....12.2.....Lone Ranger, 12.8	33. Life With Elizabeth (Comedy), Guild Films.....KRON-T, 6:30-7:00.....7.6.....Wild Bill Hickok, 12.8
24. Life With Elizabeth (Comedy), Guild Films.....KRON-T, 6:30-7:00.....7.6.....Wild Bill Hickok, 12.8	34. Royal Playhouse (Drama), MCA-TV.....KPX-T, 6:00-6:30.....2.0.....Ramar of the Jungle, 12.8
25. Where Were You? (Docum.), MCA-TV.....KGO-M, 9:30-10:00.....7.3.....December Bride, 12.8	
26. Dick Tracy (Mys.), Combined TV.....KGO-W, 6:00-6:30.....6.6.....Fireman Frank; Lab, 12.8	
27. Foreign Intrigue (Adv.), Sheldon Reynolds.....KGO-M, 8:00-8:30.....6.4.....Burns and Allen, 12.8	
28. Terry and the Pirates (Adv.), Official Films.....KPX-S, 4:15-4:45.....4.4.....Fireman Frank, 12.8	
29. Front Page Detective (Mys.), Consolidated TV.....KGO-M, 9:00-9:30.....4.2.....I Love Lucy, 12.8	
30. Drew Pearson (News), U M & M.....KGO-Su, 5:45-6:00.....4.0.....Sunday Matinee, 12.8	
31. Ramar of the Jungle (Adv.), TPA.....KOV-R-M to F, 5:30-6:00.....3.6.....Various, 12.8	
32. Dangerous Assignment (Adv.), NBC Film.....KGO-W, 10:00-10:30.....3.3.....This Is Your Life, 12.8	
33. My Hero (Comedy), Official Films.....KGO-F, 10:00-10:30.....3.1.....Line-Up, 12.8	
34. Championship Bowling (Sports), Walter Schwimmer.....KOV-R-M, 8:00-8:30.....2.7.....Various, 12.8	
35. Orient Express (Drama), NTA.....KGO-M, 10:00-10:30.....2.2.....Robert Montgomery, 12.8	
36. Royal Playhouse (Drama), MCA-TV.....KPX-T, 6:00-6:30.....2.0.....Ramar of the Jungle, 12.8	

48. Your TV Theater (Drama), Ziv-TV.....KGO-M to F, 1:00-1:30.....1.7.....Brighter Day; Secret Storm, 12.8	57. Secret File, USA (Adv.), Official Films.....KOV-R-W, 7:30-8:00.....0.4.....Blue Ribbon Bouts, 12.8
49. Amos 'n' Andy (Comedy), CBS Film.....KOV-R-M, 7:00-7:30.....1.5.....Studio One, 12.8	58. This Is Your Music (Music), Official Films.....KOV-R-Th, 7:00-7:30.....0.4.....Star and the Story, 12.8
49. Biff Baker, USA (Adv.), MCA-TV.....KOV-R-M, 9:30-10:00.....1.5.....December Bride, 12.8	59. Old American Barn Dance (Music), Kling TV.....KOV-R-S, 6:30-7:00.....0.4.....Max Liebman Presents, 12.8
49. Files of Jeff Jones (Mys.), CBS Film.....KOV-R-T, 8:00-8:30.....1.5.....Milton Berle, 12.8	57. Follow That Man (Mys.), MCA-TV.....KOV-R-S, 8:30-9:00.....0.4.....Jackie Gleason, 12.8
49. Royal Playhouse (Drama), MCA-TV.....KPIX-Th, 6:00-6:30.....1.5.....Fireman Frank; Lab, 12.8	57. King's Crossroads (Drama), Sterling TV.....KRON-Th, 12:30-1:00.....0.4.....Bob Crosby, 12.8
53. Roller Derby (Sports), NTA.....KOV-R-F, 7:30-8:00.....1.3.....Cavalcade of Sports; News, 12.8	64. Town and Country Time (Music), Official Films.....KOV-R-Su, 8:00-8:30.....0.4.....Toast of the Town, 12.8
54. I Am the Law (Mys.), MCA-TV.....KOV-R-S, 9:00-9:30.....1.1.....Two for the Money, 12.8	
55. Invitation Playhouse (Drama), Sterling TV.....KPIX-Su, 11:15-11:30.....0.7.....Heart of the City, 12.8	
55. Abbott and Costello (Comedy), MCA-TV.....KOV-R-W, 7:00-7:30.....0.7.....Blue Ribbon Bouts, 12.8	
57. How Does Your Garden Grow? (Educ.), Internat'l Film Bureau.....KGO-Su, 10:00-10:30 a.m.....0.4.....Lamp Unto My Feet, 12.8	
57. Stories of the Century (West.), Hollywood TV Service.....KOV-R-T, 7:00-7:30.....0.4.....Range Rider, 12.8	
57. Secret File, USA (Adv.), Official Films.....KOV-R-W, 7:30-8:00.....0.4.....Blue Ribbon Bouts, 12.8	
57. This Is Your Music (Music), Official Films.....KOV-R-Th, 7:00-7:30.....0.4.....Star and the Story, 12.8	
57. Old American Barn Dance (Music), Kling TV.....KOV-R-S, 6:30-7:00.....0.4.....Max Liebman Presents, 12.8	
57. Follow That Man (Mys.), MCA-TV.....KOV-R-S, 8:30-9:00.....0.4.....Jackie Gleason, 12.8	
57. King's Crossroads (Drama), Sterling TV.....KRON-Th, 12:30-1:00.....0.4.....Bob Crosby, 12.8	
64. Town and Country Time (Music), Official Films.....KOV-R-Su, 8:00-8:30.....0.4.....Toast of the Town, 12.8	

KANSAS CITY, MO. 3 STATIONS

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

1. You Bet Your Life, WDAF.....48.6	5. Jackie Gleason, KMBC.....37.6
2. Dragnet, WDAF.....43.9	7. Milton Berle, WDAF.....35.7
3. Big Story, WDAF.....40.9	8. Cisco Kid, WDAF.....35.5
4. Fireside Theater, WDAF.....38.8	9. Producer's Showcase, WDAF.....35.4
5. Disneyland, KCMO.....37.6	

1. Cisco Kid (West.), Ziv-TV.....WDAF-Su, 5:30-6:00.....35.5.....You Are There, 6.6	11. Star and the Story (Drama), Official Films.....KTVT-T, 9:00-9:30.....27.1.....Lone Wolf, 12.8
2. I Led Three Lives (Adv.), Ziv-TV.....WDAF-F, 7:30-8:00.....30.9.....Topper, 19.7	12. Death Valley Days (West.), Pacific Borax.....KTVT-M, 9:30-10:00.....25.9.....Burns and Allen, 12.8
3. Your All Star Theater (Drama), Screen Gems.....WDAF-Th, 8:30-9:00.....28.4.....Four Star Playhouse, 15.5	13. Little Rascals (Comedy), Interstate TV.....KSL-S, 11:00-11:30 a.m.....25.3.....Funny Boners, 12.8
4. Mr. District Attorney (Mys.), Ziv-TV.....KCMO-T, 10:00-10:30.....22.8.....Weather, Life of Riley, 10.3	14. Superman (Adv.), Flamingo Films.....KSL-F, 5:30-6:00.....23.5.....Cactus Jim's Cartoons, 12.8
5. Elery Queen (Mys.), TPA.....WDAF-W, 9:30-10:00.....20.9.....Blue Ribbon Bouts, 23.2	15. Stories of the Century (Docum.), Hollywood TV.....KSL-Th, 8:00-8:30.....23.1.....Lux Video Theater, 12.8
6. Annie Oakley (West.), CBS Film.....KCMO-Su, 5:00-5:30.....19.7.....Roy Rogers, 13.6	16. Ramar of the Jungle (Adv.), TPA.....KUTV-Th, 6:00-6:30.....22.0.....Abbott and Costello, 12.8
7. Ramar of the Jungle (Adv.), TPA.....KCMO-S, 6:30-7:00.....19.6.....Show Wagon, 14.8	17. Meet Corliss Archer (Comedy), Ziv-TV.....KSL-Th, 9:00-9:30.....18.6.....First Night Theater, 12.8
8. Stories of the Century (West.), Hollywood TV.....KMBC-Th, 9:30-10:00.....16.7.....Lux Video Theater, 25.1	18. Lone Wolf (Mys.), MCA-TV.....KSL-T, 9:00-9:30.....18.4.....Star and the Story, 12.8
9. Favorite Story (Drama), Ziv-TV.....KCMO-Su, 10:00-10:30.....16.4.....Weather, Cinema, 13.2	19. Janet Dean, R.N. (Drama), U M & M.....KTVT-M, 9:00-9:30.....16.5.....Theater of Stars, 12.8
10. Superman (Adv.), Flamingo Films.....WDAF-M, 5:00-5:30.....15.7.....Early Show, 14.5	20. Your Star Showcase (Drama), TPA.....KSL-F, 9:00-9:30.....16.3.....Waterfront, 12.8
11. The Whistler (Mys.), CBS Film.....WDAF-S, 10:00-10:30.....15.7.....Million Dollar Movie, 21.5	21. This Is Your Music (Music) Official Films.....KTVT-F, 10:00-10:30.....15.3.....Texas Rasinin, 12.8
12. Liberate (Music), Guild Films.....WDAF-W, 10:00-10:30.....15.4.....Weather, Norby, 12.8	22. Florian ZaBach (Music), Guild Films.....KTVT-Su, 10:00-10:30.....14.7.....Courtney Theater, 12.8
13. City Detective (Mys.), MCA-TV.....WDAF-S, 10:30-11:00.....14.6.....Million Dollar Movie, 21.5	23. Abbott and Costello (Comedy), MCA-TV.....KTVT-Th, 6:00-6:30.....14.7.....Ramar of the Jungle, 12.8
14. Racket Squad (Mys.), ABC Film.....KCMO-W, 8:30-9:00.....13.7.....Kraft TV Theater, 12.8	24. 20th Century-Fox.....KTVT-S, 10:30-11:00.....14.3.....Meet Millie, 12.8
15. Hopalong Cassidy (West.), NBC Film.....WDAF-Th, 5:00-5:30.....13.4.....Early Show, 14.5	25. Mr. and Mrs. North (Mys.), ATPS.....KTVT-S, 10:00-10:30.....13.3.....Two for the Money, 12.8
16. Wild Bill Hickok (West.), Flamingo Films.....WDAF-W, 5:00-5:30.....10.9.....Early Show, 14.5	26. Joe Palooka (Comedy), Guild Films.....KTVT-F, 6:30-7:30.....12.9.....Annie Oakley, 12.8
17. Heart of the City (Drama), MCA-TV.....KCMO-W, 9:00-9:30.....10.4.....This Is Your Life, 12.8	27. Wild Bill Hickok (West.), Flamingo Films.....KSL-W, 5:30-6:00.....12.8.....Cactus Jim's Cartoons, 12.8
18. Life of Riley (Comedy), NBC Film.....WDAF-T, 10:15-10:45.....10.3.....Various, 12.8	28. Racket Squad (Mys.), ABC Film.....KSL-T, 9:30-10:00.....12.6.....Badge 714, 12.8
19. Passport to Danger (Adv.), ABC Film.....KCMO-Th, 10:00-10:30.....9.0.....Big Town, 12.8	29. Mayor of the Town (Drama), MCA-TV.....KTVT-M, 8:30-9:00.....12

TV FILM PURCHASES

The Shulton Corporation, for its Old Spice shaving products, purchased "Paris Precinct" from UM&M for 35 markets. UM&M also sold "Sherlock Holmes" to WSJS, Winston-Salem, N. C., for the Jones Sausage Company.

Station KWTX, Waco, Tex., contracted for seven NBC Film shows which includes the "News Review." Series purchased are "The Falcon," "Victory at Sea," "Captured," "Hopalong Cassidy" Series A, "Hopalong Cassidy" Series B and "Hopalong Cassidy" in its one-hour version. The "News Review" was also sold to KRBC, Abilene, Tex., for the Willis-Cox Insurance Company.

The Eugene Feed Company purchased "Badge 714" Series B, for two markets in Texas—KCMC, Texarkana, and KTBC, Austin. "Badge 714" Series B was also sold to WKY, Oklahoma City. NBC Film sold "Badge" Series A to three markets, with sponsors reported for each. They are WHAM, Rochester, N. Y., for Rogers and Porter; WENY, Watertown, N. Y., for Carlings Beer, and WHAS, Louisville, for Kroeger Beer. . . . WGR, Buffalo, purchased two shows from NBC Film—"The Visitor" and "Paragon Playhouse."

Screen Gems' "Rin Tin Tin," sponsored on a network basis by the Nabisco Company, has been purchased by Dr. Pepper's Bottling Company to be shown over KRBC, Abilene, Tex., and Watson Ice Cream Company over KTLG, Lake Charles, La. "All Star Theater" was sold to WXIX, Milwaukee, and "Jet Jackson" to KPHO, Phoenix, Ariz. WINK, Fort Myers, Fla.; KSWS, Roswell, N. M., and KTHO, Phoenix, Ariz., all purchased "Top Plays" from Screen Gems.

CBS-TV Film Sales sold "Amos 'n' Andy" to KNXT, Los Angeles, for San-on-Drugs; WROW, Albany, N. Y., for Kay Packard Dealer; KPRC, Houston, for Sears, Roebuck, and WTVY, Dothan, Ala. Gene Autry was sold to KCKT, Great Bend, Kan., for the Doonan Truck and Implement Company. "Annie Oakley" has been contracted for by the KTVA, Anchorage, Alaska, market and Fairbanks, Alaska, with no call letters available for the latter.

REVOLVING DOOR

Frank Beckwith is now connected with ATV Film Productions in the capacity of producer-director. . . . Paul White, Bernard Schubert Productions's veepee, has been retained in an advisory capacity by the Custom Record Department of the RCA Victor Records division. . . . Federal Civil Defense Administrator Val Peterson has praised NBC-TV's "Medic" series for an "outstanding public service" in presenting "Flash of Darkness," a dramatization of a hypothetical H-bombing of a major American city.

Mona Freeman makes her telefilm debut with Lyle Bettger as her co-star in Screen Gems' "Appointment With Destiny" on "Ford Theater." . . . Liberace, piano celebrity, is the first entertainment personality to receive an invitation to the Annual Press Photographers Ball of which President Eisenhower is honor guest. His appearance will mark the fourth time the pianist has attended. . . . Walter Lowendahl, exec veepee of Transfilm, left Thursday (24) for a month-long business trip in Europe.

Phil Williams, Ziv's Southwest sales exec, is in Chicago for two weeks.

PRODUCTION NOTES

By BOB SPIELMAN

Only a handful of persons so far have gotten a look at color TV, thinks Don DeFore. The president of the academy of Television Arts and Sciences, DeFore himself has never seen a color show.

"Mark Twain" pilot rolls at Filmcraft Studios March 2 under supervision of Charley Strauss and Sam Neuman, J. Carroll Naisch playing the lead as Twain. Steamboat is being built on stage, while stock footage will be used for exteriors. Original pilot film on series was shot last year but did not come up to expectations.

Neuman, who developed and wrote the show, also has two other pilots in planning stage. One is "The President's Butler," the second "The Getter and the Holder." Tangier-set adventure film for which Peter Lorre has been tabbed.

Lee Blevins, vice-president of Kling Studios, expects three pilots to be filmed on lot in near future. One will be for an Air Force series, with Ed Cullen producing first show to tell story of a flier who went on Jimmy Doolittle's Tokyo raid and after the war became a missionary in Japan. Another, to be produced by singer Artie Wayne, will feature new acts. Third is Dick Bernstein's "Sheik Aly."

CBS Producer Jim Fonda, currently filming "You Are There," rates West Coast facilities far above those in New York where first 13 of celluloid version of show were put in can. In reference to the same program net Vice-President Harry Ackerman opines that residuals are prime reason for conversion to film, and that there's no question of immediacy when you're portraying something that happened in the past anyway.

Producer Roland Reed has two pilots in the can and is working on a European series, but thinks first show he'll actually put into production is new one, entitled "That Baxter Boy," comedy dealing with teenagers written by Dorothy Cooper.

Pat Crowley, despite good reports on her pilot, "My Man Sing," is dubious about show because she's afraid of tying herself up with series for long period of time.

Continued from page 9

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Jan. ARB Rating	Top Opposition & Rating
45.	Duffy's Tavern (Comedy), U M & M	WISH-W, 10:15-10:45	0.6	Various
45.	Telenews (News), INS-Telenews	WISH-Su, 5:30-5:45	0.6	Roy Rogers
45.	Amos 'n' Andy (Comedy), CBS Film	WISH-Su, 6:00-6:30	0.6	People Are Funny
45.	Drew Pearson (News), MPTV	WISH-Su, 9:30-9:45	0.6	Bob Cummings
45.	Texas Rastlin' (Sports), Sportatorium	WISH-M, 10:15-10:45	0.6	Royal Playhouse; Indiana Hoedown

BOSTON 2 STATIONS

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

1. Jackie Gleason, WNAC	67.5	6. Max Liebman Presents, WBZ	48.3
2. You Bet Your Life, WBZ	55.3	7. This Is Your Life, WBZ	45.6
3. Climax, WNAC	48.8	8. Mama, WNAC	45.0
4. Fireside Theater, WBZ	48.5	9. Disneyland, WNAC	44.1
4. Godfrey and His Friends, WNAC	48.5	10. Playhouse of Stars, WNAC	43.6

DENVER 4 STATIONS

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

1. Your Hit Parade, KOA	54.0	6. You Bet Your Life, KOA	37.3
2. I Love Lucy, KLZ	51.0	7. Jackie Gleason, KLZ	37.1
3. Mister Peepers, KOA	42.0	8. Loretta Young, KOA	36.4
4. Dragnet, KOA	39.9	9. Disneyland, KBTU	35.4
5. What's My Line? KLZ	39.7	10. Ford Theater, KOA	35.1

HOUSTON 3 STATIONS

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

1. Waterfront, KPRC	51.0	6. Dragnet, KPRC	45.7
2. My Little Margie, KPRC	49.0	7. Comedy Hour, KPRC	45.2
3. Your Hit Parade, KPRC	48.5	8. Fireside Theater	44.3
4. You Bet Your Life, KPRC	48.3	9. Million Dollar Movie	43.6
5. This Is Your Life, KPRC	47.2	10. Robert Montgomery Presents	43.3
		10. Truth or Consequences	43.3

DENVER 4 STATIONS

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

1. Death Valley Days (West.), Pacific Borax, KLZ-M	32.4	6. Fabian of Scotland Yard	9.1
2. Life of Riley (Comedy), NBC Film	31.1	7. Producer's Showcase	18.6
3. I Led Three Lives (Adv.), Ziv-TV	28.8	8. Ray Bolger	12.9
4. Mr. District Attorney (Mys.), Ziv-TV	28.0	9. Mr. and Mrs. North	9.8
5. Badge 714 (Mys.) NBC Film	26.4	10. G. E. Theater	22.1
6. Racket Squad (Mys.), ABC Film	25.6	11. Naval Aviation	13.2
7. Annie Oakley (West.), CBS Film	24.6	12. Burns and Allen	16.7
8. Hopalong Cassidy (West.), NBC Film	20.2	13. Jack Carson	14.6
		14. Boston Blackie	14.6
		15. Lone Wolf	11.0
		16. Our Miss Brooks	20.2
		17. Climax	14.6
		18. Studio 57	11.0
		19. Milton Berle	11.0
		20. Hopalong Cassidy	11.0
		21. Morgan's Theater	11.0
		22. Two Gun Theater	11.0
		23. Smilin' Ed's Gang	11.0
		24. You Bet Your Life	11.0
		25. Father Knows Best	11.0
		26. Mystery Theater	11.0
		27. Liberate	11.0
		28. Four Star Playhouse	11.0
		29. Meet Corliss Archer	11.0
		30. Omnibus	11.0
		31. Talent Scouts	11.0
		32. Mystery Theater	11.0
		33. Lieberer	11.0
		34. Playhouse of Stars	11.0
		35. City Detective	11.0
		36. Racket Squad	11.0
		37. City Detective	11.0
		38. Mr. District Attorney	11.0
		39. Ford Theater	11.0
		40. Death Valley Days	11.0
		41. December Bride	11.0
		42. Toast of the Town	11.0
		43. Kraft TV Theater	11.0
		44. Four Star Playhouse	11.0
		45. Jackie Gleason	11.0
		46. Your Favorite Playhouse	11.0
		47. What's My Line?	11.0
		48. Our Miss Brooks	11.0
		49. Fireside Theater	11.0
		50. Various	11.0
		51. Mr. District Attorney	11.0
		52. Playhouse of Stars	11.0
		53. Mr. District Attorney	11.0
		54. Mystery Theater	11.0
		55. Various	11.0
		56. I Love Lucy	11.0
		57. Rin Tin Tin	11.0
		58. Kraft TV Theater	11.0
		59. City Detective	11.0
		60. Your Hit Parade	11.0
		61. Academy Theater	11.0
		62. News; Weather	11.0
		63. None	11.0
		64. None	11.0

HOUSTON 3 STATIONS

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

1. Waterfront (Adv.), MCA-TV	51.0	6. Strike It Rich	9.4
2. Cisco Kid (West.), Ziv-TV	39.3	7. Climax	16.1
3. Ramar of the Jungle (Adv.), TPA	38.7	8. Frontier Theater	5.4
4. I Led Three Lives (Adv.), Ziv-TV	37.1	9. Stop the Music	6.9
5. Death Valley Days (West.), Pacific Borax	36.4	10. Dangerous Assignment	6.6
6. Badge 714 (Mys.), NBC Film	34.7	11. Studio One	12.1
7. Elery Queen (Mys.), TPA	34.5	12. Climax	17.3
8. Annie Oakley (West.), CBS Film	31.4	13. Wrestling	6.8
9. City Detective (Mys.), MCA-TV	29.2	14. Crusade in the Pacific	3.9
10. Racket Squad (Mys.), ABC Film	28.4	15. News; Roberts' Camera	6.3
11. Meet Corliss Archer (Comedy), Ziv-TV	27.9	16. Father Knows Best	11.0
12. Range Rider (West.), CBS Film	26.6	17. Various	11.0
		18. Werstling	11.0
		19. Adventure	11.0
		20. Captain Midnight	11.0
		21. Late Show	11.0
		22. Bible Dramas	11.0
		23. Your Star Showcase	11.0
		24. Super Circus	11.0
		25. Saturday Matinee	11.0
		26. Saturday Matinee	11.0
		27. Channel 11 Matinee	11.0
		28. Channel 11 Matinee	11.0
		29. Darts for Dough	11.0
		30. You Bet Your Life	11.0
		31. Lone Wolf	11.0
		32. Milton Berle	11.0
		33. Meet the Press	11.0

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7. Elery Queen (Mys.), TPA	34.5	12. Climax	17.3
8. Annie Oakley (West.), CBS Film	31.4	13. Wrestling	6.8
9. City Detective (Mys.), MCA-TV	29.2	14. Crusade in the Pacific	3.9
10. Racket Squad (Mys.), ABC Film	28.4	15. News; Roberts' Camera	6.3
11. Meet Corliss Archer (Comedy), Ziv-TV	27.9	16. Father Knows Best	11.0
12. Range Rider (West.), CBS Film	26.6	17. Various	11.0
		18. Werstling	11.0
		19. Adventure	11.0
		20. Captain Midnight	11.0
		21. Late Show	11.0
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7. Elery Queen (Mys.), TPA	34.5	12. Climax	17.3
8. Annie Oakley (West.), CBS Film	31.4	13. Wrestling	6.8
9. City Detective (Mys.), MCA-TV	29.2	14. Crusade in the Pacific	3.9
10. Racket Squad (Mys.), ABC Film	28.4	15. News; Roberts' Camera	6.3
11. Meet Corliss Archer (Comedy), Ziv-TV	27.9	16. Father Knows Best	11.0
12. Range Rider (West.), CBS Film	26.6	17. Various	11.0
		18. Werstling	11.0
		19. Adventure	11.0
		20. Captain Midnight	11.0
		21. Late Show	11.0
		22. Bible Dramas	11.0
		23. Your Star Showcase	11.0
		24. Super Circus	11.0
		25. Saturday Matinee	11.0
		26. Saturday Matinee	11.0
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		28. Channel 11 Matinee	11.0
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		19. Adventure	11.0
		20. Captain Midnight	11.0
		21. Late Show	11.0
		22. Bible Dramas	11.0
		23. Your Star Showcase	11.0
		24. Super Circus	11.0
		25. Saturday Matinee	11.0
		26. Saturday Matinee	11.0
		27. Channel 11 Matinee	11.0
		28. Channel 11 Matinee	11.0
		29. Darts for Dough	11.0
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1. Waterfront (Adv.), MCA-TV	51.0	6. Strike It Rich	9.4
2. Cisco Kid (West.), Ziv-TV	39.3	7. Clim	

EDITORIAL

We Repeat, Gentlemen

The Washington political jigsaw carved a more intricate pattern this week, with Sen. William Langer, a co-sponsor of the Kilgore Bill, preparing to hopper a bill identical to the Fact-Finding measure previously introduced in the House by Rep. Frank J. Thompson Jr., and Representative Thompson introducing in the House a measure paralleling the bill sponsored by Senator Kilgore.

It's quite a tongue-twister if you don't read it slowly. Aside from that word of caution, we take the opportunity to again state The Billboard's point of view. Briefly, we strongly support the Thompson-Langer Fact-Finding measures, rather than the Kilgore-Thompson gambit. We regard the latter as a piecemeal approach to the problem, whereas the former is a more inclusive approach. To our minds, a fair appraisal may be achieved only thru Fact-Finding. We regret Representative Thompson's decision to espouse another bill, and, by the same token, are gratified that Langer's indicated sponsorship of Fact-Finding will give that philosophy additional support.

And when you read it over, fellows, it's best to do it slowly.

3d Copyright Org MOA's Objective

Major Changes Loom in MOA-NJBM Structure; Major Disk Labels Hold the Key

By JIM WICKMAN

CHICAGO, Feb. 26.—How successful Music Operators of America will be in its venture into the recording and publishing fields is still anybody's guess.

However, there is no guess work as to MOA's objective: Formation of third copyright organization to hedge against the possibility of an amendment to the 1909 Copyright Act, which exempts juke boxes from performance fees.

George A. Miller, president and general business manager of MOA, has declared that he considers "a third performance rights society the most important factor existing in the automatic phonograph industry today." What the nation's music operators think about the idea will have to be judged by their purchases of MOA supported records.

Last November National Juke Box Music, Inc., an enterprise formed to interest juke box op-

erators in a third copyright licensing organization, was launched and the first MOA-supported record was introduced.

Tunes Released

The first two tunes released on an NJB label were "Early, Early in the Morning" and "Daddy From Georgia Way," both recorded by an orchestra fronted by Bob Chester, popular swing band leader in the '40's.

Considering that both tunes were "unknowns" and that Chester was

(Continued on page 63)

Capitol Holds Three-Day NY Sales Meeting

NEW YORK, Feb. 26.—Capitol Records will call all its district sales managers into New York Monday (28) for a three-day series of meetings exploring the diskery's new distribution and promotion set-up. Under the new plan the promotion of singles and albums have been separated organizationally. Too, district men will now concentrate on pushing album merchandise (The Billboard, February 26).

On hand at the Gotham huddles will be Capitol's six district sales managers, country and western promotion man Bob Burrell, Scranton plant manager Mac Hardy and pop promotion chief Dick Linke, in addition to Cap veepee Bill Fowler and the firm's newly named sales manager, Mike Maitland.

Coral in Talk With Freed On Disk Pact

NEW YORK, Feb. 26.—Coral Records is reportedly negotiating a contract with local radio station WINS' deejay Alan Freed. Terms supposedly call for the rhythm and blues spinner to function both as an artist and in some kind of artist and repertoire capacity for the label, reporting to Coral's a.&c.r. chief, Bob Thiele.

Freed has already recorded for Coral, in that he did a special intro for Billy Williams' last disk, "I Wanna Hug Ya, Squeeze Ya, Kiss Ya." However, he wasn't billed on the label and, at that time, said he only did it as a personal favor to Williams. Since then, Freed reportedly has been dickering a deal with RCA Victor. At the writing, tho, it looks as tho Coral has the inside track.

Mail Order Co. Offers Disks On Club Plan

NEW YORK, Feb. 26.—Nel-Kaye Records, Inc., a mail-order house here, is promoting a direct-to-consumer operation offering LP's at "dealer cost." Membership in the firm's "Record Club of the Year" costs participants \$10 a year.

In ads placed in small community newspapers around the country, Nel-Kaye gives its prices for records at 38 per cent off the suggested manufacturers' lists. The ads state defective records may be exchanged at no additional cost.

In addition to the membership fee, however, purchasers must also pay 25 cents per order, plus an extra 10 per cent of the purchase price for "postage."

A similar program was tried here some years ago by Charles Lichtman of the now defunct Whirling Disk shop, but it was dropped after several months.

Bill Simon Rejoins BB

NEW YORK, Feb. 26.—Bill Simon, music staffer with The Billboard from 1948-'51, rejoins the staff Tuesday (1). Simon in recent years has been in the music publishing and personal management phase of the business and is currently disposing of these enterprises.

For the past five years he has also been writing pop and children's record reviews for the Saturday Review.

Chances Better for Hearings On Copyright Revision Bills

Langer Reported Preparing Senate Bill; Thompson Intros New Measure

By BEN ATLAS

WASHINGTON, Feb. 26.—Congress moved a step closer to deliberating the issue of copyright revision in a new spurt of activity this week. Key developments were:

(1) Sen. William Langer (R., N. D.), it was reliably learned, is preparing to hopper a bill next week identical to the House-sponsored measure by Rep. Frank J. Thompson Jr., to create a federal fact-finding commission to study revision of the Copyright Act of 1909.

(2) Representative Thompson introduced a House counterpart of the bill sponsored by Sen. Harley M. Kilgore (D., W. Va.), and nine other senators to end exemption of juke boxes from copyright royalty payments.

These twin steps are figured as not only increasing the possibility for hearings on both the Kilgore and Thompson copyright revision bills, but also raised the possibility that both bills will be considered at the same hearing. Strong likeli-

hood persists that the bills will first come up for deliberation in the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks, but there is nothing to prevent the counterpart committee on the House side from taking up the bills first or at the same time the Senate group airs the legislation.

More Sponsors?

There is considerable likelihood that Thompson's House version of the Kilgore anti-juke box exemption bill will get additional House sponsors. An effort to get more sponsors is under way already by proponents.

Talk is current on Capitol Hill that Rep. Emanuel Celler (D., N. Y.), chairman of the Senate Judiciary Committee, will be first to join Thompson as a co-sponsor of the House version of the Kilgore bill. Celler for years has been a staunch advocate of this kind of legislation. Two congresses ago when the Bryson-Kefauver anti-juke box exemption bill was in a hearing before the House Judiciary

Copyrights Subcommittee, Celler came before the subcommittee in the role of a witness in support of the bill, and he sought vigorously, tho futilely, to induce the full committee to discharge the bill.

Langer's sponsorship of a Senate version of the Thompson bill is expected to give that piece of legislation a strong boost. Langer is ranking Republican of the Senate Judiciary Committee headed by Senator Kilgore, and he is a co-sponsor of the Kilgore anti-juke box exemption bill. Thus, Langer, like Representative Thompson, will be in the position of sponsoring both measures. Their avowed purpose is to bring both proposals to the atten-

(Continued on page 63)

Coast Indie Labels to Hike Price of 78's

HOLLYWOOD, Feb. 26.—The official action had not been taken late yesterday (25), indications were that Coast independent labels would raise the price of 78 r.p.m. records before the week is out.

The raise, which would officially peg 78 r.p.m. records at the consumer price of 98 cents, would be a token one at best since dealers in this area have been selling records at that price for some months now. Moreso, distributors have been selling 78's at the wholesale price of 60 cents (The Billboard, February 19) for approximately two weeks.

The broad effect of such an increase will be felt at the distributor level only, with the latter group expected to pay approximately 4 cents more for records. Current discussions among Coast record firms indicated that the same distributor discount of 50 and 10 per cent would prevail.

Labels expected to make the increase include Aladdin, Imperial, Modern, RPM, Crown, Flair, Dootone, Specialty, Spark and Combo.

The retail price of 45 r.p.m. records will not be affected by the projected increase of 78's, and will remain at 89 cents.

ASCAP Cuts Up Nearly \$8 Mil In 6-Mo. Span

HOLLYWOOD, Feb. 26.—Approximately 400 members of the American Society of Composers, Authors and Publishers heard President Stanley Adams reveal that during the six-month period ending January 31 distribution to both writer and publisher members totaled \$7,800,000.

Semi-annual meet of the organization at the Beverly Hills Hotel here (24) also heard Coast Chairman L. Wolfe Gilbert, Comptroller George Hoffman, Treasurer Saul Bourne and board member Alex Cramer.

Meeting was marked by the most vociferous attack yet heard from Adams relative to the "inequity in the present copyright law which exempts the juke box operator from compliance with the performance for profit sections."

Adams lauded U. S. Senator Kilgore for his introduction of a re-

(Continued on page 18)

THERE OUGHT TO BE A LAW

Lavern Baker Seeks Bill to Halt Arrangement 'Thefts'

NEW YORK, Feb. 26.—Lavern Baker, Atlantic Records vocalist, this week appealed to Rep. Charles Diggins Jr. (D.-Mich.) to study the possibility of revising the Copyright Act of 1909 in order to protect singers from "modern-day pirates."

In a letter to the Congressman, Miss Baker notes that she recorded "Tweedle Dee" on Atlantic several months ago. Georgia Gibbs and Vicki Young, she stated, "duplicated my arrangement note for note on records. . . ." Miss Baker estimated she lost \$15,000 in royalties because purchasers bought other versions of the tune, thinking it was hers.

Miss Baker's letter highlights a problem that has caused tremendous controversy in the trade, namely, the duplication (rather than the covering) of successful disks. To illustrate the practice, the letter mentioned the case of Paul A. Watson, who recorded "A Little Bird Told Me" on Supreme in 1948—a disk which was "copied in its entirety by Evelyn Knight on Decca." In the ensuing test case, the court held that the Copyright

Act protected a song—but not an arrangement.

"Frankly," Miss Baker writes, "I think the . . . law is outmoded and should be amended by bringing it into line with present-day conditions. . . . Since there is no court to uphold my right . . . maybe my plea for protection will merit some attention from you. After an investigation of the facts you might see some wisdom in introducing a law to make it illegal for one singer to duplicate another's work. It's not that I mind anyone singing a song that I write, or have written for me by someone, but I bitterly resent their arrogance in thefting my music note for note."

The current expansion of the rhythm and blues market has brought into sharper focus the points made by Miss Baker, owing to the fact that so many pop artists and recording companies have been trying to ride the r.&b. crest. Atlantic Records, for whom Miss Baker records, is regarded as having been a prime target of artists and labels attempting to ride the r.&b. trend via covering records which are duplications of the original disk. Causing most talk in the trade in recent months was Patti Page's disk of "Oh What a Dream" following the original At-

(Continued on page 18)

M-G-M GETS UA 'MARTY' TIE-IN

NEW YORK, Feb. 26.—M-G-M Records and United Artists are readying a joint promotion on Leroy Holmes' new disk, "Marty," theme song from the forthcoming Hecht-Lancaster movie of the same name. The tune was penned by Harry Warren and Paddy Chayefsky. The latter also scripted the screenplay and the original teleplay on NBC-TV. The Holmes record (lyrics warbled by the Naturals) features a promotional jacket which carries credits and stills from the movie. Other special material will be made available to dealers, distributors and exhibitors thruout the country. Deejay promotion will concentrate on a name-the-tune contest gimmick, which UA has employed with success in the past on "The Barefoot Contessa" and "Vera Cruz."

Merc Distrib In St. Louis

CHICAGO, Feb. 26.—Morris Price, vice-president in charge of sales at Mercury Record Corporation, this week announced that the firm had opened its own distributorship in St. Louis. The new outlet is called Mercury Record Distributors, Inc.

The new distributorship is managed by Pat Blunda. Blunda was formerly manager for the Columbia distributor in St. Louis, and recently had been working as disk jockey contact man in that territory for the former Mercury distributor, Commercial Music.

The new office will service the St. Louis and Kansas City territories. The move is another step in the firm's policy of establishing company-owned distributorships in major markets across the country.

LP Indie Holdouts On Prices Give In

Westminster, Haydn Society Set \$2.99 Sale; Colosseum to Drop, Maybe Vox

By IS HOROWITZ

NEW YORK, Feb. 26.—The few remaining \$5.95 holdouts among independent LP manufacturers are not expected to weather a final battering of the old price structure by Westminster Records, which next week will launch a special sale, bringing down the price of its classical 12-inchers to \$2.99.

The sale, tied in as a promotion to mark the company's fifth anniversary, will run until April 9. It will be broken to the public tomorrow (27) in a full-page ad in The New York Times.

Such action was predicted in The Billboard early last month. A price story in the January 15 issue said, "In the case of Westminster, persistent reports indicated a drastic sale would soon be announced that could bring down the dealer price, in some cases as low as \$2.03." The reports were later denied by Westminster execs.

Haydn Sale

Haydn Society, another \$5.95 holdout, will also run a general \$2.99 sale. The promotion is due to kick off Tuesday (1) and will run for two weeks to a month. All Haydn Society releases, except those announced for March but actually due for release in April, will be included.

In neither the Westminster nor the Haydn Society case is the post-sale price expected to return to \$5.95. Tradesters predict their new lists will drop to \$4.98.

Capitol & V-M Tie-In on Key Hi-Fi Drives

NEW YORK, Feb. 26.—The V-M Corporation will tie in with Capitol Records next week in a drive to promote the phonograph manufacturer's new hi-fi line in selected key markets. The campaign will run from March 1 thru April 15.

Capitol, whose company-owned branches carry the V-M line on a non-exclusive basis, will tie in with the drive in Boston, Philadelphia, Atlanta, Dallas, Milwaukee, Cleveland and Seattle.

Any dealer who places an order for \$500 worth of V-M merchandise thru the participating branches will receive special advertising allowances, promotional material including display racks, streamers, easels, free hi-fi demonstration records and catalogs. Dealers will also become eligible for prizes in window display contests.

The campaign was set up for Capitol by Joe Bour, accessory promotion manager, who just completed a flying tour to the branches where get-togethers were held with branch men and district sales managers.

Beginning next week Bour moves his entire operation to Capitol's Scranton, Pa., plant.

Korn Named Exec VP of Remington

NEW YORK, Feb. 26.—Bennet Korn has resigned his sales exec post at WNEW here to become executive vicepres of Remington Records, Inc.

The Korn appointment signals Remington's intent to expand its base of distribution, increase its releases and add new artists to the rosters of both Remington and Plymouth this year, according to Remington prexy Donald H. Gabor. Prior to joining WNEW six years ago, Korn served as sales promotion manager and account exec at the New York Times' radio station, WQXR, here.

GAMBLING IN THE GARDEN

NEW YORK, Feb. 26.—John B. Gambling, of WOR here, will pull a "Liberace" next Thursday (8), when he celebrates his 30th year on the air with a gala broadcast from Madison Square Garden.

The veteran broadcaster has invited his listeners to attend the blow-out at the Garden from 7:15 to 11 a.m., and the station's press agent, at least, is confident he'll draw as big a crowd as Liberace (e.g. capacity).

As a gesture of respect to dean Gambling, early morning deejays on other Manhattan stations will also be on hand for the Tuesday event along with name guests. However, music will be limited to the canned variety.

The big question mark among top-rated indies remains Vox, still operating at the \$5.95 peg. But here, too, there is considerable speculation that a \$4.98 list is not too far in the future. Vox has guaranteed prior announcement to dealers for any drop in lists.

Colosseum, meanwhile, is planning to drop its prices for 12-inch LP's to \$3.98 on April 1. The new price will obtain on the bulk of the diskery's catalog, with relatively few exceptions (CLPS Series) remaining at \$5.95. There will be an added \$1 charge for Colosseum album sets.

WANTED: MIL FOR SONG

Writers' Dough Ain't What It Used To Be, Except for H'wood, B'way

Continued from page 1

years come from pictures and mainstream musicals.

A brief glance at a list of songwriters both past and present, engaged in cleffing for the motion picture studios and Broadway bears out the foregoing statement. Standards that are continually reprised came from the pens of such writers as Jimmy Monaco, Ben Oakland, Con Conrad, Ralph Rainger, Andy Razaf, George M. Cohan, Harold Arlen, Gus Edwards, Hoagy Carmichael, Fred Ahlert, Abel Baer; the great Brown, DeSylva and Henderson team, and many others. Invariably, these writers were at one time or another under contract to the Hollywood studios or creating songs for the Broadway stage.

Picture Changes

In years past, Hollywood song scribes were guaranteed a fixed income. The picture has decidedly changed since then, with few studios employing writers on an exclusive basis. Currently such writers as Sammy Fain, Jules Styne, Paul Francis Webster, Mack David, Leo Robin, Mack Gordon, Sammy Cahn, Frank Loesser, Harry Warren, Johnny Mercer and others are

at work at the motion picture studios, tho none of them have contracts.

The studios hire composers and lyricists on assignment basis only, with the writers' tenure determined by the number of songs to be produced. Prices for assignments fluctuate, and have been known to bring anywhere from \$1,000 to as high as \$15,000.

Based on current Hollywood production schedules, approximately 30 full-scale musicals are slated to go before the cameras soon. The list is sure to grow with some tradesters predicting a total of 50

Diskers Back Goody Needle Warning Pitch

NEW YORK, Feb. 26.—Sam Goody's campaign to have manufacturers print precautionary legends on LP liners warning against the short life of some needles has received support from two major diskeries.

In an open letter to producers, printed as an ad in The Billboard last week, the discounter placed the responsibility for adequate consumer education at the manufacturer level. He said use of worn needles, under the misapprehension that they were "permanent," affected reproduction and cast reflection on disk quality.

In a telegram to Goody this week, Jim Conkling, president of Columbia Records, said, "Your Billboard ad on needle wear is very provocative, and I believe emphasizes a problem faced by most dealers. In my opinion this warrants prompt study and action. As you know Columbia jackets carry some information about needle wear, but I believe this can be materially strengthened."

An earlier letter from Manie Sacks, RCA Victor chief, to Goody said that instructions have been given "our album department that as future album covers are ordered, an appropriate statement should be embodied."

RCA Report Sees \$300 Mil High

NEW YORK, Feb. 26.—Lower prices of packaged records should stimulate consumer purchases and help build industry volume to a new high of "more than \$300,000,000 in 1955," according to the annual report of the Radio Corporation of America.

The report also said that industry sales totaled \$225,000,000 in 1954, or a 10 per cent increase over the previous year.

Wexler to Head Col. Electronic Products

NEW YORK, Feb. 26.—Paul Wexler has been named director of operations for Columbia Electronic Products, a new division created by Columbia Records to help diversify and expand the company's activities.

Wexler, a vice-president of Columbia, has served the diskery as national sales manager since 1950. The top sales post, insofar as it concerns records bearing the Columbia label, will go to Hal Cook, formerly of Capitol Records (The Billboard, February 26). Wexler assumes his new post Tuesday (1).

In his new position Wexler will assume the direction and supervision of company products other than Columbia records. Among

these are phonographs, transcriptions, Epic and Okeh disks. In addition, Wexler will supervise sales of Cryton Precision Products, a company facility for the production of precision plastic products other than records.

New Products

Jim Conkling, Columbia president, said the new electronic products operation will also involve the development and merchandising of new company products still in the laboratory stage.

Conkling also announced added responsibilities for two other key Columbia execs. William S. Bachman has been named director of engineering research and development, and Herbert M. Greenspon director of manufacturing and technical operations.

Bachman now assumes the responsibility for the development of new products and recording techniques and the establishment and control of standards for records and phonographs. He will also be in charge of products and methods engineering at Columbia's Bridgeport plant.

Greenspon, with the firm for 20 years, takes on new duties in recording and order service functions, as well as supervision of the entire manufacturing operation here and abroad.

CLEAN-UP TIME

BMI Tightens Controls on Song Lyrics

NEW YORK, Feb. 26.—Concern over the possibility of inadvertently licensing objectionable song material has led Broadcast Music, Inc. to weave several new strands in the already tight protective screen ditties must pass before clearance.

It is known that top BMI brass are occasionally consulted, and some borderline cases have wound up on prexy Carl Haverlin's desk before a final decision was reached.

In the last 12 months BMI has refused clearance to about 100 songs because of objectionable lyric content. Most of these were rhythm and blues tunes, altho some did come from other musical categories.

BMI's pitch to publishers, which might be paraphrased as "You don't have to be dirty to be successful," has resulted in considerable pre-screening by copyright holders. It is pointed out, for instance, that of the 100 ditties denied BMI clearance in the past year, only 25 were bounced back in the last six months.

Tunes not given BMI clearance are not listed in the licensing org's pin-up and release sheets to music users. If they are not cleaned up in revision they are not carried on the BMI books.

Last April Joe Turner's "Shake, Rattle and Roll" on Atlantic was refused clearance and tho it went on to become a towering r.&b. hit, the disk never received BMI listing. Follow-up covers featured revised lyrics.

ASCAP Appeals Board Is Elected

NEW YORK, Feb. 26.—Results of elections to the board of appeals of the American Society of Composers, Authors and Publishers are as follows: In the Popular Production Writer field Abel Baer and John Redmond were re-elected, as was standard writer Douglas Moore. In the Popular Production Publisher field, Joe Santly was re-elected, as was Joseph A. Fischer, standard publisher. Newly-elected to the appeals board was Fred Fox, of the Sam Fox Publishing Company.

'HIT THE DECK'

Lend-Lease Arrangement Assists M-G-M

NEW YORK, Feb. 26.—M-G-M Record's lend-lease artist arrangement with other labels continues this month with its 36th sound-track album "Hit the Deck." The set will be released on the eighth anniversary of the company in mid-March. Victor's Tony Martin and Mercury's Vic Damone both warble on the LP, in addition to M-G-M artists Jane Powell, Debbie Reynolds, Ann Miller and Kay Armen.

Martin and Damone also appeared on M-G-M's "Deep in My Heart" sound-track album, in return for which the label let Mercury have sound-track album rights to Damone's M-G-M movie "Athena," and allowed Debbie Reynolds on Eddie Fisher's "Man Chases Girl" for Victor.

The "Hit the Deck" album, from the movie version of Vincent Youman's Broadway musical, will be issued as a 12-inch LP, a three-pocket EP and a four-pocket 78 r.p.m. set. Deejay Ted Brown, of local station WMGM, has recorded a special sales pitch with some selections from the sound-track package, and this disk will be available to dealers and distributors as a special demonstration platter.

M-G-M is also making available to distributors a special deejay-label LP. It will be sold to distributors for \$1.25, after they file an advance report on TV and radio stations which have indicated they will broadcast the special disk.

Aberbachs Get Wabash Catalog

NEW YORK, Feb. 26.—Jean and Julian Aberbach, continuing to add to their copyright holdings, have acquired the rights to the Wabash Music Company. The catalog, founded by Lester Melrose in Chicago years ago, contains upwards of 385 recorded songs, and is primarily a rhythm and blues catalog. The Aberbachs, owners of Hill & Range and other extensive enterprises in the country and western and gospel fields, have expressed much interest in the current expansion of the rhythm and blues market.

Wabash Music tunes will be cleared by the Aberbachs thru St. Louis Music, a Broadcast Music, Inc. affiliate. Last week The Billboard announced the Aberbachs' acquisition of the Theodore R. Frye catalog. This, too, will be cleared thru St. Louis Music. Several weeks ago The Billboard revealed the Aberbachs' acquisition of the performing rights to the Stamps Baxter catalog, following termination of that firm's present contract with SESAC.

Duke Label Will Put Out Ace Album

NEW YORK, Feb. 26.—The demand for records by the late Johnny Ace has become so strong that Duke Records will release its first packaged sets of his past hits. The sets to be released include a 10-inch LP which will contain all of Ace's previously issued singles, such as "The Clock," "My Song" and the rest.

The diskery will also make the tunes available on EP's. The LP and EP sets are the first ever issued by the label in the r.&b. field. Orders for the Ace sets to date, both the LP and the EP's, are heavy, according to national sales manager Irv Marcus. Ace's last record, "Pledging My Love," is No. 1 on The Billboard's best selling r.&b. chart, and is also on the pop record best selling chart.

Musical Tax Takes Down In November

WASHINGTON, Feb. 26.—The yield from the federal tax on phonograph records and other amusement levies, except for musical instruments, showed a drop in November last year, the Internal Revenue Service reported this week.

Revenue from the tax on phonograph records totaled \$1,921,000 compared with \$2,218,000 in November the previous year, while tax on phonographs, radios and TV sets was \$32,120,000 compared with \$33,128,000 in November, 1953. The tax on musical instruments produced \$2,203,000 in November, 1954, compared with \$1,953,000 the previous November.

The yield from the federal tax on admissions to cabarets and roof gardens was \$6,711,000 in November compared with \$7,117,000 a year before, while the tax on admissions to theaters and concerts was \$20,300,000 compared with \$55,073,000 in November, 1953.

TALENT RACE

Waldorf's Two Labels Seek Names

NEW YORK, Feb. 26. — The competitive situation these days is such that even the low-priced promotional disk lines are getting into the talent race to come up with name attractions for their LP and EP packages. Typical is the effort now being made by the Waldorf diskery's two lines, the Music Hall pop label and the Grand Award longhair label.

The diskery's chief, Enoch Light, has been seeking name talents particularly for the Music Hall label—a 10-inch LP line which retails for 99 cents. Currently getting cover billing are Eugene Conley, Winifred Heidt, Rex Stewart, Will Bradley, Bobby Byrne, Pee Wee Irwin, Eddie Safranski, Peanuts Hucko, Vincent Lopez, Bud Freeman and Lew White. All the artists are currently cutting for the label. Lopez is the latest addition.

The classical line, Grand Award, is featuring such symphonic groups as the Radio Vienna Grand Symphony and the Vienna State Opera Orchestra. Conley and Miss Heidt have also been recording for this line, which sells for \$2.98. The diskery features full-color reproductions of famous paintings on the album covers. Deals for art work are made with museums all over the world. The label's best-selling "Sheherazade" package, for example, features a Rubens painting on the cover, while a waltz package uses a Renoir.

'SHOWCASE'

Marts' Top Tunes Spun On Network

CINCINNATI, Feb. 26.—Rex Dale, deejay at WCKY here, has begun a series of radio shows on a three-State regional network for Bavarian Beer. Titled "Showcase of Hits," the show features the top tunes from each market into which it is being piped.

Carrying the show are the following stations: WBEX, Chillicothe; WBNS, Columbus; WCHO, Washington Court House; WHIO, Dayton; WHIZ, Zanesville; WMRN, Marion; WMVO, Mount Vernon; WOHP, Bellefontaine, and WPAY, Portsmouth, plus WCNB, Connersville, Ind.; WFTM, Maysville, Ky., and WKBV, Richmond, Ind.

Each program also contains a "Spotlight Feature," which includes interviews with disk artists, new tunes which Dale feels have a chance to reach the top, novelty tunes and old-timers which have lead the parade in the past.

NEW FIELDS?

Disney Tie-Up Stirs AB-PT Disk Rumors

NEW YORK, Feb. 26.—Trade circles were buzzing again this week about the expected entry of American Broadcasting-Paramount Theaters, Inc., into the record business. The sources close to the broadcasting-theater firm are being particularly quiet, it is no secret that AB-PT's deal with Walt Disney has stirred up plenty of top echelon thinking about getting into the disk business.

Current belief is that the nucleus of such a record label would be the Disney characters, performing and writing talent. The current pop hit, "The Ballad of Davy Crockett," was kicked off on the Disney ABC-TV network show. And while Disney made a deal with his Fess Parker version of the tune with Columbia Records, the new label would, it is assumed, grab off such items in the future.

ABC network is currently engaged in research on the kidisk market. It is believed that this project involves a future disk label. It is also known that AB-PT has, in the past, approached several large labels with a view toward buying them.

Current Disney disk deals involve such labels as Victor, Little Golden and Capitol, the none of these firms has a complete exclusive deal with Disney.

Capitol Adds 4 to Roster

HOLLYWOOD, Feb. 26.—Capitol Records fattened its talent roster this week with the addition of two vocal groups and two girl singers. Added were the Gallahads, the Taylor Sisters, formerly known as the Taylor Maids; Lee Kane and Betty Anne Steele, latter formerly with the Buddy Morrow ork.

Firm has been adding new talent en masse in recent weeks, previously signing the Paulette Sisters, Bunny Paul, Danny Capri and Bobby Milano.

WDIA, WILY Hit Top Negro Pulse

NEW YORK, Feb. 26. — The highest Negro Pulse audience rating in America was chalked up last month by WDIA, Memphis, and WILY, Pittsburgh, with the former taking first place with a 15.0 rating, and the latter only slightly lower with a 14.6.

The Pittsburgh station also racked up top ratings for every quarter hour in its local Negro market last month and in nine quarter hours of the composite day had more audience than all other Pittsburgh stations combined. While the 50,000 watter WDIA has been on the air for several years, WILY had been in existence less than five months at the time Pulse took its January survey.

Period Records Names Feather A&R Consultant

NEW YORK, Feb. 26.—Leonard Feather has been named artist and repertoire consultant by Period Records in a drive by the independent LP label to expand its coverage of the jazz field. In his new post Feather will supervise the recording of new material as well as help acquire older masters. He has just completed three sessions with Osie Johnson and a combo for release next month.

The firm has just released the first five LP's under its new program, with regular monthly releases scheduled. All 10-inchers, they list at \$3.98.

Vox Jox

By JUNE BUNDY

GREEN GIMMIX: Dean Parker jumped the color-gun on St. Patrick's Day this month and pushed his new "Green Fire" disk with New York deejays, via an emerald-dyed gimmick. Parker's press agent talked model Vickie Hayes into dying her hair, eyebrows, finger nails and poodle green. Then (attired in green dress, gloves, stockings and shoes and smoking a green cigarette thru a green holder) she made the rounds of local stations to deliver the Parker platter. The columnists were startled, but most of the blase Manhattan spinners took it in their stride, including Art Ford, Ed Locke and Bill Kemp, of WNEW; Ed Stockes and Bill Silbert, of WMGM; Jack Lacy, WINS, and Murray Kaufman, WMCA.

THIS 'N' THAT: Ted H. Lumpkin, WNAG, Grenada, Miss., married the former Mary Elizabeth Saunders, of Hernando, Miss., last January 16. They honeymooned in New Orleans and dropped in to chat with WWL's Dick Martin. . . . Spencer (Poppa Meathouse) Cabelton, KWFC, Hot Springs, Ark., conducts a Monday thru Friday r.&b. disk show by day and is a policeman by night. He also has an hour-long spiritual record program on Sunday morning. . . . Joe (Tex) Gathings, WOOK, Washington, is on the air 40 hours a week with r.&b. plus pop and jazz. . . . Bob Blackshear, KVOU, Uvalde, Tex., wants more co-operation from distributors on getting disks for his two-hour r.&b. show and 45-minute spiritual program. Blackshear specifically desires platters from RPM, Federal, King, Apollo, Aladdin, M-G-M, Savoy, Blue Note, United, Okay, Herald, Epic and Mercury.

R&B ROLL CALL: Okey Dokie, WBOK, New Orleans, tests his records on a group that visits the studio every day to determine which records should be played most on the air. . . . Jack Allyn, WROV, Roanoke, Va., says his weekly r.&b. record dances are still drawing big teen-age crowds at the Star City Auditorium. Allyn uses Jackson as his "air name" and "Jam Up" as his theme, so his fans have started several "Jam Up With Jackson" clubs in his honor. . . . Ollie Robinson, WPRT, Prestonburg, Ky., recently asked his "Musical Clock" listeners (Continued on page 33)

DEALER DOINGS

By GARY KRAMER

PROGRESS: C. Robert Martin of Melody Lane, Palo Alto, Calif., writes of an incident that proves that we may all be wearing long white beads before everyone is converted from 78's to 45's. A customer was given a pitch on a three-speed phono, but he found it a pretty radical contraption. "He had only recently converted to a 78 r.p.m. machine from cylinders," says Martin.

CONTESTS: Buhl Sons, Detroit distributor for Columbia, is conducting a dealer-consumer contest for lower Michigan and Northern Ohio designed to promote sales of both records and phonos. The winners, to be named in April, will be escorted by Paul Weston thru Columbia's Hollywood studios and will meet the top stars and maybe even take a dip in Liberace's pool. Other prizes include trips to Acapulco, Mexico, and New York. . . . M-G-M has named the winners in its "Seven Brides for Seven Brothers" window display contest. Frances Egan, of the Egan Record Shop in Biloxi, Miss., and Mr. Broussard, of the Saenger Theater in the same city, split \$200. New Yorkers J. Weiss of Inwood Radio and Records and Anthony Capra of the Inwood Theater split \$100.

CHANGES MADE: The B. A. Neal Radio Shop, Mansfield, Pa., has moved to a larger building and increased its record department. . . . J. G. Murray, owner of A'Murco Music in Dallas, has opened a new outlet in Irving, a suburb of Dallas. It is also known as A'Murco and is located at 905 East Irving Boulevard.

SUGGESTIONS: Sammie Stone of Long Beach, Calif., like many other unspecialized dealers, has problems selling classical records. It is economically impossible to stock large numbers of LP's for demonstration purposes, yet he finds he must, since customers will not buy a used record. Stone asks, "Why can't manufacturers make a special disk for dealers, on the order of the hi-fi demonstration disks, with excerpts from new LP's? The money saved in duplicates could be used to stock more sets." . . . The Billboard's "Today's Top Tunes" are great for stimulating consumer sales, reports E. B. Vodden of The Little Record Shop, Vassar, Mich. He uses The Billboard charts as a buying guide, and "Today's Top Tunes" convince customers the disks he stocks are what they should have.

Price change gripes are still coming in. R. L. Hanson of Stockton, Ill., is particularly unhappy about upping the price of 78's in pop lines. He has felt it necessary to absorb the extra cost himself. The Turntable Record Shop of Columbus, O., is grateful that RCA Victor took the lead in dropping LP prices and feels that it gives the industry a shot in the arm. Other labels come in for criticism, however, for keeping so many important LP's at \$4.98 and \$5.95. This store finds that it only throws more sales to RCA Victor and other classical labels hewing more closely to a \$3.98 line.

JUKE BOX WRAP-UP

H. C. Evans & Company shuts down. Juke box manufacturer will liquidate all assets on March 29 at public auction. Approximately \$681,000 in equipment to be sold. Leaves only four phonograph manufacturers remaining.

Dick jockey-music operator co-operation pays off in Cincinnati as 5,000 customers submit song titles in juke box sponsored "Name-the-Song" contest. The tune was on a King label with Bill Doggett leading the instrumental. First prize of \$500 awarded by deejay.

Recording artists and exhibitors to be on hand for the 1955 MOA convention begin to mount. Artists already confirmed include Fontane Sisters, Johnny Maddox, Hill Toppers and Billy Vaughn. Entertainment committee hoping to hear from Como, Sinatra and Dorothy Collins.

For full details on these stories see Music Machines department beginning on Page 63.

TALENT TOPICS

'BIRDLAND STARS' DRAWS 6,710 IN TWO CHI SHOWS . . .

The "Birdland Stars of '55" package hit a nifty gate of 6,710 people for their two performances at the Civic Opera House in Chicago. The show, headed by Sarah Vaughan, Count Basie and orchestra, George Shearing, Erroll Garner, Stan Getz, and Lester Young, reported receipts of \$20,200. At the first show, only 21 seats were left empty.

NATIONAL DANCE FESTIVAL SETS UP 50 PRIZE MONEY . . .

Awards totaling about \$5,000 will be offered contestants at the National Dance Festival in Milwaukee, tentatively scheduled for July 13-15 to coincide with the city's All-Star Festival, to start July 11, in connection with the All-Star baseball game on the 12th. Contestants may enter by making application to National Dance Festival, Box 1663, Milwaukee.

HUROK TO IMPORT 'COMEDIE FRANCAISE' . . .

Sol Hurok has arranged for the "Comedie Francaise," France's most famous theatrical company, to tour Canada and the United States next season, marking the first time the group has appeared in this country. Heretofore New York's only contact with the Comedie Francaise has been thru WNYC's local broadcasts of the group's plays, which were specially taped in Paris for broadcast here by the French Broadcasting System in North America.

RUSTY BRYANT ORK ON 1-NIGHTER TOUR . . .

The Rusty Bryant ork, currently playing the Carolyn Club, Columbus, O., has broken all records for business and attendance at the spot. The ork, being handled by Lester Lees heads out on a national one-nighter and location tour beginning Tuesday (1). Bookings are already set for a good portion of the tour thru the band's recent hit disks

on the Dot Record label, "Castle Rock" and "All Night Long."

ABC 'MUSIC TENT' RUNS SINGING CONTESTS . . .

The ABC radio network has launched a new musical program, "Music Tent," on Thursday from 9:30 to 10 p.m., with Art Fleming as host and Glenn Osser and his orchestra. The format features a competition between four professional singers each week, with winners given a chance to compete for a contract with one of the leading musical tent show companies across the country.

The first such contract will be offered by the Flint (Mich.) Musical Tent. At the end of the season, all semi-final winners will compete for a trip to Europe and a long-term contract with a summer theater. Songwriter Otto Harbach and Flint Musical Tent producer Robert K. Adams were talent judges on the first show.

Sammy Davis Jr. leaves Miami Beach Wednesday (2) to come into New York for recording sessions. . . . Davis and the Will Mastin Trio open at the New York Copa on March 24 for four weeks. . . . Tommy Mara guests on the Howard Miller TV show in Chicago thru March 4. . . . The Fontane Sisters will receive a Gold Record for "Hearts of Stone" on the Ed Sullivan "Toast of the Town" TV show. . . . Betty Madigan makes her bow in Detroit when she plays a two-week engagement at the Statler Hotel there beginning April 25. . . . Gene Krupa's disk contract with Norman Granz has been extended for another year. Krupa's trio is currently at The Crescendo in Hollywood. . . . Karen Chandler will play Alfred University, Alfred, N. Y., on March 18. . . . Jack Pleis, Decca's musical director, goes to California this week for recording sessions with Kitty Kallen and the Four Aces. . . . General Artists Corporation has signed Eileen Todd. . . . Tony Travis left this week on a 10-city junket visiting deejays. . . . Joe Loco and his combo, now at the Birdland in New York, leave soon on an Australian tour.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

American Corporation, Hollywood, has set Lefty Frizzell with "Town Hall Party," Compton, Calif., for an extended engagement. He will be featured with "Town Hall's" full-network show on NBC as well as on the unit's regular three-hour TV show seen every Saturday night. On March 5 Frizzell begins his second year on XERB, San Diego, Calif., where he does a 15-minute daily radio show with Uncle Jim Christie. . . . Freddie Hart, whose click disk, "Loose Talk," is reported going great guns on Capitol, is currently on a Northern California spin for Americana, and follows with Texas dates for the same office, opening at El Paso March 4. He'll be on the road a month, rejoining "Town Hall Party" in Compton, Calif., April 1.

Joe Taylor and His Indiana Red Birds, of Fort Wayne, Ind., are now working under the personal management of Bill Corley, publicity and promotion expert. . . . John Harper, emcee with "Big D Jamboree," Dallas, now has his own daily TV seg on KRLD-TV there, introducing western movies to the kiddie trade in the afternoons. George McCoy, "Big

D" steel man, sings a ballad or two as part of the format. . . . Bill Carlisle's newest on the Mercury label is "Rusty Old Halo," with the flip side, "It's Bedtime, Bill." Bill and his gang have just returned to Nashville from a successful New England swing. . . . Sonny James was guest last Saturday (26) on "Big D Jamboree," Dallas, with Tommy Duncan set for April 5, and Freddy Hart, April 12.

Ferlin Huskey, Rod Brasfield, Justin Tubbs, Harvie June Van and Marvin Rainwater pulled 3,000 payees at the Auditorium, Norfolk, February 13. "We didn't lose any money with it," typewrites Sheriff Tex Davis, who spins the country wax at WCMS, Norfolk. "As a result, we have another show set for March 13, featuring Faron Young, the Wilburn Brothers, Little Jimmie Dickens and Del Wood." . . . The Louvin Brothers, Ira and Charley, made their debut with WSM's "Grand Ole Opry" in Nashville last Saturday (26).

Bob Kennedy's "Bandwagon," western variety-show heard from 7-8 p.m., Saturdays, over KOVR-TV, Stockton, Calif., manages to ring in *(Continued on page 34)*

RHYTHM & BLUES NOTES

By PAUL ACKERMAN

The rhythm and blues field will be pleased to know that the first disks on the Groove label cut by Bob Rolontz, former editor of this column, will be on dealers' shelves in approximately 10 days. Included are sides by John Greer and Piano Red. Rolontz is laying plans for stepped-up activity on the label.

There are a couple of interesting observations on the r.&b. charts this week. Firstly, the fine Johnny Ace side on Duke, "Pledging My Love," has moved into top position on every chart. Last week it had already scored Number 1 on the best selling list. Now it's Number 1 on the boxes and on the deejay chart. Such a fabulous success, of course, only emphasizes how keenly the trade will feel the loss of such an artist.

Another point of interest this week is the appearance in the national best seller charts of Jimmy Reed's "You Don't Have to Go" on the Vee Jay label. This is the second Southern-blues type of r.&b. wax which has proved strong enough—in recent wax—to break out as a good seller on more than a regional basis. It's currently in 13th position, and will almost certainly move up. Another of these traditional Southern-styled disks to get action recently was Lowell Fulson's "Reconsider, Baby" on Checker. Fulson is now moving down, altho it's still Number 9 on the operator list. Of course, this scarcely makes a dent in the over-all chart picture—which is monopolized by the newer-type r.&b. wax—but it is indicative of the renewed vigor of the Chicago based labels and it is a phase worth watching.

The newer-type r.&b. material continues to create a tremendous stir thruout the entire music business. It's no secret that some of the larger publishers and various a.&r. men have trouble latching on to the idiom. Some publishers, on the other hand, are quickly seeking to extend their activity in this field (see separate story on the Aberbachs' acquisition of the Wabash Music Company catalog).

Off the cuff: Atlantic's Clyde McPhatter, on leave from his Army base at Grand Island, N. Y., is in town. He's just made Pfc. . . . Chanter Ruth Brown is set for Steve Allen's NBC-TV show March 8. . . . Laverne Baker treks to the Coast, where the Gale Agency has booked her for an extensive series of engagements. Laverne has been resigned to a long-term pact by Atlantic. . . . Jaguar Records has purchased two instrumental masters cut by Joe Weaver's ork in Detroit. One of the sides, "The Lazy Susan," is a jitterbug-type of dance but at a slower tempo.

All the best to Savoy's Varetta Dillard. The thrush, riding high on the charts with "Johnny Has Gone," scored another smash last week. She gave birth to a girl, named Geni Varetta. Thanks, Herman, for passing on the news.

Illinois Jacquet opened Friday (25) at the Chicago Theater. He's set for two weeks. . . . Lester Young booked into Pabst's Philadelphia, for one week starting March 7. . . . Red Prysock set for five days at the Apache Inn, Dayton, O., starting March 10. . . . Bonnemere into the Comedy Club, Baltimore, starting March 7.

MUSIC AS WRITTEN

DURANTE MUSIC TO REACTIVATE . . .

Lou Cohen, president of Jimmy Durante Music Publishing Company, announced plans for a full-scale reactivation of the firm. The publishing company, an affiliate of ASCAP, has well over 300 copyrights in its catalog, a majority of which are special material songs written for Durante. The firm will now take on outside material as well. Currently, the Durante company is working on three tunes, "One in a Million," "Getting Lucky" and "Who Cares."

KCBQ TO STRESS MUSIC, NEWS SHOWS . . .

Prompted by the trend of national advertisers to allocate larger portions of their budget for local radio, Station KCBQ, San Diego, is scheduled to begin the first of a series of music and news shows on March 7. Stanley Norman, manager of the ABC-affiliated station, acknowledged that "we recognize the trend and intend to air a music show designed to accommodate the tastes of San Diego audiences." Station is allocating five hours of afternoon time previously used by network programming to air the show, which will be produced by Harry Martin and aired by disk jockeys Ernest Myers and Ralph Menard.

New York

Newly named as distributors for the Broadway label are House of Music, Roseville, Mich.; Broadway Distributors, New Castle, Pa.; Mann Distributing, Fairfield, Ill., and Manville Distributing, Manville, N. J. The firm also set up a new office in Cicero, Ill. . . . Herman Smith has been named field director of the Teen-Age Survey Service. . . . Jeff Chandler will sing another title tune in his new film, "Foxfire." He'll also publish the song. . . . Hollywood agent Meyer Mishkin has signed Carolyn Scott to a one-year TV and movie deal. She's the daughter of Abe Olman, topper of the "Big Three" music firms. . . . Country Record Distributors is handling the Hickory label out of El Paso, Tex. . . . Vocal coach and arranger Jimmy Rich is the artists and repertoire chief of the new Rich Recording Corporation. First disk will feature Herb George, and Sid Ascher will act as press relations consultant, while Paul Brown will handle promotion. . . . Harmony House, San Francisco publishing firm, has been elected to membership in the American Society of Composers, Authors and Publishers. The firm holds copyrights by such writers as Byron Gay, Zo Elliott, Charles O'Flynn, Sterling Sherwin, Marian Gillespie and John Milton Hagen.

Decca Records has purchased two masters by Buddy Blake's orchestra from River Records in Memphis. The sides, with Blake featured on vocals, are "You'll Cry for Me" and "Might as Well Forget Me."

Jubilee records this week released a new tune by Bob Cobert and Dion McGregor, cut by the Four Tunes and titled "I Hope."

