

# The Billboard

APRIL 16, 1955

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

## Juke Operator Must Have Maestro Touch

Public Demand for Diversified Music Requires New Programming Approach

By BOB DIETMEIER

CHICAGO, April 9.—The U. S. citizen's growing appetite for more diversified and better music has caused the nation's juke box operator to concentrate more than ever before on record programming—the business of getting the right record to the right phonograph at the right time.

Juke box record programming has become less speculative, more scientific. It relies less on opinion, more on fact.

The music operator, the man who must decide which records to play on which machines, has stepped out of the role of prophet into the role of businessman; whether he likes a tune or not has little to do with how many he buys.

Today's operators, with the multiple-selection phonograph, are programming not only the top tunes, and realizing their maximum earning power by programming them earlier than ever before, but they are also catering to as many musical tastes as possible, with standards, folk tunes, polkas, semi-classical and classical songs.

### Pays Dividends

Operators who have inaugurated a sound programming plan have found that it requires more time but that it pays handsome dividends, that they are grossing more for a proportionately lower record expense.

Altho operators have long recognized the crucial importance of proper programming, spiraling operating costs and growing competition have forced them to devote more time and effort to it today than ever before.

The operator, altho he will always remain "prophet" on what type records—pop, rhythm and blues, country and western, etc.—will do best on his own route, is strictly a businessman in securing information that will help him

evaluate a record in any category and decide how many he should buy when.

The most important aids in helping an operator buy records are trade paper charts, editorial features and advertisements, a recent Billboard survey determined. Ruffled far behind are location requests and personal opinion, actual machine count, current artist popularity and one-stop salesmen's advice, a relatively new influence on the operator's record-buying habits.

One of the significant facts to emerge from the music-record world in recent years is the juke box operator's recognition of the relationship between the power of his medium and that of radio in making hit tunes—which has had much to do with his increased business-like attitude—his objective attitude toward programming. The operator's view is something like this: The disk jockey, because of the nature of his medium, can send a potential hit on its way, but without the juke box, he cannot build a tune into a hit and cannot sustain it.

The operator who is knowledgeable  
*(Continued on page 71)*

## LA ROSA TAPPED TO SUB FOR 3 NAME SINGERS

NEW YORK, April 9.—Both CBS-TV and NBC-TV are coming up with top vocal talent as summer replacements for the name singers in their early evening 15-minute shows. CBS is putting Julius La Rosa in 7:45-8 p.m. daily, beginning June 27, replacing Perry Como, Jo Stafford and Jane Froman.

NBC will offer a selection of RCA Victor artists 7:30-7:45 p.m. as replacements for Eddie Fisher, Dinah Shore and Tony Martin. Among them are such vocalists as Vaughn Monroe, Giselle McKenzie and Snooky Lanson. The web would, however, allow summer sponsors to bring in their own shows for this strip, if they have any.

General Artists Corporation, agent for La Rosa, had lined up a string of summer night-club engagements for the singer. GAC is now busy finding substitutions for these or re-scheduling them. La Rosa's deal with CBS-TV is for nine weeks with options for another five. Next season CBS-TV will have half-hour shows 7:30-8 p.m. daily. The fate of La Rosa's options depend on how fast the new sponsors want to move in.

## Ziv's 'Fiction' No Fairy Tale, But Just Science and Work

TV Filmer Banks on News Value; Spends Year for Right Results

By GENE PLOTNIK

NEW YORK, April 9.—"How do you do, ladies and gentlemen. I'm your host, Truman Bradley. At this moment you cannot see me. Why? Very simple. The camera is not aimed in my direction."

With these words Ziv-TV's new half hour film show, "Science Fiction Theater," made its debut on WRCA-TV here last night. Approximately 1,000,000 homes in this area received the show merely by turning the correct dials.

### Long Planning

But for the sprawling Ziv organization it took more than dial twisting to get that show on TV last night. It took over a year of dreaming, planning, conferring and shirt-sleeve work before it went before the public.

Ziv-TV offers an interesting case study of the evolution of a TV film series from a twinkle in its producer's eye to an electronic picture before the audience's glimmers. The Ziv operation is prob-

ably the closest thing to "Automation" in TV. It always has several new shows in preparation, and they roll off the lot, one at a time, as regularly as the year's seasons.

Ziv is headline conscious. It likes its shows to have some relevance to current events. So over a year ago, Ziv brass, aware of all the spectacular scientific advances in the news, began talking about a science fiction series that would be firmly based in actual research.

### Tangible Steps

Early last summer they decided it was high time to take tangible steps. They called in Ivan Tors, producer of such science fiction movies as "Gog" and "Magnetic Monster," released by United Artists over the past couple of years. Tors was known to be interested in getting into TV film and had already discussed a science fiction show with a couple of distributors.

Over the summer the conferences went on in Hollywood and New York, and the phone lines and air lines were kept busy. After a number of weeks, sample scripts were ordered and test shots were made for the opening format.

### Shows Cooking

In the early fall, Ziv and Tors finally shot a couple of complete pilot films. This was at a time when Ziv's then fur flung studios were just getting started with the "Eddie Cantor Comedy Theater," were in full scale work on "Meet Corliss Archer," were starting a second year's series of "Mr. District Attorney," were winding up a second year's "I Led Three Lives" and were still shooting more episodes of "Cisco Kid."

When prints of the two pilot episodes were complete, Ziv called in a few hundred members of the general public, showed them the films and asked them to write their reactions on preview cards. The answers convinced Ziv officials that

*(Continued on Page 6)*

## Ziv Producing A Film a Day

HOLLYWOOD, April 9. — Ziv-TV this week finally moved its entire production operation under one roof, the former American National Studios, now the Ziv TV Studios. There 887 persons will labor at turning out an average of seven half hour films per week in the several series that Ziv has in various stages of progress.

For its new "Science Fiction Theater," Ziv-TV has set up a special research department in which six persons do nothing but check universities and government bureaus to see that all scientific material in the show is authentic. The department has a budget of \$75,000.

## NEWS OF THE WEEK

### American Broadcasting Expected To Enter Record Business Soon . . .

The American Broadcasting-Paramount Theaters, Inc., entry into the record business loomed inevitable this week despite a breakdown in negotiations whereby the combine sought to buy Dot Records. Other labels and recording execs report "talks" with AB-PT. . . . [Page 13](#)

### Alternate-Week Sponsorship Grows in TV Film Syndication . . .

Sponsors of syndicated TV film series are showing an increasing tendency to buy shows for alternate weeks, following the practice on the networks. Tho such deals cause complications for the film distributors, they recognize their advantages to advertisers and the possibility of selling more of them on this basis. . . . [Page 4](#)

### NARTB Urged to Create Radio-Record Committee . . .

The interdependence between the record and radio industries should be recognized via the creation of a special committee composed of members from both groups. This is the position urged on the National Association of Radio and Television Broadcasters for consideration at their upcoming convention by a Pittsburgh radio exec. . . . [Page 13](#)

### Two Juke Box Manufacturers Gear for All-Dime Production . . .

AMI, Inc., and the Rudolph Wurlitzer Company, two of the largest makers of music boxes, this week announced that their new automatic phonograph equipment and "wall boxes" would come off assembly lines set for 10-cent play, three for a quarter. The move is designated to aid operators considerably in their efforts to switch to dime play. . . . [Page 71](#)

### 200 TV Films in Production; Battle for Sponsors Follows . . .

More than 200 pilot TV films and series cur-

rently in production indicate one of the stiffest battles in TV's history for the favor of sponsors. Chief beneficiaries are likely to be the public who will be offered better programming and the sponsors who will get better shows. . . . [Page 3](#)

### Juke Box Export Shipments Exceed \$10,000,000 in 1954 . . .

The official U. S. Department of Commerce figures released this week confirmed that value of juke boxes shipped from the United States hit a new high of \$10,883,235 last year. . . . [Page 82](#)

### New Combination Drive-In and Ice Rink Set for Kansas City . . .

Motion pictures in the summer and public ice skating in the winter will be the entertainment fare at a new installation being constructed in Kansas City. Estimated cost is \$400,000. . . . [Page 50](#)

### Clyde Beatty Gets Circus Season Off to Rousing Start . . .

The Clyde Beatty Circus, eight days thru a 12-day engagement in Los Angeles, has played to heavy attendance that has brought out full houses and some "turnaways." It gives an extra show one day to handle excess patrons. . . . [Page 64](#)

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## Jukes Riding Rhythm Hard

CHICAGO, April 9.—Nowhere is the wave of popular interest in rhythm and blues records more clearly reflected than in the record buying of the nation's juke box operators.

Operators are currently using 60 per cent more r.&b. tunes than a year earlier, according to a nationwide survey of operators conducted by The Billboard, an astounding increase of material in this idiom. Only 10 per cent replied that they programmed few r.&b. tunes, and 31 per cent said they bought about the same number during each year.

Of the 600 operators polled, 29 per cent said they used more pop tunes on their machines in 1954 than during the preceding year; 43.5 per cent said that they used fewer classical and semi-classical.

\$4 Million Already Spent on Pilot TV Film for 1955-'56

NEW YORK, April 9. - The wildest selling season in the history of the industry is being forecast by TV execs for 1955-'56, with a minimum of \$4,000,000 already spent for pilot films.

A special Billboard survey reveals a total of 214 shows in various stages of development, the obvious reason for their concern. While many of these are only in the planning stage, most of those included in the chart must be considered possibilities for fall airing.

Many shows not ready for fall starts have also been weeded out. And some only on the drawing boards at CBS-TV and TPA may be farther advanced toward production than pilots shot by independents.

Sponsors, Agencies

Profiting the most from this situation will be sponsors and their agencies who will probably get the most for their dollars in quality. The competition, it is felt, is bound to result in a better product.

new patterns of TV selling will emerge between now and September.

The growing strength of ABC-TV, the plunge of major theatrical producers into video, and the realization by sponsors that the cheapest show is not necessarily the best buy, are credited by him as being the factors which will force this selling re-evaluation.

Tomorrow's criteria, Roach maintains, will increasingly be cost-per-thousand. He feels that most top-rated shows will cost between \$35,000 and \$40,000 but will be better buys than those costing \$25,000 because they will draw larger audiences.

Time Availability Film

Earl Collins, Hollywood TV service proxy, in general agrees with Roach but points out that time availability is the single most important consideration. Those with prime time periods got the

viewers in the past, he said. Now Collins claims sponsors may avail themselves of new avenues to viewers' attention, in addition to CBS and NBC. He specifically points to ABC and the growing number of strong indie TV stations.

Sponsors, consequently, it is felt, will have to buck three or four strong shows instead of one or two. Ken Craig, Western program director for ABC, summarizes it by saying that in such instances quality will always win.

Here's where the large number of new shows can be a boon to sponsors. Practically every kind of stanza is being marketed. Clients can take their pick of 62 dramas, 45 comedies and situation-comedies, 25 musicals, 22 adventure series, 14 mysteries, 12 kid shows, 11 Westerns, 11 miscellaneous and novelty stanzas, seven documentaries and, so far, five variety.

Such a wealth of numbers is (Continued on Page 6)

NBC Throws 'Sun. Punch' at Gen. Elec.

NBC-TV Sets Summer Shows

HOLLYWOOD, April 9.-NBC-TV will air two new live shows during the summer, hoping to build them into fall competitors, if present plans fall. First is a revival of "Cameo Theater," which "Hallmark" producer Al McCleary will do for the net.

Other is a melodrama titled "Jigger," to be produced by Alan Handley. Format calls for show to take place in foreign cafe so as to provide for combination of intrigue and music.

NEW YORK, April 9.-NBC-TV has General Electric strongly interested in spending \$1,500,000 for one of the newest of its sales patterns, "THT plus a Sunday Punch."

The plan combines participation buying daytime and nighttime. Sponsors are being invited to buy participations on "Today," "Home," or "Tonight," in as many or as few shows as they wish, plus "color spreads," the new Sunday night spectacular of next season which is being sold in participations.

The exact number of participations being considered by GE for the package is not known. But it has been learned that it will go heavy on "THT" the week it is not buying a color spread and vice versa. Web sales execs claim that the plan offers a continuity of advertising, plus a strikingly small duplication of audiences. And smaller advertisers still can combine participation buying during the day with a participation buy in a prime time period.

A variation of this plan offers sponsors one-fourth of the National Collegiate Athletic Association football games, plus a buy in two other daytime shows on NBC. It is called the "Magic Million-Dollar Sales Package," which is the price as well. The idea is expected to appeal to such advertisers as Amana and Maytag, both of whom sponsored NCAA football, but who at the same time are interested in reaching daytime viewers.

These plans are illustrative of the manner in which the network is creating sales ideas to fit the

needs of both the smaller and larger advertisers, those interested in daytime and nighttime audiences, and even sports viewers.

Such plans, according to the trade, are giving TV a sales scope that radio in its palmiest days never had.

BIZ INTERESTS

'Travelers' Duo to Stay On in Chi

CHICAGO, April 9.-The original emcee-management team of "Welcome Travelers," Tommy Bartlett and Les Lear, notified both Procter & Gamble and the Benton & Bowles advertising agency that they have decided to stay in Chicago when the "Welcome Travelers" title moves to New York next month.

The decision was prompted by Bartlett's business interests in the Midwest which would make it a handicap for him to move to New York. The same reason applies to Les Lear's decision. Lear has a radio-TV production office as well as a public relations firm in Chicago.

Lear and Bartlett are reportedly in the process of readying another network show which will embody some of the appeal brought forth in the original "Welcome Travelers" show. It is also understood that Smiling Jack Smith, a network vocalist, has been set to do the emcee chores for the revamped New York "Welcome Travelers."

'Capt. Midnight' Is in Quandary

NEW YORK, April 9.-"Captain Midnight" found himself up in the air this week as a result of a row between his sponsors and the network, CBS-TV.

The show's bankrollers, Wander Company and General Mills, reportedly want to give "Captain Midnight" a hiatus for the summer from his weekly film stint on CBS-TV Saturdays, 11:30 a.m. to noon. The web, however, is understood to have indicated to the bankrollers that the time slot would be turned over to Kellogg for its "Wild Bill Hickok" series if "Captain Midnight" went off for the summer. The Kellogg stanza is currently being aired nationally on a spot-booked basis.

The issue reportedly has not yet been resolved.

Mennen to Split ABC-TV Bouts

NEW YORK, April 9.-Mennen came up with one of its biggest network TV buys to date this week by moving into ABC-TV's Wednesday night fights as alternate week bankroller with Pabst Beer.

The stanza shifts over to ABC from CBS on June 1, at which time Mennen starts sharing sponsorship with Pabst.

Pabst has been on the lookout for a co-sponsor for the bouts for the past three weeks (The Billboard, March 26). Its agency, Warwick & Legler, had been scouring its shop for an advertiser to alternate with Pabst, but ABC reportedly came up with Mennen.

The following is a partial list of pilot films and series in production for 1955-'56. Some of the shows included on the list were made last year, but are still being marketed by their producers. The chart indicates an unparalleled amount of production activity for the upcoming year.

Table with columns: PROGRAM, PRODUCTION STATUS, PRODUCER. Lists various TV shows like John Nesbitt Show, It Seems Like Yesterday, etc.

SITUATION COMEDY AND COMEDY

Table listing situation comedies and comedies with columns: PROGRAM, PRODUCTION STATUS, PRODUCER.

MISCELLANEOUS & NOVELTY

Table listing miscellaneous and novelty programs with columns: PROGRAM, PRODUCTION STATUS, PRODUCER.

MUSICALS

Table listing musical programs with columns: PROGRAM, PRODUCTION STATUS, PRODUCER.

(Continued on Page 6)

The Billboard: The Amusement Industry's Leading Newsweekly. Founded 1894 by W. H. Donaldson. Includes contact info for Cincinnati, New York, Chicago, and Hollywood offices.

# Crime-Horror Probers To Seek 4-Way Brake

WASHINGTON, April 9.—The Senate Juvenile Delinquency Subcommittee will issue its oft-postponed report on TV crime and horror shows within a month. The report, it was reliably learned, will recommend:

- (1) Tighter enforcement of the National Association of Radio and Television Broadcasters' TV code.
- (2) A continuing study of TV programs fare (this project should be preferably undertaken by the industry).
- (3) Wider surveillance by the Federal Communications Commission to the extent that the FCC should be aware of code violations and programming performance.
- (4) Continuation of industry self-regulation, and avoidance of government censorship, altho the FCC should study whether it would be advisable for that agency to develop TV standards.

### NARTB Board Commended

The subcommittee, which staged final hearings this week on TV programming, will commend NARTB's TV Code Review Board for its efforts to improve TV fare, but will strongly urge tighter code enforcement.

The subcommittee, headed by Sen. Estes Kefauver (D., Tenn.), will point out that government encroachment on TV programming surveillance can best be avoided by the industry's efforts to keep its program fare palatable for young and old alike.

The subcommittee is expected to note approvingly that several of the TV crime and horror shows which received sharp criticism at a hearing of the Senate group last fall, have been "cleaned up" or "taken off the air."

The Kefauver group is expected to ask the FCC to examine the feasibility of a suggestion from Commissioner Frieda B. Henock, one of half a dozen witnesses at this week's hearing, calling for an FCC requirement which would force TV broadcasters to report incidence of crime and violence on

all programs thruout the broadcast day.

Miss Henock urged "a rigorous policy of refusing renewal of the licenses of offending stations" which "victimize immature audiences with a concentrated and profuse deluge of crime, brutality, sadism, and outright murder."

Chairman Kefauver told Miss Henock he felt that not only should the FCC be informed of such programs, but that the public should know the percentage of crime and violence programs.

Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, defended the industry's self-policing TV code, and cited several psychiatrists who have pointed out that there is no scientific evidence to prove that TV programs are responsible for juvenile delinquency.

## ABC Juggling Tuesday Night Program Plans

NEW YORK, April 9.—Facing what undoubtedly will be strong competition from NBC-TV's Armstrong-Fontiac drama Tuesday, 9:30-10:30 p.m. next fall, ABC-TV is casting about for ways and means of getting a jump on NBC by scheduling its own 9:30-10:30 Tuesday night drama a half hour earlier.

Bottlenecking ABC's plans is the Danny Thomas show, which currently occupies the 9-9:30 slot that night. What's holding the web back from shifting Thomas to the 8:30-9 period is the fact that such a move would put two ciggie sponsors back to back. American Tobacco bankrolls the Thomas stanza, while Liggett-Myers will be bankrolling the "Warner Bros. Presents" show, which is ticketed for the 7:30-8:30 spot.

The web's only chance of getting a head start over NBC in the race for the Tuesday 9:30-10:30 p.m. drama audience is to shift the Thomas show to another night. If it succeeds, the web's Tuesday night programming line-up, as currently blueprinted, would see the Warner Bros. show 7:30-8:30; "Wyatt Earp" 8:30-9, and the hour drama 9-10. The 10-10:30 p.m. Tuesday spot would, in that case, be open for sale.

## Form Stalmaster, Indie Casting Firm

HOLLYWOOD, April 9.—Independent casting company titled Lynn Stalmaster Associates was formed here this week. Firm will service both motion pix and TV. Stalmaster was formally casting supervisor for Cross-Krasne, Inc.

## RESTLESS PEOPLE

Charles Oppenheim, director of press information at CBS-TV, has been upped to director of information service.

Jerry Hellman, who formerly handled writers, producers and directors for the Ashley-Steiner Agency, is now handling major clients, working on the development of new television packages and sales of packages to advertising agencies. Five well-known actresses will spell Martha Scott when she takes a five-week leave of absence from her NBC soap, "Modern Romances." The actresses who will do a week stint are Madge Evans, Jayne Meadows, Kathy Norris, Margaret Hayes and Dorothy Hart.

Miles Eiten has left the publicity department of ABC to join David O. Alber Associates as an account exec. Lewis Wechsler, formerly with Emil Mogul, Inc., has joined the radio-TV department of Benton & Bowles. Vice-president and director of media at Ruthrauff & Ryan, Walter G. Smith, has moved to William Esty as a veepee to supervise the Ballantine account. Myles E. Baker, Lemmen & Newell's service department topper for the past 26 years, has been upped to a veepee.

Robert G. Reagan, formerly of the U. S. Army, has been appointed Western division publicity manager for MCA-TV. The National Drug Company, Philadelphia, has appointed Pringle-Gothelf Associates of New York to produce a new medical TV film, "The Golden Apple." Haan Tyler has left Guild Films, Inc., to join Tom J. Corradine & Associates as an agency rep. Arthur Pickens, of the Walter Schwimmer Company, is in Los Angeles conferring with Schwimmer's Western rep, Tom J. Corradine & Associates, regarding the sales of the "Eddy Arnold Time" series.

Eight clients will sponsor pre- (Continued on page 48)

### SERVICE HOUR

## CBS-TV May Wind Up With Army-Navy

NEW YORK, April 9.—CBS-TV may wind up with an Army-Navy hour Tuesday nights, 8-9, next season. By the latest reports, the Phil Silvers show, in which the comic plays an Army private, was again earmarked for 8-8:30 p.m. And "Navy Log," the film show being packaged for CBS-TV by Sam Gallu, was considered a possibility for 8:30-9 p.m.

But over-all, CBS' Tuesday night plans still seem to be unsettled. The network is keenly aware that it will have to come up with a powerful line-up to buck the new, big hour-long stuff like ABC-TV's "Warner Brothers Presents" and NBC-TV's Pontiac-Armstrong hour. The only sure thing so far is that the new "\$64,000 Question" will go into 10-10:30 p.m. beginning (Continued on page 48)

# Sponsors for Como On NBC-TV Near

NEW YORK, April 19.—One week after signing Perry Como to a contract, NBC-TV has gone a long way toward finding him sponsors. Como is ticketed for Saturday, 8-9 p.m. next fall on the web, unless Colgate bows out of Sunday evening at 8, in which case he will take over there.

Liggett & Meyers has signified its interest in purchasing one-third of the show. Monsanto Chemical has already taken an option on the second third of the variety stanza. And RCA is giving a long look to taking over sponsorship of the last third of the program.

Should RCA buy into Como, it would drop its one-third sponsorship of "Caesar's Hour." This would leave a position open on "Caesar's Hour" for Remington-Rand, which has already placed a 52-week order for the time and program. American Chiclé, one of the current sponsors of the show, has renewed for 65 more weeks. Speidel, also now sponsoring him, must reach a decision quickly on its next season's plan.

The web has, in addition, sold two-thirds of Milton Berle and Martha Raye to Sunbeam and Whirlpool, with the third sponsor virtually wrapped up. NBC stands to make real loot on the Como package since it is getting \$60,000 per third and owns it.

## Schick Grabs Montg'ery Slot

NEW YORK, April 9.—Schick this week snapped up the Monday night 9:30-10:30 time period for next season on NBC-TV. American Tobacco last week dropped Robert Montgomery Presents in that time slot and will also drop the time.

It is not known whether Schick will go with Montgomery next fall or program its own dramatic show. Montgomery, however, will be sponsored by Johnson's Wax, his alternate week bankroller this season. Kenyon & Eckhardt is the Schick agency.

## Trade Doubts Republic Will Quit Features

NEW YORK, April 9.—Experienced trade observers here predicted that the threat of Republic Pictures' president, Herberet Yates, that he might begin getting out of theatrical production would never materialize. According to these spokesmen, Republic will never be able to resist the temptation of the quick pay-offs possible in motion pictures as compared to TV film. They saw Yates' statement at the stockholders meeting Tuesday as a tactic to get exhibitors excited about their relationship with a major supplier of pictures.

On top of this was the sharp criticism from the Theater Owners of America to the effect that if Republic had gotten with the big-picture trend its theatrical distribution might have fared better.

Another factor is that however lucrative Republic has found the TV distribution of its older features, this was a contracting field, since the studio would get into heavy re-run payments if it tried to put any of its post-1948 pictures into TV.

Nevertheless, the stockholders meeting made clear that whether or not Republic stays in the theatrical business, the firm was as bullish as you can get about TV.

As a TV film operation, Republic will probably undergo some basic re-organization in the coming (Continued on page 48)

## 56 Bands to Sub Gleason For Summer

NEW YORK, April 9.—Jackie Gleason Enterprises has the task of booking no less than 56 bands over the summer. That's the number it needs for the program it plans as summer replacement for Gleason's regular show on CBS-TV, Saturday, 8-9 p.m. Each week's stanza of the still-untitled summer show will have four bands, and it runs for 14 weeks. Paul Whiteman will be the permanent emcee.

The roster for the first installment, June 25, is Xavier Cugat, Stan Kenton, Steve Gibson and the Red Caps, and a band fronted by Whiteman.

# NEWS IN BRIEF

### PEABODY AWARDS ARE ANNOUNCED . . .

Winners of the 1954 George Foster Peabody Television Awards, which will be presented for different categories next week (20), are: ABC's John Daly, news; NBC's George Gobel, entertainment; CBS' "Adventure," education; ABC's "Disneyland," young people's programming; CBS' "Omnibus" and "The Search," special awards; National Association of Manufacturers' "Industry on Parade," national public service; WJAR-TV, Providence, for its coverage of Hurricane Carol, regional public service.

### FIRST-QUARTER SALES OF WRC, WRC-TV UP 32.2% . . .

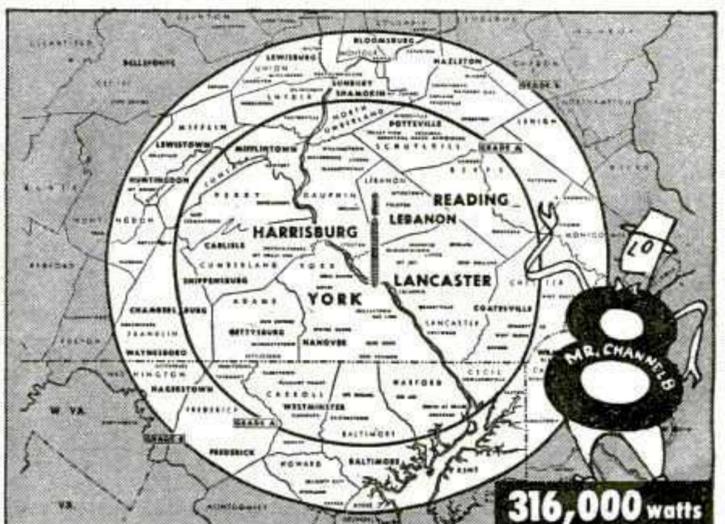
NBC's Washington stations, WRC and WRC-TV, report that net time sales for both stations in the first quarter of 1955 were 32.5 per cent higher than for the same period last year. NBC's vice-president, Carlton D. Smith, general manager of both stations, noted that 1955's first quarter was the best in the history of WRC-TV, which has been telecasting on Channel 4 since 1947.

### FCC BITNER GRANTS INVOLVE \$3,000,000 . . .

Close to \$3 million was involved last week in the Federal Communications Commission's grant of a two-part application by H. M. Bitner Jr., president of Consolidated Television and Radio Broadcasters, Inc., Minneapolis. Part one of the grant gave control of WTCN-TV, Channel 11, Minneapolis, to Bitner, transferring from the Minnesota Television Public Service Corporation, with payment at \$1,730,000. Part two called for surrender by WMIN-TV of its share of broadcasting time to Bitner for a price of \$1,200,000, as stated in the application.

### 'RANGER' AND 'RIN' TO STAY WITH ABC . . .

ABC-TV this week successfully fought off CBS-TV's efforts to lure General Mills' "Lone Ranger" series into its 7:30-8 p.m. camp next fall. The bankroller is understood to have decided to stay with his ABC-TV time slot. Nabisco, similarly, last week scorned CBS-TV's blandishments to shift its "Rin Tin Tin" series from ABC to CBS.



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

NETWORK REVIEWS

Kent's 'Appointment' Is Good, Should Be Kept

By GENE PLOTNIK

After a rocky transition in this time slot, Kent cigarettes appears to be in for smooth riding. For years the sponsor had done well in this period with Goodson-Todman's "The Web." Then, last spring, Kent got the craving for a classier show. Screen Gems filmed "Father Knows Best" was selected, and tho everyone who saw it liked it, not enough bothered to look. So after 26 weeks "Father" is out (resold to Scott Paper), and Talent

Appointment With Adventure (TV) Cast: Louis Jourdan, Claude Dauphin, Mala Powers, Script, Newton Meltzer, Sets, Larry Eggleston. Producer-director, Robert Stevens. Executive producer, David Susskind. Produced by Talent Associates. Sponsored by P. Lorillard for Kent Cigarettes thru Young & Rubicam.

(CBS-TV, 10-10:30 p.m., EST, April 3.) Associates' live "Appointment With Adventure" is in. "Appointment" is probably costing Kent about \$10,000 a week less than "Father," but every indication is that it will be a first-class production. The first installment, titled "Minus 3,000," had an attractive cast, a highly realistic setting and a tense, tho sometimes ambiguous, script. It dealt with speleology, the

La Garson Suffers In Aged 'Reunion'

Producer's Showcase (TV)

Cast for "Reunion in Vienna": Producer, Fred Coe. Guest producer, Jean Dalrymple. Director, Vincent Donohue. Sets, Ter-Antunian. Cast: Greer Garson, Brian Aherne, Peter Lorre, Robert Fleming, Cathleen Nesbitt and others. Presented by the Ford Motor Company and RCA thru J. Walter Thompson and Kenyon & Eckhardt respectively.

(NBC, 8-9:30 p.m., EST, April 4.) Greer Garson's TV debut on "Producer's Showcase" was something less than auspicious. For one thing, the vehicle, "Reunion in Vienna," was rather dated. For another, she did not have the ability to project the rather difficult role satisfactorily. The play is a TV adaptation of a Robert Sherwood play which was produced on Broadway 24 years ago.

It is a dramatic elaboration of the struggle between romantic and mature love. Elena, the former flame of Rudolph Von Hapsburg, is married to a rather practical psychiatrist. A reunion of the former Austrian nobility throws her into Rudolph's aching arms again, and she must decide whether she wishes to sacrifice her home and her husband for one final fling.

Rudolph, of course, does everything to tempt her. His tactics range from melting her with Strauss waltzes to crashing her home. Sherwood worked out a tongue-in-cheek ending which allows her to have her cake and eat it.

Coy Style

Much of the script is played in a rather coy, unappealing style, tho it is not meant to be. It gives the feeling of much ado about nothing, and that fully grown adults should not act like children. Some of this resulted from the acting and some because today's tastes are different from the era when it was first presented.

Miss Garson seemed to have the most difficult job projecting the romantic side of her nature. It was all done with the writer's words rather than with a manner. Brian Aherne looked like an Austrian Boy Scout in his costume and occasionally lapsed into overcuteness. As the husband, Robert Fleming was most believable. The rest of the supporting cast, headed by Peter Lorre and Cathleen Nesbitt, was uniformly good.

The RCA commercial by Vaughn Monroe was a take-off on Mickey Spillane and not effective. Its pitch was too obviously pulled in. The Ford commercial used a cartoon character called the professor. It was too long, but satisfactorily explained many of the auto's virtues. Leon Morse.

fancy word for cave exploring. The program followed the two depth experts, Louis Jourdan and Claude Dauphin, on their train ride to the Pyrenees, searching for a cave opening to go down into the bowels of the earth. With this simple progression tension was created when Jourdan tells Dauphin's young wife, played by Mala Powers, that he loves her and will do anything to get her. As soon as they were underground, Dauphin revealed to his partner he knew what he was plotting.

While Miss Powers anxiously waits, hours and then days pass with no word from them. Newton Meltzer's script took great pains to keep the audience informed of how much time had passed, which resulted in some awkward, radio-type dialog. The ending, with the two men dragged out, disclaiming any intention of violence, was like nonchalantly spilling a bowl of cold water on your guest's rug.

But against these shortcomings was a remarkably exciting performance from Miss Powers, entirely different from her drab ingenue roles in the movies, and impressive film backgrounds of mountains, rocks and rushing streams.

Jourdan and Dauphin turned in their usual suave and charming performances.

'Omnibus' Adaptation of 'Iliad' Superior Job

Omnibus (TV)

(CBS-TV, Sunday 3, 5-6:30 p.m., EST, Caught again.)

Last Sunday's "Omnibus" spotlighted another laudable experiment in off-beat programming—a 90-minute adaptation of Homer's epic poem "The Iliad"—thereby further strengthening the network's contention that commercial TV can do a superior job of packaging educational entertainment on a consistent basis.

A live TV presentation of a Homeric work is necessarily limited, in the sense that it really takes a top-budget, large-screen motion

picture to do full justice to "The Iliad's" Olympian pageantry. Consequently, it wasn't surprising that the Omnibus version (adapted by Andrew K. Lewis) was most impressive when the action centered about intimate scenes of dramatic tension; and least convincing when it attempted to reproduce battle scenes during the 10th year of the siege of Troy.

The Homer legend was skillfully cut down to TV size, with Michael Kane's perceptive narration weaving in and out of the various scenes to convey a considerable measure of the great work's stature. Emsee Alistair Cook also helped clarify the rather complicated story-line by sketching in a brief outline of action to come before each of the three acts.

Acting Tops

Thesping was excellent throat, tho some scholars may quarrel with individual interpretations of character. For instance, Paul Sparrer, who gave a standout performance as Achilles, portrayed the warrior as a sensitive, complex, almost effete type, rather than the powerful demi-god of mythical history. Michael Higgins was fine as the Trojan leader Hector in a more traditional characterization, while Phyllis Hill was a sympathetic Helen, and Alexander Scourby (as Odysseus), Frederick Rolf (as Priam) and the rest of the cast (50 in all) turned in superior performances.

Gene Cines' original music-scored for harp—evoked exactly the right mood to convey the lost magic and legendary glory of antiquity. June Bundy.

Jackson TV Stint Tops Radio Effort

Mahalia Jackson Sings (TV)

Cast: Mahalia Jackson, the Jack Haloran Quartet, and Studs Terkel. Director, Dick Liesendahl. Producer, Chuck Strother. Executive producer, Les Weinrot. Sponsorship, multiple.

(WBBM-TV, Chicago, 10:30 to 11 p.m., CST, April 3.)

Gospel singer Mahalia Jackson, who recently lost out on a CBS radio network deal, came back strong in a local TV attempt, so much so, in fact, that it appears her TV efforts are far beyond her radio presentation and may well land her a network TV spot. The local show, one half hour on Sunday and another half hour on Thursday, already is supposed

NON-NET FILM REVIEWS

Buffalo Jr. Cooks Up a Good Western Stew

By JACK SINGER

All the standard ingredients that make for good, commercial kiddie Westerns have been neatly poured into "Buffalo Bill Jr.," the latest entry into the field. Mars Candy is spot booking the stanza on 112 stations, with Brown Shoe as the alternate-week bankroller.

Starring Dick Jones in the title role, the show accents action. In

Buffalo Bill Jr. (TV Film)

Cast: Dick Jones, Nancy Gilbert, Harry Cheshire, William Fawcett, Julian Rivero, Bill Kennedy, Mauritz Kennedy, Terry Frost, Mike Ragan. Producer, Louis Gray. Director, George Archibaud. Writer, Paul Franklin. Executive in charge of production, Armand Schaefer. Music editor, Erma E. Levin. Produced by Flying A Productions. Sponsor, Mars, Inc., thru Leo Burnett.

(WCBS-TV, New York, 5-5:30 p.m., EST, April 2.)

addition, it has two identifiable characters in the youthful hero and his kid sister, besides the

to have the attention of the CBS brass in New York. The show is tops from start to finish, and is highly impressive because of the odd camera and audio technique. The camera presents almost all head shots. The background never varies, remaining a solid black with the exception of highlights directly surrounding the star.

Studs Terkel, who never appears on the screen, does the narration in good taste as well as descriptive sidelights on the whys of gospel music. Some of the typical numbers presented by Miss Jackson are "Rusty Old Halo," "Lord's Prayer," "You'll Never Walk Alone" and "Joshua Fit de Battle of Jericho."

This show definitely has plenty of appeal for viewers of all types and ages. The music, altho aimed primarily at religious lyrics, contains the typical gospel music beat which is very listenable and relatively light in tempo. To top it all off, Mahalia Jackson is a personality that presents a wealth of appeal by way of her style which mingles emotion with joy in an exhilarating manner. Steve Schickel.

familiar Wild West gun-toting era as a setting and clearly defined cleavage between good and evil. The episode viewed, tho not lacking in fist fights and gun battles, was noteworthy for the absence of violent death.

This week's stanza concerned itself with Buffalo Bill Jr.'s activities to foil a villainous gang bent on preventing an honest railroad builder from constructing a badly needed railroad thru the territory.

The fast-moving script was well produced with an eye toward emphasizing outdoor action.

Offbeat Melo Filed In 'Paris Precinct'

Paris Precinct (TV)

Cast for "The Convict": Louis Jourdan, Claude Dauphin, Andre Kramer, Howard Vernon, Clement Harari, Yves Brainville and others. Producer, Andre Hakim. Director, Charles Haas. Script, William Robson. Presented by Shulton, Inc., thru Wesley Associates.

(WABC-TV, New York, 10:30-11 p.m., EST, April 3.)

"Paris Precinct" should be of interest to melodrama fans looking for something offbeat. The show, whose material is taken from the files of the Paris Police department, brings an unusual setting to TV. It's exteriors of the French capital are unusual and authentic.

The program viewed, "The Convict," in addition, had enough action-laden sequences to satisfy the blood and thunder video cognoscenti. Rooftop chases, bar fights and other assorted plot-action devices kept the show moving along at a fast clip. The story was about a convict who escapes from jail and seeks vengeance on detectives, Bolbec and Beaumont, the team responsible for his incarceration. They, in turn, take up the chase to its unhappy conclusion for the psychopath.

The script was well acted by the supporting cast as well as the leads. Both Louis Jourdan and Claude Dauphin, the lead handled their roles convincingly. Among the other actors, Andre Kramer was an interesting menace.

Shulton's commercials for its Old Spice men's products were delivered smoothly by Jourdan. Its commercials for its Desert Flower hand lotion was filmed. It was chi-chi in its appeal but did not quite come off. Leon Morse.

Ames Bros. Flop in Attempt at Comedy

The Ames Brothers (TV Film)

Cast: The Ames Brothers. Script, Sloan Nibley. Conductor, Harry Geller. Director, Jack Baker. Producer, Bill Ficks. Produced by Revue Productions. Sponsored by Royal Crown Bottling Company thru BBD&O. (WABD, New York, 6:30-6:45 p.m., EST, April 8.)

The Ames Brothers are what is known in the music business as a "sight act," meaning that while they sing they keep moving, mostly with abstract gestures, occasionally with comic bits of business. This makes them ideal for a dinner time show, since they are moderately interesting to the eye while pleasing to the ear.

Their quarter-hour film series, which Royal Crown Cola is spot booking on 190-odd stations, would be okay if it just gave a TV version of their record and nitery work, with smooth continuity in between.

But in their second installment this week, the Ames Brothers try to work like the Ritz Brothers. This might have been all right if they'd had material worthy of those funny comics. But the 10-minute situation comedy they did between their two songs was very unfunny.

The mid-show commercial was done by Joan Benny, daughter of Jack. It made a cute play on Jack's famous foibles. For instance, part of the pitch was done over the pay phone in the Benny home. But pretty Miss Benny's reading was disturbingly stilted. Gene Plotnik.

NEW TV FILM RELEASES

'Alarm'

Producer, Roland Reed. Executive producer, Guy V. Thayer Jr. Director, Lewis R. Foster. Photography, Walter Strange. Teleplay, Arthur Hoerl. Cast: Richard Arlene, Chick Chandler, Dick Simmons, Howard Negley, Fred Easter, Byron Foulger, Dian Fauntell, Beverly Washburn. Number completed, 1.

"Alarm" is a fire department documentary that uses many of the same techniques as "Dragnet." It was made with the co-operation of the Los Angeles Fire Department and has the technical flavor of authenticity.

Pilot deals with the efforts of the arson squad to run down a firebug who has been setting blazes thru-out a neighborhood. After a number of false leads peter out the perpetrator is discovered when he makes a slip. Bob Spielman.

'Holiday in Rhythm'

Producer, V. E. Ellsworth. Director, Dave Monahan. Stars, Margaret Whiting, Page Cavanaugh Trio. Number planned, 39. Number completed, 6.

Mercury-International's new musical is a showcase for songstress Margaret Whiting and, as always, Miss Whiting is easy to listen to. Page Cavanaugh trio provides accompaniment.

Concept of the series is for each episode to be laid in a different vacation spot of the world, the opening taking place in Mexico, and as such it might be a good vehicle for an airline or travel agency to pick up for sponsorship. Production appears above average for musicals. Human interest is injected by having Miss Whiting address her songs to a wide-eye!

Mexican boy who attaches himself to her and refuses to be shoed off by a sort of mild heavy. Bob Spielman.

'Mr. Tutt'

Agent, William Morris Agency. Produced by Winston O'Keefe for Desilu Productions. Executive producer, Desi Arnaz. Director, Jerry Thorpe. Writers, Ellis Marcus, Harold Swanton. Photography, Robert De Grasse. Stars, Walter Brennan, Olive Blakney, Harry Harvey Jr. Number completed, 1.

"Mr. Tutt" is a warmhearted drama that might be termed a mild situation comedy, but avoids its obvious slapstick and buffoonery. Taken from The Saturday Evening Post stories, it deals with the cases of a mellowed but clever attorney who usually gets what he goes after, tho at times his designs may be somewhat obscure.

The gentle satire of the law profession that the picture engages in is both pleasant to the eye and ear. The pilot is not a whodunit—tho in the beginning it seems that it's headed that way—and to its credit, the situation that is created is far more interesting than the obvious would have been. The production is first rate, and the cast is excellent. Bob Spielman.

Wrong Number

Distributor, Unjer & Marten. Producer-director, John Christian. Stars, Luther Adler and John Conte. How selling: national or regional. Number planned: 26. Number currently completed: 1. When available: September 1.

"Wrong Number" will be a dramatic anthology with a fixed gimmick. Whether the individual stanza is a mystery, comedy or romance, the plot will always hinge

on the dialing of a wrong number. Luther Adler introduces the pilot film in a spookey, "Lights Out" style, with a spot focused on his eyes. The pilot script is a mystery in which the real murderer tips his hand by accidentally calling a number when the patsy just happened to be at the receiving end.

This is movie producer John Christian's first TV venture. He made this film in New York on a budget of \$11,700. Gene Plotnik.

Stars of the Grand Ole Opry

Distributor, Flamingo Films. Producer, Al Gannaway. Director, Richard Kahn. Stars: Jimmy Dickens, Roy Acuff, Webb Pierce, Ernest Tubbs, Minnie Pearl, Cowboy Copas. How selling: syndication. Number planned: 78. Number currently completed: 39. When available: immediately.

This is a TV version of the 30-year-old radio show that has become an institution in the field of country music. It was filmed in color at the Ryman Auditorium in Nashville, the long-time home of this big show. It probably has more acts per half hour than any other show on TV.

Tho all in the country style, there is almost every conceivable type of variety act: straight singers, comics, ensembles and dancers. They work on a crowded stage in front of a live audience and move on and off in quick order so that there's never a dull moment. The series has a stable of emsees. On one stanza it was Little Jimmy Dickens, who sang ballads, played straight man and even danced a little. Generally, the TV show is just the way ole "Opry" fans would want it. Gene Plotnik.

## THE BILLBOARD SCOREBOARD

### • Top 25 Vidfilms Among Teens and Their Pulse Multi-Market Ratings

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

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

Rank Order	Title and Distributor	Teens Per 100 Homes	Avg. Feb. Rating
1.....	Cisco Kid (Ziv-TV)	34	19.5
2.....	Life of Riley (NBC Film)	33	16.2
3.....	Corliss Archer (Ziv-TV)	28	12.3
4.....	International Police (NTA)	27	6.8
5.....	Eddie Cantor Show (Ziv-TV)	26	13.9
5.....	Dick Tracy (Combined TV)	26	6.2
5.....	Space Ranger (MCA-TV)	26	8.9
8.....	Superman (Flamingo Films)	24	17.1
8.....	Wild Bill Hickok (Flamingo Films)	24	18.1
8.....	Annie Oakley (CBS Films)	24	17.5
11.....	Death Valley Days (Pacific Borax)	23	13.9
12.....	Amos 'n' Andy (CBS Film)	22	11.8
12.....	Flash Gordon (UM&M)	22	9.4
12.....	Follow That Man (MCA-TV)	22	5.5
12.....	Secret File, U. S. A. (Official Films)	22	10.1
12.....	Victory at Sea (NBC Film)	22	5.8
12.....	The Visitor (NBC Film)	22	5.4
12.....	Foreign Intrigue (Sheldon Reynolds)	22	9.5
12.....	Kit Carson (Coca-Cola)	22	10.8
20.....	Badge 714 (NBC Film)	21	16.7
20.....	China Smith (NTA)	21	3.9
20.....	Joe Palooka Story (Guild Films)	21	5.6
20.....	Ramar of the Jungle (TPA)	21	12.4
20.....	Range Rider (CBS Film)	21	15.9
25.....	Boston Blackie (Ziv-TV)	20	12.5

## AUDIENCE BONANZA

### Western Stripping Pays Big for CBS

NEW YORK, April 9.—CBS TV Film Sales is cashing in on stations' daytime stripping of its Westerns. The film distributor has made 10 new deals with stations to buy 52 half-hour segments of either Gene Autry, "Range Rider" or both, and to program them across the board in the afternoon.

The first station to get results with the Westerns this way was WBBM-TV, Chicago, which slotted Autry in the 5:30-6 strip. The results were striking. Autry was the top rated daytime show, according to one service. WBBM-TV is now slotting "Range Rider" back to back with Autry.

KGUL-TV, Houston, next bought "Range Rider" for daytime. It found that its share of audience increased from 22 per cent to 67

per cent, and its rating skyrocketed to 27. Other stations which have bought the package are WTOP-TV and WTTG-TV, both in Washington, the former having bought "Range Rider" and the latter, Autry. Among the other buyers of the Westerns are WABC-TV, here, which will program Autry beginning this summer, KNXT Los Angeles is a "Range Rider" customer, as is WCAU-TV, Philadelphia.

KOVR-TV, Stockton, Calif., has bought Autry, and so has WILK-TV, Wilkes Barre, Pa. KFJZ-TV, Fort Worth, has bought both shows for its daytime viewers.

The stations obviously get a good deal because of the large amount of re-running they have to do with the Westerns. But there seems to be an unusually large audience for such programming, most of whom obviously did not catch them when they were programmed in the evening.

### Ziv-TV, Other Firms Prep New Series

HOLLYWOOD, April 9.—Led by Ziv-TV's pre-production work on "Highway Patrol," several new TV film shows went into various states of production this week.

Ziv's series will feature Broderick Crawford, and will reportedly be produced by Vern Clark, formerly head of commercial production at California Studios.

Irish McCalla was signed by producers William and Edward Nassour to star in "Sheena, Queen of the Jungle," production on which will get under way in two weeks. Program is for ABC syndication.

Parker-Rodgers began filming the first of "The Tracers" series, based on the work of the missing persons tracing organization, inking Mark Scott to act as narrator. Shooting on the new Ben Blue teleseries, featuring Phyllis Coates

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## STRETCHING THE BUDGET

### Alternate-Week Sponsorship Trend Grows in Video Film

NEW YORK, April 9. — The alternate week sponsorship, already thoroughly entrenched on the networks, is becoming increasingly popular in syndicated TV film. It really started a year ago with a couple of large regional deals.

At that time Canada Dry bought "Annie Oakley" alternate weeks, with CBS TV Film Sales picking up the other sponsors locally. Also, Carter's and Schwyder Brothers bought Ziv-TV's "Mr. District Attorney" together in over 30 markets.

For a long time smaller sponsors were not sensitive to the advantages of the alternate week buy. And the film distributors were not particularly encouraging it because of the greater sales effort needed as well as the administrative complications.

#### Growing Trend

But during the past several months, alternate week deals have increased steadily. Virtually every distributor acknowledges that it is a growing trend, tho they're still out to get that firm 52-week deal with a single sponsor wherever they can.

On the one hand, there is Ziv-

TV, which denies that it is interested in alternate week sales, but which is perfectly capable of making such a sale when it gets the chance. Aside from the "Mr. D. A." sale a year ago, it is understood that Ziv's sale of "Science Fiction Theater" to Bromo Seltzer depended on its getting alternate sponsors in many of the markets. Apparently, Ziv was able to find another buyer in every city that Bromo requested.

On the other hand, there is the distributor who frankly admits that he's all out for alternate week sales. This one wishes there were some

kind of a clearinghouse thru which advertisers looking for such deals could register their intentions so that it would be easier to join the two potential partners together.

#### Co-Buyer

The major stumbling block for the distributor is finding the appropriate co-sponsor. Occasionally the station is willing to buy the alternate week at a sustaining rate pending its finding of a co-sponsor.

On rare occasions, the first sponsor will undertake to find the co-buyer. But in most instances it's the distributor's job. And it's usually a touchy problem to find an advertiser whose product is neither similar to the first buyer's nor antagonistic to it.

#### Wide Exposure

There are known to be a number of national advertisers either on the prowl for alternate week deals on film shows, or at least amenable to the idea. In these situations, the main reason for wanting to go only every other week is that they want exposure over a wide area, and their budgets allow them to go either broad or deep but not both.

Among the advertisers believed to be potential film customers on an alternate week basis are Green Giant, Star-Kist Tuna, Maytag, Amman and Rival Dog Food. The last named usually buys its shows from stations rather than going right to the film distributors.

Such buys are now all but a standard practice in large and small markets for both large and small sponsors. For instance, in Huntington, W. Va., Borden's and Martha White flour have linked together to buy Flamingo Films' "Stars of the Grand Ole Op'ry."

#### Spread Budgets

The motivation for alternate week buys in syndicated film are essentially the same as on the networks: to spread their budgets fur-

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## EXPERIMENT IN FOREIGN FILM SEGS BY KCOP

HOLLYWOOD, April 9.—KCOP, Los Angeles indie TV station, within the next two or three weeks will begin an experiment in foreign pic programming by using films in their original form without English dubbing or subtitles.

According to station program director Al Flanagan, several hundred top-notch properties are available. Quality Films Prexy Charles Weintraub handling negotiations. Show will be titled either "Continental Art Theater" or "World Art Theater," and will be slotted Saturday or Sunday night.

The station will aim at the highbrow and foreign-born audiences with the pix, Flanagan reports. Brief summaries of the storyline will be given in English at the beginning of each film, with commentary added as necessary as the show progresses. Actor Kurt Krueger, a linguistic expert, is being sought as narrator.

## RERUN PAIR

### 'Halls of Ivy,' Milland Are Candidates

HOLLYWOOD, April 9.—The Ray Milland Show and "Halls of Ivy" will both probably be available for syndication next season. Tho the cancellation of the shows had been anticipated (Billboard, February 12), it was not until this week that GE definitely axed Milland, while International Harvester called it quits on "Halls of Ivy," which still has, however, until October to run.

GE at first tried to find another time slot for Milland—he's been bucking Groucho Marx—but was unable to do so. Milland himself has been in favor of calling it quits at the end of this year, both the weekly acting grind and the residual possibilities having a part in this decision. There are 78 half-

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## Ziv Seeks National 'Underground' Sales

HOLLYWOOD, April 9. — Ziv-TV, the acknowledged leader in film syndication, is making a concerted tho quiet effort to sell one of its new properties nationally. Tho Ziv manages to kick off every one of its new releases with a couple of

large regional deals, it has never had a national sale as long as it has dominated the syndication field.

The show which Ziv is reported to have pitched to the networks on a non-exclusive basis is titled "Underground." Produced in England, it stars John Loder in the role of a British intelligence agent. So far, it is only in pilot form.

For more than a year now, every syndication outfit has been trying to operate on the national level with its new properties. Television Programs of America, MCA-TV, and Screen Gems have had considerable success playing both sides of the fence.

#### National Pitch

Ziv too has recognized the need of nabbing a national deal when it

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## NATS Seeks Establishment Of Indie and Non-Affil Web

NEW YORK, April 9.—National Affiliated Television Stations, Inc., set up three weeks ago primarily to help struggling UHF and VHF stations, has shifted its policy so that it now is aiming towards the establishment of a strong network of independent, non-affiliated stations, it was learned here this week.

Tho the idea of aiding needy UHF and VHF outlets has not been abandoned, NATS' new approach to the problem is to help these stations thru the formation of a strong network, the mainstay of which would be the established independent stations.

The firm, which was launched by General Electric and National Telefilm Associates (The Billboard, March 26), started preliminary talks this week with stations considered prime prospects for membership in NATS. The drive to sign up stations is being spearheaded by Berman Swartz, secre-

tary-treasurer of NATS, and Glenn Lord of General Electric.

#### Five Activities

NATS' plan of aid to its stations has been slightly amended so that it now consists of the five following activities, any or all of which will be provided to member stations:

1). NATS will act as national and/or regional sales agent for the NATS member stations as a group. By this method, which embodies the network concept, NATS would bring each station advertising revenue that the station's national spot rep would not be able to get on its own.

2). NATS would loan needy member stations money for operating expenses, but not to pay off debts.

3). NATS would act as film buyer for its member stations, obtaining films not only from NTAS but from other distributors as well. These films would be made available to NATS members at terms

lower than they could get were they to deal with distributors on their own.

4). NATS would send out teams of management experts who, after studying each station's situation, would advise stations on how to operate efficiently and profitably in the local sales, programming and managerial spheres.

5). NATS would send teams into each market to put into effect local giveaway promotion schemes, similar in nature to NTAS' "Tic Tac Toe." These promotions, which would cost the station nothing, would be for the dual purpose of selling spots to local merchants and to build up audiences for the station.

#### Payment

In return for these various aids, NATS will be paid in the following ways: 1). it would get from its member stations a service fee, individually negotiated with each

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## International Gets Exclusive On T. Rangers

AUSTIN, Tex., April 9.—Exclusive rights to produce a series of films for television based on actual cases of the famed Texas Rangers was awarded the International Television Productions of Houston and New York. Tom Hudson heads up International Films.

Filming of the series is expected to start within the next 60 days, with completion set for September or October.

'FICTION' NO QUICKIE

Ziv Series Result of Full Year's Work

Continued from page 1

they had the right kind of show. The question then was when to release it?

Meanwhile, thru the fall science continued to hog space in newspapers and magazines. The mounting public excitement over high-altitude rockets, guided missiles, anti-polio vaccine, artificial diamonds and other signs of progress impelled Ziv toppers to the conclusion that the sooner they could get their "Science Fiction Theater" on the air the better.

At that moment, the Eddie Cantor show was just going on sale, scheduled for a January debut. The earliest practical release of "Science Fiction" would clearly be in February, for an April debut.

Ziv's sales promotion staff in Cincinnati was alerted to start work on presentations and merchandising tie-ins for the new show. Top sales execs began screening the pilots at the major ad agencies here. The casting director began summing grim-faced, intelligent looking performers who would be recognized and liked by the public. And in December the studios began full scale filming.

Mid-January

In mid-January, with six episodes completed, Ziv's 70-odd salesmen flocked to the company's three big offices, in New York, Los Angeles and Cincinnati, for four-day meetings. Every Ziv show is kicked off with one of these sales clinics, with President John Sinn and Sales Vice-President Bud Rifkin usually getting to all three offices within the week.

The men are shown the films, the sales presentations, the promotion material. They are given a complete briefing on the main sales points and the main types of sponsor prospects. In all, it's virtually a sales training course on this one property.

In the ensuing weeks, the orders began coming in. Large multi-city sales were made to Olympia Beer,

Emerson Drug and PictSweet Food.

And this week, the show finally went on the air, with 10 episodes already completed and sales made in 125 markets, including all of the top 60.

Meanwhile, at the Ziv-TV Studios in Hollywood, this same cycle of development has already begun on Ziv-TV's next show, as well as the next and the next. But a top Ziv official said this week that as of the moment they had not decided which of a number of possibilities would be their next release. And the possibilities are being kept top secret.

ABC Releases 'Doug' for Synd.

NEW YORK, April 9. — ABC Film Syndication this week released its newly acquired "Douglas Fairbanks Presents" series for syndication. The stanza, sponsored by Liebmann Breweries in some 12 markets, is available for first-run sale in over 250 other markets.

Among the merchandising material ABC Film is offering is a special printed shopping list, which provides space for consumers to note down their shopping needs.

Sponsors can imprint the name of their own product on this list, which consumers can take to market with them.

"Douglas Fairbanks Presents" makes the fifth series that ABC Film is currently syndicating. The others are "Passport to Danger," "Racket Squad," "The Playhouse" and "Kieran's Kaleidoscope." Two more properties, "Sheena, Queen of the Jungle" and "Life Can Be Beautiful" are in early stages of production.

TROUBLE BREWS

NARTB Likely To Take Stand Vs. Fee Tele

WASHINGTON, April 9. — The National Association of Radio and Television Broadcasters is edging closer to a formal answer on the stormy fee TV question. That answer is likely to be: Let commercial TV remain free.

The NARTB's position on the TV issue is expected to remain open to controversy within the organization for weeks to come, no matter what emerges from the TV Board's session.

The issue may develop into one of the hottest topics at the NARTB's upcoming May 22-26 annual convention here, even tho the conclave will be held after the Federal Communications Commission's May 9 deadline for filing of briefs on the long-smouldering question of whether commercial subscription TV should be authorized by the FCC.

Also the NARTB's top echelons include some adherents of subscription TV, especially among some UHF-ers, majority opinion in the upper levels is opposed to subscription service.

The prevailing view among the majority appears to be that the NARTB should oppose commercial authorization of fee television in bands now allocated for commercial broadcasting service. The NARTB's position will pack a lot of weight with FCC because of the association's industrywide representation.

The hassle within NARTB will be a stormy one before it is finally resolved. Eugene F. McDonald, president of Zenith Corporation, a former NARTB president and No. 1 proponent of subscription TV, has been openly at odds with NARTB President Harold E. Fellows on the issue ever since Fellows urged the FCC some weeks ago against a quick decision on Zenith's request for an immediate go-ahead on subscription service. When McDonald

(Continued on page 48)

Predict Wild Selling Video Film Season

Continued from page 2

bound to lead to crystal-balling because sponsors can't know what the competition will do. Moreover, they also know that a show can be successful in one time period and a flop in another. Last year, for example, Tony Miner developed "Medic" to compete against "Lucy" and won his gamble. This year, with three pilots on his hands, he is indecisive as to their future, but believes their individuality to be the more important asset.

In the past, the most individual programs have been the biggest hits, as, for example, "Disneyland," and "Dragnet." But CBS veepee Harry Ackerman points out that shows must be good as well as different. His network is attempting to combine a freshness of approach with proven production techniques.

One of the dilemmas of 1955-'56 may be that sponsors may buy different shows and suddenly find similar ones on the air. Both Ziv and TPA are offering series based on "Black Beauty," while TCF-TV will produce "My Friend Flicka." Tho there is some duplication among the 63 dramas—Screen Gems' "Damon Runyon Theater" and King Features' Damon Runyon series—many will have something genuinely different to offer. Good examples are "I Spy," "Mr. Tutt" and "The Mighty O."

In situation-comedy there are

many questions to be answered. Will sponsors continue to back these programs next season after a few bad experiences? Or will they be more interested in proven but old radio and motion picture properties such as "The Goldbergs," "Great Gildersleeve" and "Belvedere"?

There is a distinct trend toward adventure, tho there seems to be duplication in such packages as "Luana of the South Seas," and "Sarong," both starring Dorothy Lamour; and "The Scarlet Pimpernel" and "Three Musketeers," mystery shows, which were a drag on the market last season, are still getting a heavy play, but not as strong as in other years.

Musicals offer everything from Mia Slavanska's ballet to Ina Ray Hutton. Because of their inexpensive production cost, they may prove bargains for fringe time periods. Among the unique program formats are "A Dog's Life" which views the world thru the eyes of a canine, and "Boss in the House," built around babies.

The failure of pilot films to sell in the past is a certain indication that many will fail to find buyers next season. William Morris alone has 40 to 50 pilots on hand from past years. But it's all part of the TV sweepstakes which seems to be building up to bigger prizes each season, and bigger heartaches.

Continued from page 2

Table with columns: PROGRAM, PRODUCTION STATUS, PRODUCER. Lists various TV programs and their production stages and producers.

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THE BILLBOARD SCOREBOARD

TV Film Commercials In Production Since February 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.

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

Table with columns: Advertisers (and show, if any), Products, Agency, How Many, Length in Sec., Type (C denotes Color). Lists various commercial spots and their details.

Westinghouse Block Buying Policy Looms

NEW YORK, April 9. — The possibility of the Westinghouse Broadcasting Corporation getting into a regular block buying policy on TV film loomed this week as Westinghouse's program director, Dick Pack, was getting set for his first TV program clinic.

This is in line with a policy Pack set when he joined WBC last summer. He has already held two radio program clinics. Pack has made a couple of joint film buys for his stations already.

On Tuesday (12), Pack meets with the program and production managers to discuss live programming. And on Wednesday (13), Thursday (14) and Friday (15), top WBC brass are meeting with President Chris Witting at the Sky Top Lodge in the Poconos for policy and planning discussions.

'Jungle's' New Format Drops Macabre Bits

NEW YORK, April 2.—"Jungle Macabre," the quarter-hour animal series, has undergone a slight change in format to eliminate some of the macabre element.

The producer-distributor, Radio & TV Packers, Inc., recently acquired another big library of animal film, much of it in color, and embracing the work of some of the top nature photographers.

The series is now in 12 markets, sales being done by direct mail only.

TPA Names Eells Vice-President

NEW YORK, April 9. — Bruce Eells, sales manager of the Western division of Television Programs of America, was this week elevated to a vice-presidency by President Milton Gordon.

He joined TPA at its inception, and before that was with Ziv-TV.

COMPETITION

Market Fight Looms for 2 Twain Series

HOLLYWOOD, April 9.—Two TV series based on Mark Twain properties will be competing with each other for fall airing within the next couple of weeks.

Filmcraft obtained rights to nearly all of the Twain properties from the Samuel Clemens estate some time ago.

It is rights to these two characters which MCA has acquired for TV filming. Sidney Salkow is directing the show which stars Bobby Clark and Donald MacDonald.

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Vertical list of brands: Ajax, Alkalds, Nabisco, Nescafé, Pepsodent, Pal Razors, Veto Spray, Bond Bread, Purex Corp., Fort Pitt Beer, Ritz Crackers, Westinghouse, Halo Shampoo, Chrysler Corp., Stegmaier Beer, Calso Gasoline, National Shoes, Bonomo Candy, Armstrong Rugs, Barney's Clothes, Campbell's Soups, Rockwood Candy, Old Reading Beer, Minipoo Shampoo, O-Cell-O Sponges, Gold Ribbon Wine, Rayco Seat Covers, P. F. Canvas Shoes, Silhouette Crackers, Canadian Fur Corp., Vaseline Hair Tonic, Manischewitz Wine, American Gas Assn., Toni (South America), Gerber's Baby Foods, White Rose Redi-Tea, Southern N. E. Tel. Co., Betty Crocker Brownies, Gillette (South America), Mutual Savings of Mass., U. S. Treasury Def. Bonds, Betty Crocker Cake Mixes, Cashmere Bouquet Lipstick

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The Billboard's Non-Network ARB Film Ratings

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

This chart is one part of a four-week rating study in which all pertinent data is given for every non-network TV film series currently being shown in markets surveyed by the American Research Bureau.

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

(f), 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 for the top 10 film series in each market, and ARB ratings for those opposition shows are also listed.

For complete information about all film shows and their competition, audience size and composition in each market, please consult American Research Bureau, National Press Building, Washington 4; 551 Fifth Avenue, New York, or P. O. Box 6934, Los Angeles 22.