Fred Waring will receive a gold record in honor of his over-a-million sales record of his Decca recording of "Twas the Night Before Christmas." The presentation will be made on CBS-TV's "General Electric Theater" by that show's host, Ronald Regan. Waring's new album, "Broadway '55," featuring selections from three current legit musicals, "Fanny," "Silk Stockings," and "House of Flowers," was released this week.

Goldswan Productions, Inc., this week contracted to produce an instrumental and vocal jingle spot for Gold Ribbon Wine and a vocal-only singing commercial for use by that firm on TV. Goldswan also signed to arrange vocal sound tracks for Waverly Wafers, a National Biscuit product. . . . The American Foundation for the Blind presented Seymour N. Siegel, WNYC chief, with a special certificate of merit, in recognition of his efforts to promote a more realistic attitude toward blindness. In addition to airing two Foundation series over WNYC here, Siegel, in his capacity as chairman of the

board of the National Association of Educational Broadcasters, arranged for the series to be aired over the entire NAEB network.

Broadcast Music has acquired the tune "Please Have Mercy" from Gallo Music. . . . Bluebird Records will have a kidisk version of "The Ballad of Davy Crockett" out next week in a reading by the Sons of the Pioneers. A color sleeve will hold the 49-cent disk. . . . Eddy Arnold presented the Library of Congress with his recent album, "An American Institution," in a ceremony in Washington Thursday (24) attended by a number of Tennessee Congressmen. . . . Charles Rynd, president of Audio & Video Products, is off on a short Florida vacation.

Chicago

Following his appearance on the "Steve Allen Show," Stan Kenton pulled into Chicago for a two-day blast with disk jockeys and record shops plugging his high-ticket package, "The Kenton Era." Stan also was feted at a cocktail party attended by trade people at the Blue Note. Among Kenton's appearances here were a guest shot on Howard Miller's TV deejay show, plus autograph parties at the Hudson-Ross and Gamble Hinged record stores. . . . Illinois Jacquet and His Jazz at the Philharmonic combo are current at the Chicago Theater, which stars singer Joyce Bryant. . . . The Chicago Theater has signed Vic Damone and the "Let Me Go, Lover" girl, Joan Weber, for an engagement beginning March 11. Also signed for an engagement at the theater starting March 25 is Her Nibs, Georgia Gibbs.

The search for a permanent pair of vocalists for the Don McNeill "Breakfast Club" radio program goes on with Marcie Miller and Jimmy James coming in next week to do the show for one stanza. Marcie is the former Ray Anthony vocalist with numbers out on Capitol, while Jimmy is a featured artist on Dot Records. . . . Helen Forrest and the Goofers began an engagement at the Chez Paree last weekend. . . . Ralph Flanagan and his orchestra are currently on tour thru the Midwest with a stop in Chicago for a high school one-night concert March 12.

Cincinnati

Bob Weems, until recently with the Willard Alexander Agency, Chicago, has joined the Cincy office of General Artists Corporation to concentrate on TV films, industrial shows and conventions. . . . Larry Norrett, veteran song plugger with E. B. Marks Music Company, is recuperating at Hotel McAllister, Miami, after six weeks in Jewish Hospital here for treatment for a bum ticker. He'll remain in Florida another month.

Hollywood

Trumpeter Shorty Rogers completed his first two albums under his new Atlantic contract, recording "Shorty Rogers and His Giants" and a brace of originals. . . . Norm Weinstrober, Coral Records sales chief, here on a brief visit. . . . Diamond Record Distributors has added the Fraternity line, kicking off with Dick Noel's "When I'm Alone." Fraternity topper Harry Carlson set the deal. . . . Eddie Lebaron and Nick Therry, Spinit Records, have appointed Eddie Saphier in Cincinnati, and Lester Friedman in Baltimore, as field promotion men. . . . Maestro Frank Devol is preparing a night club act to be tried out on local band dates. . . . "The Hi-Lo's, I Presume," will be the title of the male quartet's second album for Starlite Records. . . . Kirby Stone Four held over at the Sahara Hotel, Las Vegas. . . . Louis Prima closed at the Sahara Casbar Lounge after 12 weeks, tho he's due for a return engagement in June. . . . Hal Jovien, Premiere Artists agency, returned to Hollywood after flying trips to New York, Miami, Havana and New Orleans. . . . RCA Victor's Tony Travis left for New York to begin a 10-city disk jockey tour to plug his latest release, "We Oughta Be" and "I'm Gonna Be a Long Time Forgetting You."

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Launch a bright new singing star...

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Hurry Your Nominations Along For The M.O.A.—RCA VICTOR "Miss Juke Box of 1955" Contest!
Remember—Deadline is March 15!

Your Role Is Easy. Our Rules Are Simple:

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

RCA VICTOR *first in recorded music*

*"What Can I Say — Everybody
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"THE WATER TUMBLER TUNE"

written by Fred Tobias and Rudi Revil

Henri Rene

Orchestra and Chorus

RCA Victor 20/47-6027



ALBERT HALL

Sparks Fly Over Granz British Date

LONDON, Feb. 26. — Sparks flew this week when Harold Fielding presented Ella Fitzgerald and Oscar Peterson at a packed Albert Hall concert here. For days before, the whole enterprise hung in balance.

There were complications between impresario Fielding and Norman Granz over the Kinsey Quartet which had originally been booked to accompany the pair. There was a slight fracas between Granz and Columbia Records here about five Peterson LP's they had planned to release here. And finally, Granz blew his top about a blanket refusal by the British Musicians' Union boss Hardie Ratcliffe to allow members of the Jazz at the Philharmonic troupe to meet the public at the Albert Hall, even tho they never blew a note.

In the end everything sorted itself out but left Granz still hopping mad against "Ratcliffe's arrogant refusal even to talk to me over the phone . . ."

Decca Pacts Two New C&W Groups

NEW YORK, Feb. 26.—Decca's country and western chief Paul Cohen has signed two new vocal groups—the Karroll Sisters, and Wally Fowler and His All-Night Singers.

The Girls, who hail from Pennsylvania, have their first Decca release out this week. Fowler is scheduled to record some of the material he and his group feature on their concert dates thru the South.

ASCAP Cuts Up

• Continued from page 13

cent bill which would eliminate the juke box exemption.

The ASCAP president touched upon the question of compulsory licensing and also discussed the plight of the serious music composer.

Membership learned that operating expenses in the last six-month period were less than 18 per cent, a decrease of 2 per cent from the previous period.

In the opening address of the evening, Coast Chairman L. Wolfe Gilbert told the membership that he favored and expected the reelection of Adams and other officers now serving on the board of directors. Adams and the incumbent slate of officers are up for election to the board, with ballots being mailed to ASCAP members on March 1.

Ought to Be Law

• Continued from page 13

Atlantic disk by Ruth Brown; Georgia Gibbs' "Mambo Baby" subsequent to the Ruth Brown original; Bunny Paul and Vicki Young's "Lovey Dovey" and "Honey Love" following originals by The Clovers and The Drifters on Atlantic; "Such a Night" by Dinah Washington as a cover on The Drifters version.

ISSUE WATER TUMBLER MUSIC

NEW YORK, Feb. 26.—Sheet music with instructions for tuning and tapping musical glasses is the latest business twist. The information is contained in a new Shapiro-Bernstein ditty, already out in the market in a disk version by Henri Rene. The title, appropriately, is "The Water Tumbler Tune."

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DON'T GO
SO SOON"**
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**"IT'S YOUR
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DESIRABLE

I DO, I DO

RECORD 3054



One of the few popular vocalists of Italian extraction who was actually born in Italy, Danny Capri, exciting new Capitol artist, came to the U.S.A. from Italy when he was three years old. He settled with his parents in Brooklyn in 1931. At fourteen the youth was orphaned but continued living with an older sister. For several years he held an assortment of jobs including delivery boy and drugstore clerk. The handsome Danny's last non-entertainment job was as a model for Kuppenheimer clothes.

Always fond of singing, his vocal talent was soon recognized and he started singing with local bands. Through a friend an audition was arranged with the manager of the Strand Theatre in New York City. He played there two weeks, going on to sing in various Manhattan night clubs.

Then, for a small recording company, Danny cut a record that created excitement in New York. As a result, the William Morris Agency became interested in Danny's potentialities and signed with the singer. Soon they arranged an audition with Capitol Records. The Cap repertoire chiefs liked what they heard and Danny was flown to Hollywood, California, for his first session.

The songs, "Desirable" and "I Do, I Do," were selected as especially suitable for Danny's easy, melodic delivery. Both have pretty, memorable melodies, a prime requisite for a hit record.

The dark-haired, dark-eyed young baritone is married, and lives in New York City.

PHONOS—HI FI

By STEVE SCHICKEL

DEVELOPMENTS SPUR MANAGEMENT SESSION . . .

Recent developments in the electronics industry have become of such great interest to management that registration for the American Management Association's special electronics conference has climbed sharply.

PRINCE WITHDRAWS FROM HIGH-FIDELITY SHOW . . .

Kenneth C. Prince, who has been exposition manager for the International Sight and Sound Exposition, Inc., operators of the high-fidelity shows, has sold his stock in the corporation to S. I. Neiman, show president.

WASHINGTON HI-FI FAIR A SELLOUT . . .

An announcement by the management of the Washington High-Fidelity Fair indicates the second annual showing was sold out several weeks before the actual opening March 4.

WEBCOR COMPLETES SALES TRAINING COLOR FILM . . .

A new sales training program utilizing a 35mm. full color sound slide film will be put into effect this week by the Webster-Chicago Corporation, manufacturers of phonographs, tape recorders, and record changers.

strength of the four-pole rotodyne motor used in the larger phonographs, 91 records, weighing 45 pounds, are stacked on the turntable which continues to spin uniformly at all three speeds.

EMERSON RELEASES NEW TABLE MODEL PHONO . . .

Emerson Radio & Phonograph Corporation has released a new table model phonograph, Model 818. The new unit is a three-speed, all size automatic which features three six-inch Alnico magnetic speakers.

NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

The staff of Motorola's consumer products service staff has been reduced by 15 engineers, it was learned this week. The men, it was understood, were transferred to other divisions of the company.

Washington's High-Fidelity Fair, to be held Friday (4) thru Sunday (6), will feature an ensemble of musicians whose music will be recorded on high-fidelity tape each evening of the fair.

LINER NOTES

By IS HOROWITZ

HAYDN SOCIETY IN POP FIELD . . .

Haydn Society will enter the Continental pop field next month with the first disk in its new Green Label series. It will feature the French chanter Stephane Golmann in an LP titled "Hole in the Bathtub."

VOX LABEL WAXING MOPPET STANDARDS . . .

Vox Records next week will record the moppet standards "Peter and the Wolf" and Britten's "Young Persons Guide to the Orchestra" with the young actor Brandon de Wilde as narrator.

At the same time the label is now readying a new George Feyer disk, this to be called "Echoes of Hollywood." The top-selling pianist will be heard singing a couple of choruses in the new set, for his first non-keyboard effort on record.

NBC TO AIR THREE-HOUR TOSCANINI SALUTE . . .

A salute to Arturo Toscanini on the occasion of his 88th birthday will be presented over the NBC radio network March 20. Toscanini's recording of Verdi's "Masked Ball" will be broadcast during the three-hour show, which will also offer tributes by George Marek, RCA Victor director of artists and repertoire, and Howard Taubman, music editor of

the New York Times. A number of instrumentalists and singers whose careers were long associated with the Maestro will also appear.

ELLINGTON, SYMPHONY OF AIR TO DO CONCERT . . .

The Symphony of the Air and Duke Ellington late this week arranged to present a joint concert in Carnegie Hall March 16. The Duke will play and conduct, introducing "Night Creature," a work specially written for the occasion.

The orchestra, meanwhile, faces its most promising prospects since its reorganization. The former NBC Orchestra is continuing negotiations with a Miami group that may lead to regular seasons in the Florida resort. And May 1 it leaves on a seven-week tour of the Far East under American National Theater and Academy sponsorship.

MAJOR AND MINOR

Thirteen Metopera singers will appear Wednesday (2) at the music and TV festival currently featured at the New York department store, R. H. Macy's. Among them will be Salvatore Baccalone, Kurt Baum, Lois Hunt and Brenda Lewis.

Victor will record the Gian-Carl Menotti opera "Saint of Bleeker Street," in a series of five sessions starting Sunday (27).

Grogan Heads Up WNEW Programing

NEW YORK, Feb. 26. — Jack Grogan has been appointed program manager of local indie WNEW, succeeding Bill Kaland who resigned last week. Grogan, who joins WNEW

March 14, spent five years at the indie as production chief from 1946 to 1951. After leaving WNEW he served as program manager for WNBC and WNBT, and later handled the "Camel Caravan" on radio for William Esty. His most recent post was a production spot at N. W. Ayer, which he resigned this week to take over

what is generally conceded by the trade to be one of the top indie program director assignments. Meanwhile John Jaeger, executive assistant to General Manager Richard Buckley, has been appointed a vice-president, while Melvin Stack, comptroller, has been designated treasurer. Both men will retain their present positions and titles as well.

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. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason Capitol W 509
2. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor LM 1837
3. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol H 352
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. MUSIC TO REMEMBER HER—Jackie Gleason . . . Capitol W 570
7. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track M-G-M E 244
8. SORTA-MAY—Billy May Capitol T 562
9. THERE'S NO BUSINESS LIKE SHOW BUSINESS—Sound Track Decca DL 8091
10. JAZZ GOES TO COLLEGE—Dave Brubeck Quartet Columbia CL 566
11. BY REQUEST—McGuire Sisters Coral CRL 56123
12. VICTORY AT SEA—NBC Symphony (Bennett) RCA Victor LM 1779
13. I LOVE PARIS—Michel LeGrand Columbia CL 555
14. SWING EASY—Frank Sinatra Capitol H 528
15. DAVE BRUBECK AT STORYVILLE Columbia CL 590

EP'S

- 1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor ERB 1837
2. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol EBF 352
3. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" RCA Victor EPBT 3057
4. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason Capitol EAP 509
5. BY REQUEST—McGuire Sisters Coral EC 81098
6. DEEP IN MY HEART—Sound Track M-G-M X 276
7. TOP HITS—Nat (King) Cole Capitol EAP 1-9120
8. SHAKE, RATTLE AND ROLL—Bill Haley Decca ED 2168
9. MUSIC TO REMEMBER HER—Jackie Gleason Capitol EBF 570
10. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track M-G-M X 244
11. TOP HITS—Les Paul & Mary Ford Capitol EAP 1-9121
12. YOUNG AT HEART—Sound Track Columbia B 455
13. JAZZ GOES TO COLLEGE—Dave Brubeck Quartet Columbia B 435-6
14. THE GLENN MILLER STORY—Sound Track Decca ED 2124-5
15. SWING EASY—Frank Sinatra Capitol EBF 528

Best Selling Children's Records

- 1. I TAUT I TAW A PUDDY CAT—Mel Blanc Capitol 3104
2. LITTLE WHITE DUCK—Burl Ives Columbia J 85
3. THE LITTLE SHOEMAKER—Rosemary Clooney Columbia J 213
4. DOGGIE IN THE WINDOW—Patti Page Mercury Playcraft No. 1
5. BIMBO—Gene Autry Columbia J 195
6. LITTLE TOOT—Don Wilson Capitol 3001
7. ADVENTURES OF LONE RANGER Decca K 29
8. SPARKY'S MAGIC BATON—Billy May Capitol 3206
9. ME AND MY TEDDY BEAR—Rosemary Clooney . . . Columbia J 70
10. THE LITTLE ENGINE THAT COULD—Rufe Davis Capitol 3142

Reviews and Ratings of New Classical Releases

ROSSINI: L'ITALIANA IN ALGERI (2-12")—Orchestra and Chorus of La Scala; Carlo Maria Giulini, Cond. Angel 3529 79

Here's a first complete recording of a youthful Rossini opera which has been known record-wise almost solely by its popular overture. Certain to be warmly welcomed by opera fans, the score bubbles with light-hearted joy; the obvious pleasure with which the fine cast enters into the comic situations comes across on vinyl in a thoroughly enjoyable fashion.

BRAMMS: SYMPHONY NO. 2 (1-12")—Concertgebouw Orchestra; Eduard van Beinum, Cond. Epic LC 3098 74

The label's classical catalog is immeasurably strengthened by the addition of this first-rate reading of the popular work. And this is the 14th version on records, there should be a good market for the disk. And, of course, the name power of both the orchestra and conductor is such as to attract customers.

HAYDN: SYMPHONY NO. 88; SCHUMANN: SYMPHONY NO. 4 (1-12")—Berlin Philharmonic; Wilhelm Furtwangler, Cond. Decca DL 9767 73

This is a recoupling of Furtwangler's previously released performance of the Haydn symphony with a reading of the Schumann Fourth that is now being issued for the first time. The latter was recorded in the last year of Furtwangler's life and is a memorable document that many collectors will want, regardless of the heavy competition on this item.

SCHUMANN: SYMPHONY NO. 3 (1-12")—Concertgebouw Orchestra; Carlo Zecchi, Cond. Epic LC 3092 75

As disk fare this work has never attained the "warhorse" stature bestowed on other strong and steady sellers. Yet the LP market is such that each new release of a major or minor work garners fairly good customer action. Here, of course, is one of the world's fine orchestras in a more than capable reading of the romantic ode to the Rhine.

BIZET: THE PEARL FISHERS (2-12")—Pierrette Alarie, Leopold Simoneau; Orchestre des Concerts Lamoureux; Jean Fouquet, Cond. Epic SC 6002 72

No matter how dull this opera may be as a stage-piece, on records, concentrating solely on the music, it affords hours of satisfying listening pleasure. The abundance of lilting arias and sweetly harmonized duets has sustained the opera in the repertory of many European companies. Melodic high spots are the romance "Je crois entendre encore" by tenor Leopold Simoneau and the coloratura ornamentation of "Dans le ciel sous voiles" by Miss Alarie.

BRAMMS: STRING QUARTET NO. 3 IN B FLAT, OP. 67 (1-12")—Quartetto Italiano, Angel 35184 72

There's little doubt but that this will be the preferred version of the work for most chamber music collectors, even the one of the two competing LP's carries another quartet on its flip side. The Quartetto Italiano plays with flawless attention to detail but never appears to lose sight of interpretive considerations. Their performance is profoundly moving. This set is likely to create quite a stir in chamber music circles.

MUSIC OF VIVALDI, VOL. 3 (1-12")—Virtuosi di Roma; Renato Fasano, Director. Decca DL 9684 71

Another notable addition to the Vivaldi series that has aroused so much favorable comment among chamber music enthusiasts. (Continued on page 22)

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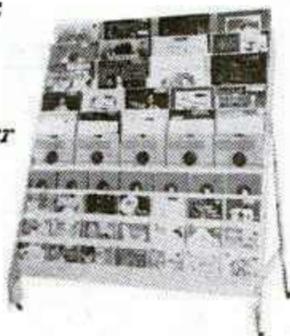
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Dick Alexander, WICC, Bridgeport, Conn.

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Reviews and Ratings of New Popular Albums

TODAY'S HITS 81

Snooky Lanson (1-EP)
Camden CAE 263
Camden offers up another in its up-to-the-minute click EP series. Snooky Lanson sings the current material with engaging charm, backed in listenable fashion by the Johnny Guarneri ork. Heard here are "Earth Angel," "Sincerely," "Tweedle Dee," and "Unsuspecting Heart." A good traffic item at the Camden 79-cent price peg.

PLAIN AND FANCY 78

Original Broadway Cast (1-12")
Capitol S603
"Plain and Fancy" is Broadway's newest hit musical, and this original cast album should enjoy a brisk sale on the strength of the show's great notices. The tuneful score has much of the bright, folksy charm of "Oklahoma!" with "Young and Foolish," a lovely ballad, and "It Wonders Me" (another pretty ballad with beguiling lyrics), emerging as standouts. The show centers about Pennsylvania's fascinating Amish community, and is best typified by a happy ditty, "How Do You Raise a Barn." Shirl Conway, as a sophisticated New York visitor, clicks big with a show-wise vocal treatment of a smart special material song, "It's a Heiluva Way to Run a Love Affair," while David Daniels and Gloria Marlowe do well by "Young and Foolish." Dealers should be able to work up some unusual window displays with stills and props depicting the quaint Pennsylvania Dutch decor and decorous costumes of the Amish sect.

PIAF OF PARIS 76

(1-10")
Angel ANG-64015
Edith Piaf is at her expressive best here on eight French songs, ranging in mood from sad and sentimental to raucous and melodramatic, including the familiar "Sous Le Ciel De Paris" and the stirring French revolutionary song "Ca Ira!" The striking lavender and-blue cover and English translations of the eight tunes give the package added sales interest.

LULLABIES IN RHYTHM 74

Barbara Carroll Trio (1-12")
RCA Victor LJM-1023
Barbara Carroll is an attractive young pianist with plenty of talent and a showmanly way of expressing it. She and her trio (bass and drums) wrap up 11 pop selections on this LP, including such familiar standards as "The Lady Is a Tramp" and "Sweet Georgia Brown" and some lesser known, but equally ear-appealing oldies—"I Love a Piano," "Garrow's Way," etc. Miss Carroll's style is distinguished by relaxed, leisurely pacing and deft, but delicate phrasing. The lady is advanced enough to click big at Manhattan's Embers, yet cherishes a melodic line enough to please those of a more conservative musical bent. She also sings a couple of songs, but her pianistics are superior to the thrashing. The LP is packaged in a striking fold-over cover design.

HIT PARADE OF TEN TOP TUNES ... 73

Jerry Rudolph and His Radio and TV Ork (1-10")
Today's 1901
The new label offers the consumer a bargain in this low-priced LP which contains 10 selections (on a 10-inch disk), each a close copy of such current hit records as "Make Yourself Comfortable," "Hearts of Stone" and "Naughty Lady of Shady Lane." Singer Paul Bean turns in effective imitations of Como and Fisher and the ork sticks close to the hit arrangements. But thrush Judy Lynn only does a fair job on her readings. Packaging and sound are good.

NO ONE BUT YOU 71

Kay Armen (1-10")
M-G-M E-277
Good commercial wax, this. It's chock full of ballads of the tender sort, rendered by Miss Armen with warmth and facile phrasing. Backing the vocalist is an orchestra featuring quietly lush strings. Tunes included are "No One But You," "Be My Love," "Wonder Why," "Because You're Mine," "Dark Is the Night," "Beloved," "I Love You" and "By Candlelight." This disk is good catalog material. Miss Armen has had a long career on radio and television, as well as on disks, and should command a steady sale.

SERENADE IN THE NIGHT 69

Philip Green Ork (1-12")
M-G-M E-3119
Here's another in M-G-M's "Mood Music" album series. The English conductor Philip Green has three other packages on the market (two on M-G-M, one on London), but this is his most impressive collection to date. The LP features excellent instrumental performances of 10 lush and lovely melodies, including "Cornish Rhapsody."

CONTINENTAL CANDLELIGHT 64

Helene Aimee (1-10")
Benida 1022
An unusual treat for the cosmopolitan customer are these intimately styled love songs in six different languages by Helene Aimee, a New York night club chanteuse. Her romantic way with material ranging from wild flamenco and gypsy lament to the sophisticated, more familiar French ballads weaves a nostalgic spell that the urbane will find hard to resist.

Reviews and Ratings of New Classical Releases

Continued from page 20

siasts. Outstanding here is the Concerto, Op. 10, No. 2, for flute, strings and cembalo, called "La Notte." The sustained introspective quality of this work is unusual in the literature of this period, and receives a knowing, beautifully turned reading from flutist Gesuald Pellegrini and the ensemble. A work that connoisseurs will also turn to is the Concerto in B Flat Major for oboe, violin, strings and cembalo where all is precision and courtly grace. Rounding out this rich program are the Concerto in G Minor for two violoncelli, string orchestra and harpsichord, and the Concerto in B Flat Major for violin, cello, string orchestra and harpsichord.

VERDI RECITAL (1-10")—Cesare Siepi, Bass; Orchestra Accademia di Santa Cecilia, Rome; Alberto Erede, Cond. London LD 9168 71

One of the best recorded recital disks from the London catalog; this 10-incher will find many purchasers among admirers of the Metopera basso. Siepi is heard in excerpts from "Don Carlos," "Nabucco" and "Ermani," all delivered with tonal opulence and understanding.

L A O: SYMPHONIE ESPAGNOLE; CHAUSSON: POEME; RAVEL: TZIGANE; (1-12")—Arthur Grumiaux, Violin; Orchestre des Concerts Lamoureux; Jean Fournet, Cond. Epic LC 3082 ... 70

An apt and generous grouping of standard violin works. Grumiaux, a brilliant technician, is more impressive here than in the recent coupling of two Mozart concertos, the style of these display pieces being apparently more to his liking. Fine, bright renditions supported by a good recording. Fiddle fanciers will show interest.

CHAPI: LA REVOLTOSA (1-12")—Ana Maria Iriarte, Manuel Ausensi, Madrid Singers; Madrid Chamber Ork; Agents, Cond. London TW 91014 69

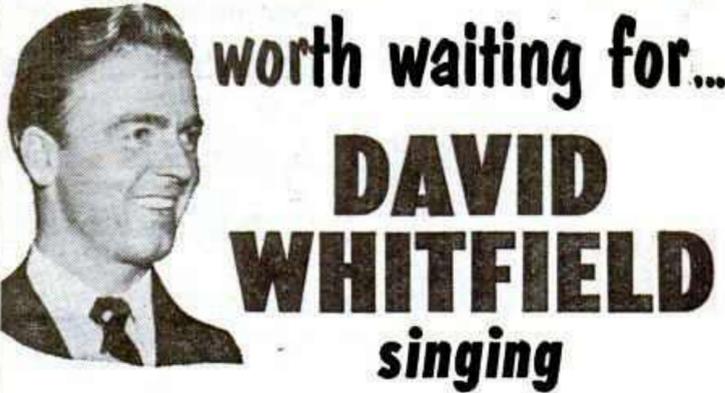
While the Spanish Zarzuela is a comparatively new-found art form for the record industry, Iberian operettas have thrilled audiences for years. And this one has already taken on the aura of a disk classic. This is, at least, the third newly released version of the work. It need only be said that the work is typical of the better Zarzuelas—it's melodic, spirited, heady. The cast here is uniformly excellent, the recording and performances both fine. In all, this should please the many who have recently taken to these lovely Spanish works. Packaging and price are also attractive.

HAYDN: STRING QUARTETS, OP. 76, NOS. 1 AND 2 (1-12")—Vienna Konzerthaus Quartet. Westminster WL 5342 68

Two of the best-known and most frequently played of the Haydn quartets in distinguished readings. The competing Budapest version boasts a more opulent tone, but the expressiveness and depth of understanding of the Viennese group is no less impressive. Sound quality is fine.

BACH: PRELUDE AND FUGUE IN A; PRELUDE AND FUGUE IN E MINOR; PASTORALE IN F; FANTASIA IN G (1-12")—Finn Videro, Organ. Haydn Society HSL 128 65

Some of the finest baroque organ recordings are being turned out these days by the Danish artist and musicologist. Videro continues this connoisseur series with another outstanding set. The generous grouping of Bach works on this disk will move well to the rather limited market aimed at. Again, thoro indications of the registrations used are carried on the jacket for organ specialists.



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CLASSICAL

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(Saint-Saëns). Stevens, Pearce, Merrill, Stokowski. LM-1848 (Long Play), \$3.98. ERB-49 (45 Extended Play Version), \$2.98.
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Crooks, Tibbett, Trinity Choir. CAL-235 (Long Play), \$1.98.
- **THE HEART OF THE OPERA**
78 selections from 11 operas including Carmen, Faust, La Bohème (six records in hinged box with program notes). CFL-101 (Long Play), \$10.98.
- **EIN HELDENLEBEN, Op. 40** (R. Strauss)
Warwick Symphony Orch. CAL-194 (Long Play), \$1.98.
- **CHRISTOPHER LYNCH SINGS IRISH SONGS**
CAE-226 (45 Extended Play), 79¢.

POPULAR

- **TODAY'S HITS**
sung by Snookie Lanson.
Tweedlee Dee; Earth Angel; Sincerely; Unsuspecting Heart. CAE-263 (45 Extended Play), 79¢.
- **TODAY'S HITS**
sung by Jack Haskell.
Melody of Love; Hearts of Stone; Let Me Go, Lover; That's All I Want from You. CAE-262 (45 Extended Play), 79¢.
- **TOMMY DORSEY PLAYS**
Volume 1. Original Dixieland One-Step; 3 others. CAE-268 (45 Extended Play), 79¢.
- **GUY LOMBARDO PLAYS**
Boo-Hoo; Summertime; 10 others. CAL-255 (Long Play), \$1.98.
- **SAMMY KAYE AND HIS ORCHESTRA PLAY**
Easter Parade; 3 others. CAE-271 (45 Extended Play), 79¢.
- **MINDY CARSON SINGS**
The Touch of Your Lips; 3 others. CAE-224 (45 Extended Play), 79¢.

All Prices Suggested List, Incl. Fed. Excise Tax. Add Local Tax.

RCA VICTOR RECORD DIVISION  Radio Corporation of America

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 Best Selling Pop Singles Chart in the current issue of The Billboard, continues to highlight the strong competitive picture of the record business today. The 30 sides listed on the chart are split up among 13 labels—with the independent firms doing particularly well.

The hottest label around these days is Randy Wood's Dot Records which now occupies three of the first four positions—topped only by Coral's McGuire Sisters' reading of "Sincerely." Hot for Dot are Billy Vaughn, Johnny Maddox and the Fontane Sisters.

Among the major labels, it's Victor, Mercury and Decca which are making the strongest showing. Victor has six sides on the list, while Mercury and Decca each have five sides. Mercury and Victor, too, each have two sides in the top 10; Decca's best is the Four Aces' "Melody of Love" in 14.

Among the other labels with more than one side listed are Coral, Cadence and Capitol with two each. For Capitol it signals the end of a period of drought. The label's Nat (King) Cole has come thru again with both sides of his latest release. Cadence is in the top 10 with Bill Hayes' "Davy Crockett" and, of course, the Chordettes.

On the chart for the first time this week are Decca's "Glad Rag Doll" by Crazy Otto, the two Nat Cole sides, Billy Haley's "Mambo Rock," Perez Prado's "Cherry Pink and Apple Blossom White" and Eddie Fisher's "Man Chases a Girl."

Remaining labels which are in the top 30 this week are Dootone, M-G-M, Columbia, Duke, Atlantic and De Luxe.

The Country and Western Best Sellers chart contains no surprises and only one new title—"As Long As I Live" by Kitty Wells and Red Foley. The long-time favorites continue to dominate the chart.

On the Rhythm and Blues chart, two new disks appear this week for the first time. Jimmy Reed's "You Don't Have to Go" is No. 13, and the Charms' "Two Hearts" is No. 14. The biggest leap was taken by Varetta Dillard's "Johnny Has Gone." It moved from 13 to seven.

Best Selling Sheet Music

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

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

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending February 23

Week This	Last Week	Weeks on Chart
1. Melody of Love	1	9
By H. Englemann, Tom Glazer—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: B. Vaughn, Dot 15247; Four Aces, Dec 29395; D. Carroll, Mercury 70516. OTHER RECORDS AVAILABLE: D. Carroll (with narration), Mercury 70521; J. Haskell, Camden 262; Ink Spots, King 1336; S. Kaye, Col 40417; W. King, V 42-0024; F. MacCormick, M-G-M 11908; McGuire Sisters, Coral 61334; D. Shore-T. Martin, V 20-5975; F. Sinatra, Cap 3018; C. Stone, Cap 3039. ELECTRICAL TRANSCRIPTIONS: Johnny Desmond, Thesaurus; L. Welk, Standard.		
2. Sincerely	2	8
By Harvey Fuqua, Allen Freed—Published by Arc (BMI) BEST SELLING RECORDS: McGuire Sisters, Coral 61323; Moonglows, Chess 1581. OTHER RECORDS AVAILABLE: L. Armstrong, Dec 29421; B. Fields, M-G-M 11917; Johnnie & Jack, V 20-6014. ELECTRICAL TRANSCRIPTIONS: E. LeMar, Standard.		
3. Hearts of Stone	3	14
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.		
4. Ko Ko Mo	4	6
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; Dooly Sisters, Tam 100. ELECTRICAL TRANSCRIPTIONS: L. Wells, Standard.		
5. Earth Angel	6	8
By Curtis Williams—Published by Dootsie Williams (BMI) BEST SELLING RECORDS: Crew Cuts, Mercury 70529; Penguins, Dootone 348; G. Mann, Sound 108. OTHER RECORDS AVAILABLE: L. Baxter, Cap 3002; P. O'Day, M-G-M 11904. ELECTRICAL TRANSCRIPTIONS: E. LeMar, Standard.		
6. Tweedle Dee	8	16
By Winfield Scott—Published by Progressive (BMI) BEST SELLING RECORDS: G. Gibbs, Mercury 70517; L. Baker, Atlantic 1047. OTHER RECORDS AVAILABLE: Bop-A-Loos, Mercury 70553; D. Collins, Audivox 114; Lancers, Coral 61332; P. W. King, V 20-6005; B. Lou, King 1436; V. Young, Cap 3008.		
7. That's All I Want From You	9	14
By M. Rotha—Published by Weiss & Barry (BMI) BEST SELLING RECORD: 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.		
8. Let Me Go, Lover	5	13
By Jenny Lou Carson, Al Hill—Published by Hill & Range (BMI) BEST SELLING RECORDS: J. Weber, Columbia 40366; T. Brewer, Coral 61315. OTHER RECORDS AVAILABLE: J. Carter, Col 21343; Counts, Dot 1235; S. Gale, V 20-5952; J. Haskell, Camden 262; P. Lee, Dec 29373; P. Page, Mercury 70511; H. Snow, V 20-5960; C. Taylor, Guyden 100; J. Wakely, Coral 61320. ELECTRICAL TRANSCRIPTIONS: B. Cole Trio, Standard.		
9. How Important Can It Be	11	4
By B. Benjamin, S. Weiss—Published by Laurel (ASCAP) BEST SELLING RECORDS: J. James, M-G-M 11919; S. Vaughan, Mercury 70534. OTHER RECORDS AVAILABLE: T. Brewer, Coral 61362; C. Boswell, Dec 29412; L. Monte, V 20-5993.		
10. Mr. Sandman	7	18
By Pat Ballard—Published by E. H. Morris (ASCAP) BEST SELLING RECORD: Chordettes, Cadence 1247. OTHER RECORDS AVAILABLE: C. Atkins, V 20-5965; L. Elgart, Col 40383; Four Aces, Dec 29344; 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.		

Second Ten

11. OPEN UP YOUR HEART	11	7
Published by Hamblen (BMI)		
12. NO MORE	10	9
Published by Mapleaf		
13. BALLAD OF DAVY CROCKETT	18	2
Published by Wonderland (BMI)		
14. MAKE YOURSELF COMFORTABLE	14	14
Published by Rylan (ASCAP)		
15. NAUGHTY LADY OF SHADY LANE	13	15
Published by Paxton (ASCAP)		
16. ROCK LOVE	17	3
Published by Jay & Cee (BMI)		
17. PLEDGING MY LOVE	20	2
Published by Lion (BMI)		
18. BLUE MIRAGE	20	3
Published by Mills (ASCAP)		
18. DARLING JE VOUS AIME BEAUCOUP	—	1
Published by Chappell (ASCAP)		
20. UNSUSPECTING HEART	16	6
Published by Tee Pee (ASCAP)		
20. MAN CHASES A GIRL	—	1
Published by Berlin (ASCAP)		

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

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

Tunes with Greatest Radio-TV Audiences

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

Radio

A Man Chases a Girl (R)—Berlin—ASCAP
All of You (R)—Chappell—ASCAP
Ballad of Davy Crockett (R) (F)—Wonderland—BMI
Blue Mirage (R)—Mills—ASCAP
Close Your Eyes (R)—Miller—ASCAP
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP
Everlovin' (R)—Tannen—BMI
Hearts of Stone (R)—Regent—BMI
How Important Can It Be? (R)—Aspen—ASCAP
I'd Never Forgive Myself (R)—Mellin—BMI
Ko Ko Mo (R)—Meridan—BMI
Let Me Go, Lover (R)—Hill & Range—BMI
Make Yourself Comfortable (R)—Rylan—ASCAP
Malaguena (R)—E. B. Marks—BMI
Melody of Love (R)—Shapiro-Bernstein-Presser—ASCAP
Mr. Sandman (R)—E. H. Morris—ASCAP
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
Open Up Your Heart (R)—Hamblen—BMI
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
Tweedle Dee (R)—Progressive—BMI
Unsuspecting Heart (R)—Tee Pee—ASCAP
Wedding Bells (R)—Mellin—BMI
Why Don't They Leave Us Alone? (R)—Bregman, Vocco & Conn—ASCAP
You Too Can Be a Dreamer (R)—Mills—ASCAP
Young and Foolish (R)—Chappell—ASCAP

Television

A Man Chases a Girl (R)—Berlin—ASCAP
Any Questions? (R)—Mark VII—ASCAP
Ballad of Davy Crockett (R) (F)—Wonderland—BMI
Close Your Eyes (R)—Miller—ASCAP
Dim, Dim the Lights (R)—Republic—BMI
Everlovin' (R)—Tannen—BMI
Farewell (R) (F)—Wonderland—BMI
Hearts of Stone (R)—Regent—BMI
I Had a Heart When I Came In (R)—Stratton—BMI
I Wanna Hug Ya, Kiss Ya, Squeeze Ya (R)—Arc—BMI
If Each One Will Teach One (R)—Budd—ASCAP
It's a Big, Wide, Wonderful World (R)—Broadcast—BMI
Ko Ko Mo (R)—Meridan—BMI
Let Me Go, Lover (R)—Hill & Range—BMI
Make Yourself Comfortable (R)—Rylan—ASCAP
Malaguena (R)—E. B. Marks—ASCAP
Melody of Love (R)—Shapiro-Bernstein-Presser—ASCAP
Mr. Sandman (R)—Maple Leaf—BMI
Open Up Your Heart (R)—Hamblen—BMI
Shake, Rattle and Roll (R)—Progressive—BMI
Sincerely (R)—Arc—BMI
Teach Me Tonight (R)—Hub-Leeds—ASCAP
That's All I Want From You (R)—Weiss & Barry—BMI
This Ole House (R)—Hamblen—BMI
Tweedle Dee (R)—Progressive—BMI
Unsuspecting Heart (R)—Tee Pee—ASCAP
Wedding Bells (R)—Mellin—BMI
You'll Always Be My Lifetime Sweetheart (R)—Wizell & Day—ASCAP
Young and Foolish (R)—Chappell—ASCAP

England's Top Twenty

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

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



Buyboard

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

TOP SELLERS— POPULAR Listed Alphabetically

A-TING-A-LING	Stan Kenton	3047
MALAGUENA		
BALLAD OF DAVY CROCKETT		
FAREWELL	(Tennessee) Ernie Ford	3058
CLOSE YOUR EYES		
DOGGONE IT, YOU DID IT	The Five Keys	3032
DON'T CHANGE YOUR MIND ABOUT ME		
WHY SHOULD I CRY OVER YOU!	Frank Sinatra	3050
HONEY BUNCH		
WRITE ME, BABY	The Four Knights	3024
LING TING TONG		
I'M ALONE	The Five Keys	2945
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
YOUNG AND FOOLISH		
UNDER THE BRIDGES OF PARIS	Dean Martin	3036

COMING UP FAST Listed Alphabetically

THE BUNNY HOP		
THE HOKEY POKEY	Ray Anthony	2427
FUJIYAMA MAMA		
WHEELS OF LOVE	Annisteen Allen	3048
IT'S YOUR LIFE		
MAJORCA	Bob Manning	3041
LET'S DANCE		
JUMPIN' AT THE WOODSIDE	Benny Goodman	3043
MAKE YOURSELF COMFORTABLE		
KO KO MO	Andy Griffith	3057
SHTIGGY BOOM		
ANXIOUS HEART	The Nuggets	3052
SONG IN BLUE		
SOMEDAY SWEETHEART	Les Paul & Mary Ford	3015

LATEST RELEASES

Numbers
461 & 462

A-TING-A-LING		
MALAGUENA	Stan Kenton	3047
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 SENT HER AN ORCHID	Jean Shepard	3051
SHTIGGY BOOM		
ANXIOUS HEART	The Nuggets	3052
RUSTY OLD HALO		
I DREAMED OF A HILLBILLY HEAVEN	Bill Lowery	3053
DESIRABLE		
I DO, I DO	Danny Capri	3054
UNCHAINED MELODY		
MEDIC	Les Baxter	3055
LIVE FAST, LOVE HARD, DIE YOUNG		
FORGIVE ME, DEAR	Faron Young	3056
MAKE YOURSELF COMFORTABLE		
KO KO MO	Andy Griffith	3057
BALLAD OF DAVY CROCKETT		
FAREWELL	(Tennessee) Ernie Ford	3058

BEST SELLING— POPULAR ALBUMS Listed Alphabetically

ARTHUR MURRAY SOCIETY FOX TROTS—		
Nat Brandwynne	45 rpm "EP" No. EBF-566	
	33 1/2 rpm No. H-566	
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	
ELLA LOGAN SINGS FAVORITES FROM FINIAN'S		
RAINBOW	45 rpm "EP" No. EBF-561	
	33 1/2 rpm No. H-561	
GOLDEN HORN—Ray Anthony		
45 rpm "EP" No. EAP-1-2-3-563 & ECF-563		
	33 1/2 rpm No. T-563	
JIMMY GIUFFRE		
45 rpm "EP" No. EBF-549		
	33 1/2 rpm No. H-549	
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	
SORTA-MAY—Billy May		
45 rpm "EP" No. EAP-1-2-3-562 & ECF-562		
	33 1/2 rpm No. T-562	
SWING EASY—Frank Sinatra		
45 rpm "EP" No. EAP-1-2-528 & EBF-528		
	33 1/2 rpm No. H-528	
THE WOODY HERMAN BAND		
45 rpm "EP" No. EAP-1-2-3-560 & ECF-560		
	33 1/2 rpm No. T-560	
YMA SUMAC MAMBO!		
45 rpm "EP" No. EAP-1-2-564		
	33 1/2 rpm No. H-564	

TOP SELLERS— COUNTRY & HILLBILLY Listed Alphabetically

ANNIE OVER		
IF LOVIN' YOU IS WRONG	Hank Thompson	3030
COW COW BOOGIE		
ROCK-ROCKOLA	Merrill Moore	3034
DID YOU TELL HER ABOUT ME		
YOU SENT HER AN ORCHID	Jean Shepard	3051
IF THAT'S THE FASHION		
IF YOU AIN'T LOVIN'	Faron Young	2953
IT'S ALL RIGHT		
COUNTING MY BLESSINGS	Martha Carson	3045
LITTLE TOM		
I FEEL BETTER ALL OVER	Ferlin Huskey	3001
LIVE FAST, LOVE HARD, DIE YOUNG		
FORGIVE ME, DEAR	Faron Young	3056
LOVIN' SEASON		
THIS KISS MUST LAST FOREVER	Sonny James	3025
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
YOU BETTER BELIEVE IT		
CA-RAZY!	Rudy Gray	3044

BEST SELLING— "EP" ALBUMS Listed Alphabetically

AN INTRODUCTION TO THE AL BELLETTO QUINTET		
45 rpm "EP" No. EAP-1-6508		
BAZOOM—The Cheers		
45 rpm "EP" No. EAP-1-584		
BLUE MIRAGE—Les Baxter		
45 rpm "EP" No. EAP-1-599		
DREAM—The Pied Pipers		
45 rpm "EP" No. EAP-1-586		
THE FIVE KEYS		
45 rpm "EP" No. EAP-1-572		
HANK THOMPSON		
45 rpm "EP" No. EAP-1-601		
JANE FROMAN SINGS		
45 rpm "EP" No. EAP-1-600		
THE LOUVIN BROTHERS		
45 rpm "EP" No. EAP-1-602		
MELODY OF LOVE—Frank Sinatra, Ray Anthony		
45 rpm "EP" No. EAP-1-590		
NAT (KING) COLE SINGS		
45 rpm "EP" No. EAP-1-9120		
TWEEDLEE DEE—Vicki Young		
45 rpm "EP" No. EAP-1-593		
THE VERY THOUGHT OF YOU—Bob Manning		
45 rpm "EP" No. EAP-1-585		

"Specialized" HIGH-FIDELITY ALBUMS Listed Alphabetically

FULL DIMENSIONAL SOUND—A Study In High		
Fidelity	33 1/2 rpm No. SAL-9020	
FURTHER STUDIES IN HIGH FIDELITY		
33 1/2 rpm No. SAL-9027		
HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL		
SOUND	33 1/2 rpm No. LAL-9024	
HIGH FIDELITY POPULAR INSTRUMENTALS IN		
FULL DIMENSIONAL SOUND	33 1/2 rpm No. LAL-9022	
HIGH FIDELITY POPULAR VOCALS IN FULL		
DIMENSIONAL SOUND	33 1/2 rpm No. LAL-9023	
THE PASSIONS—Les Baxter, Bas Sheva		
33 1/2 rpm No. LAL-486		

BEST SELLING—"1600" SERIES Listed Alphabetically

COW COW BOOGIE		
THE BLACKSMITH BLUES		
Ella Mae Morse		1693
DREAM		
MY HAPPINESS	The Pied Pipers	1628
THE ELKS' PARADE		
SHERWOOD'S FOREST	Bobby Sherwood	1694
HOW HIGH THE MOON		
JOSEPHINE	Les Paul & Mary Ford	1675
LOVER		
BRAZIL	Les Paul	1600
MONA LISA		
NO MOON AT ALL	Nat (King) Cole	1673
NATURE BOY		
FOR ALL WE KNOW	Nat (King) Cole	1663
SEPTEMBER SONG		
LAURA	Stan Kenton	1680
TENDERLY		
AUTUMN NOCTURNE	Ray Anthony	1654
TENNESSEE WALTZ		
MOCKIN' BIRD HILL	Les Paul & Mary Ford	1676
TWELFTH STREET RAG		
THE CHARLESTON	Pee Wee Hual	1638
WHEEL OF FORTUNE		
ANGRY	Ray Starr	1677

THREE NEW COUNTRY HITS BY TOP CAPITOL ARTISTS...



FARON YOUNG

LIVE FAST,
LOVE HARD,
DIE YOUNG



FORGIVE ME, DEAR

RECORD NO. 3056

JEAN SHEPARD

DID YOU TELL
HER ABOUT ME



YOU SENT HER AN ORCHID

(You Sent Me A Rose)

RECORD NO. 3051

ROY ACUFF

THE THIEF UPON
THE TREE



DON'T JUDGE YOUR NEIGHBOR

RECORD NO. 3064

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending February 23

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—(24)—Coral 61323—BMI	1	9
2.	MELODY OF LOVE—B. Vaughn.... Joy Ride—Dot 15247—ASCAP	3	13
3.	CRAZY OTTO MEDLEY—J. Maddox. 6 Humoresque—Dot 15325—	6	5
4.	HEARTS OF STONE—Fontane Sisters. 2 Bless Your Heart—Dot 15265—BMI	2	13
5.	KO KO MO—P. Como..... 4 You'll Always Be My Lifetime Sweetheart— V 20-5994—BMI	4	5
6.	TWEEDLE DEE—G. Gibbs..... 5 You're Wrong, All Wrong—Mercury 70517—BMI	5	6
7.	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... 7 Dawn—V 20-5896—BMI	7	15
8.	EARTH ANGEL—Crew Cuts..... 8 Ko Ko Mo—(11)—Mercury 70529—BMI	8	5
9.	BALLAD OF DAVY CROCKETT— B. Hayes..... 16 Farewell—Cadence 1256—BMI	16	2
10.	EARTH ANGEL—Penguins..... 9 Hey, Senorita—Dootone 348—BMI	9	11
11.	KO KO MO—Crew Cuts..... 10 Earth Angel—(8)—Mercury 70529—BMI	10	6
12.	MELODY OF LOVE—D. Carroll..... 11 La Golondrina—Mercury 70516—ASCAP	11	9
13.	HOW IMPORTANT CAN IT BE?— J. James..... 18 This Is My Confession—M-G-M 11919—ASCAP	18	3
14.	MELODY OF LOVE—Four Aces.... 12 There's a Tavern in the Town— Dec 29395—ASCAP	12	7
15.	OPEN UP YOUR HEART— Cowboy Church Sunday School.... 15 The Lord Is Counting on You—Dec 29367—BMI	15	10
16.	LET ME GO, LOVER—J. Weber.... 12 Marionette—Col 40366—BMI	12	14
17.	MR. SANDMAN—Chordettes..... 14 I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	14	19
18.	HOW IMPORTANT CAN IT BE?— S. Vaughan..... 27 Waltzing Down the Aisle— Mercury 70534—ASCAP	27	2
19.	GLAD RAG DOLL—Crazy Otto..... — Smiles—Dec 29403—ASCAP	—	1
20.	DARLING JE VOUS AIME BEAUCOUP—Nat (King) Cole.... — Sand and the Sea—(28)—Cap 3027—ASCAP	—	1
21.	PLEDGING MY LOVE—J. Ace..... — No Money—Duke 136—BMI	—	2
22.	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... 20 Addio—V 20-5897—ASCAP	20	15
23.	HEARTS OF STONE—Charms..... 25 Who Knows—DeLuxe 6062—BMI	25	15
24.	NO MORE—McGuire Sisters..... 24 Sincerely—(1)—Coral 61323—BMI	24	6
24.	PLANTATION BOOGIE—L. Dee.... 29 Birth of the Blues—Dec 29360—BMI	29	4
24.	MAMBO ROCK—B. Haley..... — Birth of the Boogie—Dec 29418—ASCAP	—	1
27.	CHERRY PINK AND APPLE BLOSSOM WHITE—P. Prado..... — Marie Elena Rumba—V 20-5965—ASCAP	—	1
28.	MAN CHASES A GIRL—E. Fisher... — Wedding Bells—V 20-6015—ASCAP	—	1
28.	SAND AND THE SEA— Nat (King) Cole..... — Darling Je Vous Aime Beaucoup—(20)— Cap 3027—BMI	—	1
30.	TWEEDLE DEE—L. Baker..... 22 Tomorrow Night—Atlantic 1047—BMI	22	8

• This Week's Best Buys

THE BALLAD OF DAVY CROCKETT (Wonderland, BMI)—Fess Parker—Columbia 40449

Despite the fact that Bill Hayes' version of this tune got off to an early lead, the demand for the "original" (Parker's record) has continued to be so strong that it seems likely to follow the Cadence disk on to the charts. Even now, in some territories, like Los Angeles and Milwaukee, the Columbia record is selling better than any of the competitive versions. Dealers, in most cases, are stocking both the Parker and Hayes records to good profit. Flip is "I Gave My Love." A previous Billboard "Spotlight" pick.

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

IT MAY SOUND SILLY (Progressive, BMI)
McGuire Sisters—Coral 61369

This disk has been snowballing strength in the past week and now appears to have the potential of other big records in recent months by the sisters. Territories reporting good and strong sales included Boston, Providence, New York, Philadelphia, Buffalo, Pittsburgh, Baltimore, Durham, St. Louis and Milwaukee. Flip is "Doesn't Anybody Love Me?" A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending February 23

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

This Week		Last Week	Weeks on Chart
1.	SINCERELY—McGuire Sisters..... No More—(24)—Coral 61323—BMI	2	7
2.	HEARTS OF STONE—Fontane Sisters. 1 Bless Your Heart—Dot 15265—BMI	1	12
3.	MELODY OF LOVE—B. Vaughn..... 4 Joy Ride—Dot 15247—ASCAP	4	9
4.	MELODY OF LOVE—Four Aces..... 6 There's a Tavern in the Town— Dec 29395—ASCAP	6	8
5.	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... 7 Dawn—V 20-5896—BMI	7	11
6.	LET ME GO, LOVER—J. Weber.... 3 Marionette—Col 40366—BMI	3	13
7.	KO KO MO—P. Como..... 9 You'll Always Be My Lifetime Sweetheart— V 20-5994—BMI	9	4
8.	CRAZY OTTO MEDLEY—J. Maddox. 8 Humoresque—Dot 15325—	8	3
9.	TWEEDLE DEE—G. Gibbs..... 11 You're Wrong, All Wrong—Mercury 70517—BMI	11	4
10.	MR. SANDMAN—Chordettes..... 5 I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	5	17
11.	EARTH ANGEL—Penguins..... 13 Hey, Senorita—Dootone 348—BMI	13	4
12.	MELODY OF LOVE—D. Carroll..... 13 Golondrina, La—Mercury 70516—ASCAP	13	3
13.	KO KO MO—Crew Cuts..... 16 Earth Angel—(14)—Mercury 70529—BMI	16	3
14.	EARTH ANGEL—Crew Cuts..... 17 Ko Ko Mo—(13)—Mercury 70529—BMI	17	4
15.	HEARTS OF STONE—Charms..... 19 Who Knows—DeLuxe 6062—BMI	19	5
16.	MAKE YOURSELF COMFORTABLE— S. Vaughan..... 15 Idle Gossip—Mercury 70469—ASCAP	15	10
17.	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... 10 Addio—V 20-5897—ASCAP	10	13
18.	LET ME GO, LOVER—T. Brewer.... 12 Moon Is on Fire—Coral 61315—BMI	12	11
18.	HOW IMPORTANT CAN IT BE?— J. James..... 20 This Is My Confession—M-G-M 11919—ASCAP	20	2
20.	ROCK LOVE—Fontane Sisters..... — You're Mine—Dot 8570—BMI	—	1

• Most Played by Jockeys

For survey week ending February 23

RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows throuout 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	8
2.	KO KO MO—P. Como..... 4 You'll Always Be My Lifetime Sweetheart— V 20-5994—BMI	4	5
3.	HEARTS OF STONE—Fontane Sisters. 2 Bless Your Heart—Dot 15265—BMI	2	13
4.	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... 3 Dawn—V 20-5896—BMI	3	13
5.	MELODY OF LOVE—B. Vaughn.... 5 Joy Ride—Dot 15247—ASCAP	5	8
6.	EARTH ANGEL—Crew Cuts..... 7 Ko Ko Mo—Mercury 70529—BMI	7	5
7.	TWEEDLE DEE—G. Gibbs..... 8 You're Wrong, All Wrong—Mercury 70517—BMI	8	6
8.	MELODY OF LOVE—D. Carroll..... 10 Golondrina, La—Mercury 70516—ASCAP	10	7
9.	MELODY OF LOVE—Four Aces..... 12 There's a Tavern in the Town— Dec 29395—ASCAP	12	7
10.	NO MORE—DeJohn Sisters..... 6 Theresa—Epic 9085—BMI	6	11
11.	KO KO MO—Crew Cuts..... 11 Earth Angel—Mercury 70529—BMI	11	5
12.	CRAZY OTTO MEDLEY—J. Maddox. 16 Humoresque—Dot 15325—	16	4
13.	EARTH ANGEL—Penguins..... 15 Hey, Senorita—Dootone 348—BMI	15	6
14.	HOW IMPORTANT CAN IT BE?— J. James..... 17 This Is My Confession—M-G-M 11919—ASCAP	17	2
15.	HOW IMPORTANT CAN IT BE?— S. Vaughan..... 19 Waltzing Down the Aisle— Mercury 70534—ASCAP	19	2
16.	LET ME GO, LOVER—J. Weber.... 9 Marionette—Col 40366—BMI	9	13
17.	MR. SANDMAN—Chordettes..... 14 I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	14	19
18.	NO MORE—McGuire Sisters..... 20 Sincerely—Coral 61323—BMI	20	4
19.	DARLING JE VOUS AIME BEAUCOUP—Nat (King) Cole.... — Sand and the Sea—Cap 3027—ASCAP	—	1
20.	MELODY OF LOVE— F. Sinatra & R. Anthony..... — I'm Gonna Live Till I Die—Cap 3018—ASCAP	—	4

Two NEW Exciting Sides By

DENISE LOR

"Butterfingers"

AND

"The Man I've Been Looking For"

MERCURY 70573 • 70573X45



It's A Hit!

歌車和族

COUPLED WITH

"Poppa Poppadopolis"

by THE

GAYLORDS

MERCURY 70543 • 70543X45



Another "Ebb Tide"

Beautiful . . . Haunting

"Misty"

BY

RICHARD HAYMAN

His Harmonica and Orchestra

COUPLED WITH

"CAROL"

MERCURY 70550 • 70550X45



A SMASH OVERNIGHT!

"Dance With Me Henry"

coupled with "BALLIN' THE JACK"

GEORGIA GIBBS

MERCURY 70572 • 70572X45



CLIMBING HIGH ON THE CHARTS

'How Important Can It Be'

coupled with "WALTZING DOWN THE AISLE"

SARAH VAUGHAN

MERCURY 70534 • 70534X45



ANOTHER "MELODY OF LOVE"

"Words Of Love"

coupled with "FOREVERMORE"

EDDY HOWARD

MERCURY 70566 • 70566X45



THE BEST WITHOUT A DOUBT

"It May Sound Silly"

coupled with "ROCK LOVE"

BILL FARRELL

MERCURY 70539 • 70539X45



A GREAT RENDITION

"Pledging My Love"

coupled with "YOU"

RONNIE GAYLORD

MERCURY 70551 • 70551X45



A REAL WINNER

"Ookey Ook"

coupled with "THE TEA KETTLE SONG"

LOLA DEE

MERCURY 70556 • 70556X45



JUST RELEASED!

"Add A Word"

coupled with "MONEY MAD"

THE FOUR GUYS

MERCURY 70575 • 70575X45

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending February 23

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. Ko Ko Mo, P. Como, V.
3. Mr. Sandman, Chordettes, Cdc.
4. My Own True Love, M. Whiting, Cap.
5. That's All I Want From You, J. P. Morgan, V.
6. How Important Can It Be?, J. James, M-G-M

Balti.-Wash.

1. Sincerely, McGuire Sisters, Cor.
2. Hearts of Stone, Fontane Sisters, Dot
3. Tweedle Dee, G. Gibbs, Mer.
4. Ballad of Davy Crockett, B. Hayes, Cdc.
5. Glad Rag Doll, Crazy Otto, Dec.
6. Melody of Love, D. Carroll, Mer.
7. Earth Angel, Crew Cuts, Mer.
8. Ko Ko Mo, P. Como, V.
9. Ko Ko Mo, Crew Cuts, Mer.
10. How Important Can It Be?, J. James, M-G-M

Boston

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

Buffalo

1. Tweedle Dee, G. Gibbs, Mer.
2. Darling Je Vous Aime Beaucoup, Nat (King) Cole, Cap.
3. Melody of Love, D. Carroll, Mer.
4. Earth Angel, Crew Cuts, Mer.
5. Ko Ko Mo, P. Como, V.
6. How Important Can It Be?, J. James, M-G-M

Chicago

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

Cincinnati

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

Cleveland

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Pledging My Love, J. Acc, Duk.
3. Plantation Boogie, L. Dec, Dec.
4. Melody of Love, B. Vaughn, Dot
5. Mambo Rock, B. Haley, Dec.
6. How Important Can It Be?, J. James, M-G-M
7. How Important Can It Be?, S. Vaughan, Mer.
8. Tweedle Dee, G. Gibbs, Mer.
9. Earth Angel, Penguins, Dtn.
10. Glad Rag Doll, Crazy Otto, Dec.

Dallas-Fort Worth

1. Sincerely, McGuire Sisters, Cor.
2. Hearts of Stone, Charms, Del.
3. Hearts of Stone, Fontane Sisters, Dot
4. Earth Angel, Crew Cuts, Mer.
5. That's All I Want From You, J. P. Morgan, V.
6. Crazy Otto Medley, J. Maddox, Dot
7. Tweedle Dee, L. Baker, Atl.

Denver

1. Sincerely, McGuire Sisters, Cor.
2. Melody of Love, B. Vaughn, Dot
3. Melody of Love, Four Aces, Dec.
4. That's All I Want From You, J. P. Morgan, V.
5. Tweedle Dee, G. Gibbs, Mer.
6. Earth Angel, Crew Cuts, Mer.
7. Hearts of Stone, Charms, Del.
8. Hearts of Stone, Fontane Sisters, Dot
9. Ko Ko Mo, Crew Cuts, Mer.
10. Earth Angel, Penguins, Dtn.

Detroit

1. Earth Angel, Crew Cuts, Mer.
2. Ballad of Davy Crockett, B. Hayes, Cdc.
3. Cherry Pink and Apple Blossom White, P. Prado, V.
4. Melody of Love, D. Carroll, Mer.
5. Mambo Rock, B. Haley, Dec.
6. Tweedle Dee, G. Gibbs, Mer.
7. Glad Rag Doll, Crazy Otto, Dec.
8. Plantation Boogie, L. Dec, Dec.
9. How Important Can It Be?, J. James, M-G-M
10. Two Hearts, Charms, Del.

Kansas City

1. Crazy Otto Medley, J. Maddox, Dot
2. Sincerely, McGuire Sisters, Cor.
3. Earth Angel, Penguins, Dtn.
4. How Important Can It Be?, J. James, M-G-M
5. Rock Love, E. Fontaine, X
6. Melody of Love, Ink Spots, Kng.
7. Darling Je Vous Aime Beaucoup, Nat (King) Cole, Cap.
8. Tweedle Dee, Lancers, Cor.
9. Mambo Rock, B. Haley, Dec.
10. Ko Ko Mo, P. Como, V.

Los Angeles

1. That's All I Want From You, J. P. Morgan, V.
2. Hearts of Stone, Fontane Sisters, Dot
3. Crazy Otto Medley, J. Maddox, Dot
4. Sincerely, McGuire Sisters, Cor.
5. Melody of Love, L. Diamond, V.
6. Ko Ko Mo, P. Como, V.
7. Malaguena, C. Valente, Dec.
8. How Important Can It Be?, J. James, M-G-M
9. Mr. Sandman, Chordettes, Cdc.
10. Melody of Love, Four Aces, Dec.

Milwaukee

1. Crazy Otto Medley, J. Maddox, Dot
2. Open Up Your Heart, Cowboy Church Sunday School, Dec.
3. How Important Can It Be?, J. James, M-G-M
4. Sincerely, McGuire Sisters, Cor.
5. Melody of Love, D. Carroll, Mer.
6. Ballad of Davy Crockett, F. Parker, X
7. Plantation Boogie, L. Dec, Dec.
8. Lazy Gondolier, Mantovani, Lon.
9. Rock Love, Fontane Sisters, Dot
10. Sand and the Sea, Nat (King) Cole, Cap.

Mpls.-St. Paul

1. Crazy Otto Medley, J. Maddox, Dot
2. Sincerely, McGuire Sisters, Cor.
3. Open Up Your Heart, Cowboy Church Sunday School, Dec.
4. Melody of Love, B. Vaughn, Dot
5. Ko Ko Mo, P. Como, V.
6. Ballad of Davy Crockett, B. Hayes, Cdc.
7. Earth Angel, Crew Cuts, Mer.
8. Wedding Bells, F. Lester, X
9. Naughty Lady of Shady Lane, Ames Brothers, V.
10. Hearts of Stone, Fontane Sisters, Dot

New Orleans

1. Sincerely, McGuire Sisters, Cor.
2. Ko Ko Mo, P. Como, V.
3. Melody of Love, B. Vaughn, Dot
4. Mr. Sandman, Chordettes, Cdc.
5. Tweedle Dee, G. Gibbs, Mer.
6. Dim, Dim the Lights, B. Haley, Dec.
7. How Important Can It Be?, J. James, M-G-M
8. Let Me Go, Lover, J. Weber, Col.
9. Melody of Love, Four Aces, Dec.
10. Blue Mirage, P. Faith, Col.

New York

1. Sincerely, McGuire Sisters, Cor.
2. Crazy Otto Medley, J. Maddox, Dot
3. Earth Angel, Penguins, Dtn.
4. Ballad of Davy Crockett, B. Hayes, Cdc.
5. Melody of Love, B. Vaughn, Dot
6. Naughty Lady of Shady Lane, Ames Brothers, V.
7. Hearts of Stone, Fontane Sisters, Dot
8. How Important Can It Be?, J. James, M-G-M
9. Tweedle Dee, G. Gibbs, Mer.
10. Open Up Your Heart, Cowboy Church Sunday School, Dec.

Philadelphia

1. Crazy Otto Medley, J. Maddox, Dot
2. How Important Can It Be?, J. James, M-G-M
3. Tweedle Dee, G. Gibbs, Mer.
4. Earth Angel, G. Mann, Son.
5. Melody of Love, B. Vaughn, Dot
6. Ko Ko Mo, P. Como, V.
7. Ballad of Davy Crockett, B. Hayes, Cdc.
8. Sincerely, McGuire Sisters, Cor.
9. Ko Ko Mo, Crew Cuts, Mer.
10. Finger of Suspicion, D. Valentine, Lon.

Pittsburgh

1. Cherry Pink and Apple Blossom White, P. Prado, V.
2. Ko Ko Mo, P. Como, V.
3. Sincerely, McGuire Sisters, Cor.
4. Tweedle Dee, G. Gibbs, Mer.
5. Darling Je Vous Aime Beaucoup, Nat (King) Cole, Cap.
6. Melody of Love, B. Vaughn, Dot
7. Earth Angel, Penguins, Dtn.
8. Sand and the Sea, Nat (King) Cole, Cap.
9. How Important Can It Be?, J. James, M-G-M
10. Ballad of Davy Crockett, B. Hayes, Cdc.

St. Louis

1. Crazy Otto Medley, J. Maddox, Dot
2. Tweedle Dee, G. Gibbs, Mer.
3. Ko Ko Mo, Crew Cuts, Mer.
4. Sincerely, McGuire Sisters, Cor.
5. Earth Angel, Crew Cuts, Mer.
6. How Important Can It Be?, S. Vaughan, Mer.
7. Melody of Love, B. Vaughn, Dot
8. Hearts of Stone, Fontane Sisters, Dot
9. Mambo Rock, B. Haley, Dec.
10. Ko Ko Mo, P. Como, V.

San Francisco

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. Ko Ko Mo, P. Como, V.
5. Melody of Love, Four Aces, Dec.
6. Melody of Love, B. Vaughn, Dot
7. Let Me Go, Lover, J. Weber, Col.
8. Tweedle Dee, G. Gibbs, Mer.
9. Mr. Sandman, Chordettes, Cdc.
10. Earth Angel, Penguins, Dtn.

Seattle

1. Melody of Love, B. Vaughn, Dot
2. Sincerely, McGuire Sisters, Cor.
3. Tweedle Dee, G. Gibbs, Mer.
4. Hearts of Stone, Fontane Sisters, Dot
5. That's All I Want From You, J. P. Morgan, V.
6. Crazy Otto Medley, J. Maddox, Dot
7. Ko Ko Mo, Crew Cuts, Mer.
8. I Love You Madly, Four Coins, Epl.
9. Ko Ko Mo, P. Como, V.
10. Let Me Go, Lover, T. Brewer, Cor.



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on Record!

"I BELONG TO YOU"

c/w

GO DOWN MOSES

Ralph Flanagan

and his orchestra

20/47-6023

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FIRST IN RECORDED MUSIC



BEST BUYS...ON CAPITOL



a new girl trio



THE PAULETTE SISTERS

DREAM BOAT
LEAVE MY HONEY BE

3068

a new rhythm group



THE GALLAHADS

OOH AH
CARELESS

3060

BILLY MAY

with the Mayds



HOW IMPORTANT CAN IT BE?
LET IT HAPPEN

3066

MARGARET WHITING



STOWAWAY
ALLAH BE PRAIS'D

3067

FRANK SINATRA



DON'T CHANGE YOUR MIND
ABOUT ME
WHY SHOULD I CRY OVER YOU?

3050

ANDY GRIFFITH

MAKE YOURSELF COMFORTABLE
KO KO MO
3057



DAKOTA STATON

FOR THE REST OF MY LIFE
NO MAMA - NO PAPA
3059



LES BAXTER

UNCHAINED MELODY
MEDIC
3055



TOMMY LEONETTI

EVER SINCE YOU WENT AWAY
UNTIED
3065



PEE WEE HUNT

THE BUMPITY BUMP
ROLL ON, MISSISSIPPI, ROLL ON
3061



MARCH ROARS IN WITH A STACK OF M-G-M HITS



JONI JAMES

Biggest Hit of them all

HOW IMPORTANT CAN IT BE



Orchestra conducted by DAVE TERRY

and THIS IS MY CONFESSION

HOT! WHEN WE COME OF AGE 11865

MGM 11919 78 rpm
K11919 45 rpm

ALAN DEAN
TOO MUCH IN LOVE TO CARE

and THE LADDER OF LOVE
MGM 11920 78 rpm
K 11920 45 rpm

ART MOONEY
HONEY BABE

NO REGRETS
MGM 11900 78 rpm
K11900 45 rpm

JAMES BROWN

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

THE BALLAD OF DAVY CROCKETT

HE'S A ROCKIN'-HORSE COWBOY
MGM 11941 78 rpm
K11941 45 rpm

RUBY MURRAY

SOFTLY, SOFTLY

and HE'S A PAL OF MINE
MGM 11940 78 rpm
K11940 45 rpm

FRAN WARREN

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

MGM 11942 78 rpm
K11942 45 rpm

DEBBIE REYNOLDS

NEVER MIND THE NOISE IN THE MARKET

and CAROLINA IN THE MORNING
MGM 11939 78 rpm • K11939 45 rpm

LEROY HOLMES

IT'S A BIG WIDE WONDERFUL WORLD
THE BRIDGES AT TOKO-RI

HOT! TARA'S THEME 11854

MGM 11914 78 rpm • K11914 45 rpm

TOMMY MARA

PLEDGING MY LOVE

and HONEY BUNCH
MGM 11931 78 rpm • K11931 45 rpm

DICK HYMAN TRIO

STARDUST
PANAMA

MGM 11916 78 rpm • K 11916 45 rpm

ROSALIND PAIGE

I THINK I'LL CRY AGAIN
WHEN I FOUND YOU IN SOMEBODY ELSE'S ARMS
MGM 11924 78 rpm
K 11924 45 rpm

INTRODUCING

BOB CARROLL

I LOVE YOU SO MUCH IT HURTS
MY DEAREST, MY DARLING, MY SWEETHEART
MGM 11933 78 rpm
K 11933 45 rpm

PAT O'DAY

A RUSTY OLD HALO

and TING-A-LING
MGM 11930 78 rpm
K 11930 45 rpm

ROCK 'N ROLL HIT

BABY DEE

WHEN I CRY

and HE AIN'T MINE NO MORE
MGM 55002 78 rpm
K 55002 45 rpm

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT
701 SEVENTH AVE. NEW YORK 36, N. Y.