Table with 4 columns: Rank Among Films, Title (Type) and Distributor, March ARB Rating, Station, Day, Time, Top Opposition & Rating

WASHINGTON 4 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (\* Indicates Non-Network)
1. Producer's Showcase, WRC...58.7
2. You Bet Your Life, WRC...50.5

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing film series with columns: Rank, Title, Station, Day, Time, Rating, Top Opposition & Rating

SEATTLE-TACOMA, WASH. 4 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (\* Indicates Non-Network)
1. Disneyland, KING...59.9
2. Producer's Showcase, KOMO...48.2

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing film series with columns: Rank, Title, Station, Day, Time, Rating, Top Opposition & Rating

ATLANTA 3 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (\* Indicates Non-Network)
1. Producer's Showcase, WSB...53.2
2. Toast of the Town, WAGA...47.3

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing film series with columns: Rank, Title, Station, Day, Time, Rating, Top Opposition & Rating

(Continued on page 10)

CLEVELAND 3 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (\* Indicates Non-Network)
1. Producer's Showcase, WNBK...62.9
2. Jackie Gleason, WKEL...55.4

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing film series with columns: Rank, Title, Station, Day, Time, Rating, Top Opposition & Rating

CHICAGO 4 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (\* Indicates Non-Network)
1. Jackie Gleason, WBBM...57.0
2. Producer's Showcase, WNBQ...56.1

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing film series with columns: Rank, Title, Station, Day, Time, Rating, Top Opposition & Rating

CINCINNATI 3 STATIONS

TOP TEN LOCALLY RATED PROGRAMS (\* Indicates Non-Network)
1. Producer's Showcase, WLW-T...58.3
2. George Gobel, WLW-T...51.2

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing film series with columns: Rank, Title, Station, Day, Time, Rating, Top Opposition & Rating

\$1,000,000

## Lanza Series Out After Vegas Ankle

HOLLYWOOD, April 9. — The conkout of Mario Lanza on his \$100,000 nitery engagement at the New Frontier Hotel, Las Vegas, Nev., has put the skids on a \$1,000,000 TV film deal.

Benhar, Inc., the producing partnership of Ben Hecht and Harry Saltzman, had been pretty set to sign all the papers for a series of 39 half-hour films to be titled "Mario Lanza Sings." It was to be shot in England with the backing of big name symphony and opera performers.

But when the New Frontier canceled the tenor's contract after he failed to show for opening night, Benhar is reported to have thrown up its corporate hands. In the wake of the Vegas fiasco, it is understood, they doubt they can raise the necessarily large financial backing.

## British Video Product to Vie With U. S. Film

NEW YORK, April 9.—American TV film producers and distributors may soon be facing competition in the U. S. from British TV film series as a result of the establishment of commercial TV in England.

Up to now, TV film production in England—other than that carried on by American interests—has been practically non-existent. But with the coming of commercial TV, British film producers are expected to turn more and more towards production of TV films.

Many of these series, tho initially shot for British TV, will probably find their way to the American market, just as British theatrical features have found their way into theatrical distribution in the U. S., according to Ralph Cohn, vice-president and general manager of Screen Gems.

### Outside Markets

Cohn pointed out that film production in England is just as costly as it is in the U. S.; and inasmuch as a British producer will be able to get only a limited amount of money for his series from British TV, he will of necessity have to turn to outside markets, such as the U. S. and Canada, to realize profit from his investment.

Cohn recently returned to the U. S. after a tour of almost two months investigating European TV. Screen Gems is in the early stages of setting up an international operation that will engage both in distribution of American TV film series overseas and production of film shows abroad for the U. S. and foreign markets. Its overseas production would be done by foreign producers working in association with Screen Gems.

Screen Gems' current plans call for it to take on overseas distribution of non-Screen Gems properties, Cohn said.

## Film Distributors To Be at Meet

WASHINGTON, April 9. — TV film distributors will be well represented at the National Association of Radio and Television Broadcaster's upcoming convention here May 22-26.

Film companies schedule to exhibit include: CBS-TV Film Sales, Flamingo Films, General Teleradio, Guild Films, Hollywood TV Service, M.&A. Alexander Productions, MCA-TV, Minot TV, NBC Film Division, National Telefilm Associates, Official Films, Screen Gems, Sterling TV Company, TPA, Unity Television, and Ziv-TV Programs.

## FCA to Offer Golden Rule Prize Winners

NEW YORK, April 9.—The Film Council of America is planning to package the 16mm. films that this week won its second annual Golden Reel Awards and offer them to TV stations as a continuing public service program.

Last year, FCA arranged such a program for just one station, WCBS-TV here. The show, "Golden Reels," had such a good mail response that it was extended from 13 to 26 weeks.

The packaging of the films for stations across the country depends on whether or not enough of the sponsors and producers of the prize winners co-operate. Meanwhile, the winners in 20 out of the 25 award categories are already cleared for TV, many of them on a free-loan basis.

### Winners Listed

The winners that TV stations can now get individually are: In citizenship — "The Stranger" thru the Ford Foundation, free; in economics and business — "Twenty Four Hours" thru New World Productions, free; in education — "The Wisconsin Cleft Palate Story" thru Wisconsin University's photo laboratory, free; in health — "Horizons of Hope" thru Movies, USA, free; in human relations — "And Now Miguel" thru United World Films, for rent; in industrial processes — "Glass and You" thru Association Films, free; in international understanding — "Asian Earth" thru Atlantic Production, for rent; in theatrical arts — "Character Make-Up for Men" thru the University of Minnesota, for rent; in national resources — "The American Flamingo" thru Sterling Television.

Also, in recreation — "Split the Ring" thru Indiana University, for rent; in safety — "Paddle a Safe Canoe" thru Aetna Casualty & Surety, free; in science — "ABC of Jet Propulsion" thru General Motors, free; in visual arts — "From Renoir to Picasso" thru Brandon Films, for rent; in early grade classroom films in the arts — "How to Make Papier Mache Animals" thru Bailey Films, for rent; in classroom films in science — "Five Colorful Birds" thru Coronet Films, for rent; in high school classroom films in the arts — "Chisels and Gouges" thru Sterling Television, for rent; in high school films in science — "Insect Catchers of the Bog Jungle" thru Syracuse University, for rent; in avant garde and experimental films — "Panta Rhei" thru Rembrandt Films, for rent; and in cultural features — "David" thru British Information Services, for rent.

Pending FCA's packaging and promotion of these films, the FCA library at 600 Davis Street, Evanston, Ill., will be able to give TV stations further details such as prices, color, running time and distributors' addresses. All running times are such that they can be cut into a continuing half hour slot.

## GF Renews Roy Rogers

HOLLYWOOD, April 9.—General Foods this week renewed the Roy Rogers show for 18 months, the new contract carrying the series thru July, 1956. Series made its debut in December, 1951.

Production on new films gets under way shortly, with 20 scheduled to be finished by the end of the summer.

## UTP Was Distrib On 'Ruggles' Series

NEW YORK, April 9.—A recent story from Hollywood announcing that Tom Corradine Associates had taken over the distribution of the kine series, "The Ruggles," erroneously stated that National Telefilm Associates had previously handled it.

"The Ruggles" was previously distributed by the now defunct United Television Programs, and before that by TV Exploitations.

## DESTROY RIDES AGAIN—BUT LEISURELY

# New Crop of Adult-Type Westerns Are Due, as Space Operas Fizzle

NEW YORK, April 9.—After a year in which the trade thought it would never see another new half-hour Western show, the oaters are beginning to ride the airwaves higher than ever. Meanwhile, the space shows, which were presumed to have supplanted the Westerns in the kids' taste, have all but disappeared into the beyond.

The reason for the old despair over the Western format was that they had run out of popular heroes. Research clearly showed that it was not the format that sold the kids, but the star. And after Hoppy, Rogers and Autry, the old barrel was beginning to scrape.

Now, by digging further into history, legend and radio, producers have managed to come up with many an attractive gun slinger that they are dying to get not only on the air but into retail stores. They have also sounded their imagination, and come up with a couple of new characters, at least one of which has already struck home.

There's one important new slant in the new crop of Westerns. There's a lot of adult appeal in them. In the days of Hoppy's reign, the black shirt was the bane of every parent. But in days to come, the older folks, who flocked to the theaters for "High Noon" and "Shane," will be able to get such fare at home.

The adult type Western was tried more than a year ago, and flopped. At that time, MCA-TV had a pilot with James Craig titled "The Westerner." When MCA was unable to sell it out in regional deals, it took it off the market. The pilot film was included in the Heinz "Theater 57" series.

The adult interest will focus on such shows as "Wyatt Earp," which ABC-TV has slated for Tuesday, 8:30-9 p.m., "Gunsmoke," which CBS-TV has slated for Monday, 7:30-8 p.m., and "Frontier," on which Worthington Miner has a pilot.

Walt Disney's "Davey Crockett" has already caused a sensation on his "Disneyland" show, and it's also doing big things in records, merchandise and motion pictures.

Everyone who has seen CBS-TV's "Cochise," which the network will slot 7:30-8 one night, says it will be a sensation.

In the past couple of months, two national deals were made on new Westerns. Mars Candy and

Brown Shoe bought alternate weeks of "Buffalo Bill Jr.," a new creation of Flying A Productions which went on the air last week. And Quaker Oats bought "Sergeant Preston of the Yukon," an

old radio hero, for which it has ordered time on CBS-TV.

In syndication too the Westerns are showing new life. The NBC Film Division put Jack Chertok's "Steve Donovan, Western Marshal" on the market, and has been doing brisk business in, of all places, the West. The older shows are also doing well. Flamingo Films in the past week sold "Cowboy G-Men" in four major markets. And CBS-TV Film Sales has hit a bonanza in daytime stripping of "Gene Autry" and "Range Rider" (see separate story).

Meanwhile, pity the poor space heroes. Three of them have gone off the networks this season—Rod Brown, Commander Cory, and Captain Video, leaving only Tom Corbett on NBC-TV. And the two in syndication, "Rocky Jones, Space Ranger" and "Flash Gordon" are, at best, limping along.

### 'MEN OF SKY'

## Warner Set On 2d Video Film Venture

HOLLYWOOD, April 9.—Warner Bros. this week named its new TV film subsidiary Sunset Productions and immediately launched its second TV venture, a half hour aviation series titled "Men of the Sky." Jack Warner Jr., was named production head of the new subsidiary.

The aviation show, to be shot in color, will be written by Vincent Evans, who was bombardier on one of the most famous B-17s in World War II, the "Memphis Belle." The 39-segment series, which will use some official Air Force footage, will be available for a fall debut, but it was not made clear this week who would serve as the sales agent.

Warner's first TV venture is the series of 39 hour-long films which will go on ABC-TV next season, 7:30-8:30 p.m., Tuesdays, under the title "Warner Bros. Presents."

## Guild's 'Mark' Starts April 23

NEW YORK, April 9.—"Brother Mark," starring Richard Kiley, goes into production on April 23 in Munich, Germany. The show is being produced by Marion Parsonet and Sterling Wheeler for distribution by Guild Films.

The series will relate the experiences of a former sophisticate who has turned to religion and now aids his fellow man. Shooting will take place at the Carlton Films Studios.

Meanwhile another Guild-distributed series, "I Spy" goes into production here next Thursday (14). It will feature Raymond Massey as narrator and will be produced by Ed Montaigne. Larry Menkin is editorial supervisor.

## Cott Would Favor Film With WABD

NEW YORK, April 9.—WABD will go heavily to syndicated film after 8 p.m., if, as reported, Ted Cott becomes general manager. Cott is also understood to favor using only kiddie shows from 4 to 8 p.m. on the theory that the kids command the dials until that hour.

Every indication here this week was that Cott, who recently left NBC where he was operating vice-president of the radio network, does have the WABD job. But no confirmation was available.

Cott left early in the week for a Puerto Rico vacation, and Ted Bergmann, managing director of Du Mont, has been in the hospital the past two weeks.

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

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**MCA-TV**  
Film Division

## Gen. Tel. Gets Off Hook on 'Fulton'; 20 Markets Sold

NEW YORK, April 9.—General Teleradio has gotten off the hook on its "Fulton Lewis Jr." show with sales of the stanza to some 20 markets and has given the word to shoot another 13 films.

The firm had been undecided on whether to shoot 26 episodes or to call it quits after 13. But now that the show has been sold in enough markets to realize production costs, the decision has been made to shoot 26. Because of its topical nature, the program has no residual value.

## ATC Syndicates New Golf Series

NEW YORK, April 9.—A new 15-minute TV film series on golf, starring Jimmy Demaret, is being syndicated by Award Television Corporation, headed by Milton Salzburg.

The stanza, tho it's mainly devoted to teaching golf, tosses in a bit of entertainment via brief interviews with famous personalities, among them Bob Hope, Bing Crosby and Ted Williams.

Sales have already been made in 12 American markets and to Export Cigarette Company in Canada for airing thruout Canada. The show was shot in color.

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# TV FILM PURCHASES

By CHARLOTTE SUMMERS

Ziv-TV's "Science Fiction Theater," which will debut next week, has been sold in 109 markets, including the top 60, according to Bud Rifkin, Ziv sales head. Latest sponsors are Genesee Brewing, for Rochester, Utica and Watertown in New York; Tobin Packing, which will co-sponsor with Genesee in the first two of those cities; Continental Oil in Dallas-Fort Worth, and Seiberling Tires in Houston-Galveston.

NBC Film Division sold "Badge 714," series B, to KFBC, Cheyenne, Wyo.; Eugene, Ore., for First National Bank; WSUM, St. Petersburg, Fla., and WSWA, Harrisonburg, Va. "Badge 714," series C, was sold to KTTV, Los Angeles. Station KHOL, Holdrege, Neb., purchased "The Falcon," "Inner Sanctum" and "Life of Riley," series B. NBC's feature films were sold to WDSU, New Orleans, and the "News Review" to WMTV, Madison, Wis.

Other NBC Film Division sales include: "Hopalong Cassidy," series A, half-hour, to KTBC, Austin, Tex., for Austin Meat Company, WMBR, Jacksonville, Fla., and KREV, West Waco, Tex.; "Hopalong Cassidy," in its one-hour version, to KSJV, Elkhart, Ind., and WABC, New York. "Dangerous Assignment" was purchased by KOTV, Tulsa; WFIE, Evansville, Ind., for City Chevrolet, and WSLA, Tampa, Fla., for Lacke Motor, NBC's newest Western, "Steve Donovan, Western Marshal," was sold to Royal Baking Company to be shown over KTVT, Salt Lake City, and "Life of Riley," series C, to KFXJ, Grand Junction, Colo., for Pacific Food. "His Honor, Homer Bell," will be sponsored by Union Pacific over KBTB, Denver, and will run sustaining on KOAT, Albuquerque.

The Continental Baking Company will sponsor CBS TV Film Sales "Annie Oakley" over KSLA, Shreveport, La. The series was also sold to WEHT, Evansville, Ind. CBS News Film was sold to KRNT, Des Moines, and WHBF, Rock Island, Ill. Auevic Spring Corporation will sponsor "Range Rider" over WRGB, Schenectady-Saratoga, N. Y., and the Los Angeles Soap Company will sponsor "The Whistler" over KLRJ, Las Vegas, Nev. Other CBS Film sales include: "Crown Theater" to WJBK, Detroit; "Gene Autry" to KING, Seattle, and "Amos 'n' Andy" to WTAP, Parkersburg, W. Va.

Compton Advertising has renewed sponsorship of WPIX, New York's "Florian ZaBach Show" for its client, Standard Brands. The series is produced by Guild Films Company. KTLA, Los Angeles, purchased first-run and exclusive to the package of 191 "Looney Tunes," from Guild Films.

Sterling Television's "Little Theater" picked up three new sponsors this past week, with Kool Vent Awnings sponsoring the show over WFIE, Evansville, Ind.; Walker Mastin, Inc., over WNAO, Raleigh, N. C. "Gadabout Gaddis" was sold to WVET, Rochester, N. Y., for Judge Motor Company, and the "Paul Killiam Show" to KLRJ, Las Vegas, Nev., for Charleston Furniture Company. "Tales of Tomorrow" will be seen over WTWO, Bangor, Me., for W. T. Grant Company, and "Animal Time" over KPHO, Phoenix, for Arizona Public Service Corporation.

Screen Gems chalked up a renewal on "All Star Theater" from Kreamo Bakers, which is sponsoring the show on WSBT, South Bend, Ind. The firm also sold "Big Playback" to WXEL, Cleveland, and to Harper Bros. for airing on WFBC, Greenville, S. C. "Rin Tin Tin" was picked up by the Heinkel Meat Packing Company for WTVP, Decatur, Ill.

# REVOLVING DOOR

Herbert L. Miller, formerly with Television Programs of America and United Television Programs, has joined NBC Film Division as a sales rep. . . . Preston Foster, star of MCA-TV's "Waterfront," will make a series of personal appearances. . . . Public Relations Film Corporation has just been formed, with Gilbert Comte sitting in the exec veepee's slot. The new company will utilize a research advisory group to help determine their clients' needs. . . . Anthony Z. Landi, executive vice-president of Parsonnet & Wheeler, producers of film series and commercials, left last week for London, Brussels and Munich, Germany, in connection with setting up a production schedule for a forthcoming TV film.

Robert Elliott has been named director of advertising for Mutual and the film division of General Teleradio. . . . The French Ministry of National Defense will use NBC's "Victory at Sea" and "Three, Two, One-Zero" to serve as training films for France's Army, Navy and Air Force officers. . . . Ernie McCulloch, skiing champ, is starting in three half-hour color films on skiing fundamentals, produced by Dynamic Films.

# C. Drake Near On 'Des' Film

NEW YORK, April 9. — John Gibbs this week was close to signing a deal for Charles Drake to star in a new vidfilm series based on Philip Wylie's "Des and Crunch" stories. The series is to be distributed by the NBC Film division and will go into production shortly. It will be produced in Bermuda, the first TV film series to be shot there, except for several pilot films.

Handling physical production for Gibbs will be RKO Pathe, Inc., the Eastern subsidiary of RKO Pictures Corporation. RKO Pathe has some of the crack location cameramen in the East on its staff who are especially proficient in shooting on water, where much of the shooting will be done.

# PRODUCTION NOTES

By BOB SPIELMAN

How to make use of your family in TV is demonstrated by "Waterfront" producer Ben Fox, who's bought his kids cameras, takes them out on weekends to the beach where they all get busy shooting stills of likely locations. Fox avers he's discovered a number of good spots for location shooting that way.

Negotiations are under way between Al Simon and NBC for filming of a pilot titled "The Imposter." Script is now being prepared.

A successful TV show can lead to money in the bank for its stars in more ways than one. Personal appearances have paid off for at least two, George Gobel and Preston Foster. Gobel has drawn grosses of \$16,000, while Foster now reportedly gets a guarantee of \$1,500.

One of biggest drawbacks to doing a TV comedy series, opines Stan Laurel, of the Laurel and Hardy team, is lack of material. Having to do 39 shows a year can kill any writer or performer, thinks Laurel, who says he hasn't done TV for this reason and because until a couple of years ago, it was mostly live, and "live TV makes nervous wrecks out of actors." Hal Roach Studios is dedicating a Laurel and Hardy Park, the pair having made most of their comedies at the studio.

KTTV publicist Rev Winckler is dreaming up a stunt for promotion of "Science Fiction Theater" that may have press agents, including himself, turning blue. Winckler would put out releases scripted in vegetable juice on tortillas so that for the first time "press agents, can really eat their own words."

Desilu's theatrical feature for M-G-M release, titled "Her Guardian Angel," will be filmed in CinemaScope and color. Alexander Hall will direct the Lucille Ball-Desi Arnaz starrer. Richard Widmark will guest on the last regularly scheduled TV program of the season to be filmed next week.

Hal Roach Vice-President Manny Goldstein is of the opinion that if it weren't for TV many of the theatrical picture producing companies would be in bad shape. He points out especially that such firms as Allied Artists and Republic have been reaping considerable revenue from release of features to television.

Lawrence Welk Show, among the top programs in Los Angeles the past five years, may go either network or into film syndication, altho nothing definite is set yet.

Motion Picture Relief Fund is issuing \$1 million worth of bonds, some of which may be offered to the public, to finance a movie museum which would be set up at the old Warner Bros. lot on Sunset Boulevard, now also the site of TV Station KTLA.

William Asher, for the past three years director of "I Love Lucy," has been signed as producer of the new Jane Wyman TV series which Procter & Gamble will sponsor on NBC-TV.

# 'Whiting Girls' Replace 'Lucy'

HOLLYWOOD, April 9.—"Those Whiting Girls" has been selected as the Desilu pilot to replace "I Love Lucy" during the summer hiatus. Other Desilu show under consideration was "Just Off Broadway."

Series, starring Margaret and

Barbara Whiting, is being scripted by Bob Carroll and Madelyn Pugh, and will be produced by Sam Marx. "Lucy" sponsors General Foods and Procter & Gamble will pick up the tab for the summer run.

Series is the first produced by Desilu to replace "Lucy" during the summer. Other replacements, such as "Racket Squad" and "Margie," both produced by Hal Roach Jr., have had great success even after they were shunted into a new time slot in the fall.

Continued from page 8

Rank Among Films	Title (Type) and Distributor	March ARB Rating	Station, Day, Time	Top Opposition & Rating
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## PHILADELPHIA . . . . . 3 STATIONS

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

1. Jackie Gleason, WCAU . . . . . 59.0	6. Two for the Money, WCAU . . . . . 41.5
2. Producer's Showcase, WPTZ . . . . . 53.3	7. Jack Benny, WCAU . . . . . 41.1
3. Toast of the Town, WCAU . . . . . 48.2	7. I've Got a Secret, WCAU . . . . . 41.1
4. Disneyland, WFIL . . . . . 47.9	9. Dragnet, WPTZ . . . . . 40.8
5. You Bet Your Life, WPTZ . . . . . 46.7	10. George Gobel, WPTZ . . . . . 39.6

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. Little Rascals (Comedy), Interstate TV . . . . . 30.8 . . . . . WPTZ—M to F, 6:00-6:30 . . . . . Early Show, 5.3
2. Waterfront (Adv.), MCA-TV . . . . . 27.9 . . . . . WCAU—Su, 6:30-7:00 . . . . . Janet Dean, R.N., 9.7
3. E.Bery Queen (Mys.), TPA . . . . . 19.4 . . . . . WPTZ—Su, 2:30-3:00 . . . . . Various, 3.8
4. Superman (Adv.), Flamingo Films . . . . . 18.4 . . . . . WCAU—M, 7:00-7:30 . . . . . Award Theater, 16.4
5. Foreign Intrigue (Adv.), Sheldon Reynolds . . . . . 18.2 . . . . . WCAU—S, 7:00-7:30 . . . . . Hollywood Detective, 8.5
6. Badge 714 (Mys.), NBC Film . . . . . 16.8 . . . . . WCAU—F, 7:00-7:30 . . . . . Award Theater, 18.8
7. Meet Corliss Archer (Comedy), Ziv-TV . . . . . 16.7 . . . . . WPTZ—Su, 6:00-6:30 . . . . . Omnibus, 12.3
8. Liberate (Music), Guild Films . . . . . 16.4 . . . . . WPTZ—S, 11:00-11:30 . . . . . Ford Playhouse, 12.0
9. Abbott and Costello (Comedy), MCA-TV . . . . . 16.0 . . . . . WPTZ—S, 6:00-6:30 . . . . . Ramar of the Jungle, 5.8
10. I Led Three Lives (Adv.), Ziv-TV . . . . . 15.5 . . . . . WCAU—W, 7:00-7:30 . . . . . Award Theater, 16.2
11. Greatest Fighters (Sports), The Big Fight, Inc. . . . . 14.8
12. Mr. District Attorney (Mys.), Ziv-TV . . . . . 14.1
13. The Falcon (Mys.), NBC Film . . . . . 13.9
14. Stu Erwin (Comedy), NTA . . . . . 12.9
15. Mr. and Mrs. North (Mys.), ATPS . . . . . 12.1
16. †Death Valley Days (West.), Pacific Borax . . . . . 12.0
17. Gene Autry (West.), CBS Film . . . . . 11.8
18. Boston Blackie (Mys.), Ziv-TV . . . . . 11.4
19. Janet Dean, R.N. (Drama), U M & M . . . . . 9.7
20. City Detective (Mys.), MCA-TV . . . . . 9.4
21. Mayor of the Town (Comedy), MCA-TV . . . . . 9.4
22. Hopalong Cassidy (West.), NBC Film . . . . . 9.2
23. Favorite Story (Drama), Ziv-TV . . . . . 9.0
24. Dangerous Assignment (Adv.), NBC Film . . . . . 8.7
25. Wild Bill Hickok (West.), Flamingo Films . . . . . 8.5
26. The Star and the Story (Drama), Official Films . . . . . 7.9
26. Man Behind the Badge (Mys.), MCA-TV . . . . . 7.9
26. Follow That Man (Mys.), MCA-TV . . . . . 7.9
29. Hopalong Cassidy (West.), NBC Film . . . . . 7.3
29. Inner Sanctum (Mys.), NBC Film . . . . . 7.3
31. Drew Pearson (News), U M & M . . . . . 7.0
31. Eddie Cantor (Music), Ziv-TV . . . . . 7.0
31. My Hero (Comedy), Official Films . . . . . 7.0
34. Ramar of the Jungle (Adv.), TPA . . . . . 5.8
35. Ramar of the Jungle (Adv.), TPA . . . . . 4.7
36. Colonel March (Mys.), Official Films . . . . . 4.4
37. Racket Squad (Mys.), ABC Film . . . . . 3.9
37. Call the Play (Sports), Station Distributors . . . . . 3.9
39. Racket Squad (Mys.), ABC Film . . . . . 3.0
40. Ramar of the Jungle (Adv.), TPA . . . . . 1.5
41. Racket Squad (Mys.), ABC Film . . . . . 1.1
42. Racket Squad (Mys.), ABC Film . . . . . 0.9
43. Ramar of the Jungle (Adv.), TPA . . . . . 0.3

## BALTIMORE . . . . . 3 STATIONS

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

1. Jackie Gleason, WMAR . . . . . 61.6	6. This Is Your Life, WBAL . . . . . 45.3
2. Producer's Showcase, WBAL . . . . . 50.4	6. You Bet Your Life, WBAL . . . . . 45.3
3. I've Got a Secret, WMAR . . . . . 48.4	8. Bob Hope, WBAL . . . . . 43.5
4. Fireside Theater, WBAL . . . . . 46.1	9. Disneyland, WAAM . . . . . 43.2
5. Two for the Money, WMAR . . . . . 45.6	10. Toast of the Town, WMAR . . . . . 42.3

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. Superman (Adv.), Flamingo Films . . . . . 31.5 . . . . . WBAL—W, 7:00-7:30 . . . . . News; Changing World, 5.1
2. Cisco Kid (West.), Ziv-TV . . . . . 28.9 . . . . . WBAL—T, 7:00-7:30 . . . . . News; Election Returns, 8.1
3. Ramar of the Jungle (Adv.), TPA . . . . . 28.5 . . . . . WBAL—M, 7:00-7:30 . . . . . News; Our Children, 5.7

Rank Among Films	Title (Type) and Distributor	March ARB Rating	Station, Day, Time	Top Opposition & Rating
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4. Annie Oakley (West.), CBS Film . . . . . 26.1 . . . . . WBAL—S, 5:30-6:00 . . . . . Family Funnies, 4.0
5. Wild Bill Hickok (West.), Flamingo Films . . . . . 23.7 . . . . . WBAL—F, 7:00-7:30 . . . . . News; Family Doctor, 6.4
6. Badge 714 (Mys.), NBC Film . . . . . 20.5 . . . . . WBAL—T, 10:30-11:00 . . . . . Studio 57, 17.9
7. †Death Valley Days (West.), Pacific Borax . . . . . 20.4 . . . . . WMAR—S, 6:30-7:00 . . . . . Willy, 10.8
8. I Led Three Lives (Adv.), Ziv-TV . . . . . 19.9 . . . . . WBAL—W, 10:30-11:00 . . . . . Best of Broadway, 23.7
9. The Whistler (Mys.), CBS Film . . . . . 15.6 . . . . . WMAR—Su, 11:00-11:30 . . . . . Park Circle Theater, 7.0
10. Liberate (Music), Guild Films . . . . . 15.3 . . . . . WBAL—Su, 7:00-7:30 . . . . . You Asked for It, 23.4
11. Mr. District Attorney (Mys.), Ziv-TV . . . . . 14.8
12. Hopalong Cassidy (West.), NBC Film . . . . . 14.3
13. Hans Christian Andersen (Child), Interstate TV . . . . . 14.0
14. Janet Dean, R.N. (Drama), U M & M . . . . . 13.2
15. Colonel March (Mys.), Official Films . . . . . 12.1
16. Stu Erwin (Comedy), NTA . . . . . 11.8
17. Greatest Fights of Century (Sports), Mannie Baum . . . . . 11.0
18. The Falcon (Mys.), NBC Film . . . . . 9.4
19. †Kit Carson (West.), Coca-Cola . . . . . 8.8
20. Cases of Eddie Drake (Mys.), CBS Film . . . . . 8.7
21. Hopalong Cassidy (West.), NBC Film . . . . . 8.5
22. Ellery Queen (Mys.), TPA . . . . . 8.3
23. Dick Tracy (Mys.), Combined TV . . . . . 7.8
24. Flash Gordon (Adv.), U M & M . . . . . 4.3
25. Your TV Theater (Drama), Ziv-TV . . . . . 4.1
26. Call the Play (Sports), Station Distributors . . . . . 3.5
27. Dangerous Assignment (Adv.), NBC Film . . . . . 3.4
28. Your All Star Theater (Drama), Screen Gems . . . . . 2.4
29. Beulah (Comedy), Flamingo Films . . . . . 1.6

## BOSTON . . . . . 2 STATIONS

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

1. Jackie Gleason, WNAC . . . . . 70.9	6. Mama, WNAC . . . . . 48.1
2. Producer's Showcase, WBZ . . . . . 63.2	7. Two for the Money, WNAC . . . . . 44.9
3. You Bet Your Life, WBZ . . . . . 60.0	8. Fireside Theater, WBZ . . . . . 44.6
4. Toast of the Town, WNAC . . . . . 51.4	9. Disneyland, WNAC . . . . . 44.0
5. George Gobel, WBZ . . . . . 48.4	10. Godfrey and His Friends, WNAC . . . . . 43.3

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. Range Rider (West.), CBS Film . . . . . 42.3 . . . . . WBZ—Su, 7:00-7:30 . . . . . Elgin TV Hour, 10.8
2. I Led Three Lives (Adv.), Ziv-TV . . . . . 31.4 . . . . . WNAC—M, 7:00-7:30 . . . . . Terry & Pirates; News, 5.2
3. Liberate (Music), Guild Films . . . . . 25.4 . . . . . WBZ—Su, 3:00-3:30 . . . . . Pro-Basketball, 15.7
4. Ellery Queen (Mys.), TPA . . . . . 24.3 . . . . . WNAC—Su, 10:30-11:00 . . . . . Life Begins at 80, 6.9
5. Wild Bill Hickok (West.), Flamingo Films . . . . . 22.9 . . . . . WNAC—T, 6:30-7:00 . . . . . News; Editors, 6.8
6. Superman (Adv.), Flamingo Films . . . . . 22.9 . . . . . WNAC—F, 6:30-7:00 . . . . . News; Rin-Tin-Tin, 15.4
7. Badge 714 (Mys.), NBC Film . . . . . 22.6 . . . . . WNAC—W, 6:30-7:00 . . . . . News; You & Your Health, 5.8
8. Mr. District Attorney (Mys.), Ziv-TV . . . . . 20.8 . . . . . WNAC—T, 10:30-11:00 . . . . . Eddie Cantor, 10.2
9. Boston Blackie (Mys.), Ziv-TV . . . . . 19.1 . . . . . WNAC—F, 10:30-11:00 . . . . . Various, 19.4
10. Stories of Century (West.), Hollywood TV Service . . . . . 18.9 . . . . . WNAC—T, 6:30-7:00 . . . . . Bookshelf; Animal Fair, 6.4
11. Ramar of the Jungle (Adv.), TPA . . . . . 15.7
12. Gene Autry (West.), CBS Film . . . . . 15.4
13. Cisco Kid (West.), Ziv-TV . . . . . 15.0
14. Stu Erwin (Comedy), NTA . . . . . 15.1
15. Greatest Fighter in Action (Sports), Big Fight, Inc. . . . . 14.9
15. Art Linkletter and the Kids (Comedy), CBS Film . . . . . 14.9
17. Lone Wolf (Mys.), MCA-TV . . . . . 13.8
18. Foreign Intrigue (Adv.), Sheldon Reynolds . . . . . 12.8
19. Annie Oakley (West.), CBS Film . . . . . 12.6
20. Abbott and Costello (Comedy), MCA-TV . . . . . 12.3
21. Dick Tracy (Mys.), Combined TV . . . . . 12.2
22. The Whistler (Mys.), CBS Film . . . . . 11.9
23. Janet Dean, R.N. (Drama), U M & M . . . . . 10.9
24. Eddie Cantor (Music), Ziv-TV . . . . . 10.2
25. Royal Playhouse (Drama), MCA-TV . . . . . 9.9
26. Meet Corliss Archer (Comedy), Ziv-TV . . . . . 8.9
27. Rocky Jones, Space Ranger (Adv.), MCA-TV . . . . . 8.7
28. Flash Gordon (Adv.), U M & M . . . . . 8.4
29. The Star and Story (Drama), Official Films . . . . . 8.1
30. Hopalong Cassidy (West.), NBC Film . . . . . 7.9
31. Call the Play (Sports), Station Distributors . . . . . 6.5
32. Greatest Drama (Docum.), Gen'l Teleradio . . . . . 6.2
33. Inner Sanctum (Mys.), NBC Film . . . . . 5.7
34. Adventures in Sports (Sports), Sterling TV . . . . . 4.9
35. Sports Parade (Sports), Sterling TV . . . . . 3.5
36. Terry and the Pirates (Adv.), Official Films . . . . . 2.7
37. Armchair Adventure (Adv.), Sterling TV . . . . . 0.3

## LEGIT

### '3 for Tonight' Scores As Pleasant Diversion

By BOB FRANCIS

Paul Gregory's latest excursion into scenery-less entertainment at the Plymouth Theater again demonstrates his flair for off-the-beat showmanship. Like his previous "Don Juan in Hell" and "John Brown's Body," the appeal of "3 for Tonight" might be pre-judged as for a special kind of audience. But Gregory's offerings don't turn out that way, so it is likely that this modestly casual entertainment will be a hard-to-get item locally and will become another must in the hinterlands.

"Tonight" derives its title from the fact that its principal components are the dancing of Marge and Gower Champion, the singing of Harry Belafonte and harmonizing of the Voices of Walter Shuman, choral group of eight female and a dozen male voices.

However, Hiram Sherman, than whom there is no better emcee

extant, is also on hand to explain and comment upon the proceedings. Since all are highly expert in their respective stints, the over-all is just what the producer calls it, a pleasant "diversion in song and dance."

#### No Scenery

In Gregory tradition there is no scenery and few props. Sherman reads from a corner lectern, and the chorus carries its own stools in and out. Its format is vaude turned concert, with everybody playing next-to-closing. The chorus chants, the Champions dance, and Belafonte sings, and vice versa. That's about it.

For this reporter, the best of the evening was to get a first in-person impression of Marge Champion. She is a sweetheart, not only as a top-flight dancer, but a rare comedienne as well. She is exactly the foil that husband Gower needs to project the freshness and skill of his imaginative stepping patterns. The Champions live up to their name.

Likewise, if you like folk songs and spirituals, you won't hear them better sung than by Harry Belafonte. His rep is well-balanced, and he gets magnificent support from the chorus.

"Tonight" is a pleasant show, and the Champions are wonderful.

tomers in next to closing. It's good to have him back.

Everybody else on the agenda is making a good repeat. The Peepettes (Penny and Paul) again are offering their fine puppet novelty. Larry and Trudy Leung continue to improve their solid song and patter routines, and Johnny Morgan's comedy is once more a hefty click. Michael Chimes and his harmonica-playing brood as usual are prime favorites, and Don Sinclair and Gloria Alda again convince that they are one of the outstanding ballroom duos in the business. The Shooting Mansfields are back to provide their exceptional target practice for a closer.

The line-up is practically a set-up for good holiday business. Francis.

#### Kervan Saray Club Istanbul, Turkey

The Kervan Saray club, under the direction of Osman Kibar, presents two of the most outstanding shows ever to appear in this dual club. In the supper club the show-stopping American Kanoi Dancers (two men and a female) have the patrons cheering their Polynesian, bamba and Cuban routines done in song and pantomime. They are ably supported by Yu-Nan-Chen, juggler; Dolores Festosi, Italian accordionist, and Manuela, gypsy dancer.

The night club room has Esmeralda and Pepe Lara, well-known Spanish terps, stopping the show. Simone Alex and Leo Smith, French comedy talking and singing duo, score well with a patronage who understands French. Opening act, Chajue, exotic dancer, offers a fan dance. Closing the show are the 16 Kervan Saray violinists, who circulate thru the audience plugging hit American show tunes. Lane.

#### Crew Cuts Chicago Theater, Chicago

The Crew Cuts, along with the DeJohn Sisters, provided the necessary lift for the Easter holiday season at the lone vaude house in Chicago. As usual, the Crew Cuts gathered crowds not only in the house, but also at the stage door. Backed with a strong chorus of female cheers, the Cuts run thru a list of their recorded hits including "Sh-Boom" and "Ko Ko Mo." The lads have lost none of their box-office strength here. The DeJohn Sisters, new to this

## BROADWAY SHOWLOG

Performances Thru April 9, 1955

### DRAMAS

Anastasia	12-29, '54	117
Anniversary Waltz	4-7, '54	421
Bus Stop	3-2, '55	45
Cat on a Hot Tin Roof	3-24, '55	20
Lunatics and Lovers	12-12, '54	136
Tea and Sympathy	9-30, '53	636
Teach Me How to Cry	4-5, '55	7
The Bad Seed	12-8, '54	140
The Bamboo Cross	2-21, '55	56
The Dark Is Light		
Enough	2-23, '55	52
The Desperate Hours	2-10, '55	68
The Flowering Peach	12-28, '54	119
The Seven-Year Itch	11-20, '52	998
The Teahouse of the August Moon	10-15, '53	623
Witness for Prosecution	12-16, '54	132

### MUSICALS

Can-Can	5-17, '53	804
Comedy in Music	10-2, '53	583
Fanny	11-4, '54	180
Kismet	11-3, '53	564
Pajama Game	5-13, '54	374
Plain and Fancy	1-27, '55	84
Silk Stockings	2-24, '55	51
The Boy Friend	9-30, '54	220
The House of Flowers	12-30, '54	116
The Shoestring Revue	2-28, '55	48
Three for Tonight	4-6, '55	5

### CLOSED

Saint of Bleeker Street	12-27, '54	92
The Master Builder	3-1, '55	40
Once Over Lightly	3-15, '55	28

### COMING UP

Champagne Complex	4-12, '55	
Meet the People	4-13, '55	

stage, come off as one of the cutest female duos in the business, not to mention one of the smoothest set of pipes available. They, too, rack up heavy response via their Epic etchings. Heaviest applause was garnered via "No More" and "Present for Bob." Schickel.

#### Kay Starr Fontainebleau, Miami Beach

With a full-bodied voice that reaches into every corner and curve of this hotel's huge La Ronde supper club, Kay Starr's a decided hit. Customers like her style in standing in front of a microphone and belting out tune after tune.

Her best is a French import called "If You Loved Me," in which she's backed by the Stanley Boys, a quartet of singing lads with a brace of slick arrangements. The Stanleys also open the show in a spot of their own.

The third act on the bill is ballerina Phyllis Ponn, a newcomer to this area. She's a long-legged beauty, who rocked the crowd with a toe-dance mambo.

#### The Harmonicats Cairo Supper Club, Chicago

The Harmonicats opened here with a new sound to their already established act. The trio is now playing harmonicas into electronic pick-ups, which they wear on their chest, and the sound is emitted from two huge high-fidelity speaker-amplifier systems. The over-all effect is good and should prove an asset to the act, especially in larger rooms, altho even the small ones will be helped. As usual, the trio does an excellent job and still maintains one of the better repertoires in the business. Schickel.

#### Genevieve Saxony Hotel, Miami

This one-named French import wears black velvet trousers, black turtle-neck sweater and a gamin hair-do. She has big, dark, appealing eyes, and sings the songs heard in the dark cellars of Montmartre. Genevieve's off-beat repertoire didn't exactly kill opening night audiences, but she scored well with a voice not quite as intense as Edith Piaf's, nor as smooth as Jacqueline Francois'. The comparisons are inevitable.

The girl is accompanied by her black-shirted husband, Luc Foret, on the guitar, and by a black-shirted accordionist, Wally Corvine. On opening night they opened the show cold, but a dance team, DeMar and Denice, was added subsequently. Rau.

## LEGIT

### Miss Joudry Reveals Fine Promise in 'Cry'

By BOB FRANCIS

After some months of rather fumbling efforts, the little Theater de Lys has a play that is well worth the journey downtown to see. It is by Patricia Joudry, a former radio-television script writer, and it is called "Teach Me How to Cry."

"Cry" would never survive the harsh competition of Broadway. It is a tenuous little play that promises far more dramatic sweep than its author is able to fulfill. Perhaps because of her scripting background, the over-all has the impact of an unfinished airways serial. But Miss Joudry is certainly a playwright to be reckoned with in the future. She writes with insight, taste, and she has a rare feeling for a touchingly sensitive scene. The talent and the spirit are all there for an important play to come.

Miss Joudry's sentimental little parable on small-town adolescence (circa 1919) is blessed with splendid performances from Deirdre Owens and Richard Morse, whose high school romance is the backbone of the play. They are playing sensitive youngsters, drawn together because both are social misfits. The girl is illegitimate and her mother practically an imbecile. The boy's parents are quarrelsome, pushing climbers. Out of this and school-room meannesses and intrigues springs their glowing and touching

little interlude of romance, and the pair are giving it a captivating polish.

Others making astute contributions along the way are Nancy Marchand, as the child's adoring, but bemused parent; Nan McFarland as the lad's whiningly pretentious mother and John Becher as his hustling, salesman father. A bow should likewise go to Charron Follett's portrait of a devious and slightly vicious high school belle. Robert Hartung has directed them all with great insight for their little story, and John Blankenchip has designed ingenious, atmospheric settings.

"Cry" is a highly superior downtown production. The de Lys may well be in the chips again.

energetic as ever. She can put more life into a song than most others in the business, and do it well. She grabs top response for her two current Mercury hits, "Tweedle Dee" and "Dance With Me, Henry."

Bill Hayes, whose TV savvy has given him poise and know-how, gets a hefty response for his wares which are highlighted by his Cadence warbling of "Davy Crockett." Johnny Maddox does his turn at the piano and gives out with "Down Yonder," "In the Mood" and "12th Street Rag." He, with his ragtime piano, garnered loads of mitting for his latest Dot record, "The Crazy Otto Medley." Schickel.

#### Dorothy Shay Chase Club, St. Louis

The "Park Avenue Hillbilly" offers about the same sort of routine that her fans have come to expect of her. Carrying the show here all by herself, la Shay serves up such old stand-bys as "Uncle Fud," "Doin' All Right for a Mountain Gal," "Feudin' and Fightin'," etc. She has become closely identified with this type of number and belts 'em out with the ease that comes with years of experience.

Backing by Bobby Swain ork is top-drawer. Swain crew also plays for dancing, featuring blonde Maureen Arthur on vocals. Abie.

#### Georgia Gibbs Chicago Theater, Chicago

An all-star record name show here augurs for top draw pull at the box office with Georgia Gibbs heading the list and Bill Hayes and Johnny Maddox supporting. Her Nibs is as fiery, vivacious and

#### Salt City Five Blue Note, Chicago

The Salt City Five, in here for their second trip in a little over a month, prove beyond a doubt that they have what it takes to be known as one of the better Dixieland groups in the country. They have a beat and a sound, blended with a youthful exuberance, that can't be matched. The crowd loved it.

The Barbara Carol Trio, altho second billed, rated cudros from the audience and came off with just as much luster. Barbara, whose piano work is the whole show, displays a talent rarely seen in female instrumentalists. She has the technique of a master and the style to match. Typical fare includes "Good Bait," "Sweet Georgia Brown" and "Yesterdays." Schickel.

## DRAMATIC & MUSICAL ROUTES

Blackstone the Magician: (Colonial) Boston.  
Damn Yankees: (Shubert) Boston.  
Dear Charles: (American) St. Louis.  
Fifth Season: (Plymouth) Boston.  
Honey, The: (Shubert) Washington.  
Inherit the Wind: (Forrest) Philadelphia.  
King and I: (Shubert) Chicago.  
Pajama Game: (Nixon) Pittsburgh.  
Pajama Tops: (Royal Alexandra) Toronto.  
Piaf, Edith: (Selwyn) Chicago.  
Rainmaker, The: (Erlanger) Chicago.  
Seven-Year Itch: (National) Washington.  
Solid Gold Cadillac: (Cass) Detroit.  
Tea and Sympathy: (Blackstone) Chicago.  
Teahouse of the August Moon: (Curran) San Francisco.  
Tender Trap: (Harris) San Francisco.

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*Music Publishers*

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## AN OPEN LETTER TO D.J.'s, RECORD LIBRARIANS, PROGRAM DIRECTORS AND RCA DISTRIBUTORS AND FIELD MEN:

You are now playing and selling our new Eddie Fisher record "**JUST ONE MORE TIME.**" Although the record has been on the market only two weeks, sales are very strong and indicate a hit song in the making.

In a few days you will receive another new Fisher single—undoubtedly two excellent sides—from a new Broadway show. It is important for you to know that the new record is not being released because of lack of sales on "**JUST ONE MORE TIME**" but because of the show commitment.

It is also important for you to know that "**JUST ONE MORE TIME**" will continue to be the number one plug song with Paxton Music. We are hoping for and will appreciate your continued support.

*Many thanks.*

Sincerely,

**GEORGE PAXTON, INC.**

*Mavin Carl*

Gen. Mgr.

**EDITORIAL**

## Co-Operation Needed

Broadcaster Ernie Tannen's letter to Harold Fellows, NARTB president, published on this page, points up the need for better understanding between the interdependent music and radio industry.

Broadcasters must have records! Record manufacturers need radio, the greatest medium for rapid and widespread exploitation of disks! Despite the common need, as Tannen points out, there is scant co-operation between these segments of the entertainment and communications fields.

That radio and records need each other, and that their problems call for mutual understanding and study, has been a contention of *The Billboard* for years.

The average station's programming is approximately 60 per cent recorded music. It has been estimated that this type of programming accounts for some \$150,000,000 in revenue to stations annually.

This percentage and the dollar volume it represents is likely to become larger, not only as a result of the programming of single disks in the hit category, but also thru the growth of more shows using packaged records—LP's and EP's in the pop, classical, country, children's and other categories.

Surely record companies have a big stake in the welfare of radio. Surely record executives should take steps to seek an understanding of the economic and programming problems of radio.

Surely, too, broadcasters should apprise themselves of the problems facing record manufacturers in their use of the broadcast medium. One of these problems, of course, is the matter of adequately surveying the free record situation in order to avoid wasting enormous sums of money—money that could be channeled more effectively to increase record sales.

Gratis records to stations represent thousands of dollars annually. One major disk manufacturer claims his free record costs have jumped to over \$200,000 annually—with the end not yet in sight. The larger broadcasters admit that only a fraction of records received are used. The smaller station, on the other hand, complains it is being discriminated against; that it is not getting enough free records. Surely broadcasters could help correct what appears to be a waste of money and inequitable distribution of disks.

The need for mutual understanding and co-operation goes beyond the risqué record problem. Understanding is called for at the economic and programming levels as well.

How about it, broadcasters and record manufacturers? Cannot your organizations—the National Association of Radio and Television Broadcasters and the Record Industry Association of America—set up a joint committee of men of responsibility to resolve mutual problems?

## Bell Asks Royalty Cut On Out-Dated Pop Titles

NEW YORK, April 9.—Bell Records, the 39-cent pop disk subsidiary of Pocket Books, Inc., sent out a unique pitch this week to all publishers asking for royalty relief on left-over, out-dated pop titles.

The Bell proposal, which in effect would attempt to predicate royalty payments on a percentage of the retail price, conceivably could come into conflict with existing copyright statutes. Under the 1909 Copyright Act, record royalties are established at a statutory rate of 2 cents, tho modified at the election of publishers.

Actually, the bargain diskery, which sells on a 100 per cent return basis, is looking to unload "over-produced" one and two-year-old pop disks at a retail price of 10 cents, and is asking publishers to trim royalties proportionally.

**Pay Double**

According to a letter sent out by Bell's Arthur Shimkin, the diskery currently, at its regular rate of

1½ cents per side, is paying the equivalent of 3½ per cent of the retail selling price, which is double the percentage paid for full price records. Bell proposes "to continue to pay double the percentage any other record company pays."

Without this relief, the diskery implies that it may be forced to scrap the merchandise, in which case writers and publishers would receive nothing.

According to Shimkin, initial reaction to the letter has been "mixed." Some of the publishers, queried by *The Billboard*, were wondering what attitude the Songwriters' Protective Association would take. Shimkin said he had an appointment to discuss the mat-

*(Continued on page 16)*

## RCA Signs Terri; May Lose Sunny

NEW YORK, April 9. — RCA Victor signed a new thrush to a recording pact this week, but late yesterday was still uncertain whether or not one of its longtime canaries would remain or fly the coop.

Joe Carlton, the diskery artist and repertoire chief, inked Terri Stevens to a term paper this week and is planning her first session under Victor auspices for next week. Miss Stevens has stirred considerable trade attention with her last two releases on the Double AA label.

But yesterday it was still doubtful if Sunny Gale would renew with Victor or go to Decca, where it is known she has engaged in several pre-contract talks. Her current term with Victor expires in July. The songstress hasn't figured in any recording in recent months.

## AB-PT, Dot Talks Break Off; Former Explores Indie Deal

### A&R Heads Are Also Sounded Out; Firm to Assume Major Label Status

By BILL SIMON

NEW YORK, April 9.—Negotiations between Dot Records and the American Broadcasting-Paramount Theaters, Inc., interests broke off this week giving rise to renewed speculation as to the manner in which the latter combine eventually would enter the phonograph record business.

Reports that AB-PT plans to organize a third subsidiary division for records were disclosed in *The Billboard*, February 5 issue. Since that time, executives of the combine are known to have held talks with the heads of several live indie labels, as well as with various artist and repertoire chiefs.

If and when AB-PT enters the disk field, it may be expected almost immediately, by virtue of its immense resources, to assume the status of a major label.

In the case of the red hot Dot label, the projected deal, in which negotiations reached an advanced stage, had the web-film group prepared to take over a substantial interest from owner Randy Wood.

Wood probably would have been retained in an a.&r. capacity. When queried at his Gallatin, Tenn., headquarters, Wood informed *The Billboard* that the deal definitely was not going thru, and that he had made up his mind to retain full control.

Last year, Wood pulled out of a similar marriage proposal from RCA Victor. ABC, meanwhile, is known to be in contact with such indies as Kapp and Cadence, altho some traders are convinced that, if no combination can be effected, the outfit will start its own diskery from scratch.

Dave Kapp, former top recording exec at Decca and at RCA

Victor, who now operates his own Kapp label, admitted he had been approached, but maintained "All I'm concerned with now is that I sell a million copies of 'Hey, Mr. Banjo.'" A.&r. men at several of the major labels admitted that they have "had talks."

Today, records must be regarded as the prime incubator of new talent for the entire entertainment industry. TV and records in several dramatic instances have established the value of inter-relationship, and in the light of the National Broadcasting Company-RCA Victor, and Columbia Broadcasting-Columbia Records ties, a similar set-up involving AB-PT would seem desirable.

**Kiddie Entry**

The recent success of Disney material, including "Davy Crockett," on records, and the multifarious mutual projects of Disney and the ABC web, suggest that AB-PT may conceivably elect to enter the field via children's records.

The possibility also remains that the currently hit-heavy indies, in a less affluent state, could one day succumb to a solid offer.

The official word from AB-PT President Leonard Goldenson was "No comment."

## DISKERY-RADIO

### Station Exec Asks For Closer Liaison

PITTSBURGH, April 9.—A call for closer liaison between the radio and record industries was voiced this week by a station executive who urged the upcoming convention of the National Association of Radio and Television Broadcasters to place the matter on its agenda.

In a letter to Harold E. Fellows, NARTB president, Ernie Tannen, vice-president and general manager of WILY, here, wrote:

"Radio today has become largely a music medium. Stations are dependent on an overwhelming degree on the record companies for their major source of programming material. Conversely, the record companies are dependent on radio stations for the success of their

product. Therefore, it would seem to me that the time has come for a working relationship to be inaugurated between radio and the recording industry.

**Controversy**

"Recently there has been much controversy over the type of music played on many stations. This controversy has been reflected in the trade press and elsewhere. Much of this controversy is due to a lack of understanding between radio stations and record companies.

Since the two industries have become largely dependent upon each other, it would seem high time that a permanent liaison be developed between them. Certainly a radio-recording industry committee would do much to head off any further government intervention in this field.

"One of the things that has brought this idea to mind is the manner in which record distributors approach this station. Seldom, if ever, am I approached by a record company. Usually it's done by some little guy, furtively sneaking past my receptionist to see my disk jockeys with a handful of hit disks."

## DROPS TV

### Vincent Pins Hopes on Disk, Phonos, Hi-Fi

PITTSFIELD, Mass., April 9.—Sam Vincent, who operates one of the largest record stores in Western Massachusetts, has decided to drop his TV business entirely and pin all his sales hopes on a newly expanded disk, phono and high fidelity department.

Vincent said his record sales have increased by a third within the last six months, in spite of the fact that he allows no discounts on wax merchandise.

On the other hand, the dealer noted, the cost of TV service calls has been exceeding whatever net could be realized from set sales.

*(Continued on page 16)*

## WALKER DENIES M-G-M SHAKE-UP

NEW YORK, April 9.—Frank Walker, M-G-M Records chief, this week denied rumors that any changes in M-G-M personnel were contemplated. Walker declared the reports were completely unfounded and noted his personnel had been with the company many years.

## Columbia Has Best Year Since 1947

NEW YORK, April 9.—1954 was Columbia Records' best year since the peak period of 1947, according to President Jim Conkling. And the fourth-quarter volume was the biggest in the division's history.

In Conkling's annual report to the stockholders of the parent Columbia Broadcasting System, Inc., he revealed also that during 1954, interest in single records declined as package goods increased, altho the diskery had four records in the 1,000,000-or-more class.

Columbia phonograph sales rose nearly 25 per cent, with the new 360K established as the line leader. The expansion and acceptance of this phono line, more than the reduced prices on LP disks, is regarded as significant, "indicating a constant broadening of the record market-base."

**Observations**

This week, Conkling, in Columbia's second issue of "The Retailer,"

## Clef, Norgran Debut EP Line For Juke Ops

### Labels' Move 1st In Jazz Division; Coin Phono Stress

HOLLYWOOD, April 9.—Clef and Norgran Records this week bowed its line of special extended play records for music operators, making available 10 EP's on each label which will sell to ops for 60 cents each.

Tho the major recording companies all bowed with operator packages at the recent MOA convention in Chicago, the Clef-Norgran move is the first of its kind in the jazz field.

New operator emphasis was announced here this week by Bernie Silverman, firm's vice-president in

*(Continued on page 16)*

## ASCAP Cuts Melon; 7.7% Over 1954

NEW YORK, April 9.—The American Society of Composers, Authors and Publishers cut the quarterly melon this week, the disbursement representing a rise of 7.69 per cent over the last quarter of 1954.

Dollar volume of the melon is estimated at approximately \$4,247,073. This is based upon a 7.69 per cent increase over the last quarter of 1954, when the disbursement totaled \$3,943,796. The latter figure compared with \$3,900,000 for the third quarter of 1954.

elaborate dealer promotion piece, will issue some official observations and attitudes regarding the Columbia LP price schedule.

Dealers will be told that the \$3.98 price has not produced the expected boom in business, and it has not succeeded in driving discounters out of business. However, dealers in the areas where discounters reign are happier with the price cuts than are dealers outside the bargain belt, which is east of Cleveland.

Conkling advises that, while prices will be maintained at the \$3.98, \$4.98 and \$5.95 layers, the company will try to make the dealer's job easier thru better visual distinctions. Further, he encourages dealers to improve self-service operations, to sell up to the higher price products, and to get closer to the consumer thru direct mail, listener clubs and other special services.

# Sharper Competition Seen in Performing Rights Picture

## Increasing Number of Users to Result in Greater Bargaining

By PAUL ACKERMAN

NEW YORK, April 9.—Developments on the performing rights front are snowballing to such an extent that a more sharply competitive picture is envisioned in the next few years. There are an increasing number of music users, and an increasing amount of money to be made out of performing rights.

In the tradition of American business enterprise, this points to one result—the rise of additional agencies trading in such rights.

Many signs point to this likelihood—some of them quite concrete and others vague at this point. Reference has already been made in these columns to the possibility of the Aberbach Brothers eventually taking such a step, not thru dissatisfaction with their present affiliation, Broadcast Music, Inc., but owing to the very economics of the picture.

A decision on this matter will have to be made before the passage of many months, for it is known that the Aberbachs' contract with BMI runs out before the end of this year. The Aberbachs, too, have been stepping up catalog acquisitions at a rapid rate.

NJB Music

Creation of National Juke Box Music, Inc., sponsored by the Music Operators of America, is another signpost along the way—even in its present state of immaturity.

But whether or not the aforementioned possibilities crystallize, still others are likely to appear, owing to the money already at stake and the potential returns.

Based on recent disbursements, The American Society of Composers, Authors and Publishers would appear to be heading toward a figure of \$20 million annually, with BMI at approximately \$7 to \$8 million. Radio continues to hold up as an income source, and

television is considered likely to grow. Foreign income also has an increased potential. Use of music on TV is increasing at a rapid rate, particularly on film. How many more UHF and VHF outlets will come into being is problematical. Currently there are a total of some 425.

1,800 Possible

Under the Federal Communications Commission's allocations system, some 1,800 stations are possible. There is scant likelihood that this peak will ever be attained; yet, it is felt by many that there will be considerable expansion over present coverage.

Income from juke boxes, of course, is in the realm of speculation. In any general analysis of the picture, however, it cannot be shunted aside as a possibility. Perhaps an even greater income po-

tential, however, lies in the field of background music, where developments of tape manufacturers would appear to point to vastly increased use of music.

Tape and background music firms now in the field feel they are getting a rough shake both on mechanical and performing rights, and some have given indications of eagerness to negotiate with any upcoming agency which could offer suitable music.

No Antidote

The consistent failure of the pop music business to provide an antidote to the decline of sheet music sales, and the consequent decline of sheet music as an income source, of course, lends added impetus to the struggle to get the most out of performances. To a very large

(Continued on page 16)

# Songwriters Gripe At Disk Giveaways

## SPA to Seek Contract Clause Asking Separation of Writer Take at the Top

By IS HOROWITZ

NEW YORK, April 9.—Increasing use of the free-disk weapon by manufacturers competing to establish new wax has songwriters stewing on the sidelines but determined to throw their weight into the fray at the earliest possible time.

Major diskeries, which long have charged that the giveaway has enabled independent producers to kick off hit after hit, have joined the scramble in a conscious attempt to sweep the indies from the best-selling charts (The Billboard, April 9). When it counts, it has been learned that the majors will show less compunction about donating free batches of records to one-stops, juke box operators and retailers.

Cleffer concern with the trend stems from their conviction that diskery pressure on publishers to finance, wholly or partially, their giveaway programs often results in an involuntary "sharing" of this expense by the writer. A recurrent writer beef has been that publishers occasionally deduct these promotional layouts from performance and mechanical income before splitting this melon with their writers.

Charles Tobias, president of the Songwriters' Protective Association,

said this week that giveaways were causing his organization considerable worry. It was indicated that SPA was watching the development with close attention and was assembling a dossier to document the possible dissipation of cleffer dollars.

Talks Scheduled

This data will be used when SPA begins talks with publishers and the Music Publishers' Protective Association leading to a new standard writer contract. The present pact has no provision for limiting the disputed dispersal of funds.

(Continued on page 16)

## NETWORK-DEEJAYS

# DJ's May Inherit Net Radio If Trend Goes On

By JUNE BUNDY

NEW YORK, April 9.—The disk jockey may inherit network radio yet, if the present trend for the webs to put increased emphasis on music in general and records in particular continues at its present pace. A key deejay will be a focal performer on NBC's new "Monitor" service for weekend listening while the big news over at CBS this week was the signing of spinner Freddie Robbins for a new nightly record show.

Meanwhile, Al Jazzbo Collins has been moved up from his local WRCA Saturday afternoon post to the emcee spot on NBC's four-hour Saturday afternoon network show, "Roadshow," which mixes records with live programming and news.

The web hasn't decided on the "key deejay" for "Monitor," which kicks off Sunday, June 12, but Howard Miller of WIND, Chicago, is reportedly a strong contender for the spot.

"Disk Derby"

Robbins, who signed a three-year contract with CBS for both radio and TV, starts his CBS-radio show April 26 from 8:30 to 9 p.m. The show, tagged "Disk Derby," will be aired four nights a week Tuesday thru Friday until May 28, when it moves into a Tuesday-thru-Saturday schedule.

Robbins will interview name record personalities (artists, recording execs, etc.) on each broadcast, and they will present their latest releases for judging by the studio audience.

The winner, according to an ap-

## AUSSIES CLAIM 39G FROM RAY

SYDNEY, April 9.—Covering his two visits to Australia this season, Johnnie Ray has been taxed to the tune of \$30,000, of which \$20,000 was for the 42 concerts he gave here recently and \$10,000 for 22 concerts during a 10-day visit last September.

In addition, he left \$9,000 to be invested in Government loans, covering that portion of his earnings which he was not permitted to take out of the country.

## FOR BALANCE

# Col. Initiates 'Pretty Music' Promotion

NEW YORK, April 9.—Columbia Records initiated a "Play Pretty Music" campaign this week. The diskery made clear that it is not turning its back on rhythm and blues, but feels that it's time to "establish a balance." Therefore, the label's sales and promotion forces are putting a major part of their effort these days behind the new releases that qualify as "pretty," and they're asking the deejays and operators to get in the mood.

Included in the pitch are Tony Bennett's "Punch and Judy Love," Jo Stafford's "Young and Foolish," Doris Day's "Foolishly Yours" and Sammy Kaye's "Jim, Johnny and Jonas."

The harpsichord's in moth balls this week.

## Epic Names Dermane

HOLLYWOOD, April 9.—Bill Neilson, national sales manager for Epic Records, Inc., this week appointed Bob Dermane to handle liaison and promotion for the company on the West Coast. Dermane will split his time between Epic and Columbia, tho acting as sales representative here exclusively for Epic.

# German Disk-Tape Machine To Make Bow

NEW YORK, April 9.—The Tefifon, a German-made music machine combining elements of both records and tape, will be introduced to the trade here next week by the Audio-Master Corporation, exclusive national distributors.

The machine, used in several European countries for several years, has been shown at a number of trade shows recently, but no steps were taken to market it. Herbert Rosen, Audio-Master president, says the Tefifon will be made available for early delivery, in models ranging from a playback attachment at "under \$100," to higher-priced console jobs.

Tapes used in the machine are engraved with longitudinal grooves, with an average of 82 grooves etched on their half-inch widths. A special stylus is used for playback purposes. The tape, of vinyl, is packaged in a compact "book" which can hold up to eight hours of continuous music. Rewinding is automatic. There is no problem in "threading" tape.

Home Use

The unit, said Rosen, will be promoted for home use, as well as for background use in commercial establishments. Some 40 "books" of music will be made available immediately, ranging from \$10 to \$20, depending on duration. Most of the programs are classical in nature, altho lighter items are also being prepared.

For the time being, all machines and "books" will be imported, altho Rosen said domestic manufacture will be undertaken if heavy demand develops.

Audio-Master is a manufacturer of recording and transcription equipment, as well as the purveyor of the B. C. Library of Bridge and Mood Music.

# Penguins Take Roost Finally

NEW YORK, April 9.—Mercury's rhythm and blues chief Bob Shad has signed the Penguins. The group cut sides for the label last month but their contracts were held up pending approval by the California courts on behalf of three members of the quartet who are still minors.

Court approval came thru this week, and Mercury expects to put its first Penguin release on the market in a few days. The boys hit the best-selling charts recently with their Dootone waxing of "Earth Angel."

After they end their current stage stand at the Brooklyn-Paramount with Alan Freed, the Penguins will play one-nighters in this territory, and then open at the Apache Club, Dayton, O., April 21.

## HE HAS NO. 1 DISK, AND WORRIES

# Hayes' 'Crockett' Rings Bell For Bleyer, But What Next?

NEW YORK, April 9.—Altho Cadence Records has the current No. 1 platter—Bill Hayes' "Ballad of Davy Crockett"—President Archie Bleyer is singing the where-do-we-go-from-here blues.

Ironically, said Bleyer, the very factors that made it possible for his indie label to top the majors on the charts during the past two years, now make it difficult for Cadence to crack the package sales field or build a solid foundation of artist loyalty for the label.

Bleyer noted that altho Cadence now has Don Shirley's "Tonal Expressions" on the best-selling pop album charts, the LP package hasn't gone over 20,000. Sales on less popular Cadence LP's, he added, have been even more dis-

appointing, and the same holds true for the firm's EP's fold.

Bleyer attributes Cadence's poor package business to the fact that indies can't merchandise packages today. Most of the jockeys won't plug albums he points out, "and we can't afford to shell out the amount of money majors spend on promotions and advertising to put them over."

Consequently Bleyer's No. 1 project is to map out some kind of workable operation which will keep Cadence going strong between hits. One of his problems is that—in view of the lack of artist loyalty—Bleyer thinks he has too many artists (13) signed on the label, and he's trying to keep them down to three records each a year.

# Webcor Forms British Affiliate

CHICAGO, April 9.—Webster-Chicago Corporation has formed a new British corporation, Webcor of Great Britain, Ltd., to manufacture and sell Webcor phonographs, tape recorders and record changers.

The first public showing of the British-made Webcor products is planned for the National Radio & Television Exhibition in London in August.

Norman C. Owen, president of Webcor, based the decision on the fact that altho Webcor has enjoyed a substantial export business for years, there have been numerous areas in which exchange restrictions and business conditions have limited Webcor's operations. According to Webcor, the new firm will not limit its selling activities to Britain and the sterling countries, but will sell in any market where conditions are favorable. "The world market for electronic products, such as Webcor's, is growing rapidly," Owen said.

# RCA Radio Service Gains

NEW YORK, April 9.—RCA Victor's pop and jazz album subscription service for radio stations has grown to include 1,278 stations since the program was launched three months ago.

So far 834 stations are purchasing the pop service, with 444 signed for the jazz series. Service charge to stations is \$25 a year for pops, calling for the supply of about four new albums monthly, and \$13 for jazz, the latter bringing station subscribers two new LP's each month.

# Capitol Maps New Multiple Browser Unit

HOLLYWOOD, April 9.—A multiple browser box unit, designed to stimulate sales in heavy traffic locations, will be introduced by Capitol Records shortly.

The all-purpose self-service fixture, a high-point of Capitol's summer sales program, will be available to dealers in a range of prices from \$24.95 to \$43.80, with an array of accessory fixtures available.

Designed by Capitol and manufactured by Freedman Aircraft Corporation, the browser is constructed to fit any combination of records desired, including 7, 10 and 12-inch records. Accessory features are available in combinations as well, and include a pegboard display back piece, "hot hits" top stand, fluorescent light and wire frame dividers.

In addition to the basic fixture, Capitol will make available a series of basic inventory assortments. A complete turnover of the multiple browser assortment can net a gross profit of \$102 to as much as \$283.20 to the dealer.

# Two Love Songs for Spring

**IF I  
MAY**

**NAT "KING" COLE**

and

**THE FOUR KNIGHTS**

**A  
BLOSSOM  
FELL**

**NAT  
"KING" COLE**



Record No. 3095



## Vox Jox

By JUNE BUNDY

**SURFACE CHATTER:** Sherm Brodey, WKAL, Rome, N. Y., writes, "When a label comes out with a tune that has a real crazy pronunciation, usually you can get the pronunciation by listening to the tune. But why nine times out of 10 don't the labels give you the correct pronunciation of a new artist's name? Josephine Premice, for example on Coral. I've heard jockeys pronounce it at least five different ways. I think it'd be a big help to the deejays who can speak English."

Ray Gross, self-styled "neo-deejay" over WRKD, Rockland, Me., made The Bangor Daily News recently when one of his listeners requested he play "Here, Pretty Kitty" and dedicate it to her 18-year-old cat, which had been sick. Yes, Ray played the disk for the wax-happy tabby. . . . Dave Drew, WTAX, Springfield, Ill., and Gene Edwards, KLIF, Dallas, have a gripe in common. They both haven't made Vox Jox in quite a while. Unfortunately tho, the boys didn't send any news along with the gripe, so this is the best we can do. . . . Edwards did contribute an item about Larry Monroe of KLIF, who, says Gene, "has the town going Dixieland crazy with his raccoon club."

**JOX GIMMIX:** Jim Allen, KCJB, Minot, N. D., has worked out a clever phone stunt on Vic Damone's "Hello Mrs. Jones, Is Mary There?" platter. Every day Allen calls somebody named Jones listed in the local phone book and asks "Hello Mrs. Jones, Is Mary There?" If the answer is "yes" he has them appear on his noontime show and gives them a gratis copy of the Damone record. Allen could use a few autographed copies of the Damone disk for his stunt. . . . Bob Milton, WDOG, Marine City, Mich., is now doing a daily remote from the Jewel Theater, Mount Clemens, Mich., and invites artists, distributors and other music business characters to drop in for an on-the-air chat when they're in the Detroit area.

Jim Larkin, WJWS, South Hill, Va., has started weekly dances for local high school students, and Station Manager  
(Continued on page 47)

## DEALER DOINGS

By GARY KRAMER

**PRICE CUTTERS:** Dealers in the New York area have suffered most from the sale of LP's at a large discount by local price cutters. The dramatic price reductions following the first of the year, however, have brought relief to many. Al Meyer, Town & Country Music, Westwood, N. J., writes, "It's encouraging to note that price cutters have abandoned advertising first line companies' records. Last Sunday, all the price cutters' newspaper ads were for off-brand labels. This kind of competition we can combat." Outside New York, the market has opened up also. Paul Keyser, owner of The Record Bar, Durham, N. C., says, "My classical and pop album sales have gone up tremendously and are becoming an ever more vital part of my business. The price cutters will sell at a lower price, the margin is not enough any more to make it worth the trouble for many customers who used to get all their LP's from New York."

Raeburn Flerlage, of the DeHanna Shop, Chicago, complains of the practice of some labels supplying new records to drug and grocery store chains before regular outlets get them. "This breach of territorial protection is a flagrant breach of faith and would not be tolerated in most other businesses. When chains are serviced first, they distribute the records as they see fit, frequently invading a dealer's regular territory long before the latter has had a chance to obtain and exploit the disk. Can't something be done about it?"

**CHANGES:** Mary Colditz has left the Randolph Street Hudson-Ross store, Chicago, to take over at the chain's main office, in charge of buying pop records for the chain. Her sister, Trudy, who formerly was record manager at the Jackson Boulevard store, has been moved to the Randolph Street store. Ray Lewis has been upped to record manager to fill the vacancy at the latter store.

Sid Horwitz, owner of The Music Box, Washington, has opened two branch outlets in the capitol. . . . Miles Music Company, Harrisonburg, Va., has purchased the property it has been occupying on a long-term lease and will immediately begin an extensive program of interior remodeling. . . . The newly opened Hi Fi Sound Store, 69 South 12th Street, Minneapolis, is one of the largest and most completely equipped stores of its type in that area. The store also sells home recording apparatus and tape. Sidney Zweig is manager of the store.

Carl Kitt, of Reeves Music Company, Lebanon, Ore., tells this story: "A lady breezed in and scanned our self-service bins and apparently couldn't find what she wanted. I asked if I could help her. She said she wanted that tune that they play on the radio all the time. Something about a car." What wazzit? Crazy Auto, natch.

THE FIRST ANNUAL convention of the Oklahoma Music Merchants' Association, Inc., will be held in the Hotel Tulsa, Tulsa, Okla., April 24-25. Included in the program will be an address by Dr. John C. Kendall, vice-president of the American Music Conference; NAMM promotion and sales training films, and a panel discussion of "Costs Vs. Profits" to be moderated by NAMM executive secretary, William R. Gard.

### Royalty Cut

• Continued from page 13

ter with SPA president Charlie Tobias this week.

#### Clients Polled

Harry Fox, who serves as agent and trustee for a large group of publishers, when dealing with such unusual situations pertaining to licensing, always makes a practice of polling his clients before taking a definite stand.

Bell, meanwhile, is going ahead full steam with its new-release

schedule, and this week is shipping a batch of four new disks including such titles as "Crazy Otto," "Davy Crockett," "It May Sound Silly," "Rock Love," "Dance With Me Henry," "Pledging My Love," "Cherry Pink" and "Door of Dreams."

According to Shimkin, Bell and Pocket Books are a distinctly separate operation from Simon and Schuster's Little Golden childrens records, altho Shimkin oversees both the Bell and Golden operations. The recent discontinuation of Golden's special 35-cent line has nothing to do with Bell.

## Obie Claims Line Carried By 4,000

NEW YORK, April 9. — Eli Oberstein, who in recent months has been slanting his record operation toward dealer outlets, now claims his line is being carried by 4,000 dealers. Tying in with the dealer-orientation, Obie has been stepping up his recording activity. His release schedule currently calls for 10 LP's per month, 90 per cent of which will constitute new recordings.

New recordings since September, according to Obie, have cost him about \$250,000, including a flock of disks made with 31 of the younger Metopera artists.

The company's high-priced, Allegro-Royale, priced at \$1.98, now has over 200 12-inch LP's on the market. Competition of the RCA Camden label, says Obie, has helped rather than hurt his business.

## RCA Sets New Low-Cost Hi-Fi

NEW YORK, April 9.—RCA Victor is marketing a new low-cost high fidelity phono, first in a planned series of New Orthophonic hi-fi Victrolas. The new table model retails at \$129.95 and features a "Panoramic" speaker system—one six-inch loudspeaker handling low and mid-range frequencies, and two smaller speakers.

At the same time, RCA is launching a new three-speed hi-fi automatic record changer, which plugs into home-assembled music systems. It retails at \$51.95 and was developed for use with any combination of RCA hi-fi intermatched electronic components. The changer intermixes 10-inch and 12-inch records of the same speed and provides automatic last-record stop.

## Higher Court OK's Heron Decision in Suit by Shuberts

NEW YORK, April 9.—The U. S. Court of Appeals for the Second Circuit has affirmed the decision of a lower court in a suit brought by the Shuberts (April Productions, Inc.) more than a year ago against the Heron night club here.

The Shuberts, who lost the case at that time but appealed it, charged the now defunct Heron nitery (operated by Strand Enterprises, Lou Walters and Nat Harris) with infringement, because the Ben Yost Chorus sang a medley of tunes from the "Student Prince" in a production number. The Shuberts maintained this constituted a "production" in the legit sense of the word, while the Heron representative claimed it was permissible under the small rights license granted the nitery.

The law firm of Franklin & Saunders, which handled the case for Walters and Harris, note that the U. S. Court of Appeals decision is one of significance to all night clubs, in that it gives them a legal go-ahead to surround vocalists with special production trappings on show tune medleys without fear of redress from irate legit producers.

## Elgarts in IG Suit By Publicity Firm

NEW YORK, April 9.—A legal action has been instituted against band leaders Les and Larry Elgart by the public relations firm of Shriber, Mumford & Scrimshaw. The flackery is suing the orksters for \$1,100 allegedly due for professional services and outlay dating from August thru October of last year.

The plaintiff is represented in the suit by attorney Bernard Krevitz. The Elgart band is currently at the Statler here.

## Sharper Competition Looms

• Continued from page 14

number of publishers and writers performance money is virtually everything, and survival depends upon it.

All this accounts for continuous pressure upon the performing rights societies by their own members to (1) tap every income source, and (2) revise the logging and disbursement structure in order that every individual may receive sums in proportion to use of his music.

Harmony among the copyright owners, therefore, becomes exceedingly rare. Currently, for instance, a block of serious music writers within ASCAP feel they are being given short shrift; they want a larger share of the take.

#### Film Industry

Another group of pop publishers and writers within the organization feel that since the Leibell Decision, the Society has been unable to tap properly the film industry for a reasonable share of performance money. The malcontents feel that this is increasingly hard to do in view of the considerable amount of ASCAP repertoire in the catalogs of film-affiliated publishers.

The field grows more complex. Copyright owners get more from it and want more. Complete satisfaction on the part of the membership of any one performing rights society would obviously be out of the question, and this situation cannot but facilitate changes in allegiance which many foresee in the future.

One aspect of this complexity and casting about for better deals is already being seen in the recent decision by ASCAP (The Billboard, April 9) to refuse to credit performances on split copyrights. A number of writers have already questioned whether this is fair to the writer; whether this does not give BMI a de facto exclusive copyright; whether this does not, in a sense, declare unmarketable the product of a writer.

#### Pubber Attitude

Just as copyright owners will be increasingly alert to obtain the best deal from ASCAP, such will be the attitude of the publisher members of BMI.

Several factors enter the picture here. BMI, as it attains age, stature, repertoire, more income, must—in the eyes of many—become more conservative. This has already happened to a large degree, inasmuch as the organization no longer has the dire need for reper-

## Network-DJ's

• Continued from page 14

commercials on Eddie Fisher's NBC-TV show, since his CBS pact precludes "Disk Derby" being sold to any other beverage sponsor.

NBC's "Monitor," which will provide a continuous flow of music, news, and other entertainment from 8 a.m. Saturday to midnight Sunday, will make extensive use of music both live and recorded.

NBC staff orchestras will be featured and the web will carry dance band remotes from various points across the country, along with music from foreign points brought in by shortwave and tape. NBC's entire record library will be made available for the show, with high fidelity classical, jazz, and pop disks played thruout, plus special recorded dramatic segs from albums.

#### Woolworth Signs

CBS strengthened its live music line-up last week when F. W. Woolworth signed to sponsor an hour Sunday show at 1 p.m. starting June 5, and featuring Percy Faith's 35 piece orchestra (and chorus) and guest recording stars.

The web also increases deejay Peter Potter's "Jukebox Jury" (another record panel show) to a full hour this summer, moving it into the Jack Benny-Amos 'n' Andy 7-8 p.m. slot. Altho he isn't classified as a disk jockey, Rudy Vallee nevertheless spins a few during his Sunday afternoon CBS show.

ABC launched an extensive music-and-news programming plan a few months ago, with special emphasis on classical segs and Martin Block's network deejay stint; Mutual has always featured one or more network deejays in their programming picture.

toire that it once had. Therefore, it is no longer under the same pressure to offer the same tempting opportunities in the way of guarantees. Publishers increasingly must earn their guarantees.

BMI, on its part, is already trying to do its best for its publishers by tapping sources other than broadcasters for income. In short, the BMI money, for publisher members, is likely to be harder to come by, even tho BMI income is likely to increase.

It all points to the same end: Sharper trading for the best deal for that all-important performance right, with more music users and more bargain counters.

## Clef, Norgran

• Continued from page 13

charge of sales. Silverman returned from an extended tour of distributors thruout the country early this week.

Silverman disclosed that the material offered has been especially selected for juke boxes, with a majority of the music offered falling into the background and mood music categories. The Clef-Norgran plan differs from that of the majors in that no minimum limits are placed on an operator's purchases. Ops can purchase any quantity from each of the selections offered on both labels at the straight price of 60 cents.

Approximately 18 artists are featured on the EP release of both labels, among them Gene Krupa, Count Basie, Oscar Peterson, George Wallington, Johnny Hodges and Billie Holiday.

Silverman also disclosed the upcoming release of two new high-ticket albums, "The Charlie Parker Story" and the second Art Tatum package, both scheduled to retail at \$25. The Parker memorial album will contain eight 12-inch LP's, in addition to a spiral bound biography and picture folio of Parker.

The Tatum album will feature five 12-inch LP's and a folio of five pictures. Latter set will also be released as single LP's at \$4.98 each, in addition to 15 EP's. New Clef LP will also feature three additional "Oscar Peterson Plays" series, with material devoted to the works of Jimmy McHugh, Harry Warren and Harold Arlen.

The appointment of Custom Sound & Vision, Ltd., Toronto, as distributors for both the Toronto and Winnipeg areas was also confirmed by Silverman.

## Vincent Pins Hopes

• Continued from page 13

These sales have dwindled sharply since the TV peak sales period, when Vincent did the largest TV business in the area. Even now, TV comprises half his business.

Vincent plans to utilize display space formerly occupied by TV for a complete array of hi-fi equipment, and he is currently setting up dealerships in major hi-fi lines. His regular record inventory of \$50,000 (wholesale) will be augmented by labels heretofore not stocked, ranging from Westminster to Jubilee, while he also plans to carry the entire catalogs of London and Mercury, rather than just a selected few items.

The dealer doesn't carry any pre-recorded tape at the moment, but he is expanding his tape recorder department, and intends to double his present stock of tape recorder lines.

## Songwriters Gripe

• Continued from page 14

This document will remain valid for about another 18 months.

Bargaining sessions with MPPA should begin within a few months, and it is rated a certainty that this matter will receive the highest priority among writer demands. SPA will seek to insert a clause in the contract calling for the separation of writer revenue before, and not after, promotional expenses.

All the songwriters can do at this time is to exert moral persuasion. But their lament is that this doesn't always work.

# THE BEST!

# SARAH VAUGHAN

## "WHATEVER LOLA WANTS"

(LOLA GETS)

coupled with

## "OH YEAH"

MERCURY 70595

THE BILLBOARD

APRIL 9, 1955

### • This Week's Best Buys

WHATEVER LOLA WANTS (Frank, ASCAP)  
OH YEAH (Ross Jungnickel, ASCAP) — Sarah Vaughan—Mercury 70595

Miss Vaughan also seems to be in solid with the customers these days. In most stores little more than a week, this disk has moved out speedily, chalking up good and strong sales in Boston, Providence, New York, Baltimore, Buffalo, Pittsburgh, Cleveland, Chicago, Milwaukee, Detroit and St. Louis. While "Lola" leads, "Oh Yeah" shows good action, too, and the promise of more. A previous Billboard "Spotlight" pick.



### THE CREWCUTS

TWO BIG HITS!

"Don't Be Angry"

AND

"Chop, Chop Boom"

MERCURY 70597



### PATTI PAGE

"Keep Me In Mind"

AND

"LITTLE CRAZY QUILT"

MERCURY 70579



### THE LAURIE SISTERS

"The Old Town Hall"

AND

"Dancing & Dreaming"

MERCURY 70596



### BILL FARRELL

'A Man Called Peter'

AND

"PAGLIACCI"

MERCURY 70609



### BUDDY MORROW

"There Goes That Train"

MERCURY 70611



### DINAH WASHINGTON

"I Diddie"

AND

"IF IT'S THE LAST THING I DO"

MERCURY 70600



### THE GADABOUTS

"Go Boom, Boom"

AND

"Oochi Pachi"

MERCURY 70581



### JAN AUGUST

'The Naughty Ghost'

AND

"Chiqui Chaqui"

MERCURY 70608



## TALENT TOPICS

### C&W PARK TO OPEN AT LAKEWOOD, N. Y. . . .

A country and western park will open at Lakewood, N. Y., in May, using folk record talent as the customer draw. Al Coombs will operate the A-Bar-C Ranch, with comic Smokey Warren the emcee and talent booker. Opening guests will be Merv Shiner, Billy Willow, Lee and Terry Edmond, and Rusty Starr and his Western Ramblers. Warren and His Palmer Cowboys will be regulars.

### MANSON TO WRITE 'CIRCLE' SCORE . . .

Composer-harmonicist Eddy Manson has been commissioned to write a special score for the "Armstrong Circle Theater" presentation of "Showdown" over NBC-TV April 18. Manson will also play the score on the air. The following week Manson is booked across the board on Ted Mack's new daily 3-4 p.m. show, also over the NBC-TV web.

### DELTA BOYS PLAN MONTREAL-VEGAS HOP . . .

The Delta Rhythm Boys, geographically one of the widest ranging groups in music, close at the Seville Theater, Montreal, April 27, then jump all the way to Las Vegas, Nev., where they open at The Sands two nites later (29). The boys then have four days to come east prior to flying to Sweden, where they open in Stockholm May 28. Their engagement there is for three months and calls for two open-air concerts daily. Segs run afternoons and evenings and last about 50 minutes each. Before embarking, the group will cut some sides for Decca.

Ralph Flanagan and his orchestra are booked solid thru Christmas. The crew opens George Hamid's Steel Pier, Atlantic City, Easter weekend and then embarks on a one-nighter tour, with special emphasis on college dances, including the June 6 "Ring Dance" at West Point. . . . The McGuire Sisters, Lanny Ross, Martha Wright and Archie Bleyer are among the artists who will headline a jazz-variety concert for the benefit of The Lighthouse, the New York Association of the Blind, at Carnegie Hall May 6. The benefit show will be staged by WCBS program director Sam Slate and emceed by deejay Bill Randle.

Lorry Raine exited her Dot contract this week as the result of a disagreement over release schedules on her records. The canary's manager Tim Gayle claims Dot agreed to release eight additional masters, but only one was put out. Parting, according to Gayle, was amicable, with Dot returning all masters to the singer. . . . Billy Eckstine returns to England April 18 to start his second tour abroad within the year. . . . Betty Madigan starts a six-day date at the Vogue Terrace, McKeesport, Pa., April 18. . . . Joni James is on a three-week vacation cruise to the West Indies. . . . Sarah Vaughan opened a one-week stand at the Seville Theater, Montreal, Thursday (7). . . . Buddy Morrow's band opens in Vermillion, S. D., April 13; Maryville, Mo., April 15; Pla-Mor Ballroom, Kansas City, Mo., April 16, and Scott Air Force Base, Belleville, Ill., April 17. . . . Nellie Lutcher is featured at The Sands, Las Vegas, Nev., April 6 thru April 28.

## FOLK TALENT & TUNES

By BILL SACHS

### Around the Horn

Hank Thompson, who doubles Saturday nights between the Trianon Ballroom and WKY-TV, both in Oklahoma City, plays the "Circle Theater Jamboree," Cleveland, May 21; is set for Detroit May 22, and then begins an extended trek thru the East. Wanda Jackson guestars on "Circle Theater Jamboree" May 28. . . . The Roy Acuff, Kitty Wells and Johnny and Jack show pulled more than 4,500 payees to Municipal Auditorium, Norfolk, March 27, with only a five-day promotion job over WCMS there, according to Sheriff Tex Davis, who spins the country wax on that station.

Slim Rhodes and His Mountaineers have signed an exclusive wax pact with Sun Records, with their initial release slated to reach distributors April 15. Sides feature a vocal duet by Dot and Dusty Rhodes and solo work by Brad Suggs. Dot and Dusty penned the one side, "Uncertain Love," with Suggs taking credit for the back-up, "Don't Believe." Rhodes and the Mountaineers are seen and heard on WMCT, Memphis, each Saturday, 12-12:30 p.m., and on KATV, Pine Bluff, Ark., for 30 minutes each Tuesday. . . . Rex Allen guestars on the Tennessee Ernie Ford TV show from Hollywood Tuesday (12). Allen

hops to Memphis early in May to cut six sides for Decca.

Mary Ann Johnson, of WHAS, Louisville, recently did a guest spot on Pee Wee King's WBBM-TV show in Chicago and with Homer and Jethro at the Lyric Theater, Indianapolis, to promote her first M-G-M release, "Blue Teardrops" b.w. "Keep the Change." . . . Randy Atcher, whose newest on M-G-M is "Flying High," made a guest appearance on Red Foley's network TV show last Saturday (9). . . . Smoky Dacus, former drummer for Bob Wills and Leon McAuliffe, is now spinning hillbilly and western tunes at KAMO, Rogers, Ark.

Arizona Dave, now working personals in Texas with Spanky McFarland, formerly of "Our Gang Comedies," has just finished work on a full-length movie made by Universal and Norwanda Productions in Dallas, using local talent. Flicker premieres in Dallas next month, after which Dave will roadshow it. He also has been working on a TV film series which First Colonial Films is making in Dallas. . . . Ray Odom, who whirls country wax five and a half hours daily over KRUX, Phoenix, Ariz., has taken over "Arizona Hayride," combination

(Continued on page 44)

## CISCA Reports Plan to Clean Up Disk Lyrics

CHICAGO, April 9.—The recent campaign to clean up lyrics appearing on records has reached a possible solution, at least an attempt will be made by the Big Ten Committee, a part of the Chicago Inter-Student Catholic Action group.

The committee announced its plan for cleaning up the air waves at a special meeting held here late this week. This calls for a national board of review to be set up and adopted within the music industry itself, following much the same proposal made to the industry by The Billboard in an editorial October 2, 1954.

CISCA's plans also call for unified code of approval to be affixed to records meeting decent disk standards. CISCA asks that both radio stations and juke box operators demand that the seal of approval appear on all records programmed.

The Big Ten Committee is currently in the process of contacting the heads of the Recording Industry Association of America, ASCAP, BMI, as well as the musicians' trust fund in the person of James C. Petrillo.

## Columbia Set On Series of Kiddie Disks

NEW YORK, April 9.—Columbia Records has prepared a new series of children's records that combines education with entertainment. The promotion that will accompany the launching of the series on April 25 will be predicated on the idea that the series will be a long-range project involving periodic additions of new titles. It will be aimed at both educational and family buyers.

The line, prepared by kidisk artists and repertoire head Hecky Krasno, is tagged "Now We Know." The first six disks, which will be released simultaneously, were written by Hy Zaret and Lou Singer. They have taken the questions youngsters most commonly ask, and provided factual answers in songs.

The first titles are "Why Does a Bee Buzz?" "Why Do Stars Twinkle at Night?" "What's Inside Our Earth?" "Do Animals Talk to One Another?" "Where Does the Sun Go at Night?" and "What Is an Atom?"

### First Promotion

The disks will be made available on six 78 or 45 r.p.m. singles, on one 12-inch LP and on one single EP. Initial promotion was kicked off at the recent Boston convention of the Music Educators' National Conference, at which the diskery gave away 500 special LP's to teachers.

Children's disk jockeys will be covered with the records as well as with a series of four 15-minute scripts. TV children's shows will be provided also with special slides pertaining to the records.

## Savoy Preps New LP Line

NEW YORK, April 9.—Savoy Records is preparing a new line of 12-inch LP's, with the diskery set to concentrate its effort in the packaged record field in the large platters.

Many of its catalog 10-inchers will be converted to the larger edition, and Savoy plans to issue 10-inchers in the future only when insufficient material is at hand for larger units.

President Herman Lubinsky, meanwhile, reported that he has leased Canadian pressing rights to his hit dishing of "Don't Be Angry" by Nappy Brown to Quality Records.

## SORTA, 1 HAND HELPS OTHER

NEW YORK, April 9.—Local radio station WINS chalked up its most unusual sale last week, when station WXLW, Indianapolis, bought a month's schedule of spots on WINS' early-morning Bob and Ray deejay show.

The Indianapolis station is aiming its copy at New York advertising execs, with the main theme being WXLW's recent power increase from 1,000 watts to 5,000. It is believed to be the first time that an out-of-town station has used its own medium to plug itself in another city.

## SKY CONCERT

### Decca-TWA Plug Takes To the Air

CHICAGO, April 9.—Warren Ketter, promotion man for the Midwest division office of Decca Records, has come up with one of the cutest promotion gimmicks yet. The promotion, a joint effort between TWA Airlines and Decca, is a perfect tie-in on Decca's newly released album, "Concert in the Sky," by Teddy Phillips.

The gimmick is simply to hold an actual concert in the sky, aboard TWA's new luxury liner, the Super G Constellation, which supposedly initiates the latest word in luxury-comfort air travel. Some 50 disk jockeys, librarians and trade press members will take to the air over Chicago on the morning of April 16. They will be served a light breakfast in the clouds and will preview the album over the plane's private speaker system. Al Trace, author of the narration in the album, will also be on the trip.

It is understood that several of the deejays going along on the ride are mulling over plans to tape record a 15-minute show directly from the plane as it flies over Chicago. TWA's tie-in on the gimmick is to announce the plane will be in service out of Chicago. Buses will pick up and return the deejays to TWA's downtown office. It is understood that a similar flight is being planned for Los Angeles deejays.

## KMA to Fight Dirty Lyrics

SHENANDOAH, Ia., April 9.—A campaign against off-color song lyrics was kicked off here this week by radio station KMA, with the station's disk jockeys using their record programs as a springboard to spread the idea. The drive is tagged a "crusade for better disks."

Program Director Warren Nielson said a screening board has been formed to pass on all new records. And station deejays Dick Mills and Mike Heuer are appealing to listeners to clean up "lousy records" from neighborhood juke boxes. Barred records will be eliminated from the files of KMA's library.

## Balt.'s WEBB Bows To Negro Populace

WASHINGTON, April 9.—WEBB, Baltimore's newest radio station which started broadcasting last Saturday (2) on 1360 kc., will serve greater Baltimore's Negro population and will feature rhythm and blues and spirituals, according to Bentley A. Stecher, general manager. WEBB, a daytime station, will abandon the old radio program formula of a different show every half hour, says Stecher, and will employ block programming that will spotlight top Negro personalities continuously thruout the day.

Among the talent lined up for WEBB are Buddy Young, halfback of the Baltimore Colts; Herb Kenny, who sang bass with the original Ink Spots, and Alan Freed, rhythm and blues disk jockey.

## RHYTHM & BLUES NOTES

By BILL SIMON

Groove Records' group, the Du Droppers, finally found itself a new lead singer and cut its much-postponed date last week. Altho his name is a closely-guarded secret, Groove made sure there were witnesses on hand to prove that it was not Van Loan, regular lead with the group, who happens to be under contract to Herald. . . . The Clovers came into town this week to cut a new Atlantic session. Grooves' artists and repertoire head, Bob Rolontz, takes off next week for a talent scouting trip. He'll be gone for two weeks during which time he'll visit Richmond, Va.; Charlotte, N. C.; Atlanta and Memphis.

(Hound Dog) Jack Gale, deejay at WTMA, Charleston, S. C., has opened his own r.&b. record shop, The Hound Dog Record Store. . . . Also heard from Jimmy Brisbane, WKBO, Harrisburg, Pa., who claims to be the only r.&b. and progressive jazz jock in Central Pennsylvania. . . . And down at WBGE, Atlanta, there's a fem jockey named Lula Belle (Miss B.) Murray, who is only 18 years old.

Louis Jordan, altho he hasn't had a smash record going for him in some time, remains one of the busiest acts on the theater and one-nighter circuits.

### WWRL Stages 'Dr. Jive' Teen Dance At Rockland Pal.

NEW YORK, April 9.—In line with the current trend for radio stations to sponsor teen-age dances, WWRL here will stage a "Dr. Jive Ball" at the Rockland Palace Easter Sunday (10) from 7 p.m. to 3 a.m.

Deejay Tommy Smalls (Dr. Jive)

will emcee the affair, which features 65 entertainers on the bill, including 14 top rhythm and blues names, among them Roy Hamilton, Buddy Johnson, Ella Johnson, Alfredo, Charlie and Ray, the Hearts and the Cadillacs.

The station has plugged the "Ball" consistently over a period of weeks, with advance tickets peddled thru the mail at \$2, and a special price of \$1.50 to Dr. Jive fan-club members. Admission at the door is \$2.50. The Rockland Palace has a capacity of 6,000.

### Feb. Radio Set Output Shows Gain Over Jan.

WASHINGTON, April 9.—Production of radio sets increased from 1,068,146 in January to 1,089,724 in February, according to a Radio-Electronics-Television Manufacturers' Association report. The total set production for January and February was 2,157,870, well over the previous year's 1,641,213 for the same period. Of the February total, 17,751 sets had FM tuning facilities.



# "HIS HANDS"

BEAUTIFULLY SONG BY...

## Anita Gordon

FROM THE FLAMING PEN OF...

DECCA 29440 • 9-29440

## Stuart Hamblen

The Only Man to Ever Have Three Faith Songs  
on Billboard's National Best Seller Charts

**IT IS NO SECRET**—(Over Two Million)  
**THIS OLE HOUSE**—(Over Three and a Half Million)  
**OPEN UP YOUR HEART**—(Over a Million)



# "HIS HANDS"

**ALREADY A  
ROLLING SMASH**

# MUSIC AS WRITTEN

## BETTY JOHNSON GETS BREAKFAST JOB . . .

RCA Victor canary Betty Johnson has won the job as regular fem vocalist on Don McNeill's "Breakfast Club" show over ABC. In all, 14 gals vied for the job with McNeill "auditioning" them by booking one each week since the beginning of the year.

## PERRIN FORMS NEW PINE LAWN PUB . . .

Veteran music man Jack Perrin has formed a new firm, Pine Lawn Music. The outfit has a deal with Broadcast Music, Inc. Perrin is deactivating Perco Music, in which he was a partner.

## CAP. DOUBLEDAY IN PUSH FOR 'LOVE' . . .

Capitol's promotional tie-up with Doubleday on Al Martino's new record, "Love Is Eternal," got under way this week, with special window displays and streamers plugging the disk in 35 Doubleday shops across the country. Capitol's publicity-promotion chief Dick Linke also is sending out copies of Irving Stone's best-seller "Love Is Eternal" to 200 key deejays and setting up displays on the book and record with dealers.

## 'OPRY' TAKES 5G IN SAN ANTONIO . . .

The "Grand Ole Opry" box office receipts for two performances last Sunday at the Municipal Auditorium, San Antonio, was around \$5,000. Carl Smith headed the show with Tommy Collins, Hank Locklin, Marty Robbins and the Tune Smiths. Another "Grand Ole Opry" unit has been booked into the Auditorium here for April 17, and will feature Roy Acuff, Kitty Wells, Johnnie Mack and Benny Martin.

## JACK MILLS SAILS FOR ENGLAND . . .

Jack Mills, Mills Music chief, sails for England Wednesday (13) to meet with the manager of the firm's London affiliate, Fred Jackson. Mills will also inspect the new

London offices and confer with associated publishers in England and Italy. He will be gone about six weeks.

## FETE MANIE SACKS AT PHILLY DINNER . . .

Manie Sacks, vice-president and general manager of RCA Victor, was feted at a testimonial dinner tendered by the Philadelphia chapter of the B'Nai Brith Tuesday (5). About 1,000 persons, many of them prominent in the music business, attended the plush event. Heading the list were Gen. David Sarnoff, RCA board chairman, and Frank Folsom, RCA president.

## RICHMOND PICKS UP 'I TURNED IT DOWN' . . .

Rights to "I Turned It Down," kicked off by Dinah Shore on TV 10 days ago, have been acquired by publisher Howard S. Richmond, who has placed it in Manchester Music, affiliated with the American Society of Composers, Authors and Publishers. Tune, written by John Bradford and Tony Romano, and held in their own publishing firm, is in the United Artists' film, "Robbers' Roost," with George Montgomery.

## HENDERSON SIGNS SECCO CONTRACT . . .

Secco Records, a predominantly Latin American diskery, has signed an exclusive contract with Skitch Henderson. The pianist, who is musical conductor of Steve Allen's "Tonight" show, will record a series of LP's featuring medleys similar to the "Echoes" series George Feyer records for Vox. The first issue will be "Favorites of Latin America." Secco President Sidney Siegel also signed Los Chayales de Espana, Spanish musical act, who formerly cut for RCA Victor.

## New York

Coral Records acquired from Trinity the master on Jean Whitely's "Leave My Heart" and is rushing out disks. Jack Gold has signed three Pittsburgh lassies, the Bon Bons, to a management pact. They are already signed to a London Records pact.

Dauntless International, New York distribution outfit, is expanding this month and moving into larger quarters on upper 10th Avenue. Dauntless distributes "The Investigator" LP among others. . . . Remington Records has appointed the Barnett Distributing Company, Baltimore, to handle the label in the Maryland - Washington territory.

Stephen Keegan, publisher of "The Musicians' Guide," is offering a free bio and location service said to cover most anyone in the music business. . . . The Four Coins, currently at the Gay Haven, Detroit, are booked for upcoming stints at Reno's New Golden Hotel, and the El Cortez, Las Vegas, Nev., starting May 19. . . . The Chordettes are set for a series of one-nighters that will take them to Asbury Park, Scranton, Pa.; Lockwood Park, Pa.; Grand Rapids, Richmond, Boston, Altoona and Daytona Beach in the next few weeks. . . . Lee Magid has cut some sides with Betty St. Claire and a rhythm combo for entry into Jubilee's jazz series LP's.

Paul Kapp, manager of the Delta Rhythm Boys, is now handling Patty McGovern, former lead with the Honeydreamers, and wife of WOV deejay Leigh Kamman. Kapp also has organized a group of folksingers tentatively called the Balladeers, whose repertoire will extend from current items back to Chaucer. . . . Lou Carter, former pianist with Jimmy Dorsey and charter member of the Soft Winds Trio, has his own trio at the Darbury Room, Boston.

Tiny Markle and his orchestra have moved into the Saturday night slot at Lake Compounce's Ballroom, Hartford, Conn., replacing the Russ Schurer aggregation. Schurer, on the bandstand for 15 years, has been forced to give up his orchestra because of illness.

Ocean Beach Park Ballroom, New London, Conn., opens for the season tomorrow night (10), with initial session featuring Tex Beneke

and his orchestra. The location will have name dance bands thru the fall.

The Buddy Basch office has signed to handle music promotion for Brandom Music, Chicago, with a push on the new Crew Cuts' record its first assignment. . . . Roy and Al Kohn have formed Barclay Records, a new pop label and a subsidiary of Alroy Music. The firm's first release, out April 13, will feature singer Bob Jaxon.

M-G-M Records is packaging its new record of "Marty" by the Naturals in a special sleeve, with copy plugging the movie of the same title. The sleeves will be sent to deejays and made available to dealers at no extra cost.

M-G-M flack Sol Handwerger is making the rounds of deejays in New York this week with Ernest Borgnine, who plays the title role in the movie which opens next week. Opening day, M-G-M will give away copies of the record to first 100 women in line at the box office.

## Chicago

A new deejay show will begin Monday, April 18, headed by Bob Drews and emanating from the Opera Club (private key club) of Jean Farduli's Blue Angel. The show will air over WEAW-FM from 11 till 11:30 p.m., and will be taped for re-broadcast over WEAW-AM the following day of each show, at 1 p.m. . . . William C. O'Donnell has been named sales manager of KXOK, St. Louis, effective immediately. . . . Joe Dill, manager of Johnny Desmond, moves to New York to be closer to Desmond. Desmond begins work in "Tinsel Town" in August. Rumors here indicate Dill is the author of a play and will attempt to market the script in New York.

Yma Sumac opens at the Palmer House next week and Tony Martin opens at the Chez Paree this week. . . . Current at the Chicago Theater are the Crew Cuts and the DeJohn Sisters. . . . Don McNeill's "Breakfast Club" has signed the Jack Halloran Choir, the other three singers signed for the one-week shot are Nancy Evans, Dick Krueger and Paul Judson. . . . Ella Fitzgerald and Eddie Fontaine have been signed to headline the stage show at the Chicago Theater beginning April 29.

Local vocal-lovely, Betty Bryan, known to Chicago area radio and TV audiences, will make a bid for the big time Monday, April 11, when she appears on the Arthur Godfrey "Talent Scouts" program. Betty is currently featured singer on the "Tom Duggan" daily TV stanza over WBKB-TV. She also has her own show over WIND radio twice daily. . . . Andy Griffith, Capitol Records artist, has been signed as a week-long guest on Don McNeill's "Breakfast Club," beginning April 11. . . . The Billy Williams Quartet, currently appearing at the Black Orchid, will cut a session shortly featuring a tune written by one of the Black Orchid waiters, Eugene Cheatam, "The Monkey and the Lion."

Kenny Bowers, musician-comedian-showman, does a one-week guest shot on Howard Miller's "Close-Up" show beginning next week. . . . Sid Mandel, former Midwest deejay and now airing over KYNO, Fresno, Calif., recently drew 9,047 calls from listeners in a one-week period in answer to a record quiz. The gimmick resulted in the station losing its long-held phone number because the calls were tying up an entire section of the town.

## Hollywood

Ray Heindorf, Warner Bros. music chief, has returned from New York to resume his assignment on the music for "Pete Kelly's Blues." . . . Al Friedman named to replace Larry Shane at Paramount Music. . . . Ralph Helweg, formerly with Cook Distributors, Dallas, has moved to Fresno, Calif., as branch manager for RCA Victor. . . . Myrna Fox has signed a recording contract with publisher Irving Mills as yet unnamed recording company. Mills left last weekend

## FULL-TIME

# Armstrong, Shirley Open Basin Street

By BILL SIMON

NEW YORK, April 9. — Basin Street, local jazz cellar, reopened Thursday (7) on a full-time basis, with a potent brace of attractions in Louis Armstrong and pianist Don Shirley. A big holiday crowd, liberally sprinkled with collegiate crew cuts, was on hand.

Armstrong's sextet, including Trummie Young, trombone; Barney Bigard, clarinet; Arvell Shaw, bass; Barrett Deems, drums, and Billy Kyle, piano, served up an abundance of the fine old wind that is Armstrong's stock in trade—warm, robust, sincere and showmanlike.

Shirley, whose new album, "Tonal Expressions," is a big seller for Cadence, was accompanied only by Richard Davis on bass. His more subdued offerings were lost on the exuberant young crowd, but ringsiders listened with rapt attention to the concertized show tunes and standards that are his stock in trade.

Shirley's style, while billed as "a classical approach to jazz," is actually a glorified cocktail piano. In fact, his offerings should register to better effect in more intimate, chi-chi rooms.

# Col. Extends Needle Push

NEW YORK, April 9. — Columbia Records' diamond needle promotion has now been extended to two new phonograph models. Until May 31, Columbia's distributors will include a \$25 diamond, with the two remaining models in the "360" line, namely the Nos. 318 and 320.

Columbia is asking distributors to help carry the load, making these needles available to them at the special price of \$4. Part of this cost may be passed on to dealers at the distributors option. The needles will be individually packed and shipped separately from the machines, to eliminate doubt as to whether or not the needle in the machine is actually a diamond.

While Columbia is eschewing national advertising on this particular promotion, special efforts will be made on local levels. The diskery will provide co-op ad mats and an easled poster with a large artificial diamond surrounded with copy extolling the \$124.95 value of the \$99.95 seller. Distributors are being asked to pass on a 30-60-90 days billing to dealers.

for New York. . . . Milt Deutsch has set Tommy Dorsey and the Lancers for the Los Angeles Home Show for the second straight year at the Pan Pacific, starting June 9. . . . Dick Lyons, formerly with M-G-M Records, New York, now producing television pictures with Ed Small's Television Productions of America. . . . Gene Sheldon cut four banjo sides for M-G-M records. . . . Jack Nye orchestra with vocalist Betty Taylor and the Tico Robbins group will open the New Cinegrill at the Hotel Roosevelt. . . . RCA Victor's Tony Travis returned here after two months of barnstorming to plug "We Oughta Be." . . . Eddy Howard ork opened to 2,142 dancers at the Palladium last week; biggest house for an opening night in many months. . . . Johnny Desmond left for Philadelphia, where he opens an engagement at the Latin Casino on May 2. . . . Maestro Rex Koury has completed the music scoring of the pilot film of "Gunsmoke." . . . Atlantic Records inked saxophonist Dave Pell. . . . Imperial Records added the Salmas Brothers, vocal group. . . . Actress Meg Myles sliced an indie session for Red Doff. . . . Maestro Skip Martin and his wife have scheduled a two-week vacation at Acapulco upon completion of his current work on "Guys and Dolls," "Pink Tights" and "How to Be Very, Very Popular." . . . Pianist Carl Post set for a concert at the University of Portland April 19.

# TENN. ERNIE TO GET PEER PRIZE

LOS ANGELES, April 9.—The Ralph Peer award for the outstanding contribution by an artist to country music in 1954 will go to Tennessee Ernie, who will receive the award over a special radio show over the CBS and NBC networks next month. May 12 has been set as the tentative date for the broadcast. Gov. Frank Clement of Tennessee will make the presentation.

## ATHLETES

# Soft Ball Loop Play Is Sought

NEW YORK, April 9.—Spring is here, and a young music man's fancy turns to thoughts of soft ball. Last year the industry here produced seven teams which managed to generate some lively competition as well as reduce a few waist lines. This year there appears to be more interest than ever, but organization is sadly needed.

This department has been getting calls from parties who favor an organized league, with regular schedules, etc. Most of the old teams may be counted on. They include London, Decca-Coral, Columbia, Victor-"X"-Groove, Allied, ASCAP and BMI.

We suggest that all interested outfits contact The Billboard, for the purpose of scheduling a luncheon at which representatives can get together to work out bookings, etc. Address inquiries to Bill Simon, sports editor.

# Hassler Joins Cap Rep Dept.

HOLLYWOOD, April 9.—Don Hassler, Midwest promotion man for Capitol Records, joined the firm's repertoire department as an assistant producer this week. Appointment of Hassler was made by Alan Livingston, prior to his departure for Florida this week.

Hassler joined Capitol in 1953 and has been working out of the company's Chicago branch. He will be assigned to Capitol's album department, reporting to Francis Scott. Hassler's initial project calls for further expansion of Cap's "Kenton Presents Jazz" series.

Appointment of Hassler brings Capitol's album repertoire department, headed by Scott, to six. Other producers include Bill Miller, Dave Meyers, Dave Cavanaugh and Dick Jones in New York.

## Heading For HIT-Land!

# BLUE MIRAGE

An Array of Great Records!  
THE B. F. WOOD MUSIC CO. INC.  
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## A "HIGHLIGHT" For Every Program

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ROBBINS MUSIC CORPORATION

ANNOUNCEMENT  
This is to notify all segments of the Music industry that I am the sole owner of the tune  
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534 Greene Ave., Brooklyn 16, N. Y.

## Breaking for a Smash!

# "TWO HEARTS, TWO KISSES MAKE ONE LOVE"

Recorded on:

- Capitol . . . . . FRANK SINATRA
- Columbia . . . . . DORIS DAY
- Coral . . . . . THE LANCERS
- Decca . . . . . DE MARCO SISTERS
- De Luxe . . . . . THE CHARMS
- Dol . . . . . PAT BOONE
- Mercury . . . . . CREW CUTS
- RCA Victor . . . . . THE DOODLERS
- RCA Victor . . . . . RITA ROBBINS and DON WINTERS

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## A Great New Release!

# BILL DARNELL

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A MILLION THANKS  
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EDDIE VINSON . . . . . Mercury  
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# "PLEASE DON'T GO SO SOON"

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"IT'S YOUR LIFE"

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# "IS THIS THE END OF THE LINE?"



## Joni James

ON M-G-M RECORDS

The Billboard Music Popularity Charts  
**POPULAR RECORDS**  
● REVIEW SPOTLIGHT ON . . .

**THE CASH BOX**  
DISK OF THE WEEK

## "LEAVE MY HONEY BE"

Recorded by  
**PAULETTE SISTERS**  
Capitol

## "PLEASE HAVE MERCY"

Recorded by

- BUNNY PAUL ..... Capitol
- ROBERTA LEE ..... "X"
- LINDA HAYES ..... King
- JIMMY WAKELY ..... Coral
- THE MASCOTS ..... M-G-M
- PRISCILLA WRIGHT ..... Unique

## "THE LIFE OF THE PARTY"

(From the Columbia Picture—"FIVE AGAINST THE HOUSE")

RECORDED BY  
BILLY ECKSTINE ..... M-G-M



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Hollywood  
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# PHONOS—HI FI

By STEVE SCHICKEL

## PETER PAN PHONO LINE INCLUDES 15 MODELS . . .

The Peter Pan phonograph line for 1955 will include 15 models, according to Milton C. Perlmutter, sales manager of B & R Electronics Company, the manufacturer. Highlighting the line will be a list of five console models, as well as radio-phonograph combinations, a clock-radio-phonograph, portables, and table models in both acoustic and amplified units. Prices on the new line will range from \$8.95 for a table model to \$49.95 for a three-speed console with a five-tube radio and a record compartment. The entire line will be made available in a variety of colors, some of which include circus, polka dot, Western, jitterbug, travel, tweed, and alligator.

## AMPLIFIER CORP. UNVEILS NEW MAGNELOOP JR. . .

The Amplifier Corporation of America has started production on a new model, multi-purpose, magnetic tape, continuous loop, record playback device, called the MagneLoop Jr. The unit will be available in two models, one for slow speed and one for fast speed. Recordings may be made on the machine and these sound tracks can be played back instantly without rethreading or rewinding. The unit incorporates a tape-loop cartridge and is said to be able to reproduce 10,000 messages without loss of quality or volume. The unit also features a speaker which can be placed at a distance from the set, thus allowing for the set to be used as a hide-away unit. No price was made known by the firm.

## NAMM SPACE ALMOST COMPLETELY SOLD . . .

Exhibitor space for the National Association of Music Merchants is 85 per cent sold out as of this writing, with heavy indications that it will be completely sold out well before show time, July 18-21, at the Palmer House in Chicago. Registrations are well ahead of last year, and according to the show's execs, this year should prove to be a record breaker both from the standpoint of exhibitors as well as attendance. This year's banquet, it was announced, has been changed to the Grand Ballroom of the Conrad Hilton Hotel. The subjects of records, tape and high fidelity will all be discussed in business sessions and clinics. This year marks the first time that both daytime and night-time business sessions and clinics will be held.

## 1955 PARTS SHOW CLAIMS RECORD TURNOUT . . .

The 1955 Electronic Parts Distributors Show, which opens in Chicago May 16 at the Conrad Hilton Hotel, reportedly has 289 exhibitors already lined up. The show will have 203 booths and 174 display rooms for the affair, which will run for four days till May 19. The theme of the show is "Bring Your Order Pad With You." Show management reports top factory execs, engineers and sales managers will be on hand not only to display merchandise but to sell it on the floor. Altho products weren't named,

it was reported that a host of new products would be unveiled at this year's exhibition.

## WEBCOR REPORTS BANNER 1954 . . .

Norman C. Owen, president of Webcor, in his annual report, stated the firm's sales of phonographs, record changers and magnetic recorders were higher in 1954 than in the preceding year, despite an industry-wide decline during the first six months. Sales turned upward in the last half of the year, following the introduction of an extensive new line of phonographs and tape recorders, but heavy investing in the development and tooling of new models held down the profits. The firm reported 1954 sales at \$31,741,046, an increase of 14 per cent over 1953. Net earnings during 1954 were \$564,198, or \$1.09 per share. Owen also stated that despite the vast growth of the high-fidelity field, this market is still in its early stages.

## SONOTONE INTROS DO-IT-YOURSELF KIT . . .

A new ceramic cartridge was unveiled by Sonotone Corporation, New York, which is designed to give high-fidelity features to conventional record players. The new kit, which is aimed at the do-it-yourself market, will fit all models of one, two or three speeds. The models are available with instruction sheets for installation by neophytes. Model 1-P for 33 $\frac{1}{3}$  or 45 players will retail for \$8.50 with sapphire needle. This same model can also be used on older 78 r.p.m. models. Another model, 2-T, turnover, designed for all speeds, will list at \$9.50 with two sapphire needles. All kits can be had with diamond needles.

## HOFFMAN'S YEAR- END REPORT . . .

The Hoffman Electronics Corporation reported net profit for 1954 at \$1,485,513, or \$2.08 a share, an increase of 24 per cent over 1953, which showed a net profit of \$1,199,655. The 1954 figures represented the second highest year in the company's history.

## BELL & HOWELL'S YEAR-END REPORT . . .

Sales of Bell & Howell and its subsidiaries in 1954 reached an all-time high of \$40,699,495, which represents a 36.5 per cent increase over 1953. It was during 1954 that the firm began production of two new model tape recorders under the TDC brand, and the Columbia-Bell & Howell brand.

## STROMBERG-CARLSON'S NEW DISTRIBUTORS . . .

The Stromberg-Carlson Company this week appointed two new distributors to handle its line of high-fidelity phonographs, radios and television. D & N Auto Parts, Greenwood, Miss., will handle the line in the Mississippi counties of Laflore, Carroll and Tallahatchie. McClain & Son, Columbus, O., has been named sales agent for the line, including advertising, promotion and service in the territory of Southern Ohio and adjoining counties in West Virginia.

# LINER NOTES

By IS HOROWITZ

## BB COVERAGE NOW INCLUDES TAPES . . .

With this issue The Billboard expands its review coverage to include pre-recorded tapes. This is a field that, while still in its early stages, is beginning to figure more and more in the planning of alert music-record dealers. To help dealers sift the new tape releases and keep aware of new items, they will be reviewed here from time to time.

This time around the first few tapes submitted for review will be covered in this column. In future issues pre-recorded tape reviews will be found following the record albums, and in the appropriate category, be it pop, classical or jazz. In all cases, unless otherwise stated, tapes considered are dual track, 7 1/2 i.p.s.

On hand are several new classical tapes. Among them one of solid value is the "Janos Starker Cello Album, Vol. 1" (7-inch), Connoisseur D-104. It holds the equivalent of two previously issued 12-inch Period LP's, well received by the trade when originally released. Included are the familiar Boccherini Concerto, a Mozart Concerto (originally written for horn), a Vivaldi Concerto and a Corelli Sonata. Sound is excellent.

Webcor has an interesting set for chamber music fans, but over-all effect is watered down by weak attempt to widen the appeal. The Fine Arts Quartet is featured on the best track, "Debussy: Quartet in C Minor" (1-7"), and they provide a sensitive reading of the popular work. An attractive filler is furnished in the second movement from a Haydn Quartet, the Opus 76, No. 2. But Track No. 2 holds four selections by pianist Robert McDowell, who performs acceptably in pieces by Granados and Ravel, but stumbles when it comes to Liszt.

A well-planned dance program on tape is offered by A-V Tape Libraries in "Let's Dance the Mambo"

(1-7") featuring Machito and His Afro-Cubans, and the Benny Bennet ork. Planning even extends to providing a short silent intermission on each track to allow terpers to catch their breaths, and fast and slower selections, with an occasional vocal, are brightly performed. There's good listening here.

"Songs by Mabel Mercer" (1-5") Atlantic AT 5-4, is out of the Atlantic Records catalog in a taped edition by Livingston Electronics. It's intimate stuff with specialized appeal that could, perhaps, be sold as late-night listener material. Backed by a spare rhythm section, Miss Mercer furnishes stylized readings of a group of standard ditties.

## ISRAEL ORCHESTRA RELEASES DUE . . .

Next month Angel will release the first recordings featuring the Israel Philharmonic Orchestra; Paul Kletzki is the conductor. He will be heard in readings of works by Mahler, Mendelssohn and Schoenberg. In the same release will be a long-awaited performance of the Beethoven Violin Concerto, recorded by David Oistrakh and the Stockholm Festival Orchestra conducted by Sixten Ehrling.

## MAJOR AND MINOR

Despite circulation of a printed price list to the contrary, George Mendelssohn, president of Vox Records, emphasizes that the suggested list price of his firm's 12-inchers remains at \$5.95.

Bill Avar, of Period Records, has signed pianist Istvan Nadas to an exclusive recording pact. The artist, well received by critics in New York last fall, is to be heard first in the Beethoven "Hammerklavier" Sonata. A Schubert album is scheduled next and an additional six LP's will be released before the end of the year.

## • Best Selling Popular Albums

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

### LP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor LM 1837
2. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol W 509
3. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol H 352
4. ARTHUR GODFREY PRESENTS CARMEL QUINN . . . Columbia CL 629
5. MUSIC TO REMEMBER HER—Jackie Gleason . . . Capitol W 570
6. PETER PAN—Original Cast . . . RCA Victor LOC 1019
7. CRAZY OTTO . . . Decca DL 8113
8. BENNY GOODMAN IN HI-FI . . . Capitol W 565
9. SILK STOKINGS—Original Cast . . . RCA Victor LOC 1016
10. BRUBECK TIME—Dave Brubeck . . . Columbia CL 622
11. DEEP IN MY HEART—Sound Track . . . M-G-M E 3153
12. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor LPT 3057
13. GOLDEN HORN—Ray Anthony . . . Capitol T 563
14. TONAL EXPRESSIONS—Don Shirley . . . Cadence 1001
15. VICTORY AT SEA—NBC Symphony (Bennett) . . . RCA Victor LM 1779

### EP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor ERB 1837
2. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol EBF 352
3. ARTHUR GODFREY PRESENTS CARMEL QUINN . . . Columbia B 491
4. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor EPBT 3057
5. BY REQUEST—McGuire Sisters . . . Coral EC 81098
6. MUSIC TO REMEMBER HER—Jackie Gleason . . . Capitol EBF 570
7. DEEP IN MY HEART—Sound Track . . . M-G-M X 276
8. PETER PAN—Original Cast . . . RCA Victor EOC 1019
9. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol EAP 509
10. ESPECIALY FOR YOU—Teresa Brewer . . . Coral EC 81115
11. CRAZY OTTO . . . Decca ED 2201-2
12. SWING EASY—Frank Sinatra . . . Capitol EBF 528
13. BENNY GOODMAN IN HI-FI . . . Capitol EAP 565
14. JOANNE SINGS—Mary Stuart . . . Columbia B 487
15. BRUBECK TIME—Dave Brubeck . . . Columbia B 473

## • "Classical Possibilities"

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

1. VERDI: LA TRAVIATA — Renata Tebaldi, Orchestra of L'Accademia di Santa Cecilia, Rome (Molinari-Pradelli) . . . London LLA 26
2. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—Pittsburgh Symphony (Steinberg) . . . Capitol P 8292
3. BEECHAM PLAYS WAGNER—Royal Philharmonic Orchestra (Beecham) . . . Columbia ML 4962
4. VERDI: A MASKED BALL—Herva Nelli, Jan Peerce, NBC Symphony (Toscanini) . . . RCA Victor LM 6112
5. TCHAIKOVSKY: SWAN LAKE BALLET—Minneapolis Symphony (Dorati) . . . Mercury OL 3-102

## • Reviews and Ratings of New Classical Releases

INVITATION TO THE DANCE (1-12")  
New York Philharmonic; Andre Kostelanetz, Cond. Columbia ML 4957 . . . \$4

Andre Kostelanetz' second LP with the New York Philharmonic should be as big sales-wise as his first. It is well-performed and appeals to three different types of buyers. Beginning collectors will enjoy the familiar "Invitation to a Dance" by Weber and Enesco's "Roumanian Rhapsody No. 1," while veteran classical fans may be interested in the record premiere of Prokofiev's "Wedding Suite" from his Stone Flower ballet. Dance enthusiasts, of course, will be intrigued by all three selections. The subject matter of the LP suggests many interesting display ideas for dealers as does the handsome cover, which features a Degas ballerina painting from the collection of Kostelanetz' Frau Lily Pons.

MENDELSSOHN: VIOLIN CONCERTO;  
TCHAIKOVSKY: VIOLIN CONCERTO (1-12")—Zino Francescatti, Violin; New York Philharmonic; Dimitri Mitropoulos, Cond. Columbia ML 4965 . . . \$2

Of the many new violin releases this shapes up as one of the most powerful in many months. Coupling of these two standard works has been tried once before but not by an artist of Francescatti's stature and public acceptance. An outstanding bargain in price, performance and recording. Will pull lots of revenue for many dealers.

VERDI: LA FORZA DEL DESTINO (3-12")—Maria Callas, Richard Tucker; Orchestra and Chorus of La Scala, Milan; Tullio Serafin, Cond. Angel 3531 . . . \$8

Not only does this "Forza" displace the two older competitive versions, but in its own right ranks with the very best recorded operas in the Angel-La Scala series. The vocal and dramatic problems posed by the role of Leonora are easily surmounted by Maria Callas and she sets a high standard for her Alvaro, sung by Richard Tucker which, happily, is fully met. The tenor was borrowed from Columbia for the project. The handsome black and gold package, with Italian-English libretto and notes by Francis Toye, gives customers an additional reason for permanently treasuring this set.

PROKOFIEFF: VIOLIN CONCERTO NO. 1 IN D; LALO: SYMPHONIE ESPAGNOLE (1-12")—Nathan Milstein, Violin; St. Louis Symphony; V. Golschmann, Cond. Capitol P 8303 . . . \$8

Another big one from Milstein who has developed into one of the two top selling violinists since his move to Capitol. There is no question but that these will be the preferred versions of the two fiddle staples, for brilliance of performance and sound, even tho in the latter category the etching doesn't have the luminous quality of the recent Milstein-Pittsburgh diskings. And one suspects some microphone magic in the clarity of the triangles in the Lalo. The set is as good as money in the bank for most classical dealers.

VERDI: LA TRAVIATA (3-12")—R. Tebaldi, Gianni Poggi, Aldo Protti; Chorus and Orchestra of the Accademia di Santa Cecilia, Rome; Francesco Molinari-Pradelli, Cond. London LLA 26 . . . \$9

A recording that will take its place among other favored readings, pulling heavy sales for the superb characterization of Violetta by Renata Tebaldi. Among those who listen primarily for the tenor there is disappointment in store, because Gianni Poggi is little more than satisfactory. Aldo Protti's "Germont" is better, and the whole is beautifully recorded. An outstanding package for the many Tebaldi fans.