The Billboard Music Popularity Charts POPULAR RECORDS

Review Spotlight on...

RECORDS

PERRY COMO

Nobody (Jerry Vogel, ASCAP)
Door of Dreams (Roncom, ASCAP)—RCA Victor 6059—Here's an unusual Como record, with the singer revealing a new flair for dramatic warbling in a wistful interpretation of the great Bert Williams' "Nobody." Como's sensitive performance could make the tune a hit. "Door of Dreams" is in the regular Como groove—a sincere, smooth vocal on a pretty new ballad.

TALENT

THE GALLAHADS

Capitol's new male vocal group impresses on its first release—"Careless" (Bourne, ASCAP) backed by "Ooh Ah" (Moon Mist, BMI)—chiefly because of an outstanding performance by the lead singer. The unbilled lead-man warbles the oldie "Careless" with warmth, feeling and plenty of verve. The right kind of show-casing could put him over.

TUNES

I'M SINCERE (Sam Celle, BMI)

Here's a lovely new ballad with appealing lyrics and an ear-pleasing melody. Decca has a strong recording by Joe Barrett (Decca 29450), backed by "Why Did You Break My Heart" (Sam Celle, BMI) while its subsidiary label Coral has another impressive cutting of the tune by Alan Dale (Coral 61373) backed by "Cherry Pink" (Chappell, ASCAP). Decca bought the Barrett disk from Wandra Records. Both the Dale and Barrett disks could take off, and there's still time for a new waxing of the ditty to move in.

Reviews of New Pop Records

GEORGIA GIBBS

Dance With Me, Henry 88
MERCURY 70572—A Billboard "Spotlight" 2-29-55.
Ballin' the Jack.....73
The canary does her usual competent vocal job on the oldie, which may be a re-issue of her old waxing of the tune. However, flip is the side to watch.

THE AMES BROTHERS

Sweet Brown-Eyed Baby 87
VICTOR 6044—A Billboard "Spotlight" 2-26-55. (United, BMI)
Sympathetic Eyes.....86
A Billboard "Spotlight" 2-26-55. (Malden, ASCAP)

JO STAFFORD

I Got a Sweetie 86
COLUMBIA 40451—A Billboard "Spotlight" 2-26-55. (Progressive, BMI)
Please Don't Go So Soon.....80
Another solid performance here in this lilting ballad in which the singer harmonizes with herself via multiple tracking. This will get copious play by deejays, too. (Bourne, ASCAP)

EILEEN BARTON

How D'ja Do? How D'ja Do? 80
CORAL 61877—The canary contributes a bright, rhythm-wise vocal on an r.&b. version of her old disk click "Baked a Cake." It's a clever idea that comes off well, and Coral could easily have another hit from that oven. (Mellin, BMI)
Fujiyama Mama.....75
The thrush carols another bright, bouncy treatment of an r.&b. ditty, which should get spins. However, flip has the most potential. (Goday)

ALAN DALE

Cherry Pink 79
CORAL 61373—The instrumental version of this tune by Prado has been seeing good action, and it figures that a pretty vocal styling of it like this one by Dale should not fare badly either. (Chappell, ASCAP)
I'm Sincere.....79
Dale bears out the contention of the title, for he imparts a feeling of conviction in this pleasantly schmaltzy ballad. Two good readings, either of which could take off, given exposure. (Mellin, BMI)

HUGO AND LUIGI

The Crazy Otto Rag 78
MERCURY 70563—Here's a disk that should draw juke coin. Hugo Peretti and Luigi Creatore combine their talents here for an amusing tongue-in-cheek take-off on the current "Crazy Otto" disks. Backed by a rowdy crowd, tagged the Hoffbrau Singers, the boys play up a corn storm.
Nobody's Sweetheart—
Somebody Stole My Gal....75
Same comment.

LIBERACE

Unchained Melody 77
COLUMBIA 40455—Tune from the Warner Bros. flicker "Unchained" is placed in a mighty attractive setting in this pretty slicing by piano, ork and chorus. Many spins here, and sales could mount. (Frank, ASCAP)
The Bridges at Toko Ri....76
The love theme from the hit movie is handed a soaring interpretation by the 88'er to big backing by ork and chorus under the slick direction of brother George. This should win many spins too. (Famous, ASCAP)

MIKE PEDICIN QUINTETTE

Mambo Rock 75
VICTOR 6051—The Philadelphia combo, new to the label, gets off a strong reading in Bill Haley style. But it's doubtful if they'll catch the

Haley version of this same item. (Myers, ASCAP)
D-e-r-4-1.....75

The group could kick off plenty of action with this unusual hunk of beat material. Good rhythm chanting, a honking background and plenty of spirit in this. (BMI)

BUDDY MORROW

Rock 'n' Roll 75
MERCURY 70562—A fine r.&b. type instrumental with a good dance beat and some great solo work. (Brent, BMI)
Tom Tom....74
Same comment. (Calvin, BMI)

DOLORES HAWKINS

For You My Love 75
EPIC 9095—Dolores belts out a real swiny rhythm and blues side. Sound and diction is very clear, and should carry appeal in the current market. (Gale & Gayles, BMI)
Anything For a Friend....74
Slow, bluesy ballad, with a nice repeating figure in the backing. Dolores sings it with heart. Good r.&b. cover. (Rush, BMI)

HAMISH MENZIES

I Just Call Her Jim.....75
KAPP 112—Here's a wacky piece of material done up in smart fashion. Good ditty, slick arranging and singing could make this a sleeper with strong potential. Watch it; it could break thru for a big novelty.
You Know You Belong to Somebody Else....72
This is Menzies in the style which he's used on disks before. It's a good reading of the familiar ditty.

THE MULCAYS

Wabash Blues 74
CARDINAL 1021—Deejays will find an interesting bit of program fare here. The Mulcays play electric harmonicas, rendering this standard with a lively, fill sound. (Feist, ASCAP)
Now Is the Hour....73
Ditto instrumentation. Tune is an old standard, done with taste. (Leeds, ASCAP)

BILLY MAY

How Important Can It Be? 74
CAPITOL 3066—An okay gal group sings a slightly tongue-in-cheek take-off on the current fem vocal gimmicks, with amusing effect. May's backing, as always, is tasteful.
Let It Happen....72
Same comment on performance. Ditty is attractive ballad.

PAULETTE SISTERS

Dreamboat 74
CAPITOL 3068—The gals give out with a spirited reading of the rhythmic ditty. Side should attract juke coin.
Leave My Honey Be....72
There's a gentle lilt to this warble of the cute item. Pleasant listening.

LES BAXTER

Unchained Melody 74
CAPITOL 3055—The theme from the new Warner Bros. flick is a simple, pretty melody made all the more attractive by the lush string arrangement. Makes for very pleasant listening. (Frank, ASCAP)
Medic....72
A piano against chorus and full orchestra makes a delightful thing of this familiar TV show theme. Both of these romantically styled sides should be well received by deejays. (V. Young, ASCAP)

FRANK CHACKSFIELD ORK

Blue Mirage 74
LONDON 1535—Chacksfield mar-
(Continued on page 32)

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THIS IS THE NOSE

THIS IS THE SMILE

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● Reviews of New Pop Records

● Continued from page 30

shals his forces here, including a large chorus in addition to the fiddle-laden ork, in a soaring reading of the melody. One of the best versions around, this waxing ought to steer some of the action its way. Fine program wax.

Mademoiselle de Paris...71
Waltz ballad featured in the pic "Last Time I Saw Paris" is bowed prettily by the Chacksfield strings.

FRAN WARREN
I Need Your Love...74
M-G-M 11942 — Miss Warren has taken over this r.&b. hit and re-styled it into pop material of more than average appeal. Her strong selling and the solid beat combine to make a high caliber performance. (Commodore, BMI)

If You Love Me...70
An r.&b. flavor spices Miss Warren's vocal styling and the high-riding Joe Lipman ork, making for another fine side that plays into the current commercial trend. (Progressive, BMI)

EDDY HOWARD
Words of Love...73
MERCURY 70566—Howard chants a pretty ballad with his pleasant, soft, sweet vocal styling. Should pull jock and juke spins. (Bregman, Vocco & Conn, ASCAP)

Forevermore...72
Another typical Howard vocal on an attractive ballad. (Mills, ASCAP)

KATHY LLOYD
Tomorrow Night...73
LONDON 1520—Miss Lloyd sings tenderly of the romantic promise to be fulfilled shortly. Tuneful ditty packs impact in this effective reading. It could move with exposure.

It Worries Me...68
Another good reading of a sentimental ballad, altho not anywhere near as impressive as flip.

WILDER BROTHERS
Ich-Bon Tami Dachl...73
"X" 98—Oriental term of endearment is used as the riff in a fast-moving novelty. Could do some juke business. (Music City, BMI)

Say Goodbye...68
The boys try hard to spark interest in a routine rhythm-ballad slicing. (Manning, ASCAP)

BUDDY HACKETT
Pennsylvania 6-5000...73
CORAL 61355—Here's a one-sided phone conversation which should get plenty of yocks. Deejays could have a ball with it. (Robbins, ASCAP)

The Chinese Laundry...65
Hackett is back to his Chinese dialect again. It's pretty funny at times—and pretty unfunny at other times. In all, a so-so comedy record. (Buddy Hackett)

THE STYLERS
Love Ya Like Crazy...72
JUBILEE 5188 — The boys sing a bouncy ditty with spirit and a good bass dance beat. (Dave Dreyer, ASCAP)

Shoo Shoo Shoo Sh' La La...72
A cute novelty wrapped up in a lively vocal treatment by the group. (Goday, BMI)

JERRY FIELDING ORK
The Gypsy in My Soul...72
DECCA 29400—Danceable waxing by the big ork that also makes for easy listening. (Words & Music, ASCAP)

The Glory of Love...71
Another pleasing fox trot played to a turn by the slick ork. (Shapiro-Bernstein, ASCAP)

NORMAN PETTY TRIO
Three Little Kisses...72
"X" 104—Slow fox-trot beat paces an effective group reading of the ballad. Disking has an old-fashioned sound that many listeners should find appealing. (Voca, BMI)

I Wonder Why...69
Simple little weeper is sung ably. (Surf, BMI)

THE INK SPOTS
When You Come to the End of the Day...72
KING 1425—The group delivers a smooth—and typical—ballad reading of a fine old song. Tenor lead and bass recitation are included. (Bourne, ASCAP)

Someone's Rocking My Dream Boat...69
This is Charlie Fugua's group (sans Bill Kenny) but with a good tenor lead. The reading of the the oldie is the kind which the original Spots did so well for so many years. (Advanced, ASCAP)

RUBY MURRAY
Softly, Softly...72
M-G-M 11940—In this quiet, sentimental setting of the romantic ballad, Miss Murray's voice is heard to good advantage. She is warm and emotionally appealing. Disk is an English Import. (Sherwin, ASCAP)

He's a Pal of Mine...65
This is a hymn in favor of "man's best friend," and the singer styles it tastefully. (Kassner, ASCAP)

FESS PARKER
I'm Lonely My Darlin'...71
COLUMBIA 40450 — Fess Parker warbles an okay version of a folksy ditty from Disney's "Davy Crockett," which may catch some of the play from the current revival of the movie's title tune. (Wonderland, BMI)

Farewell...71
Same comment. (Wonderland, BMI)

THE FOUR STORMS
Mississippi Mud...71
ARCADE 134 — A bouncy vocal treatment of the old Whiteman-Rhythm Boys' hit novelty warbled and played with tongue-in-cheek corn.

(Continued on page 37)