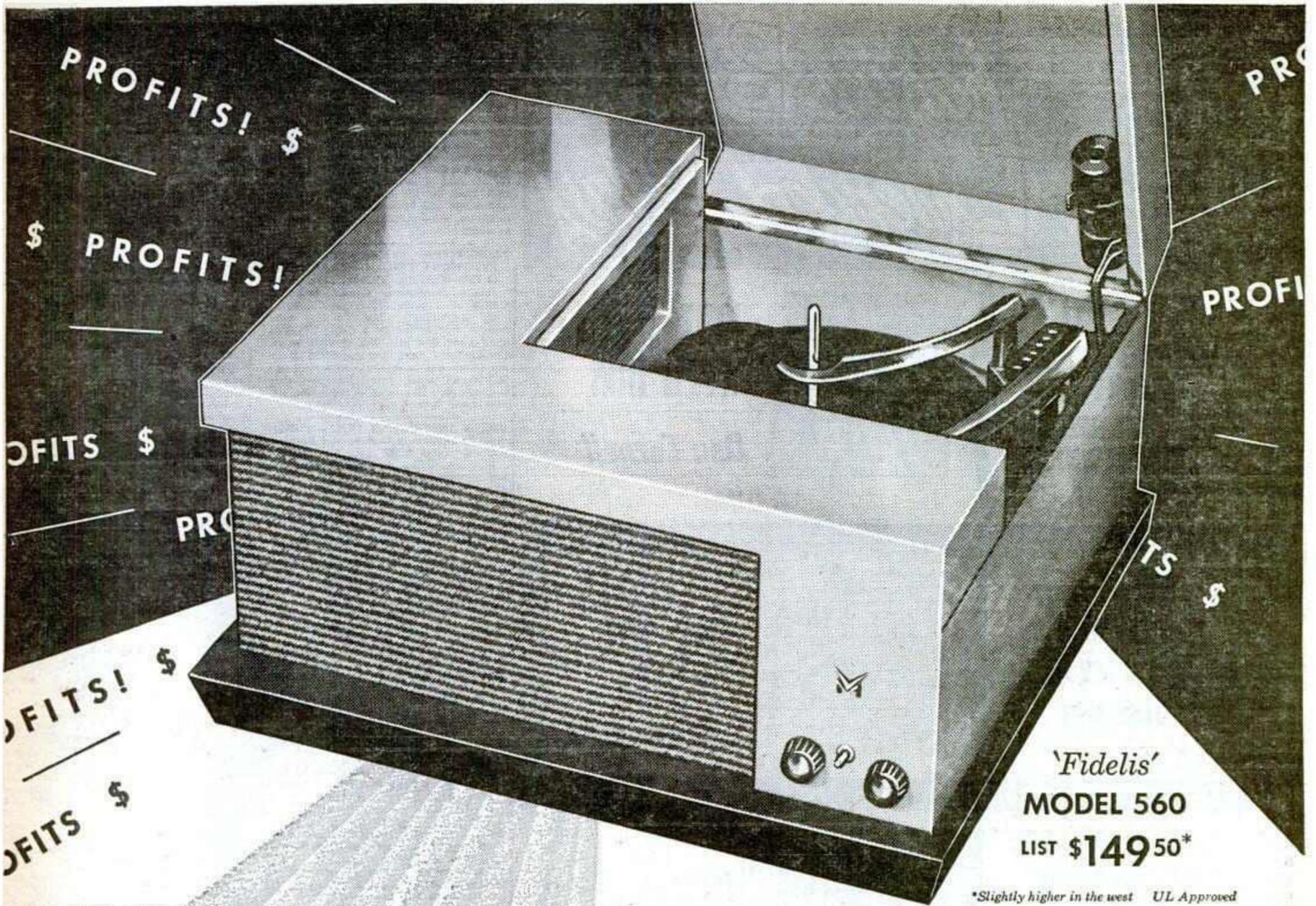
BEETHOVEN: SYMPHONY NO. 6 (PASTORAL) (1-12")—Detroit Symphony; Paul Paray, Cond. Mercury MG 50045 . . . \$7

Altho this version of Beethoven's program-music symphony faces strong name competition, it shouldn't be overlooked. Paray's interpretation is as penetrating as most, and the sound is magnificent. Collectors with long memories will recall the Paray reading of the "Sixth" on shellac, a treasured performance in its day, and may want to own this modern treatment.

SIBELIUS: SYMPHONY NO. 2 (1-12")—Halle Orchestra; Sir John Barbirolli, Cond. Bluebird LBC 1084 . . . \$6

At \$2.98, this fine recording is one of the best buys around. This is a Sibelius year, and this is his most popular symphonic work, one on which new recordings

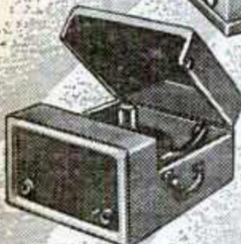
(Continued on page 24)



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MODEL 560  
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- Authentic High Fidelity Response! 40 to 15,000 cps!
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- Lazy-Lite®, Siesta Switch® plus many other features in V-M's exclusive tri-o-matic®.

... and THEY CHOOSE African Mahogany or Champagne Blonde hand-rubbed finish —AT THE SAME PRICE.

AND NOW! Lustrous Ebony and Rich Walnut are available in the same record-setting design.

Legs, brass or black finish, are optional.

Sound Values for Sound Profits which once again prove V-M leads the field—with the most for the money! Stock the leader for top profits—the Voice of Music Line! Contact your V-M Distributor Salesman today. You'll offer your customer the most for their money—at a better profit to you!

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Benton Harbor, Michigan

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**Displays and Sales Aids Help You Make More Profit Ask Your Distributor Salesman**

# CORAL RECORDS has the BIG hits on Extended Play

- MOST OF ALL
- UNCHAINED MELODY
- DANGER! HEART-BREAK AHEAD
- ALL OF YOU



**YOUR DATE WITH DON**

**Don Cornell**

EC 81118

- HOW IMPORTANT CAN IT BE
- PLEDGING MY LOVE
- TWEEDLEE DEE
- ROCK LOVE



**ESPECIALLY FOR YOU**

**Teresa Brewer**

EC 81115

- MELODY OF LOVE
- OPEN UP YOUR HEART
- HEARTS OF STONE
- NAUGHTY LADY OF SHADY LANE



**BY REQUEST**

**The McGuire Sisters**

EC 81098

- MALAGUENA
- LAZY GONDOLIER
- ELEPHANTS TANGO
- BLUE MIRAGE



**YOURS FOR DANCING**

**Lawrence Welk**

EC 81120

- TWO HEARTS
- CLOSE YOUR EYES
- GET OUT OF THE CAR
- AFRAID



**RHYTHM AND BLUES** Edition 2

**The Lancers**

EC 81117

- CHERRY PINK
- PLANTATION BOOGIE
- JAM UP
- RIB TIPS



**RHYTHM AND BLUES** Edition 1

**Georgie Auld**

EC 81116

**CORAL RECORDS**

*America's Fastest Growing Record Company*

(A subsidiary of DECCA RECORDS, INC.)

## Reviews and Ratings New Classical Releases

Continued from page 22

ings are appearing thick and fast. The most recent competitor is the Stokowski version on the parent RCA Victor label. Where the latter often distorted the music for the sake of instrumental effect, Barbirolli hews to the work's structural requirements and produces a more thoroughly satisfying musical whole. The sound is excellent too.

**PROKOFIEFF: SYMPHONY NO. 5; SYMPHONY NO. 1 (CLASSICAL) (1-12)**—Concerts Colonne Orchestra; Jascha Horenstein, Cond. Vox PL 9170 .....74

By combining Prokofiev's two most popular symphonies on a single LP, Vox once more has provided unusual value. Furthermore, these are top-flight interpretations and recordings, with only the "Classical" facing formidable up-to-date competition. This is a durable, marketable stock item.

**OPERA INTERMEZZI (1-12)**—Philharmonia Orchestra; Herbert von Karajan, Cond. Angel 35207 .....74

Fine engineering, excellent performance, and a good merchandising idea make this a package not only for the opera lover but also the new consumer anxious to obtain a spread of representative classical music at a price. Works included are by Mascagni, Leoncavallo, Offenbach, etc.

**STRAVINSKY: PULCHINELLA; DIVERTIMENTO (1-12)**—Orchestra National de la Radiodiffusion Francaise; Igor Markevitch, Cond. Angel 35143 .....70

Each of these interpretations faces competition from versions conducted by the composer himself, but in different couplings. Neither of these ballet pieces are typical modernist Stravinsky, and they may lack appeal for followers of his more abstract periods, but they provide easy, gracious listening. Prime interest should be among ballet music buyers rather than regular Stravinskyites. Cover, with a Picasso drawing, is attractive and appropriate.

**BEETHOVEN: PIANO CONCERTOS (COMPLETE); VARIATIONS (EROICA) (5-12)**—Arthur Schnabel, Pianist, RCA Victor LCT 6700 .....73

A true collectors' set that packs potential beyond the dedicated few, and merits much more than most albums so labeled the tag of "historic recorded document." For years Schnabel was rated the ideal Beethoven interpreter and no pianist has come up with as convincing a claim to his mantle. It should be noted that

even collectors who have the Beethoven Fourth and Fifth in their LP collections will show strong interest here, since the versions presented in this set are different. All were recorded with either the London Symphony or London Philharmonic (from 1932-1935) under Sir Malcolm Sargent, and the transfers from shellac are more than acceptable. This package, well annotated, will find its way into many school libraries. It would be a foolish dealer with any access to this market who doesn't get right to work.

**STRAVINSKY: HISTOIRE DU SOLDAT (1-12)**—Fritz Weaver, John Harkins, Frederic Warriner; Instrumental Ensemble; Emanuel Vardi, Cond. Vox PL 8990 .....69

There is no lack of good recordings available of this relatively esoteric material, including a recent issue conducted by Stravinsky himself. Nevertheless, this new set has a unique property that add to its potential. It is the only version containing all the dramatic portions and narration, complete and in English. An absorbing and entertaining disk.

**KHATCHATURIAN: VIOLIN CONCERTO (1-12)**—Thomas Magyar, Violin; Vienna Symphony; Rudolf Moralt, Cond. Epic LC 3080 .....68

One of the more popular modern concertos for violin, the Khachaturian served to introduce the phenomenal David Oistrakh to American record collectors. In addition to Oistrakh's readings there is also a brilliant version by Oistrakh Jr. (Igor) for this new disk to buck. Magyar does a fine job even tho the total effect is not as exciting as those already in the catalogs. Fiddle specialists will show some interest. Top-notch sound here, a value totally lacking in the Oistrakh Sr. etchings.

**HAYDN: SYMPHONY NO. 44 (TRAUERSYMPHONIE); SYMPHONY NO. 85 (LA REINE) (1-12)**—Vienna Symphony; Paul Sacher, Cond. Epic LC 3059 .....67

Sacher and the Vienna organization offer interpretations of two gracious Haydn symphonies that are worthwhile if not world-shaking. There is a silken texture thruout, where many will prefer their Haydn more rugged. Nevertheless, this should enjoy a moderate sale among those who like their Haydn in large doses. This version of the No. 44 faces a strong competitor in the Scherchen disk on Westminster.

## Reviews and Ratings of New Popular Albums

**THE FAMILY ALL TOGETHER** .....79

Boston Pops Orchestra; Arthur Fiedler, Cond. (1-12")

RCA Victor LM 1879

Here's a semi-pop mood music package, designed—as the title clearly states—for all members of the family. Altho the LP is released on Victor's Red Seal, chances are it will do best in the pop market. However, the high caliber of performance certainly makes it a more attractive item for classical buyers than mood music packages have been in the past. Selections include Ravel's "Bolero"; "Pop Goes the Weasel," "Clair de Lune," "Porgy and Bess," "Warsaw Concerto," etc. The cover (a color painting depicting a family at home) should spark sales.

**ESCAPE** .....73

Van Lynn Ork (1-12")

Decca DL 8095

Another in the growing mood music category, this disk offers a round dozen numbers, including "Pizzicato Boogie," "Golden Sands of Nassau," "Dream Waltz," etc. The performance is very competent, and the orchestra has a lush sound.

**AMALIA OF PORTUGAL** .....72

Amalia Rodrigues (1-10")

Angel 64013

Amalia, by many considered Portugal's leading interpreter of native song, is represented on this disk by eight numbers. The disk is finely engineered. The husky, vibrant vocals, accompanied by guitarists Santos Moreira and Domingos Camarinha, will prove quite seductive to anyone interested in the Mediterranean musical genre.

**GIRL ON THE SPANISH STEPS** .....70

Katyna Ranieri (1-12")

RCA Victor LPM 1074

A Florentine thrush well known abroad, Miss Ranieri makes her American debut via this album of Italian songs. Her manner is melodic, sultry and has, like many of the better Continental warblers, a good dash of the dramatic. She's probably great for a swank East side nitery. As a record artist she makes pleasant listening, no more. Despite the liner notes, the reason for the album's title is unclear.

**ANGEL IN THE ABSINTHE HOUSE** ..64

(1-10")

Cook 1081

One of the series, "Sounds of Our Times," this disk presents LaVergne Smith, native New Orleans thrush, recorded at the Old Absinthe House. The vocal style is warm, intimate, but not unusual. Miss Smith accompanies herself on the piano, singing such bluesy items as "One for the Road," "One Scotch, One Bourbon, One Beer," "You'd Better Go Now," etc. The atmosphere of this type of performance is difficult to capture on wax.

### Jazz

**SARAH VAUGHAN** .....60

(1-12")

EmArcy MG 36004

Here are nine examples of Sarah Vaughan's vocal gifts. Her individual phrasing, her highly distinctive mannerisms are in the grooves. Tunes include "Lullaby of Birdland," "April in Paris," "He's My Guy," "Embraceable You," "September Song," etc. Accompanists are Clifford Brown, trumpet; Paul Quinichette, tenor; Herbie Mann, flute; Jimmy Jones, piano; Joe Benjamin, bass, and R. Haynes, drums. For the dealer with any jazz trade at all, this package is virtually a must.

**LIONEL HAMPTON: JAZZTIME PARIS** .....74

(1-10")

Blue Note 5046

This disk, recorded when Hamp was in Paris late in 1953, includes some of the best vibraphone work of his wax career. The biggest portion of this program is given over to trio performances of the standards "Always" and "September in the Rain"—drums, bass and vibes. Before each, the vibes virtuoso noodles around with some intriguing unaccompanied ad libbing, spiced with amusing, self-encouraging grunts. As usual, he swings like mad, but here he's more inventive than usual in an elastic modern sense.

**JAZZ STUDIO THREE** .....73

John Graas (1-12")

Decca DL 8104

Title and packaging of this series are a sales plus, and there are some strong names here to assist the French horn stylist, who is more impressive here in this composing-arranging role. Gerry Mulligan is present, along with Andre Previn, Zoot Sims, and most notably—Don Fagerquist, the Les Brown trumpeter, who gets off some brilliant solo work on one side of the disk. Actually, the music isn't far off the common West Coast track.

**SPRING SEQUENCE** .....71

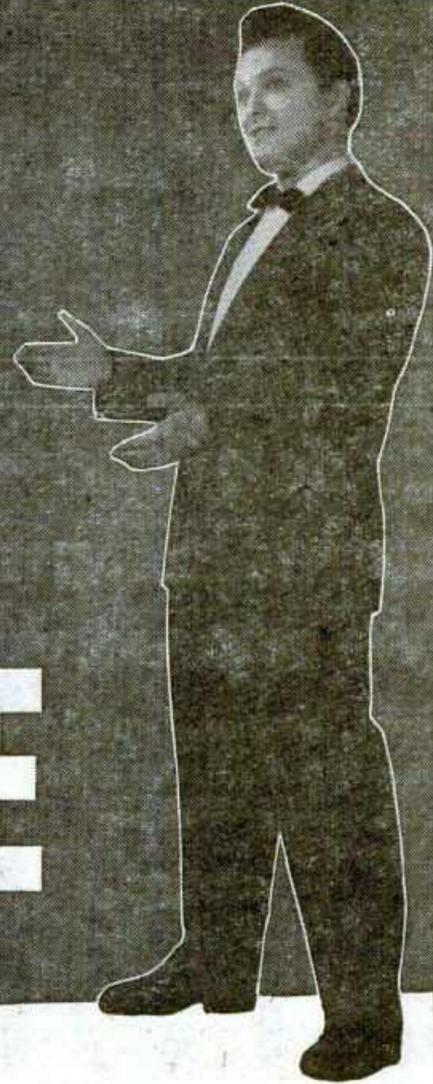
(1-10")

**BIJOU** .....71

Ralph Burns Ensemble (1-10")

Period SPL 1105, 1109

Two good albums that should help to give Burns (pianist and arranger with Woody Herman's First Herd) some of the recognition he has long deserved. His keyboard style is light and airy and built along sleek, modern lines. Nothing could be more appropriate for the items in the "Spring" set, which consists of Burns originals and standards dedicated to the various aspects of the vernal season. The Burns compositions in the "Bijou" album are also original. Here is "something new under the sun," for anyone looking for it.



# DICKIE VALENTINE

## A BLOSSOM FELL

1554 & 45-1554

## WHO'S AFRAID

1554 & 45-1554

### FINGER OF SUSPICION

1498 and 45-1498

**LONDON**  
RECORDS



Who says  
there are no  
Pretty Songs?  
We got 'em...

Young and foolish      Jo Stafford — 40495

Punch and judy love      Tony Bennett — 40491

Jim, johnny and jonas      Sammy Kaye — 40485

Foolishly yours      Doris Day — 40483

We got pretty songs, we got rhythm - who could ask for anything more!

**COLUMBIA**

And we  
 got Rhythm  
Without  
 the **BLUES**

What will I tell my heart

Tony Bennett — 40491

Two hearts, two kisses

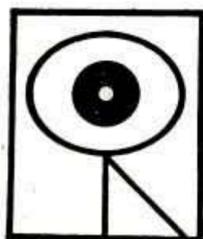
Doris Day — 40483

Too much, baby baby

Four Lads — 40490

Where will the dimple be

Rosemary Clooney — 40434



**RECORDS**

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

A study of the Best Selling Pop Album charts over the last year provides a striking illustration of the staying power of a hit album. Altho Mario Lanza has held that position for more than a year, his "Student Prince" is still number one on both the LP- and EP charts. What is more; Lanza has held that position (with two exceptions) since August 21, 1954.

The exceptions occurred when another long-time chart favorite, Jackie Gleason's "Music, Martinis and Memories" album went from second to first one week in March and another in October. Gleason, who had two albums on the LP chart a year ago—"Music for Lovers Only" and "Music for Love You Misty"—has three on the list today. One of them, the original "Music for Lovers Only" package, is still on the chart a year later. The number one album seller a year ago, RCA Victor's "Glenn Miller Plays Selections From 'The Glenn Miller Story,'" is also still among the top-10 album sellers today.

The most interesting new development in the album field is the new-found commercial power of jazz albums. Dave Brubeck's "Jazz Goes to College" sparked the trend last year, and the top-10 album sellers have included one or more jazz packages ever since.

This week the LP best selling chart lists "Brubeck Time" (10); "Benny Goodman in Hi-Fi" (8); and "Tonal Expressions" by Don Shirley, (14). New to the charts this week are Decca's "Crazy Otto" set (7) and the original-cast album of the Cole Porter Broadway show "Silk Stockings" (9).

## 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. Ballad of Davy Crockett	1	6
2. Melody of Love	2	14
3. Tweedle Dee	4	9
4. Open Up Your Heart	3	12
5. Cherry Pink and Apple Blossom White	9	2
6. How Important Can It Be?	6	9
7. Sincerely	5	13
8. Play Me Hearts and Flowers	8	3
9. That's All I Want From You	7	14
10. Unchained Melody	—	1
11. Pledging My Love	13	3
12. Darling Je Vous Aime Beaucoup	—	1
13. Blue Mirage	11	4
14. Hearts of Stone	11	16
15. Mr. Sandman	10	12

# HONOR ROLL OF HITS



## The Nation's Top Tunes

For survey week ending April 6

This Week	Last Week	Weeks on Chart
<b>1. Ballad of Davy Crockett</b> By Tom Blackburn & George Burns—Published by Wonderland (BMI) BEST SELLING RECORDS: B. Hayes, Cadence 1256; F. Parker, Columbia 40449; T. Ernie, Capitol 3058. OTHER RECORDS AVAILABLE: S. Allen, Coral 61368; J. Brown, M-G-M 11941; B. Ives, Dec 29423; R. Draper, Mercury 70555; W. Schumann, Vic 20-6041; Sons of the Pioneers, Bluebird BY-25; M. Wiseman, Dot 1240. ELECTRICAL TRANSCRIPTIONS: Paul Smith, Standard; Johnny Desmond, Thesaurus.	1	8
<b>2. Melody of Love</b> By H. Engelmann, Tom Glazer—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: B. Vaughn, Dot 15247; D. Carroll, Mercury 70516; Glazer Aces, Dec 29395. OTHER RECORDS AVAILABLE: E. Bostic, King 4776; D. Carroll-P. Tremaine, Mercury 70521; J. Cook, Crown 139; L. Diamond, Vic 20-5973; J. Haskell, Camden 262; Ink Spots, King 1336; S. Kaye, Col 40417; W. King, Vic 20-0024; P. MacCormick, M-G-M 11908; McGuire Sisters, Coral 61334; D. Shore-T. Martin, Vic 20-5975; F. Sinatra, Cap 3018; C. Stone, Cap 3039. ELECTRICAL TRANSCRIPTIONS: Johnny Desmond, Thesaurus; L. Welk, Standard.	2	15
<b>3. Sincerely</b> 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; Bop-A-Loos, Mercury 70569; B. Fields, M-G-M 11917; Johnnie & Jack, Vic 20-6014; S. Lanson, Camden 263; B. Willis, Dec 29432. ELECTRICAL TRANSCRIPTIONS: E. LeMar, Standard.	3	14
<b>4. Tweedle Dee</b> By Winfield Scott—Published by Mercury (BMI) BEST SELLING RECORDS: G. Gibbs, Mercury 70517; L. Baker, Atlantic 1047. OTHER RECORDS AVAILABLE: Bop-A-Loos, Mercury 70553; T. Brewer, Coral 61366; D. Collins, Audivox 114; Lancers, Coral 61332; P. W. King, Vic 20-6005; B. Lou, King 1436; S. Lanson, Camden 263; A. Sears, Herald 448; V. Young, Cap 3008. ELECTRICAL TRANSCRIPTIONS: David LeWinter, Standard.	4	12
<b>5. How Important Can It Be?</b> By B. Benjamin, G. Weiss—Published by Laurel (ASCAP) BEST SELLING RECORDS: J. James, M-G-M 11919. OTHER RECORDS AVAILABLE: J. Brewer, Coral 61362; G. Boswell, Dec 29412; B. May, Capitol 3066; L. Monte, Vic 20-5993; J. Smith, Majar 138; S. Vaughan, Mercury 70534. ELECTRICAL TRANSCRIPTIONS: David LeWinter, Standard.	5	10
<b>6. Cherry Pink and Apple Blossom White</b> By Louiguy & Mack David—Published by Chappell (ASCAP) BEST SELLING RECORDS: P. Prado, Vic 20-5965. OTHER RECORDS AVAILABLE: G. Auld, Coral 61381; X. Cugat, Col 40474; A. Dale, Coral 61373. ELECTRICAL TRANSCRIPTIONS: Harry Bluestone, Standard.	8	4
<b>7. Dance With Me, Henry</b> By Jules Taub, Joel Joseca and Saul Ling—Published by Modern (BMI) BEST SELLING RECORDS: G. Gibbs, Mercury 70572. OTHER RECORDS AVAILABLE: Leslie Sisters, Marble 102; Three Rays, Coral 70572; L. Winter, Crown 142.	11	3
<b>8. Open Up Your Heart</b> By Stuart Hamblen—Published by Hamblen (BMI) BEST SELLING RECORDS: Cowboy Church Sunday Gail, Dec 29367. OTHER RECORDS AVAILABLE: Lancers, Coral 61332; R. Clooney & Sister Gail, Col 40422; McGuire Sisters, Coral 61334; G. B. Shea, Vic 20-6021. ELECTRICAL TRANSCRIPTIONS: Paul Smith, Standard.	7	13
<b>9. Unchained Melody</b> By Hy Zert and Alec North—Published by Frank (ASCAP) BEST SELLING RECORDS: L. Baxter, Cap 3055; A. Hibbler, Dec 29441. OTHER RECORDS AVAILABLE: Crew Cuts, Mercury 70598; L. Holmes, M-G-M 11962; Liberace, Col 40455; J. Valli, Vic 20-6078.	16	2
<b>10. Ko Ko Mo</b> By Forrest Wilson, Jake Porter, Eunice Levy—Published by Meridian (BMI) BEST SELLING RECORDS: P. Como, Vic 20-5994; Crew Cuts, Mercury 70529. OTHER RECORDS AVAILABLE: J. Caldwell, King 1442; Charms, DeLuxe 6080; G. Crosby-L. Armstrong, Dec 29420; B. Darnell-B. Clooney, X X-0087; Dooley Sisters, Tampa 100; Gens & Eunice, Combo 64; A. Griffith, Cap 3057; H. Hawkins, Vic 47-6022; G. Hill & R. Sovine, Dec 29411; B. & M. Hutton, Cap 3031; Marvin & Johnny, Modern 949; T. Rodriguez, Vic 47-5998. ELECTRICAL TRANSCRIPTIONS: L. Welk, Standard.	6	12

## Second Ten

11. PLAY ME HEARTS AND FLOWERS Published by Advanced (ASCAP)	11	3
12. PLEDGING MY LOVE Published by Lion (BMI)	14	8
13. DARLING JE VOUS AIME BEAUCOUP Published by Chappell (ASCAP)	15	7
13. THAT'S ALL I WANT FROM YOU Published by Weiss & Barry (BMI)	9	20
15. EARTH ANGEL Published by Dootsie Williams (BMI)	10	14
16. HEARTS OF STONE Published Regent (BMI)	18	20
16. BLUE MIRAGE Published by B. W. Wood (ASCAP)	17	9
18. TWO HEARTS Published by Hill & Range (BMI)	20	2
19. DANGER, HEARTBREAK AHEAD Published by Robbins (ASCAP)	18	5
19. IT MAY SOUND SILLY Published by Progressive (BMI)	18	3

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) (F)—Berlin—ASCAP		
All of You (R)—Chappell—ASCAP		
Ballad of Davy Crockett (R) (F)—Wonderland—BMI		
Blue Mirage (F)—B. F. Woods—ASCAP		
Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP		
Dance With Me, Henry (R)—Modern—BMI		
Danger, Heartbreak Ahead (R)—Robbins—ASCAP		
Darling Je Vous Aime Beaucoup (R)—Chappell—ASCAP		
Dreamboat (R)—Leeds—ASCAP		
Firewall (R) (F)—Wonderland—BMI		
Hey! Mr. Banjo (R)—Mills—ASCAP		
How Important Can It Be? (R)—Aspen—ASCAP		
It May Sound Silly (R)—Progressive—BMI		
Jim, Johnny and Jonas (R)—Red River—BMI		
Keep Me in Mind (R)—Famous—ASCAP		
Ko Ko Mo (R)—Meridian—BMI		
Learnin' the Blues (R)—ASCAP		
Melody of Love (R)—Shapiro-Bernstein—ASCAP		
Pass It On (R)—Peers—BMI		
Play Me Hearts and Flowers (R)—Advanced—ASCAP		
Sincerely (R)—Arc—BMI		
Stowaway (R)—E. H. Morris—ASCAP		
Strange Lady in Town (R) (F)—Weiss & Barry—ASCAP		
Take My Love (R)—Feist—ASCAP		
That's All I Want From You (R)—Weiss & Barry—BMI		
There Goes My Heart (R)—Feist—ASCAP		
Tweedle Dee (R)—Progressive—BMI		
Unchained Melody (R)—Frank—ASCAP		
Whatever Lola Wants (R) (F)—Frank—ASCAP		
Where Will the Dimple Be? (R)—Rogers—ASCAP		
Young and Foolish (R)—Chappell—ASCAP		

### Television

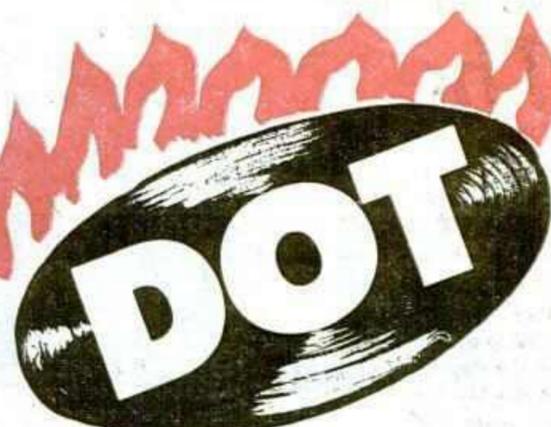
A Girl Can't Say (R)—Oxford—ASCAP		
All of You (R)—Chappell—ASCAP		
Any Questions (R)—Mark VII—ASCAP		
Ballad of Davy Crockett (R) (F)—Wonderland—BMI		
Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP		
Dance Otto Rag (R)—Pincus—ASCAP		
Dance With Me, Henry (R)—Modern—BMI		
Darling Je Vous Aime Beaucoup (R)—Chappell—ASCAP		
Door of Dreams (R)—Roncom—ASCAP		
Hearts of Stone (R)—Regent—BMI		
Home for the Holiday (R)—Roncom—ASCAP		
How Important Can It Be? (R)—Aspen—ASCAP		
I Need You Now (R)—Miller—ASCAP		
I'm a Happy Hopy Bunny (R)—J. C. Winston—ASCAP		
It May Sound Silly (R)—Progressive—BMI		
Kitty Who? (R)—Shapiro-Bernstein—ASCAP		
Ko Ko Mo (R)—Meridian—BMI		
Let's Stay Home Tonight (R)—Peer—BMI		
Malaguena (R)—E. B. Marks—BMI		
Melody of Love (R)—Shapiro-Bernstein—ASCAP		
Naughty Lady of Shady Lane (R)—Paxton—ASCAP		
No More (R)—Peer—BMI		
Pass It On (R)—Meale—ASCAP		
Rock Love (R)—Lois—BMI		
Sincerely (R)—Arc—BMI		
Sisters (R) (F)—Berlin—ASCAP		
Somebody's Gotta Give (R) (F)—Robbins—ASCAP		
Stowaway (R)—E. H. Morris—ASCAP		
Take My Love (R)—Feist—ASCAP		
That's All I Want From You (R)—Weiss & Barry—BMI		
Tweedle Dee (R)—Progressive—BMI		

## England's Top Twenty

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

Softly, Softly—Cavendish (Sherwin)		
Give Me Your Word—Campbell, Connelly (Shapiro-Bernstein)		
Let Me Go, Lover—Aberbach (Hill & Range)		
A Blossom Fell—John Fields (Shapiro-Bernstein)		
Prize of Gold—Victoria (Shapiro-Bernstein)		
Under the Bridges of Paris—Southern (Hill & Range)		
Mobile—Leeds (Ardmore)		
Naughty Lady of Shady Lane—Sterling (Paxton)		
If Anyone Finds This I Love You—Michael Reine (Ardmore)		
Tomorrow—Cavendish (Reis)		
Mambo Italiano—Campbell, Connelly (Rylan)		
Majorca—Mills (Eastwick)		
Happy Days and Lonely Nights—Lawrence Wright (Advanced)		
Mr. Sandman—E. H. Morris (E. H. Morris)		
Finger of Suspicion—Pickwick (Daywind)		
Ready, Willing and Able—Berry (Daywind)		
Cherry Pink and Apple Blossom White—Maddox (Chappell)		
Open Up Your Heart—Duchess (Hamblen)		
No One But You—Robbins (Feist)		
Tweedle Dee—Robbins (Progressive)		

*America's Hottest Label...*  
*presents*  
**A GREAT LIST of HITS**



**BEST SELLERS**



**CRAZY OTTO MEDLEY**

Johnny Maddox

#15325

**DARLIN'**

The Hilltoppers

#15318



**TWO HEARTS**

Pat Boone

#15338

**ROCK LOVE**

The Fontane Sisters

#8570



**MELODY OF LOVE**

Billy Vaughn

#15247

**IN THE MOOD**

Johnny Maddox

#15045



**HEARTS of STONE**

The Fontane Sisters

#15265

**ALL NITE LONG  
 PINK CHAMPAGNE**

Rusty Bryant

#15164



**NEW RELEASES! ALREADY SMASH HITS!**



**THE DOOR IS STILL OPEN**  
 and **TEARDROPS FROM MY EYES**

The Hilltoppers Featuring JIMMY SACCA

#15351

**MOST OF ALL**

and  
**PUT ME IN THE MOOD**

The Fontane Sisters

#15352



Breaking All Over! His First Release  
 on DOT!

Ray McKinley

**DOWN THE ROAD APIECE**

and  
**HOODLE ADDLE** #15350



**BEST SELLING G+W**

**DAYDREAMING  
 and  
 CRYING FOR  
 A PASTIME**

JIMMY  
 NEWMAN  
 #1237

**MAKING  
 BELIEVE**

JIMMY  
 WORK  
 #1221

**BALLAD OF DAVY  
 CROCKETT  
 and  
 DANGER!  
 HEARTBREAK  
 AHEAD**

Mac Wiseman  
 #1240



**A BIG R+B HIT**

The Counts

**FROM THIS DAY ON  
 IN LOVE AND UNDERSTANDING**

#1243



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# ALL IT TAKES IS TALENT!



## PEREZ PRADO

**MOOD INDIGO** ... Mambo



**BACK BAY SHUFFLE** ... Mambo

20/47-6085\*

## LEO DIAMOND

with Henri Rene's Orchestra and Chorus

### LAND OF THE PHAROHS



**THE ONE ROSE** (*That's Left in My Heart*)

20/47-6090\*



## THE COQUETTES

### THE SIAMESE CAT SONG



**LADY** (*From Walt Disney's "Lady and the Tramp"*)

WBV/BY/-26



**RCA VICTOR**  
FIRST IN RECORDED MUSIC

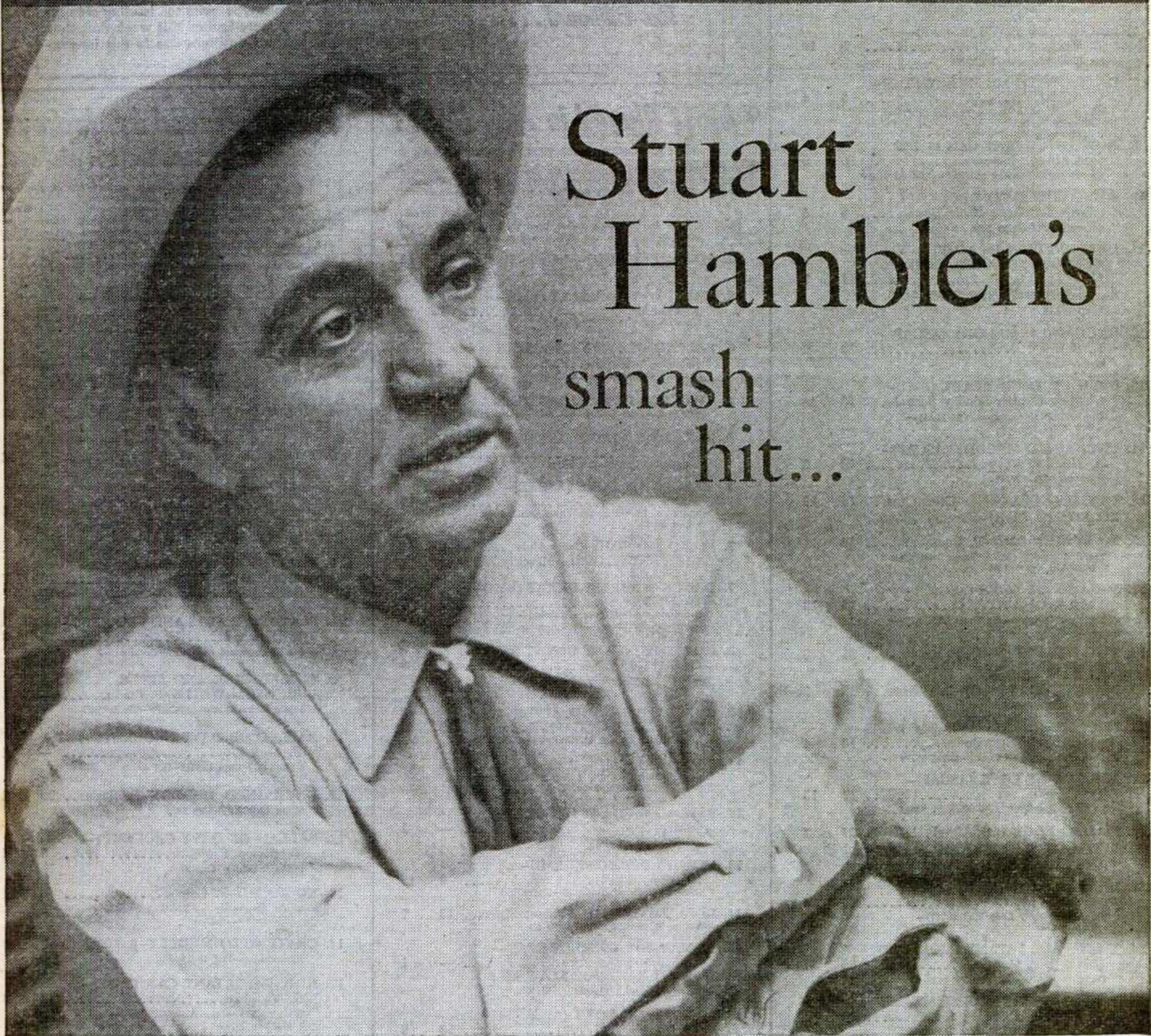


\* "New Orthophonic" High Fidelity Recordings

started  
as  
a  
country  
record  
but...



IT HAD TO GO POP!



Stuart  
Hamblen's  
smash  
hit...

GO ON BY



JUST A MAN

20/47-6042

A "New Orthophonic" High Fidelity Recording



The Billboard Music Popularity Charts POPULAR RECORDS

Best Sellers in Stores For survey week ending April 6

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of the top volume dealers in every important market area. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Record	Last Week	Weeks on Chart
1.	<b>BALLAD OF DAVY CROCKETT</b> (BMI)—B. Hayes.....	1	8
	Farewell (BMI)—Cadence 1256		
2.	<b>CRAZY OTTO MEDLEY (BMI)</b> — J. Maddox.....	2	11
	Humoresque (BMI)—Dot 15325		
3.	<b>TWEEDLE DEE (BMI)</b> —G. Gibbs....	4	12
	You're Wrong, All Wrong (ASCAP)— Mercury 70517		
4.	<b>CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)</b> —P. Prado... 6	7	7
	Marie Elena Rumba (ASCAP)—Vic 20-5965		
5.	<b>SINCERELY (BMI)</b> —McGuire Sisters. 3	15	15
	No More (BMI)—Coral 61323		
6.	<b>BALLAD OF DAVY CROCKETT</b> (BMI)—F. Parker.....	7	6
	I Gave My Love (BMI)—Col 40449		
7.	<b>MELODY OF LOVE (ASCAP)</b> — B. Vaughn.....	5	19
	Joy Ride (ASCAP)—Dot 15247		
8.	<b>DANCE WITH ME HENRY (BMI)</b> — G. Gibbs.....	8	4
	Every Road Must Have a Turning (BMI)— Mercury 70572		
9.	<b>HOW IMPORTANT CAN IT BE?</b> (ASCAP)—J. James.....	10	9
	This Is My Confession (ASCAP)—M-G-M 11919		
10.	<b>BALLAD OF DAVY CROCKETT</b> (BMI)—Tennessee Ernie Ford.....	9	5
	Farewell (BMI)—Cap 3058		
11.	<b>DARLING JE VOUS AIME</b> <b>BEAUCOUP (ASCAP)</b> —Nat (King) Cole.....	11	7
	<b>SAND AND THE SEA (BMI)</b> — Cap 3027		
12.	<b>UNCHAINED MELODY (ASCAP)</b> — L. Baxter.....	20	2
	Medic—Cap 3055		
13.	<b>OPEN UP YOUR HEART (BMI)</b> — Cowboy Church Sunday School....	13	16
	The Lord Is Counting on You (BMI)— Dec 29367		
14.	<b>UNCHAINED MELODY (ASCAP)</b> — A. Hibbler.....	19	2
	Daybreak—Dec 29441		
15.	<b>EARTH ANGEL (BMI)</b> —Crew Cuts... 14	12	12
	<b>KO KO MO (BMI)</b> —Mercury 70529		
16.	<b>KO KO MO (BMI)</b> —P. Como.....	12	11
	You'll Always Be My Lifetime Sweetheart (ASCAP)—Vic 20-5994		
17.	<b>MELODY OF LOVE (ASCAP)</b> — Four Aces.....	15	13
	There's a Tavern in the Town (ASCAP)— Dec 29395		
18.	<b>TWO HEARTS (BMI)</b> —P. Boone.....	21	3
	Tra-La-La—Dot 15338		
19.	<b>BREEZE AND I (BMI)</b> —C. Valente... 28	2	2
	Jalousie—Dec 29467		
20.	<b>PLAY ME HEARTS AND FLOWERS</b> (ASCAP)—J. Desmond.....	16	4
	I'm So Ashamed (ASCAP)—Coral 61379		
21.	<b>MELODY OF LOVE (ASCAP)</b> — D. Carroll.....	17	15
	La Golondrina (ASCAP)—Mercury 70516		
22.	<b>MAMBO ROCK (ASCAP)</b> —B. Haley.. 27	7	7
	<b>BIRTH OF THE BOOGIE (ASCAP)</b> — Dec 29418		
23.	<b>IT MAY SOUND SILLY (BMI)</b> — McGuire Sisters.....	25	4
	Doesn't Anybody Love Me? (BMI)— Coral 61369		
24.	<b>THAT'S ALL I WANT FROM YOU</b> (BMI)—J. P. Morgan.....	26	21
	Dawn (ASCAP)—Vic 20-5896		
25.	<b>DANGER, HEARTBREAK AHEAD</b> (ASCAP)—J. P. Morgan.....	18	4
	Softly, Softly (ASCAP)—Vic 20-6016		
26.	<b>PLEDGING MY LOVE (BMI)</b> —J. Ace 24	8	8
	No Money (BMI)—Duke 136		
27.	<b>SMILES (ASCAP)</b> —Crazy Otto.....	23	5
	<b>GLAD RAG DOLL (ASCAP)</b> — Dec 29403		
27.	<b>PLANTATION BOOGIE (BMI)</b> — L. Dee.....	30	10
	Birth of the Blues (ASCAP)—Dec 29360		
29.	<b>IT'S A SIN TO TELL A LIE (ASCAP)</b> — S. Smith & the Redheads.....	29	3
	My Baby Just Cares for Me—Epic 9093		
30.	<b>DIXIE DANNY (ASCAP)</b> — Laurie Sisters.....	—	1
	No Chance (ASCAP)—Mercury 70548		

This Week's Best Buys

**HONEY BABE (Witmark, ASCAP)—Art Mooney**  
—M-G-M 11900

Tho this disk has been out for several months, it is only now that the movie "Battle Cry" is getting around to local theaters that it is stirring up unusually strong reaction. This week the record appears on the Atlanta and Boston territorial charts and was a potent seller in Chicago, Providence and enough other sales areas to make it a national chart threat. Dealers and operators should not be caught unawares. Flip is "No Regrets" (Miller, ASCAP).

**BOOM BOOM BOOMERANG (Dandelion, BMI)**  
—De Castro Sisters—Abbott 3003

In the past two weeks this record has shown excellent growth and placed on the Cleve-

land and Dallas territorial listings. Good sales were also reported in Philadelphia, New England, Buffalo, Pittsburgh, Chicago, Milwaukee, Durham, Nashville, Atlanta and St. Louis. Flip is "Let Your Love Walk In" (Teri, ASCAP).

**CHOP CHOP BOOM (Lee, BMI)**  
**Don't Be Angry (Republic, BMI)—The Crew**  
Cuts—Mercury 70597

The Crew Cuts' latest release has moved out quickly, showing especially good form in Detroit, Chicago, Milwaukee, St. Louis, Pittsburgh, Buffalo and Boston. Action was reported on both sides, but with an edge at this stage on "Chop Chop Boom." A previous Billboard "Spotlight" pick.

Now in  
The Billboard...

All national retail and juke box charts now list records in positions earned by whenever survey reports on both sides of the disk, whenever significant action is reported on both sides. "TWO-SIDED" RECORDS have both sides listed in bold type, with the leading side on top. The Chart Comments feature this week describes relative changes in chart positions due to this innovation.

Most Played in Juke Boxes

For survey week ending April 6

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country, as determined by The Billboard's weekly survey of the nation's juke box operators. When significant play is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Record	Last Week	Weeks on Chart
1.	<b>SINCERELY (BMI)</b> —McGuire Sisters... 1	13	13
	No More (BMI)—Coral 61323		
2.	<b>CRAZY OTTO MEDLEY (BMI)</b> — J. Maddox.....	2	9
	Humoresque (BMI)—Dot 15325		
3.	<b>BALLAD OF DAVY CROCKETT</b> (BMI)—B. Hayes.....	4	6
	Farewell (BMI)—Cadence 1256		
4.	<b>TWEEDLE DEE (BMI)</b> —G. Gibbs.... 3	10	10
	You're Wrong, All Wrong (ASCAP)—Mercury 70517		
5.	<b>MELODY OF LOVE (ASCAP)</b> — B. Vaughn.....	5	18
	Joy Ride (ASCAP)—Dot 15247		
6.	<b>MELODY OF LOVE (ASCAP)</b> — Four Aces.....	7	14
	There's a Tavern in the Town (ASCAP)— Dec 29395		
7.	<b>KO KO MO (BMI)</b> —Crew Cuts.....	6	10
	<b>EARTH ANGEL (BMI)</b> —Mercury 70529		
7.	<b>DANCE WITH ME HENRY (BMI)</b> — G. Gibbs.....	12	3
	Every Road Must Have a Turning— Mercury 70572		
9.	<b>HOW IMPORTANT CAN IT BE?</b> (ASCAP)—J. James.....	8	8
	This Is My Confession (ASCAP)— M-G-M 11919		
10.	<b>CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)</b> —P. Prado... 15	2	2
	Marie Elena Rumba (ASCAP)—Vic 20-5965		
11.	<b>KO KO MO (BMI)</b> —P. Como.....	10	10
	You'll Always Be My Lifetime Sweetheart (ASCAP)—Vic 20-5994		
12.	<b>BALLAD OF DAVY CROCKETT</b> (BMI)—Tennessee Ernie.....	—	1
	Farewell (BMI)—Cap 3058		
13.	<b>HEARTS OF STONE (BMI)</b> — Fontane Sisters.....	9	18
	Bless Your Heart (ASCAP)—Dot 15265		
14.	<b>ROCK LOVE (BMI)</b> —Fontane Sisters.. 13	7	7
	You're Mine (BMI)—Dot 8570		
15.	<b>IT MAY SOUND SILLY (BMI)</b> — McGuire Sisters.....	—	1
	<b>DOESN'T ANYBODY LOVE ME?</b> (BMI)—Coral 61369		
16.	<b>MELODY OF LOVE (ASCAP)</b> — D. Carroll.....	13	9
	La Golondrina (ASCAP)—Mercury 70516		
17.	<b>DANGER, HEARTBREAK AHEAD</b> (ASCAP)—J. P. Morgan.....	16	2
	Softly, Softly (ASCAP)—Vic 20-6016		
18.	<b>DARLING JE VOUS AIME</b> <b>BEAUCOUP (ASCAP)</b> —Nat (King) Cole.....	20	3
	<b>SAND AND THE SEA (BMI)</b> — Cap 3027		
19.	<b>PLEDGING MY LOVE (BMI)</b> — T. Brewer.....	—	1
	How Important Can It Be? (ASCAP)— Coral 61362		
20.	<b>PLAY ME HEARTS AND FLOWERS</b> (ASCAP)—J. Desmond.....	18	2
	I'm So Ashamed (ASCAP)—Coral 61379		

Most Played by Jockeys

For survey week ending April 6

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

This Week	Record	Last Week	Weeks on Chart
1.	<b>SINCERELY</b> —McGuire Sisters.....	1	14
	No More (BMI)—Coral 61323		
2.	<b>BALLAD OF DAVY CROCKETT</b> — B. Hayes.....	3	6
	Farewell (BMI)—Cadence 1256		
3.	<b>HOW IMPORTANT CAN IT BE?</b> — J. James.....	2	8
	This Is My Confession (ASCAP)—M-G-M 11919		
4.	<b>MELODY OF LOVE</b> —B. Vaughn....	4	14
	Joy Ride (ASCAP)—Dot 15247		
5.	<b>TWEEDLE DEE</b> —G. Gibbs.....	5	12
	You're Wrong, All Wrong (BMI)— Mercury 70517		
6.	<b>DANCE WITH ME, HENRY</b> —G. Gibbs 13	2	2
	Every Road Must Have a Turning (BMI)— Mercury 70572		
7.	<b>DARLING JE VOUS AIME</b> <b>BEAUCOUP</b> —Nat (King) Cole.....	10	7
	Sand and the Sea (ASCAP)—Cap 3027		
8.	<b>PLAY ME HEARTS AND FLOWERS</b> — J. Desmond.....	15	3
	I'm So Ashamed (ASCAP)—Coral 61379		
9.	<b>CHERRY PINK AND APPLE BLOSSOM WHITE</b> —P. Prado.....	—	1
	Marie Elena Rumba (ASCAP)—Vic 20-5965		
10.	<b>BALLAD OF DAVY CROCKETT</b> — F. Parker.....	—	2
	I Gave My Love (BMI)—Col 40449		
11.	<b>UNCHAINED MELODY</b> —L. Baxter..	20	2
	Medic (ASCAP)—Cap 3055		
12.	<b>BALLAD OF DAVY CROCKETT</b> — Tennessee Ernie.....	8	4
	Farewell (BMI)—Cap 3058		
13.	<b>KO KO MO</b> —P. Como.....	6	11
	You'll Always Be My Lifetime Sweetheart (BMI)—Vic 20-5994		
14.	<b>CRAZY OTTO MEDLEY</b> —J. Maddox. 7	10	10
	Humoresque—Dot 15325		
15.	<b>HOW IMPORTANT CAN IT BE?</b> — S. Vaughn.....	17	8
	Waltzing Down the Aisle (ASCAP)— Mercury 70534		
16.	<b>DANGER, HEARTBREAK AHEAD</b> — J. P. Morgan.....	12	6
	Softly, Softly (ASCAP)—Vic 20-6016		
17.	<b>BALLAD OF DAVY CROCKETT</b> — W. Schumann.....	14	2
	Let's Make Up (BMI)—Vic 20-6014		
18.	<b>IT MAY SOUND SILLY</b> — McGuire Sisters.....	11	4
	Doesn't Anybody Love Me? (BMI)— Coral 61369		
19.	<b>MELODY OF LOVE</b> —D. Carroll.....	16	13
	La Golondrina (ASCAP)—Mercury 70516		
20.	<b>EARTH ANGEL</b> —Crew Cuts.....	9	11
	Ko Ko Mo (BMI)—Mercury 70529		

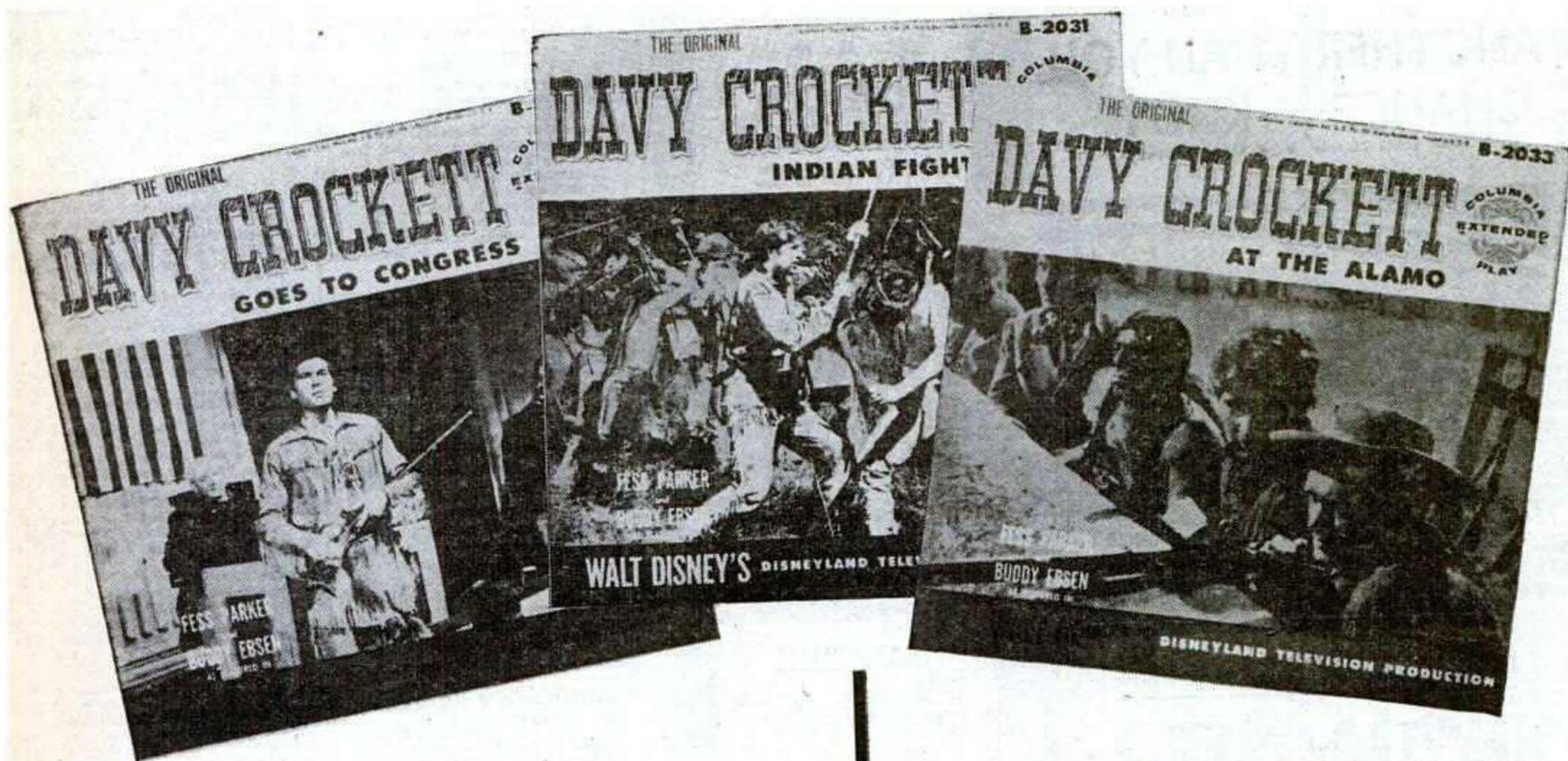
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# EXCLUSIVELY ON COLUMBIA

THE ORIGINAL **DAVY CROCKETT** STORIES

AS PERFORMED ON "**DISNEYLAND**" WITH

**FESS PARKER AND BUDDY EBSEN** 45 and 78 speeds



## THE HOTTEST PACKAGES OF THE YEAR!

Every buyer of "The Ballad of Davy Crockett" is a natural for the three full length stories exactly as performed on the "Disneyland" Television Production.



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# M-G-M BATS OUT THE HITS!

**DAVID ROSE**

**TAKE MY LOVE** from the MGM film, "The Glass Slipper"  
and  
**LOVE IS ETERNAL**

MGM 30875 78 rpm • K 30875 45 rpm

**RUBY MURRAY**

**SOFTLY, SOFTLY**  
and  
**HE'S A PAL OF MINE**  
MGM 11940 78 rpm  
K 11940 45 rpm

**BILLY ECKSTINE**

**GIVE ME MORE ANOTHER THAN YOU CHANCE KNOW**  
MGM 11948 78 rpm • K 11948 45 rpm

**DICK HYMAN TRIO**

**BESAME MUCHO** (Kiss Me Much)  
and  
**THE OLD PROFESSOR**  
MGM 11951 78 rpm  
K 11951 45 rpm

MOST EXCITING VERSION!

**GINNY GIBSON**  
**WHATEVER LOLA WANTS**  
(LOLA GETS)

and **IF ANYTHING SHOULD HAPPEN TO YOU**  
MGM 11961 78 rpm • K 11961 45 rpm

**LEROY HOLMES and his Orchestra**

**UNCHAINED MELODY**

The Billboard Music Popularity Charts  
**POPULAR RECORDS**  
REVIEW SPOTLIGHT ON

and **OLIVIA** WHISTLING BY FRED LOWERY  
MGM 11962 78 rpm  
K 11962 45 rpm

**BUD DECKELMAN**

**WHAT IS IT, DARLING** NO ONE, DEAR, BUT YOU

MGM 11952 78 rpm • K 11952 45 rpm

**KAY ARMEN**

**BELLA LA LA NOTTE LU**  
MGM 11967 78 rpm  
K 11967 45 rpm

**RAY HANEY**

**WALKING AROUND OUTSIDE** and **LITTLE ONE, LEAN ONE, LONG ONE**  
MGM 11944 78 rpm  
K 11944 45 rpm

**BILLY FIELDS**

**YOUNG AND FOOLISH** and **SINCERELY**  
MGM 11917 78 rpm  
K 11917 45 rpm

**SKETS YANEY**

**FLOWER OF MY HEART** and **DONT BRING YOUR BROKEN HEART TO ME**  
MGM 11859 78 rpm  
K 11859 45 rpm

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

## The Billboard Music Popularity Charts POPULAR RECORDS

### Territorial Best Sellers

For survey week ending April 6

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

#### Atlanta

1. **Ballad of Davy Crockett**, F. Parker, Col.
2. **Unchained Melody**, L. Baxter, Cap.
3. **How Important Can It Be?** J. James, M-G-M
4. **Sincerely**, McGuire Sisters, Cor.
5. **Honey Babe**, A. Mooney, M-G-M
6. **Melody of Love**, B. Vaughn, Dot
7. **Sand and the Sea**, Nat (King) Cole, Cap.
8. **Softly, Softly**, J. P. Morgan, Vic.

#### Balti.-Wash.

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Dance With Me**, Henry, G. Gibbs, Mer.
3. **Sand and the Sea**, Nat (King) Cole, Cap.
4. **Ballad of Davy Crockett**, F. Parker, Col.
5. **Make Yourself Comfortable** A. Griffith, Cap.
6. **Glad Rag Doll**, Crazy Otto, Dec.
7. **Sincerely**, McGuire Sisters, Cor.
8. **Unchained Melody**, A. Hibbler, Dec.
9. **Tweddle Dee**, G. Gibbs, Mer.
10. **Unchained Melody**, L. Baxter, Cap.

#### Boston

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Crazy Otto Medley**, J. Maddox, Dot
3. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
4. **Rock Around the Clock**, B. Haley, Dec.
5. **Unchained Melody**, L. Baxter, Cap.
6. **Honey Babe**, A. Mooney, M-G-M
7. **Dance With Me**, Henry, G. Gibbs, Mer.
8. **How Important Can It Be?** J. James, M-G-M
9. **Ballad of Davy Crockett**, F. Parker, Col.
10. **Give a Fool a Chance**, E. Gorme, Cor.

#### Buffalo

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
3. **Crazy Otto Medley**, J. Maddox, Dot
4. **Breeze and I**, C. Valente, Dec.
5. **Play Me Hearts and Flowers** J. Desmond, Cor.
6. **Tweddle Dee**, G. Gibbs, Mer.

#### Chicago

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
3. **Dance With Me**, Henry, G. Gibbs, Mer.
4. **Crazy Otto Medley**, J. Maddox, Dot
5. **Open Up Your Heart** Cowboy Church Sunday School, Dec.
6. **Plantation Boogie**, L. Dec, Dec.
7. **Melody of Love**, B. Vaughn, Dot
8. **Sincerely**, McGuire Sisters, Cor.
9. **Unchained Melody**, L. Baxter, Cap.
10. **Whatever Lola Wants**, S. Vaughan, Mer.

#### Cincinnati

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Tweddle Dee**, G. Gibbs, Mer.
3. **Melody of Love**, B. Vaughn, Dot
4. **Sincerely**, McGuire Sisters, Cor.
5. **Dance With Me**, Henry, G. Gibbs, Mer.
6. **How Important Can It Be?** J. James, M-G-M
7. **It's a Sin to Tell a Lie** S. Smith & the Redheads, Epi.
8. **Ko Ko Mo**, Crew Cuts, Mer.
9. **Earth Angel**, Crew Cuts, Mer.
10. **Cherry Pink and Apple Blossom White** P. Prado, Vic.

#### Cleveland

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Don't Be Angry**, N. Brown, Sav.
3. **Two Hearts**, P. Boone, Dot
4. **Unchained Melody**, L. Baxter, Cap.
5. **Unchained Melody**, A. Hibbler, Dec.
6. **Boom, Boom, Boomerang** DeCastro Sisters, Abb.
7. **Wallflower**, E. James, Mod.
8. **Tweddle Dee**, L. Baker, Atl.
9. **Melody of Love**, B. Vaughn, Dot

#### Dallas-Fort Worth

1. **Two Hearts**, Charms, Mcl.
2. **Crazy Otto Medley**, J. Maddox, Dot
3. **Tweddle Dee**, G. Gibbs, Mer.
4. **Unchained Melody**, L. Baxter, Cap.
5. **Ballad of Davy Crockett**, F. Parker, Col.
6. **Sincerely**, McGuire Sisters, Cor.
7. **Ballad of Davy Crockett**, T. Ernie, Cap.
8. **Ballad of Davy Crockett**, B. Hayes, Cdc.
9. **Boom, Boom, Boomerang** DeCastro Sisters, Abb.
10. **Cherry Pink and Apple Blossom White** P. Prado, Vic.

#### Denver

1. **Sincerely**, McGuire Sisters, Cor.
2. **Tweddle Dee**, G. Gibbs, Mer.
3. **Ballad of Davy Crockett**, F. Parker, Col.
4. **How Important Can It Be?** J. James, M-G-M
5. **Crazy Otto Medley**, J. Maddox, Dot
6. **Ko Ko Mo**, Crew Cuts, Mer.
7. **Ballad of Davy Crockett**, T. Ernie, Cap.
8. **Ko Ko Mo**, P. Como, Vic.

#### Detroit

1. **Unchained Melody**, A. Hibbler, Dec.
2. **Dance With Me**, Henry, G. Gibbs, Mer.
3. **Breeze and I**, C. Valente, Dec.
4. **Dixie Danny**, Laurie Sisters, Mer.
5. **Ballad of Davy Crockett**, B. Hayes, Cdc.
6. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
7. **Don't Be Angry**, Crew Cuts, Mer.
8. **My Melancholy Baby**, Crazy Otto, Dec.
9. **Sand and the Sea**, Nat (King) Cole, Cap.
10. **Melody of Love**, D. Carroll, Mer.

#### Kansas City

1. **Ballad of Davy Crockett**, T. Ernie, Cap.
2. **Dance With Me**, Henry, G. Gibbs, Mer.
3. **It's a Sin to Tell a Lie** S. Smith & the Redheads, Epi.
4. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
5. **I Belong to You**, R. Flanagan, Vic.
6. **Crazy Otto Medley**, J. Maddox, Dot
7. **Dixie Danny**, Laurie Sisters, Mer.
8. **Where Will the Dimple Be?** R. Clooney, Col.
9. **Pledging My Love**, J. Ace, Duk.
10. **Play Me Hearts and Flowers** J. Desmond, Cor.

#### Los Angeles

1. **Ballad of Davy Crockett**, F. Parker, Col.
2. **Crazy Otto Medley**, J. Maddox, Dot
3. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
4. **How Important Can It Be?** J. James, M-G-M
5. **Ballad of Davy Crockett** W. Schumann, Vic.
6. **Sincerely**, McGuire Sisters, Cor.
7. **Tweddle Dee**, G. Gibbs, Mer.
8. **Malaguena**, C. Valente, Dec.
9. **Melody of Love**, L. Diamond, Vic.
10. **Do, Do, Do**, T. Martin, Vic.

#### Milwaukee

1. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
2. **Ballad of Davy Crockett**, F. Parker, Col.
3. **Crazy Otto Medley**, J. Maddox, Dot
4. **Lazy Gondolier**, Mantovani, Lon.
5. **Breeze and I**, C. Valente, Dec.
6. **Silver Moon**, B. Vaughn, Dot
7. **Unchained Melody**, L. Baxter, Cap.
8. **Ballad of Davy Crockett**, B. Hayes, Cdc.
9. **Open Up Your Heart** Cowboy Church Sunday School, Dec.