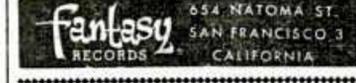
BONNIE LOU
TWEEDLE DEE
THE FINGER OF SUSPICION
KING 1436
~~~~~  
**BONNIE LOU**  
**A RUSTY OLD HALO**  
**DANGER! HEARTBREAK AHEAD**  
KING 1445  
~~~~~  
THE CHARMS
TWO HEARTS
THE FIRST TIME WE MET
DE LUXE 6065
~~~~~  
**THE MIDNIGHTERS**  
**ASHAMED OF MYSELF**  
**RING A-LING A-LING**  
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Vox Jox

Continued from page 15

to write and tell his about their favorite type of music. Results were that more than 85 per cent wanted quartet music, 5 per cent, instrumental, and 10 per cent, vocal, with the Hilltoppers No. 1 "by far"; Four Knights, second, and the Charms, third.

Daddy Juice, WGFS, Covington, Ga., says his favorite sponsor is the Murine Company, and encloses a few lines of his own copy for the firm: "If your eyes are burning because of a simple eye ailment," says Daddy, "the thing for you to do, Jack, is to get you two lean greens and buy yourself a jar (Ed. Note: poetic license for bottle we presume) of Murine. It soothes and cools your eyes, and then you begin to realize I told you no lie." . . . R.&b. deejays seem to have trouble getting the right kind of disk consideration from the record companies. At any rate Vox Jox has received several complaints along that line. For instance, Raymond Williamson, WAYX, Waycross, Ga., says the station only gets service now from two companies, and reminds the record outfits, "Records are sold in small towns and by small stations."

Phillip Jenkins, WBEU, Beaufort, S. C., who plays baritone sax in a local dance band every night, recently hosted Amos Milburn and Fats Domino on his program. . . . George Prader, KGBC, Galveston, Tex., interviewed Joe Turner, Faye Adams, Sonny Thompson, Gate-mouth Brown, Willie May Thornton and the Clovers on his "Harlem Echoes" program last month. . . . Terry Nichols, manager of WPRY, Perry, Fla., is "really sold on the r.&b. kick." Nichols worked his way up from deejay to manager in less than a year at WPRY.

CHANGE OF THEME: Frank Kilpatrick of KXRX, San Jose, Calif., says the station is "now hunting for summer replacements," and interested deejays should contact him. . . . Bob Beattie, Pat Mason and W. Guthrie, of KPQD, Portland, Ore., have joined forces and have been granted a construction permit for a radio station at Ocean-lake, Ore., a coastal resort town on the Pacific. The trio will go into operation around the middle of April, with Mason as manager of the station and emcee of its country and western programs; Guthrie as program director and r.&b. and sports emcee, and Beattie in charge of engineering, news and pop morning shows.

Dick Doty, WHAM, Rochester, N. Y., has added 15 minutes to his late afternoon show, giving him a total of three and a half hours now on the air. . . . Charles Mansfield, WESX, Salem, Mass., recently kicked off a new hour long r.&b. show on Saturday afternoons. . . . John Mason has shifted to a late night show spot over KFGO, Fargo, N. D. . . . Jim Loyd has moved from KSIM, Sikeston, Mo., to KWOC, Poplar Bluff, Mo. . . . Bob Custer, KLOK, San Jose, Calif., has taken over the station's "High School Hit Parade" on Saturday nights. . . . Ralph Wayne and Bob Henry, of KBOE, Oskaloosa, Ia., have started a new two-man deejay show, marking the first time the station has featured a jockey duo.

Jack Davis, WJAN, Spartanburg, S. C., who starts his 18th year in radio-show business this month, is back at work after six months of concentrating on his nitery business, and "wants desperately" to contact his old comedy act partner Joe Carney. Davis also needs "pop and all standard recordings - any speed - very badly." . . . Herb Allen, WCKB, Dunn, N. C., started a new show, "Campus Caravan," for college students in his area this month. . . . Bill

Campbell, WCMI, Ashland, Ky., is piloting a new Saturday night disk show, "Disk Digest," and February 1 he started a two-hour nightly remote from a local restaurant.

Nick Reyes, KLYN, Amarillo, Tex., has been assigned to another pop request show, "Night Train," giving him two daily pop record shows now. . . . WORC, Worcester, Mass., celebrated its 30th anniversary this month by adding

YESTERYEAR'S TOPS— The nation's top tunes on records as reported in The Billboard

MARCH 3, 1945:

1. Rum and Coca-Cola
2. Don't Fence Me In
3. Ac-cent-tchu-ate the Positive
4. Cocktails for Two
5. A Little on the Lonely Side
6. Candy
7. Saturday Night (Is the Loneliest Night in the Week)
8. I'm Beginning to See the Light
9. The Three Caballeros
10. There Goes That Song Again

MARCH 4, 1950:

1. Chattanooga Shoe Shine Boy
2. Rag Mop
3. Dear Hearts and Gentle People
4. Music! Music! Music!
5. There's No Tomorrow
6. I Said My Pajamas
7. The Cry of the Wild Goose
8. The Old Master Painter
9. Johnson Rag
10. Bibbidi-Bobbidi-Boo

several new deejay shows to the roster, including co-owner Bob Bryar and his frau Shirley Palmer for a daily five-hour show, "Open House"; Dick Smith, into a new nighttime ainer; Mel Miller, a new late morning pop show, and Paul Larson, a new early afternoon strip, "Paul's Star Club," in addition to his regular early morning stint.

Gordon Towne, WBSR, Pensacola, Fla., has started a new hour program, and is conducting a contest for listeners to select a name for the new ainer. . . . Harry Luke has a new show over WNAB, Bridgeport, Conn. The hour afternoon ainer is tagged "Swing Angel" and features such artists as Duke Ellington, Count Basie, Gene Krupa, Frank Sinatra and Nat Cole. . . . Wayne Harris, WACR, Columbus, Miss., has a new afternoon show, "Best by Request," for which he takes requests by phone or mail. . . . Bob Barter, KNEX, McPherson, Kan., says the station now devotes only one hour in the afternoon to disk requests, while the rest of the time he spins "tops in pops."

Joe Daboul and Mark Lee Woods, of WJKO, Springfield, Mass., are starting a new record show, "Brand New Records," this month. The boys ask their audience to listen to their reviews of new disks and to write in their own views on the platters so they can air any dissenting opinions of the new waxings. . . . Clayton Hill, formerly with KITE, San Antonio, has joined KENN, Kennedy, Tex. . . . Lee Dougherty, a new staffer at KTSA, San Antonio, is also studying law at St. Mary's University. . . . Gene O'Bannon, ex-staffer at KONA, San Antonio, has joined KITE in the same city.

Art Goodwin has taken over a new hour-long daily deejay show from 2 to 3 p.m. over WHEN, Syracuse. . . . Ken Rowe starts a new morning show over WOAI, San Antonio, this month. . . . Rex Dale, WCKY, Cincinnati, has started a network feed to Indiana, Kentucky and Ohio stations with his "Bavarian Showcase of Hits" show on more than 12 stations now. Dale, who feeds the show from WCKY, says he "can use tapes from record artists with a plug for their new sides" for the program.

BMI Check List

OF NEW RECORD RATINGS BY THE TRADE PRESS

	Billboard	Cash Box	Variety
THE BALLAD OF DAVY CROCKETT (Wonderland)			
BILL HAYES (Cadence)	Best Bet	Sure Shot	Very Good
FESS PARKER (Columbia)	Spotlight	Sleeper of the Week	Very Good
RUSTY DRAPER (Mercury)	76 (Good)		
VOICES OF WALTER SCHUMANN (Victor)	73 (Good)	C+ (Good)	
STEVE ALLEN (Coral)	75 (Good)	C+ (Good)	
BURL IVES (Decca)	73 (Good)		Good
JAMES BROWN (MGM)			
BIRTH OF THE BOOGIE (Sea Breeze)			
BILL HALEY (Decca)	Best Buy	Sure Shot	Best Bet
FAREWELL (Wonderland)			
BILL HAYES (Cadence)	73 (Good)	Sleeper of the Week	Very Good
FOOLISHLY (Regent)			
THE THREE CHUCKLES ("X")	Spotlight	Sleeper of the Week	Best Bet
GIVE ME YOUR LOVE (Stratton)			
DON CORNELL (Coral)	Spotlight	Disk of the Week	Best Bet
GO, BABY, GO (Republic)			
FOUR TOPHATTERS (Cadence)	76 (Good)	C+ (Good)	
HONESTLY (Hill & Range)			
KITTY KALLEN (Decca)	77 (Good)	B (Very Good)	Excellent
IF YOU SHOULD LOVE AGAIN (Campbell)			
THE THREE CHUCKLES ("X")	74 (Good)	Sleeper of the Week	
MY ANXIOUS HEART (Marlyn)			
FOUR COINS (Epic)	Spotlight		
MY HEART'S DELIGHT (St. Louis)			
EARTHA KITT (Victor)	76 (Good)	Disk of the Week	R&B Sleeper
DAKOTA STATON (Capitol)			
MY OWN (Love)			
GORDON JENKINS ("X")		Disk of the Week	Best Bet
NEVER MIND THE NOISE IN THE MARKET (Hollis)			
CHAPPAQUA HIGH SCHOOL KIDS (Coral)	74 (Good)	B+ (Excellent)	Very Good
DEBBIE REYNOLDS (MGM)	73 (Good)	Best Bet	Good
PETE HANLEY (Epic)	71 (Good)		
THE TARRIER SONG (Palmer)			
FRANKIE LAINE (Columbia)	78 (Good)	Disk of the Week	
TIRED OF WAITIN' (Garlock-Sherer)			
GORDON JENKINS ("X")		Disk of the Week	Best Bet
TWO HEARTS (Jay & Cee)			
PAT BOONE (Dot)	75 (Good)	B+ (Excellent)	
WHEN YOU ARE IN LOVE (Weiss & Barry)			
DON CORNELL (Coral)	Spotlight	Disk of the Week	Best Bet
YOU (Vinceni)			
RONNIE GAYLORD (Mercury)	77 (Good)	B (Very Good)	

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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

C & W Territorial Best Sellers

For survey week ending February 23

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

Birmingham

1. If You Ain't Lovin', F. Young, Cap.
2. Are You Mine? G. Wright & T. Tall, Fab.
3. In the Jailhouse Now, W. Pierce, Dec.
4. If Lovin' You Is Wrong H. Thompson, Cap.
5. This Ole House, S. Hamblen, V.
6. Let Me Go, Lover, H. Snow, V.

Charlotte

1. In the Jailhouse Now, W. Pierce, Dec.
2. Kisses Don't Lie, C. Smith, Col.
3. Loose Talk, C. Smith, Col.
4. Make Believe, K. Wells & R. Foley, Dec.
5. Are You Mine? G. Wright & T. Tall, Fab.
6. That's All Right, M. Robbins, Col.
7. Making Believe, K. Wells, Dec.
8. As Long As I Live K. Wells & R. Foley, Dec.
9. No I Don't Believe I Will C. Smith, Col.
10. If You Ain't Lovin', F. Young, Cap.

Cincinnati

1. In the Jailhouse Now, W. Pierce, Dec.
2. Are You Mine? G. Wright & T. Tall, Fab.
3. Loose Talk, C. Smith, Col.
4. If You Ain't Lovin', F. Young, Cap.
5. I Dreamed of a Hillbilly Heaven E. Dean, S & S
6. I Don't Hurt Anymore, H. Snow, V.
7. Cattle Call, S. Whitman, Imp.

Dallas-Fort Worth

1. In the Jailhouse Now, W. Pierce, Dec.
2. One By One, K. Wells & R. Foley, Dec.
3. Loose Talk, C. Smith, Col.
4. That's All Right, M. Robbins, Col.
5. Lovin' Season, S. James, Cap.
6. Annie Over, H. Thompson, Cap.
7. More and More, W. Pierce, Dec.
8. If You Ain't Lovin', F. Young, Cap.

Houston

1. In the Jailhouse Now, W. Pierce, Dec.
2. Are You Mine? G. Wright & T. Tall, Fab.
3. Making Believe, J. Work, Dot
4. Loose Talk, C. Smith, Col.
5. Daydreaming, J. Newman, Dot
6. Don't Forget, E. Arnold, V.
7. I Love You Mostly, L. Frizzell, Col.
8. I've Been Thinking, E. Arnold, V.
9. Are You Mine? R. Sovine & G. Hill, Dec.
10. More Than Anything Else, C. Smith, Col.

Knoxville

1. In the Jailhouse Now, W. Pierce, Dec.
2. Are You Mine? G. Wright & T. Tall, Fab.
3. If You Ain't Lovin', F. Young, Cap.
4. Loose Talk, C. Smith, Col.
5. Let Me Go, Lover, H. Snow, V.

Memphis

1. In the Jailhouse Now, W. Pierce, Dec.
2. If You Ain't Lovin', F. Young, Cap.
3. As Long As I Live K. Wells & R. Foley, Dec.
4. Hearts of Stone, R. Foley, Dec.
5. More and More, W. Pierce, Dec.
6. If Lovin' You Is Wrong H. Thompson, Cap.
7. Let Me Go, Lover, H. Snow, V.
8. Daydreaming, B. Deckelman, Mtr.

Nashville

1. That's All Right, M. Robbins, Col.
2. In the Jailhouse Now, W. Pierce, Dec.
3. Kisses Don't Lie, C. Smith, Col.
4. If You Ain't Lovin', F. Young, Cap.
5. I Feel Better All Over, F. Huskey, Cap.
6. As Long As I Live K. Wells & R. Foley, Dec.
7. I Gotta Go Get My Baby, J. Tubb, Dec.

New Orleans

1. In the Jailhouse Now, W. Pierce, Dec.
2. I Feel Like Cryin', W. Fairborn, Cap.
3. Kisses Don't Lie, C. Smith, Col.
4. I'm Gonna Fall Out of Love With You W. Pierce, Dec.
5. If Lovin' You Is Wrong H. Thompson, Cap.
6. If You Ain't Lovin', F. Young, Cap.
7. Daydreaming, B. Deckelman, Mtr.
8. Let Me Be the First to Know Wilburn Brothers, Dec.
9. More and More, W. Pierce, Dec.
10. I Love You Mostly, L. Frizzell, Col.

Richmond, Va.

1. In the Jailhouse Now, W. Pierce, Dec.
2. Loose Talk, C. Smith, Col.
3. That's All Right, M. Robbins, Col.
4. I Gotta Go Get My Baby, J. Tubb, Dec.
5. I've Been Thinking, E. Arnold, V.
6. Hearts of Stone, R. Foley, Dec.
7. Mr. Sandman, C. Atkins, V.
8. Let Me Go, Lover, H. Snow, V.
9. Rusty Old Halo, Carlises, Mer.
1. In the Jailhouse Now, W. Pierce, Dec.
2. If Lovin' You Is Wrong H. Thompson, Cap.
3. I've Been Thinking, E. Arnold, V.
4. As Long As I Live K. Wells & R. Foley, Dec.
5. This Is the Thanks I Get, E. Arnold, V.

Reviews of New C & W Records

FARON YOUNG
Live Fast, Love Hard, Die Young85
CAPITOL 3056—A Billboard "Spotlight" 2-26-'55. (Central, BMI)
Forgive Me, Dear85
A Billboard "Spotlight 2-26-'55. (Starrite, BMI)

MAC WISEMAN
Danger! Heartbreak Ahead74
DOT 1240—Slow-paced ballad gets an adequate reading. Good country coverage of pop material. (Robbins, ASCAP)

The Ballad of Davy Crockett70
True folk flavor in this reading of "Davy Crockett." (Wonderland, BMI)

DOUG BRAGG
The Texas Special74
CORAL 61364 — Wonderfully bright train song is handed an exuberant ride by the chanter. This figures to pull plenty of spins, and it ought to earn many juke nickels, too. (Trinity, BMI)
Daydreamin'69
Doug Bragg does a fine job with this attractive hunk of weeper material. Easy listening here. (Met, BMI)

STANLEY BROTHERS
I Worship You73
MERCURY 70546 — The brothers have a slick piece of backwoods-type country material in two different tempos. They sing it smartly for a good country disk. (Cedarwood, BMI)
Hard Times73
Good string band instrumental here which should do nicely in country juke locations. It's good pickin' and bowin'. (Acuff-Rose, BMI)

HANK NOBLE
To See You Walking By72
MERCURY 70561—Emotional warble about the thrills his gal inspires makes for a listenable slice of wax. (Cedarwood, BMI)
Tell Me the Reason Why71
Bouncy rhythm opus is sung gayly by Noble. Another listenable effort. (Cedarwood, BMI)

TENNESSEE ERNIE
The Ballad of Davy Crockett72
CAPITOL 3058 — The much-waxed ballad is treated to another fine interpretation in this resonant chant. Heavy action on the tune should result in okay response to this entry, too.
Farewell70
Ernie sings the hymn-like ballad with conviction.

AL TERRY
Hate Me Not72
HICKORY 1022—The catchy lyrics and beat of this pleasant ditty show the singer to be in as good form as ever. His fans will find it a warm and smoothly styled performance. (Acuff-Rose, BMI)
The Wall Around Your Heart70
In a slow and pleading strain Terry tries to break down the resistance of a girl who can't get over a past heartache. He communicates a touching emotion here. (Acuff-Rose, BMI)

BENNY MARTIN
Ice Cold Love72
MERCURY 70560 — An expressive vocal on a fast-paced weeper, with good lyrics. (Acuff-Rose, BMI)
You Know That I Know70
Martin warbles a pretty weeper with compelling sincerity and warmth. (Cedarwood, BMI)

EARL PETERSON
Boogie Blues71
COLUMBIA 21364 — Peterson tosses in some pretty slick yodeling to spark interest in this cute little opus. Good juke filler. (Driftwood, BMI)
Believe Me67
A tuneful pledge of love and appeal for trust. (Blackwood, BMI)

ZAG PENNELL
T.L.C. (Tender Loving Care)69
COLUMBIA 21365 — Bouncy little romantic opus is cut nicely by Pennell. This has spin possibilities. (Cedarwood, BMI)
I'm Doing All Right67
Listenable weeper is sung pleasantly. (Driftwood, BMI)

TIM McCLOUD
I Got Tears in My Fingers67
CHESTERFIELD 352 — "Because I cannot hold on to you"—that's why the tears. McCloud sings this weeper with some conviction. It's a smooth melody, too. (Mac Heather Music House)
I'm Gonna Kneel and Pray65
He prays for one more chance she'll understand. It's a slow-paced tune with a mixed up lyric. Okay Melodically. (Mac Heather Music House)

played for Casey Clark in Flint, Mich., February 22, attracting a capacity crowd estimated at 4,000. Smith has just painted his limousine a bright red and the luggage wagon a two-tone of white and red.

With the Jockeys

Lee Alexander, hillbilly twirler at KECK, Odessa, Tex., shared emcee chores with Keith Ward, of KJCB, Midland, Tex., and Bill Myrick, also of KECK, at a jamboree held in Odessa February 16. Show featured Hank Snow, Elvis
(Continued on page 38)

Best Sellers in Stores

For survey week ending February 23

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

This Week	Last Week	Chart
1.	1	5
IN THE JAILHOUSE NOW—W. Pierce.		
I'm Gonna Fall Out of Love With You—(20)—Dec 29391—BMI		
2.	2	18
LOOSE TALK—C. Smith.		
More Than Anything Else—Col 21317—BMI		
3.	3	15
IF YOU AIN'T LOVIN'—F. Young.		
If That's the Fashion—Cap 2953—BMI		
4.	4	22
MORE AND MORE—W. Pierce.		
You're Not Mine Anymore—Dec 29252—BMI		
5.	7	7
KISSES DON'T LIE—C. Smith.		
No I Don't Believe I Will—Col 21340—BMI		
6.	7	5
I'VE BEEN THINKING—E. Arnold.		
Don't Forget—(17)—V 20-6000—BMI		
7.	5	5
ARE YOU MINE?—G. Wright & T. Tall.		
I've Got Somebody New—Fabor 117—BMI		
8.	9	9
HEARTS OF STONE—R. Foley.		
Never—Dec 29375—BMI		
9.	6	11
LET ME GO, LOVER—H. Snow.		
I've Forgotten You—V 20-5960—BMI		
10.	11	3
THAT'S ALL RIGHT—M. Robbins.		
Gossip—Col 21351—BMI		
11.	14	2
MAKE BELIEVE—K. Wells & R. Foley.		
As Long As I Live—(15)—Dec 29390—BMI		
12.	13	2
IF LOVIN' YOU IS WRONG—H. Thompson.		
Annie Over—Cap 3030—ASCAP		
13.	10	29
THIS OLE HOUSE—S. Hamblen.		
When My Lord Picks Up the Phone—V 20-5739—BMI		
14.	—	41
ONE BY ONE—K. Wells & R. Foley.		
I'm a Stranger in My Home—Dec 29065—BMI		
15.	—	1
AS LONG AS I LIVE—K. Wells & R. Foley.		
Make Believe—(11)—Dec 29390—BMI		

Most Played in Juke Boxes

For survey week ending February 23

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	Chart
1.	4	4
IN THE JAILHOUSE NOW—W. Pierce.		
Dec 29391—BMI		
2.	2	14
LOOSE TALK—C. Smith.		
Col 21317—BMI		
3.	1	21
MORE AND MORE—W. Pierce.		
Dec 29252—BMI		
4.	2	12
IF YOU AIN'T LOVIN'—F. Young.		
Cap 2953—BMI		
5.	5	8
LET ME GO, LOVER—H. Snow.		
V 20-5960—BMI		
6.	6	5
HEARTS OF STONE—R. Foley.		
Dec 29375—BMI		
7.	7	2
I'VE BEEN THINKING—E. Arnold.		
V 20-6000—BMI		
8.	9	40
I DON'T HURT ANYMORE—H. Snow.		
V 20-5698—BMI		
9.	8	16
NEW GREEN LIGHT—H. Thompson.		
Cap 2920—BMI		
9.	—	3
ARE YOU MINE?—G. Wright & T. Tall.		
Fabor 117—BMI		

Most Played by Jockeys

For survey week ending February 23

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	Chart
1.	2	5
IN THE JAILHOUSE NOW—W. Pierce.		
Dec 29391—BMI		
2.	1	18
LOOSE TALK—C. Smith.		
Col 21317—BMI		
3.	7	8
ARE YOU MINE?—G. Wright & T. Tall.		
Fabor 117—BMI		
4.	4	8
HEARTS OF STONE—R. Foley.		
Dec 29375—BMI		
5.	4	11
LET ME GO, LOVER—H. Snow.		
V 20-5960—BMI		
6.	3	16
IF YOU AIN'T LOVIN'—F. Young.		
Cap 2953—BMI		
7.	6	6
I'VE BEEN THINKING—E. Arnold.		
V 20-6000—BMI		
8.	11	3
I GOTTA GO GET MY BABY—J. Tubb.		
Dec 29401—BMI		
9.	15	2
AS LONG AS I LIVE—K. Wells & R. Foley.		
Dec 29390—BMI		
10.	8	22
MORE AND MORE—W. Pierce.		
Dec 29252—BMI		
11.	9	8
I FEEL BETTER ALL OVER—F. Huskey.		
Cap 3001—BMI		
12.	10	9
ARE YOU MINE?—M. Lorrie & B. DeVal.		
Abbott 172—BMI		
13.	12	8
LITTLE TOM—F. Huskey.		
Cap 3001—BMI		
14.	14	4
THAT'S ALL RIGHT—M. Robbins.		
Col 21351—BMI		
15.	—	2
I DREAMED OF A HILLBILLY HEAVEN—E. Dean —		
Sage & Sand 180—BMI		

FOLK TALENT AND TUNES

Continued from page 16

numerous personals in Central and Northern California, despite a loaded radio and TV schedule. In addition to the Saturday night show, Kennedy does a half hour on KMJ-TV on Fridays from 6:30-7; a 15-minute seg on KOVR-TV on Fridays from 10:15-10:30; a half hour western deejay session on KMJ radio daily from 4:15-4:45 plus a monthly recording session for Cal West Records, of Fresno, Calif. Kennedy figures that with all his activity he covers 41 per cent of the State. . . . John Dolan, on the staff of "Big D Jamboree," Dallas, reports that more than 200 copies of Doug Bragg's Coral release, "Texas Special" and "Day Dreaming," were sold during a recent "Big D" Saturday night session, a new mark for disk sales on that station for one night.

Ray Price began a tour for

Americana Corporation, Hollywood, at Wichita Falls, Tex., February 22. Trek will take him to the Coast; then up thru the Northwest, winding up April 10. . . . Ferlin and Jean Huskey and their two kiddies, Donna Kay and Danny, have just moved into a new nine-room house in Madison, Tenn. Situated on four and a half acres, the new house has an adjoining apartment in which Ferlin's personal manager, Bob Ferguson, will reside. . . . Compact magazine for March carries an article on country music. Reprinted from Town Journal magazine, the article states: "During the coming year Americans will spend the phenomenal sum of \$100 million on country music. They'll buy 30 million records and 2 million copies of sheet music." The piece was written by Harry David.

Pee Wee King and his band continue to play to turnaway crowds at their Saturday night telecasts from the stage of the Garrick Theater, Chicago. On February 19, Sonny James guested with the King crew. Accompanying Sonny on the Chicago jaunt was his steel guitarist, Harland Powell. While in the territory they visited Randy Blake at WJJD and Bill Alberts at WGN, and were house guests of Uncle Len Ellis, of WJOB, Hammond Ind., who also does a five-day-a-week shot over WCFL, Chicago. They also had breakfast with Bill Alberts, and then made a hurried visit with Uncle Jim Christie at the later's Chicago studio. Vi Muszynski, president of the Sonny James Fan Club, engaged the party room at Toffenetti's, popular Chicago eating place, to hold a reception for James' many deejay and business friends. Pee Wee, his band boys and his square dancers were guests of honor. Mr. and Mrs. Woody Mercer, of WLS; Mr. and Mrs. Len Ellis, of "RFD Jamboree," Highland, Ind., and Eddie Dean were among those present. . . . Carl Smith and the Tunesmiths

CARL SMITH
SINGING
WAIT A LITTLE LONGER
PLEASE, JESUS
Col 21368
CENTRAL SONGS
6308 Sunset Blvd., Hollywood 28

JIMMY WORK
singing
"MAKING BELIEVE"
Dot 1221

from Denton, Texas
fresh and lively!



the five strings

the youngest band in the land
just out with ...

**put
something
in the pot,
boy**

**I
LIKE
IT**

78 rpm 21361
45 rpm 4-21361



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



#1 Record
from
COAST to COAST
JOHNNY HAS GONE
BY
VARETTA DILLARD
ON
SAVOY 1153
Heading for
a HIT in
all markets
SAVOY RECORD CO., INC.
58 Market St., Newark, N. J.

Getting Bigger and Bigger
SHE'S MINE, ALL MINE
b/w
YOU ARE DOIN' ME WRONG
Arthur Gunter
Excella 2053
GOD IS ALRIGHT
Sons of The South
Excella 2050
MANY LITTLE ANGELS IN THE BAND
featuring the
Jewell Gospel Trio
Nashboro 550
Rush your order NOW! Available
45's and 78's. Western trade order
from Monarch.
NASHBORO RECORD CO., Inc.
177 Third Ave. N., Nashville 3, Tenn.
Phone 42-2215

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:

- TWO HEARTS** (Jay & Cee, BMI)—The Charms—De Luxe 6065
The big noise in this field was made this past week by the Charms' break-thru to the national retail chart with this tune. Big surges of action were reported in New York, Philadelphia, Buffalo, Cleveland, Detroit, St. Louis, Durham, Atlanta and New Orleans. Flip is "The First Time We Met."
- BLUE VELVET** (Meridian, BMI)—The Clovers—Atlantic 1052
Tho this has been a slow starter, it is now shaping up into a solid seller with chart potentiality. Good sales reports were received from Philadelphia, Baltimore, Boston, Buffalo, Pittsburgh, Cleveland, Richmond, Durham, Atlanta and Detroit. Flip is "If You Love Me" (Progressive, BMI). A previous Billboard "Spotlight" pick.
- MY BABE** (Arc, BMI)—Little Walter—Checker 811
Taking off with great speed in almost all markets reporting this week. New York, Chicago, Cleveland, Detroit, New Orleans, Durham, Nashville and St. Louis agreed that this has all the marks of a big coin-catcher. Flip is "Thunder Bird" (Arc, BMI). A previous Billboard "Spotlight" pick.

• Review Spotlight on... RECORDS

GENE AND EUNICE

This Is My Story (Aladdin, BMI)—Aladdin 3282—The team is riding high right now with "Ko Ko Mo" and this new waxing of a poignant ballad should do plenty of business with jukes and jocks. The duo-vocal is warmly appealing and show-wise. Flip is "Move It Over, Baby" (Aladdin, BMI).

LOWELL FULSON

Check Yourself (Arc, BMI)
Loving You (Arc, BMI)—Checker 812—After the success of "Reconsider, Baby," Fulson should find a receptive market for this disk. "Check Yourself" is different in style but equally appealing, with a brisk dance beat that makes it doubly powerful for operators. "Loving You" spotlights a fine performance by Fulson on a ballad, with a solid rocking beat provided by the ork. Both sides should get spins, but "Check Yourself" is strongest.

• R & B Territorial Best Sellers

For survey week ending February 23

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. Wallflower, E. James, Mod.
4. Earth Angel, Penguins, Dtn.
5. Maggie Doesn't Work Here Anymore Platters, Fed.
6. Two Hearts, Charms, Del.
7. Rock Love, L. Reed, Kng.
8. Johnny Has Gone, V. Dillard, Sav.
9. Hearts of Stone, Charms, Del.
10. Tweedle Dee, L. Baker, Atl.
- Balti.-Wash.**
1. Pledging My Love, J. Ace, Duk.
2. Johnny Has Gone, V. Dillard, Sav.
3. Earth Angel, Penguins, Dtn.
4. I've Got a Woman, R. Charles, Atl.
5. Hearts of Stone, Charms, Del.
6. Ko Ko Mo, Gene & Eunice, Cbo.
7. Wallflower, E. James, Mod.
8. Sincerely, Moonglows, Chs.
9. Johnny Ace's Last Letter J. Fuller, Ala.
10. Fujiyama Mama, A. Allen, Cap.
- Charlotte**
1. Pledging My Love, J. Ace, Duk.
2. I've Got a Woman, R. Charles, Atl.
3. Tweedle Dee, L. Baker, Atl.
4. Wallflower, E. James, Mod.
5. Upside Your Head, B. Johnson, Mer.
6. Ling, Ting, Tong, Charms, Del.
7. Johnny Has Gone, V. Dillard, Sav.
8. Earth Angel, Penguins, Dtn.
9. Ling, Ting, Tong, Five Keys, Cap.
10. Sincerely, Moonglows, Chs.
- Chicago**
1. Earth Angel, Penguins, Dtn.
2. You Don't Have to Go, J. Reed, VJ
3. Wallflower, E. James, Mod.
- Cincinnati**
1. I've Got a Woman, R. Charles, Atl.
2. Pledging My Love, J. Ace, Duk.
3. Earth Angel, Penguins, Dtn.
4. Wallflower, E. James, Mod.
5. Two Hearts, Charms, Del.
6. That's All I Want From You D. Washington, Mer.
7. Everyday I Have the Blues B. B. King, RPM
8. Hearts of Stone, Charms, Del.
9. Sincerely, Moonglows, Chs.
10. Sneakin' Around, B. B. King, RPM
- Detroit**
1. Pledging My Love, J. Ace, Duk.
2. Tweedle Dee, L. Baker, Atl.
3. Earth Angel, Penguins, Dtn.
4. Wallflower, E. James, Mod.
5. Two Hearts, Charms, Del.
6. That's All I Want From You D. Washington, Mer.
7. Everyday I Have the Blues B. B. King, RPM
8. Hearts of Stone, Charms, Del.
9. Sincerely, Moonglows, Chs.
10. Sneakin' Around, B. B. King, RPM
- Los Angeles**
1. Pledging My Love, J. Ace, Duk.
2. Sincerely, Moonglows, Chs.
3. Tweedle Dee, L. Baker, Atl.
4. You Don't Have to Go, J. Reed, VJ
5. Earth Angel, Penguins, Dtn.
6. Tick Tock, Turbans, Mon.
7. I've Got a Woman, R. Charles, Atl.
8. Ko Ko Mo, Gene & Eunice, Cbo.
9. Come Back, R. Charles, Atl.
- New Orleans**
1. Pledging My Love, J. Ace, Duk.
2. Earth Angel, Penguins, Dtn.
3. Mardi Gras Mambo, Hawketts, Chs.
4. Tweedle Dee, L. Baker, Atl.
5. I've Got a Woman, R. Charles, Atl.
6. Sincerely, Moonglows, Chs.
7. Don't You Know? F. Domino, Imp.
8. Ling, Ting, Tong, Charms, Del.
9. You Don't Have to Go, J. Reed, VJ
10. Close Your Eyes, Five Keys, Cap.
- New York**
1. Pledging My Love, J. Ace, Duk.
2. Earth Angel, Penguins, Dtn.
3. Tweedle Dee, L. Baker, Atl.
4. Johnny Has Gone, V. Dillard, Sav.
5. Ko Ko Mo, Gene & Eunice, Cbo.
6. That's All I Want From You D. Washington, Mer.
7. Sincerely, Moonglows, Chs.
8. It May Sound Silly, I. J. Hunter, Atl.
9. I've Got a Woman, R. Charles, Atl.
10. For Sentimental Reasons Rivileers, Btn.
- Philadelphia**
1. Pledging My Love, J. Ace, Duk.
2. Mr. Sandman Mambo, C. Powell, Gra.
3. Johnny Has Gone, V. Dillard, Sav.
4. Come Back, R. Charles, Atl.
5. Sincerely, Moonglows, Chs.
6. Earth Angel, Penguins, Dtn.
7. Ko Ko Mo, Gene & Eunice, Cbo.
8. I've Got a Woman, R. Charles, Atl.
- St. Louis**
1. Pledging My Love, J. Ace, Duk.
2. Wallflower, E. James, Mod.
3. I've Got a Woman, R. Charles, Atl.
4. You Don't Have to Go, J. Reed, VJ
5. Everyday I Have the Blues B. B. King, RPM
6. Sincerely, Moonglows, Chs.
7. Reconsider, Baby, L. Fulson, Cha.
8. Last Night, Little Walter, Che.
9. Ling, Ting, Tong, Charms, Del.

RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending February 23

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

This Week	Last Week	Weeks on Chart
1. PLEDGING MY LOVE—J. Ace.....	1	7
No Money—Duke 136—BMI		
2. EARTH ANGEL—Penguins.....	2	12
Hey, Senorita—Dootone 348—BMI		
3. I'VE GOT A WOMAN—R. Charles.....	3	6
Come Back—(15)—Atlantic 1050—BMI		
4. TWEEDLE DEE—L. Baker.....	4	8
Tomorrow Night—Atlantic 1047—BMI		
5. WALLFLOWER—E. James.....	8	3
Hold Me, Squeeze Me—Modern 947—BMI		
6. SINCERELY—Moonglows.....	5	14
Tempting—Chess 1581—BMI		
7. JOHNNY HAS GONE—V. Dillard.....	13	2
So Many Ways—Savoy 1153—BMI		
8. LING TING TONG—Charms.....	8	7
Bazoom (I Need Your Lovin')—DeLuxe 6976—BMI		
9. HEARTS OF STONE—Charms.....	6	19
Who Knows—DeLuxe 6062—BMI		
10. KO KO MO—Gene & Eunice.....	7	5
You and Me—Combo 64—BMI		
11. THAT'S ALL I WANT FROM YOU—D. Washington	12	3
You Stay on My Mind—Mercury 70537—BMI		
12. LING TING TONG—Five Keys.....	10	10
I'm Alone—Cap 2945—BMI		
13. YOU DON'T HAVE TO GO—J. Reed.....	—	1
Boogie in the Dark—Vee Jay 119—BMI		
14. TWO HEARTS—Charms.....	—	1
First Time We Met—DeLuxe 6065—BMI		
15. COME BACK—R. Charles.....	11	4
I've Got a Woman—(3)—Atlantic 1050—BMI		

• Most Played in Juke Boxes

For survey week ending February 23

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

This Week	Last Week	Weeks on Chart
1. PLEDGING MY LOVE—J. Ace.....	2	5
Duke 136—BMI		
2. EARTH ANGEL—Penguins.....	1	11
Dootone 348—BMI		
3. SINCERELY—Moonglows.....	3	17
Chess 1581—BMI		
4. TWEEDLE DEE—L. Baker.....	4	8
Atlantic 1047—BMI		
5. I'VE GOT A WOMAN—R. Charles.....	6	6
Atlantic 1050—BMI		
6. KO KO MO—Gene & Eunice.....	7	2
Combo 64—BMI		
7. HEARTS OF STONE—Charms.....	5	17
DeLuxe 6062—BMI		
8. WALLFLOWER—E. James.....	—	1
Modern 947—BMI		
9. RECONSIDER BABY—L. Fulson.....	7	13
Checker 804—BMI		
10. YOU DON'T HAVE TO GO—J. Reed.....	—	1
Vee Jay 119—BMI		

• Most Played by Jockeys

For survey week ending February 23

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

This Week	Last Week	Weeks on Chart
1. PLEDGING MY LOVE—J. Ace.....	1	7
Duke 136—BMI		
2. EARTH ANGEL—Penguins.....	2	7
Dootone 348—BMI		
3. SINCERELY—Moonglows.....	3	7
Chess 1581—BMI		
4. WALLFLOWER—E. James.....	8	3
Modern 947—BMI		
5. I'VE GOT A WOMAN—R. Charles.....	5	7
Atlantic 1050—BMI		
6. HEARTS OF STONE—Charms.....	4	7
DeLuxe 6062—BMI		
7. COME BACK—R. Charles.....	7	5
Atlantic 1050—BMI		
8. TWEEDLE DEE—L. Baker.....	6	7
Atlantic 1047—BMI		
9. JOHNNY HAS GONE—V. Dillard.....	—	1
Savoy 1153—BMI		
10. LING TING TONG—Five Keys.....	9	6
Cap 2945—BMI		
11. KO KO MO—Gene & Eunice.....	13	3
Combo 64—BMI		
12. LING TING TONG—Charms.....	12	7
DeLuxe 6976—BMI		
13. EVERYDAY I HAVE THE BLUES—B. B. King.....	10	4
RPM 421—BMI		
14. CLOSE YOUR EYES—Five Keys.....	—	1
Cap 3032—BMI		
15. JOHNNY ACE'S LAST LETTER—J. Moore.....	—	1
Hollywood 1031—BMI		

Dealers! Operators!
STOP
Running Around in Circles!
GET ALL THE SMASH HITS NOW!
WE SHIP ALL LABELS WITHIN 24 HOURS
Records Over Regular Wholesale
Albums 10% Over
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Reviews of New R & B Records

JOE TURNER
Flip Flop and Fly88
ATLANTIC 1053 — A Billboard "Spotlight" 2-26-55. (Progressive, BMI)
Ti-Ri-Lee...77
A strong coupling for "Flip" on the flip. It's bluesy and moody, with Turner singing with heart. Backing has a well-marked, rhythmic figure. (Progressive, BMI)

LITTLE WALTER
My Babe88
CHECKER 811—A Billboard "Spotlight" 2-26-55. (Arc, BMI)
Thunder Bird...79
Little Walter leads his ork in a pounding instrumental. A fine hunk of dance wax, it figures to attract plenty of juke loot, altho flip will lead the way. (Arc, BMI)

THE CARDINALS
The Door Is Still Open.....86
ATLANTIC 1054 — A Billboard "Spotlight" 2-26-55. (Berkshire, BMI)
Misirlou...78
The standard receives a fresh reading here. The Cardinals supply a rhythmic figure behind the chanting of the lead singer. Fine sound. (Colonial, BMI)

THE DRIFTERS
Gone80
ATLANTIC 1055—Tasteful r.&b. wax here. McPhatter, in his highly individual style, leads the quartet in a sensitive ballad. A change of pace from the flip. (Progressive, BMI)
What'cha Gonna Do?...80
Plenty of rocking rhythm and honking horns behind this spirited reading of McPhatter's. Disk has movement and pace, and merits plenty of deejay and box exposure. (Progressive, BMI)

THE LAMPLIGHTERS
Love, Rock and Thrill80
FEDERAL 12212—This one's right in the groove of the string of r.&b. hits. The group, of course, sings up a storm. This could happen, too. (Armo, BMI)
Roll On...80
Tune here is in the "Work With Me Annie" style. The material is good, too. And the boys should do just fine with this one. (Gallo, BMI)

LOWELL FULSON
Check Yourself80
CHECKER 812—After the success of "Reconsider, Baby," Fulson ought to find a very receptive market to this differently styled but equally appealing material. The brisk dance beat here makes the disk doubly powerful for operators. (Arc, BMI)
Loving You...78
In this ballad, Fulson makes a strong impression and again gets a fine rocking beat from the ork. (Arc, BMI)

DAKOTA STATION
For the Rest of My Life78
CAPITOL 3059 — A warm, sincere vocal job on an expressive ballad. Both sides should get plenty of spins.
No Mama, No Papa...78
The canary sings with spirit and heart on this cover of a fast-paced ditty with a good beat.

ARTHUR GUNTER
She's Mine, All Mine78
EXCELLO 2053—This fast, Southern styled material stands a good chance of breaking thru, just as Gunter's recent "Baby, Let's Play House" did. His solid performance and the catchy beat achieved here make for a good sales potential. (Excellorec, BMI)
You Are Doin' Me Wrong...73
This side is bound to be more regional in its appeal, since it is a more stereotyped Southern blues with the simple beat and backing. (Excellorec, BMI)

THE HARPTONES
I Almost Lost My Mind77
BRUCE 128—Oldie weeper ballad which mourns a loss is sung with deep feeling by the group, which harmonizes the opus in the distinctive Harptone manner. This could move with exposure. (BMI)
Ou Wee Baby...74
Slinky, toe-tapping beat paces a strong chant job by the group. Good juke material. (Nu Way, BMI)

EARL BOSTIC
Melody of Love75
KING 4776—Bostic's growly tenor leads the combo in a sock, rhythmic reading of the oldie recently revived. The dancers should go for this in a

big way. (Shapiro Bernstein-Presser, ASCAP)
Sweet Lorraine...72
More big-beat stuff in this reading of the oldie. It's fine dance music. (Mills, ASCAP)

OTIS BLACKWELL
I'm Coming Back Baby74
JAY DEE 798—Blackwell's vocal on this blues picks up interest as the disk goes along. He sings here with considerable warmth. (Beacon, BMI)
Go Away, Mr. Blues...72
Routine blues, adequately sung by Otis Blackwell, with fair backing. (Beacon, BMI)

JOHN BRIM
Go Away73
CHESS 1588—Brim manfully resists the blandishments of a girl who is playing up to him while his sweet-heart is temporarily gone. This is a wild Southern record, and the sound and beat will take it far in Southern areas. (Arc, BMI)
That Ain't Right...69
In this plaintive Southern blues, Brim takes his cheating girl friend to task. The singer turns in a good reading. (Arc, BMI)

ARNETT COBB
Flying Home Mambo72
ATLANTIC 1056—Lively instrumental; good sound and musicianship. Good change of pace for deejay programming. (Regent, BMI)
Light Like That...71
Like the title, this instrumental has

a tight, deft touch. (Progressive, BMI)

LOUIS JORDAN
Time Is a Passin'72
ALADDIN 3279—A bright reading of a swinging opus that finds Jordan and the Tympany Five in top form. (F. Fisher, ASCAP)
Gal, You Need a Whippin'...69
The singer threatens his girl, but he doesn't sound too convincing. This is pleasant material but on the lightweight side. (Aladdin, BMI)

PATTI ANN
Shtlgy Boom72
ALLADIN 3280—Many versions of this tune are now on the market, and this warm and personable projection will get a part of the melon, even tho there are stronger readings than this available. Styled to catch both pop and r.&b. customers. (Lero Music)
Baby, Baby I'm in Love With You...66
The nursery rhyme "Baa, Baa, Black Sheep" is the basic material from which this tune has been fashioned, and while it is certainly novel, is not the strongest commercial stuff. (Gallo, BMI)

JAY HAWKINS
(She Put the) Wamee (on Me).....71
MERCURY 70549—For the most unusual material of the week, this will certainly take the prize. A girl puts a hex on the singer, and he goes thru some mighty frantic vocal contortions as a result. Deejays will have a ball with this. (Brent, BMI)
This Is All...67
Hawkins sings out his miseries with raging indignation in this blues. He puts on quite a show, but he will need stronger material than this to click. (Brent, BMI)

Reviews of New Pop Records

Continued from page 32

Should get juke play. (Shapiro-Bernstein, ASCAP)
I Ain't Gonna Wait Too Long...70
A fast-paced rhythm novelty with a backing. (Preview, ASCAP)

THE MARINERS
Do As You Would Be Did By71
COLUMBIA 40439 — The Mariners have a neat tune here and have made a nice side. Ditty has novelty value and carries a moral message. Deejays will find it an unusual change of pace. (Joy, ASCAP)
Didn't Come to Say Hello...70
Pleasant harmony, well-recorded, but no excitement or ingenuity in the arrangement. (Vinrob, ASCAP)

DANNY CAPRI
Desirable71
CAPITOL 3054—Capitol's new singer has a pleasing style and warbles this pretty ballad with warmth and sincerity. (Paxton, ASCAP)
I Do, I Do...69
Capri warbles an okay version of a sprightly ditty. (Leeds, ASCAP)

TONY TRAVIS
I'm Gonna Be a Long Time Forgetting You73
VICTOR 6040 — A slick orchestral setting does much to make this attractive listening. It's a good song, and Travis does an okay job with it. (Garr Music, BMI)
We Oughta Be...73
Neat, bouncy rhythm ditty is handed a suitable reading by Travis, ork and chorus. (Sheldon, BMI)

JERRY MARTIN
What a Difference a Day Makes70
CORAL 61349 — In projecting the beautiful standard, Martin shows his ability to advantage. His smooth baritone comes thru warmly. (Ed. B. Marks, BMI)
I'd Never Forgive Myself...69
A tender warble of an attractive, slow and dreamy ballad. (Mellin, BMI)

JANA MASON
Ever After On70
DECCA 29399—Love ballad with a sad refrain has a spiritual flavor, and it is sold effectively by the thrush. Her voice has an unusual sound that may appeal to many listeners. (North-ern, ASCAP)
A Witness to a Kiss...68
Miss Mason warbles the weeper ballad with abundant feeling. (Love, BMI)

JAMES BROWN
The Ballad of Davy Crockett.....70
M-G-M 11941—Good coverage of the ditty kicked off on TV and jumped on quickly by chanter Bill Hayes.

This should get some of the action. (Wonderland, BMI)
He's a Rockin' Horse Cowboy...67
TV actor Brown delivers an okay reading of a pop-kiddie item. Okay wax, this. (ABC Music, ASCAP)

THE FOUR BARS
Memories of You70
REPUBLIC 7101—Lead singer in this group has a voice with style and flexibility. Nice sound to the disk.
When Did You Leave Heaven?...65
"Will they miss you? Can you get back in?" In heaven, that is. It's a slow-paced ditty. Good diction, but unexciting. (Robbins, ASCAP)

LEE WINTERS
The Wallflower70
CROWN 142—A good performance of the high-riding r.&b. click, this should win some spins. (House of Fortune, BMI)
Love, Love, Love...64
Rhythmic item is sung ably. (Modern, BMI)

TONY CROMBIE ORK
All of Me69
LONDON 1533—Brisk reading of the oldie should be appreciated. Bobbie Breen is the capable vocalist with the large ork.
Perdido...67
The band swings playfully here, in a listenable performance of the opus.

VICO TORRIANI-MANTOVANI ORK
Liebeswalzer69
LONDON 18225—Pretty waltz ballad from a German musical is sung with warm expression by Torriani (in German) to ultra-smooth backing by the ork.
Tausend Mandolinen...64
Another attractive excerpt from the musical "Gitarren der Liebe."

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THE FINAL CURTAIN

ABBOTT—Thomas H., 70, a member of the board of directors of the Moose Jaw (Sask.) Exhibition, February 9 in that city. Survived by his widow, four sisters and a brother. Burial in Moose Jaw.

ANDERSON—Clarence D., 84, retired cellist, February 21 in Norwalk, Conn. He at one time played with the Norwalk Symphony Orchestra and was a charter member of Local 63, American Federation of Musicians, Bridgeport, Conn. Survived by his widow, one daughter, Mary, and a brother, Percy P. Burial February 24 in Mountain Grove Cemetery, Bridgeport.

BRADNA—Fred, 53, equestrian director emeritus for the Ringling Bros. and Barnum & Bailey Circus, February 21 in Sarasota, Fla. (Details in General Outdoors section.)

CASTILLO—Tina, 32, Latin American announcer and disk jockey on Station KTFY, Brownfield, Tex., February 14 in Tahoka, Tex., of injuries sustained in an automobile accident.

COLES—Mrs. Felina, 63, mother of Nat (King) Cole, the singer, February 23 in North Chicago. Her husband, Rev. E. J. Coles; three other sons and a daughter also survive.

ELKAN—Mrs. Irma F., wife of musical conductor, publisher and composer Henri Elkan, February 17 in Philadelphia. She was a singer, teaching voice in New York and Philadelphia, and also sang as Irma Florencia Maldonado with the Philadelphia Civic Opera. In addition to her husband, she is survived by her mother and a sister.

FECTEAU—Leo, 43, aerialist, known professionally as Leo Alcido, February 11 in Kankakee, Ill., after being struck by a train. For the past 10 years he and his brother, Sid, comprised the Aerial Alcidos team, a double ladder high act. Survived by his widow, Mary; twin sons, Jerry and Terry; seven other brothers and one sister. Burial February 13 in Woodlawn, Ill.

GILBERT—Alice, 86, retired actress, February 20 in New York. She had appeared in "The Black Crook" and with Tony Pastor and Weber and Fields. Her last role was in "The Man Who Came Back."

GREENWOOD—Jack, 48, assistant director at many motion picture studios, February 13 in Los Angeles. Survived by his widow, Carol; a son, Jack Jr.; two sisters and a brother. Burial in Hollywood Cemetery.

HAFFELI—Charles, 66, former assistant director and stunt man in films, February 13 in Los Angeles. He worked in such films as "Four Horsemen of the Apocalypse," "Merry-Go-Round" and "The Hunchback of Notre Dame."

HEWITT—Mrs. Harriet, 83, mother of William J. Hewitt, mentalist and magician, who with his wife forms the team of Ching Ling and Soo, February 15 in West Warwick, R. I. Also surviving is a daughter, Mrs. Annie Goodnough. Burial in Phenix, R. I.

KAHNE—Harry, 60, who spent more than 25 years in vaudeville, February 16 in Cedars of Lebanon Hospital, Los Angeles, of a heart attack. Known as the Upside Down and Backwards Mental Wizard, in recent years he had appeared in USO troupes with Jack Benny. Survived by his widow, Marguerite, and two brothers in Providence, R. I. Burial in Providence.

LAMONACA—Joseph Sr., 83, retired musician, composer and conductor, recently in Philadelphia. He was with the Philadelphia Orchestra for 31 years before his retirement in 1941. At one time he was also with the Ocean City Municipal Orchestra. Survived by his widow and seven children.

LESLIE—Dr. Alexander, 43, conductor of the Springfield (Mass.) Symphony Orchestra, February 23 in Springfield.

McGEE—HAROLD J., 55, stage actor for more than 25 years, February 23 in New York. He joined the Provincetown Players in 1921 as student actor and later became one of the group's board of directors. In 1924 he acted in a production of four one-act plays by Eugene O'Neill titled "S. S. Glencain." Other plays in which he performed were "In Abraham's Bosom," "This Is Our House," "The Country Gentleman," "Live Life Again" and "Anne of the Thousand Days." He was a member of the board of governors of the Players. His widow survives.

FRYOR—William B., band leader and secretary of Preble County (O.) Fair Board, February 3 in Reed Memorial Hospital, Richmond, Ind. Survived by his widow, Lucille, and a daughter. Burial in Mound Hill Cemetery, Eaton, O.

PUNCH—J. J., 74, concessionaire with Snapp's Greater Shows the past 10 years, in hospital at Cape Girardeau, Mo., February 25. Survived by a daughter, Mrs. Paul Ferris, Chaffee Mo., also with the Snapp Shows; a son, David Punch, and two grandchildren, Joann and David Punch, Webster Groves, Mo. Interment at Memorial Park Cemetery, Cape Girardeau.

BIRTHS

DREW—A son, Harvey D. Jr., to Mr. and Mrs. Harvey D. (Georgia Boy) Drew February 20. Father is the brother of James H. Drew, owner of the James H. Drew Shows.

HELETT—A son, Richard, to Mr. and Mrs. Charles Helett February 5 in Painesville Park, N. J. Parents have the Unborn and Wild Life shows on Coleman Bros. Shows.

MacDONALD—A son, Arthur, to Mr. and Mrs. Hugh MacDonald February 15 in St. Joseph's Hospital, Far Rockaway, N. Y. Father is advertising production manager for the American Broadcasting Company.

SOMERS—George, 59, retired director of exhibits for the Army, recently in Los Angeles. He directed exhibits for both the New York and San Francisco World's Fairs and most recently organized the Freedom Train. Survived by his widow, Ruth; a daughter, Mrs. Margaret Gidson; his stepmother, four brothers and five sisters. Burial in Forest Lawn Cemetery, Los Angeles.

TILLISON—David J., caretaker of the Actors' Equity Association building for the last 30 years, February 21 in New York.

TODD—James M. (Jimmie), 56, veteran rep and circus performer, February 15 in Albuquerque, N. M., of a heart attack. He at one time was a musician on the old Yankee Robinson and Sells-Floto circuses, and an actor and dancer on various rep shows. Survived by his widow, a daughter, his mother and two brothers. Burial in Albion, Neb.

WILSON—Tommy, one-time drummer with Ken (Snakehips) Johnson's band and one of the few survivors of the 1940 blitzed Cafe de Paris, London, recently in Norwich, England. Injured from the bombing, he had since been working at a ballroom in Norwich. His widow and three daughters survive.

WYLER—Mrs. Melaine, 77, mother of director William Wyler and screen writer Robert Wyler, February 13 in Los Angeles of a heart attack. Burial in Hollywood Cemetery.

River Diskery in Drive for Distribs

CHICAGO, Feb. 26. — Buddy Blake, a partner of the recently formed record firm, River Records, climaxed a 17,000-mile air tour of 32 cities last week in a drive to set up distributorships.

Blake, besides being a partner in the firm, is also the company's first artist to go under contract. His first release under the new label is "You'll Cry for Me," backed with "Rosie." The diskery also has its own publishing firm, Allegro Music, a BMI affiliate. Blake formerly cut for Valley Records under the name of Buddy Cunningham. His big record with that firm was "Angels in the Sky."

The new record firm is based in Memphis. Artists in fields other than pop are now being screened for possible contracts. The firm expects to release issues in the pop, country and western and rhythm and blues fields. It is negotiating currently with a Metropolitan Opera artist for an upcoming recording session. The firm also announced that it would sign r.&b. artist Kokomo to a contract for pop releases.

HOCUS-POCUS

By BILL SACHS

ED MARINO, magician-vent, has just been released from Lenox Hill Hospital, New York, after a major operation on his jaw. He'll be forced to lay off several weeks while recuperating. Friends may write to him at Box 209, Times Square Station, New York. . . . Michael MacDougall, the card expert, whose forte in recent years has been ferreting out dirty work in all kinds of gambling, has an attractive new mailing piece heralding his demonstration-lectures before magicians' groups and private clubs. Gordon J. Skea, New York, is handling. . . . George M. Kelly (Marquis the Magician) is putting in his 12th season with the E. R. Braly Enterprises, Lawrenceburg, Tenn., producers of the Braly Circus, currently on its annual winter tour of the South. Marquis and his wife made a flying trip to Cincinnati recently to catch the Blackstone show at the Cox Theater. "What a piker Blackstone is making out of that guy Ponce De Leon," writes the loquacious Marquis. . . . Dr. Marcus Block (Great Marco) is playing Brooklyn niteries, while his wife, the Mysterious Madam Pearl, works her mental turn in Jersey hotels. . . . Charles and Madeleine Ross-Kam, New England magic duo, have interrupted a busy club-date season for a brief vacation in Miami. They will appear as the feature act at the Allentown, Pa., IBM Ring's annual dinner May 14.

power of interpretation of la Franciscis. . . . Robert A. Nelson, of the Nelson Enterprises, Columbus, O., in a proposal to the International Brotherhood of Magicians, suggests that the organization sponsor the acquisition and maintenance of a permanent magic shrine or museum at Kenton, O., or some other suitable location. The museum would house a suitable collection of magical illusions, tricks, books and other items pertaining to the history of magic, Nelson suggests, and would be open to the public for a small fee. Nelson further suggests that an architect's drawing of the proposed temple of magic be made and copies released to every major newspaper in the country several weeks before the forthcoming IBM convention in Pittsburgh. "The magic shrine could become a reality in a few years," Nelson says, "if the IBM trustees would sanction the idea and contribute a substantial sum from the general funds as a building-fund starter. The ground could be obtained gratis. Every IBM member would gladly pay an extra dollar a year into the building and maintenance fund. With approximately \$4,000-a-year income, which would be supplemented by an admission fee and money derived from concessions, the mortgage could soon be paid off. The magic collection could be obtained at little or no cost to the IBM, which at present has a considerable collection of illusions in storage. A retired magician could be appointed custodian of the museum, which could also house the permanent offices of the IBM, thus reducing current expenditures. Many magicians would gladly contribute far more than \$1 a year toward the shrine. I'll start the ball rolling with a \$25 donation. The project could net the IBM much national publicity and many new members. It would also have tremendous publicity value to magic as a whole."

DEL-RAY moves into Eddy's Supper Club, Kansas City, Mo., March 4, for two weeks, to be followed by a two-weeker at the Park Lane Hotel, Denver, opening March 24. He closed last Friday (25) at the Detroit Athletic Club. . . . Al Avalon kicked 'em in the pants with his comedy paper-tearing magic on his recent engagement at Montreal's El Morocco, according to one of the town's French columnists and our limited

FOLK TALENT AND TUNES

Continued from page 34

Presley, Charlene Auther, Jimmy Rodgers, Snow and the Duke of Padukah. . . . Bob Miller, of WEGO, Concord, N. C., reports that a record was broken recently at WEGO when Otis Burris and His Pine Hill Ramblers took their first break in nine years to reorganize after Uncle Sam served notice that he required the services of the emcee and electric steel man.

Joe Hoppel, who airs six and a half hours of country and western material daily over WLOW, Norfolk, is reserving 15 minutes a day to play records by one country artist. Artist is chosen by mail. Most requested is Jimmie Rodgers, says Hoppel.

Clyde Price, c.&w. deejay at WNPT, Tuscaloosa, Ala., has received a Bachelor of Arts degree in radio and television from the University of Alabama. . . . Lynn McDowell, of WBIP, Booneville, Miss., was "Mr. Deejay, U.S.A." over WSM, Nashville, February 25. . . . From WKYW, Louisville, Thom Hall reports that Ray Price and His Cherokee Cowboys played a return engagement in Louisville February 11 and 13. May Hawks, artist and deejay of WJR, Detroit, stopped by for a visit with Hall while en route to Tennessee recently. The Davis Sisters also guested recently with Randy Atcher over WHAS, Louisville, appearing on both his local show and CBS network slot. Hall also notes that Pee Wee King's newest, "Tweedle Dee" and "You Can't Hardly Get Them No More," is off to a good start in his area.

Billy Bentley, folk spinner at KSTV, Stephenville, Tex., comments: "Hey, let's have more real good records like the ones Eddy Arnold puts out. His music is of the type people will listen to even if they are not a country music fan. Our field needs more of that kind of music and I hope that we can get it."

Besides his regular 10-11 p.m. country & western show on WKXL, Concord, N. H., Cactus Fred has added an additional 15 minutes, 1:15-1:30 p.m., to his schedule. Both shows are heard daily. . . . Shorty Long advises that the mails have been heavy with requests for c.&w. tunes at WPAZ, Pottstown, Pa. Shorty says that all types of country material get strong play in his area.

Happy Wainwright, WKRG, Mobile, Ala., writes that Werley Fairburn (Capitol) appeared with the "Dixie Barn Dance" at the Prichard, Ala., Armory recently to a sellout crowd. Jimmy Newman, Fred Baker, and Al Terry were other recent guests. . . . Seen at Willie Jones' turntable at KCFH, Cuero, Tex., recently were Dido and Jerry Rowley, Slim Whitman, Johnnie Horton, Jimmie Newman, Dotti Jones and Frankie Miller. Warren Curry shoots from his studios at KLBK, La Grande, Ore.:

"There is a lot of unnecessary and senseless music tagged with a guitar or two and classed as western music. This is damaging to the music that some of the great western stars have taken years to build. It would be to the betterment of western music if this type were more carefully scrutinized before being published and recorded. I am the record librarian at this station, and I know we have a lot of wasted space just because of this situation. I am all for good western, hillbilly and folk music, but it should be the type that isn't suggestive or offensive. If there is any doubt in a deejay's mind as to whether the record will offend the listener, seven times out of 10 he won't play it. Why should he?" A new 30-minute c.&w. show, "Sagebrush and Wagonwheels," has been added at KLBK, Curry reports. Show airs nightly, Monday thru Saturday.

Don Jones, who has his own "Cottonseed Jones Show" on KXLR, North Little Rock, Ark., is now emceeing an 11-3 p.m. request show on Saturdays on KXLR, and a daily show on KBMT, Jonesboro, Ark., heard Monday thru Friday. . . . Ace Ball informs that he has joined KLVT, Levelland, Tex., where he's doing five hours of c.&w. music a day. He says his c.&w. library is kinda bare, and that his station is not getting recordings from any of the majors.

Fred Lynn of KWTO, Springfield, Mo., is playing sacred numbers on the last half hour of his "Hillbilly Heaven" show on Wednesday evenings, and says the show is meeting with good reception. Arlie Duff, the Singin' Schoolmaster, dropped in on Lynn recently to spiel on his new release, "Hillbilly Heaven."

The ole singin' school master, Arlie Duff, stopped by to visit Fred Lynn at KWTO, Springfield, Mo., recently and told about his new record, "I Dreamed of a Hillbilly Heaven." While there Duff guested on Lynn's "Ozark Jubilee." . . . George Martin, former WKSR, Pulaski, Tenn., staffer, is back again at the station after a year's absence, reports Nathan Street, also of WKSR. Martin is doing 40 minutes of c.&w. music a day on the "Tennessee Valley Playhouse."

Carolina Cotton Pickers, en route to Miami, guested with John Gallagher on WHPE, High Point, N. C., recently. . . . Lewis Kanode, of WRAD, Radford, Va., is helming three shows, "Top Hillbilly Hits of the Week," a Saturday show; "Gettin'-Up Time," a morning show, and the "Lewis Kanode Show," a mid-day show, which goes out 12:30-1:30 p.m. . . . Bob Miller, WEGO, Concord, N. C., says he had a great time recently observing the "Eddy Arnold Week," when he covered Arnold releases for the 10-year period. Arnold's fan club and listeners' response was good, reports Miller.

BURLESQUE BITS

By UNO

Lynn Yorke, Hirst wheel feature, and her husband, Fred Beck, former straight man now an athletic teacher in the high school in Westwood, Mass., their home, are mourning the loss of Mikki, their Pekinese pet who died at the age of 12 on February 19. . . . Loney Lewis, comic and writer of bits and stripper's songs, keeps up his literary efforts, this time with a colorful and humorous skit he calls "Planet Mars" and a ditty for Brandy Martin, labeled "Brandy Is Good for You." . . . Donna Christie, a Rochester, N. Y., native, is still another front liner at the Hudson, Union City, N. J., to be selected to do a strip specialty. Ditto Vicki Lane, a newcomer from the Empire in Newark where she chorined for six years. . . . The Colony in Union City folded February 20 after a run of eight weeks this season and five last season because of lack of patronage. The theater owner may reopen under new financial backing and continue with Eddie Shafer as manager. The closing cast included Jean Adaire, Dawn Arden, DeCarlo, Irving Harmon, Irving Selig, Frenchie and straight man Jack Mann. . . . Joe Kaliff, prexy of the Caricaturist Society of America, together with Jeanne Koelsch, co-member, and his sketching equipment attended the Cannors convention in Chicago, February 19-23. Both were conspicuous customers in the majority of the local niteries. . . . Abe Gore, comic, is playing weekends with a Jewish troupe in Miami. . . . Francine was called in as a replacement for Mickey Jones, taken suddenly ill, and booked to co-feature at the Hudson, Union City, the week of February 20.

probe by the Anti-Crime Committee helped Ann Corio to annex a lot of daily paper publicity because of her sharing an apartment with Margie Wilson, a model, at 330 East 63d Street, who happened to be one of the owners of the tapped phones. Miss Wilson, being away on vacation at the time, left it up to Miss Corio to answer the questions of the committee. . . . Larry Stevens, of the Lambs Club in New York, teaches classes in strip routines. One of his pupils, Mela, "The Illuminated Peeler," just broke in two of his numbers, as she says, with considerable success. . . . Ling Lee, nee Dreen Lee elsewhere about the country, is going in her fifth week at the King Cole Show Bar in Denver. Featured in the No. 1 spot, Miss Lee uses a variety of costumes that dress up her routines with a lot of flash and color. . . . Sequin is repeating her former big box-office draw in Ohio houses on her second return tour of the Kane Circuit. . . . Headliner Brandy Martin moves from the Hirst circuit to the Adams, Newark, N. J., for two weeks starting April 1 thru Dave Cohn. . . . Venus in her "Dance of Love" followed Siri at the Casino, Toronto, February 24. . . . Julie Gibson and her "Dance of the Bashful Bride" in the Wedge nitery in Philadelphia won an editorial page story by Frederic A. Birmingham in the February issue of Esquire mag. Buddy Ottenberg, co-owner of the Wedge, also Miss Gibson's manager, is responsible for her attaining nationwide recognition in less than a year under his adept guidance. . . . Thru the generosity of Bud Abbott, comic Bennie Moore and Dottie Dean, injured severely in an auto crash, were flown from a hospital in Wheeling, W. Va., to a motel in North Hollywood where they are now under further medical treatment and on the way to recovery.

NOT REAL

Calif. Fair To Explode 'Atom Bombs'

ANGELS CAMP, Calif., Feb. 26.—The annual Calaveras County Fair and Jumping Frog Jubilee here, May 20-22, will feature the exploding of four simulated atom bombs and Alex Freedman's Fair-Time Shows, Carl T. Mills, secretary-manager, said.

In announcing the setting off of imitation A-bombs, Mills said that the attractions was assured with the signing of a contract and the Interstate Commerce Commission granting special permits for the hauling of the "explosives." The fair manager added that the presentation will give Californians a chance to observe at close range the bomb without radiation danger.

Fair-Time Shows will make one of their first fair appearances here, the agreement being signed last December. The organization was formerly known as the Boone Valley Shows and was purchased by Freedman last year.

John Mette will direct the publicity for the exposition. He was associated with the press department here in 1952 and again last year. A graduate of Cal-Poly Agriculture College in journalism, Mette will use top members of the school for training and experience thru an agreement with Ken Kitch of the journalism department at the San Luis Obispo school.

New Cinerama Show Features Fair & Icer

NEW YORK, Feb. 26.—Several outdoor elements show to good advantage in the latest Cinerama production, "Cinerama Holiday," which opened last week at the Varner Theater. In the earlier, first production in the unique film medium, the featured aspect was a ride on the Roller Coaster at Rockaways' Playland.

The new production highlights a fair and its midway and an ice show. The Deerfield (N. H.) Fair was the scene of a long filmed sequence which showed horse pulling contests and various exhibits. The camera's trip aloft on a Ferris Wheel provided a thrill sensation to the theater patrons.

"Holiday on Ice" had its European unit filmed, being flown from Germany to St. Moritz in Switzerland for the event. The outdoor sequence featured tramp comic Ted Deeley, comic trio the Luparescus, single Frank Sawers, and pair Ria Baran and Paul Falk. Deeley and Mary Hales of the chorus line are currently in the "Ice Vogues" unit touring the U. S., while the others named are still with the European aggregation.

Much Tank Use Set by Gotham Sports Show

NEW YORK, Feb. 26.—The new sports show for this area is putting all its advertising dollars in one basket, employing only local and metropolitan region dailies in drumming up business for the event, which opens a 10-day run Friday evening (4) in Kingsbridge Armory, the Bronx. The hall has 180,000 square feet of unobstructed floor space.

The New Sports and Vacation

Repeal Sought For New York Aerial Act Law

ALBANY, N. Y., Feb. 26.—Bills were introduced in the Legislature this week calling for the repeal of the aerial act law passed two years ago. The bills were presented by Sen. E. I. Hatfield, Dutchess County, who was instrumental in having the original bill passed, and Assemblyman Willard C. Drumm, Columbia County.

The law, designed for the physical protection of aerial artists, was widely criticized by acts and bookers alike. Besides calling for all kinds of mechanical safety devices when an act worked 20 feet above the ground, the bill also held the booker or manager criminally responsible in case of an accident.

A strict enforcement of the law would have a tendency to eliminate all of the more thrilling aerial presentations from appearing within the State, it was said by some persons concerned with the presentation of such acts.

At the time the law took effect, July 1, 1952, a number of bookers and managers said that they could not afford to risk the possible criminal penalties in case of an injury to talent and would therefore re-route their talent elsewhere.

So. Louisiana State Plows Profits Back Into Fairgrounds

DONALDSONVILLE, La., Feb. 26.—The South Louisiana State Fair will plow much of its profits back into plant improvements this year, Adolph Netter, secretary-manager, announced.

Major improvements planned are the erection of several new buildings and expansion of parking space. The additions are being made to care for this year's annual which will be tied in with the Acadian Bi-Centennial and which is expected to draw big from the New Orleans area. Buff Hottle Shows will play the midway here for the ninth straight year. Dates are October 5-9.

Kochman Sets Routes, Preps Dog, Thrill Units

NEW YORK, Feb. 26.—Routes have been set for Jack Kochman's Hell Drivers and Lucky Dogs, the latter a new show unit featuring racing greyhounds. Both units will play dates in the Midwest, East and Southeast to form a season lasting from June thru October.

Bob Conto, Kochman agent, reported a normal amount of gains and losses of dates during the booking season with the final results in favor of the units he represents. A pre-season financial analysis of the thrill show route indicates a grossing potential even somewhat better than last year when an earnings record was set for the Hell Drivers.

Principal gain made this year was the acquisition for the first

Show is not employing posters, showcards, radio or TV advertising, holding its ad outlay down with the probability of expanding this effort next year if enough of a surplus is rolled up. Attendance target is the 200,000 that peak years drew to sports and boating events in Grand Central Palace.

Besides the regular \$1.50 and 50-cent admission prices, the event

TWISTER, SCRAMBLER HIT; BUYING, ORDERING BRISK

Major Rides Fire Enthusiasm; Limited '55 Production Seen

• Continued from page 1

had concentrated entirely on manufacturing Ferris Wheels and their parts, had accepted many orders on a "first come, first served" basis for the new ride. Most of these orders had been placed by persons who had not even seen the ride but relied upon the reputable Eli Bridge Company to come out "only with a good ride."

Waiting List

The Tampa performance of the ride, however, alerted many who had over-looked or failed to place an order to immediately get on the waiting list.

Carl Sedlmayr, owner of the Royal American Shows, the biggest of the nation's touring carnivals, had not been on the list. But he wanted a Scrambler so much for his strong fair route that before the Tampa Fair was over he paid \$8,000 over the original cost to

buy one from one of the lucky early purchasers.

The first six Scramblers turned out—those which left the Eli plant before the first of this year—were priced at \$14,500.

In explanation of the \$2,400 price jump since, Lee A. Sullivan Sr., president of the Eli Bridge Company, said, "We picked the \$14,500 figure pretty much out of the air. We didn't know then what our actual cost was. When we did arrive at the true cost we increased the price accordingly to \$16,900."

Before the start of the spring season, Eli will deliver five more Scramblers and before year's end possibly 15 more, according to Sullivan.

"We plan to control production on the Scrambler just as we have on the Ferris Wheels. At this time we have yet to set our production

quota beyond this year," Sullivan said.

The Eli Bridge Company has long controlled production of Ferris Wheels. Ever since the early 40's, with the exception of its 50th anniversary year in '51, when the firm shot for 50 wheels and wound up turning out 51, it has held to making about 40 wheels a year.

Orders on the books for the Scrambler now exceed 150. If Eli in '56 hits an annual production of 25 units—a not unlikely figure—it will be busy for years filling orders now on hand and others expected.

In turning out the Scrambler, Eli uses the same principle of interchangeable parts that it long has in making Ferris Wheels. This, particularly for carnival operators, is highly desirable—if not a virtual must—for the interchangeable parts obviate otherwise costly delays in making repairs.

The Allan Herschell Company, in bringing out its Twister, staged a public demonstration of the ride at its North Tonawanda plant that resulted in six on-the-spot sales. Other orders expected within the next few weeks will take up the entire '55 production schedule planned for the Twister, according to Lyndon Wilson, Allan Herschell president. To fill this schedule, Wilson said, "We are adding employees and extending our work week to 47½ hours."

First Buyers

The first six purchasers of the Twister were Lawrence Kane, Revere Beach, Mass.; Floyd Gooding, Gooding Amusements, Columbus, O.; Charles S. Rose, operator of State Fair Park, Milwaukee; Adelle and Victor Shayeb, Revere Beach, Mass.; Earl Ingalls, Coldwater, Mich., and Harry Mamsch, Chicago.

It was Kane, incidentally, who named the ride. He pulled it out of the air as descriptive of the ride's action.

Commenting on the ride, Kane said, "I bought it because I thought it would please children and adults and thus I would get day and night business out of it. The action, while thrilling, is not so violent as to make anyone sick."

"I'm glad that Allen Herschell is putting the ride out with a gasoline motor as standard equipment instead of an electric motor, because with a gasoline motor the action is much better controlled to give the riders extra whip and twist."

Twister Reception

Enthusied about the reception given the Twister in the demonstration at the plant, Wilson observed, "The response to our new ride shows there is a tremendous interest in new major rides thru-out the industry. We certainly feel rewarded that we spent as much time and energy on the ride as we did."

The Twister, priced in the neighborhood of \$16,000, bears some resemblance to the Hey Dey, which had been manufactured by Allan Herschell.

"The action, however, is so different from the Hey Dey that I would just as soon put it right next to the Hey Dey in my Milwaukee park," Rose said.

Allan Herschell continues to do a brisk business with its other rides, and this week announced the sale of four Jolly Caterpillars. Purchasers were Bill Lynch, of the Bill Lynch Shows, Halifax, N. S.; John R. Lewis, Lewis Amusements, Zelenpole, Pa.; J. Louis Franklin, operator of the River Edge (N. Y.) Children's Amusement Park, and Charles S. Rose.

FRED BRADNA, 83, DIES IN SARASOTA

R-B Equestrian Director 30 Years Became Personification of Circus

SARASOTA, Fla., Feb. 26.—Fred Bradna died at his home in Sarasota on Monday (21). He was 83 and was with the circus 42 years before his retirement a decade ago.

For 30 years he was equestrian director of Barnum & Bailey and then Ringling Bros. and Barnum & Bailey circuses. His military bearing, Continental manner and diplomatic abilities in that position made him a personification of the circus. He was recognized by the public and revered by performers.

Burial was in Sarasota following brief services attended by a number of show people and long-time friends. The flag over winter quar-

ters of the Ringling-Barnum circus was at half-staff.

In German Army

Born Frederick Ferbere, son of an Alsatian brewer, Bradna was reared in Strassburg. In his youth he held the amateur pole vaulting record for Europe for three years. He was taken into the German Army and became a cavalry officer. Back in civilian life after five years, he became a member of the Popescu Brothers' horizontal bar act.

While playing the Albert Schumann Circus in Vienna he met Ella Bradna, rider and daughter of a Bohemian circus owner. They met again two years later at the Nueveau Cirque in Paris and were married. He took his wife's family name at that time.

Join Bailey Show

While working in London in 1902, they were contracted to go with Barnum & Bailey Circus and joined in New York the next spring. Ella Bradna was a featured rider. Fred Bradna served in a number of jobs prior to starting toward the equestrian director goal but soon became assistant to the Barnum and Bailey equestrian director.

(Continued on page 43)

Mass. Court Okays Track Death Award

BOSTON, Feb. 26.—The full bench of the Massachusetts Supreme Court on Tuesday (15) upheld a \$17,575 court award to a Boston surgeon for the death of his wife as a result of an accident at the stock car races in Norwood in September, 1949.

Dr. C. H. Alden's wife was fatally injured when she was struck by a wheel that flew off a racing car at the Norwood Arena. Awards of \$4,500 and \$2,100 also were upheld for two other women injured by the same wheel.

In its finding against the Norwood Arena, Inc., the court found the defendant guilty of breach of duty in failing to warn patrons of the danger of flying wheels. "Patrons could not reasonably be expected to know the danger of wheels flying into the grandstand," the court said.

time of the Frederick (Md.) Fair. Extra days were picked up at the New Jersey State Fair, Trenton; the Eastern States Exposition, Springfield, Mass., and the Southeastern Fair, Atlanta.

Dodges Featured

A complete new fleet of 1955 Dodge cars and trucks has been acquired. A novel presentation phase, suggested by Frank Wylie, Dodge director of special events, calls for the use of every model made by the company. Always in the past it has been customary to stick to one model, sedans or roadsters. This year Kochman will feature two and four-door sedans, convertibles, hard tops and station wagons.

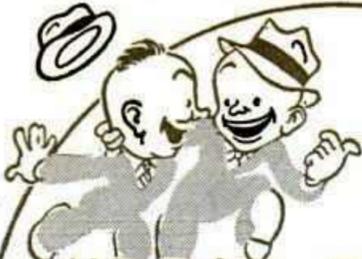
A new color scheme, fantasy yellow and sapphire white, has been adopted for this year. Special art work is being designed by a Detroit ad agency for the cars. Kochman figures the use of a variety of car models plus the new color combination will create the impression of as much change as is possible in a thrill show.

More than 70 dates are reported signed for Lucky Dogs. The canine exhibition was a booking natural because of its newness. The show was booked along with the thrill show but the units were kept independent and will operate in that fashion.

New Promotion

Plans are in the making now for an increased publicity promotion

(Continued on page 43)



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PARKER AMUSEMENT CO. MONTICELLO, IOWA

NEW ACTS AROUND

Wide Variety Spices Fast Polack Eastern

By IRWIN KIRBY

WHITE PLAINS, N. Y., Feb. 26. — Polack Bros.' Eastern company unveiled one of its strongest aggregation of recent years when it showed for four days here last week to open the 1955 season. Outside of clown alley and Harold Voise's aerialists this is an all-new troupe consisting of four animal acts, five ground acts, and seven aerial numbers. There are returns to the company but no other repeats from last year's personnel. The whole functioned smoothly and rapidly from the opening show.

White Plains has always been a good town for the show and the turnouts were up to par this time. The desired two and a half hours run was missed by only 10 minutes in the Saturday (19) opener, and the overage has been sliced off by the third show. Eight performances were held in the 3,000-seat County Center, promoter Ed Ceccolini adding an extra day after several years of three-day circus offerings. Top seat price was \$2.50.

Comedy Bar Bit Revived

Opening the show is Voise's aerial bar act, a three-man comedy routine being used again after several years' absence. It offers casting, numerous gimmicks and trick clothing effects to get the performance off to a good start. While the actual bar work is not overly complicated, the comedy, provided by all three artists, gets the audience, especially the youngsters, in a receptive frame of mind. With the addition of a girl, they also close the show with their flying return act. Gautier's Tally Ho follows with its established routine using four ponies, four dogs and a monkey.

Clown alley's swami number takes over during a "Carnival in Baghdad" production, with Gene Randow injecting a couple of color-changing gadgets into the routine. Joys and all nine web girls are appropriately clothed in flowing Oriental garb, part of the wardrobe on which clown Paul Kaye collaborated. The production features aerialist Greta Frisk and special music is arranged by Henry Kyes.