#### Mpls.-St. Paul

1. **Crazy Otto Medley**, J. Maddox, Dot
2. **Ballad of Davy Crockett**, F. Parker, Col.
3. **Tweddle Dee**, G. Gibbs, Mer.
4. **Melody of Love**, B. Vaughn, Dot
5. **Ballad of Davy Crockett**, T. Ernie, Cap.
6. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
7. **Open Up Your Heart** Cowboy Church Sunday School, Dec.
8. **It's a Sin to Tell a Lie** S. Smith and the Redheads, Epi.
9. **Dance With Me**, Henry, G. Gibbs, Mer.
10. **Ballad of Davy Crockett**, B. Hayes, Cdc.

#### New Orleans

1. **Ballad of Davy Crockett**, T. Ernie, Cap.
2. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
3. **Unchained Melody**, A. Hibbler, Dec.
4. **Play Me Hearts and Flowers** J. Desmond, Cor.
5. **Unchained Melody**, L. Baxter, Cap.
6. **Sincerely**, McGuire Sisters, Cor.
7. **Crazy Otto Medley**, J. Maddox, Dot
8. **Dance With Me**, Henry, G. Gibbs, Mer.
9. **Ko Ko Mo**, P. Como, Vic.
10. **Melody of Love**, B. Vaughn, Dot

#### New York

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Crazy Otto Medley**, J. Maddox, Dot
3. **Tweddle Dee**, G. Gibbs, Mer.
4. **Melody of Love**, B. Vaughn, Dot
5. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
6. **How Important Can It Be?** J. James, M-G-M
7. **Sincerely**, McGuire Sisters, Cor.
8. **Melody of Love**, Four Aces, Dec.
9. **Ko Ko Mo**, P. Como, Vic.
10. **Dance With Me**, Henry, G. Gibbs, Mer.

#### Philadelphia

1. **Crazy Otto Medley**, J. Maddox, Dot
2. **Ballad of Davy Crockett**, B. Hayes, Cdc.
3. **Tweddle Dee**, G. Gibbs, Mer.
4. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
5. **Melody of Love**, B. Vaughn, Dot
6. **Open Up Your Heart** Cowboy Church Sunday School, Dec.
7. **How Important Can It Be?** J. James, M-G-M
8. **It May Sound Silly** McGuire Sisters, Cor.
9. **Danger, Heartbreak Ahead** J. P. Morgan, Vic.
10. **Darling Je Vous Aime Beaucoup** Nat (King) Cole, Cap.

#### Pittsburgh

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Unchained Melody**, L. Baxter, Cap.
3. **Dance With Me**, Henry, G. Gibbs, Mer.
4. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
5. **Darling Je Vous Aime Beaucoup** Nat (King) Cole, Cap.
6. **Close Your Eyes**, Five Keys, Cap.
7. **Ballad of Davy Crockett**, T. Ernie, Cap.
8. **Melody of Love**, Four Aces, Dec.
9. **Unchained Melody**, A. Hibbler, Dec.
10. **Breeze and I**, C. Valente, Dec.

#### St. Louis

1. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
2. **Ballad of Davy Crockett**, B. Hayes, Cdc.
3. **Dance With Me**, Henry, G. Gibbs, Mer.
4. **Two Hearts**, P. Boone, Dot
5. **Unchained Melody**, L. Baxter, Cap.
6. **Tweddle Dee**, G. Gibbs, Mer.
7. **Darling Je Vous Aime Beaucoup** Nat (King) Cole, Cap.
8. **Unchained Melody**, A. Hibbler, Dec.
9. **Dixie Danny**, Laurie Sisters, Mer.
10. **Make Yourself Comfortable** A. Griffith, Cap.

#### San Francisco

1. **Ballad of Davy Crockett**, F. Parker, Col.
2. **Crazy Otto Medley**, J. Maddox, Dot
3. **Melody of Love**, B. Vaughn, Dot
4. **Sincerely**, McGuire Sisters, Cor.
5. **Tweddle Dee**, G. Gibbs, Mer.
6. **How Important Can It Be?** J. James, M-G-M
7. **Danger, Heartbreak Ahead** J. P. Morgan, Vic.
8. **Cherry Pink and Apple Blossom White** P. Prado, Vic.
9. **Pledging My Love**, J. Ace, Duk.
10. **Sand and the Sea**, Nat (King) Cole, Cap.

#### Seattle

1. **Ballad of Davy Crockett**, F. Parker, Col.
2. **Dance With Me**, Henry, G. Gibbs, Mer.
3. **Melody of Love**, B. Vaughn, Dot
4. **Crazy Otto Medley**, J. Maddox, Dot
5. **Open Up Your Heart** Cowboy Church Sunday School, Dec.
6. **I Love You Madly**, Four Coins, Epi.
7. **Tweddle Dee**, G. Gibbs, Mer.
8. **Ballad of Davy Crockett**, B. Hayes, Cdc.
9. **Unchained Melody**, A. Hibbler, Dec.
10. **Hearts of Stone**, Fontane Sisters, Dot

*picked as a hit*



The Billboard Music Popularity Charts  
**POPULAR RECORDS**  
● REVIEW SPOTLIGHT ON . . .

**IS THIS THE  
END OF  
THE LINE?**

**WHEN  
YOU WISH  
UPON  
A STAR**

**THE CASH BOX  
DISK OF THE WEEK**

MGM  
11960 78 rpm  
K11960 45 rpm

**TOP HIT!**  
**HOW  
IMPORTANT CAN  
IT BE**  
and  
**THIS IS MY  
CONFESSION**  
MGM 11919 78 rpm  
K11919 45 rpm

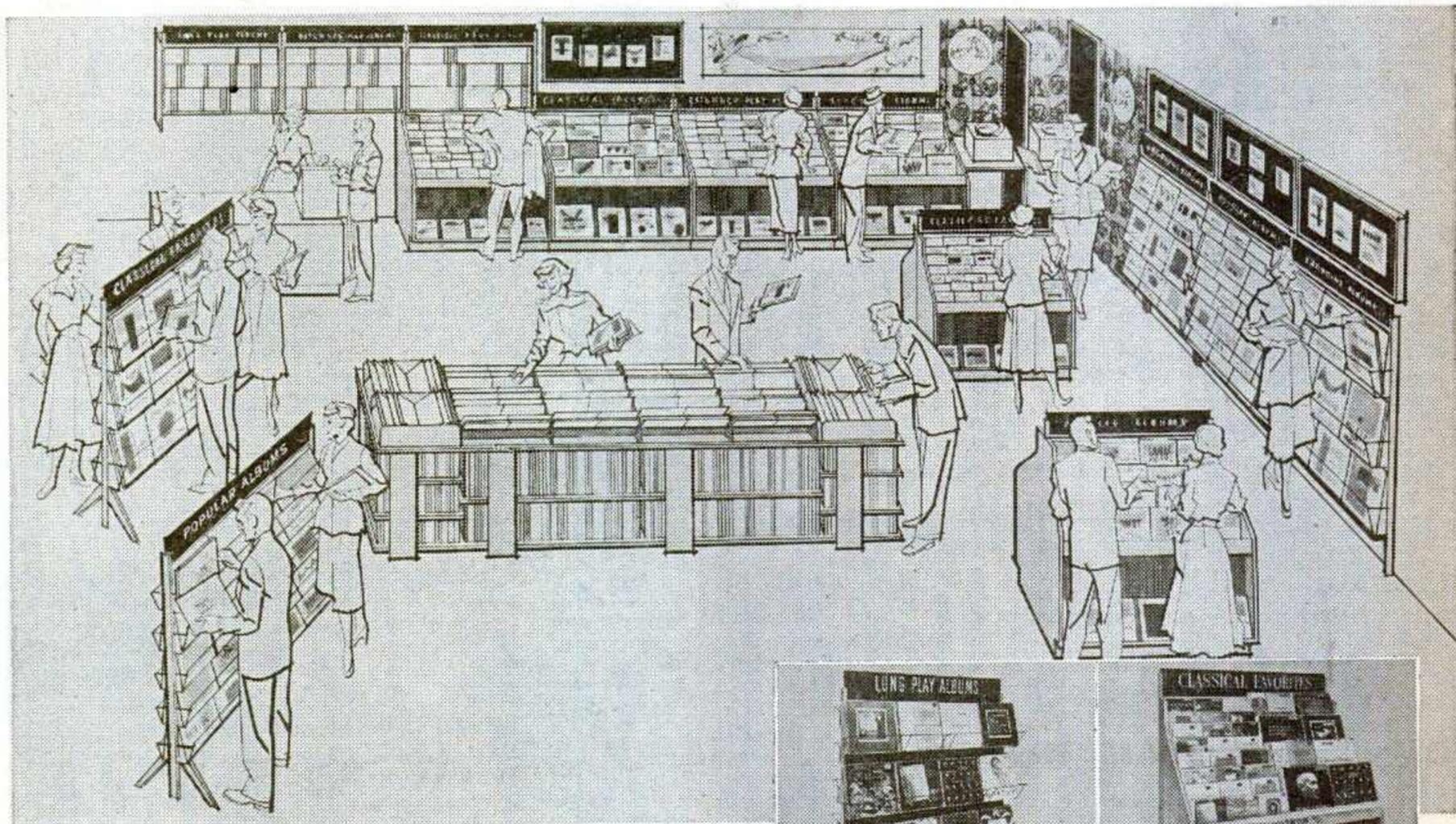


**Best Selling Album**  
**LITTLE  
GIRL  
BLUE**  
MGM 272 (78)  
X 272 (45)  
E 272 (33 1/2)

**M-G-M RECORDS**  
THE GREATEST NAME  IN ENTERTAINMENT  
701 SEVENTH AVE. NEW YORK 36, N. Y.

*Now! A flexible plan to help you cut selling costs, increase volume, without spending*

# *RCA Victor introduces Store Modernization*



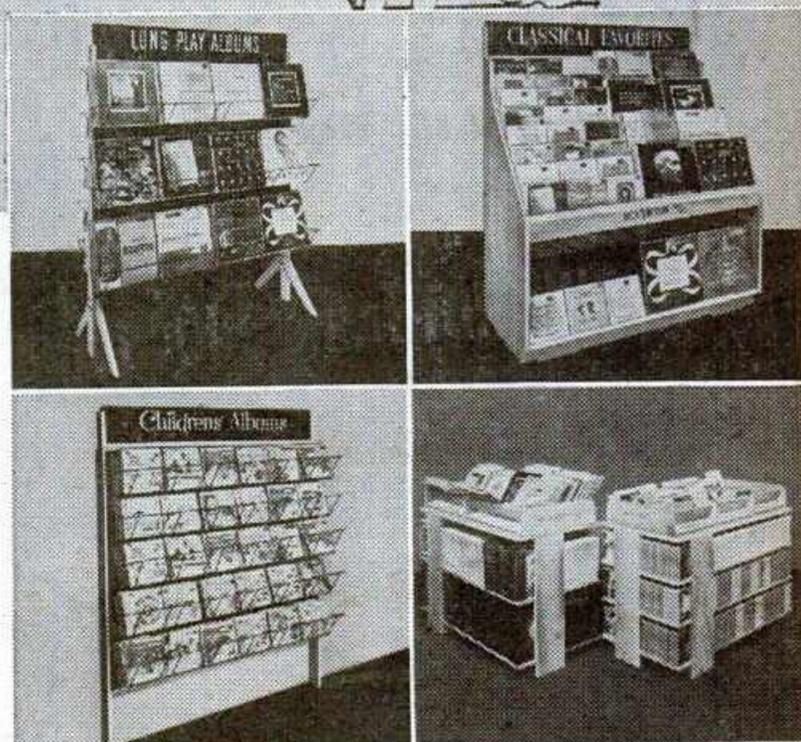
**Look how many albums you can get in a 28 x 30 ft. store!**

Architect's sketch shows how RCA Victor self-service fixtures not only give store an inviting, modern look—but actually permit more customers to select more albums more quickly, by channeling traffic flow. People buy more because they see more. You can display and store over \$20,000 worth of records in this space. Cost of complete set-up: less than \$1500!

**Look what Self-service is doing for dealers everywhere!**

- **MUSIC CITY, Hollywood, Calif.**..... "100% increase in dollar sales, first year!"
- **DANNAUER'S, Merion, Pa.**..... "35% gain in the first five months!"
- **DIEBEL'S INC., St. Louis, Mo.**..... "34% sales increase... 45,000 records sold a year with only one part-time helper!"
- **"HIS MASTER'S VOICE" SHOWROOMS, London, England**..... "DOUBLED the business!"

**Business Week Magazine** says: "Dealers can expect a minimum 20% gain by going self-service."



**Here's just a sampling!**

Wait until you see *all* the marvelous new RCA Victor fixtures! You'll find island units, wall fixtures, browsers and browser bases. The fixtures are *completely adaptable to any size records*—provide plenty of *reserve storage space!* And they're designed so you can start with one or some...and add more later!

*a lot of money!*

# *new low-cost Record Program...*

- \* *Complete line of new, advanced fixtures!*
- \* *Free Store Layout Service!*
- \* *Architectural Store Remodeling Service!*

Record industry leaders have said it again and again: *To get your share of future record business you must modernize for self-service!*

Like so many other dealers, you've probably wanted to modernize—but *thought you needed large capital funds for investment*, felt you lacked good sound advice on just how to go about it! If so, then this new RCA Victor Store Modernization Program is for you!

It's a completely new concept designed to help every dealer, large or small, capture his share of the big, *growing* record market. This plan is so *simple, so sensible, so adaptable*—that you can begin modernizing now for as little as \$55.00!

#### **What's New About It?**

The answer is: "everything!" From the new "go-together" self-service store fixtures...for the first time designed so you can start with only one and add on later—to a free store layout service—to an easy time payment plan that actually lets you *pay as you sell*—it's all *new!* Another big, important link in RCA Victor's continuous campaign to expand your business and make your future secure!

#### **Most Advanced Fixtures Ever...Yet Low In Cost**

In creating the stunning new line of RCA Victor fixtures, world-famous W. L. Stensgaard Associates devoted months of careful study to retailers' problems and requirements.

As a result, these fixtures are:

- **Completely adaptable**—modular in construction so they meet any store's requirements as single units, in line, back-to-back or as islands;
- **Strikingly handsome**—yet of neutral, pickled oak finish that blends with older fixtures, any decor;
- **The most efficient ever built**—providing maximum display space, plenty of reserve storage space.
- **Wonderfully durable**—of solid oak construction designed to take lots of wear and tear—for a long time;
- **At scientifically-right heights**—merchandise meets customer's eyes, yet fixtures are low enough to provide full vision of store from check-out counter;
- **Low in price**—cost no more than most ordinary fixtures!



#### **Free Layout Service Helps You Do The Job Right**

As part of this great new program, RCA Victor offers a free layout service to show you how to utilize the space you now have more efficiently, more profitably when you start streamlining. Your RCA distributor can explain exactly how you can take advantage of this free opportunity.

In addition, a professional architectural service is available to you on a modest daily fee basis.

#### **Time Payments Mean Smaller Initial Outlay**

If you decide to purchase over \$250.00 worth of the new RCA Victor fixtures, you qualify for RCA Victor's new, low-cost time payment plan. Check your RCA distributor for complete details.

#### **NOW is the Time to Act!**

On the opposite page are just a few of these exciting new fixtures. There are many, many more! You can see them all in a handsome FREE brochure giving full details. Send in the coupon below to RCA Victor NOW—a representative will call bringing you complete information on the fixtures, the free layout service, the entire program. But remember—**each day of delay costs you money** in unnecessary selling costs, fewer sales. So send this coupon NOW!

Store Modernization  
RCA Victor Record Division  
630 Fifth Avenue, New York, N. Y.

I want to get the complete story on RCA Victor's new Store Modernization Program. Please have an RCA Victor representative give me complete details as soon as possible!

NAME \_\_\_\_\_

STORE NAME \_\_\_\_\_

STREET \_\_\_\_\_

CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

My RCA Victor Record Distributor is \_\_\_\_\_

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A MODERN MISS...  
WITH A HAPPY HIT...  
**GAYLE LARK**  
SINGS  
**"BABY THAT'S ALL I NEED"**  
Record #C 102 B/W "There's Nothing New"

SMASH HIT! BRIAN KING  
Sensational Young  
Campus Star  
"I Am What I Am"  
"One Little Old Kiss"  
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The Billboard Music Popularity Charts  
**POPULAR RECORDS**

• **Reviews of New Pop Records**

**SAMMY DAVIS JR.**  
Love Me or Leave Me .....84  
DECCA 29484—A Billboard "Spotlight" 4-9-'55. (Bregman, Voece & Conn, ASCAP)  
Something's Gotta Give...80  
A showmanly vocal treatment of a catchy tune from the new musical movie version of "Daddy Long Legs" starring Fred Astaire. There's a lot of promotion behind this picture song by Johnny Mercer. This may well turn out to be a two-sided hit, altho flip is better side. (Robbins, ASCAP)

**DAVID CARROLL**  
THI We Meet Again .....80  
MERCURY 70606—A dreamy ork arrangement of the beautiful standard with some listenable choral work. Fine sentimental programming for juke boxes and jockeys. (Remick, ASCAP)  
Blue Scarecrow...77  
A bouncy instrumental with a catchy beat and an amusing melody line reminiscent of "The Hot Canary." (Picwick, ASCAP)

**MILLS BROTHERS**  
Opus One .....80  
DECCA 29496—A driving vocal treatment of the instrumental odie with an exciting beat and standout performances by the quartet. Good juke wax. (Embassy, BMI)  
Yes You Are...76  
A pretty Bob Merrill tune is sung with the boys' superior brand of relaxed, lazy barbershop harmony. This

one is bound to grab off air plays. (Oxford, ASCAP)

**THE FOUR LADS**  
Too Much! Baby, Baby .....79  
COLUMBIA 40490—This ecstatic description of a girl in the language of a teen-age hipster makes an effective piece of material. Based on a simple riff that is repeated over and over, the tune is unforgettable after the first hearing. Should grab a lot of coin.  
The Average Giraffe...75  
A hilarious novelty that also gets a smooth reading from the Lads. (Glenwood, BMI)

**JACK SHAINDLIN CONDUCTING THE CINERAMA SYMPHONY ORK**  
Souvenirs of Paris .....78  
MERCURY 70601—The ork and conductor duplicate their film performance of a surging, swelling Morton Gould waltz from "Cinerama Holiday." Beautiful, nostalgic melody could catch on via this hi-fi disk. Dim-light deejays will probably whirl it white. (C & G, ASCAP)  
Hup-Sa-Sa...70  
Swiss-type laender combines colorful oom-pah orking with yodelly gang vocal. It's from the same flick, but lacks broader appeal of the flip. (Media, BMI)

**PEREZ PRADO ORK**  
Mood Indigo .....77  
VICTOR 6085—A mambo version of Ellington's great standard wrapped up in Prado's danceable beat and an imaginative arrangement. Deejays will give it many spins. (Gotham, ASCAP)  
Back Bay Shuffle...77  
Another mambo version of a standard receives a standout instrumental treatment by Prado. The mambo king is hot right now; so both these sides should get plenty of exposure. (Robbins, ASCAP)

**BILLY MAY ORK**  
Whatever Lola Wants .....77  
CAPITOL 3104 — The May horns manage to sound as sexy as the vocal combo in this highly seasoned rendition of the "Damn Yankees" excerpt. Competition is rough, but this slice ought to make more than a token showing.  
Just Between Friends...72  
One-time Dorsey warbler Jack Leonard does nicely in this tender reading of the love ballad. The orking is appropriately quiet behind him. Pleasant and danceable waxing.

**LINCOLN CHASE**  
That's All I Need .....75  
COLUMBIA 40475—Chase sings one of his own compositions here, a tune with clever lyrics and an r.&b. beat. On the basis of material alone, this could stir up a lot of noise. (Raleigh, BMI)  
The Message...73  
A novelty in an exotic Latin arrangement that has an off-beat appeal. Deejays can make good programming use of this side. (Raleigh, BMI)

**RALPH MARGERIE ORK**  
Silver Moon .....75  
MERCURY 70588 — Mixed chorus, strings and Margerie's trumpet handle the beautiful evergreen smoothly and tenderly. This side could skim some of the action from the Billy Vaughn entry. (Harms, ASCAP)  
Chicken Boogie...73  
No strings here. This is the Margerie band in a brisk and danceable original instrumental. An exciting waxing slightly on the cool side. (Judy, ASCAP)

**PEARL BAILEY**  
World Weary .....75  
CORAL 61385—This Noel Coward tune could almost be Miss Bailey's theme song, since it is in this guise she appears most often to TV and night club audiences. The relaxed vitality of the singer's style was never more evident. (Chappell, ASCAP)  
Big Words...72  
Miss Bailey pleads that she only wants love not an education in this humorous novelty. The singer has two delightful sides here for her fans. (Celmore, ASCAP)

**LEO DIAMOND**  
The One Rose .....75  
VICTOR 6090—Pretty tootling and bowing by Diamond and Henri Rene's string-laden ork. Nice for spring evenings, this. The side could gain adherents slowly, building up an impressive record of spins over the long haul. (Shapiro-Bernstein, ASCAP)  
Land of the Pharaohs...72  
Dramatic score from the title pic by Academy Award winner Dimitri Tiomkin is projected with a swaying and slinky beat by the ork and Diamond's harmonica. Good program wax. (Holding, ASCAP)

**THE HI-LOS**  
Whatever Lola Wants .....75  
STARLITE—This vocal group does a very commendable version of the "Damn Yankees" tune that's making such a stir. Arrangement is sophisticated, and the boys belt it out with eclat.  
I Thought About You...71  
Sentimental ditty gets okay performance, but side lacks the brightness of the flip.

**TITO PUENTE ORK**  
Hot Tamales .....74  
TICO 248—A great dance side with listener appeal as well. Perfect tempo for run-of-the-mill mamboicks who prefer the slower cha-cha-cha rhythm.  
The Knockout...73  
Puente's full ork and group essay a

very danceable cha-cha-cha mambo, utilizing an appealing tune. Expert dancers will go for the alternating tempos.

**DORI BROOKS**  
Ev'ryday .....74  
"X" 112—The thrush has an appealing delivery on this side. Ditty is the fine standard. (Remick, ASCAP)  
(Continued on page 40)

**ALL the BIG ONES**  
on ONE 33-1/3 RPM  
LONG PLAYING  
RECORD

**10 TOP TUNES \$1.69**  
SUGGESTED RETAIL  
or 8 TOP TUNES  
on 45 RPM EXTENDED  
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Full vocals & orchestration on High Fidelity, Non-Breakable Vinylite

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Record #1902—(33 1/3 RPM)  
★ BALLAD OF DAVY CROCKETT  
★ SINCERELY  
★ MELODY OF LOVE  
★ THAT'S ALL I WANT FROM YOU  
★ TWEEDELE DEE  
★ CRAZY OTTO MELODY  
★ KO KO MO  
★ EARTH ANGEL  
★ HOW IMPORTANT CAN IT BE?  
★ NO MORE

Record #1202—(45 RPM)  
Extended Play)  
FIRST 8 TOP TUNES

Record #1901—(33 1/3 RPM)  
★ HEARTS OF STONE  
★ MR. SANDMAN  
★ MAKE YOURSELF COMFORTABLE  
★ LET ME GO, LOVER  
★ TEACH ME TONIGHT  
★ NAUGHTY LADY  
★ COUNT YOUR BLESSINGS  
★ I NEED YOU NOW  
★ PAPA LOVES MAMBO  
★ MAMBO ITALIANO

Record #1201—(45 RPM)  
Extended Play)  
FIRST 8 TOP TUNES

Full Mark-Up for Dealer and Distributor  
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WHILE THIS OFFER IS HOT!

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Contact—  
**TODAY'S ITEMS, INC.**  
80 East 11th Street  
New York 3, N. Y.

**AN IMPORTANT MESSAGE TO THE MUSIC INDUSTRY**

from: THE WORLD'S LARGEST MANUFACTURER OF RECORDED TAPES

We believe that A-V RECORDED TAPES in opening a new world of "Home Entertainment" offer the whole Music Industry an opportunity to put more music and more recorded program material in more homes!

We base this statement on these facts:

THE PUBLIC IS HIGH-FIDELITY CONSCIOUS... and A-V RECORDED TAPES offer the ultimate in sound realism! Tape can be played thousands of times without appreciable loss of fidelity. Tape is the original source for all recorded material.

EVERYONE WANTS LONG-PLAY... and nothing can top this: we can program up to three hours of music on one reel the size of a 45 record.

A-V RECORDED TAPES GIVE THESE "EXTRA DIVIDENDS"... they're an economical long term investment because they're NOT defaced by scratch, NOR distorted by surface noise, NOR subject to irreparable breakage. And A-V Tapes have intrinsic value!

TO THE MANUFACTURER WE OFFER:

... a mutually advantageous opportunity. Independent record companies have found an important source of new income by making available their repertoire to A-V Recorded Tapes. By combining our talents we have created a major new force in the recording industry. We are still growing. We invite independent record manufacturers to grow with us.

TO THE DISTRIBUTOR WE OFFER:

... a new plus market. Tape has gained a tremendous following. The repertoire of A-V Recorded Tapes — from classical music to the latest jazz — has something to appeal to everyone... all under a single label for your ease in ordering, stocking, shipping, and selling. As of this writing some choice territories are still available, but we advise those interested to contact us immediately as they are closing fast.

TO THE DEALER WE OFFER:

... "pre-sold" customers. National and regional advertising and publicity have created a public awareness of the advantages of A-V Recorded Tapes. They'll be asking you for them. And those who buy tape recorders at your store are "naturals" for tie-in sales. In cooperating in every way with the dealer, we also offer powerful point-of-sale promotional material. For as little as \$50 you can have a sensational merchandising plan which will open a new self-selling tape department in your store. Find out how you can get those "extra" sales. Write to us for further information and the name of the distributor in your area.

On all levels, A-V Recorded Tape has a tremendous potential that is being realized daily. There's even greater promise of important developments to come. You'll want to participate because A-V LEADS YOUR WAY!



write, wire or call...**TODAY!**  
RAY RAND, Vice President in charge of Sales  
**A-V TAPE LIBRARIES, INC.**  
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# 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

BALLAD OF DAVY CROCKETT	
FAREWELL	(Tennessee) Ernie Ford 3058
BLUEBERRIES	
CAN'T WE BE MORE THAN FRIENDS	The Cheers 3075
CLOSE YOUR EYES	
DOGGONE IT, YOU DID IT	The Five Keys 3032
FOOLISHLY YOURS	
INSIDE OUT	The Four Knights 3093
MAKE YOURSELF COMFORTABLE	
KO KO MO	Andy Griffith 3057
RAIN	
I'LL NEVER BE THE SAME	Jackie Gleason 3092
THE SAND AND THE SEA	
DARLING JE VOUS AIME BEAUCOUP	Nat (King) Cole 3027
TWO HEARTS, TWO KISSES	Frank Sinatra, 3084
FROM THE BOTTOM TO THE TOP	The Nuggets 3084
UNCHAINED MELODY	
MEDIC	Les Baxter 3055
YOU FORGOT	
TIK-A-TEE, TIK-A-TAY	Gordon MacRae 3085

## COMING UP FAST Listed Alphabetically

EV'RY DAY	
HOW WOULD YOU HAVE ME	Lee Kane 3081
FUJIYAMA MAMA	
WHEELS OF LOVE	Annisteen Allen 3048
IT NEVER OCCURRED TO ME	
MALAYA	The Four Freshmen 3070
IF I MAY	Nat (King) Cole, 3095
A BLOSSOM FELL	Four Knights 3095
LIVE FAST, LOVE HARD, DIE YOUNG	
ZOOM, ZOOM, ZOOM	Vicki Young 3076
PLEASE HAVE MERCY	
THESE ARE THE THINGS WE'LL SHARE	Bunny Paul 3074
YOUNG AND FOOLISH	
UNDER THE BRIDGES OF PARIS	Dean Martin 3036

## LATEST RELEASES

Numbers  
467 & 468

WE'VE BEEN WALKIN' ALL NIGHT KISSIN' BUG	
The Harris Sisters	3086
KISS THE BABY	
LONG, LONG NIGHT	
Woody Herman	3087
THE MISSION SAN MICHEL YOU ARE THERE	
Bob Manning	3088
BALLAD OF OLE SVENSON LONESOME LOVERBOY	
Yogi Yorgesson	3089
MISS LONELY HEART OH, HEART LET HER GO	
Freddie Hart	3090
I GOTTA DO WHAT I GOTTA DO I'D ONLY MAKE THE SAME MISTAKE AGAIN	
Fred Baker	3091
RAIN I'LL NEVER BE THE SAME	
Jackie Gleason	3092
FOOLISHLY YOURS INSIDE OUT	
The Four Knights	3093
ROCKOLA FLUTTERBUG	
Julie Kinsler	3094
IF I MAY A BLOSSOM FELL	
Nat (King) Cole, Four Knights	3095

## BEST SELLING— POPULAR ALBUMS Listed Alphabetically

ARTHUR MURRAY CHA CHA MAMBOS	
45 rpm "EP" No. EAP-1-2-3-578 & ECF-578	
33 1/2 rpm No. T-578	
B. G. IN HI FI—Benny Goodman	
45 rpm "EP" No. EAP-1-2-3-4-565 & EBF-1-2-565	
33 1/2 rpm No. W-565	
GOLDEN HORN—Ray Anthony	
45 rpm "EP" No. EAP-1-2-3-563 & ECF-563	
33 1/2 rpm No. T-563	
THE KENTON ERA—Stan Kenton	
45 rpm "EP" No. EOX-569	
33 1/2 rpm No. WDX-569	
LES & MARY—Les Paul and Mary Ford	
45 rpm "EP" No. EAP-1-2-3-4-577 & EBF-1-2-577	
33 1/2 rpm No. H-1-2-577 & W-577	
THE MIL-COMBO TRIO	
45 rpm "EP" No. EAP-1-2-3-579	
33 1/2 rpm No. T-579	
MUSIC FOR LOVERS ONLY—Jackie Gleason	
45 rpm "EP" No. EBF-352	
33 1/2 rpm No. H-352	
MUSIC, MARTINIS, AND MEMORIES—Jackie Gleason	
45 rpm "EP" No. EAP-1-2-3-4-509 & EBF-1-2-509	
33 1/2 rpm No. W-509	
MUSIC TO REMEMBER HER—Jackie Gleason	
45 rpm "EP" No. EBF-1-2-570	
33 1/2 rpm No. W-570	
PLAIN AND FANCY—Original Broadway Cast	
45 rpm "EP" No. EDM-603	
33 1/2 rpm No. S-603	
SOMETHING COOL—June Christy	
45 rpm "EP" No. EBF-516	
33 1/2 rpm No. H-516	
VOICES IN MODERN—The Four Freshmen	
45 rpm "EP" No. EAP-1-2-522	
33 1/2 rpm No. H-522 & T-522	
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 TICKLES LET DOWN	
Tommy Collins	3082
LIVE FAST, LOVE HARD, DIE YOUNG FORGIVE ME, DEAR	
Faron Young	3056
LOVE THY NEIGHBOR AS THYSELF MAKE HIM A SOLDIER	
The Louvin Brothers	3083
MY GALLINA CUZZ YORE SO SWEET	
Simon Crum	3063
RUSTY OLD HALO I DREAMED OF A HILLBILLY HEAVEN	
Bill Lowery	3053
THAT'S ALL I WANT FROM YOU SEBBIN COME ELEBBIN	
Jimmy Heap, Perk Williams	3071
UNTIED BOOB-I-LAK	
Tommy Collins	3017
YOU'RE A HUMDINGER I'M JUST TOO LAZY	
The Farmer Boys	3077

## BEST SELLING— "EP" ALBUMS Listed Alphabetically

BAZOOM—The Cheers	
45 rpm "EP" No. EAP-1-584	
BLUE MIRAGE—Les Baxter	
45 rpm "EP" No. EAP-1-599	
THE BUNNY HOP—Anthony, Ellington, Stone	
45 rpm "EP" No. EAP-1-605	
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	
LES PAUL AND MARY FORD	
45 rpm "EP" No. EAP-1-9121	
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	
WHAT IT WAS, WAS FOOTBALL & ROMEO AND JULIET—Andy Griffith	
45 rpm "EP" No. EAP-1-498	

## 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 Hunt 1638
WHEEL OF FORTUNE	
ANGRY	Kay Starr 1677

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# THE BANJO BOYS

A SWEDISH NOVELTY HIT!

# KVI-VI-VI-VI-VITT

(KVEE-VEE-VEE-VEE-VEET)

RECORD NO. 3103

NO ONE ELSE CAN DO

# WHATEVER LOLA WANTS

LIKE

# BILLY MAY JUST BETWEEN FRIENDS

BILLY MAY · JACK LEONARD

RECORD NO. 3104

**World's Finest**  
**Pfanzstiehl**  
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**GIVE TO DAMON RUNYON CANCER FUND**

**The Billboard Music Popularity Charts**  
**POPULAR RECORDS**

**Three-Speed Tape Recorder by Bell**

COLUMBUS, O., April 9. — Bell Sound Systems here has announced a new three-speed tape recorder, model RT-75, which will retail for \$149.50.

The unit, which is claimed by the company to be of new mechanical and electronic design, features full push-button control with straight line threading of the tape. Frequency response at the fast speed is said to be between 30 and 12,000 cycles per second. The unit also has a fast forward and rewind feature which will rewind a 1,200-foot reel in 70 seconds. Two microphone inputs are provided as well as radio-TV input.

The unit is housed in an airline-style case covered with rugged plasticized fabric and lined with gold trim. The unit comes equipped with microphone, a five-inch reel, and 600 feet of tape.

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

**EDDIE FISHER**  
 Heart (Frank, ASCAP)—RCA Victor 6097—A fresh, warm warbling job on an appealing new song from Broadway's forthcoming "Damn Yankee" musical. This is Fisher's second release in less than four weeks, but the material is so great for him that it should be worth it. Certainly the disk will grab plenty of jockey and juke play. Flip is another "Damn Yankee" tune "Near to You" (Frank, ASCAP).

**FOUR ACES**  
 Heart (Frank, ASCAP)  
 Sluefoot (Robbins, ASCAP)—Decca 29476—The boys are riding high on the charts right now, and this disk may be another hit for them—a two-sided one at that. "Heart," a great new tune from the Frank Loesser score "Damn Yankee," is sung with sincerity and a fine beat by the Four Aces. "Sluefoot," a catchy novelty from Fred Astaire's new movie "Daddy Long Legs," is also wrapped up with plenty of drive and should pull extra spins as the result of special promotional push by the label and 20th-Century Fox.

**TERESA BREWER**  
 I Don't Want to Be Lonely Tonight  
 Silver Dollar—Coral 61394—Teresa Brewer has a two-sided click here. She should grab off a large share of juke coin for "Silver Dollar" and plenty of jockey spins for the lovely ballad on the flip side. The thrush belts out the oldie, "Silver Dollar," with sock showmanship and amusing vocal bounce, while on "I Don't Want to Be Lonely Tonight" she softens her style and sings an appealing lyric with feeling and plaintive sincerity.

**JO STAFFORD**  
 Young and Foolish (Chappell, ASCAP)—Columbia 40495—Altho the lovely show tune from "Plain and Fancy" has been around in other versions, Jo Stafford has given this one of the finest renditions of her career and it's a safe bet that deejays will spin it thin. If this is Columbia's antidote to the rhythm and blues reign, it should rally plenty of support, and like "Hey There," a similarly classy tune, this could catch slowly but firmly. Flip is "Be Sure, Beloved" (Bourne, ASCAP).

**• Reviews of New Pop Records**

*Continued from page 38*

- After All We've Been Thru . . . 72**  
 Same nice vocal style. (Dunhill, BMI)
- CYRIL STAPLETON**  
 Elephant Tango . . . 74  
 LONDON 1549—Fine instrumental. Cyril Stapleton's band has a very sophisticated arrangement of the steady item, and their musicianship is superb.
- Gabrielle . . . 71**  
 Same big band sound here, tho tune has not the appeal of the flip.
- FRANK SORRELL TRIO**  
 After You're Gone . . . 73  
 AUDIVOX 115—A tasteful instrumental version of the standard by Audivox's new trio, which has an interesting sound and a fine beat. Good disk material for the boxes. (Mayfair, ASCAP)
- Somebody Stole My Gal . . . 73**  
 Same comment. (Robbins, ASCAP)
- BANJO BOYS**  
 Hey, Mr. Banjo . . . 73  
 CAPITOL 3103—Here's the latest cover on a tune currently causing some excitement on the Kapp label. This version by the Banjo Boys is a light-hearted, happy side.
- Kvi-VI-VI-VI-Vit . . . 70**  
 The boys do a three-beat, melodic item on this side. Ditty has a lively pace and a good lyric.
- LAWRENCE WELK ORK**  
 Pray for Me . . . 73  
 CORAL 61387—A solemn, slow-paced sacred song is warbled with sincerity by Jim Roberts. (Bloom, ASCAP)
- I See God . . . 70**  
 Same comment. (Bloom, ASCAP)
- LITA ROZA**  
 Tomorrow . . . 72  
 LONDON 1559—The British thrush has a lilting lyric here and delivers it in her usual, competent style.
- Foolishly . . . 70**  
 There's heart and competence in Lita Roza's reading on this ballad side. Vocal chorus and Johnny Douglas' band produce a good sound on a tune that has hit fair stride in the Chuckles' version.
- KAREN RICH**  
 Too True . . . 72  
 DECCA 29478—The thrush sings an appealing ballad with sincerity and artful phrasing. Good romantic programming for deejays. (Eastbrook, ASCAP)
- Make Me Thrill . . . 70**  
 An attractive reading of a pretty ballad which should get spins. (Valando, ASCAP)
- SUE ALLEN**  
 Dear Mr. Dee-Jay . . . 71  
 KEY 502—A tearful plea to a deejay to play a tune for the lover who has discarded her. This nostalgic tear-jerker has above-average appeal, and in this effective reading could do well commercially, if given proper exposure. (HR, ASCAP)
- Moe and His Combo . . . 65**  
 A weaker side, due to lightweight material. Miss Allen's pleasing voice isn't hard to listen to, however. On the strength of her styling, side should get good play from jocks. (HR, ASCAP)
- JULIE KINSLER**  
 Rockola . . . 70  
 CAPITOL 3094—Cool novelty features a piccolo in some fast passage work against rhythmic r.&b. backing. Sound is different, and that fact alone should attract some deejay exposure. (St. Louis, BMI)
- Flutterbug . . . 69**  
 Kinsler's piccolo whirrs madly in this curious mixture of gypsy and Latin idioms. (Beechwood, BMI)
- THE RHYTHMETTES**  
 Him . . . 70  
 VICTOR 6089—Romantic ballad is sung expressively by the gals above a light shuffle beat in the ork. This rests easy on the ears and could gain repeat spins if exposed. (Lowell, BMI)
- Only You . . . 68**  
 Tight harmony of the girl group comes across appealingly on wax in this okay ballad. (Lowell, BMI)



**2 NEW SMASH RELEASES . . .**

**Louie Jordan**  
**WHATEVER LOLA**  
**WANTS, LOLA GETS**  
*and*  
**IT'S BEEN SAID**  
 X-0116 (4X-0116)

**Frankie Lester**  
**EMPTY ARMS**  
*and*  
**COQUETTE**  
 X-0117 (4X-0117)

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 That's what everybody says about the new Cardinal record, No. 1031 (ASCAP)

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 Played on all stations in United States and Canada  
 On 200 Juke Boxes in K. C.I  
 Played Everywhere Live Music Is Played in K. C.I

**OUT NEXT WEEK . . .**

**The Billboard 1955**  
**JAZZ REVIEW AND PREVIEW NUMBER**

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**Wire or call your Billboard man TODAY!**

**AD DEADLINE**  
**APRIL 15**

(Continued on page 42)

**78 R. P. M.**  
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**COMPLETE PLANT AND MILL**  
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Plant must be complete in every detail and respect—READY TO SET UP AND GO TO WORK.

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**RECORD DISTRIBUTOR**  
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**ACCORDION SHEET MUSIC**

Your favorite Slovenian and Polish accordion sheet music for sale. Simplified for students, with B-Flat parts on opposite side, by sending \$5.00 to

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We will send you 20 copies of famous Polkas recorded by Cleveland's polka king—Chester Budny.

**EASE THAT SQUEEZE**

**NEW NOVELTY SONG**  
 A take-off on traffic congestion—the most written up, talked about subject of the day. 45 and 78 rpm b/w "The Blues Are Here."

**NOW AVAILABLE**  
 Professional sheet music, too.

**KAMPUS MUSIC (BMI)**  
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**TOP SLOVENIAN AND POLISH POLKA HITS BY CLEVELAND, O., POLKA KING CHESTER BUDNY.**

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**THE LABEL WITH A FUTURE . . .**  
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**NEW POP RECORDS**  
 TOP LABELS—TOP TUNES  
 Victor, Decca, Coral, Mercury, etc.  
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& HIS ORCHESTRA  
& CHORUS

# THE LOST OF THE PHARAOHS

From the WARNER BROS. Motion Picture "THE LAND OF THE PHARAOHS"

MGM #11973-78 RPM... #K11973-45 RPM

## ART MOONEY

& HIS  
ORCHESTRA

# HONEY BABE

From the WARNER BROS. Motion Picture "BATTLE CRY"

MGM #11900-78 RPM... #K11900-45 RPM

GO TO YOUR LEFT, YOUR RIGHT...

GO TO YOUR LEFT, YOUR RIGHT...

### M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT



701 SEVENTH AVE. NEW YORK 36, N. Y.

# Bud Harvey

SINGS

THE  
SENSATIONAL

NEW ..

# "IN TIME"

AND

# "HANDS OFF"

WITH

LIONEL  
NEWMAN'S  
Orchestra

Liberty 55002



1570 N. Gower  
Hollywood 28, Calif.

## • Reviews of New Pop Records

• Continued from page 40

**RAY DE MENO**  
Why Did You Kiss Me? .....70  
JUBILEE 5191—De Meno gives an effective portrayal of the jilted lover. This is a heartbreaker, and the singer puts enough emotion into it to make it ring true.

Why Do You Break My Heart?....66  
The plot is the same here, but the backing is brighter and set to a tango beat. This tends to weaken the message, tho De Meno tries hard to sell the material. (Embassy, BMI)

**THE CARSONS**  
You're Mine, All Mine .....70  
KEM 2737—A fine mixed quartet provides full harmony and musical singing on an easy-going ballad. Should get some jockey spins. (Longridge, ASCAP)

Wine, Women and Gold...65  
Gimmicked, hand-clapping shout finds the group trying a little too hard for that click formula. Appeal is limited. Tune, incidentally, is by Eden (Nature Boy) Abbez. (Longridge, ASCAP)

**EDDIE BARCLAY ORK**  
Neu Piao .....69  
TICO 249 — Another baion from France. It's highly appealing, well-recorded instrumental side that spinners can use as a change of pace.

The Bandit...67  
This French ork has very unusual color with strings, flutes, accordion and voices. Tune may have passed its peak, but this baion version can get air spins.

**GAYLE LARK**  
Baby, That's All That I Need .....69  
CAMPUS 102—Ballad is rendered with a light r.&b. beat in the ork support. Miss Lark projects well. Side should do okay in the coin boxes. (Pico, BMI)

There's Nothing New...65  
The pretty ballad is sung sweetly by the thrush. (Pico, BMI)

**BOBBY SHERWOOD ORK**  
Brown Eyes, Why Are You Blue?....66  
CORAL 61390 — Sherwood himself plays eight different instruments and sings four parts in a multi-track recording of an old hit from the 1920's. It's a good trick, but fails to produce a listenable side. (Fisher, ASCAP)

Yes Indeed...66  
Same comment. (Embassy, BMI)

### Spiritual

**PROF. CHARLES TAYLOR**  
God's Got a Television .....80  
TUXEDO 901—The all-seeing eye of God is compared to a television apparatus which lays bare all the events of our daily life. An unusual piece of material that has great commercial potential. (Kraft, BMI)

I Can't Turn Around...78  
A lickity-split hand-clapper that makes a dazzling impression. Taylor and the Gospel All Stars are in top form and sell this side in a big way. (Martin & Morris, BMI)

**SISTER JESSIE MAE RENFRO**  
I Wanna Be There .....77  
PEACOCK 1732—The singer shouts out her desire to be rid of the sorrows of earth and to enjoy the happiness of heaven. Sister Renfro packs a lot of vitality into this rhythmic material. (Lion, BMI)

I've Had My Chance...76  
If God should come now, Sister Renfro opines that she would be prepared. Another moving performance set to a solid, bouncy beat. (Lion, BMI)

**IDA HAYNES**  
Cross at the End of the Road .....69  
ANGEL TONE 502—Rich or poor, all men must face the harsh reality of death. Ida Haynes impresses on listeners the advantage of having God with you at that hour. A good job done with sincerity.

Have Faith...67  
Here again the singer urges sinners to have faith in order to be able to face life's sorrows. Miss Haynes turns in a competent reading and gets nice backing from the Volunteer Gospel Singers.

### Jazz

**SONNY THOMPSON**  
Behind the Sun I .....69  
KING 4791—A pleasant jazz instrumental paced with a leisurely charm and featuring some excellent guitar solo work. (Armo, BMI)

Behind the Sun II...69  
More of the same. (Armo, BMI)

### Children's

**MEL BLANC**  
Woody Woodpecker's  
Fairy Godmother (Parts 1 and 2) ...79  
CAPITOL 13173—Addition to the popular kiddie series is a slick tale well produced for the three-to-seven set.

**RUSTY DRAPER**  
Sing Along With  
Rusty (Parts 1 and 2).....78  
MERCURY PLAYCRAFT 26—"Blue Tail Fly," "Down in the Valley," "Pony Boy," "The Car" and "Camp-town Races" are served up in Draper's friendly, country manner. Rhythm backing is bright and obvious, and appeal here is from toddlers to teens. Recommendations will move this one.

**PINTO COLVIG**  
Bozo's Merry-Go-Round Music .....76  
CAPITOL 12245—Pinto Colvig is the original Bozo, of course, and on this bright disk he takes the moppets on a whirl to typical Merry-Go-Round mu-

sic—Sousa's "Thunderer" march and Strauss' "Artists Life."

**THE COQUETTES**  
The Siamese Cat Song .....70  
VICTOR WBY 26—Super cute reading of the much-waxed ditty from "The Lady and the Tramp" should intrigue the kiddies. (Disney, ASCAP)

Lady...69  
More of the same. (Disney, ASCAP)

## • Number of Releases This Week

Label	Pop	C&W	R&B
ATLANTIC	1	1	2
BELL	1	1	1
CAMPUS	1	1	1
CAPITOL	4	2	1
CHESS	1	1	1
COLUMBIA	2	1	1
CORAL	3	2	1
DECCA	3	2	1
DELUXE	1	1	1
DOT	1	1	1
FEDERAL	1	1	1
HARMAD	1	1	1
IMPERIAL	1	1	4
JUBILEE	1	1	1
KEM	1	1	1
KEY	1	1	1
KING	1	1	1
LONDON	2	1	1
MAYFAIR	1	1	1
MERCURY	3	3	1
QUEEN	1	1	1
RCA VICTOR	3	2	1
REPUBLIC	1	1	1
STARLITE	1	1	1
TICO	2	1	1
THE TWO GENTS	1	1	1
"X"	1	1	1
TOTAL	30	15	12

## 'Lola' Draws Ban From KFWB Jockey

HOLLYWOOD, April 9.—Censorship reared its head in the disk business again this week, when Zeke Manners, KFWB disk jockey, banned the female versions of the tune, "Whatever Lola Wants," from his show.

Manners averred that first-person versions of the tune, as recorded by Dinah Shore, Sarah Vaughan, Carmen McRae and Jamie and the Mello-Larks, gave it an off-color significance.

Only version Manners is currently airing is that of the Hi-Lo's on indie Starlite records, and that because it's sung in third-person.

## Welk Starts 4th Year at Aragon

HOLLYWOOD, April 9.—Accordion-playing maestro Lawrence Welk this week signed a new contract with Charles Lick, owner-operator of the Aragon Ballroom, Santa Monica, marking the start of the fourth year for the band at the dance palace.

Welk's record, which boasts a string of consecutive in-person and television performances, with the exception of a one-week date in Mitchell, S. D., is unequalled for a name band working from a major dance location.

Welk's television contract with Station KTLA here is currently being renegotiated.

Biggest Potential Hit of 1955!

JOHN LAURENZ

Singing

GOODBYE STRANGER GOODBYE

and

RED ROSES

Jubilee 5190

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"THIS IS CHARLES LAUGHTON"

with brilliant introductions by Agnes Moorehead.

TEMPO

RECORD CO. OF AMERICA

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## Cadence, Thomas Talk Pact to Build Him as Disk Artist

NEW YORK, April 9.—Cadence Records is negotiating to sign Danny Thomas, with an eye toward building the comedian as a recording artist via plugs on his Emmy prize-winning ABC-TV series "Make Room for Daddy."

Thomas, who has his own publishing firm, Dan's Tunes, has been plugging them on his show recently, and practically every film episode features at least one song by Thomas, either his own or an oldie. In line with this, if the Cadence deal goes thru, his first sides will be two tunes that pulled the most audience response when performed on the show.

Thomas repeats film shows in the series from time to time, and the half-hour segs (featuring the two songs) will undoubtedly be re-scheduled to coincide with his first record release.

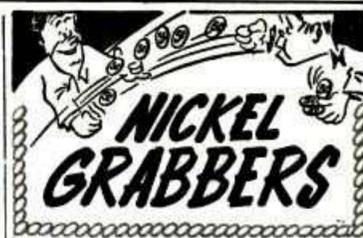
## NAMM Makes Nominations

CHICAGO, April 9.—Sixteen nominees have been chosen to fill the eight vacancies on the National Association of Music Merchants' board of directors. The eight will be chosen when the nominating committee of the association meets in Chicago April 18. They will take office in July.

Earl Campbell, president of NAMM, announced the following had accepted membership on the nominating committee: Herbert F. Boehl, president, Shackleton's, Louisville; Ben F. Duvall, vice-president, W. W. Kimball Company, Chicago; A. H. Eschbach, president, Eschbach Music House, Ames, Ia., and Morton Lines, president, Lines Music Company, Springfield, Mo. Two other committee members are yet to be chosen.

## Trace, Brandon Sign Tilton, Dant for P.M.

CHICAGO, April 9.—Al Trace and Bud Brandon have signed singers Martha Tilton and Charles (Bud) Dant to a personal management contract. The pair also announced they have signed a similar deal with a group called the Staffords. Trace, just returned from the West Coast, held a cutting session there for both Martha Tilton and the Staffords. Also cut during his West Coast trip was Dick Beavers of the "Oklahoma" road company.



THE CHARMS  
TWO HEARTS  
THE FIRST TIME WE MET  
DE LUXE 6065

EARL BOSTIC  
WHEN YOUR LOVER HAS GONE  
COCKTAILS FOR TWO  
KING 4790

# 2  
BILL DOGGETT  
I'LL BE AROUND  
WILD OATS  
KING 4784

THE MIDNIGHTERS  
ASHAMED OF MYSELF  
RING A-LING A-LING  
FEDERAL 12210

THE "5" ROYALES  
MOHAWK SQUAW  
HOW I WONDER  
KING 4785

LUCKY MILLINDER  
IT'S A SAD, SAD FEELING  
OW!  
KING 4792



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## Today's TOP TUNES

### The Low-Cost Dealer Profit-Service!

Here's the inexpensive, easy-to-use personalized promotion sheet that's made to order for more dealer sales. Printed as a 4-page folder (7x8 1/2 per page), it carries The Billboard HONOR ROLL OF HITS to 35 places with the best-selling records of each tune.

Also shows hit R & B and C & W records with the top classical and packaged albums as well. Today's Top Tunes carries The Billboard's famous Pop Charts right to your customer's pocketbook, building more sales and profits for you.

With your store name, address and phone number imprinted free, Today's Top Tunes becomes your good-will ambassador or counter give-away item.

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City and State \_\_\_\_\_

Phone \_\_\_\_\_ Ordered by \_\_\_\_\_

The Billboard Music Popularity Charts

**COUNTRY & WESTERN RECORDS**

**• Best Sellers in Stores**

For survey week ending April 6

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. <b>IN THE JAILHOUSE NOW</b> (BMI)—W. Pierce.....	1	11
<i>I'm Gonna Fall Out of Love With You (BMI)—Dec 29391</i>		
2. <b>MAKING BELIEVE</b> (BMI)—K. Wells.....	2	6
<b>WHO'S SHOULDER WILL YOU CRY ON?</b> (BMI)—Dec 29419		
3. <b>I'VE BEEN THINKING</b> (BMI)—E. Arnold.....	4	11
<b>DON'T FORGET</b> (BMI)—Vic 20-6000		
4. <b>LIVE FAST, LOVE HARD, AND DIE YOUNG</b> (BMI)—F. Young.....	3	3
<i>Forgive Me, Dear (BMI)—Cap 3056</i>		
5. <b>LOOSE TALK</b> (BMI)—C. Smith.....	5	24
<i>More Than Anything Else (BMI)—Col 21317</i>		
6. <b>ARE YOU MINE?</b> (BMI)—G. Wright & T. Tall.....	6	11
<i>I've Got Somebody New (BMI)—Fabor 117</i>		
7. <b>MAKE BELIEVE</b> (BMI)—R. Foley & K. Wells.....	7	7
<b>AS LONG AS I LIVE</b> (BMI)—Dec 29390		
7. <b>BALLAD OF DAVY CROCKETT</b> (BMI)—Tennessee Ernie.....	9	4
<i>Farewell (BMI)—Cap 3058</i>		
9. <b>YELLOW ROSES</b> (BMI)—H. Snow.....	10	2
<b>WOULD YOU MIND?</b> (ASCAP)—Vic 6057		
10. <b>IF YOU AIN'T LOVIN'</b> (BMI)—F. Young.....	8	21
<i>If That's the Fashion (BMI)—Cap 2953</i>		
11. <b>MAKING BELIEVE</b> (BMI)—J. Work.....	11	6
<i>Just Like Downtown (BMI)—Dot 1221</i>		
12. <b>KISSES DON'T LIE</b> (BMI)—C. Smith.....	12	13
<i>No I Don't Believe I Will (BMI)—Col 21340</i>		
13. <b>MORE AND MORE</b> (BMI)—W. Pierce.....	14	4
<i>You're Not Mine Anymore (BMI)—Dec 29252</i>		
14. <b>HEARTS OF STONE</b> (BMI)—R. Foley.....	15	15
<i>Never (BMI)—Dec 29375</i>		
15. <b>THAT'S ALL RIGHT</b> (BMI)—M. Robbins.....	13	9
<i>Gossip (BMI)—Col 21351</i>		

**• Most Played in Juke Boxes**

For survey week ending April 6

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. <b>IN THE JAILHOUSE NOW</b> (BMI)—W. Pierce.....	1	10
<i>I'm Gonna Fall Out of Love With You (BMI)—Dec 29391</i>		
2. <b>I'VE BEEN THINKING</b> (BMI)—E. Arnold.....	2	8
<b>DON'T FORGET</b> (BMI)—Vic 20-6000		
3. <b>AS LONG AS I LIVE</b> (BMI)—R. Foley & K. Wells...	6	3
<b>MAKE BELIEVE</b> (BMI)—Dec 29390		
4. <b>IF YOU AIN'T LOVIN'</b> (BMI)—F. Young.....	4	18
<i>If That's the Fashion (BMI)—Cap 2953</i>		
5. <b>LOOSE TALK</b> (BMI)—C. Smith.....	3	20
<i>More Than Anything Else in This World (BMI)—Col 21317</i>		
6. <b>MAKING BELIEVE</b> (BMI)—K. Wells.....	9	3
<i>Whose Shoulder Will You Cry On? (BMI)—Dec 29419</i>		
7. <b>ARE YOU MINE?</b> (BMI)—G. Wright & T. Tall.....	5	9
<i>I've Got Somebody New (BMI)—Fabor 117</i>		
8. <b>MAKING BELIEVE</b> (BMI)—J. Work.....	7	8
<i>Just Like Downtown (BMI)—Dot 1221</i>		
8. <b>LIVE FAST, LOVE HARD, AND DIE YOUNG</b> (BMI)—F. Young.....	10	2
<b>FORGIVE ME DEAR</b> (BMI)—Cap 3056		
10. <b>HEARTS OF STONE</b> (BMI)—R. Foley.....	8	11
<i>Never (BMI)—Dec 29375</i>		

**• Most Played by Jockeys**

For survey week ending April 6

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

This Week	Last Week	Weeks on Chart
1. <b>IN THE JAILHOUSE NOW</b> —W. Pierce.....	1	11
<i>Dec 29391—BMI</i>		
2. <b>ARE YOU MINE?</b> —G. Wright & T. Tall.....	2	14
<i>Fabor 117—BMI</i>		
3. <b>LOOSE TALK</b> —C. Smith.....	2	24
<i>Col 21317—BMI</i>		
4. <b>I'VE BEEN THINKING</b> —E. Arnold.....	5	12
<i>Vic 20-6000—BMI</i>		
5. <b>IF YOU AIN'T LOVIN'</b> —F. Young.....	6	22
<i>Cap 2953—BMI</i>		
6. <b>MAKING BELIEVE</b> —K. Wells.....	7	6
<i>Dec 29419—BMI</i>		
7. <b>LIVE FAST, LOVE HARD, AND DIE YOUNG</b> —F. Young.....	4	3
<i>Cap 3056—BMI</i>		
8. <b>AS LONG AS I LIVE</b> —K. Wells & R. Foley.....	9	8
<i>Dec 29390—BMI</i>		
9. <b>CUZZ YOU'RE SO SWEET</b> —S. Crum.....	—	1
<i>Cap 3063—</i>		
10. <b>KISSES DON'T LIE</b> —C. Smith.....	13	5
<i>Col 21340—BMI</i>		
10. <b>WHOSE SHOULDER WILL YOU CRY ON?</b> —K. Wells.....	11	2
<i>Dec 29419—BMI</i>		
12. <b>ARE YOU MINE?</b> —M. Lorrie & B. DeVal.....	14	14
<i>Abbott 172—BMI</i>		
13. <b>WOULD YOU MIND?</b> —H. Snow.....	—	1
<i>Vic 20-6057—ASCAP</i>		
14. <b>HEARTS OF STONE</b> —R. Foley.....	8	14
<i>Dec 29375—BMI</i>		
15. <b>THAT'S ALL RIGHT</b> —M. Robbins.....	—	8
<i>Col 21351—BMI</i>		

*It's a Hit!*  
and ..

**HANK SNOW'S**  
got it!!

*Yellow Roses*

(Fairway Music Corp.)

After Only 3 Weeks  
**BEST SELLER IN STORES!**

**• Best Sellers in Stores**

For survey week ending March 30

Last Week	Weeks on Chart
—	1

10. **YELLOW ROSES** (BMI)—H. Snow.....

Exclusive Management  
**Col. Tom Parker**  
Box 417 Madison, Tenn.



# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## • This Week's Best Buys

**DRINKING TEQUILA** (Dandelion, BMI)—Jim Reeves—Abbott 178  
Reeves' latest release has been a little slow in making itself felt around the country, but it is coming along nicely now. Juke box reports are particularly good, not only in the Western and Southern areas where he has a following, but in more and more Middle Western and Eastern territories. Some action is also reported on the flip, "Red Eyed and Rowdy" (Dandelion, BMI). A previous Billboard "Spotlight" pick.

**CUZZ YO'RE SO SWEET** (Tree, BMI)  
**MY GALLINA** (Central Songs, BMI)—Simon Crum—Capitol 3063  
One of Capitol's best country artists hasn't successfully disguised his talents by adopting this nom de disque, and dealers and operators report that this comic novelty is now showing good profits. "Cuzz Yo're So Sweet" is taking the lead, even tho initially "My Gallina" was the preferred side.

## • Review Spotlight on...

### RECORDS

**MARTY ROBBINS**  
Pray for Me, Mother of Mine (Acuff-Rose, BMI)  
Daddy Loves You (Acuff-Rose, BMI)—Columbia 21388  
—Robbins' magnificent voice and style lend maximum sincerity to a brace of piously stated tear jerkers. Both sides have rich appeal for the family trade and the titles tell you why. Look for strong action on this one.

## • C & W Territorial Best Sellers

For survey week ending April 6

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	Charlotte
1. In the Jailhouse Now, W. Pierce, Dec.	1. In the Jailhouse Now, W. Pierce, Dec.
2. Silver Bells, H. Snow & C. Atkins, Vic.	2. Making Believe, K. Wells, Dec.
3. Yellow Roses, H. Snow, Vic.	3. Live Fast, Love Hard and Die Young, F. Young, Cap.
4. I Dreamed of a Hillbilly Heaven, E. Dean, S & S	4. Yellow Roses, H. Snow, Vic.
5. Don't Forget, E. Arnold, Vic.	5. Are You Mine?, G. Wright & T. Tall, Fab.
6. If You Ain't Lovin', F. Young, Cap.	6. Kisses Don't Lie, C. Smith, Col.
7. Are You Mine?, G. Wright & T. Tall, Fab.	7. Loose Talk, C. Smith, Col.
8. Live Fast, Love Hard and Die Young, F. Young, Cap.	8. Ballad of Davy Crockett, T. Ernie, Cap.
9. I've Been Thinking, E. Arnold, Vic.	

### OPERATORS... Use

## STAR PIC-STRIPS



The money-making Juke Box Programming Service

based on a special tabulation of the famous

## BILLBOARD POP CHARTS

- On every strip, a miniature picture of the artist on the record draws maximum interest and coin for every juke box.
- Helps you program all the hits at the peak of their coin-pulling power!
- We also offer a complete catalog of strips for more than 10,000 previously released records.

Star Title Strip Co., 2001 Fifth Ave., Pittsburgh 19, Pa.

SEND FOR TRIAL ORDER TODAY

Please send 1 month service—2 cards (10 strips each) for each of 12 new records (6 pop, 3 c&w, 3 r&b) weekly for 4-week period. \$4 payment enclosed.

Send illustrated folder and price list. 4/16

Name of Co. \_\_\_\_\_

Your Name \_\_\_\_\_

Address \_\_\_\_\_

City and State \_\_\_\_\_

9. Ballad of Davy Crockett, M. Wiseman, Dot  
10. That's All Right, M. Robbins, Col.
- ### Cincinnati
- In the Jailhouse Now, W. Pierce, Dec.
  - Would You Mind? H. Snow, Vic.
  - Loose Talk, C. Smith, Col.
  - Making Believe, K. Wells, Dec.
  - Ballad of Davy Crockett, M. Wiseman, Dot
  - Live Fast, Love Hard and Die Young, F. Young, Cap.

- ### Dallas-Fort Worth
- In the Jailhouse Now, W. Pierce, Dec.
  - Making Believe, K. Wells, Dec.
  - Ballad of Davy Crockett, T. Ernie, Cap.
  - Are You Mine?, G. Wright & T. Tall, Fab.
  - That's All Right, M. Robbins, Col.
  - Silver Bells, H. Snow & C. Atkins, Vic.
  - Cattle Call, S. Whitman, Imp.
  - As Long As I Live, R. Foley & K. Wells, Dec.
  - I've Been Thinking, E. Arnold, Vic.
  - Yellow Roses, H. Snow, Vic.

- ### Houston
- Making Believe, J. Work, Dot
  - In the Jailhouse Now, W. Pierce, Dec.
  - Daydreaming, J. Newman, Dot
  - Ballad of Davy Crockett, T. Ernie, Cap.
  - Are You Mine?, G. Wright & T. Tall, Fab.
  - Forgive Me, Dear, F. Young, Cap.
  - Whose Shoulder Will You Cry On?, K. Wells, Dec.
  - Don't Forget, E. Arnold, Vic.
  - Faded Love and Winter Roses, H. Williams, M-G-M

- ### Memphis
- In the Jailhouse Now, W. Pierce, Dec.
  - Would You Mind? H. Snow, Vic.
  - Ballad of Davy Crockett, T. Ernie, Cap.
  - Live Fast, Love Hard and Die Young, F. Young, Cap.
  - More and More, W. Pierce, Dec.
  - Yellow Roses, H. Snow, Vic.

- ### Nashville
- In the Jailhouse Now, W. Pierce, Dec.

- Live Fast, Love Hard and Die Young, F. Young, Dec.
- Making Believe, K. Wells, Dec.
- As Long As I Live, K. Wells & R. Foley, Dec.
- Ballad of Davy Crockett, T. Ernie, Cap.
- Making Believe, J. Work, Dot
- Two Kinds of Love, E. Arnold, Vic.
- Are You Mine?, G. Wright & T. Tall, Fab.
- Loose Talk, C. Smith, Col.
- If You Ain't Lovin', F. Young, Cap.

- ### New Orleans
- Making Believe, K. Wells, Dec.
  - In the Jailhouse Now, W. Pierce, Dec.
  - Loose Talk, C. Smith, Col.
  - Live Fast, Love Hard and Die Young, F. Young, Cap.
  - I've Been Thinking, E. Arnold, Vic.
  - As Long As I Live, K. Wells & R. Foley, Dec.
  - Ballad of Davy Crockett, T. Ernie, Cap.
  - Are You Mine?, G. Hill & R. Sovine, Dec.
  - Are You Mine?, G. Wright & T. Tall, Fab.
  - I Feel Like Cryin', W. Fairborn, Cap.

- ### Richmond, Va.
- Ballad of Davy Crockett, M. Wiseman, Dot
  - I've Been Thinking, E. Arnold, Vic.
  - In the Jailhouse Now, W. Pierce, Dec.
  - Making Believe, J. Work, Dot
  - Live Fast, Love Hard and Die Young, F. Young, Cap.
  - Would You Mind? H. Snow, Vic.
  - That's All Right, M. Robbins, Col.
  - Whose Shoulder Will You Cry On?, K. Wells, Dec.
  - If You Ain't Lovin', F. Young, Cap.
  - Making Believe, L. Frizzell, Col.

- ### St. Louis
- In the Jailhouse Now, W. Pierce, Dec.
  - Drinking Tequila, J. Reeves, Abb.
  - Cattle Call, S. Whitman, Imp.
  - Live Fast, Love Hard and Die Young, F. Young, Cap.
  - Would You Mind? H. Snow, Vic.
  - More and More, W. Pierce, Dec.

## Now in The Billboard...

All national retail and juke box charts now list records in positions earned by combining survey reports on both sides of the disk, whenever significant action is reported on both sides. "TWO-SIDED" RECORDS have both sides listed in bold type, with the leading side on top. The Chart Comments feature this week describes relative changes in chart positions due to this innovation.

## • Reviews of New C & W Records

**FERLIN HUSKEY**  
I'll Baby Sit With You ..... 84  
CAPITOL 3097—A Billboard "Spotlight" 4-9-'55. (Cedarwood, BMI)  
She's Always There ..... 84  
A Billboard "Spotlight" 4-9-'55. (Acuff-Rose, BMI)

**RED FOLEY**  
Homin' Grits ..... 79  
DECCA 29494—The rhythmic hymn to Southern comforts is sung with great know-how to a gentle bounce in the backing. Lots of plays on this one, plus plenty of sales. (American, BMI)  
Nobody ..... 77  
The Bert Williams classic has been issued by the label to reap some of the recent action on the opus. It's a natural for Foley fans. (E. B. Marks, BMI)

**WESLEY AND MARILYN TUTTLE**  
Jim, Johnny and Jonas ..... 76  
CAPITOL 3098—Yet another version of the tune that is being covered so feverishly in the pop and country fields. This prettily harmonized reading, effectively backed by electric guitar, stands up well and should get its share of the loot. (Red River, BMI)  
Say You Do ..... 75  
The duo gives a lively performance here, also, in the "Add-a-Word" song that has more than a little resemblance to "Rag Mop." Two pleasant sides that should fare well in the market. (Jungnickel, BMI)

**BILLY BARTON**  
What God Has Put Together, Let No Man Tear Apart ..... 76  
KING 1457—Barton, who wrote both tunes on this disk, warbles with sincerity and considerable feeling on a weeper about a man who takes a girl away from his best buddy, only to have still another pal take her from him. Clever lyrics make this a good juke bet. (Lois, BMI)

**Pardon Me, Old Buddy** ..... 75  
A sprightly vocal treatment of a jaunty paced novelty with bouncy country styled backing. (Lois, BMI)

**JIMMY WAKELY**  
Show Me the Way ..... 76  
CORAL 61389—Tender, and with a touch of sacred, is Jimmy Wakely's reading on this side. Disk has fine sound and production. (Wakely, BMI)  
Whom God Hath Joined Together ..... 74  
Steve Allen's ditty neatly phrases a moral message, and Wakely performs it expertly. (Riverside, ASCAP)

**CHUCK REED**  
It's Better to Be a Has Been ..... 76  
MERCURY 70593—Many deejays and operators will like this side. Chuck Reed does both voices on the duet. Lyrics has an unusual thought, and instrumentation is lively. (Acuff-Rose, BMI)  
The End of My Stairway ..... 74  
A country weeper. Chuck Reed's vocal style has individuality and will merit some spins. (Acuff-Rose, BMI)

**FLOYD WILSON**  
Your Wedding Day ..... 76  
VICTOR 6082—Wilson offers up a heartfelt query: "Am I the one?" Song and rendition have solid appeal. (Valley, BMI)  
I Played the Wrong Song ..... 67  
As a country edition of Johnnie Ray, Wilson is, less effective. (Valley, BMI)

**TIBBY EDWARDS**  
Flip, Flop and Fly ..... 75  
MERCURY 70591—The Joe Turner vehicle, out of r.&b., comes off fine in Edwards' red-blooded country styling. Has a good chance. (Progressive, BMI)  
There Ain't No Better Time ..... 72  
Edwards displays a bright, appealing warble on an attractive toe-tapper. (Tree, BMI)

**DEL WOOD**  
Home Sweet Home ..... 74  
VICTOR 6080—A recording of the oldie by Hack Johnson has kicked up some fuss in parts of the South, and Miss Wood's down-home piano could cash in somewhat. Good juke bet. (Acuff-Rose, BMI)  
That Naughty Waltz ..... 73  
The pianist's trilly version of the old-timer waltz is good dance bait for country locations. (Forster, ASCAP)

**TOMMY DUNCAN**  
Time Changes Everything ..... 74  
CORAL 61391—Here's a sad story with a lively beat. Duncan does a persuasive vocal to the accompaniment of a strongly rhythmic string band. (Southern, ASCAP)

## FOLK TALENT AND TUNES

• Continued from page 18

show and dance, which holds forth each Saturday night at Madison Square Gardens, Phoenix. Unit, which has been in operation two years, has been retitled Ray Odom's "Hayride." Leon Payne was the April 2 guest on "Hayride," with Lee (Carrot Top) Anderson occupying that slot last Saturday (9). The Sunset Riders are the "Hayride" band, and Chuck Mayfield (Starday) is a regular feature.

The first novelty song by the Wilburn Brothers has just been released on the Decca label. It's "I Wanna, Wanna, Wanna" b.w. "My Heart Or My Mind." . . . Sonny Frye and His Playboys have signed a five-year contract with Champion Records, Johnson City, Tenn. First release will be "I Tried" and "Road of Memories," both penned by Sonny and brother, Jimmy. . . . Jimmy Martin and the Osborne Brothers and the Sunny Mountain Boys are now appearing with Lazy Ranch Barn Dance on "Good Will Jamboree" over WJR, Detroit, each Saturday night. They also appear on Lazy Ranch over CKLW-TV, Windsor, Ont., every Friday night. Their latest release for RCA Victor is "I Pulled a Booboo" b.w. "Chalk Up Another One."

Carl Smith and His Tunesmiths began a 30-day tour Sunday (10) at Oklahoma City, which will take them thru the Pacific Northwest and into Canada, with the wind-up coming May 15 at Oakland, Calif. This weekend's routine is Watertown, S. D., Friday (15); Sioux Falls, S. D., Saturday (16), and Sioux City, Ia., Sunday (17). . . . Stan Lewis, of Stan's Record Shop, Shreveport, La., writes that Jimmy Lee and Wayne Walker, managed by Tillman Franks, have been booking with Slim Whitman. Franks also has David Houston under his wing, and also is booking Jimmie Davis on gospel sings thru Texas. Lee and Walker's latest on the Chess label is "Lips That Kiss So Sweetly" and "Love Me."

Eddie Zack and his personal manager, Jim Small, are still presenting their "Dude Ranch Jamboree" each Saturday night at Jack Witschi's Sports Arena, North Attleboro, Mass. Featured is Eddie's 11-piece western combo, the Dude Ranchers. Zack and Small recently imported such names as the Carlises, Carl Smith, June Carter, Webb Pierce and Faron Young, and on April 2 featured the first New England appearance of Roy Acuff and His Smokey Mountain Boys, along with Kitty Wells, Benny Martin and Johnny and Jack.

(Continued on page 48)

**San Antonio Rose** ..... 70  
The great standard gets only an adequate reading. (Bourne, ASCAP)

**LLOYD ELLIS**  
Cottontail Rag ..... 73  
MERCURY 70590—With the market strong for country guitar, this crisp, bright multi-guitar instrumental should enjoy play over a broad area. Fine for deejays, pop as well as c&w. (Tree, BMI)  
Sweet and Lovely ..... 71  
Ellis, with more multi-track guitar, does a Les Paul on the standard with strong shuffle beat backing. Should enjoy a respectable sale wherever exposed. (Robbins, ASCAP)

**JIMMIE SKINNER**  
Blame the Right One ..... 73  
DECCA 29454—Here's a haunting weeper, and Skinner projects its slow waltz beat with impressive sympathy. Should get spins. (Fayette, BMI)  
I Don't Need a Doctor ..... 71  
She's all the medication he needs, chants Skinner in this pleasing country opus. Easy listening. (Acuff-Rose, BMI)

**THE VAL-TONES**  
Tender Darling ..... 71  
DELUXE 6084—A moving group vocal on a pretty ballad. The four boys sing with warmth and a pleasing blend. (Lois, BMI)  
Slam Sam ..... 70  
An entertaining warbling job on a catchy novelty with a good beat. (Lois, BMI)

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

the incomparable, original

# SONS OF THE PIONEERS

Bob Nolan, Tim Spencer, Hugh Farr, Pat Brady, Lloyd Perryman, Karl Farr

return to

# RCA VICTOR

with a sensational recording of

the **Ballad of Davy Crockett**

featuring Bob Nolan and Hugh Farr

the Tim Spencer hit

## Graveyard Filler of the West

featuring Pat Brady

Bluebird BY/WBY-25

**RCA VICTOR**  
FIRST IN RECORDED MUSIC



# The Billboard Music Popularity Charts

# RHYTHM & BLUES RECORDS

'Round and 'round it goes—where it stops, nobody knows'

## ROLLIN' STONE

b/w WHY DON'T YOU

THE MARIGOLDS

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Rhythm & Blues—  
Going Pop.

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## This Week's Best Buys

**JUMP WITH YOU BABY**  
LONELY AND BLUE—B. B. King—RPM 425

The artist is proving once again to be one of the most consistent and fastest moving hit makers. As usual, Southern territories are lining up solidly behind him; Nashville, New Orleans, Durham and Dallas returned especially enthusiastic sales reports. New York, Buffalo, St. Louis and Detroit were also seeing lively action.

**I DIDDIE (Westbury, BMI)**  
IF IT'S THE LAST THING I DO (Crawford, ASCAP)—Dinah Washington—Mercury 70600

Miss "D" is also getting her usual reception in the market—and that means ready acceptance. Good to strong sales reports were received from Chicago, New York, Boston, Detroit, Nashville, Durham, St. Louis and Los Angeles. Preference as to side was almost evenly divided this week. A previous Billboard "Spotlight" pick.

## Review Spotlight on...

### RECORDS

#### THE DU DROPPERS

Talk That Talk (Monument, BMI)

Give Me Some Consideration (Monument, BMI)—Groove 0104—The Du Droppers have found themselves a new lead singer who should create quite an impact on the market. In "Talk," the rhythm side, group and lead get things rocking happily in a Singleton-McCoy opus that's loaded with catch lines. "Consideration" is a slow, appealing ballad, also by Singleton and McCoy to which the lead's distinctive quality adds definite weight.

### TALENT

#### BIP AND BOP

Ding Dong Ding (Aladdin, BMI)

Du Wada Du (Aladdin, BMI)—Aladdin 3287—Bip and Bop are a couple of young lads who sing with unusually attractive exuberance and rhythm. This is a fresh sound that could catch on. In this coupling, the boys have a brace of good-rockin' novelties that gain most of their appeal from the performances.

## R & B Territorial Best Sellers

For survey week ending April 6

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. What'cha Gonna Do? Drifters, Atl.
2. Wallflower, E. James, Mod.
3. My Babe, Little Walter, Che.
4. Flip, Flop and Fly, J. Turner, Atl.
5. Pledging My Love, J. Ace, Duk.
6. Two Hearts, Charms, Del.
7. Tweedle Dee, E. Baker, Atl.
8. Door Is Still Open, Cardinals, Atl.
9. Earth Angel, Penguins, Dtn.

### Balti.-Wash.

1. Close Your Eyes, Five Keys, Cap.
2. Pledging My Love, J. Ace, Duk.
3. Lonely Nights, Hearts, Btn.
4. Wallflower, E. James, Mod.
5. I've Got a Woman, R. Charles, Atl.

6. Unchained Melody, R. Hamilton, Epi.
7. Door Is Still Open, Cardinals, Atl.
8. Don't Be Angry, N. Brown, Sav.
9. What'cha Gonna Do? Drifters, Atl.

### Charlotte

1. Wallflower, E. James, Mod.
2. Pledging My Love, J. Ace, Duk.
3. Flip, Flop and Fly, J. Turner, Atl.
4. Close Your Eyes, Five Keys, Cap.
5. Two Hearts, Charms, Del.
6. What'cha Gonna Do? Drifters, Atl.
7. My Babe, Little Walter, Che.
8. I've Got a Woman, R. Charles, Atl.
9. Earth Angel, Penguins, Dtn.
10. Don't Be Angry, N. Brown, Sav.

### Chicago

1. Loving You, L. Fulson, Che.
2. Unchained Melody, A. Hibbler, Dec.
3. Tweedle Dee, L. Baker, Atl.
4. Earth Angel, Penguins, Dtn.
5. My Babe, Little Walter, Che.
6. I've Got a Woman, R. Charles, Atl.

### Cincinnati

1. Chop Chop Boom, Dandeliers, Stg.
2. Ring-a-Ting-a-Ling, Midnighters, Fed.
3. Pardon My Tears, Moroccos, Uni.
4. Door Is Still Open, Cardinals, Atl.
5. Close Your Eyes, Five Keys, Cap.
6. Wallflower, E. James, Mod.
7. I've Got a Woman, R. Charles, Atl.
8. Big Boy, B. Jennings, Kng.
9. Gone, Drifters, Atl.

### Detroit

1. Wallflower, E. James, Mod.
2. Most of All, Moonglows, Chs.
3. My Babe, Little Walter, Che.
4. Loving You, L. Fulson, Che.
5. Unchained Melody, A. Hibbler, Dec.
6. I've Got a Woman, R. Charles, Atl.
7. Pledging My Love, J. Ace, Duk.
8. Flip, Flop and Fly, J. Turner, Atl.
9. What'cha Gonna Do? Drifters, Atl.
10. You Don't Have to Go, J. Reed, VJ

### Los Angeles

1. I've Got a Woman, R. Charles, Atl.
2. Pledging My Love, J. Ace, Duk.
3. Sincerely, Moonglows, Chs.
4. My Babe, Little Walter, Che.
5. Blue Velvet, Clovers, Atl.
6. Tweedle Dee, L. Baker, Atl.
7. Flip, Flop and Fly, J. Turner, Atl.
8. Strange, Fats Domino, Imp.
9. Close Your Eyes, Five Keys, Cap.
10. Wallflower, E. James, Mod.

### New Orleans

1. Flip, Flop and Fly, J. Turner, Atl.
2. My Babe, Little Walter, Che.
3. Wallflower, E. James, Mod.
4. Door Is Still Open, Cardinals, Atl.
5. What'cha Gonna Do? Drifters, Atl.
6. Strange, Fats Domino, Imp.
7. I've Got a Woman, R. Charles, Atl.
8. Tweedle Dee, L. Baker, Atl.
9. You Don't Have to Go, J. Reed, VJ
10. Pledging My Love, J. Ace, Duk.

### New York

1. Pledging My Love, J. Ace, Duk.
2. I've Got a Woman, R. Charles, Atl.
3. Close Your Eyes, Five Keys, Cap.
4. Most of All, Moonglows, Chs.
5. Don't Be Angry, N. Brown, Sav.
6. Unchained Melody, R. Hamilton, Epi.
7. Lonely Nights, Hearts, Btn.
8. My Babe, Little Walter, Che.
9. Earth Angel, Penguins, Dtn.
10. Unchained Melody, A. Hibbler, Dec.

### Philadelphia

1. Pledging My Love, J. Ace, Duk.

(Continued on page 47)

## Best Sellers in Stores

For survey week ending April 6

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. PLEDGING MY LOVE (BMI)—J. Ace.....	1	13
No Money (BMI)—Duke 136		
2. WALLFLOWER (BMI)—E. James.....	2	9
Hold Me, Squeeze Me (BMI)—Modern 947		
3. MY BABE (BMI)—Little Walter.....	4	6
Thunder Bird (BMI)—Checker 811		
4. I'VE GOT A WOMAN (BMI)—R. Charles.....	3	12
COME BACK (BMI)—Atlantic 1050		
5. FLIP, FLOP AND FLY (BMI)—J. Turner.....	5	4
Ti-Ri-Lee (BMI)—Atlantic 1053		
6. CLOSE YOUR EYES (BMI)—Five Keys.....	6	6
Doggone It, You Did It (BMI)—Cap 3032		
7. WHAT'CHA GONNA DO? (BMI)—Drifters.....	10	3
Gone (BMI)—Atlantic 1055		
8. LONELY NIGHTS (BMI)—Hearts.....	13	4
Oo-Wee (BMI)—Baton 208		
9. TWO HEARTS (BMI)—Charms.....	—	3
First Time We Met—DeLuxe 6065		
10. TWEEDLE DEE (BMI)—L. Baker.....	7	14
Tomorrow Night (BMI)—Atlantic 1047		
10. YOU DON'T HAVE TO GO (BMI)—J. Reed.....	9	7
Boogie in the Dark (BMI)—Vee Jay 119		
12. MOST OF ALL (BMI)—Moonglows.....	—	1
She's Gone (BMI)—Chess 1589		
13. DON'T BE ANGRY (BMI)—N. Brown.....	—	1
It's Really You (BMI)—Savoy 1155		
14. DON'T YOU KNOW? (BMI)—F. Domino.....	12	5
Helping Hand (BMI)—Imperial 5340		
15. SINCERELY (BMI)—Moonglows.....	11	20
Tempting (BMI)—Chess 1581		

## Most Played in Juke Boxes

For survey week ending April 6

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. PLEDGING MY LOVE (BMI)—J. Ace.....	1	11
No Money (BMI)—Duke 136		
2. I'VE GOT A WOMAN (BMI)—R. Charles.....	2	12
COME BACK (BMI)—Atlantic 1050		
3. MY BABE (BMI)—Little Walter.....	5	5
Thunder Bird (BMI)—Checker 811		
4. WALLFLOWER (BMI)—E. James.....	4	7
Hold Me, Squeeze Me (BMI)—Modern 947		
5. EARTH ANGEL (BMI)—Penguins.....	3	17
Hey, Senorita (BMI)—Dootone 348		
6. FLIP, FLOP, AND FLY (BMI)—J. Turner.....	6	4
Ti-Ri-Lee (BMI)—Atlantic 1053		
7. WHAT'CHA GONNA DO? (BMI)—Drifters.....	7	3
Gone (BMI)—Atlantic 1055		
8. TWEEDLE DEE (BMI)—L. Baker.....	8	14
Tomorrow Night (BMI)—Atlantic 1047		
9. DOOR IS STILL OPEN (BMI)—Cardinals.....	—	1
Mistrlou (BMI)—Imperial 5340		
10. JOHNNY HAS GONE (BMI)—V. Dillard.....	8	5
So Many Ways (BMI)—Savoy 1153		

## Most Played by Jockeys

For survey week ending April 6

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

This Week	Last Week	Weeks on Chart
1. PLEDGING MY LOVE—J. Ace.....	2	13
Duke 136—BMI		
2. WALLFLOWER—E. James.....	1	9
Modern 947—BMI		
3. FLIP, FLOP AND FLY—J. Turner.....	11	5
Atlantic 1053—BMI		
4. EARTH ANGEL—Penguins.....	4	13
Dootone 348—BMI		
5. CLOSE YOUR EYES—Five Keys.....	8	7
Cap 3032—BMI		
6. SINCERELY—Moonglows.....	7	13
Chess 1581—BMI		
6. MY BABE—Little Walter.....	3	6
Checker 811—BMI		
8. COME BACK—R. Charles.....	6	11
Atlantic 1050—BMI		
9. DON'T YOU KNOW?—F. Domino.....	14	3
Imperial 5340—BMI		
10. TWO HEARTS—Charms.....	13	3
DeLuxe 6065—BMI		
11. WHAT'CHA GONNA DO?—Drifters.....	9	3
Atlantic 1055—BMI		
12. DOOR IS STILL OPEN—Cardinals.....	—	2
Imperial 5340—BMI		
13. I'VE GOT A WOMAN—R. Charles.....	5	13
Atlantic 1050—BMI		
14. MOST OF ALL—Moonglows.....	12	2
Chess 1589—BMI		
14. TWEEDLE DEE—L. Baker.....	14	12
Atlantic 1047—BMI		

**No Argument Here!**

**Ops Agree!**

The **DOOTONE** Label  
Is the **BIG MONEY MAKER** This Year!  
And Breaking Bigger Than "EARTH ANGEL"

"HEAVEN AND PARADISE"  
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Also the new Penguins Double Smash  
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b/w "OOKEY OOK" #353

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SAY YOU SAW IT IN THE BILLBOARD!

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Reviews of New R & B Records

LAVERN BAKER That's All I Need... ATLANTIC 1057—A Billboard "Spotlight" 4-9-'55. (Raleigh, BMI)

DINAH WASHINGTON I Diddie... MERCURY 70600—A Billboard "Spotlight" 4-9-'55. (Westbury, BMI)

PEE WEE CRAYTON Eyes Full of Tears... IMPERIAL 778—Crayton has been deserted and he sings out his woes.

LARRY LIGGETT The Turtle... CHESS 1594—Larry Liggett has turned out a very interesting instrumental here.

My Wild Irish Rose... The great standard done in a souped-up arrangement by Liggett, with bright riffs and a Latin beat in the instrumentation.

LEROY LOVETT AND THE PLAYERS Midnight Sun... ATLANTIC 1058—This instrumental is done with much heart and style and is geared for a market not necessarily

limited to r.&b. Tasteful instrumentation, with a supporting chorus. (Crystal, ASCAP) Unchained Melody... 77 Leroy Lovett and the Players render a very tasteful instrumental on a film song getting a lot of action.

THE SPIDERS Am I the One?... IMPERIAL 781—The middle-range lead does a great job with a wail ballad. In fact, the over-all treatment more than redeems some light-weight content.

BOBBY MITCHELL AND THE TOPPERS I'm in Love... IMPERIAL 794—Mitchell puts a lot of heart into an intense ballad, while the band, and especially the guitar, pounds out an effectively monotonous crescendo.

SANDRA MEAD Take a Look at Me... REPUBLIC 7112—Smooth style of the canary does full justice to the reminiscent ballad, and the ork backs her solidly.

ROOSEVELT SYKES Sweet Old Chicago... IMPERIAL 734—"The Honeydripper," veteran blues shouter, has lost none of his force.

LUIS RIVERA Don't Take Your Love From Me... FEDERAL 12215—An okay jazz instrumental version of the standard, with some tasteful organ solo contributions.

R & B Territorial Best Sellers

- 2. Most of All, Moonglows, Chs. 3. My Babe, Little Walter, Che. 4. Unchained Melody, R. Hamilton, Epi. 5. Unchained Melody, A. Hibbler, Dec. 6. Lonely Nights, Hearts, Btn. 7. Come Back, R. Charles, Atl. 8. Don't Be Angry, N. Brown, Sav.

- St. Louis 1. My Babe, Little Walter, Che. 2. Close Your Eyes, Five Keys, Cap. 3. You Don't Have to Go, J. Reed, VJ 4. I've Got a Woman, R. Charles, Atl. 5. Wallflower, E. James, Mod. 6. Loving You, L. Fulson, Che. 7. Flip, Flop and Fly, J. Turner, Atl.

ary new members were asked to donate to the March of Dimes in return for a membership card.

THIS 'N' THAT: Vince Lee, KYW, Philadelphia, who was felled by a heart attack February 25, is recuperating at the Bryn Mawr (Pa.) Hospital. . . . John Woods, WTAG, Worcester, Mass., has been voted "The Disk Jockey We'd Most Like to Have in Our Home" by a group of listeners. . . . Betty Walsh, of Charlottesville, Va., sends in a handful of impressive newspaper clippings on the promotional doings of WINA and WCHV deejays in that city.

Now in The Billboard . . .

All national retail and juke box charts now list records in positions earned by combining survey reports on both sides of the disk, whenever significant action is reported on both sides. "TWO-SIDED" RECORDS have both sides listed in bold type, with the leading side on top. The Chart Comments feature this week describes relative changes in chart positions due to this innovation.

Continued from page 16

W. B. Hoffer says the promotion is building considerable good will for the outlet. The station staffers take turns emceeing the weekly affairs, and the local woman's club supplies two chaperones for each "hop," while WJWS supplies microphones, amplifying systems and records.

MARCH OF DIMES RECAP: The deejays did a magnificent promotion job for the March of Dimes 1955 campaign, and we regret that space doesn't permit listing all of the reports we've received on the drive, but here are a few gimmicks that paid off in additional contributions: Matt Stevens, WCWS, Du Bois, Pa., drew audience attention to the drive by having an alarm go off while he was on the air.

YESTERYEAR'S TOPS—

- APRIL 14, 1945: 1. My Dreams Are Getting Better All the Time 2. Candy 3. I'm Beginning to See the Light 4. A Little on the Lonely Side 5. Saturday Night (Is the Loneliest Night in the Week) 6. Rum and Coca-Cola 7. Dream 8. Ac-cent-tchu-ate the Positive 9. Just a Prayer Away 10. All of My Life

- APRIL 15, 1950: 1. If I Knew You Were Coming I'd've Baked a Cake 2. Music! Music! Music! 3. Chattanooga Shoe Shine Boy 4. It Isn't Fair 5. Dearie 6. Peter Cottontail 7. Third Man Theme 8. My Foolish Heart 9. Daddy's Little Girl 10. There's No Tomorrow

at that time received a gift donated by a local merchant. . . . Jerry Perry and Olin D. Campbell, of WFNS, Burlington, N. C., carried on a contest to see which deejay could draw the most contributions. Perry won, so Campbell paid off

by pushing him down Main Street in a wheel barrel.

Dick Piper, WKBR, Manchester, N. H., and other station deejays gave up all commercials for one day and used the time to auction off merchandise contributed by sponsors and listeners. They collected \$2,000 for the March of Dimes. . . . Bill Owensby and Joe Frisbey, WBRM, Marion, N. C., presented WBRM's annual "March of Dimes Songfest" (from a local church, the Marion High School and the studio) and played requests in return for donations. . . . E. P. Caruthers, WETB, Johnson City, Tenn., also pulled plenty of donations by asking listeners to submit contributions with record requests. . . . Red Gilson, KDB, Santa Barbara, Calif., also charged listeners for requests during the drive and garnered \$215 the first week for the drive. Incidentally, Gilson's wife had a boy recently, and he conducted a phone interview with her on the air from the hospital the next day.

Sy Levy, WACE, Chicopee, Mass., says the station went over the \$4,500 mark in March of Dimes contributions during January. . . . Durham Caldwell, WGAW, Gardner, Mass., auctioned off the station's surplus records (old disks, duplicates, etc.) immediately following his "Teen-Time" Saturday morning show for the benefit of the drive.

As an added boost for the March of Dimes this year, Martin Culpepper, WMLV, Millville, N. J., asked listeners to send in cakes, candy and other eatables which he and other WMLV staffers auctioned off from the stage of a local theater. The sale went on for three hours, and WMLV had to make up that time to sponsors. However, they collected \$600 for the drive and plan to devote the entire day to the March of Dimes next year.

"Black Bart" KBAR, Burley, Idaho, distributes "Night Rider" membership cards to listeners which permit them to make requests on his show. During Janu-

The Original Hit Sensation! "DON'T BE ANGRY"

HAPPY BROWN Savoy 1155

Hitting R & B & Pop!

SAVOY RECORD CO., INC. 58 Market St., Newark, N. J.

Climbing Like Crazy! "WHAT'CHA GONNA DO" CLYDE McPATTER and The Drifters Atlantic 1053

A BIG SMASH DON'T BE ANGRY b/w I CRIED THE CADETS Mod. 956 Modern RECORDS 8317 W. Washington Blvd., Culver City, Calif.

Be SURE To Get JOHNNY OTIS doing "SHAKE IT" b/w "I Won't Be Your Fool No More" Peacock #1636 IT'S HOT!

PEACOCK RECORDS, Inc. 2809 Erastus St. Houston 26, Texas

NEW and HOT! Vee-Jay 132 "I'M GONNA RUIN YOU" b/w "PRETTY THING" By JIMMY REED VEE-JAY Records, Inc. 4747 Cottage Grove Ave. Chicago Phone: WAgner 4-2825

A SOLID HIT! THE BARONS ETERNALLY YOURS #5343 Imperial Records 4425 Hollywood Blvd. Hollywood 28, Calif.

Be a Booster for MILTON SCHUSTER Now booking Exotics—Theaters—Night Clubs—Carnivals. BOBBY GOODMAN IN CHARGE CLUB DEPT. 127 N. Dearborn St. Chicago 2, Ill.

24 HOURS SERVICE ON REQUEST Unsurpassed in Quality at Any Price (1) Genuine 8" x 10" Glossy Photos 5 1/2¢ EACH In 5,000 lots 6¢ in 1,000 lots \$7.99 per 100 Postcards \$23 per 1,000 Copy Negative 8"x10", \$1.25—Postcards, 75¢ Mounted Enlargements (30"x40") . . . . \$3.85 FULL COLOR POSTCARDS, 3M \$99.50 A Division of JAMES J. KRIEGSMANN Photo Art 165 West 46th St. New York 19, N. Y. WE DELIVER WHAT WE ADVERTISE

When in BOSTON Get your mail at the HOTEL AVERY Avery St. and Washington St. ALL MAIL HELD FOR ONE YEAR on request The Home of Show Folk

8x10 GLOSSY PHOTOS AS LOW AS 5¢ EACH IN QUANTITY SEND FOR NEW PRICE LIST AND FREE SAMPLES TODAY!

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ANNE MORRE Singing Pianist Who has played top spots from Coast to Coast, just closed a limited engagement at CAFE SOCIETY, New York. Now appearing TOAST Lounge, New York Will accept bookings for EUROPE IMMEDIATELY CLIFF MARTINEZ AGENCY 1587 Broadway New York 36, N. Y. Phone: CO 5-9439

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PROFESSIONAL COMEDY MATERIAL "FUN-MASTER" for All Branches of Theatricals "The Original Show-Biz Gag File" (The Service of the Stars) \$1.05 PER SCRIPT. FIRST 13 FILES \$7. ALL 35 ISSUES \$25. 3 Bks. PARODIES, per book . . . \$10 4 BLACKOUT BOOKS, per Bk. \$25 4 HOW TO MASTER THE CEREMONIES—\$3.00 PER COPY 4 GIANT CLASSIFIED ENCYCLOPEDIA OF GAGS—\$398.00 (Worth over \$1,000) NO C.O.D.'S BILLY GLASON, 200 W. 54TH ST., N. Y. C. 19, N. Y. DEPT. BB CIRCLE 7-1130

Clown Costumes and Accessories CIRCULARS FREE Dance—COSTUMES—Clowns For all other occasions. Get in touch with THE COSTUMER 238 STATE ST. SCHENECTADY 5, N. Y.

## FOLK TALENT AND TUNES

• Continued from page 44

In addition to their weekly appearance on "Dude Ranch Jam-boree," Zack and the Ranchers are on NBC radio, coast to coast, each Saturday afternoon at 1 o'clock, and also appear on television over WJAR-TV, Providence, each Saturday at 4 p.m. Eddie also has a daily deejay show over WHIM, Providence, beginning at 12:30 p.m.

**Bonnie Lou and Rockin' Rudy Hansen** play the Eagles Lodge at Batesville, Ind., April 16. . . . Wade Ray is sporting a new release in "Excuse Me" b/w. "I Couldn't Be So Happy." "Excuse Me" side was written by Cindy Walker. Ray and his Ozark Mountain Boys recently enjoyed a visit from Ann Jones, of Vancouver, Wash. . . . Justin Tubb was the guest on Radi-Ozark's "Ozark Jubilee" over the ABC-TV network last Saturday night (9).

**Myrna Lorrie and Buddy DeVal**, working under the personal management of Don Grashy, Port Arthur, Ont., are sporting a new release on the Abbott label in "I'm Your Man," b/w "Underway." Still meeting with favor is their initial Abbott release, "Are You Mine?" . . . "Thanks for publishing my article regarding the proposed organization for a country song-writers' protective association in a recent issue," writes Jimmy Rule, of Nashville. "The response has been tremendous. All who wrote to me as a result of the story were in favor of such an organization and most of them were enthusiastic about its possibilities. All local writers have talked with me regarding the idea and are 100 per cent favorable. That includes some of the biggest writers in the business. Also had a letter from Charles Tobias, president of Song-writers' Protective Association, urging that we join up with SPA. The reaction of my colleagues and myself to this idea, however, isn't too favorable, as we feel that our interests differ and that only thru an organization of our own can we realize the aims we have in mind. In addition to the many writers that have contacted me, several publishers also have responded favorably." . . . Anyone seeking more details on the plan may write to Rule at 3006 Medial Drive, Nashville 12.

**Betty Lee and Walter Riddle**, regular features of "Monday Hoedown" on WLBC-TV, Muncie, Ind., and the Saturday night "Hoosier Barn Dance," a radio show, are doubling on clubs in the Muncie area with their newly organized band, the Sun Valley Boys, formerly well known in the Louisville sector. . . . T. Tommy, a regular on KCIJ, Shreveport, La., has cut for Mercury two jumping-type Cospel songs, "Jesus Saved Me Anyway" b/w. "There'll Be Joy, Joy in Heaven," which Merc man, Dee Kilpatrick, of Nashville, is putting heavy emphasis on. . . . The Bar X Boys are regular Saturday features on WFMC, Goldsboro, N. C. Lead guitar man with the group, Bill Riggs, of Farmville, N. C., was formerly with Hank Snow and Clyde Moody's band.

### With the Jockeys

Deejay Bob Martin, of WMIL, Milwaukee, pens the following: "Country & western music is becoming a must in Milwaukee. C.&w. fans here are growing by leaps and bounds. Just wish we could get some of the artists to come here. I think the number of fans here warrants some better talent. How 'bout it, fellas and gals?" . . . Frank Page, c.&w. platter spinner at KWKH, Shreveport, La., infos that the "Louisiana Hayride" radio and stagershow is scheduled to play Waco, Tex., April 23, and Gladewater, Tex., April 30. The Five Strings (Columbia) and Werly Fairburn (Capitol) were recent guests on "Hayride."

According to Foster Gains, WLYC, Williamsport, Pa., "Court-in' in the Rain" has been No. 1

in his area for the past few months. . . . Marty Robbins' recording of "That's All Right" is going well in the Fayetteville, Tenn., area is the report of George Washington Tucker, who spins out over WEKR there. . . . Sleepy Head Cliff is signing off his four-hour record show, which airs over KASM, Albany, Minn., with Stuart Hamblen's "My Brother." . . . Nervous Ned Needham and Country Jim are now airing a new show, "The Alarm Clock Cowboys," over WMOP, Ocala, Fla., from 6-7 a.m. The Texas Outlaws, new c.&w. group, are now programming over the station each Saturday, 3:05-3:30 p.m.

Nathan Street, WKSJ, Pulaski, Tenn., reports that the Rocky Mountain Boys, the Moore Brothers and Geneva Foster, who are heard each Saturday on WKSJ's "Big Saturday Shindig," are keeping busy with a full schedule of square dance dates. . . . Don (Cottonseed) Jones has moved from KXLR, North Little Rock, Ark., over to KBTM, Jonesboro, Ark., where he is broadcasting 5-6 a.m., Monday thru Saturday, plus a two-hour show on Saturday, 9-11 a.m. . . . E. C. McCarty, WCMT, Stearns, Ky., types: "Station WMOR, Morehead, Ky., is a brand new 1,000-watt and the boys need records, both pop and c.&w. William M. Whitaker, station manager, would appreciate hearing from you boys pressing the wax, especially if you'll include a few new releases and some intros on your artists."

Deejay-performer Lonnie Barron, WDOG, Marine City, Mich., appeared with the Carl Smith show in Toledo recently, and then moved down to Cincinnati for a visit with Marty Roberts at WCKY. After the Cincy stop-off, Barron continued south to Louisville, where he visited with local jockeys. After the Louisville trek, Barron returned north for a date with his band, the Farm Boys, at Forest, Ont. He reports that his recording, "You're Not the First Girl," is kickin' up lots of action in his own area, and advises that any jockey who doesn't have a copy may get one by writing him at WDOG. . . . Art Douglas infos from WOZK, Ozark, Ala., that Tommy Fortune and His Troubadors are now airing regularly over WOZK. . . . Happy Wainwright, WKRC, Mobile, Ala., tells that he is doing promotion for the "Dixie Barn Dance," held every Saturday night at the Prichard, Ala., Armory. Wainwright also tapes an hour show on Wednesday, "Dixie Prevue," which is played on Saturday morning over WKRC.

Hank Thompson and band played to a packed house in Victoria, Tex., recently, reports Willie Jones, c.&w. spinner at KCFH, Cuero, Tex. Guesting with Thompson were Dotti Jones and the O'Neil Brothers. . . . A. J. Winn, disk jockey-performer at WTAW, College Station, Tex., worked a recent dance date with Ray Price and band at Artesian Park, Bren- (Continued on page 49)

### Service Hour

• Continued from page 3

in June, and "See It Now" will continue at 10:30-11 p.m. "Meet Millie" at 9 p.m. will almost certainly give way to a stronger entry, but what it might be is still a secret.

#### Not Definite

The berthing of the Silvers show has long been a matter of doubt. It is understood that Silvers himself did not care to buck Milton Berle. So the present blueprinting for Tuesday at 8 p.m. is by no means definite. Also, "Navy Log" is only one of a number of possibilities for 8:30 p.m.

CBS-TV execs are understood to be delighted that NBC-TV has yanked "Truth or Consequences" from the Tuesday, 10-10:30 p.m. slot to make way for the Pontiac-Armstrong dramas, since that will leave the quiz audience all for "\$64,000 Question."

## RESTLESS PEOPLE

• Continued from page 3

and post-game programs adjacent to WGN-TV's exclusive telecasts of the Chicago Cubs and White Sox major league baseball games. . . . Burr Tillstrom and His "Kuklapolitan Players" will air a special network Easter show over the ABC facilities on Easter Sunday, April 10, from 5:30 to 6 p.m. . . . WGN-TV and its news staff are currently airing a special investigation of their own showing via shots and news stories, proof of widespread gambling operations, thus refuting Sheriff Lohman's statement made recently that Cook County is being cleaned up effectively. . . . KCMO, Kansas City, Mo., began telecasting color test patterns, March 14.

Robert E. Button, NBC official, has been appointed deputy assistant for broadcasting of the U. S. Information Agency. . . . Sy Samuels, William Morris Agency staffer, has moved to the TV and talent department of MCA. . . . Arthur Godfrey will vacation briefly April 25 thru April 29. . . . Ralph L. Wolfe, formerly a veepee in the Detroit office of the Geyer Agency, has joined the New York offices of Warwick & Legler in a general exec capacity. . . . Announcer Nelson Case who has been ill for the past month with a hepatitis virus, will return to his chores on the NBC-TV "Red Buttons Show" on Friday (15).

## Stretching Budget

• Continued from page 5

ther. This especially prevails with the high-priced shows that have been going on the market lately. "Annie Oakley" (which TV Time Popcorn now has alternate weeks on a large spread), Ziv's "Eddie Cantor Comedy Theater" and "Science Fiction Theater," and "Op'ry" are all highly desirable vehicles, but too expensive for many a sponsor on an every week basis.

Besides, there is also the need for many advertisers to get into as many markets as possible, which limits their budgets in any particular market. On this score, Good and Plenty Candy has been buying "Ramar of the Jungle," either from the stations or Television Programs of America, in virtually every big market. But in no case does it take the show all to itself.

Syndication sponsors seem to be increasingly aware that they lose little by going alternate weeks. They always get some kind of cross plug on their co-sponsors' week. And they still can take full advantage of their show's merchandising potential. Thus they lose nothing in exposure or sponsor identification.

The distributors seem to be showing an increasing awareness that alternate-week sales, like the co-op type sponsorship, (see last week's Billboard), offer a low-priced technique that can lure smaller sponsors into TV.

## Trade Doubts

• Continued from page 3

months. Its distribution arm, Hollywood TV Service, had until this season sold only thru the Republic exchanges. This practice has definite disadvantages, and would probably be untenable for half-hour TV series. Now the firm has taken on a number of full-time TV men. Also, for the first time, the firm is beginning to gear itself to sell some of its new half-hour series to national sponsors.

## Rerun Pair

• Continued from page 5

hours in the rerun package, rights to which are owned by MCA.

TPA may try to find another sponsor for "Halls," but the relatively poor showing of the series this year plus its high cost, about \$40,000 per episode, will make the selling pitch tough, and it may actually be more profitable for the organization to peddle the reruns.

## NATS Seeks

• Continued from page 5

station, that would be based on the station's gross income; 2). it would share with a station's spot rep commissions on any national or regional revenue it brings the stations, and 3). it would share 50-50 with the station all revenue brought in by NATS thru local promotions outlined as item 5 in the paragraph above.

#### Spot Rep Deals

In order to put into effect its plan to act as national sales agent for the NATS network of stations, NATS will have to make a deal with each station's national spot rep on sharing commissions. Present contracts between stations and their spot reps provide that the rep get full commission on all national and regional business the station bills.

NATS figures, however, the reps will be willing to share commissions since it will come from business they could not get by selling each station individually.

NATS is well aware of the fact that it will have a difficult job in selling the NATS network to national and regional bankrollers. The stations comprising the network will, for the most part, be stations these advertisers have been generally bypassing.

In order to break down advertisers' resistance and prove to bankrollers that advertising on these stations can be effective, NATS proposes initially to sell time on the network for considerably less than the sum of the rate cards of each station.

## New Series

• Continued from page 5

in the feminine lead, began at Goldwyn Studios.

Filming on "Crazylegs Hirsh," Hall Bartlett feature being converted to a TV series, is expected to get under way within the near future. "Yankee Privateer," CBS pilot, will go into production next week at Kling Studios under the supervision of Bill Brennan.

At Hal Roach Studios this week Cy Howard filmed "Just Plain Folks," starring himself and Sza Sza Gabor, for NBC-TV, on what is reputed to be one of the most expensive sets ever built for a pilot.

Still in the discussion stage is an off-beat anthology series, one-hour in length, pilot for which would be filmed by James Moser, director-producer of "Mexico," during the summer shooting hiatus of the latter program.

## Trouble Brews

• Continued from page 6

questioned whether Fellows was talking for himself or the association, Clair R. McCollough, chairman of NARTB's TV Board and head of Steinman stations, lost no time in informing McDonald that Fellows was speaking for the entire association. McCollough will preside at next week's TV Board meeting.

A big pile-up of petitions from the telecasting industry opposing fee TV is certain to accumulate at the FCC in a month. Industry opposition is expected to be highlighted by strong petitions from CBS and NBC.

## 'Underground'

• Continued from page 5

can. A national pitch is now an established part of its production-sales cycle. But because of its power in selling first runs thru syndication, Ziv does not feel the need of waiting out a national deal as long as most of the others.

Ziv is known to have pitched "Meet Corliss Archer" nationally. And on the "Eddie Cantor Comedy Theater," Ziv was close to a national deal with Budweiser. That was before the big brewery took the "Damon Runyon Theater."

It was reported then that Bud had asked for an extended option on the Cantor show. But Ziv apparently figured it didn't have to wait, and indeed it got big results in regional and local deals on the high-priced show.

## WEEK RUN

# Alan Freed's 'Rock 'n' Roll' Show Opens

By JUNE BUNDY

NEW YORK, April 9. — Local station WINS deejay Alan Freed's "Rock 'n' Roll" Easter Jubilee stage show started a one-week run yesterday (8) at the Brooklyn-Paramount Theater. The trade will be watching his grosses closely, since the success or failure of the r.&b. bill will undoubtedly influence the booking policies of other movie houses across the country.

Freed, who has been plugging the Brooklyn opening constantly on his WINS show here, filled about 50 per cent of the house for the first show, which was quite a fair showing in view of the theater's 4,400 seating capacity and the fact that it was Good Friday.

The crowd (mostly teen-agers) was well-behaved and appreciative, while the show was clean, and frequently exciting, altho its pacing would have benefited if more fems had been featured on the bill along with a couple of dancing or comedy acts to break up the steady stream of record talent. Among the latter were LaVerne Baker, Danny Overbea, The Moonglows and Moonlighters, The Three Chuckles, Eddie Fontaine, The Penguins, Red Prysock's band, augmented with ace tenor sax men Sam (The Man) Taylor and Al Sears, and Mickey (Guitar) Baker.

#### Not Like Original

Some of the talent suffered sound-wise because their record arrangements weren't written for an 18-piece band. Consequently, only eight or nine pieces filled in behind while they were performing, and what came over the mike in the huge Paramount house didn't sound like their original record versions.

The bill also could have used a headliner to close the show for maximum impact, altho LaVerne Baker and the Moonglows-Moonlighters exhibited sock showmanship. The Penguins (Earth Angel) came on early, and the boys were one of the best visual acts on the bill, with their smooth terp routines and cleancut personalities.

Southern blues guitarist-singer Danny Overbea, the Three Chuckles and Eddie Fontaine also pleased the kids, but the latter two acts seemed out-of-place in the predominantly r.&b. line-up.

Freed was a gracious but surprisingly subdued emcee for a "rock and roll" man. However, he may have been underplaying the personality bit for the first house so he could "build" for the hoped-for capacity houses later in the day.

Freed will air a portion of his daily WINS show from backstage during the week's run, with another deejay filling in for him for the rest of the time from the studio. If the show clicks this week, it may move into the Manhattan Paramount next.

The Brooklyn show has a comparatively low nut, \$11,000 for the week, with Freed to draw about \$7,500 from the first \$30,000 gross take, 50 per cent of the next \$20,000 and 60 per cent of anything over that.

The deejay splits his take with his agent Lou Platt, promoter Morris Levy and WINS. Admission ranges from 90 cents to \$1.65 and Freed does five shows a day. The Brooklyn theater's house record of \$100,000 was chalked up in 1932 by the late Russ Columbo. The picture on the current bill is "Americana," with Glenn Ford.

NEW YORK, April 9. — Local station WINS here hung a "sold out" sign on Stan Shaw's all-night deejay show last week, with 46 advertisers now signed up for the Friday thru Saturday program.

Meanwhile, Station Manager Bob Leder reported that the station chalked up 42 per cent more sales for January and February than for the same period in 1954, thus giving the outlet "a substantial profit for the first time in its history."

# BURLESQUE BITS

By UNO

Barbara Williams completed a tour of Hirst circuit houses and drove her Pontiac to Norfolk where she opened April 5 for two weeks at the Gayety. Bookings later will take her to Pennsylvania niteries thru Tony Spaggs of Philadelphia. . . . Eddie Kaplan handles most of the strippers that Trixie Rogers books in Manhattan. The list includes Mary Mack at the Club Monaco; Pat Hobson, the Lido; Flash O'Farrell, Casbah; Ann Perri, Village Nut Club; Carrie Abbott, Moulin Rouge; Yvonne, Samoa, and Kyra, Moulin Rouge, co-feature. . . . Bill Lange, who was the featured drummer with the Milt Britton and Al Trace orks, has quit Harry Ranch's band to become a comic-emcee in an act with Betty Howard, former dancing star at the Adams, Newark, N. J. . . . Kalantan, billed as the Heavenly Body, began her second engagement, this one for four weeks, at Atlanta's Domino Lounge after a two-week's stay at the Plantation Club, Nashville. One of the finest dancers in the business, she was brought back to the Domino after her initial appearance in January scored such heavy attendance. . . . Paul DeSavino Jr., stage carpenter at the Hudson, Union City, N. J., became a second-time father to David John, born to his wife Patricia April 1 in Christ Hospital, Jersey City, N. J. The grandfather is Paul DeSavino Sr., Hudson's electrician. . . . Doris Dean has bought the flock of trained doves together with the act exploited so long by the late Rosita Royce and will present it as a sort of "In Memoriam" to Miss Royce. . . . Chloe wound up a circuit tour and started an engagement of two weeks on April 14 at the Grand, St. Louis.

Gilda, a first-timer in the East and co-featured strip of the top

variety in Hirst houses, is a product from the Coast where she was tutored like many others under the able guidance of Lillian Hunt, producer at the New Follies, Los Angeles. Here she was titled "Gilda and Her Crowning Glory," by reason of a novel routine in which she employs deft use of her long blond hair. Prior to her two years' stage engagements in Los Angeles and Oakland, Calif., she did character roles in pix and TV plays, some of which were "The Big Combo," "Deep Jungle," "Treasure Men in Action" and "The Files of Jeffrey Jones." Future bookings take her to the B.&B. Club in Providence and the Carman in Philadelphia thru Dave Cohn. . . . Mrs. Opal Parks, mother of Frances Parks, of the Gayety, Detroit, underwent surgery at a local hospital, the Sinai, and will be convalescing for quite some time. . . . The Algerian, now Denver's only downtown burlesk cafe-club, is getting all the street trade since the Chez Paree closed last month as a result of new Denver construction. Backed by Chris Senakos and his band, the parade of burly stars there is headed by Terri Andre, Carmen Hope and Trudy Mason. The dance duo of Ubaldo and Margarita add a touch of finesse to Romulo's niterie, and Faye Elliot continues to fill in between shows. . . . Bob Hart, who just finished 16 weeks as house singer at the Palace, Buffalo, has purchased a home in Sarasota, Fla., which will be his permanent residence starting next year. . . . Nikki, an addition to the cast at the Gayety, Norfolk, continues until the end of the season, as does Babs Mitchell, Mary Jane Porter, Ned Crane, Eddie Lloyd and Artie Lloyd. . . . Tempest Storm, back East, will make her first Boston appearance at the Casino May 2.

# HOCUS-POCUS

By BILL SACHS

MR. AND MRS. Milbourne Christopher fly out of New York April 22 for London to take in the Magic Circle's Golden Jubilee. From London they'll hop to the Continent for a brief tour. Christopher recently concluded a string of dates in Tennessee. In Knoxville he bumped into L. J. Richesin (Handini) and R. C. Buff, and the three talked tricks until Mil's plane took off at 5 a.m. . . . Karl the Magician, of Sydney, N. S., writes in to say that the overseas plane with Jay Marshall and Frances Ireland aboard was grounded recently for 45 minutes at the Sydney Airport, and that he had the pleasure of cutting up jackies with Jay via telephone until the plane resumed flight. . . . Del Ray closed April 6 at the Park Lane Hotel, Denver, and is set for a series of Bell Telephone shows starting in Cleveland April 14 and winding up in Ypsilanti, Mich., April 25-26. . . . George Val George typewrites from his Dayton, O., headquarters that he will launch a new ghost show next month under the title, "Midnight Madness." George plans to incorporate several large illusions including an improved version of the Girl Without a Middle built by Percy Abbott. Nelson Enterprises, Columbus, O., also is supplying much of the show's equipment. George has sent us samples of an attractive line of paper which will be used to herald the new spooker, which will feature all new equipment from front to back. "We

have tried to put together a show that will not burn up the field and we hope to open a lot of doors that have been closed to this type of show," George writes. . . . Cecil Lyle, well known to American magi thru his appearances in vaude here many years ago, passed on recently at his home in London. One of the best known of English magicians, he had made numerous world tours.

WILLARD the Magician, of Allentown, Pa., begins a tour soon of Southern Paramount houses and the Interstate chain thru the South and Southwest under the personal management of Anton Scibilia, veteran booker, who resumed work last week after five weeks in the hospital mending from injuries sustained recently when struck by a truck. Scibilia, who headquarters in Dayton, O., has the Willard opus geared for magic, spook and kid-show dates. . . . Paul Duke opened last Thursday (7) at the Benjamin Franklin Hotel, Philadelphia. . . . We bumped into Bill Baird, magicker and billiard ball expert, on a recent visit to Chicago, and found the personable Bill grabbing off his share of available club and convention dates around the Windy City. The Chi field isn't nearly as lucrative as it once was, Baird opines. Many of the magi who have made that town their headquarters have entered commercial lines, and Bill is looking in that direction, too. . . . Tommy Windsor, Marietta, O., magic worker and dealer, will have part of his collection of showboat playbills and posters on exhibit at Taft Museum, Cincinnati, April 15-June 14. The exhibit will be titled "The Ohio From Pittsburgh to Cairo." The collection is part of that used by Windsor in his school assembly program, "Showboat Specialties," which he will present under the Ewing Educational Service banner in Long Island, N. Y., schools from Easter to the end of the school term. . . . Frank Luckner, of Corning, N. Y., continues

# VOX JOX

Continued from page 47

stories report that WINA deejay Ed Desmond spent a morning in jail until his listeners raised \$1,000 for the March of Dimes. WCHV tied up with the local Marine Reserve unit, which manned telephones at the station while station deejays conducted a request disk program in exchange for donations.

Leroy Woodward, WVJS, Owensboro, Ky., sends kudos for RCA Victor's weekly "Dee-Jay Digest." . . . David A. Bensman, of Polkaland Records, Sheboygan, Wis., says the label would like to hear from deejays who have polka programs, so they can send them disks. "Inasmuch as ours is a specialized field," writes the exec, "complete coverage of every radio station would be exorbitant for us." . . . Tut Perry, WCDL, Carbonale, Pa., is back on the air with his "TP's Wigwam" afternoon show.

John Carlson, KAOK, Lake Charles, La., has been running a "Where were you last night?" contest in connection with Kay Ballard's record of the same title. . . . Dick Novak, KGON, Oregon City, Ore., says a radio feud between himself and Rick Thomas, KXL, Portland, Ore., is providing "good grist for daily mill."

Another "feud" is that conducted by Gentleman Jim Frye and Charlie Vandagriff on their new show, "Battle of Music," over KBKI, Alice, Tex. Frye plays all the old standards, while Vandagriff spins the newest and currently top-rated songs. The former operates from a remote studio, while the latter uses the station studio. Small talk is monitored, via headphones.

# FOLK TALENT AND TUNES

Continued from page 48

ham, Tex. . . . Sonny Houston, in charge of country music at WORC, Worcester, Mass., is doing personals and song and star contests, besides pickin' and singin' on his own shows over WORC. Rusty Rogers, formerly with NBC's Down Homers, guested on one of Houston's jamborees recently.

Buddy Covington types from KNUZ, Houston, that Jack Derrick, who works the "Corral" with him every Saturday from 11-2 p.m., now has a Mexican burro to work live shows with. Eddie Dean, who's cutting of "Hillbilly Heaven" is among the top tunes in Houston, guested on a KNUZ jamboree recently. . . . Thom Hall, who airs over WKYW, Louisville, relays that Goldie Hill played to one of the best crowds of the year recently in Louisville. Hall adds: "Just returned from a brief visit in the Cincinnati area where I saw Marty Roberts, Jimmie Williams, Joe Grieshop and Skeeter and Georgie Davis. The Davis Sisters' 'Everlovin'' still riding high here in the Louisville area, and from the way requests are coming in for J. Williams' 'These Blues Over You,' it should be on the top before long."

Elwin Cross, KYNO, Fresno, Calif., says that he and the new band, the Lucky Stars, are packing in customers at the Hoedown Hall, Fresno. . . . WSM's "Mr. Deejay, U.S.A." presented Cousin Josh, of WHOS, Decatur, Ala., Friday, April 1.

Dub Dickerson dropped in on Fred Wamble's show at WBAM,

to play New York State schools with his four-people show, which has Bill Sawyer handling the advance. Assisting Luckner are Ann Smith (Mrs. Luckner), Eileen McDonnell and Rellim the Magician. Luckner, formerly with the Blackstone show, scales his ducats at 30 cents for kiddies and 65 for adults on the school dates.

## BARA—Theda.

62, silent film actress who rose to stardom as the vampire of the 'teens and early '20's, April 7 in a Los Angeles hospital. She had been admitted to the hospital February 14 for treatment following a series of abdominal operations. Born Theodosia Goodman in Cincinnati in 1892, she became the controversy of the nation with her portrayals in "Cleopatra," "The Serpent of the Nile," "The Vampire" and other sultry roles. Her last film, "Kathleen Mavourneen," was made in 1921.

## BINGHAM—Ralph T.

March 22 in Rensselaer, N. Y. Survived by his widow, Elizabeth.

IN MEMORY  
Of My Beloved Husband  
**FRANK C. DANNELLY**  
Called home so suddenly  
Easter Sunday, April 10, 1954  
"Honey, I miss you and need you so."  
Your Loving Wife  
**RUTH**

## FERRIS—Horatio N.

85, veteran of 69 years in the outdoor amusement industry, April 1 in Bullock Hospital, Wilmington, N. C., where he had been a patient since last June 11. Survived by his son, Carl D., and grandson, Nelson L. Interment in the family plot at Medina, N. Y.

## HOYLE—Frank A.

62, former high diver, who for the last few years was a concessionaire with the Gooding Amusement Company, recently in Columbus, O. Survived by his sons, David L. and Fred L.; daughters, Mrs. Dorothy McDonald, Mrs. Frances Pope, Mrs. Ruth Sterling, Mrs. Leona O'Ryan, Mrs. Marion Kunz and Mrs. Virginia Hartman; a brother, William W., and two sisters, Mrs. Catherine Shapiro and Mrs. Marion Lattip. Interment in St. Joseph Cemetery, Columbus.

## KYTE—Benny.

55, orchestra leader known professionally as Larry Paige, March 28 in Detroit following a short illness. For years he directed a band over WJR, Detroit. Survived by his widow, Isabelle; a son, William, and a daughter, Mrs. Marilyn Anderson. Interment in Holy Sepulchre Cemetery, Detroit.

## LE VAN—Harry (Murphy).

65, burlesque, vaudeville and night club performer, March 31 in New York. He had worked with his wife and daughter as a trio for Lou Walters and on the Pantages and Gus Sun circuits, and in burlesque had supported Bert Lahr, Abbott and Costello and many others. He was well known for his act called "3 A.M." the Abie Reynolds' act, and for his double with his daughter, professionally known as Edythe Valle, on the RKO and Loew's circuits. More recently he had performed at Sammy's in the Bowery for three years and had been working as a single known as

# THE FINAL CURTAIN

Professor Dix. His widow, Helen, his daughter, a son and two granddaughters survive.

## McGUIRE—James F. (Buttsy).

veteran concessionaire, at the Lorain (O.) Rest Home of a stroke. Burial in Cleveland.

## McMAHAN—I. W.

80, pioneer in the film theater business in Cincinnati, April 8 in Christ Hospital, Cincinnati, following injuries received January 14 when struck by a truck. Believed to have operated Cincinnati's first movie house, the old Ohio Theater, he was later a partner in the theatrical company of McMahan & Jackson, and operated 14 theaters in greater Cincinnati and 18 other cities. The company was sold 20 years ago, at which time McMahan went into the real estate business. A member of the Masons, the Elks and Oddfellows, he is survived by his widow, Ruby Cowan; four daughters, Mrs. James A. McDonough and Mrs. Higdon C. Roberts, both of Cincinnati, and Mrs. George E. Dively and Mrs. Andrew Winegar, both of Albuquerque, N. M., and four sons, Warren, Randolph, Timothy and Thomas, all of Cincinnati. Burial in River View Cemetery, Aurora, Ind.

## MELROY—Mrs. Charlotte (Lottie) Elizabeth.

71, wife of N. J. Melroy, former superintendent of Overton Park Zoo, Memphis, March 27 in Memphis. She and her husband had toured with the carnivals and circuses of Al G. Barnes, Nat Rice, Bob Straver and Clifton Kelly. She was a member of the Eastern Star and Curry Memorial Presbyterian Church, Memphis. Mrs. Melroy is survived by her husband and a foster daughter, Mrs. Amy Blankenbaker, both of Memphis; four sisters, Mrs. Mamie Johannes, Mrs. Maggie Max, Mrs. Anna Peters and Mrs. Irene Derringer, all of Milwaukee. Burial in Memorial Cemetery, Milwaukee.

## MURROW—Rose C.

76, father of Edward R. Murrow, CBS newscaster, April 2 in Bellingham, Wash.

## O'CONNELL—Jack.

63, operator of one of the first all-sound motion picture theaters, on April 7, at Toledo, O. A former actor and theater owner, he settled in Toledo in 1928 as a producer, and remained as a salesman for Warner Bros. Pictures. The Warner family was said to refer to him as "the fifth Warner brother."

## O'CONNOR—Jack.

49, singer, dancer and brother of actor Donald O'Connor, of a heart attack in Los Angeles, April 3. Surviving are widow, daughter, mother and brother.

## ORABAUGH—Orville A.

61, veteran hitchhiker, March 25. Interment in Evergreen Home Cemetery, Beatrice, Neb.

## SCHOTT—Leo F.

72, controller at Coney Island, Inc., Cincinnati amusement park, for 22 years before retiring in 1946, at his home in Cincinnati April 7. He joined the firm shortly after his cousin, the late George F. Schott, became president of the park. He is survived by his widow, Pearl H., and a son, George F., both of Cincinnati.

## SLOANE—Robert R.

42, writer, actor, producer and director, April 3 in Los Angeles. Sloane began his career in summer stock and later served George Abbott as play reader and stage manager. As an actor he had appeared on Broadway in "Twentieth Century," "Heat Lightning," "The Locked Room," "Come What May," "Ladies' Money" and "May Wine." As a writer he contributed "Howdy Stranger" with Louis Pelletier Jr. for Broadway, and for TV "The Big Story," "Maugham Theater" and "The Clock." In radio Sloane had also directed "Billy and Betty" and "Superstition," and had written and directed "Mr. and Mrs. North," "The Pat Man" and "The Big Story." For radio's "Mr. District Attorney," "Maltese" and "Inner Sanctum" he served as a writer. Most recently he was producing and writing "Treasure Men in Action" for television, with headquarters in Hollywood. His widow, two sons, a daughter, a brother and parents survive.