Helmuth Gunther's fast ball juggling and candlestick building hold the younger set's attention, after which they are again played to by Jorgen Christiansen's mixed animal group: a Palomino, Shetland pony, Sicilian donkey, two South American guanacos, a Nubian goat, a collie and an elk-hound. At the two shows caught the donkey and a guanaco had a touch of wanderlust but their antics kept the patrons amused. The routine, having the animals trotting around the ring with the last one reversing direction after each circuit until all are moving in the opposite direction, is impressive when done flawlessly.

Frielanis Score

The Frielanis score solidly with their bike act's three-high pyramid, the top two members doing a hand-to-hand, and also do a three-high stand. After a clown walk-around the Torreanis close the first half with a wide variety of high wire antics including stilt-walking, unicycle three-high pyramid, blind-fold walk, and hand-to-hand with bottom man lying on his back.

Three-girl loop-the-loop opens the second half. Costine's chimps use stilt-walking, bike riding, musical gadgets, and a rigging on which one chimp performs a humorous iron jaw bit. Franklin and Astrid, hand voltige, follow, then come the clowns again and the Haslevs, casting trampoline. The

Rhodins are well placed to highlight the second half with their combined balancing, trapeze and iron jaw from aerial ladder, and their revolving on the ladder under strobe lighting. Altho the duo uses a colorful wardrobe the strobe effect did not register as well as it should, possibly due to the great distance the light beams had to travel.

The three Polack Bros.' Circus elephants go thru a conventional routine, featuring a hula dance in which one wears a grass skirt, and a bit in which one stands with all four legs on a barrel, and rolls it about 10 feet. Pinky and June Madison present the jumbos.

The Freddie Troupe's multiple teeterboard act looked and scored well, the customers especially going for the hooded double somersault into the elevated chair. Multiple phase of the act has each catapulted man landing on another springboard, with the final one performing twists and somersaults. Following a final clown gag, Voise's Flying Thrillers winds up the performance.

Slayton New Emsee

Since the departure of ringmaster Nate Lewis, the whistle chores are being handled by Dick Slayton, who fills the slot neatly. Harold Voise as co-ordinator also keeps performers and props moving properly, and Gene Randow is producing clown. Repeating in clown alley are also Paul Kaye, Al Ackerman and Larry Benner, while John Seims, John Cirillino and Fred Werner are new this year. Kris Krenkel is unit manager, and Sam Polack contracts the show.

The Haslevs and Freddie Troupe were with Polack Western last season, Gunther was with Ringling Bros. and Barnum & Bailey, Greta Frisk and the Frielanis were with R-B two years ago and in Europe in 1954, the Torreanis are three of the former Camillo Mayer troupe with R-B two years ago, plus a girl formerly with the Bokaras, the Rhodins were in Europe and have played scattered individual bookings in the U. S. Previously Christiansen played Midwestern dates and Costine's chimps were on the West Coast.

Sullivan Band Set For Conn. Confab

WORCESTER, Mass., Feb. 26. —Mickey Sullivan's band will entertain at the annual meeting of the Connecticut Association of Fairs at Terryville, Saturday, March 19. Arrangements were made by Joseph Bartlett, association secretary.

Sailor Circus In Rehearsal At Sarasota

SARASOTA, Fla., Feb. 26.—Sarasota High School's Sailor Circus is in rehearsal for the March 17-19 stand here and six road stands to follow. Head trainer Bill Rutland and assistant John L. Sullivan have more than 200 youngsters at daily practice sessions.

New acts will include a 12-girl Roman ladder turn; multiple trapeze act with six persons on one trap; an expanded flying-casting act, and a four-girl iron jaw act. Thirty-two acts are scheduled.

Judy Graves is supervising work on wardrobe, for which \$9,000 reportedly was budgeted this year. She is the widow of Mickey Graves, formerly of Ringling. Joseph McCarthy, R-B wardrobe boss, advises. Dr. J. Y. Henderson, R-B veterinarian, instructs the students on care of horses and ponies. Bob Reynolds, R-B prop boss, has provided advice and direction on building props and rigging. Shirley Rutland, wife of the head trainer, is arranging music, training make-up girls and overseeing work on wardrobe.

Emmerich Mroczowski, whose parents are on Ringling, handles the Sailor Circus pony drill. Curtis Genders, son of Tuffy and Gracy Genders, is in a trampoline group. Henrietta Cristiani, of the Cristiani Family, works in the web number.

TV Shot Aids Kochman Unit

NEW YORK, Feb. 26. — Jack Kochman's Hell Drivers obligingly staged a crash between two junkers on the street outside the studio for Steve Allen's program, "Tonight," last Friday (18). In return the hell driving unit will get a "substantial plug" for the dates it will play sometime in August.

The deal was set by Kochman agent Bob Conto. Car drivers were Conto and Marty Stepka.

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- ★ Choo Choo Ride
- ★ Speed Boat Ride
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- ★ Rocket Ride
- ★ Pony Cart Ride
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Wind, Cold Weather Cuts Indio, Calif., Gate

INDIO, Calif., Feb. 26.—Windy and cold weather was blamed for cutting down attendance from 138,093 last year to 136,282 during the six-day run of the Riverside County Fair and National Date Festival which closed here Tuesday (22). The event is always scheduled to include Washington's Birthday. The record year was 1952 when the event was attended by 155,500. According to R. M. C. (Bob) Fullenwider, secretary-manager, the event opened on Wednesday and closed Monday in 1954, getting,

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with Washington's Birthday on Monday, almost a three-day holiday. This year it opened on Thursday (17) and closed February 22.

Prior to the opening, a storm hit in the Los Angeles area with the news being given out that it reached into the Indio desert area. Bob Maxwell, press agent here for nine years, attempted to off-set this report with radio spots. Despite the incorrectness of the report, the afternoons here were windy and cold.

The fair again followed its "Arabian Nights" theme with the pageant being given nightly on the stage on the mall. The camel races, also a yearly feature, were again repeated with Gene Holter, of Anaheim, supplying the stock.

Professional acts were used on the Arabian stage this year for the first time. In the past they were presented in the horse show arena. The program, booked for the fifth consecutive year by Jo and Newton (Carolina) Brunson, the husband-wife team of the Hollywood Theatrical Agency, included Wally Blair, comedy cyclist; Irene McAfee, dogs; Donna Kaye, acro novelty, and Sassy the cat. Kayletta (Kay Burns) with her high act was a nightly feature.

Frank W. Babcock United Shows were featured on the midway.

Maxwell was assisted in the press department by Frank Adams. Maxwell leaves here March 1 for Los Banos for the "It's May Day in Los Banos" celebration and will later handle publicity for the Merced County Fair in Merced. His contracts will keep him busy on expositions in Central California for the next six months. Since the war, Maxwell has publicized 17 fairs.

All Mishaps in Pa. Good for Compensation

HARRISBURG, Pa., Feb. 26.—The Pennsylvania Workmen's Compensation Board has held that all accidents occurring in Pennsylvania—even to traveling people—come under the provisions of the State's compensation laws. The decision was reached in a case involving King Brothers Circus of Macon, Ga.

The State Workmen's Insurance Fund appealed a referee decision in the case as the insurance carrier for the circus. It involved injury to William L. Edie, an elephant attendant, who joined the circus in Ohio. He was injured while the show was playing in Warren, Pa., on June 5, 1954, and is totally disabled as the result of the accident, the board said. A referee granted workmen's compensation to the man.

The appeal by the State insurance fund did not dispute the facts but was taken on the question of law. The fund claimed Edie was not a Pennsylvania resident, hence not a Pennsylvania employee within the meaning of the compensation law.

According to the board, "The Pennsylvania Workmen's Compensation Act applies to all accidents occurring within this Commonwealth. Whether an employee is a Pennsylvania employee only becomes important when an accident occurs outside Pennsylvania," it added.

Set N. Kentucky Dates

FLORENCE, Ky., Feb. 26.—At a recent meeting here of the Northern Kentucky County Fair Association, the following dates were set, according to President Paul E. Carraco, Carrollton: Falmouth Fair, August 15-21; Owen County Fair, Owenton, July 13-16; Grant County Fair, Williamstown, July 27-30; Boone County Fair, Burlington, August 4-6; Carroll County Fair, Carrollton, August 10-13, and Campbell County Fair, Newport, September 3-5.

Work Started On Grain Bldg. At Regina Ex

REGINA, Sask., Feb. 26.—Work has begun on a \$250,000 structure to replace the burned-out west wing of the Grain Show building at the Regina Exhibition grounds.

City Council has been asked by the Regina Exhibition Association to turn over the insurance money to the fair board as soon as it is received. It is expected to amount to \$160,000.

Two wings of the building were destroyed by fire in January and before the blaze was put out, exhibition directors had decided to rebuild the west wing in time for this year's fair, August 1-6. The south wing will not be rebuilt until later.

Financing Plan

A letter to the City Council stated that insurance would provide \$160,000 of the amount required for the west wing. The additional \$90,000 will be taken from the board's capital reserve account which now totals \$300,000. Out of this it is also proposed to use \$100,000 for construction of a livestock building this year.

Debris at the scene is being cleared away.

At Saskatoon, the exhibition board had the fire chief make a thorough study of buildings on the fairgrounds with a view to double-checking fire hazards. He found the situation "generally speaking, satisfactory" but made several suggestions.

Two coal and wood-burning stoves in the barns were ordered removed and some changes in electrical wiring were requested.

The chief also suggested stricter enforcement of "no smoking" regulations in the buildings and the use of larger signs prohibiting smoking.

Storage of automobiles was found to have been done haphazardly, in some cases, which would make their quick removal in case of fire difficult. They will now be lined up pointing toward exits so they can be driven or towed out on short notice.

Tests of water pressure at the fairgrounds will be conducted in the spring.

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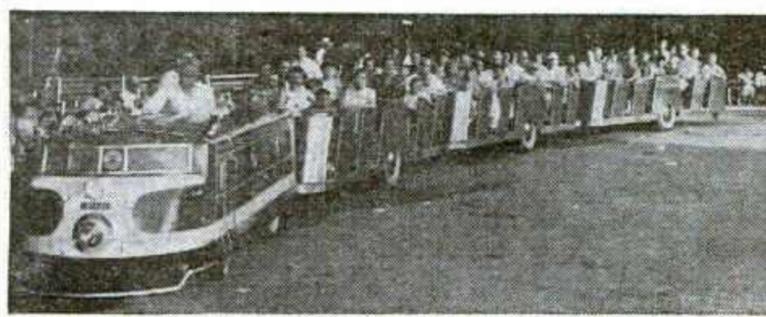
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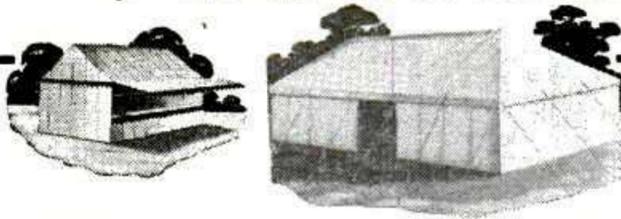
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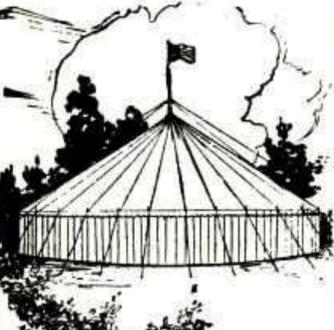
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Attendance Up At Chicago Outdoor Show

CHICAGO, Feb. 26.—The 18th annual Chicago Sports and Outdoor Show went into the next to the final day of its 10-day run here in the International Amphitheater with a slight attendance bulge over 54 Frank Hogan, president of the exposition, reported, the gate was slightly over last year with the two biggest days, Saturday and Sunday, yet to be counted.

This year's show, which for the first time utilized the new 180,000 square feet addition to the big stockyards building, was the biggest on record from the exhibit standpoint. Hogan said the expansion of the trailer showing and a broader interest from remote parts of the country increased the number of exhibitors by close to 30 per cent.

The two-a-day show in the arena was well attended, particularly in the evening and on the weekends. Joe McKenna, veteran outdoor emcee, handled those chores. Heading the talent list was Sam Howard's water and diving troupe, appearing for the sixth year here; Jim (Dusty) Rhodes, of the New York Giants and pinch-hitting hero of the '54 World's Series; Orin Benson and his hunting dogs, Billy Fontana and his log rolling dog, the roller-skating Four Whirlwinds and fencing and trick casting by experts.

In the Howard swim troupe were Don McGee, Don Hapka, Barney Cipriani, Merry Lads of England, Don Franklin, Lois Clifford and the Dwight Sisters.

The games concessions, which this year operated as a fund-raising unit for the U. S. Olympic Association, were arranged in an attractive line-up but were remote from the center of activity. Set up in the far south end of the building, it was necessary for customers to walk thru the huge hall housing hundreds of house trailers.

The games were set up in a horseshoe arrangement with a canvas entrance and exit. Operators reported traffic was light during the weekdays but picked up noticeably on Saturdays and Sundays.

Mr. and Mrs. Bill Block had three booths in operation including archery, shooting gallery and fish bowl. Others on hand were Joe Whittle and Bill Knight with basketball, balloon darts, hucklebuck and coke bottles. Johnny Bokowe had a football pitch, horseshoe pitch, goal kicking, nail joint and baseball game. Also in the area was a miniature golf course, a steer giveaway booth and two refreshment stands.

Doug Baldwin Receives Farm Frat Honor

ST. PAUL, Feb. 26.—Douglas K. Baldwin, secretary of the Minnesota State Fair, this week was given an honorary membership in Alpha Zeta agricultural fraternity. The presentation was made at the 50th anniversary founders' day dinner of the University of Minnesota.

Last person to receive this honor was Ezra T. Benson, Secretary of Agriculture.

Baldwin's recommendation was the first ever made by the university's 50-year-old chapter. It was made for Baldwin's contributions to the progress of Minnesota agriculture in terms of the fraternity's ideals of leadership, scholarship and service.

Suffering a broken ankle as the result of a recent fall, **Bobbie Dan Stewart** is confined at Caravan Trailer Park, Columbus, O., and would like to hear from friends.

Sabuco Hypos Indian Village At Escanaba

ESCANABA, Mich., Feb. 26.—Expansion of the Indian Village here adjacent to Upper Peninsula State Fairgrounds, opened last year after an initial investment of \$40,000 by Marco Sabuco, restaurant owner and former wrestler, was reported by R. Neil Altenburg, wild animal dealer, who has supplied animals for the village and is doing the building work at his nearby winter quarters.

New this year will be pony, Kid-die Airplane rides, tourist information booth, drive-in restaurant, gift shop, museum and a zoo, composed of two large attractions and 30 small animals. Everything will be in buildings. All equipment being built in Altenburg's shops will be trucked to the village in time for the June 1 opening. The \$1 admission will be good for Indian dances, tribal rituals and tour of the village. Already 300 highway signs have been completed to advertise the attractions, and a heavy radio and TV advertising program is planned.

Besides owner-manager Sabuco, who will supervise the Indian tribe of 38 and workmen, the staff includes Dave Jones, publicity; Lawrence Dubor, maintenance, and Conrad Nies, zoo and rides.

Expect 300 At New York Popcorn Meet

NEW YORK, Feb. 26.—Over 300 members of the theater and concession trade are expected to turn out for the Eastern Regional Popcorn Association confab March 8 in the Park-Sheraton Hotel. Lee Koken, RKO Theaters, general chairman of the meeting, made the estimate this week on the basis of advance registrations.

Program participants will include Morrie R. Yahai, King Kone Corporation, New York, who will moderate the manufacturer-wholesale sessions. Speakers and topics will include John Hayes, King Cole Foods, South Portland, Me., "Point-of-Purchase Merchandising Displays"; Norvald Reppen, Madison, Wis., "Action Displays Sell More Popcorn"; "New Ideas in Packaging," "Combination Popcorn and Oil Packages," and "Popcorn Figurines."

Speakers—Topics

Speakers on the program of the concession operators will be Sam Rubin, ABC Vending Corporation, "New Ways to Merchandise and Increase Ice Cream Sales"; James Loeb, Walter Reade Theaters, "Incentive Plans and Training Personnel"; Arthur Segal, SelMix, Inc., "Manual Drink Equipment's Place in the Conventional Theater"; William E. Smith, the Popcorn Institute, "Point-of-Purchase Popcorn Displays"; Ben Kornfield, ABC Vending Corporation, "Film Tie-In Merchandise Sales and Campaigns," and Thomas J. Sullivan, IPA executive vice-president, "IPA Provides Industry Leadership for America's Fastest Growing Business."

On the program at the afternoon session topics and speakers will include Saul Lerner, Long Island Family Drive-In Theaters, "Cafeteria Operation and Its Advantages"; Bill Burke, Confection Cabinet Corporation, "Station Operation and Its Advantages"; Irving Rosenblum, Savon Candy Company, "New Trends for Drive-In Concessions"; "Newest Items Sold in Drive-Ins"; "Intermissions and Playgrounds as Aids to Snack Bars"; Norvald Reppen, Madison, Wis., "Motion Displays Attract More Sales in Drive-In," and Bert Nathan, IPA president, "What to Look for in a Good Concession Operation."

Coca-Cola Company will host a luncheon and Pepsi-Cola Company will hold a cocktail party in the evening.

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Tanks at Gotham Sports Show

Continued from page 39

is selling discount tickets for \$1 each in blocks of 10 to all organized groups. First thought was to limit this distribution to recognized sportsmen's groups but this idea was dropped. The 50-cent fee applies to children up to 12 years of age, but high school kids are being accepted for the half-dollar Monday thru Friday (7-11).

Indoor Water Skiing

Promotion-wise, Vic Oristano Associates has achieved TV appearances so far for little Lana Kay Roberts, nine-year-old National Pee-Wee Golf Tourney Champion. Other talent to perform at the show includes tumblers, fencers, and skiers. Something new here, indoor water skiing, will have experts towed by a boom attached to a revolving centerpiece set in a cir-

cular tank. At least one TV network will carry a remote from the hall but plans for this phase of the promotion have not been completed.

Bruce Parker and Angela Landis, both title-holders, will perform in the tank, which has a 120-foot perimeter. A demonstration has been scheduled for the newspapers next Tuesday (1) when the performers will go thru their jumps and acrobatics. Besides permanent balcony seating, the promoters are putting in a 5,000-seat bleacher.

Three other pools at the show will be devoted to casting and the Berkshire Trout Farm's fishing exhibit, the latter employing the now-customary quick freeze method until the customer checks out his catch to take it home.

Skin Diving Slated

There will also be a baseball clinic conducted by ex-big leaguer Al Simmons; retrieving of live dogs by Orin Benson's spaniels and Labradors; skin diving in a 10,000-gallon tank with windowed walls by the Long Island Dolphins, an amateur club; and a free archery clinic on a 1,600-square foot range.

Exhibitors will include outdoor clubs, travel elements, equipment manufacturers, conservation groups and consumer publications, but there will be no direct sales or solicitations permitted. The event is promoted by New York Expositions, Inc., headed by Lester Eisner.

Underhill to Serve Mineola For 52d Year

WESTBURY, N. Y., Feb. 26.—Samuel S. Underhill of Jericho was named recently to his 52d term as a director of the Mineola Fair. Others elected at the latest meeting included James W. Carpenter as first vice-president and Edward J. Neary as a director. Carpenter is board chairman of the Long Island Association and Neary is a former district attorney of Nassau County.

The first vice-presidency is a new office created by life members of the Agricultural Society of Queens and Nassau Counties. Harold VanSise of Woodbury, who held the single vice-presidency of the group, was elected second vice-president, and Raymond C. Fish of East Meadow was elected secretary and treasurer.

Kochman Sets

Continued from page 39

effort on the thrill show as well as an all-out effort to make the new feature successful from the start.

Kochman and Conto will arrive at West Palm Beach, Fla., winter quarters about the middle of March. The driving personnel has all been signed. Some 80 greyhounds owned by Kochman have yet to be schooled for the fair circuits.

Special equipment for the dog unit is being constructed. Kochman recently acquired two sets of portable track lighting equipment since many of the dogs' performances will be staged at night.

Fred Bradna

Continued from page 39

Ability to speak a number of languages helped much in the work with performers from throughout the world.

During winters they played vaudeville and also made tours of Cuba and South America, where he was with Santos & Artigas Circus several times.

He was parade marshal of Barnum & Bailey from 1913 thru 1918 and in 1919 on Ringling-Barnum. Meanwhile, in 1915, he stepped up to the much-sought equestrian director's position.

Reigned Over Greats

There he reigned for 30 years, presiding over a circus age which included great names like Clarke, Siegrist, Wirth, Hanneford, Colleano, Davenport, Lietzel, Codona, Wallenda and Pallenberg. He was there along with Ubangis and Gargantua. He was on hand at the times of blowdowns, wrecks and fires as well as accidents to performers.

Bradna was active several winters with units which played Shrine dates. He was on the staff of the R. T. Richards Circus, owned by Richard T. Ringling, in 1917-1918. After Ringling-Barnum was closed by a strike in 1938, he and a number of performers had a small circus which played Florida towns briefly.

Escorted Wilson

Bradna escorted several Presidents of the United States at the circus, including Woodrow Wilson when he threw his hat into a Barnum & Bailey Circus ring to signify he would run for the office. Bradna was the official host to other dignitaries at the circus also.

At Dallas in 1945 a heavy storm swept the circus lot and Bradna was felled by a quarter pole. The injury forced him to leave the road. Thereafter he was equestrian director emeritus. He was honored several times in that period by the circus and continued to enjoy his special skills at cooking, hunting and fishing. In 1952 his autobiography, entitled "Big Top," was published.

Panama City Gets Pro Diving Tourney

PANAMA CITY, C. Z., Feb. 26.—The world's professional high-diving championship will be held here at the El Panama Hotel March 25-27, Clint Osborn, manager, announced this week. Dives will be made into a 7½-foot deep pool, 22 feet in diameter, and the platform will be rigid against the face of the hotel.

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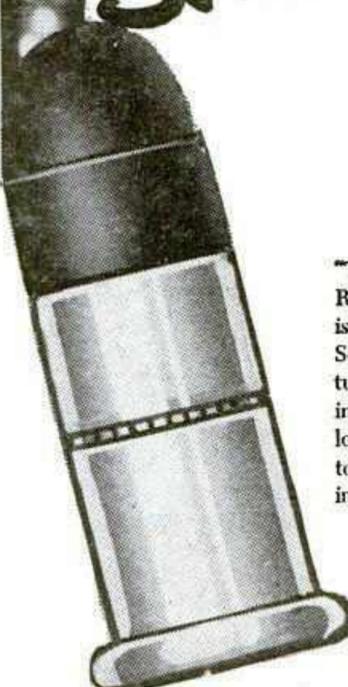
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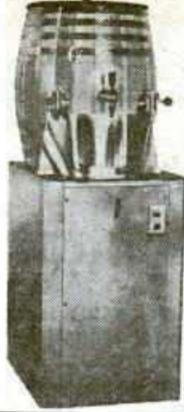
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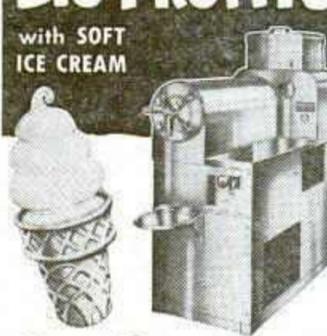
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COMING EVENTS

Alabama
Montgomery—Mid-Alabama Home Show, March 23-27. Irving Wayne, Jefferson Davis Hotel.

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—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—Flower Show, March 3-6.
San Diego—Home Show, March 26-April 3.
San Francisco—National Sports and Boat Show, March 4-13. Thomas R. Rooney, 369 Pine St.
San Francisco—General Motors Motorama, March 26-April 3.
San Francisco—Grand National Jr. Livestock Expo., April 2-8. Nye Wilson.

Colorado
Denver—Home Show, May 8-15.

District of Columbia
Washington—National Capitol Flower & Garden Show, March 10-16. Al Harloff.

Florida
Daytona Beach—Volusia County Home Show, March 12-16. Irene Kellogg, Pilot Club.
Miami—Flower Show, March 18-21.
Miami—Do-It-Yourself Show, April 13-19. Miami Herald.
Miami—Southeastern Automotive Show, April 23-30.

Georgia
Atlanta—Southeast Sports & Boat Show, March 5-12.
Swainsboro—Pine Tree Festival, April 5-10.
Thomasville—Rose Festival, April 29.

Illinois
Chicago—Modern Living Exposition, March 26-April 3, Navy Pier.

Indiana
Evansville—Tri-State Sports Show, March 27-30. Homer Bow.

Iowa
Des Moines—Iowa Sports & Vacation Show, March 31-April 5.
Waterloo—Northwest Ia. Sports Vacation Show, April 21-24. Bill Christiansen.
Waterloo—Waterloo Home Show, March 30-April 3.

Louisiana
Baton Rouge—Livestock Show & Rodeo, March 5-12.
New Orleans—Junior Livestock Show, March 2-3.
New Orleans—Do-It-Yourself Show, April 9-13.
New Orleans—Home Show, May 21-29.
Shreveport—Spring Festival, April 27-May 1. Abie C. Goldberg.

Massachusetts
Boston—Motorama, April 23-May 1.

Michigan
Bay City—Better Homes Show, March 18-23. Jack Davis, Box 12.
Grand Rapids—West Michigan Sports & Boat Show, March 21-26. Jack D. Loeks.
Hastings—Michigan Cornbelt Stock Show, March 2-3. Dungan G. Leitch.
Lansing—Antique & Hobby Show, March 29-23. L. Verne Slout, Vermontville.
Vermontville—Maple Sirup Festival, April 16. Dr. Clarke Davis.

Minnesota
Hattiesburg—South Miss. Dist. Livestock Show, March 14-16. N. S. Hand.
Minneapolis—Northwest Builders' Show, March 12-20.

Mississippi
Canton—Madison Co. Livestock Show, April 13-14. N. S. Estess.
Carrollton—Carroll Co. Livestock Show, March 23. R. A. Cooper.
Columbia—Marion Co. Livestock Show, March 10-12. D. O. 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—Porrest Co. Livestock Show, March 11-12. W. W. Kennedy.
Hattiesburg—South Miss. Dist. Livestock Show, March 14-16. N. S. Hand.
Mendenhall—Simpson Co. Jr. Livestock Show, March 14-16. J. F. Ponder.
Port Gibson—Southwest Miss. Dist. Livestock Show, March 21-23. E. C. Newman.
Sardis—Northwest Miss. Dist. Livestock Show, March 26-30. R. P. Lewis.
Tupelo—Lee Co. Livestock Show, March 25-26. W. J. Pernel.
West Point—Northeast Miss. Dist. Livestock 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 Zalken.

Nebraska
Lincoln—Capital City Home Show, March 24-27. Peggy King, 418 Trust Building.
Omaha—Omaha Sports, Vacation & Boat Show, March 5-13. G. Edward Budde.

Nevada
Las Vegas—Hellorado Days, May 13-16.

New Mexico
Truth or Consequences—Piesta Rodeo, April 1-3.

New York
New York (Bronx)—Sports and Vacation Show, March 5-13.
Syracuse—Homemaker Show, March 8-11.
Syracuse—Builders' Exchange Show, March 21-30.
Syracuse—Sportsmen's Show, April 28-May 3. 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.

Oklahoma
Oklahoma City—Home Show, March 27-April 3. Gus Fields, Biltmore Hotel.
Pawhuska—Osage Downs Futurity & Race Meet, May 1-8. Clarence Paden, Chamber of Commerce.

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.

(Continued on page 45)

Carnival Routes

Send to
2160 Patterson St. Cincinnati 22, O.

Big State: McGregor, Tex.
Blue Grass: Largo, Fla.; Ocala 7-12.
Glades Am.: Sebring, Fla.
Hill's Greater: Eagle Pass, Tex.
Moore's Modern: Uvalde, Tex.
Page Bros.: McComb, Miss.; Brookhaven 7-12.
Red Ribbon: McComb, Miss.; Brookhaven 6-12.
Royal Expo.: Daytona Beach, Fla.
Southern Valley: Delhi, La.
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Davenport, Orrin: Rochester, N. Y., 1-6; St. Paul 7-14.
Hamid-Morton: Kansas City, Mo., 1-6;
Polack Bros. Eastern: Wilkes Barre, Pa., 2-5; Sampson Air Force Base, Geneva, N. Y., 11-12; Lewiston, Me., 17-19.
Wichita, Kan., 7-13.
Polack Bros. Western: Chicago 1-13.
Polack Bros.: Wilkes-Barre, Pa.

Ice Shows

Holiday on Ice, International, No. 1: Aarhus, Denmark, 9; Odense 11-20.
Holiday on Ice, International, No. 2: Calcutta, India, thru March 20.
Ice Capades: St. Louis 1-9; Chicago 11-20.
Ice Vogues: Daytona Beach, Fla., 1; Jacksonville 2-7; Spartanburg, S. C., 8-12.
Shipstads & Johnson's Ice Follies: Providence, R. I., 1-6; Buffalo 8-13.

Miscellaneous

Laine, Buddy, Ork: Chevy Chase Club, Wheeling, Ill., 1-5.
Magnum the Magician: Cumberland, Ia., 1;
Pisgah 2; Mapleton 3; Kiron 4; Rossie 7; Fenton 8; Blue Earth, Minn., 9;
Joice, Ia., 10.
O'Days, Marie, Palace Car: Pittsburgh, Tex., Winstonsboro 2-3; Sulphur Springs 4-5; Commerce 7-8; Honey Grove 9-10; Cooper 11; Mt. Vernon 12; Mt. Pleasant 14-15.

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MILD WEATHER FAVORS CONEY HOLIDAY AGAIN

NEW YORK, Feb. 26.—Coney Island operators were blessed Tuesday (22) with their second straight Washington's Birthday on which excellent weather prevailed. Promenading on the boardwalk resulted in fair business for con-

cession spots which opened, and there were many rides in operation. The McCullough kiddie parks were running to fair patronage on Surf Avenue and West Eighth, and on Surf and 15th. Several Scooter rides opened as well.

Good business was turned by the Five-Star Finals, both Moe S. Silberman's on the Boardwalk and Eddie's on Surf Avenue. Parking lot boys also benefited from the heavy motor traffic.

Coupled with a mild and sunny weekend which saw a high proportion of cars on the metropolitan roads, the Coney Island operators had a pretty good stretch of days for the off-season. All eateries open did okay business, led by Nathan's and the Clam Bar restaurant.

Most amusement people at the Island are ready to go any time good weather comes along on weekends from here on.

Funspot Setting Lure Offered By Palisades

NEW YORK, Feb. 26. — Palisades Amusement Park is again being offered to ad agencies, magazines, motion pictures and television as an excellent background funspot setting.

The Bert Nevins publicity agency, thru Sol Abrams, this week circulated literature to all potential users of such pictorial background, noting some of the physical components of the colorful playground.

Abrams notes that TV network shows that had been filmed or telecast from the park included "Man Against Crime," "The Hit Parade," Ed Sullivan's "Toast of the Town," the Dave Garroway Show, the "Strawhatters," "Summer in the Park," the "Midway," and "Summer Matinee." RCA and CBS experimental color telecasts have also emanated from Palisades.

Atlantic City Council Names Hamid to Post

ATLANTIC CITY, Feb. 26. — George A. Hamid Jr., representing the resort's entertainment industry, was named chairman of the executive committee of the newly formed Atlantic City Progress Council, at a meeting of the 20-member committee at the Penn-Atlantic Hotel recently.

Hamid, as well as other members of the executive group, expressed sentiments to the effect that the work of the Progress Council would consist of harmonizing, consolidating and assisting in efforts of other civic or governmental bodies looking toward the common goal: improvement, betterment and securing the future of Atlantic City.

At the same time, it was made clear that the council would assume the function of a clearing house for ideas, much in the manner in which the Emergency Erosion Committee strove for a solution of the threatening beach erosion problem a few years ago.

Playland, Bayonne, N. J.; Bakerman's Sportland, Keansburg, N. J., and White City Amusement Park, Worcester, Mass.

The game operates on the same mechanical principles as does the Scientific Pokerino. Max Levine, Scientific president, describes the game as a six-ball, skill-type roll-down. Purpose is to line up five numbers—horizontally, vertically or diagonally—in six tries.

New Game Units Slated For Funspots

NEW YORK, Feb. 26.—Initial shipments of Bing-O-Reno, a new Arcade game made by the Scientific Machine Corporation, are slated for a number of amusement parks.

Orders have been received from Fuller's Playland, Hampton Beach, N. H.; Ralph Franks Amusements, Wildwood, N. J.; Donlan Enterprises, Utica, N. Y.; Uncle Milty's

Rocks' Acquires Space For 2 Arcade Buildings

NEW YORK, Feb. 26. — More than 75 new Arcade pieces will be put in play by Rockaways' Playland this year in structures being erected across 98th Street from the park. The ultra-modern buildings are being finished off with ceiling-to-sidewalk glass walls and are to have shrubby borders inside the walls.

Supervising the construction is Martin W. Martin, who will also operate the contemplated food stand as he does food operations within the park.

The new buildings are in three sections, extending 100 feet up Rockaway Beach Boulevard and

80 feet from the boulevard toward the beach, along 98th Street. There will be no change of operations by Nunley's Carrousel, the long-established kiddie park which is adjacent. The corner had been occupied by a restaurant previously until its lease was taken over by a new corporation, one of the partners being A. Joseph Geist, president of Playland.

Joe Goldsmith, the park's Arcade manager, will also be in charge of the new location. In view of the park's policy of year-round operations, the buildings are being put up with heating.

HOLMES COOK SAYS

Hi-Speed Mini Golf Doesn't Need 'Rangers'

NEW YORK, Feb. 26.—The use of "rangers" to patrol miniature golf layouts and expedite play was criticized this week by Holmes Cook, who has been building and operating courses for 14 years. Courses run by the Holmes Cook Miniature Golf Company do not employ this method of suppressing rowdiness and keeping players moving at a satisfactory pace, he added.

Rangers used by some courses (The Billboard, February 19), are men whose duty is to circulate thruout the course, replacing lost golf balls from their pockets, settling disputes, seeing that ground rules and minimum stroke requirements are observed, and in general making sure that participants proceed rapidly and peacefully.

Cook said that his experience has favored the use of loudspeaker warnings. The theory is that troublemakers and dallyers react thru embarrassment when the speaker voice booms out a request to observe the rules.

Sunken Fairways
Regarding the replacing of balls driven off the fairways, Cook said a proper wall along the playing area will prevent such mishaps, and that the well-designed course will make it virtually impossible for a ball to become lost even if it manages somehow to leave the fairway. Rather than employing raised walls, the Cook layout has a trough-like playing area which is about two and a half to three inches below ground level.

Relating the comeback of miniature golf, Cook noted that the obstacle-type course is on its way out and that the current concept is to have a "putting course." In this layout all fairways are of identical length and clear of obstructions. Built-ins which resemble obstacles are merely decorative and the balls are smoothly funnelled toward the hole. The clear areas make it unlikely that a ball will ricochet off a fairway.

Uniform fairway length, it was explained, does not prohibit a course from offering a variety of angles and other fairway tricks. The idea is that, since Cook feels 99 per cent of miniature golfers have never used a golf club, the repetitive lengths will enable the novice to develop the proper stroke and therefore to play faster and get more satisfaction out of self-improvement.

Cook's layouts, custom designed for each tract of property, several of which he operates himself, have ranged in price from \$17,000 to \$60,000. With the feature of clear fairways and easy stroking conditions, he says, many have paid for themselves in the first year of operation. The hair-felt surface, while costing \$500 and more each year to refinish, he considers superior and longer lasting than others, and his courses have eliminated spot-

lights while employing lighting from overhead which bathes the course without causing any objectionable shadows.

One of the finer examples of Cook's work is the course finished last spring for Frigidaire at its Dayton, O. employees' recreation park. The only facility in the park for which a fee is charged, it has over 37,000 players in its initial season, it is claimed. Cook is currently building an 18-hole layout at Dorney Park in Allentown, Pa., which he will operate.

Mickey Hughes Nuptials Set

FORT LEE, N. J., Feb. 26.—The mayor here will officiate at the wedding this week of Mickey Hughes, Hot Rods, Inc., importer, and Ingrid Steffen, of Hamburg, Germany. Miss Steffen is flying over for the affair after which the couple will take a short honeymoon trip and settle in a new apartment in Inwood Park.



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COMING EVENTS

Continued from page 44

Tarentum—Boat and Sports Show, May 9-14. James W. Grinder, 139 E. 7th Ave.

Texas

Amarillo—Stock Show and Rodeo, March 1-5.
Austin—Livestock Show, Feb. 28-March 6.
Dallas—Garden Center Flower Show, March 12-19. Joseph B. Rucker, State Fair Park.
Dallas—Southwest Sports & Vacation Show, April 15-24. Martin E. Kelly, Prom. Dept., Dallas Morning News.
Dallas—National Home Show, April 30-May 8. Grover Godfrey, 102 Walnut Hill Village, Dallas.
El Paso—Dinner Show, April 16-17.
Galveston—Home & Do-It-Yourself Show, May 4-8. Patrick J. O'Toole, Casa de Palmas Hotel, McAllen.
Houston—Sports Show, March 18-27.
Mercedes—Rio Grande Livestock Show, March 8-13.
Odessa—Odessa Rodeo, March 9-13.
Pasadena—Home and Industrial Show, April 6-10. Patrick J. O'Toole, Casa de Palmas Hotel, McAllen.
San Angelo—Pat Stock Show and Rodeo, March 3-6.
San Antonio—Fiesta San Jacinto, April 17-23.
Shamrock—St. Patrick's Day Celebration, March 17. Bob Roach.

Utah

Delta—Millard Co. Jr. Livestock Show, May 20-21. Ward Nielsen.
Ephraim—Sanpete Rambouillet & Jr. Fat Stock Show, May 21-22. Geo. Beal.
Ferron—Jr. Livestock Show, May 12-15. Willis Hill.
Richmond—Black and White Days, May 21-22. Quentin Peart.
Salt Lake City—Home Show, May 11-16. E. I. Greenband, 39 Exchange Place.
Vernal—Unitah Basin Jr. Livestock Show, May 27-28. Marvin Smith.

Virginia

Richmond—Home and Garden Show, March 22-27.

Winchester—Shenandoah Apple Blossom Festival, April 28-29. J. Pinckney Arthur.

Washington

Enumclaw—Enumclaw Jr. Dairy Show, May 21. Martin J. Teeter.
Seattle—International Trade Fair, March 11-25. Kenneth V. James, 215 Columbia St.
Spokane—Sports Show, April 19-24.
Spokane—Spokane Jr. Livestock Show, May 3-6. P. R. Gladhart.
Spokane—Inland Empire Home Show, May 21-29.
Toppenish—Central Wash. Jr. Livestock Show, April 26-28. Willa M. Rowland.
Wapato—Wapato Jr. Livestock Fair, April 18. Blaine C. Hardy.

Wisconsin

Madison—Wisconsin 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

Toronto—Sportsmen's Show, March 11-19.

Saskatchewan

Regina—Sportsmen's Show, May 3-11.
Saskatoon—Light Horse Show, April 5-8.
Saskatoon—Breed Show and Sale, April 12.
Saskatoon—Bull Show and Sale, April 13.
Saskatoon—Pat Stock Show & Sale, May 27-28.
Saskatoon—Interprovincial Bull Show & Sale, April 13.

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WANT Major and Kiddie RIDES. WILL BOOK OR LEASE. Location one of the best. ADJOINING Ft. Walton Beach and Kolin Air Base, the largest in U. S. Big payroll and summer resort.
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MARDI GRAS NOTES

Mobile Biz Skids; Too Many Shows Spread \$\$

MOBILE, Ala., Feb. 26.—Mobile's annual Mardi Gras ended its 12-day run Tuesday (22) with most showmen who participated declaring that business was off considerably from that of previous years. Clear weather prevailed thru most of the event's span, but showmen claimed that an overabundance of amusement features spread the spending too thin. A record number of showmen were here this year, it was said.

The only really sour note, however, was the antics of a gang of hoodlums who attempted to break

up several parades by running thru the lines of march and molesting band members. Police arrested more than a score of them. The procession that drew the most interest was the one staged Saturday (19) by the Mystics of Time. It embodied 12 floats, including a huge electric clock. Also in the procession was the famous 96-foot mechanical serpent, designed by Leonard Hardy, local auto dealer.

Shan Wilcox stopped over for a day on his return from the Tampa fair for a looksee and to visit with John R. Ward, Frank W. Peppers, John Denton and Walter B. Fox. Buff Hottle, who had two rides and concessions here, returned from Tampa in time for the final day's business.

Sam Housner, old-time concessionaire, entertained friends with stories about some of Mobile's early Mardi Gras events in which he participated.

Cecil Hendrix, another old-timer, had his Ferris Wheel booked on Bob Ayer's lot on Government Street, while still another oldster, Arthur Sorrell, held down a location on Davis Avenue with his popcorn wagon.

Bob Parker and his man Friday (Carl Hanson) were here, there and everywhere looking after business affairs on their lots, while George Harr kept things running smoothly on the Gold Medal lot at the Knights of Columbus home. Art Courtney was back again with his giant teddy bear ball game. Parker returned to Miami Wednesday (23) night after shipping some Wallace Bros.' rides (leased for the occasion) back to Jackson, Miss.

Other individuals and shows having rides, shows or concessions in operation included Tivoli Exposition Shows, Arthur Billingsley, W. R. Cannady, Billy Cooper, Hattie Wagner, Cash Miller, Art Courtney, George Desak and W. E. (Shotgun) Page.

John (Wimpee) Walton reported a big confetti business. Hyman Berger, head of the Berger Novelty Company, reported the sale of confetti was the biggest they've ever had despite the weather.

Tampa Club Installs Weiss As President

March of Dimes Presents Plaque To Organization

TAMPA, Feb. 26.—The Greater Tampa Showmen's Association this week installed O. J. (Whitey) Weiss as its president, the ceremonies taking place at the organization's regular meeting. C. J. Sedlmayr Sr., outgoing president, handled the gavel at the meeting.

Other officers inducted were Sam Gordon, first vice-president; Bucky Allen, second vice-president; C. C. (Specks) Groscurth, third vice-president; Vernon Korhn, secretary, and Harry Julius, treasurer. One of Weiss' first actions as president was the appointment of committee chairmen. Pete Burkhart was named to head up the house committee; George Ringlin, sick and burial; Jack Young, press; Joe Sciotino, membership; Lloyd Serfass, ways and means; Bill Clain, reception; Jack Norman, entertainment; Jack Wright, public relations; Eddie Lowe, blood bank; Paul

(Continued on page 48)

Martin Weiss Succeeds Phil Cook at Miami

MIAMI, Feb. 26. — Martin M. Weiss was named to succeed Phil Cook as executive secretary of the Miami Showmen's Association at a meeting of the board of directors Monday night (21). Weiss assumed his new duties immediately.

Weiss, 40, is the son-in-law of

Don Brashear Org Pulls Big Crowds At Charro Days

BROWNSVILLE, Tex., Feb. 26.—Increased spending racked up winning grosses for Don Brashear's American Midway Shows here at Charro Days, which wound up its four-day run Sunday (20). Big day was Friday (18) when an estimated 50,000 youngsters swarmed over the rides and shows, coming into town from 40 valley towns to take advantage of cut-rate tickets.

Show, which was set up at Fort Brown on the banks of the Rio Grande, had close to 35 rides, 30 shows and upward of 100 concessions. Most of the rides, shows and concessions will also play the Mercedes, Tex., Fat Stock Show March 10-13.

The entire week was marked by pageantry. Included were a number of parades, Mexican Wild West events, balls and fireworks displays. Tex Beneke's ork played for the major balls during the celebration.

Barney Tassell, well-known Eastern unit operator. He has been active in the industry for the past 19 years having served as general agent, special agent, billposter, lot superintendent and assistant manager on the Barney Tassell Shows.

A unanimous vote was accorded Weiss by the board of directors. At the same time the board voted that Cook be retained at full salary for two additional weeks to assist Weiss in the mechanics of the job. Cook will terminate his position with the club on Monday, March 7.

Cook, who two weeks ago quit the post he had held since April 1, 1952, this week said that his plans for the future were still indefinite. At the time of his resignation Cook said that he would probably return to the concession business. However, a relaxing period will precede any undertaking.

Harris Org Pacts Onarga, Ill., Cele

FINDLAY, O., Feb. 26.—Bill Harris, general manager of Royal Midwest Shows, this week announced the org had signed to provide the midway attractions at the Onarga, Ill., July 4 celebration. Event, which will run from June 30-July 4, will feature fireworks, giveaways, parades, free acts, bands, queen contest and a pageant.

Gooding Adds Rides, Shows For '55 Tour

Wilson Glass Houses, Smith Coaster to Return This Year

COLUMBUS, O., Feb. 26.—The Gooding Amusement Company, which earlier announced it would have two Scramblers and a Twister operating on its midways this year, this week reported booking additional rides and shows for the '55 tour. Floyd E. Gooding, president, disclosed the bookings upon his return here from the Florida State Fair in Tampa.

Harvey Wilson Sr. and Jr., will each have a Class House on the show, marking the eighth consecutive year. Mr. and Mrs. Floyd Smith, who have been with Gooding for 20 years, will again have their Roller Coaster with the organization. In the ride department Irvin Deggeller, Fred Thumberg Jr., and Ben Hirsch will be back with four kid rides each, and John Leedy will have his Auto Scooter with the operation.

Earl Ingalls, veteran ride operator, has booked a group of kiddie devices and one or more major rides, and Mr. and Mrs. Teo Zacchini will return with a new Dark Ride that has not yet been titled. The Zacchini's will also have their Funhouse and a second Dark Ride, the Witch Castle. Emmet and Percilla Bejamo have renewed their contract for a single-o pit attraction and Grady Stiles will be back with the lobster family.

Orlando Date Looms Okay for Strates Org

ORLANDO, Fla., Feb. 26.—An early spurt in attendance tempered somewhat by a measure of inclement weather, affected the James E. Strates Shows at the Central Florida Fair here this week.

The show had a powerful lineup of attractions with the Round-Up and Scrambler rides showing here for the first time and the supposition was that the gross could easily top that of last year.

In the back end Jack Norman's Broadway to Hollywood show featured Jessica Rogers, the Wow Girl. Show features included a Spanish production number with a Bird of Paradise finale highlighting the star.

Only Winter Date

This is the only winter date on the Strates route. The close proximity of the show winter quarters simplifies the mechanics of making the stand since no train move is involved. The wagons were hauled overland.

Mae S. Hong, functioning for the first time as a carnival press agent, had a television show featuring midway talent on WDBO Sunday afternoon (20).

IT'S A BOY, TO CARRY ON VIVONA NAME

MIAMI, Feb. 26.—The Vivona name was assured of being extended for another generation when the baby of John and Marie Vivona was born Monday (21). Named Anthony Daniel after his grandfather and Danny Dell, the family show's business manager, the infant weighed 7 pounds, 7 ounces. Neither of the tyke's uncles have sons, Morris having two girls and Sebastian (Babe) Vivona having one. The Vivona Bros.' Shows title has been changed to Amusements of America for this season.

\$8,000 LAST YEAR

NSA Jamboree \$ Up After 3-Year Drop

NEW YORK, Feb. 26.—Jamborees for the National Showmen's Association took a slight financial upturn last year after declining steadily since 1951, when \$9,500 was raised. The figures were included in the annual financial report and showed the 1952 total as \$8,100 and the following year as \$7,700.

During 1954 there was \$8,000 raised from the James E. Strates, World of Mirth, Cetlin & Wilson and I. T. Shows, from the Connecticut Boys—Morris Batalsky, John Weisman, Vince Anderson and Sam Peterson—and from Batalsky individually.

It was noted that last year's total was encouraging in view of the fact that the 1951 season saw jamborees on four shows which did not hold them for the NSA last year. These are the Ross Manning, Prell's Broadway, O. C. Buck, and Vivona Bros. organizations. Although not holding jamborees, some shows last year benefited the club in various other fund-raising ways.

Report Approved

Delivered at Wednesday's (23) meeting, the report was unanimously accepted as read. President John S. Weisman presided over the session and was accompanied on the dais by second vice-president Morris Batalsky, chaplain Louis (Dada) King and accountant Herbert Levens.

It was announced by Dave Brown for the entertainment committee that a dance has been scheduled for Saturday night, March 19. The price will be \$1.50

per person and there will be acts and music provided, plus a buffet.

After the suggestion that the club's old piano has been of no value in recent years, during which outside pianos have had to be rented and moved in for several events, the members present came up with \$150 toward a replacement. Several members were commissioned to learn what could be accomplished for that price.

It was announced from the dais that first vice-president Gerald Snellens has been admitted to Lenox Hill Hospital here, Room 527.

LaLonde Back As Southern Exp. Agt.-Mgr.

Inked by Smith For Fourth Year; Montana Cirk Set

WORTHING, S. D., Feb. 26.—With the Northern Exposition Shows here again to play the Montana B Circuit of Fairs, Owner Mike Smith re-signed Lawrence LaLonde as manager and agent for the fourth consecutive year and started him on the refurbishing of the show for its 1955 season of fairs and celebrations starting May 19 in Canton, S. D. The show is adding a Roll-o-Plane and developing a ride called the Whiz Bang.

The show will carry 15 rides, about 7 shows and 40 concessions.

(Continued on page 48)

Kellogg Expands 1955 Fair Route

STILLWATER, N. Y., Feb. 26.—The Robert D. Kellogg Shows will play an expanded route of fairs and celebrations this year. Dates were added at the recent Albany fair meeting, and Robert J. Wixted, general agent, is currently rounding out the show's schedule.

An Octopus has been added to the ride line-up, making a total of seven office-owned rides. Owner Kellogg is busy overseeing work in winter quarters, which has been in operation since January 15.

Lone Star Women's Club Names New Committees

DALLAS, Feb. 26.—The Lone Star Showwomen's Club of Texas this week announced its committees and officers for the year.

Officers are Beth Anderson, president; Mildred Taylor, Bonney Allard and Lillian Schofield, vice-presidents; Grace Tinder, secretary, and Pearl Vaught, treasurer. Jule Conner is chaplain; Renee Gordon, parliamentarian, and Bonny Allard, sergeant at arms.

On the board of directors are Edna Hacker, Milly Hudspeth, Millie Cepak, Mary Ellen Liberman, Aylene Morency, Sally Murphy, Margaret Pugh, Marie Obluck, Helen Rees, Mabel Welshman, Martha Moss, Bette Harris, Ketta Lindsay, Katie Little Eutah and Corine Greer.

Milly Hudspeth was named chairman of the finance committee with Helen Rees as co-chairman. Members include Margaret Pugh, Grace Tinder and Pearl Vaught.

Other committees, with the chairmen listed first and the co-chairmen second, includes: Sunshine and relief, Jule Conner, Marie Obluck, Martha Moss, Renee Gordon and Marguerite Smart. Reception, Frances Palmer, Ketta Lindsey, Ida Smith, Marie Obluck and Mabel Welshman. Member-

ship, June Reynolds, Bette Harris, Trixie Clark, Urylena Smith, Edna Hacker, Virginia Barnes, Helen Runge, Hattie Mae McFarland, Inez Carroll, Madeline Chambers and Peggy Isles.

House, Ida Smith, Millie Cepak, Robbie Ponton and Margaret Pugh. Entertainment and ways and means, Mildred Taylor, Clara

(Continued on page 48)

MSA to Unveil Club Plaque

MIAMI, Feb. 26.—One of the club's long-awaited events, unveiling of the bronze plaque on the outside wall of the Miami Showmen's Association clubhouse, will take place today.

Names have been subscribed at \$100 apiece, and indications are that some \$20,000 will have been raised by the time of the unveiling.

Supervising the event will be Carl J. Sedlmayr, chairman of the plaque committee, and many other notable guests are expected to attend. After the unveiling a dance will be held in the clubrooms, without charge to members and guests.

STRATES SHOWS

JAMES E. STRATES SHOWS
AMERICA'S BEST MIDWAY

WANT

Shows and Rides that will not conflict for a long season of outstanding still and fair dates. We will furnish wagons and transportation. A Cookhouse with or without equipment. We have a complete Cookhouse to lease or sell to a reliable party. Opening in Washington, D. C., April 7, for ten days. We book strictly legitimate Concessions.

JAMES E. STRATES SHOWS

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SOUTHERN VALLEY SHOWS

WANT FOR 1955 SEASON

Beginning at Vicksburg, Miss., March 7 thru 12, with choice route of Stock Shows and Still Dates. Greenwood, Miss. (Largest Stock Show in State), March 21 thru 26; Southwest Arkansas District Livestock Show, Hope, Ark., April 4 thru 9; then 10 days, April 14 thru 23, Arkansas State Spring Livestock Show (Roosevelt Road), Little Rock, Ark.

WANT CONCESSIONS of all kinds—Bingo open, also Glass Pitch, Stock Stores of all kinds, Photos, Foot Lungs, Pronto Pups, Custard. SHOWS with own outfits. Need Ten-in-One for above Stock Shows. Want to book Motordrome, also Rockplane, Spitfire, Moon Rocket, Little Dipper and Chair Swing. Can use useful Show People in all lines. Drunks and chasers, the ex is sold. No funny book readers here, we disqualified them. Contact

EDDIE MORAN, Owner JOHN D. MARTIN, Secy. and Mgr.
SOUTHERN VALLEY SHOWS, Delhi, La., Stock Show, this week; Vicksburg, Miss., next week.

EASTERN AMUSEMENT CO.

Now Booking for 1955

WANTS WANTS WANTS WANTS WANTS
CONCESSIONS: Dart Game, Bowling Alley, Photos, Bumper, Duck Pond, String Game, Cork Gallery, Plush Store, Novelties, Jewelry, Slot Roll Down, Hi-Striker, Glass Pitch, Diggers, Coke, Custard. SHOWS: Mechanical City or any Mechanical Show, Athletic Show with own equipment. Need Talkers on Shows, good deal to right people. HELP: Sober, reliable Men or Women for all Rides and Concessions. Good bonus if you stay the season. Must be semi drivers. Want sober, reliable Man and Wife to operate Cook House. Exceptionally good deal. FOR SALE: 12 car Ridee-O in good condition, perfect mechanically, newly painted. HARRY AGNE AND JONES BINGO, CONTACT IMMEDIATELY. URGENT AND VERY IMPORTANT.
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FIVE DAYS' SHIPMENT ON MOST SIZES

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

SOUTHLAND GREATER SHOWS

OPENING DATE CHANGED TO MARCH 21— DE QUINCY, LA., THEN TO LAKE CHARLES

WANT PONIES, SKY FIGHTER, OCTOPUS AND TILT, WILL BOOK FOR SEASON. WANT GAMING CONCESSIONS THAT WILL WORK IN LOUISIANA. NO HIDDEN NUMBER WHEELS OR PERCENTAGE.
WANT LEAD GALLERY, HIGH STRIKER, AGE AND WEIGHT, BASKETBALL, BALL GAMES.

COMMITTEES, ATTENTION

DUE TO LATE ORGANIZING HAVE SEPT. 1 TO 19 OPEN. ALSO ANY DATE AFTER OCTOBER 16. 4th OF JULY OPEN. All replies:

CARL ANSTEAD

210 No. 8th St. (Phone: 642), Ponchatoula, La., until March 12.

GEORGE CLYDE SMITH SHOWS

OPEN IN MAY

Wanted—Ball Games, Pitch-Till-You-Win, Cork Gallery, Photos, Basket Ball, Hoop-La, High Striker, Age and Scales, Balloon Darts, Glass Pitch, Six Cats, Buckets, Swinger, Spot-the-Spot, American Palmistry, Penny Arcade, Girl Show, Side Show, Monkey Show, Snake Show.

Wanted—Ferris Wheel Foreman, Truck Mechanic, Truck and Tractor Drivers. General Ride Help, Agents for office Hanky Panks. Winter quarters open March 15.
All replies: GEORGE CLYDE SMITH SHOWS, P. O. BOX 521, CUMBERLAND, MD.

WANT FOR OKLAWAHA VALLEY FAIR

OCALA, FLA., WEEK MARCH 7
FOLLOWED BY THE LAKE COUNTY FAIR AND SPORTSMEN'S SHOW,
EUSTIS, FLA., WEEK MARCH 9

CONCESSIONS: Legitimate Merchandise Concession Games of all kinds, also Direct Sales. CAN ALSO PLACE SHOWS, RIDES, ATTRACTIONS AND CONCESSIONS FOR REGULAR SEASON OPENING OWENSBORO, KY., APRIL 28. ALL ADDRESS:
M. G. STOKES, Secy., BLUE GRASS SHOWS
LARGO, FLA., THIS WEEK.

PAGE BROS.' SHOWS

Want Bingo, Cookhouse, Hanky Panks, Shows with own equipment. Norman Littlefield wants Agents for Six Cats, Buckets, Swingers, Nails, Hanky Pank Agents. McComb, Miss., now; followed by Brookhaven, Vicksburg, Greenville and West Point Stock Show. Agents, come on in, don't wire or write.
P.S.: Official opening of the big show April 23. Playing the payroll towns of Ohio again.

**SAVE MORE MONEY
MAKE MORE MONEY**

Subscribe to *The Billboard* TODAY!

Babcock Party Nets \$2,500

LOS ANGELES, Feb. 26.—A total of \$2,500 was raised and 25 new members obtained Sunday (20) by the Regular Associated Troupers at their shindig staged on the midway of the Frank W. Babcock United Shows. Event was held during its six-day stand at the Riverside County Fair and National Date Festival in Indio. The party started at noon and ended at midnight.

Of the record amount, \$750 was donated by Babcock and his show manager, Larry Ferris. Prior to the event, Babcock had promised \$500 if the club raised \$1,400. When this amount was hit, the show owner presented his check and Ferris added his check for \$250. Ferris was the chairman for the day with Clarence Allton and Max Kaplan serving as co-chairmen. On the committee were Tom Condron, Ed Kennedy and Steve Vaughn, the latter second vice-president of the Troupers.

The money will go into a fund to partially retire the second mortgage of \$4,200 on the club's home on West Adams Boulevard here. Babcock said the remainder of the money would be raised at a second event to be held about July 4.

New Members

The new members are Jac and Adell Agnoff, Harman Appelman, Joe Blash, Tony Correia, Howard and Germaine Coffelt, Doreen and John Dykes, Donna Glenn, Marshal Gluckman, Cal Lipes, Morry Levy, Virgil and Pauline Mathews, William A. Peters, Derrel D. Rhoads, Earlene and James Rose, Newton Stone, James Wood, Bobbie Vaughn, Charlotte Porter, and Clarabel and Arthur Field.

Florence Lusby and Elsie Kennedy and Inez Allton were in charge of the food; Eve Scott and Mary Dewey served. Kaplan and Condron were in charge of the refreshments. Tickets on the midway were sold by Mrs. Kennedy, Billie Bryant and Doreen Dykes. Allton handled the installation of equipment, which included a tent loaned by Willard Dodsworth, of the United Tent & Awning Company. Helen B. Smith, veteran secretary, served as the treasurer.

The event brought out a number of show owners including Alex Freedman, of Fair Time Shows and Troupers' president; Eleanor and Orville N. Crafts, Jimmy Wood, of Pan American Amusements, and Babcock. Norman Schue represented West Coast Shows.

Prize Donations

Donations of food and door prizes were received from Ruth Korte, Jerry and Betty Jackson, Lou Korte, Sam Lasky, Kenneth Payne, Abe Grant, Pete Steinkeller, Sam Brown, Anna Belle Patchett, Nancy Meyer, Lillian Schue, Fred Smith, Allton, Sam Dolman, Mrs. Allton, Lucille Dolman, Kaplan, Billy Backman, and Myrtle Hutt, a vice-president. Mrs. Lusby supplied baked cakes and cookies.

Several members, unable to be present, sent donations. These included Rose Westlake, New York; Jetta Clancy, Salt Lake City; Virginia Kline, Salem, Ore.; Sis Dyer, Arvin, Calif.; Jack Christensen, Vallejo; Charles Haley, Nick Ferrara, San Francisco; Mack Doman, Estelle and Elmer Hanscom, Mabelle Bennett, Lucille King, Bess and John Blake, Nell Robideaux, Vera Downie, Martha Nathan, Ann Stewart, Jennie Riegal, Jimmy Dunn, and Sam Wexler of Los Angeles.

Lone Star Club

Continued from page 47

Stockdale, Millie Cepak, Robbie Ponton, Monteen Wilder and Peggy Alexander. Cemetery, Katie Little Eutah, Erma Meek, Margaret Pugh, Mabel Welshman and Pearl Vaught. Advisory, Jimmy Allard, Chuck Moss, Johnny Obluck, T. C. Sands and Walt Wyatt.

Kathy Kearns was named chairman of the publicity committee and editor of "News and Views" with Renee Gordon as her assistant.

Date Fete Off 20% For Frank Babcock

INDIO, Calif., Feb. 26.—Playing its first date of the 1955 season, the Frank W. Babcock United Shows dipped 20 per cent in gross revenue under last year here at the Riverside County Fair and National Date Festival which closed its annual six-day run Tuesday (22). The event pulled a total attendance of 136,282 against 138,093 in 1954. The decrease was said to have been caused by windy and cold weather.

The Babcock shows, managed by Larry Ferris, winters on the local fairgrounds. For the expositions, the line-up included 12 major and 12 kid rides and 60 concessions. Two midways were used with the Kiddieland being spotted near the end of the fair's mall. The adult

midway was switched around this year with the entrance being made further from the main entrance but on the mall. The high rides were switched to the opposite side of the lot from where they were in former years.

Ferris used a dark ride acquired late in the 1954 season and debuted then on the Harry A. Illions World's Fair Midway at the Los Angeles County Fair in Pomona. Making its first appearance here, the dark ride pulled second money. The Tilt-a-Whirl was the leader.

Cal Lipes' Snake Show was featured on the adult midway with Thompson's Mechanical Village a highlight in the moppet area.

Winter Quarters

Amusements of America

FLORENCE, S. C., Feb. 26.—Activity is picking up in quarters here where Sebastian (Babe) Vivona is in charge. John (Tiny) Dempsey has completed his 100-foot-front Reptile Show and is working on the new revue front.

Mr. and Mrs. Earl Davis (Penquin Woman) are expected in soon, and Mr. and Mrs. J. B. Graham (Marie Le Doux Side Show) plan on leaving shortly from Gibsonton, Fla., for quarters. Bobby (Custard King) McGregor is repainting his custard wagon.

Trucks are being repainted with the new Amusement of America name and pictorial. Business manager Danny Dell reports from Miami that his concessions have been completely rebuilt and will present new lighting.

There was rejoicing over the birth of Mom Vivona's new grandchild, the son of John and Marie Vivona who was born Monday (21).

Coleman Bros.

MIDDLETOWN, Conn., Feb. 26.—Work is nearly finished at winter quarters and bookings are completed, including the fair route which starts August 1 at Boonville, N. Y., and ends October 12 at Belchertown, Mass. While at the Tampa fair owner Dick Coleman purchased a Kiddie Train and Kiddie Ferris Wheel. Booked for the coming season is Earl Meyers' Side Show. A new set of banners for the show is being made up by Snapp Wyatt, Tampa.

Dutch Althausen has bought a Turnpike ride and will also have a Penny Arcade and glass pitch. Jackson Faircloth will be back with the Motordrome. Show will open April 21 here for 10 days, spanning two Saturdays and one Sunday. Show will carry 16 rides, 10 shows, 40 concessions and a free act.—RICHARD J. COLEMAN.

LaLonde Back

Continued from page 47

A free gate policy will again be used on still dates.

Exposition will play, under its Montana B fair contract, the Marias Four County Fair in Shelby; Central Montana Fair, Lewistown; Phillip County Fair, Dodson; Hill County Fair, Havre; Blained County Free Fair, Chinook, Powell, Wyoming-Eastern Montana State Fair, Miles City; Powder River County Fair, Broadus, and Richland County Fair, Sidney. Also signed are the Wild Horse Stampede at Wolf Point and the July 4 and Dominion Day Celebration in Plentywood, Mont.

The show's permanent quarters here now include a large wood-working shop, complete paint room, blacksmith and machine shop with latest tools and drive-in facilities for semis, and a new steam cleaning rack. A dormitory with a modern kitchen is maintained for the workers.

Staff will include for the year's tour, in addition to Smith and LaLonde, Wilma Smith, secretary; Oscar Wiley, billcar manager, and Bruce Smith, Diesel plants and electrician.

H. C. Evans, Games Mfr., To Be Sold

CHICAGO, Feb. 26.—H. C. Evans & Company, longtime manufacturer of midway games and coin-operated equipment, will be sold at public auction March 29, it was announced here this week.

The sale will include all properties, including real estate, equipment and titles. Total value of the midway games inventory is estimated by the auctioneers at \$100,000. Included are dice wheels, high strikers, shooting galleries, country store wheels, pin games, monkey speedways, keeno goose, automatic roll downs, umbrella wheels, set spindles, thunderbolt racers, skillo arrows and other games manufactured by the concern.

The firm is being sold to close the estate of Richard W. Hood, who died in October, 1953.

S. C. May Okay Veteran Carnivals

COLUMBIA, S. C., Feb. 26.—The State Senate recently heard on third reading a bill by Sen. Henry B. Richardson, of Sumpter County, to authorize any established post of the Veterans of Foreign Wars or Disabled American Veterans to sponsor carnivals and tent shows, exempting them from the general law prohibiting such exhibits.

Tampa Club

Continued from page 47

Sprague, year book; Irish Gaughn, Christmas party, and Doc Hartwicke, barbecues. Earl Maddox was named sergeant at arms.

Receive Plaque

The club was honored by the March of Dimes with Earl Bennett, chairman of the local chapter, presenting a plaque in recognition of the organization's work in raising funds for the polio fight. Outgoing President Sedlmayr accepted for the club.

In the absence of George Ringlin, who was ill, the chaplain chores were handled by Dave Wise. The membership was invited to the annual picnic of the Miami club. Leo Carroll and Uncle Joe Early were reported confined in a local hospital.

Lloyd Serfass reported that the second benefit show of the season would be held on Blue Grass Shows at the Largo, Fla., fair. The jamboree held on Royal American Shows during the Florida State Fair netted the club \$3,042.50.

COMMITTEES IN ILLINOIS and Surrounding States

ATTENTION

On account of cancellation have one complete Carnival with open date in August.

BUFF HOTTLE SHOWS

Contact **ROMEO DUNN**
(Phone: 1588) Covington, Louisiana

MIDWAY CONFAB

Carl J. Lauther and his wife, Frances, veteran Side Show operators, are making the rounds in Florida. The couple spent some time with Emmett and Percilla Bejamo at Tampa where they were visited by their ticket seller, D. D. (Tex) Blake and his son Cleve. The Lauthers were scheduled to visit Carl Lauther Jr., and Al and Alfreda Fisher in Fort Lauderdale and Clarence Lauther in Miami. En route back to their farm in Millers Tavern, Va., they planned to visit relatives in Jacksonville, Fla.

Personnel of the Lauther show is well scattered. Wintering at the Lauther farm in Millers Tavern

Bob Morrison Quits Detroit Club Position

DETROIT, Feb. 26. — Robert Morrison, for two years secretary of the Michigan Showmen's Association, this week resigned because of health and other business interests. Morrison did not seek reelection this year but consented to fill the job for a short time until a successor was selected. In addition to holding the secretaryship, Morrison is a past president of the club.

are Lee Hayford, Goldie Fitts, Tony Zarlengo and Tommy Cobb. Mr. and Mrs. Ray Luty and Joe Cabuccio are in Richmond, Va., while Mr. and Mrs. Howard Keech are in Flint, Mich. Frank Koyama is working in Brooklyn and Violet Stager in Troy, N. Y. Ace Jones is trouping in Florida; Terry Blake is attending school in Amarillo, Tex., while George Schooley is playing indoor dates.

F. A. Norton writes from the George Clyde Smith Shows winter base that Jeff Prodogroski, pan game operator, has been released from the Veterans Hospital at Martinsburg, W. Va., and is convalescing at the winter base in Cumberland, Md. Visitors there have included George Kemper, Sarg Grey, Laird Johns, Pete Howard, Blackie Dehoit, Bill O'Barr and Whitey Fay.

John Vivona is passing the cigars around in Miami. He and Marie Vivona became proud parents of a 7-pound, 7-ounce son last week.

New members of the Miami Showmen's Association include Al (Randall) Crapo, Homer H. Kirk, James J. Martin, Edward Sopenar, Joseph T. Murphy, Jacob Taylor, and Joseph Bernard Wolfe.

Martin Zorn renewed acquaintances with Jimmy Farmer, Billie Bell, Tally Tivoli and the Boswells at the recent San Antonio Fat Stock Show. . . Shirley Levy and Helen Evans, while en route to play the Tampa fair, stopped off to say hello to Jay and Ruth Williams in Ocala, Fla.

James E. Strates was the guest of honor and principal speaker at the Orlando (Fla.) Advertising Club luncheon Tuesday (15). He spoke on the operation of his carnival which opened there at the Central Florida Fair Monday (21). . . Bonnie and Jack Norman are contemplating a short course on fire prevention for personnel of the Broadway to Hollywood Girl Show with the James E. Strates Shows, after a smoker fell asleep and burned holes in the plush grey velvet drapes. Extensive repairs were necessary.

Gerald Snellens was looking forward to being discharged from the Lenox Hill Hospital, New York, by Tuesday (1) after a week's stay. Gerald checked into the Manhattan healing place after planning from Tampa and a week's hospital stay in that town. At week's end the World of Mirth general representative appeared to be, and sounded like his beaming self. His attire, as always, was worthy of note. Altho forced to wear the hip length, laced-up-the-back night-shirt, Gerald refused to relinquish his sparkling white hat and cigar. After a day or two he was well enough to promenade and distribute copies of his World of Mirth magazine to hospital staffers and patients alike.

Eddie Elkins, on a trip thru the South, reports having been the guest of Sheriff Burris at a Lions Club dinner in High Point, N. C., and a guest of police officer Dabney, a former concessionaire with the W. C. Kaus Shows, at Rock Hill, S. C. He also visited Secretary W. C. York of the Asheboro (N. C.) Fair and Secretary Potts of the High Point Fair.

Oscar Buck is in Union, S. C., arranging for equipment to be shipped to his Troy, N. Y., winter quarters. . . Sidney Goodwalt reportedly will have a number of units with the new Buck shows, including a cook house and glass pitch. Harry Schwartz, also with Buck, is readying his equipment at his New Jersey home.

Earl D. Backer, by way of correcting an error, types from Plant City, Fla., that he continues as general representative of C. C. (Specks) Groscurth's Blue Grass Shows and that Harry E. Wilson continues to handle press, radio and kiddie matinees for that show.

Glenn H. Porter, of Monkey Speedway note, was a recent visitor at the Monkey Ranch, near Palm Harbor, Fla., according to Mrs. Robert Noell. Porter winters in Gibsonton, Fla.

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



GOOD SHOWS - NEW THRILLS - MODERN CONCESSIONS - "Northwest's Finest Midway" - P. O. BOX 51, WORTHING, SOUTH DAKOTA

WANT FOR THE FINEST ROUTE OF STILL DATES, FAIRS AND CELEBRATIONS IN NORTHWEST

Entire Montana "B" Circuit of Fairs, including Marias Fair, Shelby; Central Montana Fair, Lewistown; Phillip County Fair, Dodson; Hill County Fair, Havre; Blaine County Free Fair, Chinook; Park County Fair, Powell, Wyoming; Eastern Montana State Fair, Miles City; Richland County Fair, Sidney. Also Two of the Biggest Celebrations in the Northwest. Wild Horse Stampede, Wolf Point, Montana, and July 2-3-4 at Plentywood, Montana. Right on the Canadian Border With a Mammoth Dominion Day Included. Opening May 19 on the Streets at Canon, S. D.

WANT well-framed Hanky Panks that are not afraid to put out merchandise. No other kind needed. Want to book Race Horse Derby.

WANT flashy, well-framed Shows with own equipment and transportation. Will give good proposition to 10-in-1 and Motordrome. Also want Glass or Fun House, Grind Shows with something inside and flashy Girl Revue.

WANT: Can use capable Ride Help. Best of treatment, equipment and wages.

CANNOT USE ANY RIDES AS WE HAVE PLENTY OF OUR OWN.

MIKE SMITH, Owner Permanent Winterquarters, Worthing, S. D. Phone 2691 LAWRENCE LA LONDE, Manager

WANT WANT WANT COLEMAN BROS.' SHOWS

Opening April 21, Middletown, Conn.

SHOWS — Monkey, Funhouse, Mechanical, Wild Life, Snake. Have good Proposition for above shows.

RIDE HELP — Report to winter quarters April 10. Need Help on all rides. Semi Drivers preferred.

B. J. COLEMAN P. O. Box 886 Middletown, Conn.

FOR LEASE
TWO LARGE POOLS FOR SEALS
OR WHAT HAVE YOU?

WANTED
FERRIS WHEEL, ROLLER COASTER
AND MAJOR RIDES
(Open All Year)

Write
MR. R. MOHR
Fisherman's Wharf, Redondo Beach, Calif.

WANTED
Kiddie Rides and a few others for Fall Festival, Aug. 5 and 6.
BATESVILLE VOLUNTEER FIRE DEPT.
Batesville, Indiana

WANTED
Good Ride Men, good salaries. Can place clean Concessions. Lots of Fairs and Celebrations.
MOUND CITY SHOWS
1417 Grattan St. St. Louis, Mo.
P.S.: For Sale—1948 Tilt-a-Whirl, in good condition.

FOR SALE
Calumet Coach Combination Popcorn and Candy Floss Trailer. Very good shape and small enough for one person to handle. Reasonable.
Sam Menehin
11 W. Division St. Chicago, Ill.
Phone: SUperior 7-7243

RIDES WANTED
ALLEN CO. CENTENNIAL CELEBRATION
JUNE 3-7, IOLA, KANS.
Special Homecoming Events throughout all Allen County.
Contact Edward B. Porter
308 N. Jefferson Iola, Kans.
Day Phone 72; Night 1071

VIRGINIA GREATER SHOWS
WANT AT ONCE—Ex on Custard (who was in Tasley last year and has Free Act); Age and Scales, Photos, Novelties, Walk in Bingo, Basketball, Short Range. Will book two straight Wheels. Ham and Bacon and Groceries (can deal P. C.). Hi-Striker, Milk Cans, Cork Gallery, Hoop-La, Cigarette, Color Outfit, Pitch-Till-Win, Duck Pond, Bumper, Bowling Alley, Balloon Darts.
WANT SHOWS—Unborn, Wildlife, Monkey, Organized Minstrel Troupe (Jerry Jackson, answer), Pony Ride, Ronnie Prue, answer or come in. All our old Ride Help who can drive semis, come on in. Winter quarters now open. Show opens Suffolk, Virginia, early April. All mail and wires to
WM. C. (BILL) MURRAY
BOX 461, SUFFOLK, VIRGINIA

AMERICAN MIDWAY SHOWS
WANT FOR RIO GRANDE VALLEY LIVESTOCK SHOW, Mercedes, Tex., March 8 Thru 14.
SOUTH TEXAS STOCK SHOW AND RODEO, Cuero, March 28 Thru April 2.
CAN PLACE SHOWS — RIDES — CONCESSIONS
Address **DON M. BRASHEAR, Mercedes, Texas**

SUNSET AMUSEMENT COMPANY
Opening April 28, Excelsior Springs, Mo.
Can place Long Range, Glass Pitch, Age and Weight, Custard or Ice Cream and Foot Longs EXCLUSIVE. Hanky Panks and Ball Games open. SIX CATS OPEN. WANT TO BUY 30-ft. Miniature Electric Train.
P. O. BOX 25, CORAL GABLES, FLORIDA.

UNITED VETERANS' ORGANIZATIONS OF HAVERSTRAW, N. Y.
Want good Show and Rides for week starting July 18 or July 25. Write
FRED BEDELL
72 MAIN STREET HAVERSTRAW, N. Y.