## WALLACE—Edna.

24, of asphyxiation March 27 when she and her husband and daughter were caught in a snow storm when en route to Quebec City. She and her husband toured as the acrobatic team, Wallace and Gayle. Burial in Pine Grove Cemetery, Mobile, Ala., April 4.

## WALLACE—John Robert.

35, who with his wife made up the acrobatic team of Wallace and Gayle, March 27 of asphyxiation while en route to Quebec City. Wallace, his wife and daughter died from engine fumes when the trio was caught in a snow storm and they tried to keep their car heater in operation. Interment in Pine Grove Cemetery, Mobile, Ala., April 4.

## In Loving Memory of AL WAGNER



A Dear Husband and a Wonderful Pal  
Who passed away April 11, 1954  
**Mrs. Al Wagner**

## AGENT

For Midnite Ghost Show who has waiting list of large independent and major circuit theaters. Have high-powered advance campaign set up, ready to go. Contact immediately, stating definite address where you can be reached. Good opportunity for the right party.

**GEORGE VAL GEORGE**  
364 West First Street Dayton, Ohio

## Loss of St. Louis Lot Forces Change In Royal Am. Route

Nashville, Paducah, Evansville Seen as Fill-Ins for '55 Tour

ST. LOUIS, April 9.—The Royal American Shows for the first time in many years will not show in St. Louis this season.

Its long-established show lot at Grand and Laclede has been taken over as a parking lot and there are no other show sites immediately available within the city.

Fortunately, however, the Grand and Laclede lot, according to present indications, is lost only for this season. It was turned into a parking lot to accommodate fleets of brewery trucks which lost their parking sites when nearby Market street was ripped up, preparatory to building under and overpasses.

To the RAS, which is noted for its short still date season and its long, power-packed fair route, loss of the still date stand here opens a big hole in its route, as this city has always been good for long stands. Last year the engagement here spanned three weekends, running 21 days, the longest still date played by any show.

The stands here, moreover, yielded business that ranged from excellent to fair despite the long run. For one attraction in the Royal American line-up, Leon Claxton's "Harlem in Havana" show, the engagement has always been exceptionally good, the Grand and Laclede lot being in the heart of an area densely populated by Negroes.

While Carl Sedlmayr, owner of the RAS, has yet to name what towns will be played as a replacement for the stand here, indications are that the show will play Nashville, Paducah, Ky., and Evansville, Ind., to plug the gap in the show's route.

## Conn. Event Sets Record

BRIDGEPORT, Conn., April 9.—The third annual Better Homes Show, held at the Bridgeport Brass Recreation Center under auspices of the Fairfield County Home Builders' Association, exceeded all expectations of its sponsors. The three-day attendance was 15,500 persons. Last year's attendance was 11,000.

## EYE LOCAL OPTION VOTE

### N. Y. Voters to Get Bingo Choice in '57

ALBANY, N. Y., April 9.—The Republican-sponsored bingo bill rolled thru both houses of the State Legislature, making it apparent that the game will not be played on a legal basis in New York State until 1958. The vote was overwhelming in both cases, 48-8 in the Senate and 123-16 in the Assembly.

As a resolution, the measure does not require the signature of Governor Harriman, who opposed it along with his Democratic teammates. The Legislature is strongly Republican.

Democrats want penalties for playing bingo removed right now, pending such time as a Constitutional amendment would be passed. The GOP would enforce the penalties until the amendment rides thru, which would take three more years.

The proposed amendment would now have to be passed by the next Legislature—the vote of two successive Legislatures is required—

The Royal American again will open at the Memphis Cotton Carnival, May 7-14. From Memphis, the show is expected to jump to Nashville, then in turn to Paducah, to Evansville before it goes into Davenport, Ia., which long has been on its route and usually is the final still date played before the show heads north for its swing thru Western Canada and the big annual expos of that section.

## NEW COMBINATION

### Ice Rink, Ozone Theater Planned in Kansas City

KANSAS CITY, Mo., April 9.—A combination project, an ice skating rink for winter and a drive-in theater for summer, is under construction on a 40-acre site at Sixty-third Street, James A. Reed Road and U. S. Highway 50.

Total estimated cost is \$400,000, the rink and theater costing about \$200,000 each.

The rink will be owned and operated by the Sixty-Third Street Ice Skating Company, a subsidiary of the E. & S. Theater Enterprises.

## Paris Sees Waxworks on Show Boat

PARIS, April 9.—A novel show-boat has started a tour of Western Europe, via rivers and canals, with the first stops at various points of the River Seine in Paris. The boat is a 105-foot-long river scow containing a large number of life-size wax figures depicting highlights of the history of France.

The project is sponsored by the famous waxworks museum of Paris, Musee Grevin, and exhibits range from scenes in the life of Charlemagne up to modern days, with replicas of Eisenhower, Churchill and Mendes-France.

and then by the voters at local referendums. This is the pattern followed in neighboring New Jersey which had local option voting on bingo last year. More than 90 per cent of the communities okayed the game.

As it has been right along, the measure was both attacked and supported vigorously after last week's approval in Albany. Its three-year delay would delay the building of churches, synagogues and veterans' centers. Sponsorship of the games under the amendment would be limited to religious, charitable, veterans' and other non-profit groups, as in New Jersey.

There would be a limit on prizes at \$1,000 a night, or \$250 for a single game, and the Legislature would be empowered to set up the details of licensing and operation. If the next session approves the measure, then it will be submitted to the voters for a referendum in November, 1957.

## OUTDOOR BILLS DOT NEW YORK'S TIMES SQUARE

NEW YORK, April 9.—There is an outdoor flavor among the elaborate signs fencing in the Times Square area these days. The Ringling Circus has a sizable painted board in the heart of the district advertising its current run at Madison Square Garden.

A 24-sheet diagonally across the way serves the same purpose, and R-B also has cloth banners on the Rivoli Theater Building. In the same general area a 24-sheet heralds the seasonal revival of Jack and Irving Rosenthal's Palisades (N. J.) Amusement Park. Additional billing plugging the two enterprises is located on side streets leading into the district.

It will cover eight acres and be ready for use October 15. The rink proper will be 100 by 200 feet, capable of accommodating 1,200 skaters.

### Facilities Planned

Adjoining will be a rink house, approximately 40 by 100 feet, which will contain refrigeration equipment, rest rooms, sports shop, and a refreshment concession. An indoor fireplace is also planned for the rink house.

A lighted parking lot for 1,000 cars will also be provided.

The rink will cost about \$150,000 with an additional \$50,000 spent for a unique, roof-type structure, which will permit use of the rink in good and bad weather. The structure will have a roof with skylights and the sides will slide up so that skating will be indoor and outdoor with roof covering.

## Aut Swenson Maps West Coast Invasion

SPRINGFIELD, Mo., April 9.—The Aut Swenson Thrillcade will make its first invasion of the West Coast this season, playing dates in California, Oregon, Washington and Idaho.

Aut Swenson, owner-manager, announced here at his headquarters the show would open its western trek with four performances at the Southern California Exposition in Del Mar, Calif., which runs from June 24 thru July 4.

## Construction Started On Dallas Auditorium

DALLAS, April 9.—Construction has started on the Dallas Memorial Auditorium which will boast 80,000 square feet of exhibit space, a main coliseum building, a civic theater, numerous meeting rooms and parking space for 1,000 cars.

With completion of the structure scheduled for late 1956, citizens have voted bonds totaling \$8,000,000 to finance the project.

Among the building's outstanding features will be a circular, domed arena, built on a cantilever principle which eliminates the need for pillars. The theater will have an elevator platform that can hoist an orchestra into view and then take it below floor level. Interior will be characterized by modern facilities for handling large crowds, unusual decorative motifs and luxurious, permanent-type chairs.

## LEWIS LISTS BASIC GRANDSTAND NEEDS

Stresses Seven Fundamental Ideas In New Construction, Rebuilding

FINDLAY, O., April 9.—Seven basic considerations should be studied in the construction of grandstands, according to Gaylord Lewis, fairgrounds designer.

The seven points are:

1. Careful consideration and much thought of new grandstand location in the over-all plan for the race track and all other buildings.

2. An over-all survey of the requirements of grounds, including plans for enclosure around stand and use of space underneath the deck for exhibits, restaurants, rest rooms, ticket booths and administration.

3. Careful estimation of seat capacity needed today and in the future for the expansion program of a fair.

4. Plans for handling crowds, location of entrances, aisles, ramps and walkways providing convenient and easy access and exits for seating decks.

5. An all-steel stand, reinforced

concrete construction, or wood, still requires a study of soil conditions for both foundations and drainage problems.

6. Careful consideration of all dimensions of stand and elevations and sight lines of seating deck.

7. Most important is design and design detail. Start of a grandstand improvement program requires the services of a man experienced in the use, need and designing of this type, someone experienced in fair and exposition building, construction and operating.

## Blasts Level New Jersey Pyro Company

VINELAND, N. J., April 9.—The Vineland Fireworks Company was virtually destroyed in a series of explosions which sent aerial rockets, stars and shells screaming over the countryside Friday night (1). The explosions blew up 10 of the company's 11 buildings, most of them wooden sheds about 280 feet square. The main building was made of cinder block. The sheds were 75 feet apart.

Felix A. Girone, owner of the company, said "live stuff" was stored in all the buildings. He explained that he was stocked up for the coming season with aerial bombs, pinwheels, three and six-inch shells ready to ship. He estimated his loss at \$75,000.

The main building, where newly made "stars" were stored, was the first to blow up and evidently ignited the others. Girone said he believed the first blast was caused by spontaneous combustion. Exploding rockets and debris were scattered over a half-mile area and set nearby roofs on fire. Volunteer firemen from five communities fought the flames for several hours. The blasts were heard seven miles away and attracted hundreds of motorists.

## Injunction Ruled Out in Ohio Park Segregation Case

CINCINNATI, April 9.—A court ruling this week dissolved an injunction enjoining Coney Island here from refusing to admit a Negro woman to the amusement park.

The First District Court reversed the Common Pleas Court, ruling that an injunction, under Ohio legislation, was not the proper procedure in the case of Mrs. Ethel W. Fletcher of this city.

The court held that legislation calls for a criminal or civil action.

## Tape Recorder Out for Bally

NEW YORK, April 9.—Amplifier Corporation of America is marketing a new recording and playback device called the MagneLoop Jr. for displays, lobbies, stores, and anywhere else that a continuous recorded message is useful.

The machine uses a tape cartridge good for 10,000 playbacks, and messages can be erased instantly as new ones are recorded. Sound effects or messages up to 12 minutes can be carried. The recording unit is in a cabinet 16 inches high, and there is also a separately-boxed five-inch speaker, microphone, and six feet of speaker cable.

## Tilt Orders Pace '54 At Sellner Factory

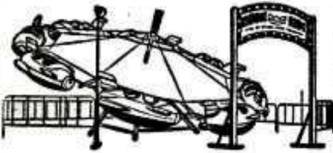
FARIBAULT, Minn., April 9.—With five Tilt-a-Whirls delivered during March and three to be shipped in the near future, activities at the Sellner Manufacturing Company, Inc., have kept at a rapid pace this winter, M. W. Sellner, announced. Business thus far has matched that of a year ago which was a highly satisfactory year for the firm, he said.

New Tilts were delivered in March to Santa Cruz Seaside Company, Santa Cruz, Calif.; Sinclair Amusement Company, Meyers

Lake Park, Canton, O.; St. Louis Arena Corporation, Forest Park Highlands, St. Louis; Charles Oliver, Mound City Shows, St. Louis, and Vernon Olyer, Sherman's Park, Caroga Lake, N. Y.

To be shipped in the near future are rides for Frank McDermott, McDermott Amusement Company, Chicago; Eugene and Pauline Skerbeck, Skerbeck Amusement Company, Dorchester, Wis., and E. N. and K. R. Pedersen, Pedersen's Dairy Shows, Waupaca, Wis.

**Sensational NEW JET FIGHTER KIDDIE RIDE**



NOISE MAKING GUNS  
NEW FLYING SENSATION  
NEW LIGHTWEIGHT PLANES  
MODERN COLORFUL DESIGNS

Also Builders of Adult and Kiddie Chairplanes. Kiddie Space Planes. Trailer Mounted Auto Rides, Boat Rides and Ferris Wheels.



**Horses for Kiddie Rides NEW TYPE, REINFORCED THROAT**

Made entirely of Select, Weather-Proofed Wood with All Laminated, 35 Ply, Cross-banded construction.

LEGS WILL NOT CRACK OR SPLIT!



Overall Size: 35" L, 24" H, 4 3/4" W.  
READILY MOUNTED  
Horses come equipped with a full depth hole in front of saddle for rod suspension mounting. Also equipped with a pocket in underside for underneath mounting.  
PRIMED.....\$31.50 EACH

Shipped via express collect. Remit in full with order or half down for C.O.D. Larger and smaller sizes also available. Send for FREE BULLETIN NO. 5-3.

**COLADONATO BROS.**  
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**'CIRCUS ENGINEER' CAP CURTIS DIES**

**Fighter, Inventor Perfected Seats, Canvas Spools; First to Use Tractors**

CUEVAS, Miss., April 9.—W. H. (Cap) Curtis, circus general superintendent and boss canvasman, died here Saturday (2). He was 82 and had been in show business since 1890. In 65 years of tramping, he had earned a dual reputation as an inventor of safety and labor-saving devices for circuses and as a fighting man. Both skills stood him in good stead for moving circuses against obstacles caused by men, weather and distance.

When his wife died in 1949, Bill Curtis put up a dual monument. On the side that was to mark his grave he had inscribed: "After 58 years with circus, I can take anything from now on." He added years to the score before his death.

Funeral services were conducted at Gulfport on Monday (5). Known survivors are a niece and a nephew. The latter was an usher with Ringling-Barnum circus. At the time of his death, Curtis was operating his 200-acre pecan ranch here.

**Joins as Pony Boy**

As a Hazelhurst, Miss., farm boy in 1890, he left home to be a pony boy on the Charles Andress Circus. He shifted to Harris Nickle Plate Shows and then to Gentry Bros. In 1891 he went to Sells Bros.' Circus, where he was boss hostler. Returning to the Harris show, he began his long career with circus canvas as assistant boss canvasman.

In the years that followed he was one of a select bunch of tough circus hands who hopped from show to show, knew each outfit well and skillfully commanded the crews who moved those shows. He was on the Main, Forepaugh, Pawnee Bill and McCadden shows in 1893 and 1894. The next season found him on Forepaugh-Sells and Great Wallace.

**On Many Shows**

Between 1896 and 1902 he roamed among such shows as J. H. LaPearl; Sipe, Doleman & Blake, Harry Long, Sells & Gray, W. R. Reynolds, Bob Hunting, Sparks, and M. L. Clark. With Clark, as well as others, he tramped Texas in a time when showmen and towners frequently battled each other and often got into gun battles. Curtis was hit at least once and carried the slug the rest of his life. In the 1890's he joined Sells Bros. in the expectation of going to Australia with the show, but he got into a fight and was run away from the show just before it left.

Curtis stayed with the John Robinson Ten Big Shows from 1902 thru 1907, and it was at this time that he perfected a system of trussed seats which brought greater safety for audiences. The idea was copied on many shows.

Trying a new field for a time, he opened the Coney Island Hippodrome, a tented show that included a 100-girl line and had backing of brewing companies. This folded in New York and he took the equipment to Cincinnati to start the John Robertson Circus, which was to play the John Robin-

son route, but the show's harness disappeared and it never opened.

**First Seat Wagons**

Going to Sells-Floto Circus, he was general superintendent from 1909 thru 1916. In that period he became first to move circus wagons with a motor vehicle, and in 1910 he first built Curtis Patent Seat Wagons. These were the first portable grandstands for circuses and were in use on several shows for a 15-year period. Since 1947 seat wagons, tho not Curtis models, have again been in use and now are on the Ringling, Beatty and Hunt shows. Curtis gained wide attention as "the circus engineer" for his inventions at this period, with Courtney Riley Cooper writing about him in national magazines and books. Several stories told how Curtis and his canvasmen battled blue northerners in Texas.

**Spools Big Tops**

Curtis moved to Hagenbeck-Wallace in 1917 and stayed thru (Continued on page 54)

**Side Show on R-B Abounds In New Acts**

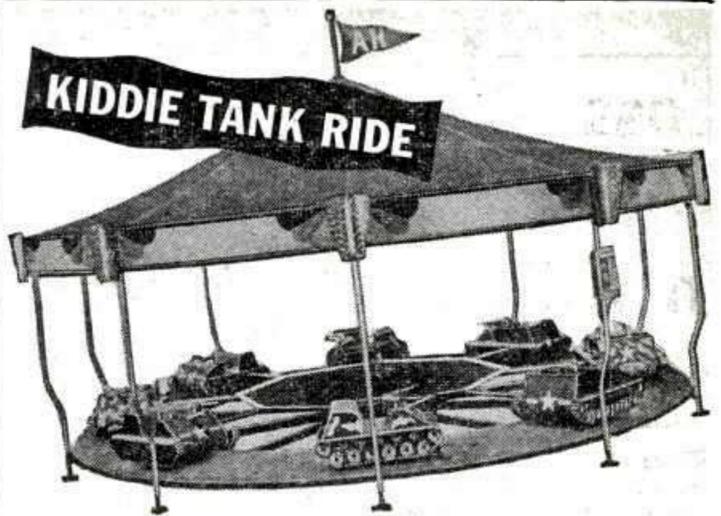
NEW YORK, April 9.—Thirteen acts are performing in the Ringling Side Show in Madison Square Garden's basement, and another three will join when the Big One opens its under-canvas run in Baltimore.

Acts assembled by Manager Bobby Hasson are virtually all new or returns this season, with exception of only three holdovers from last year, the Doll Family, midgets; Senorita Carmen, snakes, and Frieda Pushnik, armless-legless girl.

Also on the platforms are Johan Petursson, giant; Molay, juggler, returning after four years; Nabor Felez, American Indian clay modeling, returning after eight years; Ricky Richiardi, sword swallower; Milan, pincushion; David Naioli, returning with a seven-member Hawaiian troupe after playing R-B in 1952; Sadie Anderson, leopard skin girl, returning after 13 years.

Also, Alvino Mastro, eye popper; Francis Duggan, contortionist, and Gleen Pulley, thin man. To join on the road are the Great Maurice, magic; James Pearson, sword ladder, and Don James, Bohemian glass blowers, returning after six years.

Lecturers are Maurice Jouron and Walter Pawl. Hasson said that ticket sales under canvas will be handled by Al Lombardi, Mike Bergen, Charles Christian, and Whitey Savage, with Savage sharing the outside talker's chores with Hasson. Admission price will be 50 cents apiece for all ages. Hasson's Side Show equipment on the Royal American Shows carnival has been rented out to Dick Best for this season.



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## AT NEW 'WONDERLAND' Free Acts Returning For Coney Customers

By UNO  
 CONEY ISLAND, N. Y., April 9.—This resort is undergoing several large transformations. Construction for the foundation for the \$10,000,000 Oceanarium has begun on the old Dreamland Park site, covering all of the territory from Surf Avenue to the Boardwalk from West Fifth to West Eighth streets. Another is the start of building an overpass that will stretch over Surf Avenue from the BMT elevated station to where the Oceanarium will be located. Still another large job under way is the widening of West Eighth Street from Surf Avenue inland, a distance of five city blocks.

Coney is to be blessed with a third park, Wonderland, formerly Feltman's Park and now undergoing an extensive and much needed remodeling, painting and face-lifting. Taken over last season at auction, its new landlords composed of Herman Rapps, Dewey Alberts, Nathan Handwerker, Sidney Robbins and Paul Yampo, all execs of a new group called Coney Island Enterprises.

Largest and most pretentious of the concessionaires are the four Garto brothers, Al, Frank, Tony and Joe, who have taken over three-fourths of the interior to enlarge their former kiddie ride park that formerly skirted merely the Boardwalk end. Their space now includes an additional plot reaching to the Bowery. Instead of 15 rides their new quota will be doubled to 30, and instead of only kiddie conveyances it will hold kiddie and adult rides. One of their new features will be a kiddie Hot Rod ride embracing gasoline-propelled cars, rainbow colored, recently imported from Germany. These will be operated on a sort of Speedway track.

In charge of the publicity and managerial end will be Frank Garto who already is booking thru Stanley Wathon several free open-air acts to start May 15, the expense

for which will be borne by all concessionaires. Attractions of such a nature should be a boon to all Coney. Active in behalf the Coney Island Enterprises org and who will occupy offices on the premises, will be Herman Rapps and Dewey Alberts. Prominent among the Wonderland Park concessionaires is Abe Rapps who has purchased the Surf Avenue front Merry-Go-Round from the McCullough family, repainted the entire and cleared up the organ broadcasting system.

Where Joe Bonsignore's Roller-Coaster operated formerly on Surf Avenue, there will be another Hot Rod ride, run by the Jacobs Brothers.

Apart from Wonderland Park but occupying almost the entire Surf Avenue front is a large 500-capacity restaurant and bar which has been acquired by Joe Bartolini, last year operator of such games as Duck Pond, Skin-the-Wire, his own invention, and Milk Can. His associate in the venture is Bill Caruta. Their corporation is called Bud-Dee. A large sign of the same name replaced the one reading Feltman's on the exterior of the establishment.

**Coney Elects Leaders**  
 At the annual spring meeting of the Chamber of Commerce on April 7 in the Seven Seas restaurant there were elected unanimously the new officers to preside the coming year. They comprise John G. Ward, prexy; Murray Handwerker, Vincent J. Tesoriero, Gerald Singer, Ralph W. Pouse and Alfred Garms, vice-presidents; Leonard F. Tria, treasurer; Leo Stein, assistant treasurer, and Joseph W. Murphy, secretary. Directors for a three-year term are Arthur C. Fox, Moe S. Silberman, Thomas Bavailacque, I. Rubenstein, William F. Mangels, Walter M. Jeffords Jr., Charles A. Feltman, Pat Auletta, David Finklestein, Victor A. Bonomo, Harry C. Meinch, Nathan Handwerker, Dr. Phillip I. Nash and George C. McCullough. New directors are Thomas F. Teasuro, Philip P. Bass, Chris G. Feucht and Fred Moran.

Guest speaker Edward Vogel, councilman and Democratic leader of the Coney area said a lot of complimentary things in eulogizing the efforts of the outgoing prexy, Moe S. Silberman, and of the executive secretary, William Nicholson. He also dwelled at length on the merits of the coming aquarium he had fostered in legislation, and what large and better crowds it would bring, and noted that so far Islanders had contributed \$9,550 out of a pledged \$10,000 toward the project. Another interesting talk, on sanitation, was delivered by Bessie A. Kirwan, known as the Little Colonel among her fellow workers in the New York Sanitation Department. A letter from the aquarium officials said the first section will be almost completed in November of this year.

## Kid Park Eyes Barnum Stunt

STRATFORD, Conn., April 9.—Kiddytown here opened for its second season this week. The spot, which has a Merry-Go-Round, flying machines, space ships and four ponies, is located on Stratford Avenue near the Farmer's market. It is under the management of Joseph Lupe.

Lupe this week issued an invitation to the committee planning the Barnum Festival in nearby Bridgeport to stage a Tom Thumb Day here, in which he would entertain the winning boy and girl, representing Tom and his wife, Lavinia, who are to be the Festival's junior-grade king and queen.

Dr. I. A. Sisinger, formerly with American Circus Corporation shows, now operates a Kiddieland at Brownsville, Tex.

## Navy Band Set For Hershey's May 15 Debut

HERSHEY, Pa., April 9.—A host of attractions, including free concerts by the U. S. Navy Band on Sunday, May 15, have been booked by George W. Bartels, manager, for the 48th season of Hershey Park.

The park will open May 1, to be followed by the season's first dance in the park ballroom Saturday (7). Music for the opening dance will be provided by the Ralph Flanagan band. Dances will be held every Saturday night thereafter thru September 10.

Appearance of the Navy Band will be marked by a special Armed Forces Day program. Nearby military establishments will sponsor special exhibits for the occasion.

A Turnpike Auto ride has been added to the Kiddieland, bringing the total number of rides there to eight. Youngsters may make the circuit of eight rides for 45 cents.

The park offers 11 major rides, including the Aerial Joy Ride, Miniature Train, Cuddle-Up, Pretzel, Comet, Whip, Scooters, Carousel, Bug, Mill Chute and twin Ferris Wheels. In addition, there are two Funhouses, a Penny Arcade, two shooting galleries and a ball game.

Free concerts will be presented in the bandshell every Sunday and holiday, with free aerial acts scheduled for daily presentation, June thru August.

There is no admission charge to Hershey Park Zoo, which houses a large collection of animals and birds. In addition, there is a special Pennsylvania Game Commission wildlife conservation exhibit.

Among special events carded will be the seventh annual Pennsylvania Dutch Days, August 25-28. This celebration, which last year attracted 150,000 visitors in three days, has been expanded to four days. Kiddies' Day, which includes the traditional Hershey Park Baby Parade, will be held September 3.

## Schedule D. C. Thrill Spec For June 10

NEW YORK, April 9.—The Night of Thrills, an elaborate one-night grouping of outdoor talent, will be held on June 10 in Griffith Stadium, major league ball park. Frank Wirth, New York booker, has again been signed to produce the show.

Wirth said that a switch in format last year from a circus-type presentation to a spectacle was very successful and would be continued. Wirth said that while a number of acts have been set, many more remain to be booked prior to the announcement of the complete program.

## Chrisman, Ill., Sets Cele Dates

CHRISMAN, Ill., April 9.—The Chrisman Homecoming and Street Fair, one of the oldest in the State, will be held here July 6-9, Homer Wolfe, general chairman, announced. Event, which is sponsored by the Commercial Club, features a midway, parade, free acts, contests, giveaways and fireworks. Royal Midwest Shows will provide the midway attractions.

Sonny Moore and His Roustabouts will conclude their current series of dates in Ohio with two stage shows at the Cleveland Arena, April 17. All dates were arranged by Howard Schultz, Chicago. Ernie Young has Moore and his gang set for 16 weeks of fairs, beginning with Casper, Wyo., June 23, followed by the Canadian A circuit, opening at Brandon, Man., July 4. The act has also been set in the 1956 Toronto Sportsmen Show by William Shilling.

## Ferris Wheel Frank Grille Is Rotisserie

PHILADELPHIA, April 9.—A new counter-top hot dog rotisserie is being marketed by J. F. Electrical Engineering Company, and employs the infra-red principle. J. F. Foreman, firm president, says the unit has an output of some 300 hot dogs hourly, and that a drawer-type roll bin holds two and a half dozen rolls in the base. Rotating carriers pass the hot dogs beneath a heat coil.

The new machine, Rota-Clip Jr., employs a couple of new principles, it is claimed. It does not pierce the dogs, allowing them to retain their juices. It is of glass-enclosed stainless steel construction, open only on the operator's side. The bin has a separate heat unit with thermostatic control. Hot dogs are transported on two Ferris Wheel-like carriers, and held in spring clips. The operator inserts and removes them easily with service tongs.

Height of the Rota-Clip Jr. is 28 inches and its base is 15 1/4 inches square. Foreman is offering several different types of deals for distributors and operators.

## Al Sweeney Adds 4 Race Dates to Sked

CHICAGO, April 9.—National Speedways, Inc., have signed to provide an additional four days of auto racing at fairs in the Middle West, Al Sweeney, top man in the organization, announced.

A contract for three days of racing at the Kansas Free Fair, Topeka, has been closed. Big cars will perform September 11 and 17 with a late model 200-mile stock car race set for September 18.

The signing of a new fair was also announced by Sweeney with the confirmation of a contract for big car races at the Buena Vista County Fair, Alta, Ia., August 11. New TV Films

Completion of a new sequence of television films was also announced. Taken in Tampa, the films are tailored for half minute sequences on sports and news shows and also a couple of five-minute sequences. The firm now has available films on 10 different big car drivers, eight stock car drivers and five general action pictures.

A series of cartoons are being prepared by Bob Sparkman, of The Tampa Times, as additional publicity material.

First race of the season will be held May 29 when big cars will run at Belleville, Kan., and stock cars will go over the 200-lap route at Topeka.

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 ★ ROLLER COASTER  
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 ★ JET AEROPLANE  
 ★ CHAIR-O-PLANE  
 ★ ELEPHANT RIDE  
 ★ TANK RIDE

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# Auto Racing To Operate at Ohio Fair Oval

COLUMBUS, O., April 9.—Still date auto racing will make its debut this year at the grounds of the Ohio State Fair here with Ben Cowall, veteran attraction producer, handling the race meets. Cowall recently signed an exclusive contract with Sam Cashman, fair manager, for the right to operate at the fairgrounds oval.

Cowall, who has presented ice shows, stagshows and auto and motorcycle races in the area, announced the contract is for '56 as well as this summer. The fair's track is a half-mile dirt course and the combined grandstand and bleachers have a capacity of 12,000.

First event of the summer is tentatively scheduled for mid-May, according to Cowall, who also said he was casting about for an auto race association to sponsor the meets.

# Byers Maps Iowa Fair, Cele Route

CORPUS CHRISTI, Tex., April 9.—Byers Bros.' Shows will play five fairs and 10 celebrations in Iowa this season, plus six fairs in Missouri and Arkansas, Carl Byers, owner, announced. Byers leaves his winter home here on Monday (11) to open the show's winter quarters in Council Bluffs, Ia.

Iowa fairs include those at Alta, Ida Grove, Osage, Humboldt and Sibley. Celebrations in that State include a July 4 celebration at Osceola; Labor Day doings at Vinton, plus others at Forrest City, Tabor, Pisgah, Brooklyn, Hartley, Deep River, Panora and Griswold. Show will open its season May 16.

# Sunbrock Show Opens In Dominion Republic

TRUJILLO, Dominican Republic, April 9.—Larry Sunbrock's Rodeo and Thrill Show opened here today after a two-week stand in Puerto Rico, where the show pulled a heavy gross, according to Sunbrock. In addition, said Sunbrock, the show drew 3,000 customers in a two-day showing at Ramey Air Force Base there.

The show is schedule to appear 10 days in Trujillo Stadium and spend three weeks in all in the Dominican Republic.

## '56 DATES SET

# Flower Show First for New Gotham Hall

NEW YORK, April 9.—The International Flower Show is expected to be the first show for the Coliseum being built on Columbus Circle. Dates of the event are March 5 to 12 of next year, and were signed with the assurance by the Coliseum's management that the huge structure will be ready for the opening.

The flower event was canceled out last year after a large deficit, estimated at up to \$25,000, was recorded the one time it was held in Kingsbridge Armory in the Bronx in 1954. The switch followed the closing of Grand Central Palace, where the show had traditionally been held. Several other shows usually held at the Palace had no trouble making the transition to Kingsbridge, but the flower event had plenty, manifested in poor attendance and participation.

Two floors of the new Coliseum are to be used, equal in floor space to the four floors previously used in Grand Central Palace.

## TREND GROWS

# Columbus Zoo Adds Rides, Kiddie Fun Zone

COLUMBUS, O., April 9.—The trend toward the operation of amusement rides at zoos, parks and other recreation centers, will be further demonstrated here this spring when the Columbus Zoological Society establishes a regular Kiddieland.

A circular tract, large enough for six kiddie rides, a concession house and a number of animal exhibits, has been mapped out by zoo officials with the help of ride experts and engineers.

Four of the six kid devices—Boats, Buggy, Auto and Jolly Caterpillar—will be purchased from the Allan Herschell Company, North Tonawanda, N. Y. A kiddie Merry-Go-Round and Airplanes will also be operated.

In addition to the rides, the zoo has designed special animal exhibits, all of them of the domestic type instead of the wild animals found in other parts of the gardens. Included will be a mother turtle with a brood of youngsters, an alligator with its offspring, and the usual complement of rabbits, goats and chickens.

The Ohio Conservation Department will stock a fishing pond where the moppets will be permitted to angle for denizens of the deep.

Gate charge to the fun zone will be a reversal of tradition. Adults will be charged a dime while the small fry will pay 15 cents. All features of the park will be tailored to size. Even the admission gate will be built so that adults will be forced to crouch in order to enter.

The zoo is located at nearby Dublin, O., some 17 miles north of Columbus, and the outlying location is considered ideal. Zoo officials point out that the location is in line with the trend to get things like zoos and parks away from crowded areas.

The kid's fun zone will be located in an area formerly occupied by the zoo's deer herd, which has been moved elsewhere.

The entire Kiddieland will be blacktopped, decorated and lighted for nighttime operation. Benches and shade trees will also be added. Opening is scheduled for May 30.

# Attendance Big as Season Starts for George W. Cole

ATHENS, Tex., April 9.—Strong attendance greeted the George W. Cole Circus at the first stands following the opening March 31.

Hard rain and strong wind in gusts failed to discourage near-full turnouts afternoon and night at Clarksville (31). Attendance was near three-quarters at both shows in a duststorm at Mount Pleasant (1). Saturday (2) at Gilmer was warm and clear with a full afternoon house and better than half at night.

Sunday's matinee only at Arp was light. Athens followed on Monday (4) with a half house in the afternoon and a capacity at night. The early stands were under auspices

### Reserves Selling

Reserve seats, six-high star backs, at 50 cents are getting strong play without a squeeze. Front door is 50 cents and \$1. Side Show is titled the "Wild Animal Zoo" and has six new double banners without lettering and a 25-cent charge. Two strong pit shows, at 15 cents each, grind from the time the layout pins are placed until the big show starts, and Owner Frank Ellis is drawing people. The pit attractions will go to Kelly-Miller when that show opens. They are a "serpentorium" and a "woman-killer gorilla."

The show's rhino reportedly missed its sailing from Africa and

now is expected about May 1, according to Herb Walters, manager and co-owner of the show. An all-new pit show cage for the rhino, built in quarters, is being painted white with the show on the road.

### 2 Acts to Add

Program runs two hours, with two acts and the concert still to be added. Show-owned ponies are not in the performance, awaiting arrival of new monkeys for the act. A goose act can't be used until changes in layout make the hippodrome track available. Concert was to start this week and will include the Rawls family, Bob Grubb and a snake dance by Hope Boucher.

Performance run-down includes: Display 1, spec. 2—Bob and Billie Grubb, menage horses. 3—Mary Rawls, Byrl Hazlewood and Hope Boucher, ladders. 4—John Scott, Harry Rawls and Ted LaVelda, clowns. 5—Bob and Billie Grubb and Charlie and Shirley Rex, elephants. 6—Clowns. 7—Mary Rawls and Johnnie Frazier, tight-wire. 8—Charlie Rex, single trap. 9—Hope Boucher, cloud swing. 10—Bob Grubb, Liberty horses (6). 11—Elephant walkaround with banners. 12—Webs (3). 13—Charlie Rex, elephant night club skit. 14—Clowns. 15—Bob Grubb, trick mule. 16—Charlie Rex, elephants (3). 17—Hanging girl, neck loop, by Byrl Hazelwood. Leona Hill plays the show with the electric organ.

# College Fair Listed on Snyder Water Show Route

BOSTON, April 9.—Pointing for a May 2 opening of his "Water Follies of 1955," producer Sam Snyder this week announced his route almost complete for a 25-week tour of many big cities and at one fair.

The opener will take place at Morris Harvey College, Charleston, W. Va. Sam Snyder runs the show with the help of his brothers, N. C. and Joe Snyder.

From Charleston, the show will travel to Holland, Mich., where it will be the feature attraction of the annual Tulip Festival. From there it goes to the new \$5,000,000 Auditorium in Des Moines. Thereafter, the "Follies," is set for a tour lasting until September, when it will finish up the Northampton, Mass., Fair, the only fair to be played this year. Louisville, Buffalo and other cities will figure in the itinerary.

Headline attraction will be Eddie Rose, top water comedian, now in his 10th year with the show; Mary Dwight, U. S. synchronized swimming champ, and Bob Maxwell, as leading diver, who will head a team of five, including Roger Nadeau, Joe Walsh, Emilie Hotte and Norma Dean.

Leading the "dry" or stage acts will be harmonica player Chet Clark and ballerina Martha Ann Bentley. There will also be the comedy team of Laden and Rose, Patti Bates, acrobatic dancer, and singer Gloria French. The company of 42 includes 16 water ballet girls.

For the third year Buster Keim has done the dances, while the water ballets have been executed by Mary Dwight. The "Water Follies" and stage revue uses a portable pool and stage.

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## NEW DEVELOPMENTS

# Ohio Firm Introduces Refreshment Trailers

COLUMBUS, O., April 9.—A manufacturer of truck bodies here has introduced a new line of special event trailers that are designed for use by mobile concessionaires at a wide variety of outdoor entertainments.

Two models included in the line can be easily hitched to the rear of a car or truck and quickly transported from one location to another. The larger of the two, in addition to space for cold drinks, ice cream or other refreshments, can be equipped with hot dog warmers. And the manufacturer points out there is ample room to adapt the trailer to individual problems.

The large unit comes with a wheel-type parking jack, automatic coupler and also features an optional storage shelf under the top in addition to a hinged rear counter. The smaller of the two is equipped with a 25-case cooling tank. Over-all dimensions are 72 inches wide, 48 inches long and 47 inches high from the ground. The ribbed galvanized steel top is trimmed with canvas awnings.—Timmons Metal Products Com-

pany, 845 Harrisburg Pike, P. O. Box 86, Columbus 16, O.

### REFRIGERATOR FOR SMALL SPOTS . . .

ENGLEWOOD, N. J.—A small, portable refrigerator is being produced here that is designed for small food service operations. According to the manufacturer, the unit gives silent, trouble-free refrigeration and operates on the absorption principles on 6, 12, 24, 32, 110 and 220 volts AC or DC current. White finish is said to be chip-resistant and easily cleaned. Unit is also made in gas-operated model. Cabinet measures 20½ inches wide, 26 inches high and 21¼ inches deep. Interior capacity is 2 cubic feet with ample height for bottles.—Astral Industries, Inc., P. O. Box 726, Englewood, N. J.

### STEAMER WITH CAPACITY . . .

CLEVELAND—A counter-type steamer and warmer that occupies 16 by 25 inches of space has been introduced here. The unit has a capacity of three 12 by 20-inch trays or six 12 by 10-inch trays. Steamer is insulated with one-inch material; it has an automatic timer and is aimed for economical operation either by gas, electric or direct steam. It may be used for heating, pre-cooking or cooking.—Cleveland Range Company, 3333 Lakeside Avenue, Cleveland 14.

### HEAVY-DUTY GAS BROILER . . .

LOS ANGELES—A heavy-duty under-fired gas broiler is designed to utilize a non-combustible, porous volcanic product, with high heat retention properties, is being manufactured here. The unit is heated with large gas burners to red-hot, glowing coals for broiling. The burning material is not consumed by the heat and can be used again. Unit is made of heavy gauge metal, is lined with refractory brick and equipped with protective visor, warming shelf and storage compartment. Is available in 24, 30, 36 and 42-inch widths.—Madsen Range Company, Inc., 2430 East 30th Street, Los Angeles 58.

### FRUIT JUICER . . .

NEWARK, N. J.—A citrus fruit juice extractor is being marketed here that extracts juice from the whole, uncut fruit without seeds, skin, pulp or oil, according to the manufacturer. Typical yield is said to be a dozen oranges per minute which produces up to three pints of juice. Maker stresses the machine is easy to keep clean and is button-operated.—Keyrox Corp., 114 Jabez Street, Newark 5, N. J.

### NEW MEAT SLICER . . .

ELMIRA, N. Y.—A new electric food slicer that can be used on a variety of products is being sold here. The unit, named the Imperial, is equipped with satin chrome finish gravity feed meat chute, silent gear drive, heavy duty motor and hollow ground steel blade. Included is a self-sharpening device and receiving tray. Motor is said to be quiet in operation and designed for heavy loads.—Dara Electro Corporation, 308 Carroll, Elmira, N. Y.

## Seaside Hts. Books Names

SEASIDE HEIGHTS, N. J., April 9.—Seaside Heights' resort season gets kicked off tomorrow with the annual Easter Kiddie Carnival and Fashion Parade. Talent to perform in front of the Boardwalk grandstand includes the Merry Mailman (Ray Heatherton), Captain Video (Al Hodge) and several clowns, all booked thru Abe Feinberg, of New York. The two TV favorites will hand out prizes for the various classifications.

## NO CHANGE

# Cup Makers Hold to '54 Price Levels

CHICAGO, April 9.—Improved quality paper cups at no increase in price will be a feature of the season for outdoor users of the containers. This was found in a survey of cup manufacturers conducted by The Billboard.

Maryland Cup Company, Baltimore, reports it hasn't added any new items to its line but has introduced some new sizes to round out its products. Improvements are constantly being made, according to W. W. Young, sales manager, who also said that last year's prices will again prevail in most instances.

Young said that the cup industry has hardly scratched the surface and he sees nothing but bright horizons ahead as more and more paper cups are being used.

Lily-Tulip Cup Corporation, New York, has introduced a new nine-ounce hot drink cup that sells at \$11.26 per thousand. The container is close nested and has a broad base for non-tipping. Prices on the firm's line is holding to '54 levels, according to William Seldy, sales manager.

Tyson-Caffey Corporation, Wayne, Pa., which handles a complete line of paper goods, has waterproofed its cups but has absorbed the cost, holding to unchanged prices. M. M. Caffey, president, reports orders thus far this year are well ahead of the same time last year.

## Cap Curtis Dies

Continued from page 51

1929 as general superintendent. During that period, he perfected and put into use the Curtis spool wagons, on which canvas of circus tents was rolled for easier, mechanical handling. Like the seat wagons, spool wagons were popular for a time but passed from the scene, only to be revived in the 1940's by others. Canvas spools of the same general idea, but differing in details, have become standard equipment for a number of truck shows, including Kelly-Miller, George W. Cole and King Bros.

Curtis also claimed to be the first person to devise a system for raising all of a big top's center poles at the same time, and he put into use a guying system which eliminated the possibility of tent poles falling. While perfecting circus ideas, he also was inventing special equipment to assist in the operation of his pecan ranch. And in circus quarters at Peru and West Baden, Ind., he built baggage wagons, cage wagons and more seat and spool wagons. The seat wagons last were used in 1926. He once recalled that John Ringling had plans for putting them on the Ringling-Barnum show several times. Early plans failed because Curtis would not leave the American Circus Corporation and later plans failed because the stock market crash of 1929 ended Ringling's expansion ideas.

### To Barnes, Cole, RB

Curtis was with Al G. Barnes' Circus in 1930 and 1931, Sells-Floto in 1932 and A Century of Progress (Chicago World's Fair) in 1933. He returned to the Barnes show in 1934 and stayed thru 1938. From 1939 thru 1943 he was with Ringling Bros. and Barnum & Bailey, and he was general superintendent of Cole Bros.' Circus from 1944 thru 1947. He was back with Ringling in 1948 and off the road in 1949, only to be called from retirement in 1950 to help Cole Bros. in a short-lived road tour. He was back on the pecan ranch a season and then tramped as lot superintendent of the Royal American Shows in 1952. He spent several weeks as a guest of Mills Bros.' Circus at one time.

His last work with a big top was as boss canvasser when a Pennsylvania city borrowed a Ringling tent to house a birthday party for President Eisenhower in September, 1953.

## Popcorn Exec Buys Candy Co.

DALLAS, April 9.—P. A. Warner, vice-president and South and Southwest manager of Manley Popcorn Company, has purchased Joe Franklin Meyers Candies, Inc., from Joe Franklin Meyers.

Warner said the new firm would be known as Warner-Meyers Candies, Inc. The firm will move into new and larger quarters at 7218 Harry Hine Boulevard.

Earl Edwards, Dallas, will be executive vice-president and general manager of the new company. Vance A. Galliher will be plant manager.

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# UNDER THE MARQUEE

Margaret Walsh, Joan Lee, Pat Edwards and Gwenn Bushby were promoted in rank by the military headquarters of the piper band in Dagenham, England. . . . Ginny Lowery was presented with a bouquet from the Shrine Club of Joliet, Ill., recently. . . . Carol Brent is temporarily shelved due to a badly infected hand. . . . Lillian Kantanas returned to her native France to await re-entry into the U. S. on quota. . . . Hannelore Huck Walstrom, now substituting on the silver whirl trapeze, made her debut in Odessa.

Recent visitors included Pete and Grace Ivanov, Elmer Santana, Jack Joyce, Mr. and Mrs. John Armstrong, Connie (Consuelo) Armstrong, Dorita Konyot, Peter Steele, Arden Beecher, Alf Landon Troupe, Bogino-Bostok Troupe, Rudy Horn and father, Ala Ming, Otto Griebing, Claire Levine, Jim Snell, Augie Augustadt, Mr. and Mrs. Dukie Anderson, Joe and Victoria Coyle, Bud Lindemann and Betty Pasco, Edna Curtis and Mrs. Cavanaugh.

Jake Disch visited in Milwaukee with Bobo Barnett, who was clowning a sports show there. . . . Snow was on the ground when L. D. (Doc) Hall, Ringling agent, contracted the Concord, N. H., lot for a mid-June stand.

Rex N. Ingham is back home in Ruffin, N. C., after four months in an Augusta, Ga., hospital because of injuries received in an auto crash. . . . The Cecil Eddingtons, Milwaukee, stopped off in St. Louis while en route to Little Rock for the opening of Rogers Bros.' Circus on Monday (11).

Marjorie Towson has been visiting Ringling people in New York, and had Laura May Petrillo and Sally Marlowe as dinner guests. . . . John Facer, musician, has been in St. Louis and will go to Macon, Ga., to join King Bros.

Bill Woodcock, of the Miller-Woodcock Elephants, and Dick Conover, Xenia, O., spent several days in San Antonio to look over the vast circuses collections of the Hertzberg Collection and the late Col. C. G. Sturtevant.

Ringling Ballet girls gave Dickie Barstow a gold engraved whistle on his birthday April 1. . . . Life Magazine is expected to use a photo of the 50 Ringling elephants which was taken by a photographer who was suspended from above the Garden arena.

Fred Bailey Thompson, Clarkston, Ga., says his recent book, "Animals Have Tales," is selling well and that "Miracles Under the Big Top" will be published during the summer. . . . Ringling-Barnum visitors have included Bill Mon-

tagne, Alex Clark, the Howard Dolans, the Charles Geigers, the Jim Tomlinsons, Kathy Kramer, Al Vidbel, Joe Minchin, Tanit Ikao, Phil and Bonnie Bonta, Don Phillips, Madeleine Parks, the Rev. Ed Sullivan, the Alberto Zoppe Troupe and Roy Bush.

A. L. Thompson, Kelly-Miller purchasing agent who died March 28, was with the Jim Sights Comedians, Harris & Hollingsworth Favorite Stock Company, Ben Wilkes stock company and the Famous Georgia Minstrel Show before joining the circus five years ago.

Georgie Spears Jr., contortionist and iron jaw, reports that eight animal wagons will be added to Col. Lew Alter's "Can It Be Possible?" Side Show. Show's personnel includes Serpentine, snakes; Carmen Del Rio, mentalist; Hadji Balli, iron tongue; Hazel Lyons, pony girl; Rammy Sammy, magic; Leopold, leopard boy; Ruby Neal, fire; Ann Shaeffer, escapes; Barbara La Marr, atomic girl; J. C. McGary and Fred Manver, front door, and Helen Allen, Bob Simmons, Andy Tate and Selena Cole, tickets. Annex feature is Stella Mae, ape girl. Williams and Anna Kramer have the photos.

CFA Frank Upp, Peoria, Ill., reports King Bros.-Cole Bros. will start the circus season there with a stand April 29. Two other shows are contracted for later. . . . Fan Clyde Wixom, Detroit, was subject of a picture and story in The Detroit Free Press recently, with a bow to his son, whose name is Barnum Bailey Wixom. . . . Clown Frank Cain is making more paper clown heads.

Jim Stutz, of Hitler Car note, tells that while in Montgomery, Ala., recently, a nearby explosion rocked the car and area but the show wasn't involved.

Jack Joyce, stopping off at the Atwell Club, Chicago circus center, reported he has been with the Orrin Davenport show, will make the St. Louis Police Show and then return to Davenport until June 4, with his trained camels. Joyce was conferring with booking agents in Chicago.

Mrs. John A. Strong Jr., co-owner of the John A. Strong Circus, is confined to Queen of Angels Hospital, Los Angeles. . . . A. J. Ody, owner of Odyson's Circus, and his son, A. M. Ody, were in Portland, Ore., recently and returned to Pentiction, B. C., via Vancouver.

The Redlands (Calif.) Daily Facts carried a number of articles and features about the Clyde Beatty Circus, with attention going to the show's parade there; Joe Applegate, the bearded boss canvasman; Lolita Perez, Hugo Zaccchini, Gladys and John Staley, O. L. McDade, and Al Moss. Performance was reviewed. Local merchant and circus fan Milt Gair placed a one-third page ad boosting the circus.

Irah Watkins reports that he will show with his chimps at Palisades (N. J.) Amusement Park this summer for the ninth consecutive year. His wife, Sylvia, and her dogs were on the opening bill over Easter weekend. Their son will work several chimps on the CBS television show, "Big Top."

Reporting Gainesville, Tex., circus activity in The Daily Register, A. Morton Smith notes that the rebuilt Gainesville Community Circus opens April 20. . . . that Todd Henry's new Henry Bros. Circus is in quarters and expects to open about April 12. . . . that the Ward-Bell Circus, with quarters in Gainesville, has returned to the Coast from Hawaii and opens April 14 at Tacoma. . . . that Bob Stevens, general agent of Bailey-Cristiani, went to Atlanta, Ga., for the Shrine potentate's meeting. . . . that the Portis Simses and the Johnny Guitierrezes, of Gainesville, will be with Bailey-Cristiani. . . . that Bertha Conner will be with Henry Bros. . . . that the Arthur Henrys are returning from the Jerome  
(Continued on page 65)

## Carnival Routes

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Amusements of America: Baltimore 14-23. American Midway: Poteet, Tex. B. & H.: Winnsboro, S. C., 11-23. Blue Grass: Pensacola, Fla. Bogle, F. C.: Pittsburg, Kan. Burke, Harry: Baton Rouge, La. Crafts Expo.: Ventura, Calif. Dickson United: Tishomingo Okla. Drew, James H.: Hickory, N. C. Dumont: Hawkinsville, Ga. Franklin, Don, No. 2: Marlow, Okla. G. & B.: Mason, W. Va.; Belpre, O., 18-23. Gentsch, J. A.: Pascagoula, Miss. Gold Medal: Atlanta, Ga. Great Southern Expo.: (4th & Washington Sts.) Beaumont, Tex. Hale's Shows of Tomorrow: Kansas City, Kan. Hanes, Bill: Fort Worth, Tex. Happy Attractions: Newark, O.; Canton 18-23. Hill's Greater: Artesia, N. M. Interstate: Warner Robins, Ga. Manning, Ross: Kinston, N. C. Majestic Greater: Indianapolis. Midway of Merit: Mound City, Ill. Norton's Rides: Cordell, Okla. Penn Premier: Baltimore 11-23. Powelson Am.: Newark, O. Raley Expo.: Beaufort, S. C. Reithoffer: Pittston, Pa., 15-23. Rocky Mountain Empire: Plainview, Tex. Southern Valley: Little Rock Ark., 14-23. Star Am. Co.: Des Arc, Ark. Stephens, C. A.: Gordon, Ga. Tassell, Barney: Vidalia, Ga. Tennessee Valley: Erin, Tenn. Thomas Joyland: Williamson, W. Va. Tidwell, T. J.: Clovis, N. M. United States: Pacolet Mills, S. C.; Morgantown, N. C., 18-23. Virginia Greater: Suffolk, Va. Wolfe Am. Co.: Greer, S. C.

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Beatty, Clyde: Long Beach, Calif., 12; Torrance 13; Compton 14; Hawthorne 15; Santa Monica 16-17; Monrovia 18; Gardena 19; Vernon 20; Oceanside 21; San Diego 21-24. Cole, Geo. W.: Nacana, Tex., 12; Marietta, Okla., 13; Wynewood 14; Konawah 15; Prague 16; Stroud 17; Drumwright 18; Cleveland 19; Barnsdall 20; Sedan, Kan., 21; Moline 22; Severy 23. Davenport, Orrin, No. 1: Columbus, O., 11-16; Duluth, Minn., 18-23. Davenport, Orrin, No. 2: Hibbing, Minn., 11-16. Hagen Bros.: Ardmore, Okla., 11; Pauls Valley 12; Ada 13; Shawnee 14; Norman 15; Oklahoma City, 16-17. Hamid-Morton: Harrisburg, Pa., 18-23. Interstate: Warner Robins, Ga.; Rome 18-23. Kelly-Miller: (Mat) Hugo, Okla., 24; Atoka 25; Checotah 26; Tahlequah 27; Siloam Springs, Ark., 28; Springdale 29; Rogers 30. Kelly-Morris: Lakeland, Fla., 14. King Bros.: Augusta, Ga., 11; Athens 12; Decatur 13; Dalton 14; Chattanooga, Tenn., 15; Tullahoma, 16; Nashville 18; Bowling Green, Ky., 19; Elizabethtown 20; Louisville 21; Owensboro 22; Evansville, Ind., 23; Vincennes 25. Lone Star: West Union, O., 18-23. Mack, Fred J.: (Northern Lights Shopping Center) 18; (Town and Country) 19; (Central Point) 20-21; (Graceland) 22-23, all Columbus, O.; St. Clairsville 25. Mills Bros.: Jefferson, O., 16; Warren 18; Salem 19; Painesville 20; Canton 21; Wooster 22; Shelby 23. Nolan Am. Co.: Springfield, O. Polack Bros. Eastern: Madison, Wis., 11-12; Canton, O., 14-16; Akron 18-23; Lansing, Mich., 27-30. Polack Bros. Western: Santa Rosa, Calif., 11-12; Oakland, 14-24; Sacramento 28-May 8. Ringling Bros. and Barnum & Bailey: New York, April 11-May 8. Stephens, C. A.: Gordon, Ga.; Griffith 18-23. Von Bros.: Cherryville, N. C., 12; Malden 13; Salisbury 14; Rockwell 15; Lexington 16; Mebane 18; Gibsonville 19. Ward-Bell: Tacoma, Wash., 14-17; Victoria, B. C., 19-21; Nanaimo, 22-23; Kelowna 25; Kamloops 26; Pentiction 27; Trail 29; Nelson 30.

## Miscellaneous

Merchants Free Circus & Palace of Wonders: Harlingen, Tex., 11; Edinburg 12; Palfurrisa 13. Stafford's Variety Circus: Piedmont, Ala., 16; Gadaden 18; Jacksonville 19; Gunnersville 20; Arab 21; Walnut Grove 22; Centre 23.

## Ice Shows

Holiday on Ice, International, No. 1: Berlin, Germany, 11-24; Bozano, Italy, 26-May 4. Holiday on Ice, International, No. 2: Bangkok, India, 11-20; Japan, thru August. Ice Capades: Fort Worth 11-12; Kansas City, Mo., 14-20; Denver 22-26. Shipstads & Johnson's Ice Follies: Minneapolis 11-17; Milwaukee 19-24.

## Bill Shoemaker Organizes New Tri-State Shows

ESPY, Pa., April 9.—Bill Shoemaker, Ferris Wheel operator with Caravella Amusements part of last season, this week announced the formation of his own show to be known as the Tri-State Shows. Organization will carry four rides, upward of 15 concessions, and play territory in Pennsylvania, Maryland and Virginia, he disclosed. Mel Sober, former owner-manager of Keystone Attractions, will general agent the outfit and reports closing the Herndon, Pa., July 4 celebration sponsored by the firemen.

# Freedman Inks Hemet, Calif., Farmer's Fair

HEMET, Calif., April 9.—Midway contract at the Farmers' Fair of Riverside County here August 17-21 was awarded to Alex Freedman of Riverside County here August 17-21 was awarded to Alex Freedman's Fair Time Shows, Harry Hoffmann, secretary-manager, said.

The show is making its initial tour this year under Freedman's ownership. Formerly known as the Boone Valley Shows, the carnival was brought to the West Coast late last year. The equipment has been completely overhauled in its winter quarters in Oceanside. Last year the date was played by the Frank W. Babcock United Shows' second unit, managed by Howard Coffelt.

# Show Folks Erect New Monument

CHICAGO, April 9.—The Show Folks of America have completed the erection of a five-ton monument at their burial plot in Glen Oak Memorial Cemetery.

Made of Barre granite, the monument is over six feet high and represents a proscenium arch depicting the folds of a curtain, valances and footlights. On either side of the stage are carved drama masks, lyre, tom-toms and a piano keyboard.

Each grave in the plot is being marked with a bronze plaque, 12 by 24 inches, which includes the name of the deceased, date of birth and date of death.

As soon as the weather permits the entire plot will be landscaped and the new monument will be dedicated during the club's memorial services June 5.

Johnny O'Hara, concessionaire with Lee Becht Shows, is at Good Samaritan Hospital, Cincinnati, where he has undergone surgery. He would like to hear from friends. . . . Russell Lower letters that he has booked his new Space Chaser ride with Vivona's Amusements of America.

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**ARCADES-PARKS**  
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**NEW SENSATIONAL "PRIZE BOWLER"**

## Cheery Opener Brings Smiles at Riverside

AGAWAM, Mass., April 9.—The season opener for Riverside Amusement Park on Saturday (2) had both

its good and bad aspects for President E. Carroll. On the cheering side was the good attendance marked up that day in favorable weather, giving hopes of a nice season for 1955.

The weather turned bad on Sunday, however, with a near blizzard forcing Carroll to shutter the funspot in mid-afternoon. It was the worst Sunday on record, beginning with heavy rain and changing to a snowstorm.

On Saturday the attendance was about the best ever for an opening day, with mild temperatures attracting good crowds. The auto races that evening drew more than 4,000 customers, it was understood.

As usual, Carroll and aide Harry Storin used vigorous promotional and advertising tactics to ballyhoo the opening.

The sun was beaming on Monday (4) but to no avail for the park personnel, as the location is operating only weekends until next month.

## Coleman Adds 3 Ride Units At New London

NEW LONDON, Conn., April 9.—Operators of amusement rides at Ocean Beach, municipally operated shore spot here, have added two units, Richard Coleman, a partner in the operation, announces.

The new units are a Roll-o-Plane and an Allan Herschell Sky Fighter. A total of 11 rides will be in operation at the fun center, which will open for weekend activity beginning tomorrow.

## Ramagosa Spot Running Again On Weekends

WILDWOOD, N. J., April 9.—Casino Arcade Park, Boardwalk amusement center in the heart of the resort, reopened with the Palm Sunday weekend (3). Gilbert Ramagosa, son of the late S. B. Ramagosa, together with his brothers, are again operating the resort's major amusement center.

Rides placed in operation included the Bubble Bounce, Scooter Cars, Laugh in the Dark, Merry-Go-Round, Kiddie Rides, Tug Boat Annie, Roto-Whip, Auto Race, Boat Ride, Ferris Wheel, Pony Carts and the Toonerville Trolley. Many of the game and refreshment stands were also open and will again open this weekend for Easter. The Arcade's Howard Johnson's Restaurant also opens today (9), and the amusement center will continue weekend operations until the start of the summer season.

Also returned to weekend operations last Sunday were the Sight-seers, Boardwalk tram cars that travel up and down the wooden way from the Casino Arcade to the Sportland center in North Wildwood.

## Record Opener Is Marked Up By Glen Echo

WASHINGTON, April 9.—An estimated 25,000 patrons, a record, jammed Glen Echo Park in favorable weather on Saturday (2) as the funspot opened its weekend operations. The following day's weather was contrary to forecasts and did not produce much business.

Local TV personality Bill N. Johnson appeared at the opener and was credited with helping daytime kiddie attendance along. The park's new Ferris Wheel got a heavy play during the afternoon and evening.

The spot has booked the Howdy Doody TV show gang to appear Saturday and Sunday, April 30-May 1. There will be three shows on Saturday and four on Sunday, featuring Zippy the chimp, Clarabell, Papoose Shining Leaf, Chief Featherman and Buffalo Vic. The group jammed Glen Echo at its heavily promoted appearance last season.

## INTERESTING TALKS SET

# See Large Turnout For N. E. Meeting

BOSTON, April 9.—Interesting speakers and an active past president's panel are expected to highlight the 29th annual convention of the New England Association of Amusement Parks and Beaches. The get-together will be held Wednesday, April 20, in the Parker House, with a good attendance and combined spirit of business and camaraderie expected to follow the pattern set in recent years.

"Insurance Problems Peculiar to New England" will touch on situations of interest to all funspot and resort area representatives, in the light of last year's storms which caused considerable damage throughout the Northern coastal area. The subject will be discussed by Frank Sterner, of Hippodrome Amusement Devices, Inc., Revere, Mass.

"What Food These Mortals Be" will be presented by W. J. Slagle, of Slagle's Restaurant, and "Advertising and the Amusement Business" will be discussed by Al Black, of the Black Advertising Agency, both of Boston. Fred Lee, of Devoe and Reynolds Company, will talk on "Decorative and Protective Coating."

The talks will be held during the afternoon session to be called to order at 1:30 p.m. by President Lawrence Stone, of Paragon Amusement Park. Following will be the invocation by the Rev. Edward S. Sullivan, and the roll call.

Dazey to Speak  
Wallace St. C. Jones will take up resolutions, after which Stone will offer the president's report. Both Gov. Christian A. Herter and Mayor John B. Hynes have been invited to extend greetings and participate in the program. Also expressing greetings will be Don Dazey, president of the National Association of Amusement Parks, Pools and Beaches.

Past presidents expected to take part in their discussion panel will include Harold D. Gilmore, of Riverside, R. I.; Barney J. Williams, of Lakeview in Dracut, Mass.; Daniel E. Bauer, of Acushnet in New Bedford; Wallace St. C. Jones, of the William B. Berry Company, Boston; Edward J. Carroll and Harry Storin, of Riverside, Agawam, Mass.; Julian H. Norton, of Lake Compounce, Bristol, Conn.; John Collins, of Lincoln, North Dartmouth, Mass., and John J. Dineen, of Hampton Beach Casino, Hampton Beach, N. H. Members will be asked to submit questions and discussion topics.

The general business meeting, to begin at 4 p.m., will include reports by officers and chairmen and the annual elections. An extended cocktail hour will follow, and the banquet and entertainment, dress informal, has been set for 7 p.m. in the roof ballroom. Al Martin

will present the floorshow. On the program committee are Paul Haney, of Rocky Point, Warwick, R. I., chairman; Russell G. Jones; of the William B. Berry Company; George A. Hamid, of New York City; Julian H. Norton, of Lake Compounce, and John J. Dineen, Hampton Beach Casino.

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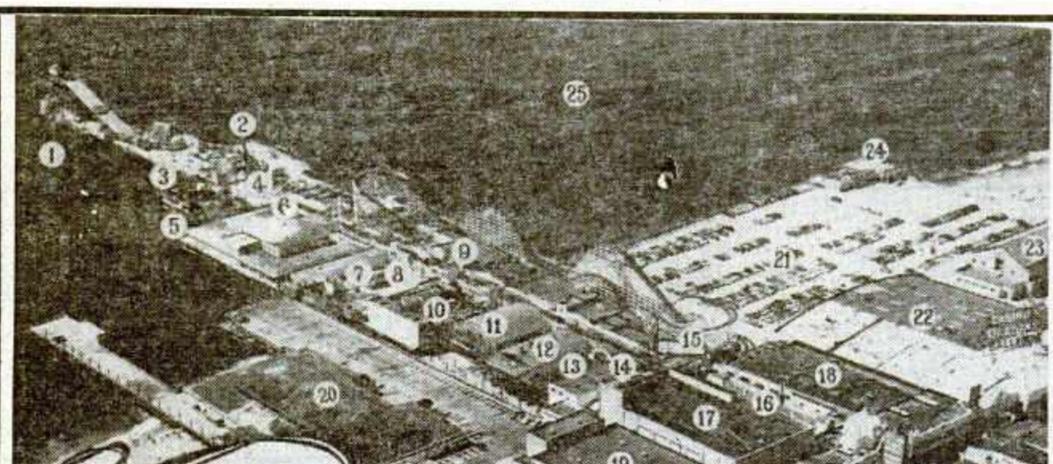
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## Saskatoon Budgets For \$69,875 Surplus

Anticipate \$302,900 Revenue; Schedule Program House Giveaway

SASKATOON, Sask., April 9.—Budget for this year's summer fair, approved by the Saskatoon Exhibition board, calls for estimated expenditures of \$233,025, revenue of \$302,900 and an anticipated surplus of \$69,875. Expenditures last year were \$216,666 and revenue totaled \$336,691.