<p>STOCK TICKETS</p> <p>1 Roll \$ 1.50 5 Rolls 4.50 10 Rolls 8.25 25 Rolls 18.75 50 Rolls 24.00 100 Rolls 44.00</p> <p>ROLLS 2,000 EACH</p> <p>Double Coupons Double Prices No C.O.D. Orders Size: Single Tkt., 1x2</p>	<p>We Manufacture TICKETS of every description Wheel tickets carried in stock for immediate shipment.</p> <p>THE TOLEDO TICKET CO. Toledo 12, Ohio</p>	<p>SPECIAL PRINTED Cash With Order. Prices</p> <table border="1"> <tr> <td>Roll or Machine</td> <td>Price</td> </tr> <tr> <td>2,000</td> <td>\$ 6.90</td> </tr> <tr> <td>4,000</td> <td>7.90</td> </tr> <tr> <td>6,000</td> <td>8.70</td> </tr> <tr> <td>8,000</td> <td>9.45</td> </tr> <tr> <td>10,000</td> <td>10.50</td> </tr> <tr> <td>30,000</td> <td>15.50</td> </tr> <tr> <td>100,000</td> <td>33.00</td> </tr> <tr> <td>500,000</td> <td>135.00</td> </tr> <tr> <td>1,000,000</td> <td>250.00</td> </tr> </table> <p>Double coupon, double price</p>	Roll or Machine	Price	2,000	\$ 6.90	4,000	7.90	6,000	8.70	8,000	9.45	10,000	10.50	30,000	15.50	100,000	33.00	500,000	135.00	1,000,000	250.00
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WANTED
SIDE SHOW ACTS
TALKERS AND TICKET SELLERS
FOR
ROYAL AMERICAN SHOWS
RIVERVIEW PARK, CHICAGO
WORLD OF MIRTH SHOWS
THE FOLLOWING
PEOPLE CONTACT ME
AT ONCE

HARRY GALLUP
JOHNNIE GILMORE
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ANYONE HIRED WHO HAS NOT RECEIVED CONTRACT. CONTACT ME AT ONCE WITH PRESENT ADDRESS.

DICK BEST
Box 2168, Sarasota, Fla.

Strange and Weird Attractions
Devil Child, Wolf Boy, Many others, Shrunk Heads at reduced prices. Closing out sale. Free Folder. Write **TATE'S CURIOSITY SHOP**
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Phoenix, Arizona

FOR SALE
Complete ice cream store on wheels, including custard machine and soda fountain, hot and cold running water, stainless steel equipment used less than 6 months. Truck and motor guaranteed perfect condition. Sacrifice price!
CHAS. SABIO
27 Rossiter Avenue Paterson, N. J.

(50) **GOLDEN ANNIVERSARY (50)**
HARVEST JUBILEE
Held on Main Streets, Fort Recovery, Ohio, July 4-9 inclusive.
WANTS legitimate Concessions of all kinds except Popcorn, Floss and Snowballs. Mammoth fireworks on 4th. Free attractions every day and night.
All inquiries to B. B. BURKE.

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.

Thomas Joyland Shows NOW BOOKING
Rides—Shows—Concessions.
Can place Agents for office-owned Concessions.
Address: 1701 N.W. 83rd St. Miami 47, Florida

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Feb. 26.—President Ned Torti was in the chair for an interesting Thursday (24) meeting. Also present were the three vice-presidents, Maurice Ohren, Al Sweeney and Jack Duffield; William Carsky, treasurer; Joe Streibich, secretary; Walter F. Driver, treasurer emeritus, and Past President Fred H. Kressmann.

Ways and means committee announced its plans for the summer would be revealed in the near future. Harry Duncan, chairman of the membership committee, is mapping an active campaign. Duncan and Chick Schloss initiated Pat DeCarlo into the club.

Letter from Rudy Niemeyer reported that Harry Atwell was showing improvement. Charles Wilson and Frank M. Knight out of the hospital. Still on the sick list were Lou Keller, Charles Watson, Russell Johnson, Hugo Mallman, Jack Jacobsen, Louis Drillick and M. J. Bodenschotz.

Revised bylaws are available to members. The March 17 meeting was canceled in favor of a St. Patrick's Day party.

F. A. (Babe) Boudinot made his first meeting. Members on hand after absences included Emmett Sims, Jimmy Murray and Ed Kornrumpf. Secretary Streibich is anxious to hear from Bob Hendy, Geraldine Feneck, Joan Mix and Doris Fritz.

Clubroom callers included Ben Block, Bob Robinson, Bob Sugar, Jimmy Knapp, Henry C. Rieck, Walter F. Driver, Nat Green, Dave Goldfen, Johnny Criss, William A. Hetlich, William Meyers, Cecil Meyers, Henry Polk, Dr. Wald, Andre Dumont, Ralph Anderson, Harold Barrows, Louie Berger, Jack Kaplan, Chick Bohdan, Petey Pivor, John Lempart and Dave Picard.

Ladies' Auxiliary, Hotel Sherman

President Viola Parker was in the chair at the Thursday (17) meeting. Other officers on hand were Mrs. Carmelita Horan, first vice-president; Mrs. Frieda Rosen, second vice-president, and Mrs. Robert H. Miller, secretary. Evelyn Hock, treasurer, and her mother, Margaret Hock, were vacationing in Hot Springs.

Margaret Filograsso's daughter, Mary Lou Callbeck, is ill in Presbyterian Hospital here. Mae Smith was confined to her home with pneumonia. Esther Groscurth ill in Our Lady of Peace Hospital, Louisville.

Ethel Wadoz has been a visitor here from Milwaukee. Anita Goldie, of the New York club, and her husband, Johnny Pinneapple, are Chicago visitors. Phoebe and Lynn Carsky are vacationing in Miami Beach and Ida Chase is in Denver.

Letters received from Esther Weiner, who is with Blue Grass Shows, and from Bess Hamid in Miami Beach. Nan Rankine plans to visit Pearl Hall in Jacksonville, Fla.

Frieda Rosen was hostess at the Thursday (24) social held in the Hotel Sherman. Many prizes were awarded.

Elsie Miller was hostess at the February 10 social. Marge Franklin and Charles Stewart were awarded prizes. Also in attendance were Peggy Richards and Helen Mae Wong, president and secretary respectively of the Show Folks of America. Etta Coulthard also enjoyed the event.

CLUB ACTIVITIES

National Showmen's Association

317 West 56th Street, New York

NEW YORK, Feb. 26.—The last meeting on Wednesday (23) saw \$150 contributed by the following members toward a replacement piano for the club: Arthur Campfield, Is Trebish, Morris Batalsky, David Brown, Louis D. King, Jack Stern, Harry Weinraub, Ethel Weinberg, Abe Rapps, Louis Reiben, D. D. Simmons, Alfred McKee, Joe Casper, Dan Thaler, Joe Lux, Jack Martin, Tom Coffey, Sam Spitz, Herbert H. Leveiss, John Francis King, Eugene Keane, and President John S. Weisman. In addition, George Ross said he is donating a \$100 bond to the club in honor of President Weisman.

The \$100 award given out at every meeting went to Exchange Bingo for the second straight time.

The board of governors was advised that the next meeting will begin for them at 7:30 p.m. due to the heavy agenda to be taken up. A buffet was served by Dada King and the house committee after the session.

Approved for membership by the eligibility committee was Arthur Wertheimer, sponsored by Morris Batalsky.

On the sick list are Gerald Snellens, Room 527 at the Lenox Hill Hospital, New York City; Sol Wahnish, Hospital for Joint Diseases, New York City; Edward Kirshman, Veterans Hospital, Brooklyn, and Henry Hoffman who expects to be released from the hospital in a couple of days.

Recent visitors included Harry Weinraub, Is Trebish, D. D. Simmons, Abe Rapps, Frank Rappaport, Charles Davenport, Tom Coffey, James Burgdon, Morris Brown, David Brown, Frank Blatsky, Steve Libitz, Harry Gold, Al Crane, Martin Brynes, Charles Reich, Harry Joffe, Edward McKeon, Jack Siegel, Saul Shaw, Tom Wolfe, Irwin Kirby, Joe Gilbert, Stanley Stern, Al Janpol, Jack Schenck, George D. Hensley, Harry Flanagan, Harry Levine, Larry Neumann, Sam Spitz, and others.

The Ladies' Auxiliary has been given permission to hold a card party in the large assembly hall on Monday evening, February 28. Next regular meeting will be March 9.

Missouri Show Women's Club

415a Chestnut St., St. Louis, Mo.

ST. LOUIS, Feb. 26.—President Verna Schantz called the meeting to order with all officers present.

Ida McCoy, chairman of the sick committee, reported that Mrs. Esther Groscurth was ill.

Thank you letters were read from Mrs. K. H. Garman and the March of Dimes. The club extended its sympathies to Mrs. J. P. Murphy on the loss of her husband.

Arlene Sidenberg was guest of honor at a bridal shower held Sunday (13). She became the bride of Lou Impellizzeri on February 19, and they are now honeymooning.

New members include Elizabeth Herrington who was sponsored by Betty Hutchinson and Florence Cobb. Prizes donated by Lotis Francis were won by Gertrude Donnelly and Emeline Kock.

Hot Springs Showmen's Association

710 Whittington Ave.

Memorial services were held February 13 in the clubrooms. Mrs. Alice Hennies, Auxiliary president, spoke, and Bennie Hazen and Carl Fritts presented colors of the U. S. and Canada. Candles were lighted by Mrs. Caroline Holt and Mrs. Vivian Zimdars. Mrs. Ollie Glosser presented the floral tribute in memory of J. C. McCaffery, Robert Glastow, Mike Rockwell and C. L. Pitman. Lee Moss, vice-president, presided. Later the flowers were taken to the showmen's plot in Memorial Park Cemetery. Rabbi Shain was principal speaker at the services.

Ladies' Auxiliary

President Alice Hennies called the February 17 meeting to order. On the rostrum were Margaret Hock, first vice-president; Pearl Weydt, second vice-president; Evelyn Hock, third vice-president pro tem; Vivian Zimdars, acting secretary, and Irene Ogle, treasurer.

Greetings were read from Edythe Conklin from Bombay, India. Millie Wilson was welcomed to the meeting after a long absence. Marie Freeburg was admitted to membership. Irene Ogle and Marion Shuford were named February 22 card party hostesses. The auxiliary voted a liberal donation to the Heart Fund. President Hennies is to make a short business trip to Houston. Chicago visitors are Margaret and Evelyn Hock. Donations made to the Auxiliary were an automatic card shuffler, Marion Shuford; two bridge lamps, Rose Marie Stein, and a quilt for the raffle, Jackie Wilcox. At the meeting's close Daisy Fritts served buffet lunch to the 150 members attending.

Arizona Showmen's Association

216 West Washington, Phoenix

PHOENIX, Feb. 26.—President Freeman presided at the Monday (21) meeting of 44 members.

Lucille Zarlengo, chairman of ways and means, reported donation books were being printed and would be available Monday (28). The next meeting was scheduled to be in the form of a pot-luck dinner cooked by the members' wives and will serve as a farewell party to members leaving for the road.

Mickey and Betty Wilson attended after an absence. J. L. (Shorty) Brown and Louise Morgan were recently married. Imogene Lynch was elected a member. Frank and Rose Merrow made the first pledge toward the donation books. President Freeman appointed Mrs. Noel Sackson chairman of the banquet and ball.

The sick committee reported Cora Ritter was confined in a Phoenix hospital. Curley Speyers served a buffet luncheon. Bill Jones took the pot of gold.

Recent clubroom visitors included George Gordon, Cliff Gilbert, Mr. and Mrs. Eddie Lynch and James Herron.

Greater Ohio Showmen's Association

38 West Gay Street, Columbus

COLUMBUS, O., Feb. 26.—Four trustees turned out for the Thursday (14) meeting, including Mrs. Nellie DeBelle, F. C. Cook, Robert Keener and M. L. (Whitey) Alberts. Officers on hand were President John T. Mere and Secretary-Treasurer N. H. Cohen. Joe Lewis was unable to attend due to illness while Roger Duncan and Ralph Downey are vacationing with their families in Florida.

Plans for the annual dinner were discussed and it was proposed that the event again be held at the Knights of Pythias hall. F. C. Cook was appointed to handle arrangements. Gabe Sterling will handle the entertainment and Whitey Alberts the dinner.

Miami Showmen's Association

1799 N. W. 28th St., Miami, Fla.

MIAMI, Feb. 26.—More than 250 members attended the February 21st meeting presided over by president Samuel E. Prell. Also on the dais were president emeritus David B. Endy, past president William Cowan, Sam Solomon, past president of the Showmen's League of America, second vice-president Ross Manning, secretary Cliff Wilson, treasurer Mel Dodson, chaplain William C. Bryant, and John Marks, owner of the John Marks Shows.

Harry Schreiber reported for the membership that 1,810 members paid their current dues and 738 are still delinquent, making a grand total of 2,548 members.

The dances held every Saturday night have proved successful this season and Marty Weiss, chairman of the entertainment committee, said a nice profit has been realized. The club at the meeting received \$26 raised by the ways and means committee at the fair at Davie, turned over by Sydney Siskind.

Mel Dodson, chairman of the building management committee, said estimates are being taken from florists on the possibility of having plants and shrubbery inside the building, as well as flags and bunting around the walls to beautify the interior still further.

Michael Roman reported for the picnic committee that many toys and gifts will be given away during the contests at the annual picnic to be held Sunday, February 27.

Several members announced their intention of securing gold life membership cards this year, and some have a good start on their goal already. Entered in the gold card derby are Morris Vivona, William Lish, Harry Rubin, James Stabile, Mac Prell and Martin M. Weiss.

Called on to say a few words at the last meeting were Ben Weiss, John Marks, Paul Lane, Arthur Brown, Morris Brown, Sam Crowell, Frank Starr, Butch Blumenthal, Col. H. E. Stahler, J. C. Weer, Curley Graham, Abe Seltzer, Albert Shapiro, Ernie Dellabates, Ed Crowell, John Quinn, Morris Friedenheim, Marty (Hooks) Sauls, Porky Fustanio, Jack Essner, Tommy Allen, Issie Brodsky, Sam Glickman, Phil Manteo, J. Jeff Harris, George Priest, Harry Nelson, Al Tedlow, Jack Rose and Al Weinberg.

The following are sick: John E. Blair, St. Louis, Mich.; Bob Conner, Battey State Hospital, Rome, Ga.; John DeVaney, Florida State TB Hospital, Lantana; Eddie Edwards, 102 S.W. 16th Avenue, Miami; Robert Hazzard, U. S. Veterans' Hospital West Haven, Conn.; Steve Homan, Lantana (Fla.) Hospital; Sam Kravetz, Lee Memorial Hospital, Fort Myers, Fla.; George McLean, McDill Air Force Base Hospital, Tampa; Otto (Mack) Magendand, Lantana TB Hospital; Carl E. Manthey Jr., 127 Hart Street, New Britain, Conn.; Pete Richardson, 2027 West Grace Street, Richmond, Va.; M. H. (Sarge) Suber, Ward B-1, Veterans' Hospital, Montgomery 10, Ala.; Joe Vernick, Veterans' Hospital, Rutland Heights, Mass.; Sam Weiner, Dorn Hotel, Miami, and Ed Yeastedt, Veterans' Hospital, Coral Gables.

Ladies' Auxiliary

President Ada Cowan called the February 23 meeting to order. Attendance was 75 members and six officers. On the rostrum were Second Vice-President Freda Wilson, Third Vice-President Agnes Grosso, Secretary Elizabeth Murphy, and Charlotte Wright, corresponding secretary. Treasurer Kitty Glosser was called to Chicago owing to the illness of her father. Irene Moore was in New Orleans for the Mardi Gras.

On the sick list are Mary Gold, Eva Houdek, Julia Saran and Mrs. Nell Ramsey's husband.

President Cowan thanked members for their support of the February 22 card party sponsored by

officers for the benefit of the Mercy Fund for sick members. It was attended by 160 members. The following won door prizes at the party: Pat Marchiano, Polly Baysinger, Mrs. Jack Wilson, Mrs. Ella Colman, Lenora Turbin, Sidney Thomas (two), Gertrude Cubull, Hilda Roman, Ann Galone, Betty Glasberg, Marie Kruland, Bobby Johnson, Bessie Schwartz, Eve French, Ceasera Buzzell and Rose Lang.

Other prizes were won by Ann Lee Wilkens, cut-glass dish; Jean Delabates, silver tray and electric iron; Polly Baysinger, hand-made stole and set of glasses; Billy Garber, luncheon set; Kay Prell, stationery; Marguerite Ferri, apron; Lethe Arle, purse and hostess set; Mrs. William Jones, bowl, and Ann Volpe, cut-glass dish. Acting as luncheon hostesses following the party were Sidney Thomas, Martha Weiss, Hilda Roman, Betty Endy, Ruth Schreiber and Mae Levine.

Greater Tampa Showmen's Association

Ladies' Auxiliary

President Hazel Maddox handled the gavel at the Wednesday (23) meeting. Also on the rostrum were the three vice-presidents, Esther Young, Vera Hauck and Olive Sprague; Grace Fillingham, secretary, and Elsie Owens, treasurer. Chaplain Ella Stophel delivered the invocation.

Minnie Yasvac, of the membership committee, reported two new members, Ada Cowan and Mary Burns. Egla Sedlmayr is handling arrangements for the Clover Garden Circle's fashion show. Ella Stophel reported the sick list included Viola Martin, Francine Jones and Esther Groscurth.

Nella May Stokes announced a jamboree would be held on Blue Grass Shows the night of March 3 at Largo, Fla. Esther Young announced the club's entertainment committee would include Egla Sedlmayr, Bertie Perrot, Elsie Johnson, Olive Sprague, Leona Plas and Joy Purvis.

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, Feb. 26.—The regular meeting Friday (18) was called to order by President Charlotte Porter. Attending officers were Treasurer Oscar Mattley and Recording Secretary Bonnie Townsend.

Hi-jinks tickets have been mailed to all of the members and so far returns are favorable.

May Griffith, who has been ill for some time, celebrated her 87th birthday February 19.

The membership drive now in progress is already credited with 15 new members.

Nellie Baker Ramsey, present after several months, reports Fred Ramsey still ill in the Marine Hospital.

FROM THE LOTS

Coney Island Road

SANTIAGO, Cuba, Feb. 26.—The 140-mile move from Holguin was made without mishap, and this stand was a big winner for everyone. For Fisher's concessions it was the best date of the season, with the bingo running nightly until 3 a.m. Jack Wilkinson's glass pitch ran short of stock in mid-week, making necessary a shipment from his warehouse in Havana. Walter Womau's Side Show was tops among shows, while Lloyd Burgess' Skooter lead the rides.

After the Thursday (3) show all Americans were invited to a party at the Subway Bar. Those attending included Sol Solomon, Mr. and Mrs. Fisher, Mr. and Mrs. Ingersoll, Venancio Nodarse, Gene Beecher, Duke Dougherty, Walter Womau, Gerry Hatcher, Shorty Mays, Lloyd Burgess Sr. and Jr., Mr. and Mrs. Wilkinson, Rodger Nodarse, John Blakeley, Jimmy Zabriskie, Leo Bistany, Harry Mamas, Johnny Right, Hoyt Schumacher, Homer Dismore, Cash Wiltse and Woody Holland. Next stand is Guantanamo, February 25-March 7.—ANDRES RICARDO.

LEO LANE SHOWS

WANT FOR SAINT MARYS, GEORGIA, STARTING MARCH 7

Hanky Panks of all kinds. Shows of merit. Foreman for Wheel, Chairplane and Rolloplane. Report to Winter Quarters at Palatka, Fla. All address c/o Western Union or General Delivery, Palatka, Fla., this week.

F. C. BOGLE SHOWS, INC.

Midwest's Best Lighted Midway. Opens Thursday, April 7

Want Concessions: Popcorn and Apples, Water Games, Scales, Cookhouse, Glass Pitch and other Hanky Panks open. Shows with own equipment, Drome, Girl, Side Show, Jig. Best route and deal. Foremen and Second Men on all Rides. Winterquarters open, come on.

Answer BOGLE SHOWS, BOX 67, ARMA, KANSAS

W.G. WADE SHOWS

Now Contracting for the 1955 Season
RIDES—SHOWS AND CONCESSIONS

G. P. O. Box 1488
Detroit 31, Michigan

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

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

WILL PAY CASH FOR 18-CAR CATERPILLAR

In good condition and priced right. With or without transportation. Condition of canvas not important. Also Flying Scooter.

FOR SALE—30 Ft. Custom Office Trailer, built by Auto Cruiser. Living quarters, tandem wheels and electric brakes. Reasonable. Write or wire

THOMPSON BROS.
Care Blue Grass Shows, Largo, Fla., this week; then Altoona, Pa.

"ONE EYED" JAMES BOLEY WHERE IS HE?

\$50 Cash reward for location of Boley, wife "Bev" Boley, closed in October as ride man (Wheel) with Johnny's United. Bev was in Cookhouse. For reward: call collect

GEORGE TURNER
Phone Victor 3-9888. Address 1115 Hemstead Place, Oklahoma City, Okla.

ATTENTION—AGENTS MY SEX HAS BEEN CHANGED, NOT IN DENMARK BUT IN THE GOOD OLD U.S.A. HAVE SHOW—OPEN TO OFFERS

LEELU
c/o General Delivery LAS VEGAS, NEVADA

FOR SALE

A complete motorized Carnival, above average, ready to go.

STRONG'S AMUSEMENT CO.
HUGO, OKLA.

AMERICA'S BEST CARNIVAL & CIRCUS SIDE SHOW BANNERS

SNAP WYATT STUDIOS
2517 10th St. Tampa, Fla.

CARNIVAL WANTED FOR LATE MAY OR EARLY JUNE, VIRDEN, ILL. CONTACT V.F.W. Post 4429 VIRDEN, ILLINOIS

GIVE TO DAMON RUNYON CANCER FUND

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

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2160 Patterson St. Cincinnati 22, O.

- | | |
|---|--|
| Ackley, Mrs. Larry
Ackley, Wm. S.
Alderman, Ralph E.
Aldridge, Lloyd
Allen, John J.
Allen, John (Boggs)
Allen, Roy
Amille, Paul R.
Anderson, Herbert
Anderson, M. Wesley
Anderson, Sig
Amano, Bill
Arnold, Richard
Ashley, E.
Ashley, Jesse
Ayers Jr, Wm.
Bailey, John
Bailey, Roy
Baird, Fred Lee
Baker, Mrs. E. O.
Baker, Glen
Baker, Jerry
Ballou, Chas.
Barefasky, Harry A. & Agnes
Barnes, Melvin
Barton, Lewis
Beckwith, Ace (Tilt a Whirl) | Hatcher, Ward V.
Havins, Mrs. Vendell
Hayden, Donald L.
Head, Harry M.
Hedgecock, C. M.
Hedrick, Cecil
Higgins, J. L.
Hill, G. L.
Holder, Richard
Hopping, Evans
Holeman, T. C. & Mrs.
Holland, Elwood F.
Hollander, Mrs. Loretta
Hollander, Maxine
Holoboff, Peter P.
Hosnow, James L.
Housner, Sam
Howell, Otis or Davis
Howey, Wm.
Hoxie, Bill (Sideshow)
Huckie, Henry (Cook)
Hurt, Wynn
Hutto, Malcolm (Hammond Organist)
Irvin, S. A.
Jackson, J. S.
Jackson, L. C.
Jackson, Monroe R.
Jamison, Mrs. Mary Sue |
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1564 Broadway New York 36, N. Y.

- | | |
|---|--|
| Bejarano, Wm.
Best, Dick Charles
Billingsley, James E.
Birmse, Wm. James
Black, Joe
Blackman, Jos.
Bolin, J. T.
Boone, Eugene
Borror, W. L. (Pop)
Bouillion, Wm.
Boyd, Frank (Caulina)
Brady, L. P.
Braunstein, Ben
Brendemen, C. H.
Briggs, Leonard
Brown, Carl L.
Brown, Royal T.
Brunk's Comedians
Bryson, John
Budd, Charlie
Bumpus, Basil
Bunn, Reese
Burch, Ernie
Burke, H. B.
Burnett, Curley (Coll) | Johnson, Johnnie
Johnson, Mrs. Mary Lorene
Johnston, Mr. Marlon E.
Johnson, Sadie
Johnstone, Ralph
Jones, Ace
Kain, Charles F.
Kastner, George J.
Keller, L. C.
Kendall, Charles L.
Kennedy, Curtis
Kibbe, L.
King, Anna Lee
King, Wm. (Minstrel Show)
Kirma, Fred & Myrtle
Kiser, G. B.
Knapp, George
Kofron, Jack G.
Koski, Onnie
Kreil, Fannie
Krueger, George
La Morris, W. F.
La Salle, Leo
Lamb, D.
Lane, Sheri
Lauder, J.
Lavelle, Frank X.
Layton, Ralph C.
Le Master Jr., John B. |
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188 W. Randolph St. Chicago 1, Ill.

- | | |
|---|--|
| Arturo, Wolf
Buchanan, William
Buchanan, Thomas
Busk, C. Y.
Conway, Eva
Coughlin, Bob
Crawford, James
Dude, Fritz
Dorsey, George
Eagles, Paul
Eaton, Harold
Flake, James
Fornier, Frances
Hendy, Robert
Hurd, Walter
Kamakaka, Florence
Londut, Lucky | Paige, Norman
Quincy, T. J.
"Richard the Great"
Ryan, Margaret
Ulanovich, John
Walker, C.
Weardie, Blackie
Wright, Wilbert A.
Zingo, Mr. & Mrs. James
Pagel, William C. |
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MAIL ON HAND AT ST. LOUIS OFFICE
390 Arcade Bldg. St. Louis 1, Mo.

- | | |
|---|---|
| Conly, Walter T.
Connelly, D. P.
Cook, Charlie
Cook, Marie
Cooper, Eugene & Mrs.
Cooper, Quey
Cotton, Maxwell
Cox, Loftin
Crawford, Kenneth E.
Cross, Paul Raymond
Crowe, Jesse
Curtis, J. (Silbro Lamp Photos)
Cuthbert, Chas.
Dale, Danny
Davidson, J. E.
Davis, Harry E.
Davis, S.
Davis, Tommie
DeWitt, James
DeWitt, Bert & Corinne
DeFoy, Chas. L.
DeHoe, Mary
Deibert, Ed
Delph, Catherine
Dewey, Hal
Diaz, A. B.
Docen, Clarence
Dorris, Russell
Doyle, Tiny
Douglas, Pat
Drafer, Spike
Duffy, John Thos.
Durant, Thos. J. Mrs.
Emond, Geo. & Mrs.
Engle, Mrs. Joyce
Edwards, D. W.
Ehlert, Wm. A.
Engle, Wallace M. (Okie)
Esperance, P. L.
Fagen, Mrs. Chas.
Farrell, Thos. R.
Federick, J. M.
Ferris, Zack
Finstone, Anthony
Fisher, Geo.
Flower, Mildred
Foley, Tom
Foreit, John W.
Fortune, Ralph W.
Foster, Mrs. Virgie
Fowler, Carl J.
Fowler, W. H.
Francis, John (John Francis Show)
Frawley, Dennis C.
French, Otis & Louise
Frierson, H. L.
Fuller, L. K.
Gaines, Gerry
Gallager, Jack (Gallager's Amuse. Show)
Gambino, Johnny
Gardner, Wm. R.
Garner, Wm. or Jackie
Garrett, John
Garrison, Mevin G.
Gallis, Glen & Rosalie
Gebhardt, Bernie
Gentry, Mrs. Dorothy
George, Bingo
George, F.
Georges, Curtis F.
Gibson, Glenn
Gibson, Wanda L.
Glob, John Peter
Golden, Raynell
Goodman, Byrd
Goodman, Wm. S.
Gordon, Al
Gordon, Fay
Grayson, Wm. Chester
Greem, John Wm.
Gudath, E. A.
Gunner, Bill
Gutherman, Eddie
Hackett, Edw. J. & Mrs. | Lee, Harley
Lee, Landon T.
Lee, Sandy
Lemmon, A. L.
Leonard, Charles
Lewis, Red (Spot)
Light, Mark M.
Little, Pearl Mrs.
Little, Ross
Lobay, Bob
Lowe, George D.
Lowe, Thomas Aiva
Lowrey, Joe
Luckette, Billy G. (Lucky)
McArthur, D. R.
McCall, Art
McClinton, E.
McGhee, Thomas
McGowan, Frank J.
McKay, Glenn
McKenney, Paul E.
McLean, Alexander
McMillen, D. H.
McShay, Kelly
McSpadden, Richard M.
Mace, Mrs. Sus
Mack, Robert L.
Madden, Anthony F.
Malman, Mennie
Mandrack, J.
Marlin, Clyde
Marshall, George E.
Martin, Jerry
Mathews, Henry
Martinez, Ramiro
Mason, Edward
Mayer, Lewis
Mazzy, Harriett
Milford, Delmarie (Blondie)
Mintzer, Dolly
Mitchell, James
Mitchmore, Val
Moberley, Glenn H.
Monroe, George
Montello, Mrs. James
Moore Jr., Jack
Moore, Sena C.
Moore, Steve
Morgan, Hester & Mr.
Morgan, Pvt.-2 John W.
Murphy, Joseph
Murray, L. R.
Nabor, Daisy
Nazarechuk, Nicholas
Nelson, Jackie
Newman, Al
Newman, Pete
O'Connor, Betty
O'Connor, Conte & Johnny
O'Donnell, James
O'Flaherty, Marie (or Gurnett)
O'Hare, James F.
O'Hearn, William D.
O'Malley, M. P.
O'Mahony, O.
Osborne, Osmond S.
Osborne, J. L.
Osborne, Clarence L.
Owens, Tex
Owens, Jim
Ozell, William C.
Palmer, Joseph
Paluzza, Frank & Mrs.
Parker, Miss Lee
Parks, William
Parsons, Joe & Mrs.
Paseo, Betty
Patman, Earl Newton
Pellon, Vern
Permenter, William
Perry, Chuck
Petarandis, M. E.
Peters, Frank E.
Petus, James R.
Pike, W. D. & Mrs.
Pittston, J. W.
Piper, D.
Polk, Jack
Pompidu, Edwin S.
Porter, Roland
Powell, Ida Mae
Price, Chester G.
Pruitt, Stach
Ratcliff, Curtis C.
Ray, Ginger
Read, M. M.
Reilly, Charles E.
Remley, R.
Reynolds, Otto E. & Mrs.
Robbins, Clarence
Roberts, David E.
Robinson, William P.
Rogers, Mrs. H. V.
Rogers, Jesse (Pearl)
Ross, Mae
Ryan, Leo A.
Ryan, John
Salter, Robert
Sands, John
Sawyer, Fred
Sawyer, Paul
Schmidt, J. F.
Scott, Lorraine
Seifer, H. L.
Sellers, Clarence |
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CIRCUSES

Ringling Okapi Due; Name New Bull Man

Rehearsals Underway; Sundays Draw; Cages, Wagons, Trucks Readied

SARASOTA, Fla., Feb. 26.—The okapi which will be the feature of Ringling Bros. and Barnum & Bailey's revived menagerie this season, is being flown to the United States from the Hamburg, Germany, zoo and will go into quarantine. It is expected to arrive shortly.

Meanwhile, Robert (Smokey Joe) Jones has been named superintendent of elephants to succeed Eugene (Arky) Scott. Jones will be in charge of the new giant herd of 55 bulls. The show bought another little one this week after it responded to treatment of a leg illness. It was understood that Hugo Schmitt continues with the elephant acts as in the past.

Rehearsals, with Richard Barstow, Bob Dover and Pat Valdo on hand, are underway daily. Schedule calls for work on webs at 9 a.m., dance routines at 11 a.m., and spec rehearsal at 2 p.m., followed by menage practice. The big top has been laid out and is to be erected.

Sunday Shows Draw

Sunday shows have been drawing well and that of February 20 pulled an estimated 8,000. Crowd overflowed the outdoor arena seats and the parking lot. Airport space nearby was used for cars. Attendance on February 13 was less than

Familiar Trek In Making for Polack Eastern

ROANOKE, Va., Feb. 26.—The majority of this season's route for Polack Bros. Circus' Eastern unit has been definitely charted, and from other tentative dates it is plain that the show will follow its familiar travels.

Contracting agent Sam Polack said the Shrine dates will again provide the backbone of the route, beginning this week at the American Legion Auditorium here. Season opener was last week in White Plains, N. Y., a privately promoted date.

Early part of the 1955 trek includes one new date, at the F3 Drill Hall at Sampson Air Force Base, Geneva, N. Y., where the base has held varied entertainments in the past but no circus. March dates are in Wilkes-Barre, Pa., 2-5; Sampson AFB, 11-12; Lewiston, Me., 17-19; Albany, N. Y., 23-26, and Erie, Pa., March 31 to April 2. All but the military date are Shrine events.

Dates are either signed or contemplated in West Virginia, Ohio, Michigan, Texas, Arizona, California, Montana, Nevada, Idaho and Utah.

Newton Sets New Des Moines Dates; Davenport Signed

DES MOINES, Ia., Feb. 26.—Ray Newton's Newton Entertainment Service here will produce the Des Moines Shrine Circus in May and the Davenport Shrine Circus in September, he announced this week.

Exact dates for the Des Moines show have been set back to May 20-21. The Davenport dates will be September 15-18, he said.

Romas in Texas

SAN ANTONIO, Feb. 26.—Roy Romas, of Royal Bros.' Dude Ranch Show, recently bought rolling stock and menage horses from

half as much because of cold weather. Gate is 75 cents per adult. Manager Willis E. Lawson was spotted directing jammed traffic three blocks from the entrance after the February 20 show broke.

Entrance at quarters has been rebuilt and buildings painted. Work on flat cars and stock cars still is in evidence. The green menagerie cages now are being painted with jungle motifs. In use around quarters is one of the Miller Bros.' two new concession wagons which will be on the circus midway during the coming season.

Also here is a new wagon, long with stake sides, which will be used to haul the steel arena and other heavy equipment. One of the canvas trucks is to carry the new menagerie. A new truck is on hand but the bed has not yet been built on it. A rhino den has been put thru the paint shop.

BIRDS, ARABS, GLOBES

Hamid-Morton Displays Novelties, Freshness

By TOM PARKINSON
MILWAUKEE, Feb. 26.—New acts and novelties set up the Hamid-Morton Circus for this season. The show opened in Memphis and this week played here. There is plenty of freshness, plus strong repeating acts, to combine into a well-balanced production better than last year's.

Among the newcomers are the Great Lacy Troupe, Paramount Bears, the Wazzan Arabian Troupe, Los Wladas dove act and the Simru Duo's new high act.

The holdovers include Pat Anthony's lions, the Famous Yokoi cyclists and Amazing Hogar, who made part of last year's route.

The program also has the Aerial Chapmans, Sylvia's Dogs, Joe Hodgini's dogs, Irah J. Watkins' chimps, the Skytoners' high-wire act, Alberto Zoppe's riders, the Flying Marilees, the H-M Elephants, and Aida, the Lady in the Moon. Joe Basile has the band, Charles Basile is vocalist and announcer, and Col. Robert H. Morton is director. General representatives include Carl Sonitz in Memphis, Omer Kenyon in Milwaukee,

Talent Signed For Braly Units

LAWRENCEBURG, Tenn., Feb. 26.—Make-up of two units for fair dates to be played this summer and fall by the E. R. Braly Circus has been announced here.

In the Southern unit will be Charles Peterson's Jockey Dogs and trained pig act; the Roustabouts, knockabout; the Rudy Rudynoff horses; the Valentines, trampoline, and Flying LaVals, flying return; the Langs, teeterboard; Bobby Whaling and Yvette, skates; Alice and Jimmy Kirk, music; Jeff Murphree and Charlie Lewis, clowns, and announcer-manager, George M. Kelly.

In the Dixie unit will be Princess White Cloud, organ; Will Hill's dogs, ponies and elephants; Dick Clemens, cats; Aerial Alcidos; Wilfred Mae Trio; Faye and Andre, adagio; Roy Barrett, clown productions, and Wilfred N. Gregory, announcer-manager.

Ben Davenport at Gonzales, Tex. The Royal show is in quarters here. Romas said that Roxy Engesser is special agent for his show.

ART CONCELLO WOULD SELL BACK TO BEATTY

DETROIT, Feb. 26.—Arthur M. Concello has offered to sell his share in the Clyde Beatty Circus back to Clyde Beatty as the main event of a series of daily conferences which the two held at the Fort Wayne Hotel here this week.

By late Friday (25), according to best information, the meetings were continuing without any apparent results. However, it was expected that the partners would necessarily reach a new agreement soon in order to insure opening of the show as scheduled. It was pointed out that advance ticket sales have been in progress at early stands for some weeks and were not likely to be jeopardized.

Work reportedly was at a standstill at the Deming, N. M., quarters pending a result from the Detroit sessions. Concello arrived here Monday (21). Beatty is appearing with the Shrine show here.

King Names Foreign, U.S. Acts Contracted

MACON, Ga., Feb. 26.—European acts will be featured in King Bros.' 1955 program, according to officials with the show. Among them will be the Dorchester Troupe of five equestrians from England. The past two years they have been appearing with circuses in England, Denmark, Sweden and Germany. Two members of the troupe with their stock are sailing from England, March 5 for Savannah, Ga., and remaining members will arrive by plane.

Other European features will be the Valencianos, a five-people trampoline casting act; Sons of Morocco, a seven-people Arab acrobatic act; the Kareff-Manustrap, trapeze act, and Jose Torres Alforp, wire. Les Smahas, European horse trainer, and wife, who are currently appearing in Australia, will plane to this country early in March from Sydney. Their stock will follow by boat.

Twelve English ballet girls and five clowns from the Continent are included in the foreign contingent.

The Escalantes, bar act; the Flying Hartsells; the Hungaria Troupe, Risley novelty, and Reynolds Seals are other newcomers to King Bros.

Holdovers listed

Holdovers are the Conley Troupe of eight riders and jugglers; Sylvia and Jerry Pressley, and Matt Laurish will also be in charge of the street parade. Curley Miller will be the equestrian director and big show announcer. Geoffrey Taylor, who will be assistant equestrian director, is now in Europe and will sail with the contracted performers to New York early in March. R. E. McAfee will meet the performers upon arrival in New York.

Hunt Contracts Talent, Dates

BURLINGTON, N. J., Feb. 26.—Signing of more people and booking of winter dates were announced this week by Hunt Bros.' Circus.

Among those going with the show for the coming season are the Bogino-Bostock Troupe, bareback riding and Risley; Louis and Oliver Sisters, head balancing; Tanit Ika, concert, and Clowns Charles L. Burnes, Kenneth Marshall and Bob Zoppe. Ellis Phiser is to be a staff assistant.

Hunt's Liberty horses, worked by Welby Cooke, and the Hunt baby elephants, worked by Roy Bush, will play the Buffalo Shrine show. Cooke, now in Florida, is touring animal dealer's locations in search of new menagerie stock.

Several members of the Hunt family, including Charles T. Hunt and Charles J. Hunt, now are wintering in Miami. They recently completed an addition to their home there.

Minneapolis Shrine Line-Up Told by Van Tilburg-Curtis

MINNEAPOLIS, Feb. 26.—Line-up of personnel for the annual Shrine Circus, which opened here Thursday (24), was announced this week by Noel Van Tilburg, who produces the show with Edna Curtis. The engagement runs 10 days.

The program this year includes: Henri French and Grover O'Day, cyclists; Cristianis' Aerial Bears; the Sway Kings, high pole; Four Arellias, juggling; Dursky-Trio; Charlotte LeVine's chimps; Portis Sims' pony drill; Arlene Sellek's chimps; Aerial Arigonis; Smetonia, perch; Great Eris, finger stand, and Alfredo's Midgets, perch.

Making an initial appearance will be the new Bogino-Bostock riding act with six people, and other acts will include Leon and

Elana's Danes; Potris (Sims) and Mary's Jockey Dogs; Andens Dogs; Ethel D'Arcy, slide for life; Alfred Landon's Midgets; Rudy Horn, juggling on a unicycle; Bud Carell and Rose and the Freddys, whips, ropes and boomerangs.

Additional talent will include the Vasconcellos' Horses; Sensational Kays; Frank Cook; Six Boginos, Risley; Hungaria Troupe, Risley; Tom Pack's Elephants, with Slivers and Jo Madison; the Flying Deislars (3), and the Flying Constellations (3).

Leo Hamilton is equestrian director. Jack Cervone has the band. Among the clowns are Joe Coyle, Jim Snell, Arden Beecher, Frank Cain and Norman Atwell.

and bring them to Macon aboard two busses.

Other performers to be with King are De Lisle Chappell; the Pierce Family; the Gibsons, and the Silverton Trio. Clarence Canary will head the Wild West contingent. Bert Pettus will be superintendent of the 17 elephants. Paul Pyle will be superintendent of big show canvas and Charles Smith will have charge of the Side Show canvas. A. Lee Hinckley will be in charge of the big show band for his ninth season. Ted Porter and his Harlem Hot Shot Minstrels will again be in the Side Show.

Arnold Maley and Floyd King are in winter quarters after a trip in the East.

Wallendas Join Dumbar; Yacopi, Pape Acts Close

GUATEMALA CITY, Guatemala, Feb. 26.—The Circus Royal Dumbar soon will change its entire program and feature the Wallenda high wire act, which was flying to join Dumbar after closing with the Circus Atayde in Mexico City on Wednesday (23).

Dumbar will put into use a new big top being completed here and designed to accommodate the Wallenda rigging. Several lions and tigers also have been bought here. The show has been getting fairly good daily business and strong weekend turnouts following a good initial two weeks in this city.

After the Guatemalan engagement, it will go to Honduras to open March 4, then play Nicaragua and Panama before returning to its native Colombia to start its usual route. Leaving the show after the run here will be Billy Pape and Renee, perch; the Yacopi, acrobatics; the Aguilas Brothers, flying return; Zany, animals, and Hercules, strong act.

In Mexico City, Karl Wallenda said his equipment and some of his people were flying from Mexico City to Guatemala on Thursday (24). Trucks and cars were being taken to Sarasota and other members will fly south from Miami.

Alfonso Velasco, Dumbar owner, visited twice in Mexico City. The 14-people wire act is contracted for six months and an option by the South American show.

Dick, All-Americans Making TV Movie

HUNTINGTON, W. Va., Feb. 26.—Walker Dick, of the All-American Boys trampoline act, and Jimmy Hetzer, of the Hetzer Theatrical Agency, have started filming scenes in and around Wheeling for a TV film series about Dick and his act.

John Barrymore Jr. has been signed to play a leading role in the series, which is scheduled for airing next fall as a half-hour dramatic action show.

Dick and Hetzer have formed Zerick Productions to make TV films.

Clyde Bros. Closes

LUBBOCK, Tex., Feb. 26.—Clyde Bros.' Indoor Circus will close here Saturday (26). It recently completed a four-day stand at the State Fair Auditorium in Dallas, where it won full houses. Some of the personnel now will go to Brownsville, Tex., to open under canvas March 3 with Hagen Bros.' Circus.

Clarence Bell, ahead of Harry Blackstone's magic show, visited with William L. Oliver and Charles V. Turner in St. Louis.

UNDER THE MARQUEE

By TOM PARKINSON

Karl Erikson writes from Paris that the Eriksons have been held over a fourth week at the Medrano Circus and so they are not making their date at Wiesbaden, Germany. A new Fernch magazine carried photos of their head balancing turn. Also on the Medrano bill are the Klein Family, cyclists; Berra, pickpocket; Capellinys, skating;

Armand Guerre's Seals; Lothar, trapeze; Sabine Rancy and Danny Renz horses; the Tonikos, ladder balance and foot slide; the Willings, eccentrics, and the Whisky Brothers, trampoline.

An AP photo published widely this week showed Emma, an elephant at World Jungle Compound, Thousand Oaks, Calif., with three white mice crawling on its trunk, proving bulls are not afraid of mice.

Happy Kellems is again with the Gene Autry show, which runs thru March. Later he will play Barnes-Carruthers fairs. . . . Harry Jones, last season manager of the Kelly-Miller Side Show, will work fairs and club dates this year, he writes. . . . Bob Gordon, LaVenia and Carol Gordon Hodgson worked their rope spinning act on the bill with Will Rogers Jr. at the Cincinnati Garden Sunday (20).

Arriving this week at Hagen quarters in Harlingen, Tex., were Bob Stevens, who will have concessions again, and Bert Wallace, trainer.

Going to Central America from Mexico City by plane, writes Karl Wallenda, were Mario Wallenda, Gunther Wallenda, Marga Nicholas, Jenny Zoppe Wallenda, Gail Hankins, Leon Fort and himself. Going to Honduras and Guatemala via Sarasota and Miami are Helen Wallenda, Joe Seitz, Herman Wallenda and Edith Wallenda. Gene Mendez is leaving the act and Robert C. Faughnan is returning to it.

Mary Atterbury tells that her act, the Flying Marilees, was honored while working with the Atayde circus in Mexico with a plaque and flowers presented in the ring. They were on TV and in movies there also. Closing to make the Hamid-Morton show, they had a truck accident en route northward but escaped without injury.

Among those now in the Alberto Zoppe riding act are Joan Valentine, Penny Wilson, Denise Stephans, Ruggera Zoppe and Albina Beatty Say, who joined in Milwaukee. . . . Visitors to the H-M show in Milwaukee included the Klausers, whose bear act is with Polack Western.

Ed Hiler is ahead of Charlie Campbell's Marie O'Day show in Texas and Oklahoma. . . . The Tom Packs Elephants will play the Omaha and Hartford Shrine dates. . . . Van Thomas, of the Capell show, has been ill.

The Emmett Kelly filmed episode from the book "Clown" will be carried on television's General Electric program March 27, with Henry Fonda in the title role.

Al Sweeney, working press for Polack in Chicago, will have a half-page color picture of Lou Jacobs and others in The Tribune, March 6, and a page of circus puzzles in The Herald-American on February 26. Jack Ryan is working TV and radio in Chicago for the show this year and Justus Edwards is working a movie project during the run.

Guistino, Zefta and Albertino Loyal will go with Ringling this season with riding acts. Joe Galaso will do his finger-stand act. Other members of the Loyal-Repenskys will play other dates this year.

Claire and Tony Conway are vacationing in Sarasota.

Among those at the Fred Bradna funeral were Humphrey Doolens, Charlotte Maxwell, Agnes Coleman, Harry Atwell and Herbert Duval.

The Zugspitzartisten Troupe, high wire, closed a two-week stand in Mobile, Ala., Tuesday (22) and moved to Gulfport and New Orleans toward a tour of Texas. In the troupe are Alexander Schack, Heintz Kattner, Gunter Winkler and Heinz Krause, Wilhelm Butz

is director of the troupe, which works under local auspices.

Visitors on the Byron Gosh show included Harvey Gleason, magician; Bill Dollar, agent; Oscar Reynolds, acrobat, and Bill Porter, who is agent of Kelly & Morris Circus.

Kay Hanneford was out of the George Hanneford Family riding act with a sprained ankle for a few days in Detroit and Victoria, wife of George Jr., substituted. . . . Joe Lemke, chimp act also with Orrin Davenport in Detroit, dislocated a shoulder but was able to work.

From Clyde Bros. comes word that Gay Maynard, of the St. Leon Troupe, had a birthday party. . . . Capt. Eddie Kuhn's animal act had an extra thrill when a bear and a lion had a fight. . . . Jack LaPearl was on the sick list. . . . Charlene and Eddie Kuhn celebrated an anniversary. . . . Kitty Wendt had a birthday. . . . Visitors in Dallas were Big Bob Stevens, of Bailey-Cristiani; Little Bob Stevens, of Hagen Bros.; Robert Cows, Hagen manager; Vera Hines; Flo McIntosh, Ione Stevens and Shirley Logan from Kelly-Miller; Charlie Cox and Bill Moore from the Beatty show; the Louis Ringgolds, the Wards, Frank Zagley and the Glen Henry Family.

Welby Cooke visited Jim Tamper in Myrtle Beach, S. C.; Kelly-Morris in Oak Hill, Fla.; Winnifred Colleano and Billy Barton in Miami, and the Charles Hunts in Miami.

A son was born Friday (25) to Floyd and Vicki King, of King Bros. Circus, at Macon, Ga. The Kings also have two daughters and another son.

Alfred E. Mills will be with the advance of the Clyde Beatty Circus this season, according to Roscoe W. Brown. . . . The Kriel Family played Melody Ballroom, Dubuque, Ia., and the State Garden nitery, Middlebury, O., reports Lowell Kriel.

Earl Armstrong, who had a Bucking Ford act from 1947 thru 1950, writes from Montezuma, Ind., that Jesse Gottrell, who was with the old Roscoe Armstrong Funny Ford act, recently was given a cash reward for his part in thwarting a Montezuma bank robbery. Cottrell spotted the hold-up man and called police. Roscoe Armstrong will observe his 72d birthday in April. He's under a doctor's care, as is his wife, Eric V. Dodge, who was with the Ford acts and trapeze acts, suffered a heart attack last fall. Earl Armstrong is currently working for the Farm Bureau Co-Op at Rockville, Ind.

Charlotte Hunt LeVine writes her brother, Harry Hunt, is making a fine recovery from a heart attack suffered last summer. She and her husband, Harry, will have their chimp act at the Minneapolis Shrine show.

Tom Smallwood, formerly with the Beatty show and now in Paris, recently went to England to catch the Bertram Mills and Tom Arnold circuses. . . . Walter Jennier writes that between appearances on "Big-Top" TV show and a date in the Statler Hotel, New York, he and his wife, Ethel (Miss Aerialetta), visited his brother, Roy, and the William Manns at Washington and Hunt Bros.' quarters at Burlington, N. J. They played a Scottish Rite date in Chicago. Dr. Mann gave them an autographed copy of his book, "Ant Hill Odyssey."

Bess Costello, formerly a rider with Ringling, was guest of honor at a North Carolina State CFA meeting in Raleigh Saturday (19), with CFA's Southern vice-president, Reginald W. McFarland, presiding and CFA director William E. Atwater, State chairman L. Wilson Poarch Jr., and CFA Calvin L. Davis taking part in the program. Nancy Lee Duckett, Mrs. Louise P. Poarch, Mrs. Velma Davis, James F. Waynick and Wil-

liam E. Ellington also attended. . . . CFA Henry Varner, Akron, visited the Orrin Davenport Circus at Cleveland and Detroit.

Harley D. Hubbard, former superintendent of the Mighty Haag Circus, fell and fractured a hip while working on one of his rental homes at Shreveport, La., recently and is to be in the Gilmer Hospital there for three weeks.

Manuscript of the biography of Jorgen Christiansen is being whipped into shape by writers Dick Taplinger, who did "Circus Doctor," and Dick Magat. Christiansen is with Polack Eastern. . . . Booker Stanley Wathon caught the Polack Eastern show at White Plains, N. Y., and renewed acquaintances.

King Bros. will play Terre Haute, Ind., April 26, reports John Schmidt of that city, who recalls the King show was first in there last year also. . . . Robert Mason, on Hunt Bros. last season, is winding up a 23-week tour of North Dakota with his puppet and magic show. He writes that Sonny Ruckman, his partner, died last fall and he is now aided by John Meah. Both were also with Hunt. Mason will stop off at the Minneapolis Shrine show and then go on to New York to start a string of dates March 9 on Long Island.

With J. C. Admire on his new school show will be Max Maurer, Joe and Fran Mix, the Eddie Watts Family, and the W. E. Turleys. . . Charles Burnes, who will clown this season for Hunt Bros., visited Dick Slayton, Henry Kyes, Gene Randow and Paul Kaye on Polack Eastern.

While en route to the San Antonio Rodeo & Livestock Show from the Houston rodeo, Roy Romas and Roxy Roto Engesser, of the Royal Bros.' Dude Ranch Shows, visited the Ben Davenport at their Gonzales, Tex., home. While there they purchased some truck-trailers and manage horses. In San Antonio they cut up jackpots with Tommy Scaperlanda, of the Bell Jewelry Company and CFA. Romas advises that his horses and other acts will start their usual trek toward the Army (Continued on page 54)

WANTED
MILLS BROS.' CIRCUS
Two Promotional Men, must be sober, reliable, handle committees and crews. If you have the above qualifications and can start at once, write or wire where you can be reached by phone.
Also want Wardrobe Lady who can make and take care of wardrobe. Mrs. Rose Murphy, wire.
JACK MILLS
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Sell ads only on TOP LABOR DEALS with steady, all year round work. LARGEST LABOR ADVERTISING offices in NATION. Welcome experienced, sober producers on hot renewal deal for COLO. STATE FED. OF LABOR YEAR BOOK AND BUYERS' GUIDE. Now opening Denver after working Pueblo, selling \$9500 in 3 weeks, and Colo. Springs \$8000 in 2 1/2 weeks. 25% commission; no P.O.P. Make 40 pitches and better; earn \$150 to \$250 week. Can also place you in one of our three other units. Come in or wire p.p.d.
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Experienced on Labor Year Books and Sign Boards. Very strong sponsorship, all carded, over \$20,000 in renewals. Phones ready, steady work. Sober, reliable top producers, come on. Write, wire or phone (no collect). Our men do over \$200.00 weekly.
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Girl or Man doing Traps or other Act who can assist on Trampoline and Bars. State lowest. For Motorized Circus. ATTENTION, Clyde Beatty personnel desiring ride to Deming. Phone: Me. 0641.
GEO. HUBLER
223 Superior Ave. Dayton, Ohio

HAGEN BROS.' CIRCUS
Can use Promotional Directors with Crew immediately. Don Barry, Jack Mack, Write.
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WANTED
ADVERTISING BANNER SOLICITOR
For local ads. All 1-day stands. Write—don't phone or wire.
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National Advertising Manager, Al G. Kelly & Miller Bros.' Circus
HENRY CLAY HOTEL LOUISVILLE, KY.

FEATHER PLUMES FOR HORSE & ANIMAL SHOWS
Majorette Plumes—Ostrich Tips and Plumes—Marabou Turkey Quills—Ostrich Fans—Any Color
SOUTH AFRICAN FEATHER CO.
1015-17 FILBERT ST. Lo 3-5219 PHILADELPHIA 7, PA.

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Police deal, Book and Courtesy Cards. Pay every day. Want only Men who can ask for money. Solid year's work. Top sponsors only.
ED NOLAND
Phone 3-4744, Montgomery, Ala. Address 9 S. Lawrence St. No collect.

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For Kenosha, Racine, Beloit, Janesville, Madison, Fond du Lac and Ironton, Wis. These are all National Guard spots. Also need Men for Benton Harbor, Jackson, Kalamazoo and Grand Rapids, Mich. Write, wire, phone or come on in.
BERT METZGER, Empire State Producing Co.
Moose Temple, Grand Rapids, Mich. Phone: Glendale 6-7776 or at night, Cody Hotel. P.S.: Fred Arnold, call A. Y., Benton Harbor, Walnut 5-0102.

PHONEMEN
Year Around Work
POLACK BROS.' CIRCUS
Contact
JIM RISON
Shrine Circus Office
Odessa, Texas
Direct to California from here

CIRCUS PAINTER
WANTED—One who can Letter and Stripe; also can place in winter quarters now and for road season, first class show experienced Truck Mechanic. Meals and sleeper berth furnished. Accommodations the best. Good salary. Address
KING BROS.' CIRCUS
Central City Park, MACON, GA.

2 PHONEMEN
Men who cut it the year round. Straight advertising with taps in all towns. Customary 25%, daily if you want it. Show me and I'll pay your expenses. Drunks, limbers, shysters, highbinders, stay away. Call
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Clarksburg, W. Va., 3-1001

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This is a solid repeat deal for the AFL State Convention, 25% pay daily. Four months' work. Contact. No room for heat salesman.
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c/o Labor Temple, 110 Exchange St., Portland, Maine, Phone 2-5291.
P.S.: Eddie (if come) Morgan and T. J. Howard, get in touch.

PHONEMEN
Polack Bros.' Circus
Office opens March 2
Taps, Contact
JACK KWIET
Shrine Circus Office
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Phone: 2-2651—No collect

WORKINGMEN WANTED
All Departments.
Cookhouse open. Come on in.
CLYDE BEATTY CIRCUS
Deming, New Mexico

5-PHONEMEN-5
Grotto deal. 2 months' work here. Another strong one ready after this. Program, U.P.C.'s. Pay daily. Phone
BILL RENNER
Temple 1-6200, Providence, or write c/o Moslem Grotto, 51 Empire St., Providence, R. I. No collect.

BOBBY MILLER
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610 W. 24th Street Charlotte, N. C.
Phone: Franklin 69327

PHONEMEN
Have 12 deals in 4 States, all set to go. If you are a reliable, sober man, we can use you. So call
LUDLOW 1624—Columbus, Ohio
or 31001—Clarksburg, W. Va.

TELEPHONE MEN
Vets' Deal, Tickets, Journal and Show. Nassau & Suffolk Counties, New York; Passaic & Bergen Counties, New Jersey. Commission.
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Hempstead, N. Y., or call IVanhoe 1-9377

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National Advertising Manager
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Henry Clay Hotel Louisville, Ky.

PSAA Confab March 27-28; Exhibits Big

FEASTERVILLE, Pa., Feb. 26.—The third annual convention and trade show of the Participating Sports Association of America will be held March 27-28 at Somerton Springs here, it was announced by Vernon D. Platt, association president.

Big feature of the convention will be the trade show. Already, available floor space is nearly sold out, said Platt, as most firms that exhibited last year have again reserved space. There will be approximately 55 exhibits this year, made up of such companies as Coca-Cola, Hires Root Beer, Crumback Pool Supplies, Globe Ticket Company, Hoffman Janitor Supply, Hyde Show Company and Alexander Pool Supply. The trade show will occupy attention Sunday, Monday's convention program will feature talks by top figures in the industry. Robert D. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association, will give the principal talk on the roller rink field. Roger Ivey, of Alexander Pool Company and formerly with the Pennsylvania Health Service, will speak on pool problems.

Buffet luncheon will be served during the afternoon and an evening cocktail party and banquet will close the convention.

Use Holiday Gimmicks In Conn.-Mass. Area

HARTFORD, Conn., Feb. 26.—The weekend preceding Washington's birthday brought forth some unique promotions on the part of several rinks in the Connecticut-Western Massachusetts area.

Mid-City Roller Rink, Norwalk, Conn., announced a ladies' skate free night for Mondays, effective February 21.

In Springfield, Mass., Rialto Rink ran a party, 2 to 5 p.m., offering games and other novelties on Washington's Birthday (22). An evening party was also held from 8 to 11 p.m. "Your entire family can skate every Tuesday night for \$1," read a Rialto newspaper ad.

Earlier in the month Irving Richland, Hartford Skating Palace, extended operating hours to midnight February 11 and 12 in conjunction with Lincoln's Birthday-Valentine's Day weekend activities. Normal closing is 11 p.m.

Regular admission scale was in effect for both evenings, with customer-participation games on the agenda. Gifts and prizes were distributed.

Hackensack Holds AOW Racing Lead

ELIZABETH, N. J., Feb. 26.—Hackensack (N. J.) Arena, with 140 points, continued to pace the Northern division of the America on Wheels Inter-Rink Racing League following February 20 contests, altho Peekskill (N. Y.) Arena, with 118 points, and Paterson (N. J.) Arena, with 116, remain within striking distance.

In the lower bracket are Boulevard Arena, Bayonne, N. J., 86 points; Twin City Arena, Elizabeth, 66; Mount Vernon (N. Y.) Arena, 34; Florham Park (N. J.) Rink, 30, and Capitol Arena, Trenton, N. J., 16.

Next meet is slated for Boulevard Arena March 5.

Contributes Dance In 'Dimes' Drive

BINGHAMPTON, N. Y., Feb. 26.—Giving an assist to the March of Dimes campaign recently via a telethon over WNBC here was roller skater Nancy Fuller, sponsored by Randall's Roller Rink and the Randall's Rhythm Rollers Club at the rink. At 4 a.m. Miss Fuller delivered her version of "Mr. Sandman" in a tap dance on skates. The performance resulted in a "tidy check" for the campaign from program sponsors, according to Mrs. Lyle L. Randall, club secretary.

UNDER THE MARQUEE

Continued from page 53

camp in Mississippi and Louisiana soon with the Royal show. . . Al Weir, clown, who is also known as Dead Pan Duke, is working at the Sahara Sands, San Francisco.

Lee Virtue, clown, is recuperating from a recent illness in his home at Zanesville, O. Virtue, who has received many letters and cards from fellow troupers, hopes to join a show by April.

Mickey Sullivan's band played a show for the Stamford (Conn.) Fire Department Monday (21). Acts were Kay Gorham's line; Hibbert, Bird and Larue; Pierce Knox, xylophone; Six Morroccans; Jimmy and Gene Jimae, magic, and Johnny Woods, emcee.

Mercury Polio Shows S.R.O.

NORFOLK, Feb. 26.—Mercury Roller Rink here, operated by Hank Mason and Dick Scott, staged its 10th annual polio show February 12-13 under the direction of Ed (Moon) Kosjer before s.r.o. houses, according to Sam Simmons, of the local Musicians' Association.

Simmons called the show the best yet produced at the rink. Later the cast trekked to Henderson, N. C., for a February 19 presentation for the March of Dimes campaign.

The local show, made up of 18 numbers, opened with nine-year-old Linda Wagner, a polio victim, skating with braces, followed by four-year-old Donna Perdue.

West Farnam Eyes Shutdown in April

OMAHA, Feb. 26.—Roller skating and queen coronations having been held February 12 at West Farnam Roller Club here, officials are now preparing for a St. Patrick's Day Party, probably one of the last special events to be held at the skatery before its anticipated April closing.

Jack L. Browne, professional, reports that private instruction has been taking the bulk of his time, altho he has allotted a period for a beginners' class and one for test skaters. Browne plans to leave on a Southwest tour, starting possibly in March, and hopes to make exhibitions at many rinks en route to Mexico City.

Hamid-Morton Novel, Fresh

Continued from page 52

is lost because it isn't clear to the audience whether it is balanced or mounted on the platform.

Watkins' chimps perform with giant hoop, tricycles, wire, pogo stick, bikes, toy horse, tandem bike, perch pole, high-wheel bike and a motorcycle, all to good effect, thanks, in part, to Watkins' son, who displays ability and personality.

The Karpis Trio perform capably with hand balancing and Risley. Collins and Trudy work comedy acrobatics and contortion.

Globes Appeal

An eye-appealing novelty is the Lacy troupe of a man and five girls, all performing atop rolling globes of various sizes. They work with a teeterboard and do two-highs. Climax of the turn has all members footing the globes up a three-phase ramp. The six get to the highest section for a pose and then backtrack to the floor.

Bob Atterbury's Skytoners score as high-wire artists. The trio's work includes head sack and step-over turns. They do a two-high walk and three-people wheelbarrow, climaxing with a bike from which two trapezes are swung for heel suspensions.

Alberto Zoppe's riding act, with six girls, Cucciola and little Albertino Zoppe as well as Zoppe himself, continues with good flash for the riding portions and sharp laughs for the comedy with the riding mechanic. There are pyramids, jump-ups, hoop leaps, a hoop and "balloon" jump and Alberto's backward somersault to a second horse.

The Yokoi Troupe of five girls and two men shows much fancy cycling and winds up with one's speedy revolutions on the handle bars.

Polar on Stage

Paramount Bears form one of the Cuneo acts and this one includes the rarity of a polar bear working on an open stage. The

"I HEARD from a number of rep folks as a result of my recent notes in the column and all expressed appreciation of them as a means of keeping in touch with members in the field," writes Al Pitcaithley, former rep man who is now in radio at Carlsbad, N. M.

Continuing, Pitcaithley writes: "H. (Olee) Carlstrom, friend of rep folk and field man for the late Bill Bruno, is now located in Los Angeles. When rep was in its heyday, Carlstrom visited 32 shows in one season, which must have established a record. He reports visiting Ralph and Hazel Moody, Eddie Hart, Joe Marion, Floyd De Forest and Johnny (It's in the Book) Standley—all located on the West Coast around the film city. Standley was thru Carlsbad recently with the Horace Heidt show. He was formerly with his father's show, the Standley Players, in Oklahoma.

Ralph Moody is seen and heard on TV and radio regularly; almost every week on "Gunsmoke." Floyd De Forest, leading man with Joe Marion, is now personnel director with Hugh Aircraft plant. Don Null has two circle dance units operating out of Sioux Falls, S. D. Have had inquiries about Hila Morgan, 'Iowa's Little Sweetheart,' wondering if she is still living. Arlie and Mae Choates are located in Wayne City, Ill., where they have a movie house and beauty shop. Their son, Welby, is the projectionist, and their other son, Billy Charles, is with Bisbee's Comedians. For many years Choates

Comedians was a popular Illinois show. Ralph Blackwell, for the past two seasons with Jack and Lucille Collier's Comedians in Southern Illinois, will be with Bisbee this season. Ray Zarlinton is out of the business and located some place in Minnesota. It is reported he has been in bad health. Della and Van Brown are in radio in Frederick, Md. Eva and Roy Kinkle are out of the business and located in Milwaukee. Lane and Mayme Shanklin are now living in Springfield, Ill. Lane works for the State. Hazel Butler is living in Indianapolis since Dick's passing some years back. Carlos and Jean Harvey are in Los Angeles. The former is working in pictures."

Chester Norwood, writing from Ardmore, Okla., reports having made 40 one-day stands at schools, etc., since leaving Milwaukee. He has been looking for fair-sized towns for promotion of old-time melodrama, but hasn't found any place where business looked good enough to give it a whirl. "From what we have seen of Oklahoma, it has slipped for small shows," says Norwood. "Some towns that were booming when we were here last have encountered slumps."

DRIVIN' 'ROUND THE DRIVE-INS

CinemaScope equipment has been installed at the El Rancho Drive-In Theater at Vernon, Tex., which is owned and operated by Lewis Groves. . . . A board meeting of the Texas Drive-In Theater Owners' Association was held at the Hotel Adolphus in Dallas. . . . Several projectionists were charged by police in Corpus Christi, Tex., in connection with bombings at theaters including the Buccaneer Drive-In which was bombed four times. Some of the theaters were operated by Alfonza Gonzales, with non-union operators. The projectionists arrested by police were said to be members of the IATSE Local 604 of Corpus Christi. . . . Hans Smith, of Irving, Tex., has purchased a 20-acre tract on which he plans to build a 600-car drive-in which can be expanded to 800 cars, plus a 300-seat auditorium. He operates the Irving Theater and 183 Drive-In.

Burglars looted the snack bar of the Lackland Drive-In Theater, San Antonio, according to a report made to local police. They took a cash register valued at \$550 and an unknown amount of cash. . . . CinemaScope has been installed at the Corral Drive-In Theater at Monahans, Tex., which is managed by Wayne Long. . . . Residents in the area of the Jacksboro Drive-In Theater, Fort Worth, Tex., have a ready timetable during the next several weeks. Following complaints from residents who were startled by a series of explosions during construction work at the drive-in, the construction company has agreed to using the explosives at noon and at 5:15 p.m. each day.

Nate Milgram's De Luxe Theater Buying and Booking Service in Philadelphia is now handling the Shankweiler Drive-In at Orefield, Pa. . . . A new drive-in is being built at Sinking Springs, Pa. . . . Scranton, Pa., authorities granted permission to the Scavo Brothers to construct the Scranton Drive-In, first open-airer for that city. They already operate the Oak Hill Drive-In at Old Forge, Pa., and their Scranton project, to accommodate 500 automobiles, will cost \$100,000.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19,

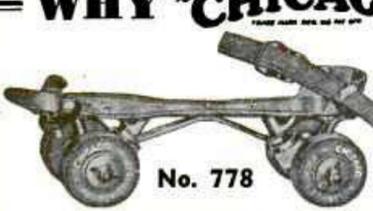
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3000 PR. NEW "CHICAGO" RINK Skates, Army Surplus 778C, \$3.50 Pr. 778P\$3.75 Pr.
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3400 ECONOMY PRECISION Bearings, fit any wheel20 Ea.
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Terms: 1/3 Down, Balance C.O.D.
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We invite you to bring your skates to Curvecrest and see for yourself!

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They are the MOST POPULAR and SERVICEABLE Skates on the Market. Their upkeep is very small and they have proved to be good money earners.
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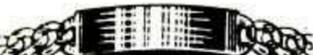
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3 used Portable Rinks, complete; ready to set up, from 6 months to 3 years old. All good equipment, no junk. Or can have new Rink any size desired for spring delivery.
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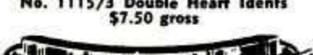
No. 1115/0 Child Aluminum Idents \$3.00 gross



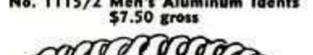
No. 1115 Ladies' Aluminum Idents \$3.60 gross



No. 1115/3 Double Heart Idents \$7.50 gross



No. 1115/2 Men's Aluminum Idents \$7.50 gross



No. 1115/10 Chrome Expansion Idents \$4.50 doz.



No. 1115/15 Chrome Photo Idents \$6.00 doz.

Phone: Jackson 6115

ORIENTAL TRADING COMPANY
1115 Farnam St. Omaha, Nebraska

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.

Pritt Novelty Company, New York, is ready with its new free catalog of novelties, magic items, disguises, games, puzzles, toys, etc. The catalog contains thousands of items which can bring in large profits, the firm states, and urges that readers send their name and address for a copy.

K&R Distributors, Chicago, is featuring a nine-pocket ident wallet with the photos of eight beautiful women encased. These handsome wallets are being sold for \$4 per dozen and \$43 per gross. Without the pictures the wallets may be obtained for \$2.40 a dozen and \$27.30 per gross. Concessionaires, demonstrators, pitchmen, jobbers, agents and specialty salesmen will be interested in K&R's complete line of name brand items. The following is a partial list of the

hundreds of items the firm is featuring: Novelties, blankets, glassware, luggage, kitchen utensils, clocks, electrical appliances, toys, leather goods, watches, tools, lamps, radios, hardware and bill-folds. Be sure to contact K&R Distributors for your needs, the firm urges.

Embassy P. P., Inc., New York, is offering a genuine leather Guatemalan handbag to the trade at the low price of \$22.50 per dozen. These handbags come in a wide choice of popular colors, are heavy weight leather, have a 45-inch adjustable shoulder strap, inside zipper, spring turn lock, saddle stitching, safety gusset and are beautifully embossed in new Guatemalan designs. The firm also features a wide selection of other styled genuine leather handbags and trade inquiries are welcomed.

PIPES FOR PITCHMEN

By BILL BAKER

FIVE YEARS AGO . . . in the realm of pitchdom: Mike Gunn had just gotten himself lined up with the Glenn Hosberg Enterprises. Blaine Young was out in Fontana, Calif., visiting with his old friend and med worker Doc Claude Heath. Ray Herbers had just completed a moola-making tour thru Houston, Dallas, Fort Worth, Little Rock, Hot Springs, Tulsa and Oklahoma City. Glenn Hosberg opened the Stock Show in San Antonio. Robert Hayworth was gathering plenty of lettuce working his liquid thread in a Chicago store. Geneva Vurpellat, wife of the Great Vurpellat, well-known med show performer, was making plans to take out a med show. Sheet writers Red Ableson and Jim Flynn were working the Florida State Fair, Tampa. The Ragan gals, Madaline and Mary, were working a chain store in Little Rock. Ronnie Payton was about ready to put his magic show on the road. James E. Miller was making the panhandler days in Texas.

OUR OLD FRIEND . . . Frank L. Sullivan tells us that he still hasn't lined up anyone for that partnership deal of his. Several weeks ago Frank told us that he was looking for someone with a car to help him unload a flock of real salable merchandise that he has on hand. It may work out to be a pretty good deal, so if you're interested in picking up a few fast

bucks, you can contact Frank by writing him in care of the Cincinnati office of The Billboard.

FRED HUDSPETH . . . and Chic Denton had occasion to get together recently in Dallas for an old-time jackpot session.

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

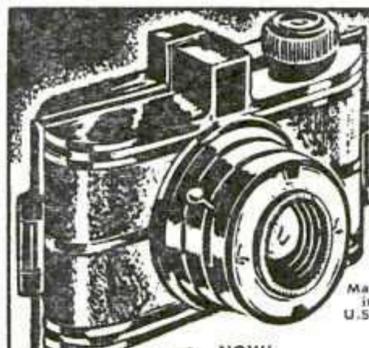


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New edition. Has Last Supper. Crucifixion Pictures. Lord's Prayer. Over 200 pages. Size of postage stamp. (1 1/2 x 1 1/2 in.) yet clearly printed and every word legible. Black gold-printed cover. Wonderful PROFIT novelties. Dealer's Price: 90c doz., \$6.70 per 100. F.O.B. Detroit; add postage. C.O.D. or cash. Special low jobbers & quantity prices. Sold for Wholesale Catalog of 3000 novelties. JOHNSON SMITH & CO., Detroit 7, Mich.

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Save up to 50% on BIG NAME MERCHANDISE!

Send 50c Coin or Stamps for Catalog Same Refunded with first order.
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Dept. B, 519 East Jefferson Blvd. South Bend 17, Ind.



NEW LOW PRICED CAMERA SENSATION!

Takes 16 full-size pictures on a roll of #127 film.

1. Sharp meniscus lens
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3. Written factory guarantee

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Hundreds of items, appliances, leather goods, novelties, housewares, clocks, premium goods. Full color illustrations — sent free—write today.

GEM SALES CO.
533 Woodward Detroit 26, Mich.
NOW! **\$5.40 PER DOZEN**
In Gross Lots \$6.50 in Doz. Lots
25% DEPOSIT with order BAL. C.O.D.

LITTLE ATOM World's Smallest Pistol

COMPLETE WITH RABROD AND YOUR CHOICE OF LEATHER HOLSTER OR BLANKS



ACTUAL SIZE

Dealer's Cost . . . \$12.00
List . . . \$1.95 ea.
Actually shoots blanks with terrific report . . . sells on sight with a bang!

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Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '55 Catalog.

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Dept. B, 504-506 Deaderick Nashville, Tennessee

DIRECT from MFR. 12" GIANT 12"

\$36.00 Per Gr.
\$4.50 Sample Dozen
Style L-12. Refills 13c Each.



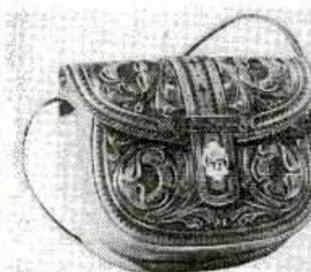
ROYAL Retractable BALL PEN
New Low PRICE!
Press Button to write.
Press clip to retract.
In attractive colors. FREE display cards and guarantee slip upon request. Quantity Discounts.
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Manufacturers and Distributors of **JOKERS NOVELTIES**
MAGIC TRICKS • PARTY GAGS
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1000's of Items—Wholesale Only
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Men's & Boys' Photo-Idents, \$5.50 Doz. Engagement Rings, \$3.00 Doz.
Wedding Rings, \$1.63
SEND FOR CATALOG
For Engravers, Store and Fair Workers and Ring Demonstrators.
Providence prices plus 10% Discount, consult catalog
McBRIDE JEWELRY CO., 1261 BROADWAY AT 31ST ST., N. Y. 1, N. Y.

EMBASSY for ALLIGATOR, GUATEMALAN & MEXICAN HANDBAGS

Write for complete catalog!

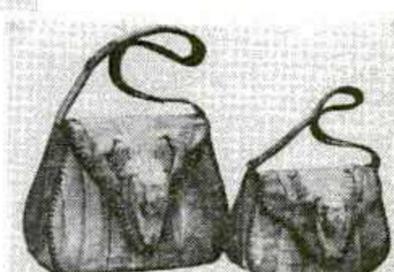


#2572 GENUINE LEATHER in WHITE, WHITE/BLACK, WHITE/TAN and Natural, Blonde, Ginger, Black, Red, Brown, Navy, Green, Tan. Heavy 5-6 ounce weight, 45" adjustable shoulder strap inside zipper, spring turn lock, saddle stitching, safety gusset, new Embossed, Guatemalan design.

\$22.50 per dozen



"MOTHER" #1105 (right) 9x6 1/2", Inside Zipper
\$60.00 per doz.



"DAUGHTER" #1157 (right) 6 1/2 x 5 1/2", No Zipper
\$35.65 per doz.

Cuban ALLIGATOR HEAD AND CLAWS with wide roomy opening, snap closing. Full length adjustable shoulder straps, handlaced edges.
Natural & Brown
Terms 3/10 E.O.M.

Embassy P.P. INC.
38 WEST 32nd ST. NEW YORK, N. Y.

Now Available to ALL PITCHMEN!
RAZOR PLANER
Only **\$1.95**
SHOW SALES:
PHILA. — "Sold to 12% of total attendance"
CHICAGO — "Sold to 9% of total attendance"

TERRIFIC for "Do It Yourself" Fans. Lightweight . . . only 7 oz.! Easy to carry for demonstrations. Sturdy die cast 4-piece tool is a combination curved and straight planer . . . uses old razor blades to do 101 planing jobs on wood, plastic, linoleum, etc. Edge is always sharp! Safe . . . foolproof!

RUSH: \$1.00 only for sample demonstrator and profit facts!

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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 . . .

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817 BROADWAY, NEWARK 4, N. J.

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DISTRIBUTORS—JOBBER—AGENTS
AUCTIONEERS—WAGON JOBBERS

Newest Religious Item. Key Case containing 3 hand-painted figurines, Jesus, Mary and Joseph—Identification Card and a St. Christopher Protection Medal on a gold-tone key chain. This key case closes with a gold-tone snap fastener. Priced for fast sales and profits. Sensationally priced: \$4.00 doz., \$42.00 per gross. Send 50¢ for sample. 25% deposit required. We ship same day we receive order.

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This is Our Only Store. Send for Our Latest Catalog.

DEVIL'S DELIGHT!!
NOVELTY PLASTIC CUSHION—"IT'S NEW, IT'S DIFFERENT"
A Real Laugh Maker. Repeat Sales.
Jobbers, Agents Wanted. Sample \$1.25 Postpaid.
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COMBAT COLDS!

Demonstrators, salesmen, agents, jobbers, every home a prospect for "THE LITTLE M. D.," which electrically gives off an odorless, invisible vapor that combats colds.

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Two's For The Money. 6-Piece WATCH SET \$6.90. Costume Jewelry Sets \$9.60. Includes images of watches and jewelry.

Cel-Max, Inc. 20% with order, balance C.O.D. 582 So. Main St., Memphis, Tenn.

A TRIAL ORDER WILL CONVINC YOU!! A BIGGER DEAL 6 Assorted Watches \$49. Benrus - Elgin Waltham-Gruen-Bulova WATCHES \$9.75 EACH. WEINMAN'S 122 So. Main St., Memphis, Tenn.

QUACK QUACK DUCK It's NEW—Plenty of Action \$20.75 PER GROSS \$1.80 Per Dozen. WISCONSIN DE LUXE CO. 1902 N. Third Street Milwaukee 12, Wisc.

NEW FULLY AUTOMATIC COOKER FRYER Complete With FIRE KING OVEN GLASS COVER - Retail: \$39.95. NATIONAL DISTRIBUTING CO. 222 Calumet Bldg. Miami, Fla.

CLASSIFIED SECTION A Market Place for Buyers and Sellers ADVERTISING RATES REGULAR CLASSIFIED ADS DISPLAY-CLASSIFIED ADS IMPORTANT INFORMATION FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE

ACTS, SONGS & PARODIES

EMCEE—THE AMAZING ENTERTAINERS publication, containing Parter, Skits, Parodies, Monologs, Seven different issues and book of comic sayings. \$4. Emcee-B, Box 983, Chicago 90, mh12

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Ropes, all beads, asst. dz. \$5. Ropes, chain & beads, asst. dz. \$5. Tailored earrings, asst. gr. \$15

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ATTENTION—HOSIERY; LOW PRICES FOR jobbers, pitchmen and salesmen; complete line Ladies' and Men's, Children's Hosiery, Nylons, \$1 dozen up; sample order 10 dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded.

ATTENTION, JOBBERS—LADIES' NYLON

51/15, \$5.75; No-Seam, \$7.50; Men's Magic Stretch, \$5.50; first, all cel-pack. Write for list. Ear Hosiery Co., Box 943, Charlotte, N. C. mh19

BARGAINS—JOB LOTS, CLOSE-OUTS, 2000

items. Save to 50%, clothing, hosiery, toys, toiletries, gifts, jewelry, Television, etc. Get acquainted. 25¢ brings wholesale catalog plus free \$1 merchandise certificate. Reliable Jobbing, 311-H North Desplines, Chicago. ch-mp

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merchandising business. No investment, no inventory! America's greatest wholesale Appliance, Homewares, Jewelry, Sporting Goods, Hardware, Toys, etc. 66-2/3%. Space for your own name. We drop ship! Free sales plan. General Wholesalers, Box 3058CC, San Francisco. mh19

CIRCULARS—SIZE 3x6, 150 WORDS, 1000

circulars, \$2.75 postpaid; size 6x9, 300 words, 1000 circulars, \$5.50 postpaid; size 9x12, 600 words, 1000 circulars, \$11 postpaid. I do not print the circulars. For \$1 I will send printers' address. Max Saliz, Dept. 10, Printer, 7635 Hinds Ave., North Hollywood, Calif. mh19

COMIC BOOKS (COVERLESS)—REGULAR

10¢ sellers; assorted, \$20 thousand f.o.b. Philadelphia; 20 different samples, \$1. Savar, 707 Poplar, Philadelphia 23, Pa. mh12

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Bangle Watch. Exclusive smartest sample, \$10.75. On our sizable stock of 17-J Watches and all kinds. No tariff increase. 65 yrs. exp. Result Sales, 580 Fifth Ave., New York. mh19

ECSTASY PERFUME — 1 OZ. ATTRACTIVELY

packaged, \$18.75 price tag. Closing out at \$12 dozen. Sample, \$2 postpaid. Gary Enterprises, Tarzana, Calif. mh19

FAMOUS MFR. CLOSEOUTS

Beautiful Summer assortment \$3.50 dz. Ass. Earrings, gang carded 1.55 dz. Cufflinks, boxed \$3 & \$5 dz. Rosaries (made in Italy) 1.95 dz. Tailored or stoned Earrings 2.00 dz. Baby Heart Necklaces, boxed 3.50 dz. Baby Cross Necklaces, boxed 3.50 dz. Neck & Earrings, boxed 9.00 dz. Rhinestone Neck & Earrings, boxed 12.00 dz. Beautiful Rings, 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. FUNBAG—RETAIL 5¢; 2 DOZ. 4x6 inch bags on card, 85¢ card. Postage paid on 6 cards. Specialty, 1422 Poplar, Terre Haute, Ind. JOKERS FUN SHOPS—FULL CREDIT Allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. MAGIC SIGN LETTERS — SELL LIKE crazy to merchants everywhere. Colorful plastic. Magically self-sticking, changeable. Free samples. Gary Enterprises, 19625 Ventura, W. Tarzana, Calif. MAKE \$25 DAILY SELLING ALL-WEATHER Plastic Gasoline Station Pennants. Write today for full information. Central Flag, Rossmoyne 5, Ohio. mh26

NEW 7"x11" ULTRA-BLUE SIGNS, 7¢

retail 50¢, 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 844, New York 3, N.Y. ch-mh26

NOTHING LIKE IT IN THE WORLD—

Deaf and dumb can sell it; two second demonstration; no pressure selling. Tie with one, two or three knots. Write Cassidy Necktie Knot Co., 438 N. Roosevelt, Wichita, Kan. PORTABLE FOLDING SEAT TO BE USED on beaches and outdoor events. Samples \$5 f.o.b. Agents wanted. Leslie Sales Products, McNary, Ore. Box 31.

PROFITS UNLIMITED IN YOUR OWN

Wholesale Buying Service. Buy 66-2/3% less than retail, famous Appliances, Home-wares, Jewelry, Sporting Goods, Furniture. Big profits selling friends at discount. Free details. National Buyers Service, Box 426CA, Oakland, Calif. mh19

RUN A SPARE-TIME GREETING CARD

and Gift Shop at home. Show friends samples of our new 1955 All-Occasion Greeting Cards and Gifts. Take their orders and earn up to 100% profit. No experience necessary. Costs nothing to try. Write today for samples on approval. Regal Greetings, Dept. 138, Ferndale, Mich. ch-mh26

SELL 8x10 OIL COLORED SILK FINISH

enlargements; attractively framed from any photo for only \$2.95. Big commission. Write Acme Enlargers, Levy Station, North Little Rock, Ark. mh5

SENSATIONAL NEW DESERT GEM

Jewelry Necklaces, earrings sets, \$2.50. Sample on request c.o.d. Harold Meek, 2727 Westward Blvd., Phoenix, Ariz. SIDELINE SALESMAN—HOT 59¢ AUTO-motive attachment. Moving fast through automobile dealers, service stations. Big profits. Unusual invention. Sample 35¢. Full details. Tube Products, 838 Richards, Box 12, Kansas City, Mo. mh19

SOAPURSE — DOLLAR DO-IT-YOURSELF

Kits. Sample, 25¢. Two kits and sample, \$1. Details free. Direct from manufacturer. Cobb Hollow Products, Div. 3, Limestone, N.Y. ch-mh26

STRANGE "DRY" WINDOW CLEANER—

Sells like wild. Replaces messy wags, liquids. Simply glide over glass. Sample sent on trial. Kriste 66, Akron, O. TERRIFIC GUARANTEED WATCH SET—Sells on sight. Special angle permits you sell wholesale and retail. Post card brings complete details. Gem Distributing Co., Box 1265, Kingston, Pa. WE ARE EXCLUSIVE NATIONAL DISTRIBUTORS for the miracle cleaner, Pin Jo. Spray surface to be cleaned, wipe off; no rinse required. Write for free sample. Chem. Inc., 1912 East Colfax Ave., Denver, Colo. mh25

\$1 PROFIT EACH SALE PLUS OVER-

rides. Two, three or more orders one family. Photo enlargements only \$2.95. G. Allen Studio, Regier Bldg., Little Rock, Ark. mh5

ANIMALS, BIRDS, PETS

ALLEN—ON HAND BUSHMASTERS, 7 ft.; Iguanas, Tegus, Tortoises. Regal Pet Shop, 16-17 fresh Rattlesnakes, hot or fixed. Book "Care of Reptiles", \$1. Snake Tongs, \$10. Ross Allen, 1112 North Miami Ave., Miami. Phone nite or day 3-6-55.

ALL KINDS TROPICAL ANIMALS, BIRDS—

large, \$3.50; fresh Kittens, \$7.50. Jack Adam's Alligator Farms, Box 881, Mesa, Ariz. EXPERIENCED ANIMAL KEEPER—Desires position with animal concern. Reference, National Zoo Park, Washington, D. C. Also rope splicer. John H. Mills, 5524 Hawthorne Place, N. W., Washington 16, D. C.

FOR SALE—TWO LARGE BLACK BEARS:

1 female, 1 male, \$50 each. Drum's Lake-side Zoo, Cortland, Ohio. Phone Green 163. FOR SALE—DOG ACT WITH PROPS. 4 dogs; former Rodgers Bros. Circus act. \$100 cash. f.o.b. here. Wall, Box 550, St. Augustine, Fla. FOUR MONTHS LION COMPLETELY DE-clawed; tame as house cat; vaccinated; beautiful animal. Located Midwest, \$300. Tame six months, male Siberian Bengal Tiger; playful animal, \$1500. Midwest, Alton Freeman, Kendall, Fla. mh5

MINIATURE CHIMP STUMPTAILS, TAME

young, \$65. Illustrated monkey listing. 25¢. Bronson Birds, 149 Fort George Ave., New York 40, N. Y. mh5

MONKEYS, BIRDS, REPTILES, EXOTIC

Cats. Many other animals. Animals Tropicals, Inc., 2324 Amsterdam Ave., N. Y. 33, N. Y. WA 7-7400. mh5

PARAKEETS, RARE—EIGHTEEN DOL-

lars dozen. Tinsley steel cages, twelve dollars dozen. Two birds and cage shipped upon receipt five dollars. Wm. H. Schreck, 635 N. Second St., Fort Pierce, Fla.

BUSINESS OPPORTUNITIES

A-1 PROVEN LOCATION—MAIN HIGH-way. Long Island. Want Kiddie Rides on percentage or lease. F. W. Teikamp, 94-20 61st Rd., Woodhaven, N. Y. Virginia 7-0426.

ATTENTION, ARCADE-KIDDIELAND

owners. Arcade, complete with kiddie rides, Auto-Photo, recorders and late amusement pieces for sale or lease. Hollywood Arcade, 430 S. State St., Chicago, Ill. mh2

COMBINATION PHOTO AND CONCESSION

Trailer, fully equipped, excellent condition. Some fair contracts available. Also new design Twin Rocket coin operated Kiddie Ride with demonstrator, and others under construction. Sale or royalty. Earl Howe, 2240 Gettysburg, Dayton, O. FOR SALE—DANCE STUDIO IN THRIV-ing community, 275 students. Residence (4 rooms) and two studios combined. Ideal for couple mutually interested in teaching. Write P. Box 543, Cincinnati 1, O. mh26

FOR SALE—ROLLER RINK, LOCATED IN

Central Ohio. Fully equipped. Doing good business at present time. Box C-184, c/o Billboard, Cincinnati 22, Ohio. FOR SALE—BEAUTY SALON IN BROOK-lyn, N. Y. Sacrifice; established many years; modern equipment; unable to take care of it. Profit. No business or property. J. Pagan, 15 West 47th St., N. Y. 36, N. Y. Plaza 7-3918.

MAIL CIRCULARS—100% COMMISSION.

Free details. Fisher's, Dept. B35, 4750 So. Central, Los Angeles 11, Calif. ch-mp

NITE CLUB AND BAR—BOARDWALK, AT-

lantic City. 2 owners since 1932. Low rental. Small capital. Fully equipped. Doing good business, consistent money maker. Write L. Kerper, St. Charles Hotel, Atlantic City, N. J. PAINT SIGNS WITH MASTER PATTERNS. Set 15¢ to 12¢ prepaid, \$1. Sample 3¢. Evers, BB-583, Newton, Iowa. STAR A MAIL ORDER BUSINESS—Small capital. Details \$1. Fred Hettick, Mgr. Bismarck, N. D. Box 1478. WANT PERMANENT SKATING RINK TO buy or lease. Good floor, location, essential; private party. Box C-183, c/o Billboard, Cincinnati 22, Ohio. WANTED — CONCESSIONS FOR NEW amusement park on 20-mile lake; attrac-tive percentage basis, no competition. Heavy tourist trade. Only first-class equip-ment considered. What have you? Write, Box 308, Millersport, Ohio. SALESMAN-WAGON JOBBERS — SELL the finest retractable pen in America. Beautiful displays, pens in 17 pastel colors. Send three dollars for sample dozen, or one dollar for three pens. Money refunded if you don't think it's a good deal. The Witt Co., Alma, Ark.

COSTUMES, UNIFORMS, WARDROBES

COSTUMES—WIGS, OSTRICH FEATHERS, Rhinestones, Tuxedos, Tails, Orchestra Coats, Derbies, Top Hats, Strip, Minstrel. All cheap. Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

FORMULAS & PLANS

ANY FORMULA, \$3; FORMULA CATALOG and manufacturing treatise, 10¢. Joseph H. Weiler, 82 N. Clark St., Room 620, Chicago 1, Ill. FOR SALE SECONDHAND GOODS ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. mh5 FLOSS MACHINES—NEW, \$159.50; USED, \$100 up; new ribbons, \$3 ea. 4 for \$10. G. de Loris, Jones Equipment, 330 Mattison Ave., Ambler, Pa. np PHOTO JEWELRY—COMPLETE OUTFIT, with Press, Dies, and Jewelry. Will sell cheap. Photo Record Shop, 1346 Vine Street, Cincinnati, O. SPARTANETTE — THIRTY FOOT '52. Sleeps four. Nine hundred cash aluminum trailer. Near Bristol, Pa. Biren Bass, Eddington, Pa. Cornwall 0948. STUDIO QUALITY "ECHOTAPE" TAPE Recorder, Public Address System, Lecce-Neville Generator, all new; Typewriter, used. Miller, Box 505, Poteau, Okla.

FOR SALE—SECONDHAND SHOW PROPERTY

ADULT FERRIS WHEEL, \$2000; OCTOPUS; eight car Auto Ride, \$500; Pit or Walk Thru Show Trailer, \$500. Above rides are in perfect condition. New ground cable rubber covered, 35' foot. Clarence Jensen, Pacific Junction, Iowa. ARCADE WAS ON GOODING STATE FAIR unit three years. Built on 35' aluminum trailer, with tractor, opens up to 28'x45', neon front. 35' Arcade 28' aluminum trailer and tractor makes 28'x38' Arcade, 39' front. Will sell trailer and tractor without machines. Trade for Kiddie Rides. Cliff Wilson, Walbro Distributing Co., 3905 Main St., Dallas, Tex. mh5

ARCADE—20x30 TOP, GREEN, FLAME-

proof, new 1954, used 9 weeks, 30 machines, \$750. Will sell separately. Box 157, Forest Hill, La. BUILD KIDDIE RIDES—TESTED PLANS: Auto, Airplane, \$100 Chairplane, Carrousel, Handcar, each. Free 47 plan circular. Brink, Box 875, Peoria, Ill. EXHIBITORS, ADVERTISERS — NEW 500 Projectors. Two carriers, 3 1/4x4 and 2x2, color wheel, \$33. Circulars. Gronberg Projectors, 712 E. Mallory, Pensacola, Fla. FERRIS WHEEL—10 SEAT ADULT, PIPE, good running order, new cable, \$1275. Harold Courtright, 2244 Wealthy S.E., Grand Rapids, Mich. Phone GL 40572. FOR SALE—SMITH & SMITH KIDDIE Chairplane, ten seats, also Boat Ride with steel tank and six boats, seats 22. Excellent condition. Phone Willard 1-0495. Gordon Stein, 2666 Homehurst Ave., Pittsburgh 34, Pa. FOR SALE—GRAB JOINT, NEW TOP, Fluorescent lights, Ten stools. Ready to operate, 1946 1 1/2 ton Chevrolet Truck, \$350. Roy Carey, Box 63, Santa Rosa, Fla. FOR SALE—15 CAR LUSSE AUTO Scooter complete. Operated season 1954. 40x80 building, all tools, spare parts, \$4,000. Glidden Ry. Co., 544 Louett, Grand Rapids, Mich. HAMMOND ORGANS (TWO), GOOD CON-DITION, Model B with speakers. Williams and Lee, 464 Holly Ave., St. Paul, Minn. mh12

G-12 TRAIN AND 3 COACHES—APPROX. 275 ft. track, also 8 car Jeep Ride (electric). Rides in perfect condition; now stored. Both rides, \$3,500. Photos furnished; used only one season. No transportation. **Monroe, Eule, 2942 W. 22 St., Miami, Fla.**

HIRES ROOT BEER DISPENSER—GAS Griddle, 2 open burners, 2-7 qt. dry food warmer, electric 300 watt power plant. All above like new and 1/2 price. Also small and large Caramel Corn Dry Popper. Food Supply Co., Winona, Minn.

G 12 MINIATURE TRAIN WITH TRAILER. Loop-O-Plane with truck. Cheap for cash. **C. Panack, 3453 N. J., Milwaukee, Wis.** mh12

GOOD USED KIDDIE FERRIS WHEEL— large, 8 seats, complete for \$850; 16 ft. high. **Drum's Lakeside Zoo, Cortland, Ohio.** Phone Green 55.

HOT DOG (ALL TYPES, INCLUDING barbecue), Sitar Popcorn Machines, Doughnut Equipment; Frozen Custard (new & used). Griddles (all kinds fry & heat Restaurant Equipment). State your needs. **Star, 2904-15th St., N.W., Canton, O.** mh12

ICE CREAM FREEZER—ELECTRIC FREEZE direct from 1950 Chev. buses, cooled. Used one season, like new, \$1,600. Can be seen in operation. Telephone Reading, Pa., 25634. mh12

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 STEAM TRAIN (OTTAWA) factory reconditioned; engine, tender, 3 coaches, 270 foot track, \$3,500. **H. E. Swanson, 224 West Douglas, Wichita, Kan.** mh12

MINIATURE GAS TRAIN—TWO STEER Cars; never used. Will sell \$2,500 cash. **Jack Lepach, Jr., 727 Hill St., Du Buque, Iowa.**

MONKEY SPEEDWAY—3 CARS. MUST sell; make an offer. **Mrs. Arleigh Shely, 148 McKinley Ave., Jamestown, N. Y.**

TRAIN SIMILAR TO 40 AND 8 ENGINE— Coach built from 1950 Chev. buses, hold 20. Motor, tires good; 45 feet long. Good for advertising. **George Marines, 1402 47th St., Des Moines, Iowa.**

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TWO 12 PASSENGER CHEV. LIMOUSINE, fine condition. Reason for selling, retiring from show business. **Williams and Lee, 464 Holly Ave., St. Paul, Minn.** mh12

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YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Trick Drawings and Rag Pictures. Catalog 10¢. **Baida Art Service, Oshkosh, Wis.** mh26

LOCATIONS WANTED

LOCATION WANTED—FOR ADULT Merry-Go-Round and 4 Kid Rides, spinning center, picnic grove, etc. Chicago area preferred. For Sale, 14 ft., 16-passenger Kiddie Merry-Go-Round, \$550. **Box 789, The Billboard, Chicago, Ill.**

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND- reading, Mentalism, Spells, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated catalog, 50¢ wholesale. **Nelson Enterprises, 336 S. High, Columbus, O.** mh19

ACTUAL TWO-HEADED COINS (FIVE cent pieces), set of two, \$2.50. No c.o.d.'s. **Lion Sales, Box 822, Lakewood Beach, Food du Lac, Wis.** Free list. mh12

PSY-KIC PREDICTION TEST, 50¢; CHINESE Koin Trick, 25¢; Strait-jacket Release Secret, 25¢; Side Show Tricks, 10¢; New Smoke Trick, 10¢. **Escape Acts, Trudell, E-117, Salem, Lowell, Mass.**

SUB-MINIATURE RADIOPHONE FOR mentalists. Easily concealed. Write for brochure, prices. **Nelson Enterprises, 336 South High St., Columbus, O.** mh19

MISCELLANEOUS

GENUINE MINK OR RABBIT FOOT KEY Chain, attached to souvenir mailing card, 10¢, 12 for \$1. Have fun! Treat all your friends, boys and girls. **Charles Brand, 154 West 27th, New York, Dept. B2.** ch-mh26

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CONCESSION AGENTS WANTED TO operate Currie Games at Rockaway Playland "New York City's Million Dollar Amusement Park," Rockaway Beach, N. Y. Profitable positions available for capable, reliable, honest men. Begin weekend middle of April. Full time May 15 to Sept. 15. Write giving experience, references, permanent home address. **Write to Personnel Dept., Rockaways Playland, Beach 98th St., Rockaway Beach, N. Y.**

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MISCELLANEOUS

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MUSICIANS

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TATTOOING SUPPLIES

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WANTED TO BUY

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WANT—LIVE AMMUNITION SHOOTING Gallery. No junk. **The Albany, 115 Brook Ave., Norfolk, Va.** ch-mh12

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SPECIALLY PRICED \$3.95 EACH

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Free of crabgrass and quackgrass. A blend of imported and domestic grasses selected for quick-growing results under a wide variety of soil conditions. 5 lbs. net in clear heavy plastic, attractively packaged bag with instructions and guaranteed analysis tested January, 1955. Packed 10 bags to master carton @ \$1.65 per 5 lb. bag

Less than 10 bags—\$1.75 per 5 lb. bag

F.O.B. Chicago. 25% deposit with order.

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SENSATIONAL Limited Offer Scatter Pin Pairs (boxed)

500 Beautiful Styles. Made to Retail at \$1.00 and \$2.00 each. Reg. \$3.50 per dozen.

NOW \$2.25 per dozen pairs

SAVE \$1.25 per dozen while stocks last.

Minimum order 12 doz. pairs.

FREE BONUS—Corgeous Velvet Display Palette with each 3 gross order.

25% deposit, balance C.O.D., F.O.B. Brooklyn, N.Y.

SARBELL CO., Inc. Dept. B-26
 176 Johnson Street, Brooklyn 1, N.Y.

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For Fastest Selling 25¢ Newspaper in the Country. \$15.00 per hundred. All samples 25¢.

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Free Wholesale Catalog ON JEWELRY AND WATCHES (RB)

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PLASTIC LAMINATING

This remarkable Plastic Laminating Machine will earn \$18 an hour right in your home. Big profits laminating business, social security, identification, credit CARDS of all kinds, photos, passes, clippings, plaques, etc. Prices from \$35 and up. Will accept any equipment in trade. Easy terms! Write now! Literature and sample free.

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SENSATIONAL SELLER! "4 NICKELS TO 4 DIMES TRICK"

Place MAGIC CAP over 4 nickels. Lift cap—you have 4 dimes! Nickels have vanished! No skill required!

SAMPLE \$1.00 postpaid. Wholesale price—\$5.50 per doz.; 2 doz., \$10; postpaid. Remit with order. DEALERS: Ask for No. 10 Wholesale Catalog of fast selling Tricks and Jokes.

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We Carry a Complete Line of TOASTERS—Kitchen Utensils—ALUMINUMWARE—Irons—GRIDDLES—Waffle Irons—BABY DOLLS—Boudoir Dolls—PLUSH ANIMALS—Plastic Goods—HORSES—Toys—CLOCKS—Dolls—CARNIVAL GOODS—Plastic Dolls—BALLOONS—PREMIUM GOODS—WATCHES—Glassware—ASSORTED NOVELTIES—Household Goods—Lamps.

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100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$4.50. Money refunded if not satisfied.

MYRLO COMPANY
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DIAMONDS, \$1.00 PER PT.

Imperfect diamonds, \$1.00 per point. 10 Swiss or 5 American high-grade wrist-watches, needing minor repairs, \$15.00. 10 lbs. of Broken Costume Jewelry, \$10.00. Write for prices—for dealers only.

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BEST GREEN FABRIC CARNATIONS

Large Chenille Shamrocks with pin. Pipe or hat trim. Retail 10¢ to 15¢. Immediate shipment.

100 postpaid for \$4.60
 200 postpaid for 9.00

Free price list to dealers.

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ONE DOZEN FOR

- Cotton Dish Towels
- Nyl. Tooth Brushes, boxed
- Boxes of Bobby Pins (25 per box)
- "Brace" Hair Tonic, 4 oz
- Face Powder, 3 1/2 oz
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- Perfumed Sachet Bags
- Sunglasses
- Leather Watch Straps
- Ball Point Pens
- Sil. Pl. Butter Spreaders
- Silver Pl. Salad Forks

TWO DOZEN FOR

- Pixie Figurine, 3 1/2"
- Bisque Figurines, 3" (Dutch Boy and Girl)
- Bisque Figurines, 3" (Asst. Musicians)
- Keychain Pocket Knives
- Govt. Surplus Vinyl Water Bottles

THREE DOZEN FOR

- Needle Books
- Brand Name Deodorants
- Fam. Compact Rouge
- Face Powder by Plate

FOUR DOZEN FOR

- Plastic Soap Dishes
- Pla. Tooth Brush Holders
- Plastic Razor Holders
- Water Repellent Carded O.D. Watch Straps

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SILVER GAZING 5" CRYSTAL BALL

and Stand. Flash for Prizes, Gifts, Souvenirs.

\$4.20 Doz. Minimum 4 Doz.

Distributors and Jobbers Wanted.

SILVER GLASS MFG. CO.
 5117 Levindale Rd. Baltimore 15, Md.

Kleenex Blue-Skyers Named in 8 Warrants

MILWAUKEE, Feb. 26.—Eight warrants charging three partners of the now defunct promotional sales firm, Phil-Mac Manufacturing Company, and two of their salesmen with obtaining \$996 by false pretenses from two Milwaukee buyers of facial tissue vending machines were issued by deputy

district attorney Joseph E. Tierney. Tierney said 18 persons here had purchased the machines and lost a total of \$9,362.

The warrants named P. A. Small, Josh J. Adams and J. E. McKune, partners of Phil-Mac, and John M. Forester and Richard Maxwell, salesmen.

Last November, Phil-Mac was ordered to cease "selling, offering for sale, or soliciting orders to purchase any vending machines bearing the trademark 'Kleenex' in an order issued by U. S. District Judge Julius Hoffman. (The Billboard, December 18.)

Judge Hoffman's order, believed to be unique in the vending machine promotional sales field, grew out of a series of claims and counter-claims filed by Phil-Mac and International Cellucotton Products Company, owners of the Kleenex trademark and producers of cleansing tissue.

Then in December last year, International Cellucotton won another court ruling issued by S. Samuel Di Falco, New York Supreme Court justice, giving Phil-Mac the same order.

Tierney said the investors were promised profits up to 300 per cent and were given lists of places which, the salesmen said, had promised to permit installation of the machines.

Despite the injunctions against the men and their firm to stop using the Kleenex trademark in selling their machines, Tierney said the machines carried the name of a widely known brand of facial tissues on the front, "presumably the Kleenex trademark.

Investors were told supplies could be obtained from the manufacturer for 2½ cents a packet and vended for 10 cents.

Werne Dallas Meet Speaker

CHICAGO, Feb. 26.—National Automatic Merchandising Association this week announced that Benjamin Werne, NAMA employee-employer relations counsel, will moderate a two-hour session on the topic, "A Formula for Successful Employee Relations" at the second 1955 regional meet at Dallas March 5-6. Werne moderated the session at the Atlanta meet (see separate story).

The Dallas meet will be held at the Adolphus Hotel, starting at 1:30 p.m. Saturday, March 5, and will offer the same package-type program as the first meet. The Dallas meet covers Region IX (Texas, Oklahoma, Arkansas and Louisiana).

Speakers, named last week, will be Joseph Dobson, head of Dobson Vending Service, Inc.; Al F. Schmitt, regional chairman; Charles E. Brown, Dallas Cigarette Service Company, Dallas; G. R. Schreiber, editor and publisher of Vend. William S. Fishman, vice-president, Automatic Merchandising Com-

(Continued on page 60)

ENGLISH CASTLE MAY GET CUP DRINK VENDER

LONDON, Feb. 26.—One of England's most stately manor houses may soon have an American-made cup drink vender as an extra inducement to paying visitors and an added source of income.

Negotiations are now going on between the 13th Duke of Bedford and an American vending machine firm to install one in Woburn Abbey, the duke's magnificent 200-year-old ancestral home.

To a practical American businessman, it would seem sound and sensible to have soft drinks available for the 100,000 visitors the duke estimates will come between April and October—at 35 cents a head—to see the mansion.

But to many Englishmen the thought of a shiny, modern, chrome-trimmed vending machine standing in the midst of fine old china, rare furniture and delicate sculpture is a little short of sacrilege.

Milk Dating Scored By New York Gov.

Elimination of Requirement Would Relieve Vending Ops of Chore, Improve Service

NEW YORK, Feb. 26.—Milk vending operators may be relieved of one of their most irritating chores if a recommendation of Governor Harriman is adopted. The New York State governor this week advocated removal of "outdated burdensome regulations" on the sale of milk—particularly that requirement which makes it mandatory for milk sellers to date each container.

The dating requirement has worked a particular hardship on New York city vending operators, forcing them to figure machine loads on the conservative side, as all containers not sold 54 hours after dating can not be sold.

As a result, operating costs for milk routes are fairly high and volume is reduced somewhat because of reduced stocking.

The governor's request is likely

to stir up a battle with New York City over some of its health department requirements. Governor Harriman contends that modern refrigeration has eliminated the need for the dating rule as a health precaution.

He added that "there is much that must be done to reduce the cost of distribution of fluid milk," (Continued on page 60)

DRIVE-INS

Op Ups Sales With Wheels On Cig Units

DENVER, Feb. 26.—Spending a small extra amount to put four rubber-tired casters on cigarette venders installed in drive-ins has upped sales from 15 to 45 per cent in each location for Midwest Music Company here.

A typical installation where this was done was at a local drive-in in which Midwest located a nine-column cigarette machine in a small interior dining room. Customers who wanted cigarettes and who drove in for service were required to get them inside.

Sales were low. Realizing that the sight of the machine would create impulse sales, Midwest experimented with a light-weight L-iron frame, mounted on wheels which could be pushed by any employee.

Adding 15 feet of extension cord to supply power was the next step. Results far outweighed expectations, according to Midwest, which immediately followed suit with similar "portable" arrangements at a dozen other drive-ins.

Lorraine Mfg. Bought by C&C

NEW YORK, Feb. 26.—The C&C Super Corporation this week announced the purchase of the Lorraine Manufacturing Corporation, Maywood, N. J., which will now become the Lorraine Division of the C&C Super Corporation.

The Maywood firm will make, exclusively for C&C, a new type closure for cap-top cans. According to Walter S. Mack, C&C president, the closure utilizes as lining a special type rubber rather than the conventional cap lining of cork.

James Groendyk, former Lorraine president, becomes a C&C vice-president in charge of the Lorraine division.

PM Reports Net Sales \$217 Mil For 9 Months

NEW YORK, Feb. 26.—Philip Morris & Company Ltd., Inc., reported consolidated net sales of \$217,008,564 and net income after taxes of \$9,098,982 for the nine months ended December 31, 1954, the end of the new fiscal year. Earnings for the period were equal for \$2.85 a common share on 2,887,233 shares outstanding.

In the annual report issued this week, the firm also issued consolidated 12-month figures for calendar 1954. Net sales dropped to \$282,744,523 and earnings per common share on 2,887,233 shares outstanding were \$3.52.

This compares with net sales of \$294,902,434 and per share earnings of \$3.90 for the fiscal year ended March 31, 1954. During 1954 the firm paid four quarterly dividends of 75 cents a share, the 27th consecutive year it has paid dividends on common stock.

Changing Patterns

In a letter to stockholders, O. P. McComas, PM president, cited the changing patterns of consumer tastes in cigarettes, and the fact that these changes have become more evident in 1954.

Major problems faced by the (Continued on page 73)

New Marlboro Debuts Monday

NEW YORK, Feb. 26.—National distribution for the king-size, filter-tip Marlboro in crush-proof box packs will get underway Monday (28), according to O. P. McComas, president of Philip Morris & Company, Ltd., Inc.

The event marks the debut of Philip Morris into the popular-price filter field. The firm also makes Parliaments, a premium-price filter-tip cigarette in a box pack.

The red-white-and-blue flip-top box was designed by Frank Gianinoto, president of the Package Designers' Institute.

On tap are a complete display of posters and point-of-sale aids. Heavy newspaper, magazine, radio and television advertising is scheduled.

300 Attend N. Y. Show Of Cole, Mills & Hebel

NEW YORK, Feb. 26.—An estimated 300 operators from New York, New Jersey, Southern New England and Eastern Pennsylvania gathered in the Governor Clinton Hotel here Friday and Saturday (25 and 26) for the first three-manufacturer combined showing in the history of the vending industry.

Exhibitors were the Bert Mills Corporation, the Fred Hebel Corporation and the Cole Products Corporation. Richard Cole, vice-president of Cole, said that the exhibitors were so encouraged by the turnout that similar exhibitions thruout the country will probably

follow, the next one possibly in Pittsburgh. No date has been set.

A fourth exhibitor, the Silver King Corporation, was represented by N. G. Zook, Superior Vending, Harrison, N. J., outlet for the firm in this area. Silver King exhibited its 5-cent cookie vender.

Mills Line

Bert Mills exhibited its entire hot beverage line—coffee, chocolate and soup. On display was the new Hot Drink Bar, a three-selection unit which goes into production in June, according to H. J.

(Continued on page 61)

Atlanta NAMA Meet Hosts Record Turnout

CHICAGO, Feb. 26.—A record turnout of 163 regional representatives of the National Automatic Merchandising Association, including 101 operators, attended the first 1955 NAMA regional meet held in Atlanta at the Biltmore Hotel February 19-20.

It was the largest NAMA regional meet held in that area in the association's history.

John J. Mahoney III, of Carolina Vending, Inc., Charleston, S. C., was re-elected chairman of Region IV at the meet (Region IV covers South Carolina, North Carolina, Georgia, Tennessee, Alabama, Mississippi and Florida).

Operators, suppliers and manufacturers attending the meet heard an up-to-the-minute report on what's happening in vending by C. R. Schreiber, editor and publisher of Vend; a talk on direct sales to location by George Murphy, Norman Vendors, Hickory, N. C.; "How to Teach a New Man to Do His Job," an address by Mahoney, and a talk on successful employee relations by Benjamin Werne, NAMA employee relations counsel, Sunday morning.

Profit Clinic highlighted the meeting and was moderated by

Vendo Builds Pancake Unit

KANSAS CITY, Feb. 26.—The Vendo Company put in production a new semi-automatic pancake machine which has been under development four years.

The machine is now being field tested in several Eastern cities and, a Vendo official announced, should go into full-scale production by spring.

Uniformity of flavor, texture and appearance are achieved by the Vendo device thru measuring instruments and automatic controls built into the unit, a 35-pound portable electric grill.

Boley Andrews, head of Vendo's research department, said the unit can produce a "perfect" pancake in less than three minutes.

The machine performs every operation in the preparation of pancakes except pouring the batter and serving the item to the customer.

The Aunt Jemima division of the Quaker Oats Company developed a special packaged mix for the automatic griddles and will merchandise them.

"This machine will be a boon to (Continued on page 73)

William S. Fishman, vice-president, Automatic Merchandising Company, Chicago, and Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee.

Some 125 persons attended the dinner and saw the showing of the 1954 convention films and the motion picture "At the Drop of a Coin," the story of vending.

Dr. Pepper Sales Hit Peak in '54

DALLAS Feb. 26.—Dr. Pepper Company reported sales hit the highest mark in the company's history and earnings increased 16 per cent in 1954.

Sales were up 3 per cent above 1953, according to Leonard Green, president.

It was the fifth consecutive year of sales increases and pushed total dollar volume 73 per cent above the 1949 level.

Net earnings hit \$1.10 per share, the highest return since 1948.

While Dr. Pepper sales were up 3 per cent in 1954, soft drink industry sales as a whole were reportedly down with some estimates as much as 5 per cent below 1953 figures.

The continued sales gain coupled with improved operating efficiencies accounted for the 16 per cent boost in earnings, Green said.

Net earnings were reported at \$756,110 compared with \$652,647 in 1953. Net income before taxes was reported at \$1,580,886 in 1954, compared with \$1,412,700 in 1953.

Bayuk Buys I. Lewis Assets; \$45 Million Gross Is Seen

PHILADELPHIA, Feb. 26.—Bayuk Cigar, Inc., this week became one of the nation's largest cigar manufacturers with the purchase of the assets of the I. Lewis Cigar Manufacturing Company, Newark, N. J.

Harry P. Wurman, Bayuk president, said the purchase would bring Bayuk's sales volume to \$45,000,000 yearly. Bayuk sales last year were \$35,500,000, with net earnings of \$807,220, or \$1.03 a share.

Bayuk's biggest sellers are Philipines and Websters. Lewis makes John Ruskin, Flor de Melba, Melba

Midgets and Seidenberg. Lewis maintains factories at Newark, Steelton, Pa., and Selma, Ala. Bayuk plants are in Philadelphia, Lancaster, and York, Pa.

\$5,000,000 Deal

While officials declined to comment on the money involved in the purchase, it was believed to be about \$5,000,000. The agreement was signed by Wurman and Harry Lewis.

Wurman said that no changes were contemplated in the Lewis factory and sales organizations. About 1,000 Lewis employees will be added to the Bayuk payroll, which is currently 3,500.



**YOUR SUPER LOCATIONS
DESERVE THE FINEST
SUPER V**

IS the Finest Capsule Vender Obtainable and the Industry's Most Beautiful.

Featuring the Greatest Earning Power Ever Built into a Bulk Vender . . . at 1c, 5c or 10c Play.

Cabinet of two-tone solid oak—trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 800 100-count ball gum. Packed and sold 4 to the case.

Less than 25 cases . . . \$61.80 per case

25 cases or more . . . 59.80 per case

New Methods in Production Warrant the Reduced Price.

KEEP IN TOUCH

With Your VICTOR Distributor for NEW and OUTSTANDING CHARMS for Bulk and Capsule Vending

**The World Famous
STANDARD TOPPER**

That attractive ensemble—is finished in smooth, hard Duranite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass globe. Packed and Sold 4 to the Case.

Less than 25 cases . . . \$50.00 per case of 4

25 or more cases . . . 48.00 per case of 4

Place Your Orders With Your Nearest VICTOR Distributor
VICTOR VENDING CORP.

5701-13 W. Grand Ave. Chicago 39, Illinois



CIGARETTE, CANDY AND DRINK MACHINES!

THIS WEEK'S SPECIALS!

**ROWE
DIPLOMAT ELECTRIC**
← 8 Cols., 340 Cap. →
\$150.00

**ROWE
CANDY MERCHANT**
with changemaker
7 Cols., 158 Cap. →
\$165.00

UNEDA CIGARETTE VENDORS

Model E, 6 Cols., 180 Cap. \$ 75.00
Model E, 8 Cols., 240 Cap. 92.50
Model E, 12 Cols., 300 Cap. 99.00
Model 500, 9 Cols., 350 Cap. 100.00

ROWE CIGARETTE VENDORS

Imperial, 6 Cols., 180 Cap. \$ 85.00
Imperial, 8 Cols., 240 Cap. 90.00
President, 8 Cols., 320 Cap. 130.00
Crusader, 8 Cols., 380 Cap. 145.00
DUGRENIER CHAMPION, 9-11 COLS.,
420 CAP. 100.00

CANDY MACHINES

U-Select-It, 74 Cap., Wall Model \$ 52.50
Stoner Candy, Prewar, 160 Cap. 135.00
National Model 918, 162 Cap. 115.00

WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—COFFEE MACHINES, BOTH NEW & RECONDITIONED.

WRITE FOR INFORMATION!

All Equipment Unconditionally Guaranteed.

Trade Prices 1/2 Deposit, Balance C.O.D.

UNEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
NEW . . . RECONDITIONED LIKE NEW

250 Meserole Street, Brooklyn 6, N. Y. • HEgeman 3-6295



**ADD NEW EYE APPEAL TO YOUR MACHINES
STIMULATE SALES WITH
AUTHENTIC SHAPED
"RAW CUT GEMS"**



A Treasure Chest of PROFITS
is yours with these fascinating "cut stones" in dazzling realistic colors! Kids will be charmed by them—they look as real as Captain Kidd's loot!

CAN BE USED FOR DECORATIVE PURPOSES . . . ATTACH TO PACKAGES, GARMENTS, DOLLS, TOYS . . . PLUS MANY OTHER USES THAT WILL DELIGHT YOUNG AND OLD!

They can be used in Capsule or Ball Gum & Charm machines. Available in Capsules with key chains.

BE FIRST IN YOUR TERRITORY WITH THIS NEW PRICE "FIRST"!
Price: \$8.25 per M.

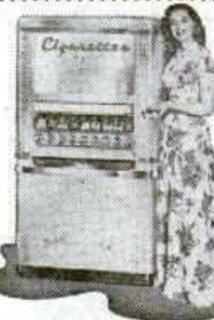
PAUL A. PRICE CO.

55 Leonard St., New York 13

**"America's Finest"
ASK ANY OPERATOR OF THE
Keeney Deluxe Electric
CIGARETTE VENDOR**

* For MORE THAN 5 YEARS operators have made much more money with service costs at an all-time low. Features: • 432 pack capacity • Easy loading with swing-up top • 3-way match vending • Alternate front and rear column vending • Quick price changes • Large storage. Write for an immediate free demonstration today.

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when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

**C.&C. Names
Ad Agency**

NEW YORK, Feb. 26.—Cunningham & Walsh, Inc., this week was named advertising agent for the Cantrell & Cochrane Corporation, manufacturer of the C.&C. canned carbonated beverage line.

The appointment was made by Walter S. Mack, C.&C. president, who had worked with the agency, then Newell-Emmett, when he was president of Pepsi-Cola. The combination helped boost Pepsi from a relatively unknown soft drink to the world's second-largest, carbonated beverage seller.

The C.&C. line has achieved national distribution since it was introduced two years ago. Plants are at Chicago, Los Angeles, Englewood, N. J.; Lake Alfred, Fla., and Narrows, Va. Instead of franchising hundreds of local dealers, deliveries are made directly from the plant.

C.&C. flavors include ginger ale, cola, orange, grape, pineapple, root beer and lemon and lime.

**Malloy Mills
Sales Manager**

DETROIT, Feb. 26. — F. L. Jacobs Company this week announced the appointment of H. F. (Pete) Malloy as sales manager of Mills Industries, Inc., its wholly owned independent subsidiary.

Malloy resigned from the National Automatic Merchandising Association to become sales manager of Lyons Industries, New York, cup drink machine manufacturers, in February, 1954.

He had been with NAMA three years as secretary to the association's exhibit sales committee, regional and area activities committee, directory sales committee, operating account committee, and the employer-employee relations committee.

Werne Dallas

• Continued from page 59

pany, Chicago, and Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee, will moderate the "Profit Clinic," as they did at the Atlanta meet. The clinic is a seminar on major reasons for the failure or success of automatic merchandising operations.

A reception will be held in the late afternoon, sponsored by Ed Brown, Inc., Dallas, and the Dobson Distributing Company, Dallas, and will be followed by dinner and film showings of the 1954 convention and the motion-picture "At the Drop of a Coin."

Hosting the meet is Joseph Dobson, who is making hotel reservations for operators, suppliers and manufacturers planning to attend.

Meanwhile, Raymond J. Scheuer, Vendomat Corporation of America, Baltimore, chairman of Regions III and A, announced that plans were shaping up for the third regional meet to be held at the Lord Baltimore Hotel, Baltimore, March 19-20.

Milk Dating

• Continued from page 59

review and remove outdated, burdensome regulations, and improve marketing methods."

Ben Simon, executive with City Milk, operator of quart and half pint milk venders in the New York area, said the removal of the dating requirement would actually result in fresher milk and better service for the consumer.

No Relationship

Simon pointed out that the dating on the container actually has no relationship with the age of the milk. Dating takes place when the milk is packaged. The milk being packaged may be an hour old, six hours old—or 48 hours old. In many cases, he added, an older milk may be packaged at a later date than a fresher milk, and hence milk bearing the Tuesday tag may be fresher than milk bearing the Wednesday tag.

In some cases, Simon added, the consumer may actually get week-

**Wisconsin U.
Gets Venders
For 1st Time**

MADISON, Wis., Feb. 26.—University of Wisconsin regents, breaking a long-standing tradition against vending machines in classrooms, have approved installation of milk venders.

University officials placed milk venders in seven buildings—Bascom Hall, electrical engineering, biology, chemistry, memorial library, education and agricultural hall.

Douglas Osterheld, in charge of the program, said the machines sell 10½ ounces of milk in a paper carton for a dime.

The units, provided and serviced by an operator, are supplied with milk, plain and chocolate, from the university's dairy industry department.

H. L. Cook and H. L. Moore, university marketing specialists, point out that farmers are counting on the nation's school children to help solve the surplus milk problem.

Cook and Moore stated that under the \$50 million federal milk subsidy to schools, pupils throughout the nation are expected to drink more than 1 per cent of the predicted 1955 U. S. milk production of 118 billion pounds.

A university farm study estimated that 562,000 Wisconsin school children this year will participate in the "Drink More Milk" campaign. Federal funds will bring milk to school children at a reduced rate under the program.

Badger dairymen are hopeful the milk venders will increase in popularity. Farmers have been plagued with a milk surplus in the nation's leading dairy State. Last year, Wisconsin cows produced 15.5 billion pounds of milk, an all-time high, according to the State-Federal crop reporting service here.

Mechanical milkmen are not new to Wisconsin. In East Troy, operators of the Davelmare dairy farm last April set up a vending machine on Main Street. Sales have exceeded 35 half gallons a day. The machine dispenses half gallons of milk in glass jugs.

**Dr. Pepper Names
Stone Ass't. Gen'l.
Sales Manager**

DALLAS, Feb. 26.—Dr. Pepper Company named Robert L. Stone assistant general sales manager.

Stone, formerly sales manager of the fountain division, will supervise all general marketing activities of the company.

Stone, a native Texan, is a graduate of Texas Technological College. He joined Dr. Pepper in 1950 as a zone manager. Prior to being named head of the fountain division in 1953, he was sales promotion manager.

Born in Sherman, Tex., he received his primary education in the Slaton and Lubbock, Tex., public schools. He received his BS degree from Texas Tech in 1938.

old milk because of the dating requirements. He cited examples of storekeepers getting Tuesday-dated milk, not selling it in 48 hours, and holding it until the following Tuesday to palm it off as fresh milk.

On Simon's own operation, he cited examples of better service which could be offered to customers, and decreased operating cost accruing to his firm, were the date requirement to be discontinued.

A designated location, he pointed out, might average 95 quarts a day. The serviceman is then instructed to load the vender with 95 quarts daily.

On days when the demand is high, the unit would have sold 120 quarts if they had been stocked. On days when the average falls off, the operator may be stuck with 10 or 20 quarts.

The only way to eliminate waste and keep the customers happy is to guess it on the button daily—and no operator has been able to do that on all his locations yet.

This ADVERTISEMENT is INSPIRED by a series of long distance phone calls and letters and repeat orders from HAPPY and SATISFIED CUSTOMERS.

They all RAVE ABOUT our recently released

**VACUUM-PLATED
CHARMS**

103 Assorted Charms in beautiful, brilliant, non-tarnish gold, silver and assorted metallic colors.

Customer after Customer tells us—they want NOTHING ELSE BUT these VACUUM-PLATED CHARMS; won't use any other kind of plated charm series in their machines.

They look beautiful in the machines. Stand out. Terrific value.

HAVE YOU SEEN THEM? HAVE YOU USED THEM? HAVE YOU HEARD ABOUT THEM?

\$5.50 per thousand
f.o.b. Jamaica, N. Y.

Or: At Your Distributor.

**SAMUEL EPPY
& CO., INC.** 91-15 144th Place
Jamaica 35, L. I., 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
Silver King, 16 or 54 8.50
Silver King Hot Nuf, 54 12.50
Victor Model V, 16, Globe 8.00
Victor Model V, 16, Cabinet 8.50
Columbus Tri-More, 3 Comp. 17.50
Cadillac Jr., 54 6.95
Dugrenier Adams 4 Col., 16 17.50
Mills Adams 4 Col., 16 17.50
Pop Corn Sez Machines 55.00

SPECIAL CLOSE-OUTS

Master 16—NEW \$ 7.50
Master 16 & 54 Comb.—NEW 12.50
Advance Ball Gum—NEW 5.00
Sparks Scales—NEW 49.50
Victor Universal—NEW 8.95
Cash Trays 3.50
Hershey Candy 7.95
Comb Machine 13.95
Kleenex Machine 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

**A
BARREL
OF FUN**

Roll out the Guggenheim Vacuum Plated Barrel and watch the money come barreling in. A sure-fire top of the barrel charm to bring greater profits in repeat vending sales.

BARRELS: Vacuum Plated in Gold or Silver . . \$12.50 per thou.
Inlaid Plastic, Assorted Colors \$9.00 per thou.

Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

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

ADVERTISERS
know exactly what
THE BILLBOARD
delivers because The Billboard is a member of the Audit Bureau of Circulations.

ATTENTION . . OPERATORS! SEE IT NOW!!!

VICTOR'S Newest Action Charm



Mouse and Cheese
In Bulk | In Capsules
\$18.00 M | \$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.

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 FIVE STAR BABY GRAND
\$12.50 each

FILLED CAPSULES
Assorted Mixture
\$14.00 per box of 700
Write for prices on gum and charms for 1/2 machines.

Per Box of 700
Salt & Pepper Shakers in Capsules \$12.60
Top Hats With Earrings \$17.00

GARDNER & LOSE
3611 Hale Ave., Louisville 10, Ky.

IT'S TERRIFIC!

OHIO'S NEW, EXCITING—EDUCATIONAL PARENT-APPROVED

SEED CAPSULE

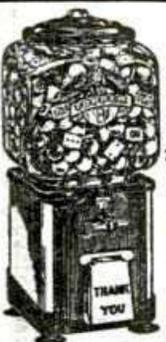
12 different high-quality Seeds, 1955 crop: Includes Radishes, Pumpkin, Watermelon, Sweet Pea, Aster, etc. The kinds the kids like! Instructions for planting in each capsule.

PRICE ONLY **\$20.00** M (COMPLETE MIXTURE)

FREIGHT PREPAID

Get on Our Mailing List—Write for Free Sample.

OHIO GUM SUPPLY CORP.
WICKLIFFE, OHIO



VICTOR'S TOPPER
1/2 BALL GUM MACHINE,
\$12.50 each,
\$12.00 100 or more.

VICTOR'S SUPER V CAPSULE VENDOR
\$15.45 each
\$14.95 each in 100 lot

Terms available.

ROY TORR

LANSDOWNE, PA.

VICTOR SAVES YOU \$\$\$\$
and time by automatically sealing capsules. Also gives you better mds. for your dollar. Your Victor dist. is at your command. World's largest manufacturer of capsules, charms and bulk vendors.

VICTOR VENDING CORP., Chicago 39, Ill.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issues of Feb. 26	Issue of Feb. 19	Issue of Feb. 12	Issue of Feb. 5
Acorn Bulk Vendor, 5c.....				\$10.00
Acorn Capsule Machine.....				12.95
Advance Model Ball Gum.....	\$6.45	\$6.45	\$6.45	6.45
Advance No. 11 Mds.....	5.95	5.95	5.95	5.95
Asco Hot Nut, 5c.....	7.50	7.50	7.50	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	6.50	6.50 7.50	6.50 7.50
Columbus 5c Bulk.....	7.50	7.50	7.50	7.50
Columbus Tri-More.....	17.50	17.50	17.50	17.50
Craig Ice Cream Bar.....	125.00	125.00	125.00	125.00
Diplomat Electric (8 col.)...	175.00			125.00
DuGrenier Electric (7 col.)...		17.50	17.50	17.50
DuGrenier Adams (4 col.), 1c	92.50	100.00	100.00	100.00
DuGrenier Champion (9 col.)...	100.00	100.00	100.00	100.00
DuGrenier Champion (11 col.)...		45.00	45.00	45.00
DuGrenier Model S (7 col.)...		55.00	55.00	55.00
DuGrenier Model W (9 col.)...	125.00	125.00	125.00	125.00
Exhibit Card Vendor, 2c.....		19.50	19.50	19.50
Eastern Electric (8 col.).....	115.00	115.00(2)	115.00	115.00
Eastern Electro, C-8.....				129.50
Exhibit Card Vendor, 1c.....	15.00	15.00	15.00(2)	15.00(2)
Hupp Single Drink.....	110.00	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	145.00
Master 1c Ball Gum.....		7.50	7.50	7.50
Master 1c & 5c Bulk.....	5.95	6.50	6.50	6.50
Master 1c Bulk.....		6.50	6.50	6.50
Master 5c Bulk.....		6.50	6.50	6.50
Mills Adams (6 col.) 1c.....	17.50	17.50	17.50	17.50
Mills Single Drink.....	150.00	150.00	150.00	150.00
National 918.....	115.00	115.00		70.00
National 9-18.....		70.00	70.00	70.00
National 930.....	95.00	130.00	95.00	130.00
National 950.....	110.00	145.00	110.00	145.00
Northwestern 39, 1c.....		7.95	7.95	7.95
Northwestern 33 Ball Gum..		6.50	6.50	6.50
Northwestern Deluxe 1c and 5c.....	12.00(2)	12.00(2)	12.00(2)	12.00(2)
Northwestern Model 39, 1c..		7.50	7.50	7.50
Northwestern 49, 5c.....	12.50	12.50	12.50	12.50
N. W. Standard, 1c & 5c....	7.50	7.50	7.50	7.50
Pop Corn Sez Vendor.....	55.00	55.00	49.50	
PX (10 col.).....	110.00	110.00	110.00	110.00
Regal's, 5c.....	7.50	7.50		7.50
Regal's Peanut, 1c.....			7.50	7.50
Revco Ice Cream Cup.....	125.00	125.00	125.00	125.00
Rowe Candy (8 col.).....		60.00	60.00	60.00
Rowe Candy Merchant (7 col.)	165.00	165.00	165.00	165.00
Rowe Crusader (8 col.).....	145.00	145.00	145.00	145.00
Rowe Diplomat Electric (8 col.)		175.00	150.00	150.00
Rowe Imperial (8 col.).....		90.00		90.00
Rowe Imperial (6 col.).....		85.00	85.00	85.00
Rowe President (8 col.).....	130.00	155.00	130.00	155.00
Rowe President (10 col.).....		155.00	155.00	155.00
Silver King Hot Nut, 5c... ..	12.50	12.50	12.50	12.50
Silver King, 1c.....	8.50	8.50	8.50	8.50
Silver King 1c Ball Gum.....	7.45	7.45	7.45	7.45
Silver King 1c Mds.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45	8.50	7.45	8.50
Silver King Hunter.....		19.50	19.50	19.50
Silver King Target.....		19.50	19.50	19.50
Smokeshop Electric (9 col.)..				129.50
Sneads.....	125.00	125.00	125.00	125.00
Stoner Candy (6 col.).....	135.00	135.00	135.00	135.00
Stoner Univendor (8 col.)....		99.00	99.00	99.00
Super-Vends (3 sel.).....	200.00	200.00	200.00	200.00
Uneeda Model E (6 col.).....	75.00	75.00	75.00	75.00
Uneeda Model E (8 col.).....	92.50	92.50	92.50	92.50
Uneeda Model E (12 col.)....	90.00	90.00	90.00	90.00
Uneeda Model 500 (9 col.)....	100.00	100.00	100.00	100.00
Uneedapak Model 500 (9 col.)	135.00	135.00	135.00	135.00
U-Select-It.....	52.50	52.50	52.50	52.50

300 Attend N. Y. Showing

Continued from page 59

Foster, assistant to the president.

The unit vends either three selections of soup, or two selections of soup and hot chocolate. Capacity is 600 cups, but slightly less if only soups are vended. Dimensions are 69 inches high, 22 inches wide and 20.5 inches deep.

Other Bert Mills units on exhibit were the Coffee Bar Deluxe, Coffee Bar, Hot Chocolate Bar and Soup Bar.

Office Market

Foster feels the office market will provide a tremendous expansion potential for coffee operators. His reasoning is based on the theory that office workers will consume an average of 1.5 cups a day if coffee is readily available. On this premise, he feels that stops with as few as 30 employees can support a coffee machine.

The Cole display featured two

units of the four-drink model of the special line. Also on display was the six-selection unit from the deluxe line, vending four carbonated and two non-carbonated beverages. Manning the Cole booth was Cole and Stanley S. Gaines, assistant to the vice-president.

The Hebel exhibit displayed the five-selection ice cream vender and three-selection unit which has been in production since the first of the year. At the display were Fred Hebel, president, and Bernard N. Osmond, sales manager.

Uneeda Vending

Uneeda Vending, which represents Mills and Hebel in this area, was represented by Nat Hochman, president, and Henry O'Brien, sales executive.

Ken Bolling, Drink Dispensing, the local Cole outlet, was also on hand.

AN OP FIND

Auto Lots: Good Drink Unit Stops

DENVER, Feb. 26.—Used car lots, because of the heavy amount of traffic, have proved a valuable location for coffee and soft drink vendors, according to George Santangelo, Denver vending operator.

Santangelo has a dozen such locations along Denver's busy "automobile row" on West Alameda Avenue. On some of the larger lots, dealers have co-operated to the extent of building comfortable patios for the machines.

A typical dealership in which Santangelo has machines is the Elwood Edwards lot where the dealer installed a 12 by 10-foot concrete platform topped with a steel awning which houses a bottle machine, two cup drink units, a coffee vender and three candy machines. The location does well and Santangelo estimates as many as 500 people visit the lot daily.

Webb, Hazen Get Am. Foods Berths

NEW YORK, Feb. 26.—Brent J. Webb has been named Midwest area manager of industrial products for American Home Foods, Inc., replacing Edward J. Staffenberg, who was appointed national field sales manager for industrial products.

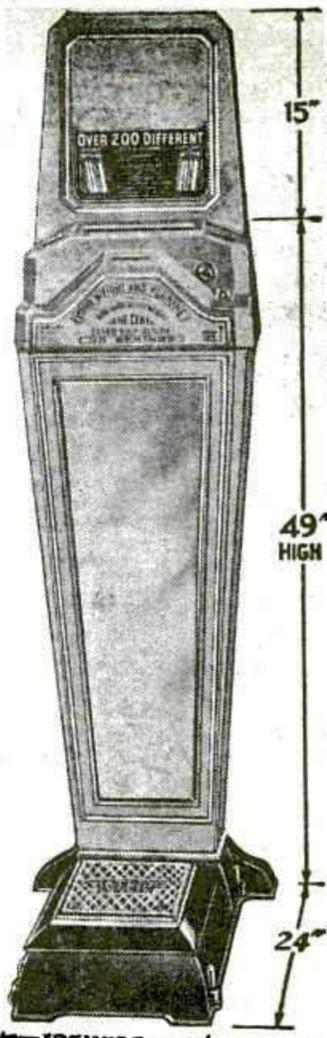
Among Webb's functions will be handling sales of AHF's G. Washington vending coffee. Webb had been a Chicago institution broker for six years.

Rex E. Hazen becomes West Coast area manager. Hazen had been in the industrial sales department of the Procter & Gamble Company for eight years.

Philippine Factory Ready for PM

NEW YORK, Feb. 26.—Philip Morris & Company Ltd., Inc., has completed arrangements with the Lasuerte Cigar and Cigarette Factory, one of the largest cigarette manufacturers in the Philippine Islands, for the manufacture of PM's in the Islands.

Philip Morris has started shipping tobacco to Manila for manufacture at the Lasuerte plant at Pasay City.



WEIGHT 165 LBS.

\$25 DOWN

Balance \$10 Monthly

400 DE LUXE PENNY FORTUNE SCALE

NO SPRINGS
Invented and made only by

WATLING

Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

Ready for Immediate Delivery

THE BIGGEST MONEY MAKING BULK VENDOR IN THE WORLD

THE OAK "400" CAPSULE VENDOR

Fool-proof, action activated, guaranteed to be the biggest profit maker in the capsule field. Designed to captivate attention, engineered to be absolutely trouble-free. Instantly convertible for tab or bulk vending.

EASY TO FILL: 400 CAPACITY
WEIGHT: 7 LBS. HEIGHT: 17" WIDTH: 8"

oak manufacturing co., inc.
11421 knightsbridge ave. culver city, calif.

Eastern Office • National Sales Hdqtrs. **PENNY KING COMPANY**
2538 Mission Street • Pittsburgh 3, Penn.

Western Sales Offices **OPERATORS VENDING MACHINE SUPPLY**
1023 Grand Avenue • Los Angeles, Calif.

VICTOR'S FIVE STAR BABY GRAND

Case of 4 Machines **\$50.00**

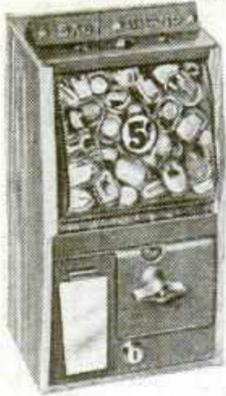
SPECIAL: 4 Machines With 1,000 Asst'd Rocket Charms... **\$64.50**

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Prices subject to change without notice. Write for our filled capsule list for Victor Baby Grand Capsule Machines.

PIONEER VENDING SERVICE
590 Albany Ave., Brooklyn 3, N. Y.
Phone: PResident 4-5358

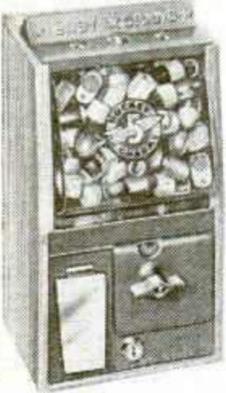
SAY YOU SAW IT IN THE BILLBOARD!

**VICTOR'S
FIVE STAR
BABY GRAND**
The Choice of Thousands of
Choice Locations



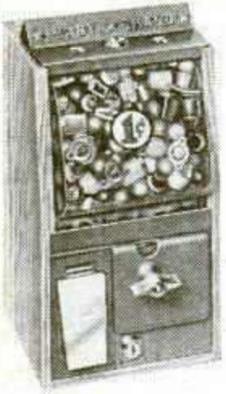
★
CAPSULE
5c
or
10c

Five Star
Baby
Grand for
Vending
Capsules,
5c or 10c



★
**ROCKET
CHARMS**
5c

Five Star
Baby
Grand for
Vending
Rocket
Charms,
5c.



★
**BALL
GUM
and
CHARMS**
1c

Five Star
Baby
Grand for
Vending
Ball Gum
& Charms,
1c, 140-
170-210
count.



★
**CHICLE
TREATS**
1c

Five Star
Baby
Grand for
Vending
Chiclé
Treats,
2 for 1c.



★
**100-
COUNT
BALL
GUM**
1c

Five Star
Baby
Grand for
Vending
100-Count
Ball Gum,
1c.



★
**QUICK
CHANGE-
OVER**

The Five Star Baby
Grand Quick Change-
over Merchandise Units
can be purchased at only
\$3.50 ea. complete, giving
you a complete
change of merchandise
at any time; in a matter
of seconds you have a

brand-new machine working for you.

FIVE STAR BABY GRANDS ARE PACKED AND
SOLD 4 TO THE CASE
ONLY \$12 Per Machine
Less than 25 cases 25 cases or more
@ \$50.00 per case. @ \$48.00 per case.
All prices F.O.B. Chicago.
Place Your Orders With Your
Nearest Victor Distributor
VICTOR VENDING CORP.
5701-13 W. Grand Ave., Chicago 39, Ill.
Manufacturers of the Famous Line
of Topper Vendors

**Auto. Merch'dising
Names R. J. Fagin
Gen'l Sales Mgr.**

CHICAGO, Feb. 26.—Automatic
Merchandising Company named
Robert J. (Bob) Fagin general sales
manager for both its Chicago and
Detroit branches effective March 1.

Fagin's responsibilities will in-
clude sales promotion, customer
relations and personnel relations.
William S. Fishman, vice-presi-
dent, said Fagin would be in
charge of personnel relations be-
cause "of his considerable experi-
ence with the peculiarly difficult
personnel problems resulting from
Good Humor's seasonal business."

However, Fishman said that
Fagin's biggest responsibility would
be in handling sales promotion for
the newly formed Autosnak divi-
sion.

Fagin was formerly general sales
manager for the Good Humor Cor-
poration. He joined Good Humor
in 1933 in the main office in
Brooklyn, working part time as
bookkeeper, clerk and accountant
while attending Fordham Uni-
versity and St. John's University.
In 1938, upon graduation from
college, he was transferred from
accounting to sales and was named
district sales manager for Nassau
and Buffalo counties in Long Is-
land.

In 1940 Fagin was promoted
to district sales manager in West-
chester and Lower Connecticut.
Following his discharge from the
Army in 1946, he was transferred
to Chicago as assistant general
manager and was named general
sales manager in 1948.

Fagin was responsible for Good
Humor's entry into vending and
the Chicago operation was the
first Good Humor large vending
operation, first as operator and
then as supplier. He will head-
quarter in Chicago.

Supplies in Brief

Sugar Supplies

Sugar stocks held in the United
States on January 1 totaled
2,351,000 tons, up 241,000 tons
from holdings on the same
date last year, the Agriculture De-
partment reported. Total sugar
deliveries for United States con-
sumption in 1954 totaled 8,186,000
tons, 299,000 tons less than during
1953. The average spot price paid
for sugar at New York was 6.09
cents per pound in 1954 compared
with 6.29 cents in 1953. During
the first two weeks of January this
year the price dropped to 5.95
cents per pound.

Peanut Stocks

Peanuts held in the form of
edible stocks on December 31
totaled 108,000,000 pounds com-
pared with 91,000,000 pounds held
in stock on the same date in 1953,
according to the Agriculture De-
partment. Peanuts held in the
form of roasting stock amounted to
10,817,000 pounds compared with
8,668,000 a year earlier. The use
of shelled edibles during 1954
totaled 217,000,000 pounds, 6 per
cent less than in 1953. Peanuts
used in making candy and salted
peanuts in 1954 also were less than
during the 1953 season.

Milk Supplies

The total supply of dairy prod-
ucts for 1955 will be the largest
on record, according to estimates
of the Agriculture Department.
While milk production will be
about the same in 1955 as in 1954,
greater stocks are expected to be
carried by commercial outlets. Per
capita consumption of dairy prod-
ucts is expected to be slightly
higher this year than last.

Glass Containers

Manufacturers' shipments of

**Texas Cracks Down
On Out-of-State Cigs**

AUSTIN, Tex., Feb. 26.—Cig-
arette smuggling to avoid payment
of taxes cost the State of Texas
approximately \$1,200,000 in 1954,
an official of the State comptrol-
ler's office revealed this week.

To halt the practice of individ-
uals purchasing cigarettes in Colo-
rado or Missouri, where no State
tax applies, and reselling them in
Texas, J. G. Pope, director of the
cigarette and amusement tax divi-
sion, said that an all-out en-
forcement campaign would be
initiated.

Some illegal operators use a
stamping device to place a bogus
revenue stamp on the cigarette
packs. One man was sent to
prison for five years for this prac-
tice during the last year, Pope
revealed, and another was penal-
ized more than \$100,000 in a civil
suit.

"We were unable to make a
criminal case against this man be-
cause we couldn't locate his plates,"
the enforcement official explained.

Small truckers give the tax of-
fice one of its biggest headaches.
A trucker that hauls a legitimate
cargo thru Missouri or Colorado
will buy three or four cases of
cigarettes and then pass them on
to retailers and friends in Texas,
make \$20 per case.

Individuals, who buy cigarettes
by mail from the tax-free States,
also are creating a problem, Pope
(Continued on page 73)

glass containers in December, 1954,
totaled 9,047,000 gross, down 10
per cent from December shipments
the previous year, the Commerce
Department reported. Shipments
of returnable beverage bottles to-
taled 444,000 gross in December,
1954, compared with 1,090,000
gross the previous December, while
shipments of nonreturnable beve-
rage bottles amounted to 62,000
gross compared with 49,000 gross
the year before.

**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.

**LOOKING FOR FAST MONEY?
WHY NOT TRY THE NEW...**

Northwestern

**PACKAGE
GUM VENDER**

That's all you have to
do—just try this sensa-
tional money-maker on
your route.

See for yourself what it
is doing for others.
Learn why it is consid-
ered a necessity on
every route.

You can try it at no risk
on our 30-day trial
basis.

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS

THE NORTHWESTERN CORPORATION
225B EAST ARMSTRONG STREET MORRIS, ILLINOIS

**MANDELL GUARANTEED
USED MACHINES**

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. #39 1c Porc.	7.95
N.W. #32 1c Porc. B.G.	6.50
Master 1c Bulk Porc.	6.50
Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mds.	7.45
Silver King 5c B.G.	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1c B.G.	6.45
Advance #11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.56
Pistachio Nuts, Vendor's Mix	.52
Pistachio Nuts, Sheik	.48
Cashew Whole	.50
Cashew Butts	.48
Peanuts, Jumbo	.40
Spanish	.33
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs., vac. pk.	.85
Baby Chicks	.32
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Lozenges	.28
Leaflets (similar to M & M), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42

Rain Blo Ball Gum, 60 ct., 140 ct.,
170 ct., 210 ct., 200 lbs. minimum,
prepaid, pound .38
100 ct. .30
Adams Gum, all flavors, 100 ct. .45
Wrigley's Gum, all flavors, 100 ct. .48
Beech-Nut, 100 ct. .48
Hershey's Chocolate, 200 ct. 1.40
Minimum Order, 25 Boxes Assorted.
Complete line of Parts, Supplies, Stands,
Globes, Brackets, Charms. Everything
for the operator.
1/3 Deposit, Balance C.O.D.

**NORTHWESTERN
SALES AND SERVICE CO.**
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

**ELECTRIC MONEY MAKER!
Famous ACME
ELECTRIC
MACHINE**

Sample \$24.35
2 to 11 19.50
12 to 49 18.25
Bracket 1.00
Floor Stand . . 5.00
1/3 deposit, bal.
C.O.D. F.O.B. N. Y.

Vibration is the law of life. The
medical profession has placed its
sanction on the employment of elec-
tric and vibratory treatment for
many ailments. The Acme Electric
produces an electric vibratory cur-
rent which can be increased at will
indicated by pointer on dial.
Also one of the best amusement
devices. Uses only one dry battery,
usually good for 1000 to 3000 plays.

**ORDER TODAY!
J. SCHOENBACH**
Distributors of Advance Vending
Machines
1647 Bedford Ave., Brooklyn 25, N. Y.

**AT
BIG
SAVINGS**

**BALL and
VENDING
GUMS**
LOW Factory
Prices

**BUBBLE • CHICLE
CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-170 &
210 ct. 25¢ lb.
Chicle Ball Gum, 130 ct. 34¢ lb.
Clor-o-Vend Ball Gum 40¢ lb.
Clor-o-Vend Chicks, 320 ct. 40¢ lb.
Chicle Chicks, 320 & 520 ct. 36¢ lb.
Bubble Chicks, 320 & 520 ct. 30¢ lb.
Tab (short stick), 100 ct. 38¢ box
5-Stick Gum 100 packs \$1.90
F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

Ready for Delivery Now!

**OAK'S NEW
TAB GUM
VENDOR**

R. R. WHITEHEAD
1075 Woodland Avenue S. E.
Atlanta, Georgia

Better Buys From "Better Buy Bitterman"
**Victor's "5-STAR" BABY GRAND
CONVERTIBLE VENDOR**
Get Instant Change-Over to: **\$12.00** EACH

★ CAPSULE VENDING
★ ROCKET CHARMS
★ BALL GUM & CHARMS
★ CHICLE TREATS
★ 100-COUNT BALL GUM

**TIME PAYMENTS
AVAILABLE**

BERNARD K. BITTERMAN
4709 East 27th Street, Kansas City 27, Missouri

IN 25 CASE LOTS
\$12.50 Ea. Case Lots.
All Models Packed and
Sold 4 to Case.
Write us for lowest
prices on Capsules,
Charms, Ball Gum,
Chicle Treats and all
Vending needs.

**ATTENTION!
Bulk Candy Operators**

Ferrara Sweet Shell Candies are
low in price and high in quality.
Try some in your machines. For
samples and prices write to

**FERRARA CANDY
COMPANY, INC.**
2204 W. Taylor Street
Chicago 12, Illinois

GET ACQUAINTED WITH VICTOR'S
new and original charms for bulk and
capsule vending. Send \$1.00 for 20 sam-
ples, in capsules, prepaid, plus opera-
tors confidential wholesale price list.

VICTOR VENDING CORPORATION
5701-13 Grand Avenue, Chicago 39, Illinois

EDITORIAL

We Repeat, Gentlemen

The Washington political jigsaw carved a more intricate pattern this week, with Sen. William Langer, a co-sponsor of the Kilgore Bill, preparing to hopper a bill identical to the Fact-Finding measure previously introduced in the House by Rep. Frank J. Thompson Jr., and Representative Thompson, introducing in the House a measure paralleling the bill sponsored by Senator Kilgore.

It's quite a tongue-twister if you don't read it slowly. Aside from that word of caution, we take the opportunity to again state The Billboard's point of view. Briefly, we strongly support the Thompson-Langer Fact-Finding measures, rather than the Kilgore-Thompson gambit. We regard the latter as a piecemeal approach to the problem, whereas the former is a more inclusive approach. To our minds, a fair appraisal may be achieved only thru Fact-Finding. We regret Representative Thompson's decision to espouse another bill, and, by the same token, are gratified that Langer's indicated sponsorship of Fact-Finding will give that philosophy additional support.

And when you read it over, fellows, it's best to do it slowly.

Evans Shuts Down To Liquidate Assets

Estimate \$681,000 in Assets To Be Offered for Sale March 29

CHICAGO, Feb. 26.—H. C. Evans & Company, one of the oldest and best known firms in both the coin machine industry and the outdoor amusement field, will open its doors for the last time March 29 when the entire real and personal property of the firm will be sold.

The sale will be a public auction, announced the board of directors, and will be handled by Samuel L. Winternitz & Company, auctioneers and liquidators.

An estimated \$681,000 worth of equipment and machinery will be offered for sale. Approximately \$581,000 of this is in the coin-operated phonograph division. The balance in the park and carnival division.

Parcel Sale List

In the coin-operated phonograph division, the following will be offered for sale as a parcel: Inventory, dies, jigs, fixtures, trade names, including Holiday, Jewell and Panoramic; all patents, advertising matter, catalogs, labels, mailing lists, incoming orders on hand, and any other items necessary to the continuation of the business.

In the park and carnival division, the following will be offered as a parcel or piecemeal: Inventory, consisting of park and carnival equipment, along with club and casino equipment; trade names and good will. Equipment in this division consists of Jumbo Dice Wheels, Walking Charlies, High Strikers, Country Store Wheels,

Monkey Speedway, Automatic Three Pin Game, Keeno Goose, Automatic Roll Down, Umbrella Wheels, Chicago Set Spindle, Camelback Arrows, Big Tom, Candy Race Tracks, Combination Chuck Luck Red and Black, Thunderbolt Racers, Skillo Arrows and other items.

The sale will begin at 10:30 in the morning. Evans & Company is located at 1556 Carroll Avenue, Chicago.

William (Bill) Hood, president of the firm and a member of the

(Continued on page 68)

Chances Better for Hearings On Copyright Revision Bills

Langer Reported Preparing Senate Bill; Thompson Intros New Measure

• Continued from page 13

tion of Congress so that the lawmakers can choose either one or both or none.

The Thompson version of the Kilgore bill is not identical with the text of the Senate measure, but it has the same purpose. The Thompson bill reads as follows:

"Effective July 1, 1955, Section 1E of Title 17 of U. S. (copyright) Code is amended by striking out last paragraph thereof." The paragraph of the Copyright Code which would be struck out by the Thompson measure reads: "The reproduction or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurred."

The text of the Kilgore bill is as follows:

"Section 1(E) of Title 17, U. S. Code (Act of March 4, 1909, Public Law 349, 60th Congress, Second Session, as amended) is amended as striking out the following:

"The reproduction or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs."

"This act shall take effect as of July 1, 1955."

The chairman of the copyright subcommittees in both Houses have

indicated that copyright revision legislation will come up for consideration at an early meeting (The Billboard, February 19). Sen. Joseph P. O'Mahoney (D., Wyo.) chairman of the Senate Judiciary Committee on Copyrights, Patents and Trademarks, has said that consideration will be given to the possibility of holding a hearing as soon as the subcommittee agenda is studied. Rep. Edwin E. Willis

(D., La.) has expressed a similar view.

A large number of requests for a hearing on the Kilgore bill have been received by the Senate Judiciary Committee and by most of the co-sponsors of the Kilgore bill.

Both the O'Mahoney and Willis subcommittees are expected to hold separate meetings soon to look over their current agenda of copyright legislation.

There is some talk that the O'Mahoney subcommittee might consider the possibility of holding a hearing by June. Neither of the copyright subcommittees presently has a heavy agenda of work. However, the full Senate Judiciary Committee has a fast-growing workload which could possibly affect the calendar of the copyrights subcommittee.

Dime Switch In Hartford Hits 80%

HARTFORD, Conn., Feb. 26.—The latest estimates on dime play conversions in this area put the changeover at 80 per cent complete.

Operators continue to report little or no opposition to the move from either customers or location owners.

"The way we're circumventing the complaints," said Abe Fish, president of General Amusement Game Company, "is to install EP records, offering the equivalent of two tunes for a nickel, in about 75 per cent of the conversion models."

THIRD COPYRIGHT ORG.

Changes Ahead for NJBM; Major Disk Labels Hold Key

• Continued from page 13

long absent from the popularity polls, Miller's announcement last week that sales on the disk were over 32,000 certainly indicated that operators were catering to the idea.

At the time the record was released, Barney Young, who heads NJBM and also his own publishing company, and Miller predicted disk sales of approximately 100,000. And while they have since reduced this estimate to 50,000, their original figure might well have been realized had the artist been a current favorite.

This obvious need for top-name talent on NJBM releases immediately prompted frequent visits to major recording companies by both Miller and Young. And altho no

arrangements have been set up to date, both have indicated that the prospect of top recording artists performing for NJBM looks bright.

The plan, whereby major record labels would use their top artists for NJBM music, would work as follows: Record companies would be supplied with the organization's tunes in the same manner that ASCAP and BMI tunes are supplied, in this case NJBM. The record company using an NJBM tune would press and distribute the disk under its own label. The only difference between the disk bearing an NJBM copyright and others would be the prospect of additional sales as a result of music operator support.

To bring about this development two major changes would, of course, have to be made in the present MOA-NJBM structure. First, the arrangement which calls for a 10-cent payment to MOA for every record sold would have to be eliminated. And second, the NJB label would have to be dropped.

MOA Agreeable

Miller, last week, said that both changes were agreeable to MOA.

Money collected by MOA on record sales has been placed in a general administrative fund. The fund has, in the past, been used to combat legislation aimed at removing the juke box exemption from the Copyright Act and is un-

(Continued on page 64)

Music Op Assn. Contest Clicks In Cincinnati

'Doggett's Delight' Wins Name-the-Tune Over 5,000 Entries

CINCINNATI, Feb. 26.—Awarded Friday (25) over Station WCKY by disk jockey Rex Dale were prizes of \$500 and \$100 in a six-week name-the-tune contest terminated February 16 by the Automatic Phonograph Owners' Association of Cincinnati.

Winner of the contest to name a disk sold exclusively to local phono operators by the King Records Company was Frank Williams, 626 West Fourth Street, whose "Doggett's Delight" title was picked by a committee of local deejays. His card entry was mailed from Mom's Fifth Avenue Bar, 520 West Fifth Street, entitling the proprietor of that establishment to receive a \$100 award.

The contest generated great interest, drawing more than 5,000 entries, it was reported by the com-

(Continued on page 66)

COIN MAGNET

Juke Players Up Take When In the Act

HUNTINGTON, W. Va., Feb. 26.—Point-of-sale promotion combined with customer participation, that's the system used by the Moore Amusement Company here to boost juke box play.

M. F. Moore, owner of the firm, goes on the theory that if you can attract a customer to a juke box you have made a sale. But it's the customer who has been conditioned to call again that really keeps the business going, he adds.

To do both of these jobs at one time, Moore some time ago devised a system of getting customers interested in the hit of the week on his phonographs. Posters and small cards attached to his wall boxes were all that was needed.

The posters inform customers which number on the juke box has been picked for the hit of the week.

(Continued on page 66)

ART OF P-R

How to Win Friends and Good Will

PIERRE, S. D., Feb. 26.—"The best way to make friends is to be one," says Gordon Stout, who ranks as a past-master in the art of juke box public relations.

Stout, head of the Gordon Stout Company, one of the largest music routes in this territory, firmly believes that telling the public about juke box music is a year-in and year-out business and a job that should never be done in an indifferent manner.

To insure a goodwill program that will win constant favorable public opinion of automatic phonographs, Stout runs the gamut.

A weekly advertisement is used in newspapers, informing the public of the musical high-fidelity re-

(Continued on page 71)

coming soon . . . the most important single juke box issue of the year!

THE BILLBOARD 1955

MOA CONVENTION NUMBER

featuring the exclusive
8th ANNUAL JUKE BOX OPERATOR POLL

Issue Dated March 26 • Advertising Deadline, March 16

MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the Music Department up front in this issue of The Billboard are:

INDEPENDENT RECORD LABELS on the West Coast have, it seems, come to the conclusion that they had better go along with the major labels in raising the price of 78 r.p.m. singles to 98 cents.

THERE'S STILL PLENTY OF TALK that the American Broadcasting Company-Paramount Theaters combine will get into the record business—probably thru their deal with Walt Disney Productions.

MERCURY RECORDS CONTINUED to open company-owned distribution branches with a new set-up announced for St. Louis to service that city and Kansas City.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

LONDON

Amusement Trade Show Marks Big Juke Gains

LONDON, Feb. 26.—The recent Amusements Trades Exhibition held at the Royal Horticultural Hall did a great deal to put England's juke box business back on the map.

Normally, press coverage at a show of this type is done by trade papers, but clever press relations this year produced a fair sprinkling of stories in newspapers throughout the country.

A boost was given the exhibit by the presence of John Haddock, president of AMI. Newspapers carried Haddock's views of the automatic phonograph industry as a supplier of good music and a leader in the field of sound reproduction.

Realizing the value of juke boxes to the record industry, many top disk manufacturers appeared at the show with some of their leading artists.

On the whole, the live-music industry is in favor of expanding the juke box business here. Frank (Ebb Tide) Chacksfield put it this way: "If juke boxes become popular throughout England they can do nothing but good." Jack Parnell agreed with Chacksfield, saying, "I'm all for them. They certainly don't seem to have hurt the bands in America."

Both these leaders of the music world took the opposite view of

some local disk manufacturers who see juke boxes as a threat to their sales. This dim, restrictive view is clearly shown by delayed delivery of operator-priced 45 r.p.m. records. If operators want a tune in time for it to do them any good on their machines, they are forced to buy their records at retail stores.

But not all record companies look at the automatic phonograph in the same light. Says Jack Baverstock, of Mercury Records, "I would like to see the juke box market here as extensive as it is in the States. With limited BBC needle time and commercial radio facilities it would be an ideal medium to build up new and old artists."

Likewise, the vast Electrical Music Industries, which recently took over Capitol Records, see no threat in juke box competition. Says publicist Doug Geddes, "Someone hears a record over a juke box and becomes interested in it. The next step is to go out and buy it himself."

But regardless of how record companies are viewing the juke box business, the industry can look back on the exhibition as a job well done—both for demonstrating the latest equipment available, and for making the juke box industry's aims and objectives a little more familiar to the general public.

German Juke Exports to Go 20% Assembled

CHICAGO, Feb. 26. — Walter Hillebrand, head of Walter Hillebrand Company, Inc., Cologne, Germany, announced here this week that U. S. juke box exports to Germany would be restricted this year to units only 20 per cent assembled.

Hillebrand, visiting juke box and game manufacturers in this country, said that the new restriction would not present any great problem and that he expected Germany to import more machines this year than ever before. The new restriction is the first to be imposed on German juke box operators with regard to purchases in this country.

When asked about the future of Germany's juke box business, Hillebrand said that he thought it looked better than ever and that he was sure it would continue to improve. He added, however, that the 15-mark (approximately \$3.75) a month entertainment tax and the 9-mark (about \$2) a month tax for performance fees cut deeply into the operator's profit.

Hillebrand arrived in the States a week ago last Wednesday (16) and is expected to leave next Tuesday.

Hint for Ops On Juke Route

FRAMINGHAM, Mass., Feb. 26. —A hint to operators on route procedure might be gleaned from the following item carried by the Associated Press recently:

"Two men walked into a local restaurant here, saying that they came to repair the juke box. The restaurant manager told the police that the pair then lugged away the 300-pound phonograph, valued at over \$1,000. The legitimate repairmen arrived shortly afterward."

Music operators here agreed such instances were rare, but even so, in the future location owners will be requested to demand identification credentials.

'55 MOA Convention Begins to Take Shape

OAKLAND, Calif., Feb. 26.—The 1955 Music Operators of America convention to be held at the Morrison Hotel, Chicago, March 28-30, has started to take shape.

George A. Miller, president and general business manager of MOA, said this week that advance reservations for exhibit space already numbered over 50 and that operator attendance was expected by MOA executives to exceed all previous records.

Miller said he believed all exhibit space would be taken long before convention time. He said that following the recent announcement of the four juke box manufacturers that they would exhibit at the convention, a deluge of

space requests were received.

Meanwhile, Hirsch de La Viez, of Washington, who heads the convention entertainment committee, said that top name recording artists were beginning to confirm their appearances at the show. The first of these included the Fontane Sisters, Johnny Maddox, the Hill Toppers, Billy Vaughn, Mac Weisman and Pat Boone. Hirsch also added the names of Perry Como, Dorothy Collins and Frank Sinatra as good possibilities.

Music operators planning to attend the convention were urged to get their hotel reservations confirmed as soon as possible. Miller announced that operators could make reservations directly to the Morrison Hotel.

Changes Ahead for NJBM

• Continued from page 63

doubtably being used for the same purpose this year.

But whether an agreement is reached between the recording companies and NJBM or not, juke box supported records will still be released, according to Miller.

The second MOA-supported record is expected to be introduced before the annual MOA convention gets under way March 28. Neither Miller nor Young would comment on the performing artist or the tunes to be used, stating that the final decision for both was not yet made.

It was indicated by both, however, that the second record, like the first, would be on an NJB label. In this event, music operators would again order their records directly from NJBM, which would in turn hand the orders over to the recording company pressing the disk, shipments to operators being made directly from the latter. Pressing on the first record was done by the custom division of Columbia Records.

But the biggest problem confronting NJBM is not who will press and distribute the music, but who will write it. The nation's top songwriters are already signed up with either ASCAP or BMI, which leaves only newcomers and a few of the old-timers. To complicate matters, royalty payments to composers and publishers are eliminated.

The purpose of NJBM, Young explained, is to interest songwriters and other publishers into signing up with NJBM in the same manner used when signing up with ASCAP or BMI.

All writers and publishers signing up with NJBM do so with the understanding that they will receive no royalties for their music when played by radio and television stations, excluded because of their tremendous record promotional potential, or on juke boxes, should the Copyright Act be changed.

However, Young feels that while writers and publishers will not receive performance money for their copyrights thru NJBM, the inducement of heavy mechanical royalties and guaranteed distribution will bring them in. Mechanical royalties (automatic payments) cover sales of records, sheet music and orchestrations.

The only other source of music for NJBM is in the public domain. All tunes are protected by copyright for a period of 28 years, with an option to renew for another 28. All music after 56 years becomes public domain.

No Minimum Orders

All music operators, regardless of whether they belong to MOA or not, may buy NJBM records. No minimum orders are required.

NJBM records to operators are sold at regular distributor prices. This same price will hold whether the record is on an NJBM label or on a major label. Both will use 45 r.p.m. disks only.

Altho Young's original plan called for operators buying NJBM disks to share in collected royalty profits, this plan was superseded immediately in favor of MOA taking an override of profits, 10 cents a record sold.

NJBM, Inc., will be compensated for its efforts on a publisher's basis, sharing in mechanical royalty payments.

Operators purchasing NJBM disks, altho no savings in expenditures are involved, do have the comfort of knowing that they will never be charged a royalty fee on these particular records.

MOA supports NJBM records by means of direct mail promotion. Prior to the first release, 11,000 letters were mailed to music operators throughout the country, urging their support. It is expected that the same type of mailing will be used on every NJBM release.

Future plans, Miller said, call for a new release approximately every 30 days.

Here is what E. L. Whipple and M. L. Whipple of Whipple Music Co., Columbus, Georgia says about ROCK-OLA Hi-Fidelity Music



E. L. WHIPPLE



M. L. WHIPPLE

WE LIKE ROCK-OLA PHONOGRAPHS BECAUSE:

1. Our service calls have been reduced to a minimum since we started using ROCK-OLAS
2. It is so easy to change records on a ROCK-OLA
3. The playmeter, a routeman's infallible guide to the revenue producers, is ideally situated
4. Our locations are well pleased with the small amount of valuable floor space required for the ROCK-OLA
5. The installation of a new ROCK-OLA has repeatedly increased the revenue from locations.

E. L. WHIPPLE • M. L. WHIPPLE
WHIPPLE MUSIC COMPANY

For further information write
ROCK-OLA MFG. CORP. • 800 N. KEDZIE AVE., CHICAGO 51

ROCK-OLA

Famous Service-Free Mechanism

Ask Your Route Man—He Knows!

OOPS!! SOMEBODY GOOFED...

In a recent mailing, we listed the MOA convention hotel as the Palmer House, Chicago.

It's still the

MORRISON HOTEL, CHICAGO, ILL.
March 28 thru March 30, 1955

Our apologies to the MOA!

The Billboard Publishing Co.

P. S.: If you'd like more information on our MOA CONVENTION NUMBER, contact any Billboard office. Addresses appear in masthead in the front section of this issue.

**THE WURLITZER 1800
IS PUTTING THE**

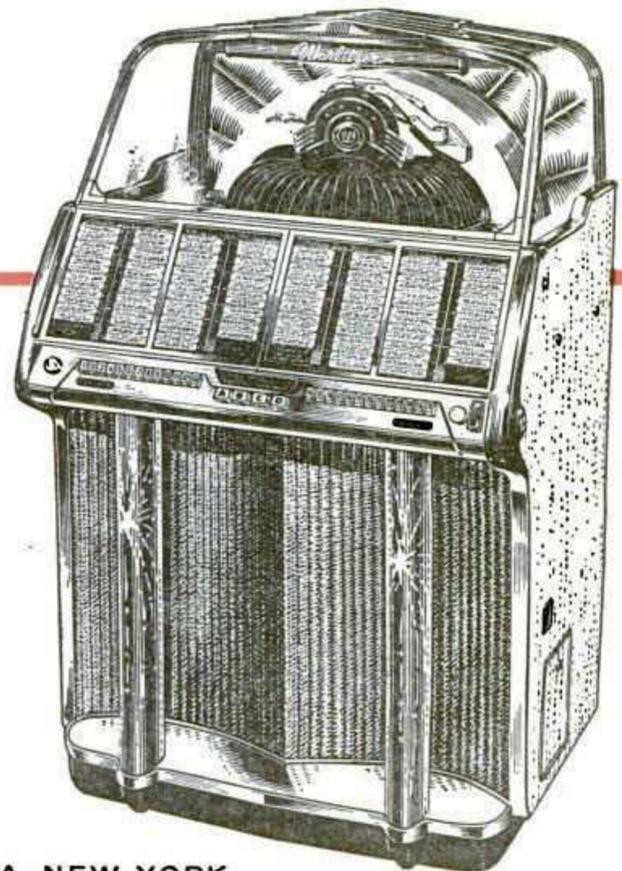
**U.S. IN
MUSIC**

**AND IT'S PUTTING
BIG MONEY
IN WURLITZER
OPERATORS' POCKETS**

All over America in food and refreshment centers the Wurlitzer 1800 is putting out the finest Hi-Fi music ever offered on an automatic phonograph.

The public has responded by keeping the playmeters spinning and the coin bags full.

Literally, as no other phonograph ever has, the Wurlitzer 1800 has put the location-going U.S. in MUSIC — good music that encourages more play which, in turn, means more money.



**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**

Urge Op Support in First 'Miss Juke Box' Contest

OAKLAND, Calif., Feb. 26.—George A. Miller, president and general business manager of Music Operators of America, this week urged every music operator in the country to support the RCA Victor-MOA "Miss Juke Box" contest.

"This is a contest that has been talked about for many years by all segments of the automatic phonograph industry," Miller said, "and now for the first time it has become a reality. The 'Miss Juke Box' contest will go a long way in discovering new young recording stars, and at the same time it will

give the juke box industry the type of publicity it deserves."

Under the contest rules any juke box operator may nominate a candidate. All will be judged by a panel headed by Joe Carlton, RCA Victor a.&r. chief. The other members are Paul Ackerman, associate indoor editor of The Billboard; Bob Austin, of Cash Box, and Herm Schoenfeld, of Variety.

Operators nominating candidates must submit a full-length photograph of the aspirant and a test record or tape (7½ i.p.s.) featuring the contestant doing a pop standard. Accompaniment must be by piano only.

All contestants must be 21 years old or over and not under contract to any record company. They can be amateur or professional singers.

All entries should be sent to "Miss Juke Box," RCA Victor Records, 630 Fifth Avenue, New York 20, N. Y. Deadline for the contest is March 15.

Three finalists will be selected by the judges in time for the MOA convention March 28-30. These finalists will attend the convention as guests of RCA.

The winner will be determined entirely by operator votes at the convention. An RCA Victor contract will be awarded to the winning contestant. The operator, who nominated the winner, will be presented with a 21-inch Victor color television set.

Runyon Opens Branch Office In Hartford

HARTFORD, Conn., Feb. 26.—Runyon Sales Company, AMI distributor headquartering in New York, opened a branch office here this week at 181 Pleasant Street.

The branch office is around the corner from the Reliable Coin Machine Company on Windsor Street, a popular gathering spot for Hartford coin machine operators.

Nat Gutkin was appointed general manager of the new office.

Wolfe Distrib Opens Offices In Birmingham

BIRMINGHAM, Feb. 26.—Wolfe Distributing Company, Seeburg distributor with headquarters in Jacksonville, Fla., opened a new \$100,000 office and service building here last week.

The building is at 2217 Sixth Avenue, South, and is equipped with air-conditioning, a modern service department, a vast parts department and general offices and showrooms. Ample parking space is provided customers alongside of the building.

On hand to greet operators at the formal opening were Simon Wolfe, president; Gordon Williams, vice-president, and Harry C. Clarkson, Jacksonville general manager.

Peter Doraine was named to head the Birmingham offices, with Ross Sedita and Harold Parker managing the service and parts departments respectively.

Wolfe said, "The building is a practical demonstration of the faith of our company in the future of Birmingham."

Coin Magnet

Continued from page 63

There is no mention of the record. With customer curiosity aroused, Moore has won half his battle—a cash sale more times than not.

To accomplish the second half of the plan, Moore has simply added to the posters the words, "Let me have your comments" and "Watch for next week's hit of the week."

On wall boxes the same principle is used, only with small cards.

On some of these cards, in addition to the hit selection, is a question mark. When a customer scans

Music Op Assn. Contest

Continued from page 63

mittee of Milton Cole, Ray Bigner, Joe Westerhaus and Charles Kanter, named by the phono association to handle details.

The d.j. committee, composed of Dale; Walter Phillips, WLW; Ralph Johnson, WCIN; Jack Remington, WKRC, and Will Lenay, WSAI, was tendered a dinner party recently by the phono committee at Beverly Hills Country Club, Newport, Ky.

Used as Tests

Believed to be the first of its kind among juke operators, the contest was a test to see what a promotion of this type could produce in the way of better location and public relations and improved income. The association is planning a large-scale contest of the same type for sometime in the future.

The King disk, an instrumental, gave only the name of Bill Doggett, the artist. The record was labeled "Name the Song Contest." The flip side was a standard tune. King also made a four-by-five-inch decal of an arrow pointing to the No. 1 record, indicating the "Name the Song Contest" tune; large streamer banners, approximately 12 by 20 inches, with the words, "Name the Song Contest—Win \$500," and the names of the judges. Fifty to 75 or more entry blanks were available at each location. On the entry blank the contestant filled in his suggested title and the name of the location where the entry blank was

obtained. The blanks were mailed to the association by the contestant. Also used in the contest was a two-inch plastic pin which bartenders and waitresses wore, bearing the words, "Ask Me for \$500." The idea was that when the customer asked for the \$500, he would be handed an entry blank, the contest would be explained, and he would be told to play the juke box to hear the record.

Ops Pay Cost

Each operator paid an additional 50 cents per record he purchased into a sinking fund to make up the prize money.

Local deejays also promoted the contest. The record was played over the air and listeners were told to go to their local tavern and enter the contest. Local Tavern Owners' news bulletins gave the contest a big build-up to tavern and restaurant owners.

At close of the contest: the cards were coded and a list of suggested titles was compiled. Copies of suggested titles were given the judges at a dinner held for them, and at that time they selected the winning title. By using the code system it was simple to find the winner.

As closely as can be estimated by the local phono association, the average location produced about 10 entry blanks. The association estimates that the record was played at least 20 times per week, as a lot of people played the tune but did not enter the contest. It is the opinion of the operators that the record more than paid for itself, and the association reported that everyone was happy with the contest.

The Cincinnati association suggests that the contest could be the beginning of a national contest sponsored by a major record manufacturer in conjunction with phonograph associations of America and other operators, and that it could be tied in with juke box manufacturers.



By Order of the
Board of Directors
for the Purpose of Closing
the Estate of
RICHARD W. HOOD
(DECEASED)

We Will Sell Commencing
TUESDAY, MARCH 29, 1955
AT 10:30 A.M.

The Real and Personal Property of
H. C. EVANS & COMPANY
1556 CARROLL AVENUE CHICAGO, ILLINOIS

Coin-Operated Phonograph Manufacturing Division
Park and Carnival Manufacturing Division
Shooting Gallery Inventory
Machinery and Equipment
Raw and Finished Inventories

COIN-OPERATED PHONOGRAPH DIVISION: To be Offered as a Parcel (subject to Immediate Acceptance or Rejection) includes: Inventory, Dies, Jigs and Fixtures having a value of \$581,000.00 together with Good Will, Trade Names of "Holiday," "Jewel," "Panoramic," all Patents, Advertising Matter, Catalogues, Labels, Mailing Lists, rights to Incoming Orders and Orders on Hand, if any, together with any other items necessary to the continuation of this valuable business.

PARK AND CARNIVAL DIVISION: To be Offered as a Parcel or in Piecemeal, inventory value approximately \$100,000.00, consisting of Park, Carnival, Inventory, finished and unfinished, CLUB AND CASINO INVENTORY, also Trade Names and Good Will of this Division. Items consist of Jumbo Dice Wheels, Walking Charlies, High Strikers, Country Store Wheels, Monkey Speedway, Automatic Three-Pin Game, Keeno Goose, Automatic Roll Down, Umbrella Wheels, Chicago Set Spindle, Camelback Arrows, Big Tom, Candy Race Tracks, Combination Chuck Luck Red and Black, Thunderbolt Racers, Skillo Arrows and other items.

REAL ESTATE:

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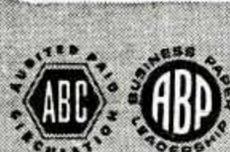
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COIN MACHINE NEWS QUIZ

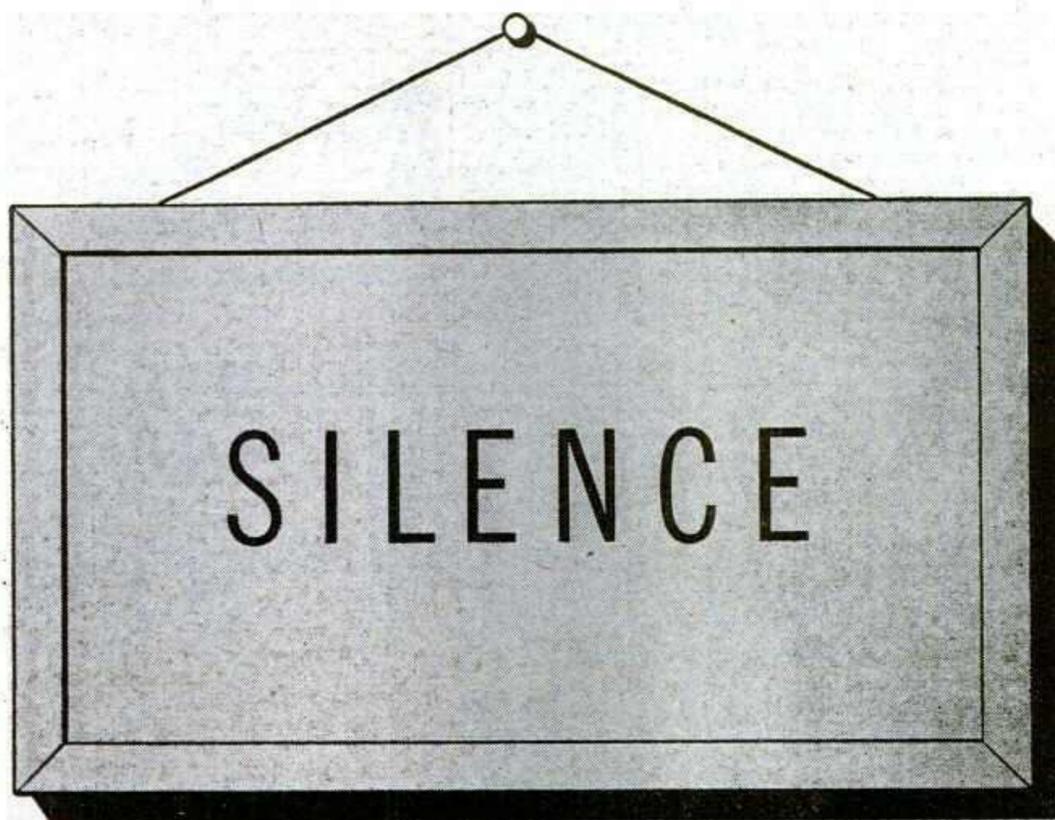
Did you read these
exclusive industry news
items published in
The Billboard—
and only in The Billboard
—last week?

- **OUTLOOK BRIGHT FOR COPYRIGHT HEARINGS.** Chances for hearings on both the Kilgore and Thompson bills appear greatly strengthened as result of juke box operator requests. (Page 28, The Billboard, February 26.)
- **ENGLAND'S JUKE INDUSTRY ON UP-SWING.** Despite high import duties and other restrictions, the automatic phonograph business in England is growing. Full details on up-to-date development of this juke box market. (Page 84, The Billboard, February 26.)
- **OPS PLEDGE SUPPORT TO N. Y. GAME PROBE.** Theodore Blatt, counsel of the Associated Amusement Machine Operators of New York, said AAMONY had nothing to fear from an investigation launched this week and the operator group pledged full co-operation with investigators. (Page 91, The Billboard, February 26.)
- **NAMA LAUNCHES OP FINANCING STUDY.** Operator committees of the National Automatic Merchandising Association to explore operator financing to interest more banks in the vending machine industry. (Page 87, The Billboard, February 26.)
- **MISS JUKE BOX CONTEST SET.** RCA Victor and the Music Operators of America launch a contest to find "Miss Juke Box of 1955," with a Victor recording contract the prize to be awarded the lucky thrush. (Page 27, The Billboard, February 26.)
- **N. Y. QUIETLY SHIFTS TO DIME** juke play. Full story of how New York operators are quietly switching to dime play, areas already converted, how EP's are being used, trade estimates when total conversion will be accomplished. (Page 27, The Billboard, February 26.)

IF YOU MISSED READING THE FEBRUARY 26 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



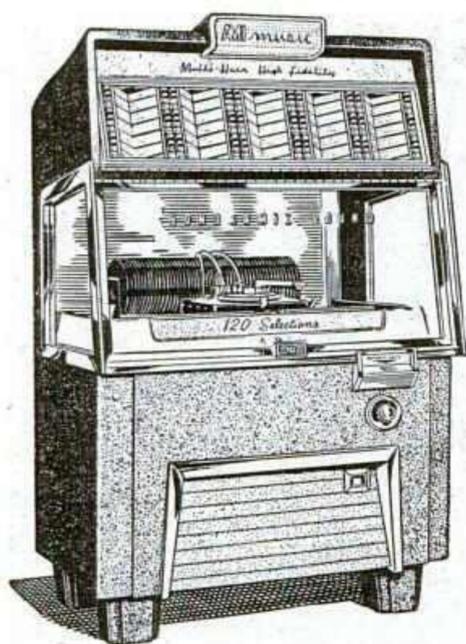
A Continuing Story of
Leadership
in **Action**



Extraneous noises are as unwelcome in an automatic phonograph as is loud shouting in a public library. High fidelity equipment, unless carefully engineered and skillfully crafted, can pick up, amplify and interject these unwanted sounds.

You find no distracting noises in the Model "F's" performance, nothing to lessen its superb Sonoramic Sound quality. Whisper-quiet mechanical functioning, combines with electronic muting, to reproduce only the music—none of the sounds attendant on its selection and play,

*"Living Realism and Fidelity to the Record without
Interference from Unmusical Sound"*



AMI Model "F"—120, 80, 40 Selections

Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN — AHEAD NOW

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

First Bing-O-Reno Orders to Go Out

Scientific Plans Run of 500 for First Season; 7 Arcades Purchase New Game

NEW YORK, Feb. 26.—Initial shipments of Bing-O-Reno, a new Arcade game made by the Scientific Machine Corporation, are slated to go out soon, with the firm planning a run of 500 units for the first season's production.

Orders have been received from Fuller's Playland, Hampton Beach, N. H.; Ralph Franks Amusements, Wildwood, N. J.; Donlon Enterprises, Utica, N. Y.; Uncle Milty's Playland, Bayonne, N. J.; Bakerman's Sportland, Keansburg, N. J., and the White City Amusement Park, Worcester, Mass.

While the game operates on the same mechanical principles as does the Scientific Pokerino, and is a development of that game, Max Levine, Scientific president, said the firm will continue with the manufacture of Pokerino.

Six-Ball Rolldown

Levine described the game as a six-ball skill-type rolldown. Purpose is to line up five numbers—either horizontally, vertically or diagonally—in six tries.

To stimulate player interest, the center number lights up automatically so the player must cope with four numbers rather than five. Also, the player gets two cards

every other play and three cards every 10th play. In addition two other numbers light up on a rotating basis, thereby giving the player additional chances to win.

Construction is solid birch, with a formica top. Price depends on the quantity ordered, although most orders are expected to be for multiple units, and, like Pokerino, the game lends itself to battery installation.

The game itself was developed five years ago by Henry Grauf, operator of Henry's Playland, Seaside Heights, N. J. Grauf has been operating his home-made Bing-O-Reno units since 1950 and recently sold the manufacturing rights to Scientific. Bing-O-Reno was shown for the first time at the last Chicago convention of the National Association of Amusement Parks, Pools and Beaches.

Scientific has been manufacturing Pokerino for 20 years, and Levine estimates that 12,000 units are currently in operation. The firm also makes Three-in-Line, a game on the same principle.

Levine said that it will take a minimum of three years before Bing-O-Reno can be manufactured in sufficient quantity for national coverage.



ED HALL

Exhibit Supply Names Ed Hall Sales Manager

CHICAGO, Feb. 26. — Exhibit Supply this week named Ed Hall sales manager, according to an announcement by Frank Mencuri, new vice-president of the firm.

Hall has been with the Exhibit organization for one year.

He worked with Rock-Ola Manufacturing Corporation for 18 years, serving in many capacities, including service manager, sales manager and export manager.

Hall is widely known in coin machine circles.

Exhibit last week named Frank Mencuri vice-president. Art Weinand, former Exhibit vice-president, resigned to accept a position as sales manager with Williams Manufacturing Company (The Billboard, February 26).

I. E. C. Ships Monkey Climb, New Coin Game

AURORA, Ill., Feb. 26.—Industrial Engineering Company here shipped its first coin-operated amusement game this week, Monkey Climb, a novelty unit. John Randell, firm head, said production would reach 100 units a month by March.

The game, accommodating up to four players at one time, features racing "monkeys" up "trees" by operating plungers that control the movement of balls in plastic tracks.

Each player tries to beat a "Champ" monkey to the top, or at least to beat his competitors. After coins are deposited and a start button is pushed, the square

(Continued on page 71)

PHIL. TV OUTLET PLUGS GAMES ON KIDDIE PROGRAM

PHILADELPHIA, Feb. 26.—The coin machine industry in general, and the Rake Coin Machine Exchange in particular, came in for some favorable and free publicity 9-9:30 a.m., Saturday (19) over WPTZ-TV. The program was "Mechanical Man," a kiddie stanza.

Coinman Manny Rake was asked to furnish six counter games for the moppets to play on the program. He came up with a Kicker and Catcher, Bat-a-Ball, Hit-a-Homer, Zig Zag and two ABT gun games. Children played for score and prizes were awarded the winners. And Rake and the coin machines got a verbal pat on the back from the emcee.

Evans Shuts Down: Public Auction Sale

Continued from page 63

board of directors, said that he had no immediate plans for the future but expected to go into business in some other field.

Founded in 1892

H. C. Evans & Company was founded 63 years ago by Edwin C. Hood, grandfather of the present president. The first products marketed by the firm were in the carnival and fair fields. Later it entered the coin machine field, producing coin-operated games. The last amusement game in production was Saddle & Turf, introduced in March of last year.

In 1948, Evans purchased the phonograph division of Mills Industries, launching into the juke box industry. At that time, Evans shared the phonograph market with six other juke box manufacturers—Aireon, AMI, Packard, Rock-Ola, Seeburg and Wurlitzer. Within two years, Aireon and Packard had dropped from the picture.

The initial Evans phonograph was the Constellation, marketed from 1949 thru 1951. The machine played 78 r.p.m. records and offered 40 selections. In 1952, the firm introduced its Jubilee model, another 40-selection machine but designed for either 45's or 78's. Then later in 1952, Evans bowed

its first 100-selection phonograph, the Century. The last model to be brought out was the Holiday, unveiled at the MOA convention last year. Phonograph inventory at the public auction will consist of the Holiday model.

Firm Loses Ground

Since the passing of R. W. (Dick) Hood in October, 1953, the Evans firm has gradually lost ground. Although a new model was introduced last year, sales never quite caught up to previous marks. Rumors that the firm was headed for liquidation began springing up as early as last fall (The Billboard, November 13).

Further indications of the shutdown came in January of this year, when Les Reick, phonograph sales manager of the firm since 1948, left to head up the sales department of Rock-Ola Manufacturing Company.

Further softening the news of the Evans Sale was the announcement two weeks ago by Hood, that the firm's juke box production had been shut down temporarily. Trade circles, however, reported that the firm was negotiating for a complete sale.

H. C. Evans & Company was founded in 1892 and incorporated in 1907.

Keeney, Exhibit Bow New .22 Rifle Games

CHICAGO, Feb. 26. — J. H. Keeney & Company shipped to its distributors this week, the Keeney Ranger, and Exhibit Supply announced the production of its Model 500 Shooting Gallery, both new .22 rifle games operating on direct electrical contact.

Shipped in conjunction with the regular Keeney Ranger model is the Deluxe Ranger, match play model.

The Ranger offers 30 shots for a dime at moving and pop-up targets which appear one at a time at three different range levels, and are partly obscured by simulated foliage.

The targets, which are reflected from the bottom of the cabinet onto the backglass, consist of eagle, wolf, cougar, and wolverine targets. The eagles and wolverines, which carry the highest scores, pop-up and move from side to side before falling, while the wolves and cougars pop-up and drop when hit.

Background scenery for the game is screened on glass, where previously it was done on cardboard. The three-level glass is designed to give a different stereoscopic effect.

A time bonus mechanism gives a player two added points for every second he saves under 60 seconds of firing. The player presses a button at the front of the

cabinet to add the bonus points to his score. The chain-free Remington .22 rifle may be set by the operator to fire in machine-gun fashion, or in regular shot-by-shot style. It is possible to fire all 30 shots in three seconds, but this gives no scoring advantage to the player.

The game may be adjusted by (Continued on page 72)

Exhibit Bows Four New Card Series

CHICAGO, Feb. 26.—Four new series of cards for use in card vending machines has been added to Exhibit Supply's card line.

The card series recently added are Calendar Girls, Hollywood Dancers, Sport Cards and Caricatures.

Eight other card series have been revised. These are Autographed Film Stars, Jet Planes, Prize Fighters, Football Stars, Autographed TV and Radio Stars, Wrestlers, Baseball Stars and New Hollywood Lovelies.

In addition to its sale of cards, Exhibit is marketing the Vacuumatic Card Vender, its latest card vending machine.

LEGISLATIVE ROUND-UP

Indiana Hoppers \$25 Game License Bill

INDIANAPOLIS, Feb. 26. — A bill providing for the licensing of coin-operated bowling, shuffleboard, pinball and shooting games at an annual fee of \$25 was advancing toward a vote this week in the Indiana House of Representatives.

Introduced by Rep. Leo A. Meagher, Democrat of Evansville, the bill would permit cities and towns to impose a similar license fee. However, if the proposal became law, these games would be legal everywhere in Indiana, whether local subdivisions of government chose to license them or not. Under the pattern of the Indiana State government, statutes enacted by the State Legislature are binding upon all communities

and supersede town and municipal ordinances.

The types of equipment to which Meagher's bill would bring legal sanction follow:

Coin-operated mechanical bowling or shuffleboard device which is designed to be played for amusement and which in its operation delivers to the player thereof one or more balls or projectiles which may be rolled from or repelled by the hand of the player or by a mechanical device, into a cup or receptacle or over scoring devices.

Coin-operated mechanical pinball device, containing more than one ball or projectile, played for amusement which rewards the player with the right to replay

(Continued on page 69)

Ops to Try 10c 5-Ball Play in Midwest, East

CHICAGO, Feb. 26.—Operators in Wisconsin, Michigan and up-State New York areas are going to try a switch from nickel to dime play on five-ball pinball games, according to an announcement this week by Sam Stern, Williams Manufacturing Company.

Williams executives are sparking the move to nationwide five-ball dime play thru distributors of the pinball games. Distributors in a number of areas are contacting operators and arranging field discussions of dime play.

Among the Williams distributors who will launch dime five-ball play in their areas in co-operation with area game operators, Stern listed S. L. London Music Company, Milwaukee; Miller-Newmark Distributors, Detroit, and Bilotta Distributing Company, Newark, New York.

Important Step

Stern said that many distributors are of the opinion that dime five-ball play is an important step and a necessary step for the survival of the amusement machine industry. With operators' costs up as high as they are, said Stern, the operators

cannot continue with nickel play and realize a profit.

Stern pointed out that if operators lost as much as 50 per cent of their play the first month or so on dime play, they would still realize the same gross takes. Eventually, said Stern, dime play would be as easily accepted by players as nickel play. He said that locations, where dime play five-balls have been in play over the last two years, have increased their receipts one-third over their former nickel takes.

Stern feels that in the near future—possibly with the introduction of the next Williams game—the majority of five-balls shipped out of the factory will be equipped with dime coin chutes. Up to this time, about 10 per cent of five-balls produced by the firm were set for dime play.

Stern sent a letter to all Williams distributors this week stressing the need for dime play. The letter urged distributors to discuss the idea with operators in their areas, and pointed out that the plan is equally important to operators, distributors and manufacturers in the industry—just as necessary to one as to the others.

Frankfurt Fair Has 42 Coin Exhibitors

FRANKFURT, Germany, Feb. 26.—At the annual International Fair of Frankfurt, March 6-10, an entire section will be devoted to exhibits of the coin machine industry. At least 42 firms have signed up for space in Hall 9, which will house the coin machine displays. Most of them are German but many are distributors of foreign machines and accessories. So far one foreign firm, European Amusements Company, of Antwerp, Belgium, has reserved space. This firm distributes various American coin machines and juke boxes.

All types of machines—amusement, games of chance and merchandise venders—will be exhibited, but juke boxes will probably be the feature item. Although West Germany

is a big importer of American juke boxes, there are several German juke boxes on the market. Two of the leading German manufacturers of juke boxes will have large exhibits at the fair. These are T. H. Bergman & Company, Hamburg, maker of the Symphonie, and George Wiegand & Sohne, Berlin, maker of the Diplomat.

Among firms handling American machines exhibiting at the fair will be Nova Apparate, Hamburg. Alfred W. Adickes, former distributor of London, is a partner in this firm and is a frequent visitor to America. Hamburg machine firms have easy access to the Scandinavian markets and there are five of them exhibiting at the Frankfurt fair, which always draws many of the Nordics.

Ind. Hoppers \$25 License Bill

Continued from page 68

such mechanical device, which is so constructed or devised as to make such result of the operation thereof depend in part upon the skill of the player and which returns the player thereof no coins, tokens or merchandise. Such right to replay shall not represent value or evidence of winning within the meaning of any of the laws of the State.

Coin-operated mechanical device which is designed to be played for amusement and which in its operation shoots or propels an electric light ray or impulse from a gun held and operated by the player of the device, to a target which contains a receiving photoelectric cell.

Rather than to burden the State with another commission or board, Meagher would vest the Indiana Department of State Revenue, an existing agency, with the administration of the act. The department would issue and revoke licenses.

Contrary to impressions conveyed by opponents of the measure, objections to Section 7 failed to materialize, Meagher said.

This portion of the bill follows: "Each city or town of the State of Indiana wherein amusement games or devices have been licensed by the State of Indiana shall have the right to levy and collect a license fee for each amusement device providing, however, that such license fees shall be limited to an amount equal to the license fee imposed under the provisions of this act. If any city or town fails or refuses to issue license to applicants who have been licensed by the State of Indiana, such applicant may nonetheless operate amusement games or devices in such city or town."

Operation without license would be punishable by fines and confiscation of the equipment, Meagher pointed out. Minors would not be permitted to play the machines, he added.

Coin-operated devices maintained by public utilities for the furnishing of service and devices used exclusively as vendors of merchandise are specifically exempted from the application of the bill.

Indiana State Passes Bill to Restrict Pins

INDIANAPOLIS — "Pinball machines which award anything other than an immediate and unrecorded right of replay" are categorized as "professional gambling" in another but softer Hasbrook anti-gambling bill which passed the Indiana Senate Thursday (24) and now awaits action in the State House of Representatives. Slot machines, one-ball machines or variants thereof are included in the bill also.

Because the Indiana General Assembly must adjourn by midnight March 7, by constitutional limitation, the element of time may prove fatal to the legislation, presented by Sen. Thomas C. Hasbrook, Republican of Indianapolis, who, as a member of the House in 1951 and 1953, sponsored somewhat similar proposals.

The first of the Hasbrook attempts to curb gaming fell short of passage in the 1951 session amid charges of bribery. The efforts of the Indiana legislator proved successful in 1953, but the Indiana Supreme Court quickly ruled that the statute offended the State constitution and was thus invalid.

Legislative experts here in Indianapolis say that if the 1955 Hasbrook model has a chance of survival it is only because it is considerably less stringent than his bills of 1951 and 1953.

In Section 4 "gambling device" is described as "any mechanism by the operation of which a right to money, credits, deposits or other things of value may be created, in return for a consideration does not return the same value or thing of value for the same consideration upon each operation thereof."

Then the bill proceeds to sanction free plays by stating that "in the application of this definition an immediate and unrecorded right of replay mechanically conferred on players of pinball machines and

similar amusement devices shall be presumed to be without value."

Only in the penalties does the bill retain the severity of the measures offered in 1951 and 1953.

The punitive sections follow:

"Whoever engages in professional gambling, or knowingly causes, aids, abets or conspires with another to engage in professional gambling shall be fined not more than one thousand dollars, or imprisoned not more than one year, or both."

Whoever knowingly owns, manufactures, possesses, buys, sells, rents, leases, stores, repairs or transports any gambling device, or offers or solicits any interest therein, whether thru an agent or employee or otherwise, shall be fined not more than one thousand dollars, or imprisoned not more than one year, or both."

"Any person who has been convicted of a violation of the provisions of Section 3, or Section 4, or Section 5, or any one of said sections of this act may upon any subsequent violation of Section 3, or Section 4, or Section 5, or any one of said sections, be prosecuted as a repeating offender, and upon conviction shall, in lieu of any other penalty, be fined not more than five thousand (\$5,000) dollars, or be imprisoned for any determinate period not to exceed ten (10) years, or both."

Removal of the emergency clause in committee means that if passed and approved by the governor the bill would not become effective until July or August when all the acts of the General Assembly are validated by gubernatorial proclamation.

San Bernardino County Draws Model Pin Law

SAN BERNARDINO, Calif.—A model ordinance outlawing pinball games has been drafted for San Bernardino County.

The ordinance, drawn up by County Counsel Albert E. Weller, would declare the games nuisances with violations punishable as misdemeanors. Machines found to be nuisances would be destroyed and any money in them would go to the county's general fund.

Copies of the ordinance are being mailed to the mayors of the 10 cities in the county and to the County Board of Supervisors. The ordinance was drawn up at the request of the City-County Co-ordinating Committee.

All of the 10 cities have gone on record in favor of adopting such an ordinance, except San Bernardino, which has consistently opposed the anti-pinball proposal despite strong protest. If adopted, the ordinance would effectively ban pinball games thruout the county, according to the committee.

Courts May Outlaw Cincy Pinball Games

CINCINNATI — Pinball games operated in Cincinnati have been labeled "gambling devices" by a special master commissioner of the Court of Appeals, Attorney C. R. Beirne.

Pinballs would be outlawed here if the courts uphold this finding. The court is not bound by what the master commissioner has found. His job is one of hearing evidence and reporting his findings to the court.

The Appeals Court has set March 9 as the date for hearing arguments on the appeal. Judge Charles S. Bell, of Common Pleas Court, ruled that "free game" pinball games were not gambling devices within themselves, but the ruling did not consider bingo type pinballs.

Beirne held that both types of pinballs violate Ohio law and are designed for gambling within meaning of city ordinance. The case dates back to 1953, when an injunction was obtained by West-erhaus, Inc., to prevent the city from seizing games owned by the firm.

In his conclusions of the law, Beirne found: Both types of pinballs are gambling devices within

the meaning of the law because both are controlled by the element of chance; the right to "free games" constitutes "gain"; the injunction granted West-erhaus should be dissolved; the games may be seized by the city.

Quebec House Would Ban All Coin Games

QUEBEC—The death knell for virtually any type of coin machine except those which dispense merchandise may have been sounded here last week.

The Quebec Legislature unanimously adopted a bill which would prohibit possession of all types of mechanical games operated with money or slugs. The proposed measure amends earlier legislation banning slot machines.

The bill must be passed by the Upper House before the cabinet can set a date to put it into operation. Anti-pinball campaigns in Montreal were said to be responsible for the bill.

Premier Maurice Duplessis said that while the games were innocent in themselves, they were used for gambling.

Salt Lake County Pin Action Deferred

SALT LAKE CITY—Salt Lake County commissioners decided to temporarily defer any action on a proposed ordinance banning pinball and other coin-operated games.

County Attorney Frank E. Moss said his office had drawn the ordinance in accordance with instructions given by the commission. The ordinance would ban pinball games, one-ball marble games, claw, scoop or other coin-operated devices. Merchandising vending machines would not be included.

The county commission last August tried to ban the games by repealing an ordinance licensing the units (The Billboard, September 4). The games, however, have been operated since without license.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar week for new events scheduled in your area.

March 5-6—National Automatic Merchandising Association, regional meeting, Adolphus Hotel, Dallas.

March 7—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

March 8—Western Massachusetts Music Guild, bi-weekly meeting, Ivy House, West Springfield, Mass.

March 9—Retail Amusement Association of Canton, Ohio, monthly meeting, Massillon, O.

March 19-20—National Automatic Merchandising Association, regional meeting, Lord Baltimore Hotel, Baltimore.

March 20-21—South Dakota Phonograph Operators' Association, quarterly meeting, Tams Hotel, Huron, S. D.

March 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

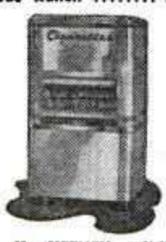
March 27-31—National Association of Tobacco Distributors, annual convention, Conrad Hilton Hotel, Chicago.

March 28-30—Music Operators of America, annual convention, Morrison Hotel, Chicago.

April 2—Music Guild of New Jersey, 18th annual banquet (site to be announced), Newark, N. J.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

BARGAINS OF THE WEEK

SHUFFLE GAMES Keeney Century \$340 Keeney 4-Pl. League .. 50 Un. Mars Write Un. Team 325 Un. Imperial 250 Un. Leader 285 Classic 165 Clover 160 Official 85 C.C. Gold Cup 195 C.C. Triple Score 165 C.C. Double Score 135 C.C. Crown 145 C.C. Holiday 495 Genco Match Pool .. 275 Genco Shuffle Pool .. 175	BINGOS Surf Club \$375 Ice Frolics 315 Palm Springs 310 Beach Club 265 Yacht Club 145 Coney Island 80 Spot Life 70 Dude Ranch 275	NEW KEENEY SPORTSMAN DELUXE The Number One Rifle Game. Something different and a proven money maker — competitive scoring — timing device — moving pop-up targets.
SHUFFLEBOARD SUPPLIES Shuffleboard Game Wax, Case (12) .. \$ 3.50 Pucks (Set of 8) .. 12.00 Fast Wax, Case (12) 4.50 Score Sheets, 10 Pads 7.50 Fluorescent Lights Pr. 22.50 Used Rock-Ola Shuffleboard, Lites. Pr. 12.50 Adjusters 18.50	 J. H. KEENEY DELUXE CIGARETTE VENDER Write for prices	MISCELLANEOUS Un. Carnival Rifle .. \$385 Ex. Six Shooter 100 Ex. Jet Gun 125 Seeburg Shoot the Bear 160 Telequiz with film .. 100 Keeney 4-Pl. Attachment for Shuffleboards .. 125
WANTED Bingos, Late Shuffle Games, Targets, Gottlieb Super Jumbo, Late Seeburg.	PURVEYOR DISTRIBUTING COMPANY 4322-24 N. WESTERN AVE. CHICAGO 18, ILLINOIS PHONE: JUNIPER 8-1814	SPECIALS Cigarette Machines — Like New 1 Keeney Deluxe, 9 col. \$195 1 National, 9 col. \$195

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The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

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ADVERTISING RATES

REGULAR CLASSIFIED ADS
 Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
 RATE: 15¢ a word—Minimum \$3.00.
CASH WITH ORDER

DISPLAY CLASSIFIED ADS
 Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
 RATE: \$1.00 a line—\$14.00 per inch.
CASH WITH ORDER unless Credit has been established.

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 In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.
 When using a Box Number in Care of The Billboard allow for 6 additional words.
 On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

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THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. ap9

EXCELLENT MONEY-MAKING OPPORTUNITY for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 136 Albion Ave., Paterson, N. J. chm19

FOR SALE—50 SHIPMAN LIFE SAVER Machines and 10 3-column Candy Machines. Best offer, all new. Ed Martell, Turner Falls, Mass. mh2

NEW COIN MACHINES—GILLETTE BLUE Blade, Tissues, Ball Point Pen, 10 or more, \$19.95. Write Standard Mfg., Hubbard Woods, Ill. mh26

SACRIFICE — 200 TELEX BED RADIOS, with reading lamp, detachable under pillow speaker. Reg. \$75 retail; only \$25 each. Write Radios, 111 Fayetteville St., Raleigh, N. C. ch-mh26

VENDING MACHINES
 Tissues, Sanitary Napkins, Cosmetics, Cigarette, Candy, etc. Simple, practical, low cost vending machines designed and produced for any purpose.
POLARIS MANUFACTURING CO.
 Peru, Illinois.

Help Wanted

PHONOGRAPH MECHANIC—MUST KNOW how to repair latest type Seeburgs, Wurlitzers and A.M.I. Good pay, excellent working conditions. Must be able to furnish good references. Write or phone Ga. Music Co., 1139 Sixth Ave., Columbus, Ga. mh5

Parts, Supplies & Services

A NEW IDEA IN BALL GUM GIVE- aways. A regular ten cent comic book for a redeemed marked ball; a terrific promotion item to increase business on your routes. Kids wild about it in proved tested areas. \$13.50 per thousand f.o.b. Chicago. Excellent assortment guaranteed. 25¢ with order if c.o.d. Send orders to Allied Sales Co., 2354 S. Oakley, Chicago, Ill.

COIN-OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, irons, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. ap9

FAST COIN WRAPPER—NEW PATENTED principle. Wrap your coins 3 to 5 times faster with Coin-Scoop Kit. No fumble. No tumble. Money back guarantee. Coin-Scoop, 100 wrappers, gauge, instructions, \$1.98 postpaid. Coin-Scoop, Ellicott City, Md. mh26

NOTICE—WE BOTH LOSE MONEY IF you don't contact us for best prices on new and used Victor Vending Machines and Charm Assortments. Over 300 items for bulk vending and 63 items in capsules in stock. Graf Vending Supply Co., 2817 W. Davis, Dallas, Tex.

STAMP FOLDERS AS LOW AS 15 CENTS per M. Send for samples. City Distributors, 145 Ainslie St., Brooklyn, N. Y. mh12

STAMP FOLDERS DIRECT FROM MANU- facturer; unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust 7-1448. ch-mh26

FOR SALE—TEN CORADIOS IN EXCEL- lent mechanical condition and appearance. Presently on location. J. R. Peters, Fairfax, S. C.

OUT OF BUSINESS—12 VICTOR JUMBO Ball Gum Machines, 7 Northwestern 5e, Model 49. All 19 machines for \$100. Joseph Worpek, 55 Grant St., Easthampton, Mass.

SANITARY VENDING MACHINE HEADQUARTERS
 "Spare" sanitary napkin venders; DAV razor blade venders. Advance 23C, National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.
NATIONAL SANITARY SALES
 Dept. B-3, 4307 W. Lawrence Av., Chicago 30

20 POKERING TABLES WITH STOOLS, \$50 each, or will trade for Arcade pieces. Also need four Philadelphia Shee Balls, Walter Green, 2108 Davidson Ave., Bronx, N. Y. Cypress 5-6553.

50 LIKE NEW ATLAS BANTAM GUM OR Almond machines, \$10 each. 5 Mercury Grip Testing machines, \$25 each. Box 791, The Billboard, Chicago, Ill.

Routes for Sale

NON-VENDING POPCORN MACHINES—\$5 French Boy counter type, all on location. Three years old and in good condition. Price \$2,500. f.o.b. Tulsa, Okla. McKinley Business Brokers, 2525 E. 11th, Tulsa, Okla.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell?
MACK H. POSTEL
 2952 Milwaukee Ave. Chicago 18, Ill.

CIGARETTE MACHINES — DuGRENIER 7 col. S, \$45; 7 col. V, \$50; 9 col. W, \$55; Rowe Imperial, 6 col., \$45; 8 col., \$50; Unedapak E, 6 col., \$45; 8 and 9 col., \$55. Quarter operation, refinished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 3907 Parrish St., Philadelphia, Pa. Evergreen 6-4244. ch

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill.

MACHINES WANTED—WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake, 608-C Spring Garden Street, Philadelphia 23, Pa. ch

ROUTES WANTED—CANDY, SODA, CIGA- rette, juke box, games, coffee, kiddy rides, gum, nut, etc. New York City and vicinity. Hundreds of cash buyers waiting. Call or write Mr. Weissman, Walbert, 197-46 Queens Blvd., Forest Hills, N. Y. Boulevard 1-8100.

THIS IS A 10-LINE AD
 For only \$10 you can buy this space to profitably buy or sell Used Machines, Routes, Parts, Supplies or Services.

TRADE IN

YOUR OLD MEDAL TYPER ON A NEW 1955 HARVARD MEDAL TYPER

Aluminum medals in tubes of 100 to fit all Standard Medal Typers.

\$10.95

Per M
F.O.B. LORAIN, OHIO

HARVARD AUTOMATIC MACHINE CO.

1658 Broadway Lorain, Ohio

HELP!!

Yourselves To Our Bargains

Guns

Genco Big Top (Brand New) ... \$450.00
Genco Rifle Gallery (Just Like New) ... 325.00
Genco Sky Gunner ... 135.00
Exhibit Shooting Gallery ... 195.00

Games

Wms. All Star Baseball, 6-Player Match (Like New) ... \$325.00
Chi Coin Home Run, 6 Player... 195.00

Shuffle Games

Genco Shuffle Pool ... \$175.00
United 5-Player, 7-10 Split, Formica Top ... 50.00

MODERN DISTRIBUTING COMPANY

3222 Tejon Street Denver 11, Colo.
GRand 7-6834

NOW DELIVERING

Gottlieb GYPSY QUEEN Bally BIG TIME Bally MAGIC BOWLER United LIGHTNING BOWLER

SPECIALS

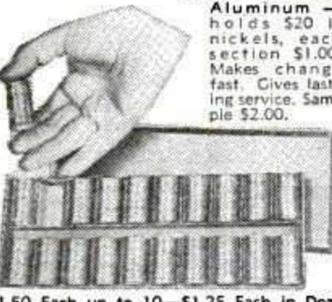
CONY ISLAND \$55.00
SPOT LITE 55.00
Thoroughly reconditioned

MUTOSCOPE DRIVEMOBILE, like new, used less than 30 days. (Write.)

We are distributors for GOTTIEB and BALLY in Southern Illinois and Eastern Missouri.

MORRIS NOVELTY CO.
3007 Olive St. St. Louis 3, Mo.
Tel.: FRanklin 1-0737

LOOSE COIN BOX AND COVER!



Aluminum — holds \$20 in nickels, each section \$1.00. Makes change fast. Gives lasting service. Sample \$2.00.

\$1.50 Each up to 10—\$1.25 Each in Doz. or more.
PREPAID—CASH WITH ORDER!
AGENTS WANTED!

ST. PAUL 8, MINNESOTA

CURRIER MFG. CO.

WANTED

SALESMEN, JOBBERS, DISTRIBUTORS

now calling on game operators. Brand new, proven item—many now being used. Non-competitive—exclusive territories.

BOX 790, The Billboard, Chicago, Ill.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Feb. 26	Issue of Feb. 19	Issue of Feb. 12	Issue of Feb. 5
ABC (United).....	\$49.50	50.00	\$50.00	\$50.00
All Star (Gottlieb).....	99.50	99.50	99.50	99.50
All Star Baseball (Williams).....	375.00			
All Star Basketball (Williams).....				325.00
Atlantic City (Bally).....	95.00	95.00	100.00	100.00
	100.00(2)	115.00(3)	110.00(2)	110.00
	115.00(2)	125.00(2)	115.00(2)	125.00(3)
	125.00	130.00	125.00(2)	130.00
Baseball, 6 player (Chicago Coin).....	395.00			
Basketball Champ (Chicago Coin).....	145.00	195.00	195.00(2)	195.00(3)
Basketball (Genco).....	200.00	250.00	275.00	275.00
Basketball Two Player (Genco).....	235.00	325.00	235.00	345.00
		325.00	235.00	265.00(2)
Beach Club (Bally).....	265.00	270.00	230.00	270.00
	275.00(4)	265.00	270.00	275.00(3)
	285.00	275.00(3)	275.00(4)	285.00(2)
		285.00	289.50	295.00
Beauty (Bally).....	210.00	220.00	195.00	210.00
	225.00(4)	220.00	218.00	215.00
		225.00(2)	220.00	220.00
		230.00	225.00(3)	230.00
			230.00	265.00
Be Bop (Exhibit).....	84.50	84.50	84.50	84.50
Blue Skies (United).....	49.50	49.50	49.50	49.50
Boston (Williams).....	69.50	69.50	69.50	69.50
Bowling Champ (Gottlieb).....	59.50	59.50	59.50	59.50
Bright Lights (Bally).....			60.00	60.00
Bright Spot (Bally).....	85.00		70.00	85.00
Buffalo Bill (Gottlieb).....	59.50	59.50	59.50	59.50
Cabana (United).....	165.00	185.00	165.00	185.00
Champion (Bally).....			89.50	89.50
Citation (Bally).....	79.50	25.00	79.50	15.00
			25.00	79.50
			79.50	79.50
Coney Island (Bally).....	75.00(4)	80.00	75.00(4)	85.00
	85.00	95.00	85.00	95.00
			85.00	95.00
County Fair.....		75.00	75.00	75.00
Circus (United).....	150.00	175.00	175.00	175.00(2)
Daffy Derby (Williams).....	275.00	275.00	275.00	275.00
Deluxe Baseball (Williams).....	175.00	325.00	175.00	350.00
		350.00	325.00	350.00
Deluxe World Series (Williams).....		35.00	35.00	35.00
Double Feature (Gottlieb).....			79.50	79.50
Double Shuffle.....	59.50	59.50	59.50	59.50
Dreamy (Williams).....			79.50	79.50
Dude Ranch (Bally).....	275.00	285.00	265.00	285.00
	295.00(3)	295.00(3)	295.00(5)	310.00
El Paso (Williams).....			59.50	59.50
Floating Power (Genco).....	49.50	49.50	49.50	49.50
400 (Genco).....	59.50	59.50	59.50	59.50
Five Star (United).....	50.00	50.00	50.00	50.00
Four Horsemen (Gottlieb).....	79.50	99.50	99.50	99.50
Freshie (Williams).....		59.50	59.50	59.50
Frolic (Bally).....	135.00	135.00(2)	135.00(2)	150.00(2)
	150.00(2)	150.00(2)	150.00(3)	160.00
	155.00	155.00	175.00	175.00(2)
	175.00(2)	179.50	175.00	179.50
Futurity.....			50.00	50.00
Globe Trotter (Gottlieb).....		89.50	89.50	89.50
Golden Nugget.....	99.50	99.50	99.50	99.50
Gondola (Exhibit).....	49.50	49.50	49.50	49.50
Gold Cup (Bally).....	59.50	59.50	59.50	59.50
Havana.....	245.00	275.00	315.00	215.00
	315.00	315.00	315.00	315.00
Hawaii (United).....	295.00	350.00	295.00	355.00
	355.00	355.00	355.00	395.00
Hayburner.....	75.00(2)	65.00	75.00	75.00
Hi-Fi (Bally).....	345.00(2)	340.00	345.00	345.00
	350.00(3)	350.00(3)	350.00(3)	350.00(2)
	375.00	365.00	375.00	375.00(2)
Hit 'n' Run (Gottlieb).....	109.50	109.50	109.50	109.50
Ice Frolic.....	300.00(2)	300.00(2)	295.00	300.00
	315.00(2)	310.00	310.00(3)	310.00(3)
	325.00(2)	325.00	315.00	325.00(2)
			325.00(2)	325.00(2)
Jalopy.....	75.00			
Jockey Specials (Bally).....	54.50	54.50	54.50	54.50
King Pin (Chicago Coin).....	89.50	89.50	89.50	89.50
Knock Out (Gottlieb).....	75.00	79.50	79.50	79.50
Leader (United).....	80.00			75.00
Lite-A-Line (Keeney).....	35.00			
Lucky Inning (Williams).....	59.50	59.50	59.50	59.50
Maryland (Williams).....	\$ 69.50	\$ 69.50	\$ 69.50	\$ 69.50
Mexico (United).....	295.00	345.00	345.00	295.00
			345.00	400.00
Nevada (United).....	345.00	375.00	400.00	
Nifty (Williams).....	79.50	79.50	79.50	79.50
Oklahoma (United).....	69.50	69.50	69.50	69.50
Palm Beach (Bally).....	95.00	115.00	95.00	115.00
	125.00(3)	125.00(2)	125.00(2)	135.00
		135.00	135.00	
Palm Springs (Bally).....	310.00	320.00	290.00	285.00
	325.00(4)	320.00(2)	320.00(2)	320.00(2)
		325.00(2)	325.00(5)	325.00(4)
			329.00	329.00
Paradise (United).....	49.50	49.50	49.50	49.50
Pennant Baseball (Williams).....	215.00	215.00		
Pinch Hitter (United).....	59.50	59.50	59.50	59.50
Pinky (Williams).....	79.50	79.50	79.50	79.50
Quarterback (Williams).....	75.00	75.00	75.00	75.00
Rio (United).....	275.00	275.00	200.00	275.00
Rondeau (United).....	49.50	49.50	49.50	49.50

	Issue of Feb. 26	Issue of Feb. 19	Issue of Feb. 12	Issue of Feb. 5
Saddle & Turf (Evans).....	175.00	295.00	175.00	285.00
		295.00	325.00	325.00
Saddle & Turf, Club Model (Evans).....	250.00			
Sally (Chicago Coin).....			49.50	49.50
Samba (Exhibit).....	49.50	49.50		
Screwball (Genco).....	49.50	49.50		
Set Shot Basketball, 2 player	345.00	325.00	345.00	345.00
Sharp Shooter (Gottlieb).....			59.50	59.50
Show Boat.....	175.00	175.00		
Silver Chest (Genco).....				125.00
Singapore.....	475.00	475.00	475.00	
South Pacific (Genco).....	54.50	54.50	54.50	54.50
Special Entry (Bally).....	49.50	49.50	49.50	49.50
Spot-Lite (Bally).....	60.00	65.00	60.00	69.50
	70.00	75.00	70.00	75.00(2)
	95.00(2)	95.00	100.00	95.00(2)
	100.00			100.00
Stars (United).....	65.00	65.00	65.00	90.00
Summertime (United).....	49.50	49.50	49.50	49.50
Sunshine Park (Bally).....	50.00	50.00	50.00	
Super World Series (Williams).....		75.00	195.00	75.00
		195.00	195.00	195.00
Surf Club (Bally).....	350.00	370.00	350.00	365.00
	375.00(3)	375.00	370.00	350.00
	385.00	395.00	375.00(4)	395.00
			395.00	
Tahiti.....			160.00	
Tampico (United).....	69.50	69.50	69.50	69.50
Texas Leaguer (Keeney).....	69.50	69.50	69.50	69.50
Three-of-a-Kind.....	18.50	18.50	18.50	18.50
Three Musketeers (Gottlieb).....			69.50	69.50
Trinidad (Chicago Coin).....	49.50	49.50		
Tropics.....	149.50	175.00	175.00	225.00
	225.00			
Tumbleweed (Exhibit).....			74.50	74.50
Turf King (Bally).....		35.00	25.00	35.00
			99.50	99.50
Varieties.....	510.00	525.00	510.00	535.00
		550.00	550.00	550.00(3)
Watch My Line.....	55.00			
Yacht Club (Bally).....	125.00	115.00	125.00	125.00
	135.00(2)	135.00	150.00	135.00(2)
	145.00	150.00	159.50	160.00
	160.00(2)	175.00	175.00	159.50
	175.00		160.00(2)	175.00
			175.00	
Zingo.....	65.00		65.00	65.00

SHUFFLE GAMES

	Issue of Feb. 26	Issue of Feb. 19	Issue of Feb. 12	Issue of Feb. 5
Ace Bowler (United).....	\$345.00	\$345.00	\$345.00	\$355.00
	355.00(2)	365.00(2)	365.00(3)	365.00(2)
	365.00			
Advance Bowler (Chicago Coin).....	175.00	200.00	200.00(2)	200.00
	285.00		250.00	275.00
Banner Shuffle Alley (United).....	389.00	395.00	395.00	400.00
	400.00(3)	400.00(2)	405.00	405.00
			410.00(2)	410.00(3)
Big League Bowler, 4 player (Keeney).....	55.00		55.00	55.00
Bonus Bowler (Keeney).....	245.00	250.00	250.00	275.00
	275.00	250.00	285.00	250.00
Bowling Alley, 6 player (Chicago Coin).....	50.00			
Bowling Champ (Keeney).....	45.00			
Bowling Alley (Universal).....	325.00	325.00	325.00	325.00
Broadway (United).....	145.00			
Carnival Bowler (Keeney).....	155.00	159.50	179.50	155.00
Carnival Deluxe (United).....	410.00	410.00	435.00	445.00
Cascade Shuffle Alley 6 player (United).....	95.00	100.00	120.00	100.00
	120.00(2)	125.00	145.00	120.00
	145.00(2)	160.00	145.00(2)	145.00
	160.00		155.00	160.00
Century Bowler (Keeney).....	340.00		350.00	350.00
Champion Bowler (Bally).....	285.00	395.00	395.00	375.00
Chief Shuffle Alley (United).....	285.00(2)	285.00	295.00	285.00
	295.00(3)	300.00	295.00(2)	300.00
			300.00	325.00
Classic Shuffle Alley 6 player (United).....	145.00	159.00	145.00	165.00
	165.00	175.00(2)	185.00(2)	175.00(2)
	175.00(2)	185.00	195.00	185.00(2)
	180.00	185.00		195.00
Clover Shuffle Alley, 6 player (United).....	134.00	150.00	150.00	160.00
	159.00	160.00	165.00(2)	140.00
	165.00(2)	179.50	165.00(3)	155.00
	169.50		179.50	165.00(3)
	179.50			
Comet Shuffle Alley (United).....	474.00			
Cross-Cross Bowler (Chicago Coin).....	300.00	315.00	295.00	300.00
	325.00	315.00	300.00	335.00
	325.00	315.00	300.00	335.00
Crown Bowler (Chicago Coin).....	95.00	130.00	130.00	135.00
	145.00	155.00	165.00	165.00(2)
	165.00	175.00	175.00	165.00
	175.00	175.00	175.00	185.00
Deluxe Bowler (Chicago Coin).....	60.00	60.00	60.00	60.00
Deluxe Bowler (Keeney).....	100.00	100.00	100.00	100.00
Deluxe Bowler (United).....	50.00(2)		62.50	62.50
Diamond Bowler (Keeney).....			345.00	345.00
Domino Bowler (Keeney).....	175.0			

I.E.C. Ships Monkey Climb

Continued from page 68

plastic tracks in the base of the machine rock slowly back and forth. At the same time, lights start flashing, showing the "Champ" monkey climbing a tree.

If a player is skillful enough, he will get his ball in the right channel, thereby causing his monkey to climb a step up a tree. If the ball goes thru the wrong channel, due to the rocking motion of the tracks, the monkey descends one step. A bell rings every time any of the players' monkeys go one step up. If and when a player beats the "Champ," the "Champ" stays right where he is, indicating he has been beaten and showing how badly.

If the "Champ" wins, the other players may still continue to play and to try to get their monkeys to the top. As soon as one of the players' monkeys hits the top, the monkey's name flashes on and all of the monkeys climb back down and get ready for the next game.

The game is set to operate for one-minute play, and is equipped with a National Rejector for dime

play. Monkey Climb is available also for nickel play. The game can be moved thru a 29-inch doorway. Approximate weight is 420 pounds, height, six feet 10 inches, length five feet. It is shipped in two crates.

Art of P-R

Continued from page 63

productions available on juke boxes. Letters are mailed monthly to location owners reminding them that their juke boxes feature the world's most up-to-date records and that their machines are programmed by an expert with their specific needs in mind. Spot announcements every day of the week, via radio, wraps up a neat goodwill package.

But even with a planned program, the battle is only half over, says Stout.

All music operators, believes Stout, are primarily interested in their own communities and for that reason a helping hand goes a long way. It gives operators the satisfaction of doing something for people they know and with whom they have contact. Secondly, it is the best type of public relations known.

Stout sees to it that a phonograph is donated to some worthy organization regularly. In addition, records are furnished regularly to such organizations as the Mary House and Old Folks Home, the JC sponsored Teen-Canteen, the Cadet Nurses School, various church groups and hospitals.

The latest campaign to be supported by Stout and other operators in the area was the March of Dimes drive. Stout said that altho the money collected for this fund was small, never have South Dakota operators received such publicity and praise for their efforts.

"Nothing has had more to do with the growing respect and appreciation of juke boxes than these small gestures of co-operation and helpfulness toward these service groups and organizations," Stout declared.

Sentinel Radio Coin-Operated TV Skeds Dallas Show

DALLAS, Feb. 26. — Sentinel Radio Corporation, Evanston, Ill., will make first deliveries and hold a public showing of a coin-operated television set here April 15 at the Hotel Dallas.

The Sentinel Radio product is called Selectivision. According to Harry Drollinger, Southwest regional manager, patrons in cafes, lounges and other places will be able to tune in the TV 15 minutes for 25 cents.

The set will have coin box attachments similar to those used on juke boxes. The set also has a phonograph attachment. Distributors from a seven-State area are expected for the showing, and a State distributorship is to be set up in Dallas.

Name	Issues of Feb. 26	Issue of Feb. 19	Issue of Feb. 12	Issue of Feb. 5
Name Bowler (Chi. Coin)....	99.00 110.00 125.00(2)	110.00	110.00 125.00	110.00 125.00
Official Shuffle Alley, 4 player (United).....	60.00(2) 85.00	60.00(2) 69.50	60.00(2) 69.50 75.00 85.00	60.00 75.00 85.00
Olympics Shuffle Alley (United).....	150.00(2) 169.00 170.00 185.00 185.00 195.00	150.00 160.00 170.00 185.00	150.00 160.00 175.00 180.00 185.00	150.00 160.00 175.00 180.00 185.00
Pacemaker Bowler (Keeney), Playtime (Chicago Coin).....	200.00 395.00	200.00 395.00	200.00 395.00	200.00 415.00
Rainbow Shuffle Alley (United).....	325.00 350.00	350.00	350.00	350.00 415.00
Rocket (Bally).....	375.00			
Royal Shuffle Alley (United).....	200.00(2) 245.00(2) 255.00	200.00(2) 245.00 255.00	200.00(2) 245.00 249.50 265.00 275.00	200.00 225.00 245.00 265.00 275.00
Shuffle Alley Deluxe, 6 player (United).....	75.00	39.50 50.00(2) 65.00 75.00 89.50	39.50 50.00(2) 75.00 89.50	50.00 65.00 75.00 89.50
Shuffle Alley, 6 player (Keeney).....	69.50w/p 75.00w/p	69.50w/p	69.50w/p 75.00w/p	69.50w/p 75.00w/p
Shuffle Alley, 6 player (United).....	79.50 89.50	79.50	79.50	50.00 79.50
Six Player 10th Frame (United).....	75.00(2) 365.00 375.00(2)	75.00(2) 375.00	75.00(2) 375.00 395.00	75.00(2) 375.00 395.00
Speedie (United).....	375.00(2)			
Special Bowler, 10th Frame (Chicago Coin).....	110.00	110.00 125.00	75.00 110.00	110.00
Special Double Score Bowler 10th Frame (Chi. Coin).....	115.00 125.00	125.00	125.00	150.00
Star 6 Player (United).....	65.00 119.50	65.00 119.50	65.00 95.00 119.50	95.00 119.50
Star 10 Frame, 6 player (United).....	95.00 99.00 135.00	95.00 135.00	95.00 110.00 135.00 135.00 179.50	110.00 125.00 135.00 179.50
Starlite Bowler (Chi. Coin).....	325.00 335.00 345.00	325.00 345.00	325.00 345.00 345.00(2) 375.00	325.00 345.00 375.00
Super Bowler (Keeney).....	125.00 129.50	125.00	125.00	125.00
Super Frame Bowler (Chicago Coin).....	300.00 335.00	300.00(2) 300.00 335.00	300.00 335.00	300.00 325.00 335.00
Super Match Bowler (Chi. Coin).....	100.00	100.00	100.00	100.00
Shuffle Pool (Genco).....	100.00 145.00 175.00(2) 195.00	145.00 175.00 195.00	140.00 175.00(3) 195.00	145.00 175.00(4) 195.00
Super Six Shuffle Alley (United).....	60.00 95.00 109.50	54.50 60.00 109.50	54.50 60.00 85.00 95.00 109.50	60.00 95.00 109.50
Targette Deluxe (United).....	435.00(2)	435.00	435.00	435.00
Team Bowler (United).....	275.00 289.00 295.00(3) 305.00 325.00	275.00 295.00(2) 305.00	295.00(3) 315.00 325.00	295.00(3) 315.00 325.00
Tenth Frame Bowler (Chi. Coin).....	75.00	75.00	75.00(2)	75.00
Triple Score Bowler, 10th Frame (Chi. Coin).....	150.00(2) 175.00 189.50	150.00	150.00	195.00
10th Frame Super Shuffle Alley (United).....	125.00	125.00	125.00	115.00 125.00
Triple Score Bowler (Chicago Coin).....	165.00 175.00	150.00(2) 175.00 195.00	150.00 175.00(2) 195.00	150.00(2) 175.00(2) 195.00
Victory Bowler (Bally).....	345.00	345.00	315.00 345.00	345.00

WAKE-UP

NOVELTY GAME PLAY!

OPERATE *Williams* **SPITFIRE**

new **new FAST SCORING ACTION!** **new 2nd Coin STAR FEATURE**

1 SKILL HOLE!
2 THUMPER BUMPERS!
2 FLIPPERS!

See Your Distributor Now!

Order Williams SPITFIRE for REAL PROFITS!

CREATORS OF DEPENDABLE PLAY APPEAL
4242 W. FILLMORE ST. CHICAGO 24, ILL.

MUSIC	SHUFFLE GAMES	ARCADE
1 46 Seeburg Phono.... \$ 50.00	1 C. C. Match Bowler... \$ 85.00	3 C. C. Home Run..... \$195.00
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Bally Execs Pick 'Game Of the Year'

CHICAGO, Feb. 26.—Bally Manufacturing Company executives recently picked the Variety in-line pinball game as their "Game of the Year" for 1954.

Distributors were polled by the executive committee to assist in the selection.

The Variety game pioneered the Magic-Lines in-line feature, on Bally pinballs, and, according to Bally, pointed the way to the success of Big-Time, now in production at the plant.

Big-Time, according to Bally, has already surpassed Variety in reported earnings and sales. Introduced late in 1954, Big-Time is a 1955 game, while Variety easily dominated the 1954 market.

A picture of Variety, along with other historic Bally games, has been hung in the picture-gallery hall of fame in the Bally plant. Other games so honored are: Bally-hoo, Airway, Rocket, Jumbo, Preakness, Bumper, Bally Reserve, Sport King, 41-Derby, Victory Special, Special Entry, Turf King, Citation, Champion, Spot-Lite, Palm Beach and Beach Club.

Keeney, Exhibit

Continued from page 68

the operator to make the targets easy to hit or more difficult. Similarly, it may be set to award a free play for a high score or a perfect score.

The Deluxe Ranger, match play model, has a match number feature that appears at the end of the game, giving the player the chance to match his score with the match number.

Both models are equipped with a new ABT coin chute set for dime play.

The Ranger cabinet, according to Keeney the first of its kind to be introduced in the game field, is multi-colored in a plastic-type paint. The game is also equipped with plastic scoring reels.

The Exhibit Model 500 Shooting Gallery is equipped with a Remington .22 rifle and all-moving targets. The game features a new type target set-up and fast shooting.

A mystery bonus score is transferred to the player's total score at the end of the game.

The Model 500 has a pinball-type scoring panel instead of scoring reels. Details on the game will be released in the near future, according to Ed Hall, Exhibit sales manager.

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES ARCADE EQUIPMENT

	Issue of Feb. 26	Issue of Feb. 19	Issue of Feb. 12	Issue of Feb. 5
ABT Challenger.....	\$20.00	75.00	\$19.50	20.00
Air Football, 2 player.....			75.00	29.50
Air Hockey, 2 player.....			325.00	75.00
Art Show	49.50			350.00
Atom Jets			35.00	
Barrel Roll (Jennings).....			125.00	125.00
Baseball (Scientific).....	75.00	79.50		79.50
Basketball (Scientific).....		75.00		
Bat-a-Score (Evans).....	175.00	125.00	165.00	165.00
Bat-a-Score Sr.			65.00	65.00
Best Hand			19.00	
Big Inning (Bally).....	150.00	150.00		150.00(2)
Big League (Williams).....	395.00	395.00		395.00
Carnival Rifle Gallery (United).....			395.00	
Carnival Gun (United).....	395.00		425.00	425.00
Chicken Sam (Seeburg).....	99.50		99.50	99.50
Coon Gun (Seeburg).....			295.00	349.50
Coon Hunt (Seeburg).....	235.00	250.00	295.00	225.00
Crisis Cross			15.00	295.00(2)
Dale Gun (Exhibit).....	39.00	65.00	55.00	89.50
Deluxe Card Vendor (Exhibit).....	89.50	95.00		55.00
Derby, 4 Player (Chi Coin).....			50.00	65.00
Deluxe Carnival Gun (United).....	195.00		195.00	89.50
Drivemobile (Mutoscope).....			165.00	195.00
Flash Hockey (Coinex).....	55.00	75.00		165.00
Flying Saucer (Mutoscope).....			75.00	75.00
Footcase (Exhibit).....			149.50	149.50
Goatee (Exhibit).....			95.00	
Goatee (Chicago Coin).....	95.00	99.50	99.50	100.00
Grandma Fortune Teller.....			125.00	45.00
Gun Patrol (Exhibit).....				95.00
Heavy Hitter (Bally).....	55.00		40.00	100.00
Hi-Ball (Exhibit).....	75.00(2)		75.00	95.00
Holly Cranes			175.00	100.00
Home Run, 6 player (Chicago Coin).....				365.00
Jet Gun (Exhibit).....	125.00(2)	100.00	145.00	125.00
Jet Fighter (Williams).....	145.00	285.00	285.00	135.00
Jungle Gun (United).....	275.00	295.00	295.00	145.00
Kicker & Catcher.....	365.00			145.00
Lite League	49.50	49.50		295.00
Mercury Counter Gripper.....			20.00	295.00
Metal Typer (Harvard).....	275.00		150.00	295.00
Metal Typer (Standard).....			275.00	295.00
Midget Movies	195.00	185.00	295.00	185.00
Night Fighter (Genco).....	155.00			
Panoram (Mills).....			350.00	350.00
Pee Wee (Genco).....	20.00		20.00	20.00
Photomatic Deluxe (Mutoscope).....			395.00	395.00
Photomatic (Mutoscope).....	545.00(late)	545.00(late)		595.00(late)
Pistol Pete (Chicago Coin).....	65.00	95.00	95.00	65.00
Pitch 'Em & Bat 'Em.....			185.00	95.00
Play Poker			95.00	95.00
Quizzer			95.00	
Ray Gun (Seeburg).....	75.00			75.00
Rifle Gallery (ABT).....	295.00	345.00	365.00	365.00(2)
Rifle Gallery (Genco).....	350.00	375.00(3)	375.00(3)	355.00
Round the World Trainer.....	365.00(2)	395.00	395.00	365.00
Shocker (Acme).....	24.50	24.50		24.50
Shoot the Bear (Seeburg).....	150.00(2)	150.00(2)	135.00	125.00
Shipman Art Show			49.50	150.00(4)
Shooting Gallery (Exhibit).....	225.00	265.00	265.00	160.00
Six Shooter (Exhibit).....	85.00	95.00	125.00	49.50
Skee Ball (Genco).....			100.00	255.00
Skee Ball (Wurlitzer).....			175.00	265.00
Ski Roll (Evans).....			150.00	335.00
Skill Gun (ABT).....			95.00	395.00
Skill Shooter (ABT).....			20.00	395.00
Sky Fighter (Mutoscope).....			39.50	150.00
Sky Gunner (Genco).....	135.00	155.00	195.00	135.00
Space Gun (Exhibit).....			150.00	175.00
Space Invader			175.00	175.00
Star Series (Williams).....			95.00	189.50
Star Shooting Gallery (Exhibit).....	89.50	89.50		195.00
Strik-A-Lite (ABT).....	235.00	325.00(2)		195.00
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You Shoot	495.00(2)	375.00	495.00	495.00
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SWEDES BOW NEW PARKING METERS

STOCKHOLM, Sweden, Feb. 26.—A new type of parking meter has been placed on the market by the L. M. Ericsson Company here. It will accept three types of coins thru one slot, with the last few coins remaining visible thru a glass-pane—so slugs or phony coins can be detected. When the red flag goes up to indicate end of the parking period, the meter continues to register for 10 minutes—so the tardy parker cannot alibi with: "My time was up just a few minutes ago." The city of Gothenburg will be the first city in Sweden to install the new meters.

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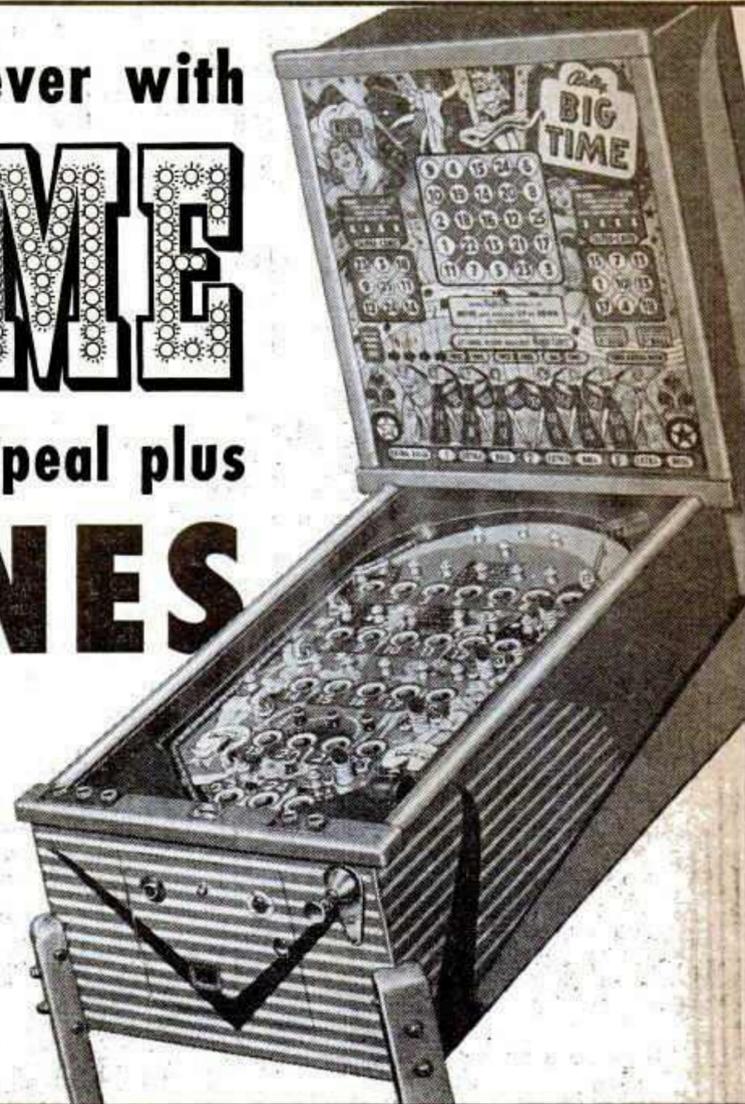
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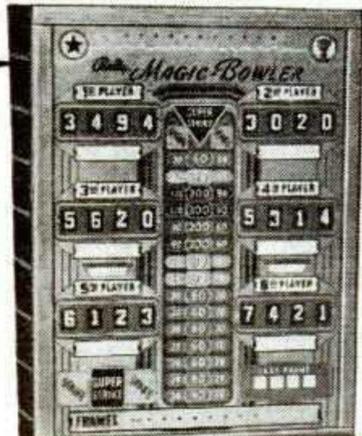
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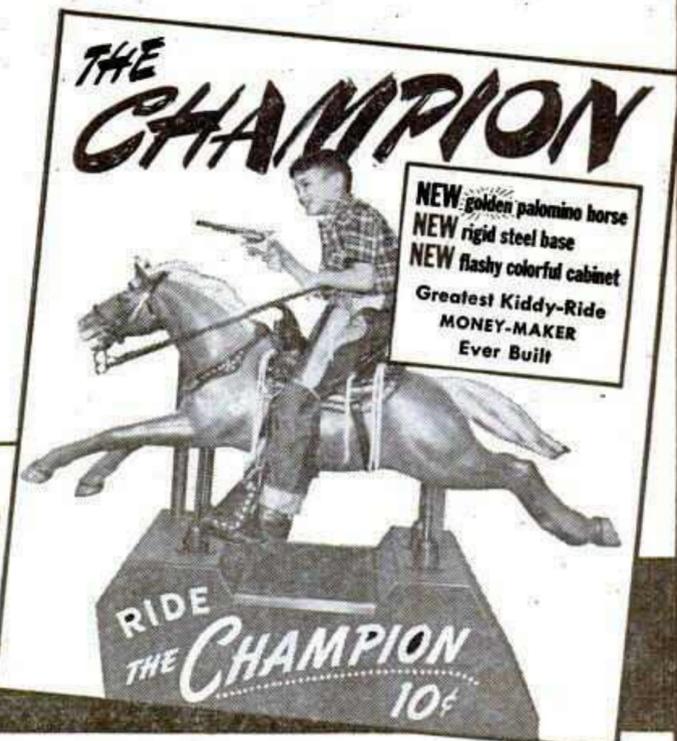
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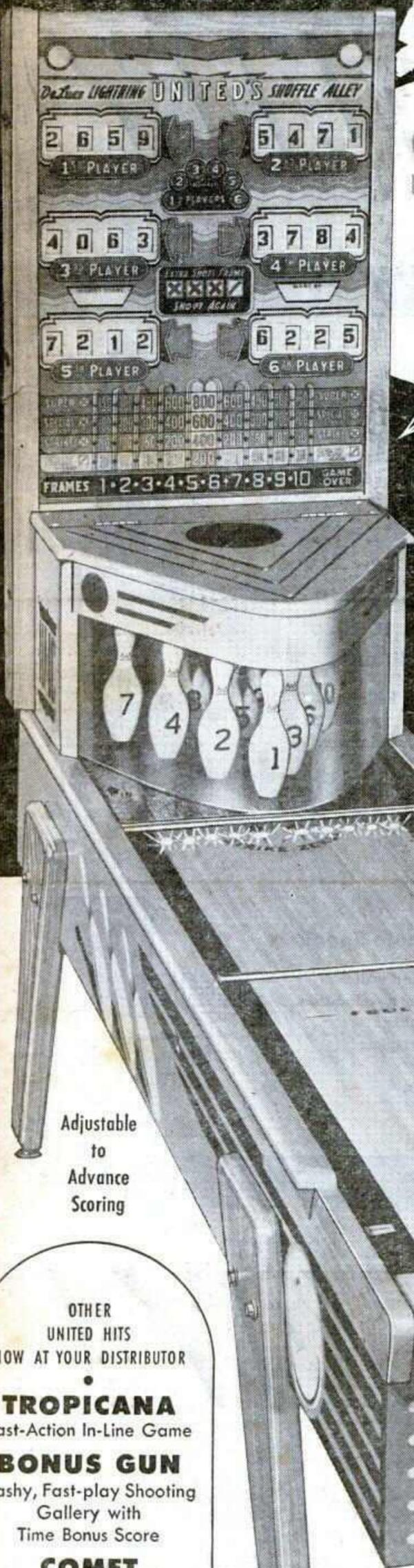
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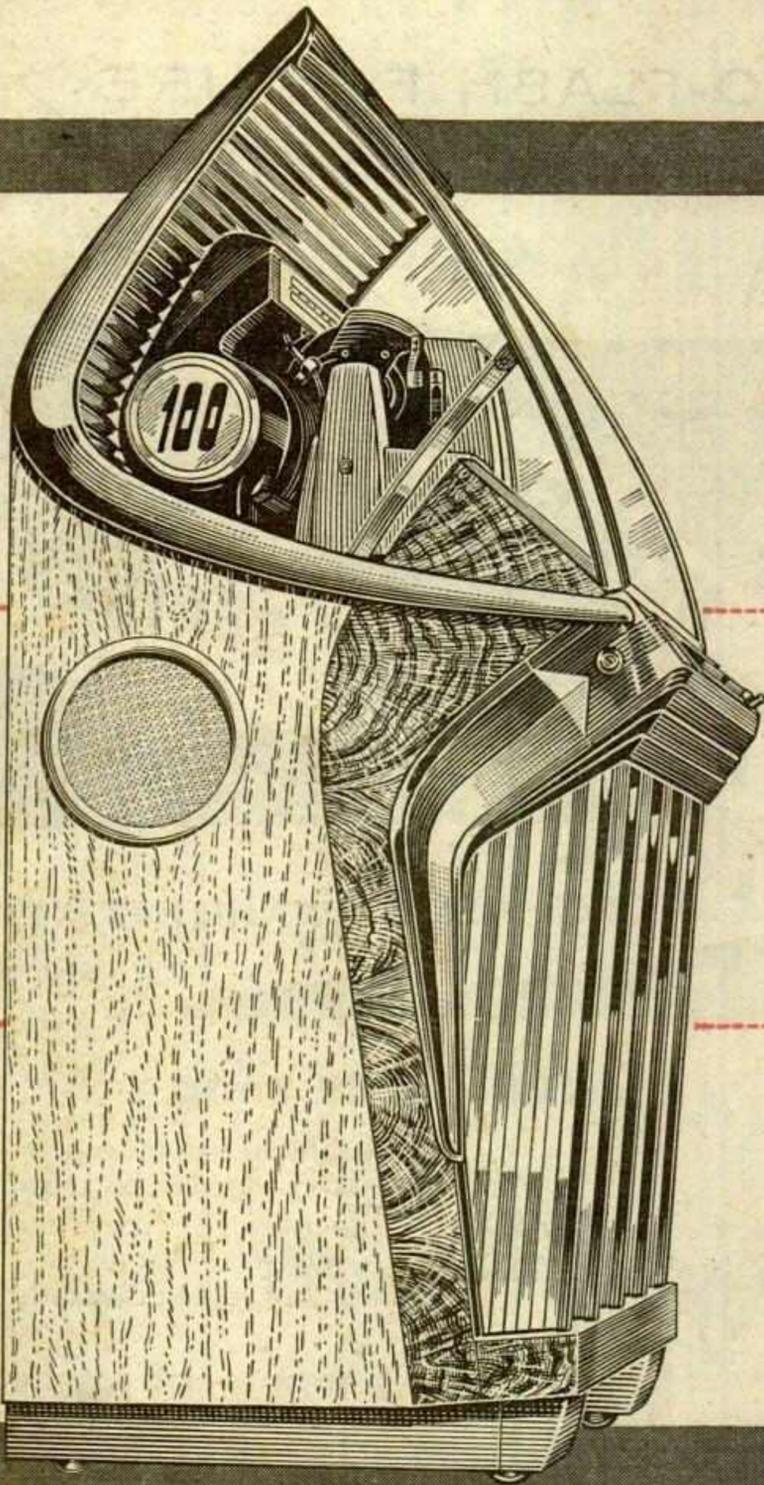
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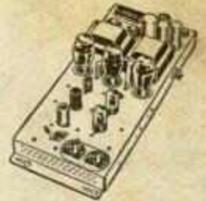
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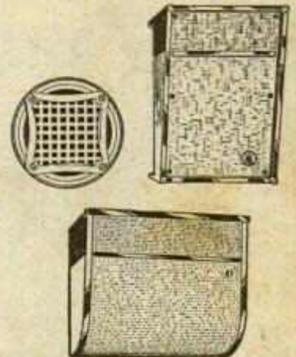
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