Some revenue estimates include auto parking and gate receipts, \$55,000; concessions and midway, \$54,000; grants and donations, \$27,000 (up \$533); grandstand, \$62,000; racing, \$52,000; rentals, \$21,000, and winter fair, \$23,000.

Estimated expenditures with last year's actual expenses in brackets follow: Baseball, \$2,100 (\$3,199); grandstand attractions, \$26,000 (\$19,907); general help, \$18,000 (\$16,842); maintenance and general improvements, \$23,500 (\$22,473); prizes, \$19,500 (\$17,466); racing purses and expenses, \$52,500 (\$51,521); travelers' day expenses, \$625 (\$625); general administration, \$32,000 (\$30,118); special fair week expense, \$15,000 (\$15,928), and winter fair, \$21,500 (\$21,455).

Programs to be sold at the Saskatoon Exhibition for \$1 this summer will entitle the holders to participate in a draw for a completely furnished house, worth from \$20,000 to \$25,000.

The five-room house will be built on the fairgrounds and the winner will be required to move it off the site by a certain date.

## Bill Preston Beats Drums for Hotel's Ball Park Room

KANSAS CITY, April 9.—W. E. (Bill) Preston, former manager of the Missouri State Fair, Sedalia, now in charge of public relations for the New Hotel Kansas Citian here, currently is beating the drums for the hotel's Ball Park Room, which is done in a unique baseball motif.

Room is a close approximation of a ball park. The dance floor is laid out with the lines of a diamond, with a screened backstop behind the band stand; walls have murals of baseball scenes. A large scoreboard, upon which scores of games are posted, is featured. Waitresses wear baseball uniform-like garb and musicians wear baseball uniforms.

The room was sparked by the high interest in baseball fanned by the acquisition of a major league franchise by the city.

Besides handling public relations for the hotel, Preston has been doing special promotion for the Kansas City Athletics and recently handled promotion for the East-West All Star basketball game here.

## Sun Sets Thrill Show For Brown City Event

BROWN CITY, Mich., April 9.—The Gus Sun office will supply the Congress of Canadian Daredevils as part of the grandstand bill at Brown City Fair here September 8-10, it was announced this week by F. B. Walters, midway manager.

This year's free fair is expected to be larger, plans having been set for larger livestock entries. More implement dealers are already signed to display in the farm machinery exhibit. The tractor pulling contest is expected to be the largest ever staged.

## Fair Dates

Copyright 1955  
The Billboard Pub. Co.

The complete list of Fair Dates was published in the issue dated April 9. A copy of that issue may be had by mailing 25 cents to the Circulation Department, The Billboard, 2160 Patterson Street, Cincinnati 22, Ohio.

### Alabama

Anniston—Calhoun Co. Fair Assn. Sept. 26-Oct. 1. A. S. Mathews Jr.  
Atmore—AlaFlora Fair Assn. Oct. 3-8. Fred Curtis.  
Atmore—Escambia Co. Fair Assn. Oct. 5-10. F. A. Rew.  
Attalla—Etowah Co. Fair Assn. Oct. 3-8. Ralph S. Burgess.  
Canton—Chilton Co. Fair. Sept. 5-10. M. R. Glasscock.  
Decatur—Morgan Co. Fair Assn. Sept. 12-17. A. J. Coleman.  
Greensboro—Hale Co. Fair. Sept. 19. John B. Deavours.  
Jasper—Northwest Ala. Fair. Sept. 26-Oct. 1. Neil Kilgore.  
Moulton—Lawrence Co. Fair Assn. Sept. 19-24. J. P. Roberson.  
Oneonta—Blount Co. Fair Assn. Sept. 19-24. D. S. Loyd.  
Russellville—Phil Campbell Comm. Fair. Oct. 1. H. A. Ponder.  
Scottsboro—Jackson Co. Fair Assn. Oct. 3-8. J. E. Reid.  
Troy—Pike Co. Fair. Inc. Oct. 10-15. Grady L. Ingram.

### Florida

Orlando—Central Florida Fair. Feb. 20-25, 1956. Crawford T. Bickford.

### Kentucky

Bowling Green—Southern Kentucky Fair. Aug. 23-27. Morris Lowe.

### Michigan

Brown City—Brown City Agri. Assn. Sept. 8-10.

### Tennessee

Crossville—Cumberland Co. Fair Assn. Sept. 1-3. Burt Harris.

### Utah

Hurricane—Washington Co. Fair Assn. Sept. 1-3. Waldo Hirschi.

### Washington

Chehalis—Southwest Washington Fair. Aug. 25-29.

Deer Park—Deer Park Fair Assn. Sept. 8-11. Nancy Magisos.

### West Virginia

Webster Springs—Webster Co. Fair Assn. Sept. 5-10. Von Esslinger.

### New York

Albion—Orleans Co. Farm & Home Bureau & 4-H Club Assn. Aug. 10-13. David M. Barnes.

Avon—Genesee Valley Breeders Assn. Sept. 3-4. Hubert W. Chanler, Genesee.

Bath—Steuben Co. Agri. Soc. Aug. 23-27. J. Victor Paucett.

Cortland—Cortland Co. Farm & Home Bureau & 4-H Club Assn. Aug. 10-13. Robert P. Blatchley.

Ithaca—Tompkins Co. Agri. & Hort. Soc. Aug. 9-13. Richard K. Blatchley.

Lockport—Niagara Co. Farm & Home Bureau & 4-H Club Assn. Aug. 23-25. John L. Stookey.

Penn Yan—Yates Co. Agri. Soc. July 20-23. Herbert G. Comstock.

Pike—Wyoming Co. Fair Assn. Aug. 22-26. Henry M. Wagenblass, Warsaw.

Warrensburg—Warren Co. Farm & Home Bureau & 4-H Club Assn. Aug. 19-20. John F. W. Schutze.

Watertown—Seneca Co. Agri. Aug. 29-Sept. 3. John Crisfield.

Westbury—Queens, Nassau & Suffolk Cos. Agri. Soc. Sept. 3-11. Raymond G. Fish.

White Sulphur Springs—Sullivan Co. Farm & Home Bureau & 4-H Club Assn. Aug. 30. Karl S. Grant.

Windham—Greene Co. Farm & Home Bureau & 4-H Club Assn. Aug. 12. Stewart H. Fish.

### North Carolina

Forest City—Rutherford Co. Agri. Fair. Sept. 21-24. W. G. Whitworth.

### Pennsylvania

Abbotstown—Adams Co. Fair. Aug. 9-13. Mary E. Elder.

Allentown—Great Allentown Fair. Sept. 18-24. Mrs. Reba D. Schall.

Bangor—Blue Valley Farm Show. Aug. 17-20. Millard L. Gielm.

Bedford—Bedford Co. Fair. Aug. 8-13. John H. Jordan.

Bellwood—Bellwood-Annis Comm. Fair. Sept. 15-24. Mrs. Paul Ressler.

Bloomsburg—Bloomsburg Fair. Sept. 26-Oct. 1. Harry Correll.

Butler—Butler Fair. Aug. 8-13. D. O. Oesterling.

Butler—Butler Farm Show. Aug. 17-19. Lee-Roy Miller.

Carlisle—Carlisle Fair. Aug. 15-20. Beauford S. Swartz.

(Continued on page 61)

## 47 Annuals Listed For New York State

Million Pay to Attend 1954 Events; \$2,491,288 Total Receipts Reported

ALBANY, April 9.—Forty-seven fairs, including the State Fair at Syracuse, will be in operation in New York State this year. The number of fairs announced this week by the Department of Agriculture and Markets does not include the Vernon Fair which did not operate in 1954. If officials of that fair decide to stage an exposition this year the dates will be announced later.

The Yates County Fair at Penn Yan again leads off the parade of agricultural events. Penn Yan will open July 20 and close July 23. Dundee is listed as the closing event, September 22-24. In other years the last outdoor fair has usually been the Nassau County (Mineola) Fair at Westbury. The Westbury Fair, staged in mid-October last year, has tentatively decided to advance to dates corresponding with the New York State Fair at Syracuse, opening September 3.

Most popular week for the staging of annuals is the third week in August with 10 events scheduled for that period. Eight events have selected dates which include Labor Day.

## Chattanooga Event Sets Program, Attraction Plans

CHATTANOOGA, April 9.—According to Secretary Maude H. Atwood, arrangements for the 1955 Chattanooga-Hamilton County Interstate Fair are well under way. The event will be held at Warner Park, September 19-24. Copy for the premium book went to the printers today. The books will be ready for distribution by May 15.

George A. Hamid & Son will present the outdoor show in the infield at the afternoon and evening performances during the fair. The Amusement Company of America will again furnish the midway attractions.

## Court to Rule On Savannah, Ga., Bond Disposition

SAVANNAH, Ga., April 9.—A petition has been filed in Superior Court by Carson & Company, Inc., asking the court to decide how outstanding bonds and funds of the Savannah Fair, Inc., should be handled.

The old fairgrounds were sold last December to the Carson Company. For several years prior to that time, bonds had been deposited with a committee, and now the company is not certain of the ownership of some of the bonds.

Judge Edwin A. McWhorter set June 6 as a final date for bondholders to file their claims.

Named as defendant in the petition was Joseph M. Oliver as substitute trustee for the bondholders of Savannah Fair, Inc. The law firm of Stephens & Gignilliat represents the petitioner, and the firm of Oliver, Davis & Maner is counsel for the defense.

WORTHINGTON, Minn., April 9.—The Nobles County Fair has had a master-plan of its new fairgrounds prepared that will include a new race track, grandstand and a series of exhibit buildings. Work has commenced.

While this year's fair will be held at the new site, the plans call for a long-range construction program of buildings. Actual work is being pushed as the old grounds have been taken over by the city to be used as a school athletic field. L. A. Hons is secretary of the annual.

## N. H. Events To Get State Aid Increase

CONCORD, N. H., April 9.—A bill to increase the State tax on Rockingham race track from 5 to 6 per cent has gone to Gov. Lane Dwinell for signature after unanimous passage in the Senate. A part of the State income obtained from the track subsidizes the State's fairs.

An attempt to add an amendment to the bill, providing additional revenue from the track for the town of Salem, was defeated. It was proposed that increasing the cost of a license for horse racing be made a separate bill to facilitate the work of legislative committees figuring the State budget.

## Add New Ag. Bldg. At Jefferson City

JEFFERSON CITY, Mo., April 9.—Construction of a permanent agricultural building at the Cole County Fairgrounds is scheduled to start Monday (11).

The concrete block building, sponsored by the Cole County MFA, will be for the use of all agricultural groups in the county and available to house displays during the annual fair in July.

More than \$3,000 has been raised in a building fund drive and considerable labor has been volunteered.

## Kentucky State's Driving Contest Draws 4,300 Entries

LOUISVILLE, April 9.—More than 4,300 Kentucky boys and girls have enrolled in the Kentucky State Fair's highway safety contest "Tomorrow's Travelers," Thomas A. Ballantine, of the fair board, announced.

The contestants, representing some 200 State high schools, are now competing for the championship of their respective schools. The winners will become eligible

for the county contests to be held this summer under the direction of the Kentucky State Police. County winners will then compete for the grand championship at the State Fair.

The program, now in its third year, is receiving aid from many State-wide organizations. Farm bureaus, women's clubs, county fairs and others have set up programs for special recognition and awards on the county level. Radio Station WHAS, Louisville, devotes a weekly program to encouraging participation and stressing the importance of a safe and sane attitude toward driving.

"The program is appealing to teen-age drivers," Ballantine said. "So far there are a thousand more entrants than last year. This figure is expected to be increased before the close of the current school term."

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## ACA Concentrates Efforts on Backend

HOT SPRINGS, April 9.—Amusement Company of America this week opened its winter quarters with emphasis toward building up its backend to the same degree it has already strengthened its ride line-up. Paul Olson, general manager, was on hand for the official start of work on rides, shows and equipment.

Featured on the backend this year will be the office-owned French Quarter, Tirza Parisian Revue, and S. H. Dudley's Showboat. Other office-owned units will include the Funhouse, Art Converse's Side Show, Button Grantham's Monkeys, Jack Perry's Monkey Drome, Dorothy and Del Crouch's Motordrome, Doc Hardwick's Classhouse and Snakes, William Brownell's Mickey Mouse Circus, Life Show and Two-Headed Calf, Buck Nelson's Dark Ride and Art Converse's Fat Girl. Sam Shayon's "Dancing Waters" will join for fairs.

The ride line-up, in addition to Elmer Velare's Rotor, which will join for fairs, will boast 15 major devices. Rides and their foremen or owners include: Merry-Go-Round, Harry Wagner; Octopus, Marle Wilcott; Skooter, Lou Barber; Ferris Wheels (3), Frank Goodale; Rocket, Malcolm Price; Rolloplane, Frank Arndt; Hot Rod, Buck Nelson; Tilt-a-Whirl and Cat-

## Frederick Adds M-G-R, Coaster, Rock-o-Plane

DETROIT, April 9.—Motor State Shows will go out with three new rides this year, J. J. Frederick, owner, announced. Included will be a new Allan Herschell three-abreast Merry-Go-Round, a new Eyerly Rock-o-Plane and a large Roller Coaster, all three being slated for the show's No. 1 unit.

Two celebrations have been added to the route this year, those at Napoleon, O., and Grand Rapids, Mich. Work in quarters is nearing completion. Shows being readied include the Monkey Circus, Jungle Show and Arcade.

## McKenna Fills Out 22-Week Wis. Route

MANITOWOC, Wis., April 9.—The addition of one celebration has completed the 22-week Wisconsin route for McKenna's Rides & Amusements, Herman McKenna, owner-manager, announced. The recent addition is the North Fond du Lac, Wis., Business Men's Jamboree, making a total of 13 celebrations and nine fairs.

Fairs new to the show are those at Galesville, Crandon and Friendship. New celebrations include the Tomah Centennial, Lakewood Lumber Jack Mardi Gras, Clintonville Centennial and the Hartford Firemen's Celebration. Show opens May 13 at Clintonville.

Herman and Edna McKenna are back here after a Detroit jaunt where they purchased a new Choo-Choo ride from King Amusement Company, Mount Clemens, Mich. Addition of this device will bring the number of office-owned rides to nine.

Among concessionaires who will be with the show this year are Sarge and Florence O'Brien, Ted and Phyllis Januez, Joe and Don Frehler, Mr. and Mrs. Willard Grim, Peg Musial, Larry Locks and Jack Guy with his Athletic Show.

pillar, Jack Stutts; Round-Up, Lou Barber; Roller Coaster, Forsyth & Company; Scrambler, Paul Dispensa, and Rock-o-Plane, J. L. Machamer. Fay Ayers will have the live ponies.

Dorothy Crouch will head up the kid rides, which will include Boats, Ferris Wheel, Airplanes, Merry-Go-Round, Skyfighter, Jeeps, Pony Cart and Autos.

Staffers, in addition to Olson, are: Noble Fairly, manager; Louis J. Berger, special agent; J. L. Machamer, secretary-treasurer; Chester Mays, concessions secretary; Louis Rice, legal adjuster; Virgil E. Pierson, press agent; Jack Morgan, trainmaster; George Powell, purchasing agent; Duke Wright, chief electrician; James Blankenship, assistant electrician; Louis Burdick, light towers, and Tex Robbins, scenic artist.

## Coleman Bow Set; Good Season Seen

MIDDLETOWN, Conn., April 9.—Coleman Bros. Shows will open here Thursday (21). The stand will be for 10 days and Owner Dick Coleman is looking for it to start off a season that will be considerably better than last year.

Coleman is optimistic despite the fact that last year his show enjoyed a very good season, both because of the elimination of federal taxes on all admissions charged by the show and because of a very good break in weather thruout the season. An appreciable gain in business would necessarily mean one of the best seasons the show has ever had.

There is much conscious effort and considerable money being invested to achieve the goal of increased business. Four new rides are being added: a Fly-o-Plane, Turnpike, new Train and kiddie Ferris Wheel. This will give the show a total of 16 major and kiddie rides.

### 10 Show Units

Ten shows are planned for the starting lineup. A new addition will be the Earl Meyer's Side Show, a unit that toured last year with the Marks Shows. About 40 concessions are also included in the lineup.

## Royal Expo Gets Fair Play At Macon, Ga.

MACON, Ga., April 9.—Royal Exposition Shows, making a jump of about 400 miles from Williston, Fla., ends an eight-day engagement on an East Macon lot tonight.

This is the first still-date carnival in Macon in a year and business was brisk when weather permitted. Show reported excellent business the first Friday and Saturday nights, but rain hurt on the latter night.

Lester McGee, general agent and legal adjuster, made arrangements for the local date. Splinter Royal is manager of show in the absence of Owner J. P. Bolt, who is recuperating at his Florida home.

East Macon lot was small but the show had 6 major rides, 3 kid rides, 3 shows and 16 concessions up for the local date.

Splinter Royal reported that Florida business was spotty but generally fair.

Royal Exposition Shows will likely remain in Georgia-Carolina territory for most of the season, as in past years.

## Dallas Club Elect New Officers

DALLAS, April 9.—Tobe McFarland, Houston, was elected president of the Texas Showman's Club at its regular election. E. B. Fain was named first vice-president; Mrs. W. A. Schafer, second vice-president; Jack Stewart, third vice-president; Margaret Sandell, secretary, and E. C. Cogburn, treasurer.

Others named were Mrs. Hattie Moore, chaplain; Mrs. Bernice Fain, parliamentarian; Mrs. Louise Hickman, sunshine committee chairman.

McFarland appointed all committees and the new treasurer made a financial report that was good. During the summer months the club will meet once a month, on the third Wednesday.

## BLOOD BANK OF NSA PLUGGED BY WINCHELL

NEW YORK, April 9.—National Showmen's Association got a plug in Walter Winchell's syndicated column yesterday for its Blood Bank activity set for next Wednesday (13).

A Bloodmobile will be on hand outside the clubrooms from 5 to 8:30 p.m., prior to the social season's final meeting. A large number of donations from the NSA and its Auxiliary were pledged at the most recent meeting.

## New Units Built for Buck Bow

TROY, N. Y., April 9.—A new office trailer and a new Girl Show front are nearing completion at the O. C. Buck Shows winter quarters here. The show is scheduled to open Thursday (21) on a lot here.

With less than two weeks to go a crew of about 18 men, including painters and an artist, is rushing to complete all of the major renovation planned prior to the opening.

## J. C. McCollin Joins Foley & Burk

DAVIS, Calif., April 9.—R. D. (Mac) McCollin, former show owner, announced he has joined the staff of Foley & Burk Shows for the season and has sidelined his own organization this season. He had owned and operated State Fair and Great Western Shows in Utah and was with World of Mirth Shows in the past. Foley & Burk will open its season at Santa Rosa, Calif., in May.

## WELL PREPARED

## Severin Maps Alternate Route to Dodge Strikes

RIVER ROUGE, Mich., April 9.—Down River Amusement Company isn't going to take any chances on strikes in the automobile industry this summer. The Hilo Severin-owned organization has its regular route, which will be close to the smoke stacks, but has also mapped an alternate schedule in the resort areas of Michigan to be used in case of labor troubles.

Kid promotions and special nights, such as women's and family nights, will be stressed this year, Severin announced. And kid matinees will be held daily once the small fry are released from school.

The show's still dates, unless labor trouble intervenes, will be, as usual, along the Detroit River section of the State. Fairs and celebrations will take in much of the lower peninsula and thumb sections of the State.

Work on rides, trucks, diesels and other equipment has been completed here in quarters. A new searchlight has been added and two additional light towers were built. Backend will be augmented by a hillbilly show.

## Dallas Fem Club's Pre-Easter Party

DALLAS, April 9.—The Lone Star Showwomen's Club of Texas closed its winter social season here Monday (4) with a pre-Easter party that drew a capacity turnout.

A buffet supper was served at 6 p.m. by the ladies, and an evening of cards followed. Mrs. Sarah Rogers, a guest of Fred and Milly Hudspeth, won a linen table cloth.

## Frigid Spell Nips Strates D. C. Preem

WASHINGTON, April 9.—The James E. Strates Shows opened its 14th annual stand here Tuesday (7) with the thermometer hovering in the neighborhood of 35 degrees and heavy winds accenting the cold.

There was small hope that the weather would improve much before this evening. The lot, at Benning Road and Oklahoma Avenue, was adjudged by show personnel as about the coldest spot within the city limits.

The train arrived on schedule Tuesday (5). Two cars remained in the Potomac railroad yards for minor repairs.

Show lineup includes "Legs Away," co-sponsored by Jack Norman and George Pronath and featuring Lorelei, billed as the "Siren of the Sea" and Ginger Chrystie, "the Atomic Girl."

Clarence Samuels is producing "Ebony Follies," the new colored revue.

Arthur Atherton joined as secretary. F. Percy Morency rejoined the executive staff after an absence of seven years.

## Hot Springs Maps November Social Sked

HOT SPRINGS, April 9.—The Hot Springs Showmen's Association this week mapped plans for a series of social events during the week of November 12 when most of the members will be back here for the winter season.

The week will be termed "Showman's Week," it was announced by President Paul Olson who is back here after a winter sojourn in Florida.

The President's Party will be held November 12, memorial services on the following day, and the banquet on November 16. The entire week will be designated as open house at the clubrooms. Noble Fairly and Lee Moss assisted President Olsen at the regular meeting held Thursday (7).

With Amusement Company of America's winter quarters now open, more familiar faces are being seen around the clubhouse. Ed Moran and Tom Wells are new members.

Visitors included Eddie Moran, Dutch Wilson, Dwight Bazinet, Harry Roberts, Curly Reynolds, Phil Jamison, Judge Richard Ryan, Charles Weaver, Steve Mandrick, Whitey Owen, and Eddie Gamble.

Meeting closed with refreshments by the Ladies' Auxiliary.

## Pacific Coast Club Hosts Beatty Circus

LOS ANGELES, April 9.—Personnel of the Clyde Beatty Circus was entertained by the Pacific Coast Showmen's Association and the Ladies' Auxiliary here Monday night (4) following the regular meetings. Beatty was unable to attend the tenth annual tribute to his staff and performers.

Harry C. Seber, head of the Ways and Means committee for the club, was in charge of the event. Supper was served with a large number of the performers attending following the evening show.

The show at the club was put on by Beatty performers under the direction of Tom Hanneford.

Augmenting the talent was Gonzales Gonzalez, radio and picture comic, who appeared with the circus folk in "Ring of Fear." Appearing in the show from the circus were Milonga Cline, songs; Vanteen, magic; Al Hanel, violin, and Carl Warner, trumpet. Novita from the New Follies Theater appeared thru the courtesy of Bob Briggs, the theater's manager.

Members of the show club were the guests of the Beatty Circus on opening night, Wednesday (30). They will also be entertained by the Polack Bros.' Circus, which opens its annual run at the Shrine Auditorium here late in May.

# MIDWAY CONFAB

Mrs. Dolly Young reports from Indianapolis that she has contracted with Paul Miller, of Miller Enterprises, to handle business details, concession operations and adjusting at the Civil Defense Exposition there April 7-17. Miller has 10 weeks in the area, including the Speedway contract for Decoration Day week.

Violet and Marlene Stager are at Miller's Tavern, Va., where they are helping Mrs. Frances Lauther prepare the wardrobe for the Lauther 10-in-one. Tony Zarlengo, fire manipulator and pin cushion, is already there, as are Lee Hayford, talker; Goldie Fitts, inside lecturer, and Tommy Cobb, cook. Ray and Dottie Luty and Joe Cabuccio are working in Richmond, and Jack Smith, bag-piper, is due to arrive at the base soon from Winston-Salem. Frank Koyama, also of the Lauther troupe, will arrive at Miller's Tavern on May 20. Cleve Blake of the show recently rushed to West Branch, Mich., where his brother had been injured in an auto crash. His father, D. D. (Tex) Blake, is wintering in Winter Haven, Fla.

Frankie Shafer, West Coast concessionaire, cards that he'll work the New York City area this season. . . . Bob McCarthy infos from Newark, N. J.: Joe Ross is skedded to head south with his magic show; Matty Savoy due to open his exhibits in Elizabeth, N. J.; Sonny Kelly waiting for the World of Mirth Shows to open; Moe Brynes

on tour with his latest novel, "I Love to Lie"; Scully De Luca working on a new mystery, "The Revolving Eyeglasses"; Sam Madalone en route with his light plant to join a Southern show, and Pete and Frank Glynn back from Florida.

Doc Stack reports that his partner, Dave (Whitstone) Collins, is a patient at East Orange, (N. J.) Veterans' Hospital and would appreciate hearing from friends. . . . Doc Crosby, Tampa, has been released from the hospital and says he is rarin' to go. . . .

Art Frazier, former assistant to Dave Fineman on Gold Medal Shows, has the cookhouse with Frank Harrison Shows this season. Little Man and Mike the Greek are griddle men, and Virgil Sills and Clyde Wilson are waiters. . . . Wally White will have the Side Show and Snake Show on Virginia Greater Shows this year. George V. Ice will be front talker on the Side Show, and Lucky Lee Morgan will be on the Snake Show front.

Larry Martin has returned to his home in New Jersey from Florida, where he played winter fairs with Claude Bentley. . . .

Lance Stipe, owner of Stipe's Shows, and his wife, Dorothy, returned to quarters in St. Paul to prepare the show for a May 16 opening there. Stipe has added a major ride to the line-up, making a total of eight the show will carry. . . .

Bob Buffington types that he will operate a gift store on the pier at Virginia Beach, Va., and bingo at Atlantic Beach, N. C., this season. The gift store, which Mrs. Buffington will manage, will open May 1, and the bingo operation, which Buffington will handle, will open around the middle of May. . . .

Bobby Kork has signed with Lisa Del Mar's Side Show, and will be featured as Lala Kula the Bird Girl.

Eddie Ferninay, nephew of the late K. G. Barkoot and well known in outdoor amusement business, cards from Mobile, Ala., that he will not operate concessions at Hartwell Field ball park there this season, having surrendered his five-year lease to a local syndicate. . . . Mr. and Mrs. Harry Bartlett, former concessionaires with Cavalcade of Amusements, have sold their restaurant on Cedar Point Road near Mobile, Ala., and are now developing a tourist court near Fowl River bridge there.

World's Finest Shows, formerly Wallace Bros.' Shows of Canada, will skip their usual spring opening date at Windsor, Ont., this year, starting the season instead at Brantford on May 7. Show then moves north to Sarnia, Ont., owner-manager J. P. (Jimmie) Sullivan advises from winter quarters at Simcoe.

Phil Cook, who retired as secretary of the Miami Showmen's Association several years ago, is in New York exploring several propositions for future employment. He will journey to Buffalo and Jamestown, N. Y., for a look at the Harry Illions park properties in those towns where, Phil reports, he may wind up working this summer.

J. M. McDevitt, of the James E. Strates Shows, was recently released from the Naval Hospital, Jacksonville, Fla., where he underwent an operation. On Friday (8) he entered the Naval Hospital, Bethesda, Md., for further treatment. . . . David B. Endy was one of the visitors to the Strates Shows during its Washington engagement. . . . Harry Schwartz, custard and grab joint operator, was a visitor at the O. C. Buck Shows winter quarters in Troy, N. Y., last week.

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**CONCESSIONS**—Age and Scales, Novelties, all kinds of Hanky Panks, Glass Pitch, Penny Pitch, Long and Short Range Shooting Gallery. Silverberg, get in touch.  
**SHOWS**—High class Girl Show, Side Show, Wild Life, Snake Show, any Show with merit, Penny Arcade.  
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**RISE HELP**—Foreman and Second Men on all rides. Show Painter, Show Carpenter, Builder, useful help in all departments.  
 Charles Guttermuth no longer with this show.  
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**10 SHOWS & CELEBRATIONS SEARCHLIGHTS**  
 PREMIER OPENING HAZELTON, KANSAS, APRIL 18-22; OFFICIAL OPENING GREAT BEND, KANSAS, APRIL 25-30; THEN DODGE CITY, KANSAS, BOOT HILL CELEBRATION, MAY 1-8.

**WANT**  
**CONCESSIONS**—Hoop-La, Add-'Em-Up-Darts, Knife Rack, Buckets, Ball Games, Arcade, etc.  
**SHOWS**—Want Ten-in-One, can furnish top and banner line, Luther, answer; Wildlife, Drome, Funhouse, Big Snake or any good Grind Shows. Want Hanky Pank Agents and Corn Game Countermeasures.  
**RISE HELP**—Foreman for new Coaster and Second Men on Spitfire and C-Cruise.  
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Springfield, Ky., June 20-25	Bolivar, Tenn., August 29-September 3	Charleston, Miss., October 3-8
Central City, Ky., July 25-30	Centerville, Tenn., September 5-10	Batesville, Miss., October 10-15
Russell Springs, Ky., August 1-6	Savannah, Tenn., September 12-17	Yazoo City, Miss., October 17-22
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**CONCESSIONS:** Hanky Panks, Prize-Every-Time Games of all kinds, Derby, Diggers, High Striker, Glass Pitch, American Palmistry, etc.  
**SHOWS:** Monkey, Motordrome, Animal, Wildlife or any good Show catering to ladies and children.  
**SIDE SHOW**—Have Complete Equipment With New Banners for Reliable Manager  
 Will also furnish complete outfit for white Girl Show and Colored Revue.  
**HELP:** Man for front gate and towers, Carpenter and Scenic Artist, also Help in all departments to join at once. Must be licensed Semi Drivers. Jo-Ann Pandelle, phone me, San Carlos Hotel, Pensacola, Fla.  
 Wire—Don't Write  
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Want Foremen for Roll-o-Plane and new Rock-o-Plane. Must be reliable. If you lish, don't bother, as you won't last. Will break you in if you want to learn and can take care of good equipment. Preference given to licensed Semi Drivers. Long season, best treatment and top wages to right men. Can also use Second Men on both Rides. Opening April 25 at fair grounds, Jackson, Michigan.

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1954 Calumet Coach Popcorn Trailer fully equipped and ready to go. Just like new with giant Creators Popper and Carmel Corn Kettle, bottle gas tanks, enough stock to gross about \$400, included wagon is booked on W. G. Wade Exposition Shows for season and can be left on show if buyer desires. Can be seen in Detroit until April 25, then Jackson, Mich. Price, \$2500 cash. Wire or write, no collect, please. All replies to

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## Ops Still Date Moves Reflect Some Anxiety

NEW YORK, April 9.—While late openings and major changes in routing denote considerable anxiety over the potential of still dates, present and future, the switches also show that much thought and effort have gone toward the creation of a solution to the vexing problem.

Regardless of the possible success of the moves, not all carnivals will find it to their advantage to

ape the specialized solutions that some are attempting to work out. The late opening, if proved beneficial to the participating shows as was the case last year when the World of Mirth inaugurated the move, also work to the advantage of the shows which continue to open early since it relieves competition for dates in the period involved.

For several shows to seek out and play new territory will not necessarily point the way to others. There is no new territory in the sense that communities, both available and holding promise of good earnings, have yet to be explored by general agents. Territory deemed new to a particular show will invariably consist of dates in someone else's back yard, so to speak. If the invading show is bigger and more striking, it probably has a good chance to do well despite the probable solid entrenchment of the existing units.

**Balance Upset**

Any radical change in routing upsets balance within the industry. Virtually all areas are already supporting as many traveling units as they can, and the addition of one or more promises to exceed the saturation point. The appearance of a new show in a territory further disrupts the booking pattern since the incumbents have to give over much of their thinking and booking strategy to efforts to predate the competition.

Along the Eastern Seaboard, there will be only one railroad carnival active for a full month at the beginning of the season. Last year, by the end of May, there were four. This year, as the season progresses, there will be but two, the James E. Strates Shows and the World of Mirth. Comparatively few communities will be visited by the railroads before they get into their fairs.

Among the shows planning major changes, the Cetlin & Wilson Shows, which will enter Eastern Canada for a month of activity, appear to have the best shot at increasing its grosses. The show is big and colorful and should create considerable impact in the territory. Actually, business will probably have to be very good to justify the added costs that will come in routing back and forth across the border and making long jumps to get in and out of the territory.

## Detroit Club Holds Final Winter Meet

DETROIT, April 9.—The Michigan Showmen's Association and its Ladies' Auxiliary wound up the winter social season here Monday (4) with a combined meeting that brought out a total of 145 members. Meetings will be resumed October 10.

President Frances Moran presided at the meeting of the ladies, and the men's president, Bill Green, followed by opening their meeting. Green spoke briefly on the history of the club and touched on its many accomplishments.

Grace Zeigler, treasurer of the Auxiliary, turned over a \$600 check to the general fund. President Moran announced the club's project for the year would be the installation of a marker chain around the cemetery plot and that a card, bearing a replica of a link, would be sold for \$1. Ann Borker and Pat Cognale reported the box social netted \$136.

Harry Ross and Ep Glosser were in from Miami. Others back after absences included Bob Templeton, Chuck McEachen, Jackie Robinson, Don Glazel, Sam Stone, Joe Taylor, Sam Maltin, Jim Bursma and Harry Lesser.

Refreshment procedure was reversed. The ladies provided the repast and even served the men first.

The bylaws have been revised by Max Cohen and Irving Rubin. Max Kahn announced a \$25 cash award would be given all members who recruit 25 or more new members.

## Winter Quarters

### Lagasse Amusement

HAVERHILL, Mass., April 9.—Crews are busy in quarters reconditioning and painting equipment. New canvas is being added. The No. 1 unit is scheduled to open in Lawrence, Mass., April 29; No. 2 unit will open in Woonsocket, R. I., May 6, and the No. 3 unit is due to open in Quincy, Mass., May 14.

Major bookings that the show has played have been re-signed, plus two new dates. Negotiations are under way for a new Fourth of July celebration. General manager O. L. Wesley reports that contracts have been signed with Three County Fair Association, Northampton, Mass., for the midway and club house for the next four years. Snyder's Water Show has been booked for the grandstand attraction for 1955.

## FROM THE LOTS

### American Midway

CUERO, Tex., April 9.—After playing celebrations along the Mexican border, the show moved here for the South Texas Stock Show.

Concessionaires operating for P. L. Patterson are George and Cliff Kimzie, cookhouse; Elmer Gray and Al Clark, six cats; Alfred Magrisi, Coke bottles; James Pinkerton, penny pitch; James Lamont, rat game; Red Davis, set spindles; Jimmie Montague, over and under; Bill Brenton, ball game; Harry Meyers, buckets, and Walter L. Whitmer, cork gallery.

New arrivals were Roy Rossier's show and Suicide Simons, free act.

## 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**

## SLUM—JEWELRY SPINDLES

Our spindles will top the midway again in 1955. Order now! Our new DeLuxe 23" by 23" store, strictly legitimate, works either as spinner type or has bumper attachment, 40 spaces; arrow rides high enough to flash boxed goods. A beauty, in well-built carrying case. Only \$47.50, prepaid, carry with order. Quantity limited, don't delay.

**K. MAX SMITH ENTERPRISES**  
Box 297 Russell's Point, Ohio

## WADE GREATER SHOWS

**WANT IMMEDIATELY**  
Fully experienced Tilt Foreman. Top wage. Must drive semi. Also will book Octopus and Roll-o-Plane. Must be in good condition. Apply

**HARRY LOTTRIDGE, Mgr.**  
P. O. Box 6404 Cleveland 1, Ohio

## SEARCHLIGHTS

Brand-new Sperry and G. E. 60-Inch Searchlights, still crated, located Albany or Chicago, \$250. Brand-new Generators, still crated, 16.5 kw., \$550. Complete new Burner Heads and Automatic Carbon Feed Control Box, in sets, \$75.

**J. PILE**  
2329 Central St. Evanston, Ill.  
University 4-5844 or Mulberry 5-3510

## WANT

Arcade Mechanic on all type machines. Top salary. Apply

**AL DORSO**

c/o Cetlin & Wilson Shows  
Petersburg, Va.

## WANTED TO BUY

Ferris Wheel, Merry-Go-Round or other Major Ride. State cash price, make, condition and location.

**JOHN ALLAN MAGEE**

Young Men's Civic Club  
Corning, Arkansas

## AGENT WANTED

Man and wife to operate set of Diggers. Must have transportation. Jimmie Steen, K. C., contact me. Also want to book El Wheel, Kiddie Auto Ride and Kiddie Merry-Go-Round and set of Diggers; prefer Show playing Iowa, Minnesota or Dakotas.

**Write GEO. CRABLE**  
R. 2, Box 1133 Springfield, Mo.

## KIDDIE RIDES WANTED

A good location on a busy highway. Come on or phone

**R. J. HIGH**

Westwood Golf Course, Richmond, Va.

## WANTED

More slum Concessions that work for stock such as Ball Games, Hi-Striker, Novelties, Scales, Guess Your Age, Basketball, Mug outfit, Ice Cream. Would book two Side Shows that have their own equipment. All replies to

**STIPE'S SHOWS**

20 E. Larpenteur Ave., St. Paul 6, Minn.

## ATTENTION

All personnel booked with  
**Merriam Midway Shows**  
We open May 5 on the street, Albia, Iowa. Can place a few more Concessions.

**ALVA MERRIAM**

Osgen, Iowa

## SIDE SHOW HELP WANTED

Pin Cushion, Fire Ester, Sword Swallower, Bally Girls join at once. Emmett and Joe Troy, Phil, come on, don't write. Annex Attraction, strong, no sex.

**EARL MEYER**

c/o COLEMAN BROS.' SHOW  
Middletown, Conn. Open April 14.

## LONE STAR SHOWS

April 18-23, West Union, Ohio

CONCESSIONS: Can place Grab or Cookhouse, Snow Cones, Popcorn, Candy Floss, Hoop-La, Glass Pitch, Ball Games, Cork Gallery, Short and Long Range, Basketball, Coke Bottles, all Hanky Panks open. SHOWS: Ten-in-One, Wildlife, Snake, Unborn, Illusion or any Shows of merit with own equipment. RIDES: Can place Coaster, Octopus, Chairplane, set of Kid Rides and any others not conflicting. HELP: Want First and Second Men, must be licensed semi drivers for Merry-Go-Round, Ferris Wheel, Tilt and Roll-o-plane. Top wages. Address all mail and wires to

**DICKIE McSPADEN**

WEST UNION, OHIO

P.S.: Have a few open dates. Committees, contact.

## INTERSTATE SHOWS

WANT FOR ROME, GEORGIA, AMERICAN LEGION SPRING FESTIVAL  
AT COLE STADIUM, APRIL 18-23

SHOWS: Will give good proposition to side with own equipment, or will furnish equipment for same. Will give good proposition to two Girl Shows with own equipment. Have good opening for any worthwhile Grind Shows, Fun House, Glass House, Penny Arcade, Motordrome. RIDE HELP: Foremen and Second Men on all Rides. Will book one or two Flat Rides not conflicting with what we have. CONCESSIONS: All legitimate 10-cent Concessions open. Also Photos, Jewelry, Novelties, Age & Weight, High Striker, Frozen Custard. Want Painter and Scenic Artist to join on wire. Replies to

**H. B. ROSEN**

INTERSTATE SHOWS, Marchell and Second Streets, Warner Robins, Georgia

## JIMMY ACKLEY

WANTS AGENTS

For Age and Scale, Coke Bottles, Buckets and Count Store who can follow orders. No drunks or agitators.

This is a clean Show and we have a good route in Ohio. Opening Springfield, Ohio, April 15 with Nolan Shows. All replies

**JIMMY ACKLEY**

SPRINGFIELD, OHIO

## DIESEL-ELECTRIC PLANTS

All rebuilt like new and guaranteed; 220 V & 110 V

2—100 KW International UD-24, 1200 RPM, duplicate plants, 1—100 KW Caterpillar D-17000, 900 RPM, 1—80 KW Caterpillar D-13000, 900 RPM, 1—100 KW G.M. 6-71, 1800 RPM, 2—60 KW G.M. 6-71, 1200 RPM, 1—60 KW G.M. 4-71, 1800 RPM, 1—40 KW G.M. 4-71, 1200 RPM, 2—30 KW Buda 6 DTG-317, 1800 RPM, 1—15 KW Caterpillar D-3400, 1200 RPM.

Also we have gasoline plants to 25 kw. Write, wire, call, visit us.

**SUMTER ELECTRIC REWINDING COMPANY**  
303 S. MAIN ST. Phone: 5Pruce 3-7347 SUMTER, S. C.

## GOLD-BOND SHOWS

OPENING CREVE COEUR, ILL. (AT PEORIA), MAY 6 THRU 14

**WANT** CONCESSIONS: Hanky Panks only. Glass Pitch, Add-a-Ball, Age and Weight, Bumper, Balloon Dart, Cigarette Gallery, Add-Em-Up Darts, Ball Games, Fish or Duck Pond, Pitch-Till-You-Win, Bowling Alley, Novelties, Hats, Penny Pitch, Six Cats for stock, with Hanky Panks. SHOWS: Wildlife, Mechanical, Monkey Show, Motordrome. RIDE HELP: For all Rides. Must drive. Ride Help report May 2. Winterquarters: All replies: P. O. BOX 229 Fair Grounds **MICKEY STARK, Mgr.** MT. STERLING, ILL.

## WANT

Octopus Foreman, Second Man on Rock-o-Plane. Will pay top wages. Must be sober. Also Help for Bingo. Dick, phone Leo at Columbus. Show opens April 30. All answers Fort Smith, Arkansas.

**HARRY MAMAS**  
20th CENTURY SHOWS

## JAMES H. DREW SHOWS

NOW SHOWING HICKORY, N. C., APRIL 11 TO 16

Will place one more Grind or Bally Show. Good opening for Monkey, Fat, Illusion and Iron Lung Exhibit. Will place limited number of Merchandise Concessions. Will sell X on Custard, High Striker, Hats and Novelties, African Bobo. Notice: Mr. Earl Shoemaker, please contact this show. All address this week

**JAMES H. DREW SHOWS**

Care Western Union

HICKORY, N. C.

## American Beauty Shows

WANT FOR OPENING AT DE SOTO, MO., APRIL 21 (TWO SATURDAYS)

Few more legitimate Concessions of various types. First and Second Men for Tilt-a-Whirl.

Address **H. W. BARTHOLOMEW, Mgr.**

BOX 229, PERRYVILLE, MO. (Phone: Old Appleton 2110), until April 19; then DeSoto.

## BARNEY TASSELL UNIT SHOWS

WANT Rides, Shows and strictly legitimate Concessions. Join that big, little show. On our way up towards Virginia and Maryland.

Wire Vidalia, Ga., this week

## WANTED—C. A. STEPHENS SHOWS

GORDON, GA., THIS WEEK; GRIFFITH FOLLOWS

CONCESSIONS: Long and Short Range, Ball Games, Six Cats, Buckets, Hoop-La, Pitch-Till-U-Win, Penny Pitch, Novelties, John Terry needs Agents for Count Stores. SHOWS: Can place Big Snake. RIDES: Special proposition to Kiddie Land. Wheel Foreman and Second Man, Tilt Foreman, Third Man on Merry-Go-Round. All must drive semis.

## SOMEWHERE IN THE WORLD . . .

There's a buyer for your talents — services — or merchandise.

Chances are you'll find him among the 67,000 who read THE BILLBOARD classified columns every week. And finding him this quick, easy way can cost as little as \$3 — 1

# Fair Dates

Continued from page 57

Centre Hall—Centre Co. Grange Fair. Aug. 27-Sept. 1. Mrs. Samuel C. Grove.  
 Claysburg—Claysburg Comm. Fair. Sept. 15-17. Mary Burkett.  
 Clearfield—Clearfield Co. Fair. Aug. 1-6. Joseph Hogentogler.  
 Cochranville—Cochran Comm. Fair. Sept. 7-10. Willis Crooks.  
 Dayton—Dayton A. & M. Fair. Aug. 16-20. Mrs. Maine Jordan.  
 Ebsenburg—Cambria Co. Fair. Sept. 5-10. Walter Good.  
 Edinboro—Edinboro Comm. Fair. Sept. 15-17. J. C. Ondrey.  
 Ephrata—Ephrata Farmers Day. Sept. 21-24. Mrs. Samuel Mohler.  
 Forkville—Sullivan Co. Fair. Aug. 31-Sept. 3. Laurence Higley.  
 Gilbert—West End Fair. Aug. 31. Edward Doney.  
 Greensburg—Harrold Fair. Aug. 24-27. Mrs. Jacob L. Errett.  
 Harrisburg—Pennsylvania Farm Show. Jan. 9-13, 1956. H. R. McCulloch.  
 Huntington—Huntington Co. Fair. Aug. 15-20. George H. Mullen.  
 Indiana—Indiana Co. Fair. Aug. 22-27. L. R. Feloni.  
 Jamestown—Pymatuning Joint Fair. Sept. 15-17. K. K. McEhaney.  
 Kutztown—Kutztown Fair. Aug. 15-20. Orville E. Hawek.  
 Lampeter—West Lampeter Comm. Fair. Sept. 21-23. Wayne B. Rentschler.  
 Lehighton—Lehighton Fair. Sept. 5-10. Curtis Hornberger.  
 Library—Allegheny Co. Fair & Indl. Expo. Sept. 1-5. George E. Kelly.  
 Mansfield—Mansfield Fair. Aug. 31-Sept. 3. Philip W. Farrer.  
 Milford—Delaware Valley Fair. Aug. 25-27. Mrs. Gladys Blitz.  
 Mill City—Falls-Overfield Fair. Sept. 15-17. Mrs. Doris E. Gregory.  
 Mt. Joy—Mt. Joy Comm. Exhibit. Oct. 12-15. Jos. G. Schaeffer.  
 Myerstown—Myerstown Comm. Fair. Oct. 12-14. John R. Sherman.  
 Nazareth—Nazareth Farm Show. Nov. 17-19. Paul R. Seifert.  
 New Stanton—Stanton Comm. Fair. Aug. 17-20. Mrs. A. W. Kauffman.  
 Oley—Oley Valley Comm. Fair. Sept. 22-24. Carl W. Blank.  
 Oriental—P.O.S. of A. Fair. Aug. 17-20. Wallace Hokenbroch.  
 Port Royal—Junita Co. Fair. Sept. 5-10. Dwight B. Hower.  
 Reading—Reading Fair. Sept. 11-18. Charles W. Swoyer.  
 Rostraver—Rostraver Twp. Fair. Aug. 23-25. Mrs. Henry Bush.  
 Stoneboro—Great Stoneboro Fair. Sept. 1-5. C. W. Ibbes.  
 Sugar Grove—Sugar Grove Fair. Sept. 8-10. F. A. Schoonover.  
 Tioga—Tioga Valley Fair. Aug. 3-6. Mrs. Ariene Whitney.  
 Trotter—Dunbar Twp. Comm. Fair. Sept. 14-17. Kenneth Mowry.  
 Uniontown—Uniontown Poultry & Farm Products Show. Jan. 3-8, 1956. Wilbur D. Cook.  
 Unionville—Unionville Comm. Fair. Oct. 13-18. Mrs. A. Woodward.  
 Washington—Washington Co. Fair. Aug. 23-27. J. Ed Smith.  
 Washingtonville—Montour-DeLong Comm. Fair. Sept. 21-23. Chas. W. Hunselman.  
 Waterford—Waterford Comm. Fair. Sept. 7-10. Charles L. Bowman.  
 Wattsburg—Wattsburg Fair. Aug. 30-Sept. 3. H. M. Burrows.  
 Waynesburg—Greene Co. Fair. Aug. 17-20. Charles R. Clark.  
 West Alexander—West Alexander Fair. Sept. 14-17. Scott E. Egan.  
 Yellow Creek—No. Bedford Co. Fair. Oct. 6-8. Mrs. Blaine Gessna.  
 Youngsville—Youngsville Comm. Fair. Aug. 31-Sept. 3. Myrtle Davis.  
**Vermont**  
 Essex Junction—Champlain Valley Expo., Inc. Aug. 30-Sept. 4.

Hartland—Hartland Fair, Inc. Aug. 19-22. Lyndonville—Caledonia Co. Fair Assn. Aug. 26-28.  
 Rutland—Rutland Co. Agrl. Soc. Sept. 6-11.  
 Tunbridge—Union Agrl. Soc. Sept. 23-25.

## CANADA Quebec

Ayers Cliff—Stanstead Agrl. Soc. Aug. 25-27. Mrs. Eloise Corey, Hatley.  
 Aymer—Gatineau Div. A. Agrl. Soc. Sept. 15-17 E. Elwood Edey.  
 Bedford—Missisquoi Agrl. Soc. Aug. 18-20. Alfred Rousseau.  
 Brome Village—Brome Agrl. Soc. Sept. 3-6. Geo. A. McClay, Knowlton.  
 Chapeau—Pontiac Div. B. Agrl. Soc. Sept. 13-14. Mrs. Earle McGuire, Demers Centre.  
 Chicoutimi—Chicoutimi Agrl. Soc. Aug. 24-28. Marcel Tremblay.  
 Drummondville—Drummond Agrl. Soc. Aug. 19-21. J. B. Sirois.  
 Havelock—Huntingdon, Div. B. Agrl. Soc. Sept. 14. Aylmer B. Hadley, Hemmingford.  
 Huntingdon—Huntingdon, Div. A. Agrl. Soc. Aug. 17-19. Lyell J. Graham, Athelstan.  
 Isle-Verte—Riviere du Loup Agrl. Soc. Aug. 15-18. Jos. M. Marquis.  
 L'Assomption—L'Assomption Agrl. Soc. Sept. 1-2. Geo. Art. Landry.  
 Lachute—Argenteuil Agrl. Soc. June 15-18. S. J. Patterson.  
 Laprairie—Laprairie Agrl. Soc. Aug. 27-28. Romeo Ste-Marie, Broseau Stat.  
 Lotbiniere—Lotbiniere, No. 2, Agrl. Soc. Aug. 10. Joseph Bedard, Ste-Croix.  
 Louiseville—Maskinonge Agrl. Soc. Aug. 12. Martin Ferron.  
 Matane—Matane Agrl. Soc. Aug. 13-17. Mlle. Eugenie Langlois.  
 Mont Laurier—Labelle, Div. A. Agrl. Soc. Aug. 9. Victor Racine.  
 Montmagny—Montmagny Agrl. Soc. Aug. 11-14. Louis J. St. Yves.  
 New Richmond West—Bonaventure, Div. B. Agrl. Soc. Aug. 31. W. H. Willett.  
 Notre-Dame des Anges—Portneuf, Div. C. Agrl. Soc. Sept. 13. Theo. Chateauvert, Montauban.  
 Notre-Dame du Lac—Temiscouata Agrl. Soc. Aug. 25-28. Adelard Malenfant.  
 Parkhurst—Lotbiniere Agrl. Soc. Aug. 24. Jules Nappert, Beauvillage.  
 Pont-Chateau—Soulanges Agrl. Soc. Sept. 5. Laurier Leger, Coteau Landing.  
 Quyon—Pontiac, Div. C. Agrl. Soc. Sept. 1-3. Gervase O'Reilly.  
 Rimouski—Rimouski Agrl. Soc. Aug. 18-23. Alfred Michaud.  
 Roberval—Roberval Agrl. Soc. Aug. 17-21. Bernard Levesque.  
 Rougemont—Rouville Agrl. Soc. Aug. 23. C. E. Levesque.  
 Shawville—Pontiac, Div. A. Agrl. Soc. Sept. 7-10. Mrs. Lawrence D. Young.  
 Shawville—Bonaventure, Div. A. Agrl. Soc. Aug. 30. Ed. C. Hayes.  
 Sorel—Richelieu Agrl. Soc. Aug. 25-27. Rene St. Martin.  
 St. Alexandre—Iberville Agrl. Soc. Sept. 9-11. Claude Braulk.  
 St. Barnabe—Nord—St. Maurice Agrl. Soc. Aug. 30-31. Mme. R. Boucher.  
 St. Bruno—Chambly Agrl. Soc. Aug. 9-10. Jean Hardy, Longueuil.  
 St. Flavien—Lotbiniere, No. 1, Agrl. Soc. Aug. 18. Jules Nappert, Beauvillage.  
 St. Lazare—Vaudeville Agrl. Soc. Sept. 1. Paul H. Belanger, Dorlon.  
 St. Leonard d'Anton—Nicolet, Div. A. Agrl. Soc. Aug. 9-10. Lorenzo St. Arnaud, St. Veneslas.  
 St. Pascal—Kamouraska Agrl. Soc. Aug. 18-21. Alphonse Raymond.  
 St. Remi—Napierville Agrl. Soc. Sept. 10. Yvan Menard.  
 St. Romuald—Levis Agrl. Soc. Aug. 30-Sept. 3. Lionel Regis, Levis.  
 St. Stanislas—Champlain Agrl. Soc. Aug. 5-7. Raoul Mongrain, Cap de la Madeleine.  
 Ste Anne des Monts—Gaspé-Nord Agrl. Soc. Aug. 25-26. Wilfrid Bials.  
 Ste Henedine—Dorchester, Div. A. Agrl. Soc. Aug. 4. Oscar DeBlots, Frampton.  
 Ste Julienne—Montcalm Agrl. Soc. Sept. 30. Jean Durand, St. Esprit.  
 Victoriaville—Regionale de Victoriaville. Aug. 10-14. Vincent Lanouette.

## AGENTS!

FOR ROLLDOWN, PIN STORE, SIX CATS, BUCKETS and SWINGER

Only one Concession of a kind on Show. Opening April 22, Jeffersonville, Ind. Agents contacted, get in touch. All replies, wire or write

**CHARLES LAMKIN or FRANK DUNCAN**  
 c/o General Delivery  
 Norwood 12, Ohio

## WANT—WANT

RIDE and CONCESSION HELP to join immediately. Foreman for Wheel, Foreman for Octopus and Kiddie Rides. Second Man on Jenny. Salary all you are worth and bonus. Capable man for Concessions. Good deal. Concession Agents. Two Grind Shows and legitimate Concessions. Harold Fletcher, contact. Write, wire or call

**HARRY J. KAHN**  
 60 Parkside St. Springfield, Mass.  
 Phone: RE 60237

## JEWELRY WORKERS

WANTED

Good proposition for married couples with own transportation to work straight sales and spindles. Fine routes, best percentage to capable workers. Open April 25.

**K. MAX SMITH**  
 Box 297 Russells Point, Ohio

## WANTED

Tilt Foreman and Ferris Wheel Foreman. Have to drive semi and stay sober. Good wages and treatment.

**SAM MENCHIN**  
 LAKE SHORE AMUSEMENTS  
 11 W. Division St., Superior 7-7243 or Stewart 3-0271, Chicago, Ill.

## MOUND CITY SHOWS #2

Opening April 18, Bonne Terre, Mo. Can place Stock Concessions, last call. Want Foremen for Wheel, Octopus and Roller Coaster. Openings for 2 Stock Store Agents. Plenty of Home Comings, Celebrations and Fairs. Contact

**LEE BOSTWICK**  
 1417 Grattan St., St. Louis, Mo., until April 15; then Bonne Terre, Mo.

## RED MACK

WANTS AGENTS

Buckets, Swinger, etc. Charley, head of Store for you. Red, Cig. Block for you. Best route in East.

**PENN PREMIER SHOWS**  
 Eastern Ave., Baltimore, Md., starting April 11.

## WANT

Crystal Lake Amusement Park Danville, Va. Men for Tilt, Wheel, Merry-Go-Round, Chair-o-Plane. Will buy a set of used Merry-Go-Round Horses or as many as you have.

**RICHARD OLIVER**  
 512 Spring St. Danville, Va. Phone 3871

## WANTED FOR DURHAM VOL. FIRE DEPT., INC.

Carnival for week of July 4 preferred. Contact

**ALFRED N. MOODY, Pres.**  
 Durham Volunteer Fire Dept., Inc. R.F.D. #2, Lisbon Falls, Maine

## GEEK WANTED

For SNAKE SHOW at once. Join immediately. Address

**CHAS. LEROY**  
 c/o THOMAS JOYLAND SHOWS  
 Williamson, W. Va., now.

## FOR SALE

Two Concessions, complete with flash, ready to go. One 9x16 foot Grind Store. One 8x10 foot Watch-La. Both used one season. Write

**F. KLEIN**  
 309 Interstate Pkwy. Bradford, Pa.

## WANTED

Agents for Swinger, Count Store and Picture Frames. Will open first of May.

**JOSEPH TAYLOR**  
 Eddystone Hotel Detroit 1, Mich.

## AGENTS WANTED

For Buckets, Balloon Darts, Pea Pool and Color Game. Opening Excelsior Springs, Mo., April 28.

**WIRE: T. J. MEGANUS**  
 c/o Sunset Amusement Co.  
 701 N. Main, Excelsior Springs, Mo.

# W.G. WADE SHOWS

OPENING DATE, BATTLE CREEK, MICHIGAN MONDAY, MAY 16

Followed by Southern Michigan Cities and Then Our Annual Summer Tour of the Upper Peninsula With a Strong Fair Route Starting in July, Including Two State Fairs:  
**THE UPPER PENINSULAR STATE FAIR at ESCANABA, MICHIGAN**  
 and the  
**MICHIGAN STATE FAIR at DETROIT**

## CAN PLACE FOR MAY 16 OPENING & SEASON

SHOWS: Two more attractive money-getting Shows such as Motor-drome, Snake (Chuck Renton, write), Wild Life, Fun or Glass House, Monkey Drome, Monster, or what have you? Right proposition to right parties. DUE TO DISAPPOINTMENT CAN USE CIRCUS SIDE SHOW: Wonderful opportunity for good Operator.

CONCESSIONS: All kinds of legitimate games—Ball Games, Fish Pond, Short Range, Balloon Darts, Cork Gallery, Cigarette Pitch, String Game and the rest. Outright sales privileges open such as Names on Hats, Novelties, etc.

RIDES: Fly-O-Plane (L. Degeler, still waiting to hear from you), Octopus, Rock-o-Plane, Whirlwind, Round-Up or other capacity Rides.

HELP: Foremen for Merry-Go-Round, Wheel, Tilt, Dipper, Roll-o-Plane and other Ride Help in general. Semi Drivers preferred.

**D. WADE, Gen. Rep.** **W. G. WADE SHOWS**  
**W. G. WADE SHOWS** —OR— **G. P. O. Box 1488**  
 Detroit-Leland Hotel Detroit 26, MICH. DETROIT 31, MICH.

# LAST CALL PAGE & FERRIS COMBINED SHOWS

OPENING SAVANNAH, GEORGIA, APRIL 18th  
 16 Bona Fide Fairs from the Great Lakes to Central Florida. Also 8 Celebrations in Western Pennsylvania and Western New York.

CONCESSIONS—Want Concessions that work for stock. Balloon Darts, Basket Ball, Bumper, Bear Pitch, Hi-Striker, Water Games, Cane Rack, Stock Wheels, Age and Scales, Sno-Balls, etc. Sell Exclusive on Custard, French Fries, Short Range, Glass Pitch, Diggers, Photos, Novelties, Jewelry, Pronto Pups. Want Agents for Six-Cat and Grind Stores. Turk, Jr. and Windy Parmeley, contact.

SHOWS—Drome, Wildlife, Illusion, Mechanical, Fun House, Life Show, Monkey or any Show not conflicting, nice framed Colored Girl Show.

RIDES—Rock-o-Plane, Fly-o-Plane, Coaster or Dipper; Pete Joseph, contact. Also Live Ponies or any Ride not conflicting. Can place Wheel, Merry-Go-Round or any Thrill Ride for summer in DURHAM, N. C., COLORED PARK; also Stock Concessions.

All replies to: **BILL PAGE**  
 GENERAL DELIVERY, SAVANNAH, GEORGIA

# M. D. AMUSEMENT SHOWS

OPENING HAZLETON, PA., APRIL 27-MAY 7

We can place Stock Concessions. Need Bingo Caller, also Agents for office-owned Concessions.

**MICHAEL DEMBROSKY**  
 302 E. Diamond Ave. Hazleton, Pa.  
 Phone: Gladstone 5-0473

# ANCHOR TENTS



The Showman's Choice  
 Finest Materials—40 Yrs. Experience.  
 Recognized as the Tent House of  
**FIT—STYLE—AND QUALITY**

Concessions—Show Tents—Ride Tops—Bingo—Merry-Go-Round—Cookhouse Tops  
 4 DAYS' SHIPMENT MOST SIZES.  
 Phone 5-8105

**ANCHOR SUPPLY CO., INC.** EVANSVILLE, INDIANA

# Alot Freedman's FAIR TIME SHOWS

WANTS top Ride Men at top salaries for Wheel, Tilt, Merry-Go-Round, new Octopus and Kiddie Rides. Man for Light Towers and Mechanics. CAN ALSO BOOK SIDE SHOW FOR SEASON. Need for Redwood City, California's largest Fourth of July Celebration.

Show opens last week in April. Contact

**ALEX FREEDMAN, FAIR TIME SHOWS**  
 5414 Victoria Avenue Los Angeles 43, Calif.  
 Winter Quarters NOW OPEN in Oceanside, Calif.

## A-1 AMUSEMENT

Opening on Chicago lots April 22; followed by Italian Feasts, Fairs and Celebrations. Long season South—Booked solid until Nov. 15. Want Ride Help. Foremen and Second Men for E1-5, Merry-Go-Round, Roll-o-Plane, 8-Tub Octopus and Kiddie Rides. Must be sober and drive semi. Best of wages and bonus. Can use Wife on Ticket Boxes or Concessions. Want capable, neat-appearing Girl for Popcorn and Candy Flow trailer. Can use Concessions working for stock.

Contact: **JOHN HANSEN, Mgr.**  
 Antioch, Ill., General Delivery or Phone Antioch 527-J2 after 7 P.M.

<b>STOCK TICKETS</b>		<b>We Manufacture TICKETS</b>		<b>SPECIAL PRINTED</b>	
1 Roll	.....\$ 1.50	of every description		Cash With Order, Prices	
5 Rolls	..... 4.50	Wheel tickets carried in		2,000 .....\$ 4.90	
10 Rolls	..... 8.25	stock for immediate ship-		4,000 ..... 7.80	
25 Rolls	..... 18.75	ment.		6,000 ..... 8.70	
50 Rolls	..... 24.00	<b>THE TOLEDO TICKET CO.</b>		8,000 ..... 9.40	
100 Rolls	..... 44.00	Toledo 12, Ohio		10,000 ..... 10.50	
<b>ROLLS 2,000 EACH</b>				30,000 ..... 15.50	
Double Coupons				100,000 ..... 35.00	
Double Prices				500,000 ..... 133.00	
No C.O.D. Orders				1,000,000 ..... 256.00	
Size: Single Tkt., 1x2				Double coupon, double price	

## DON FRANKLIN SHOWS #2

CONCESSIONS—Have openings for Diggers, Grab or Cookhouse, Photos, Six Cats, Jewelry and other Hunky Panks.

SHOWS—Can place two or three Grind Shows.

RIDES—Live Ponies, Kiddie Auto, Octopus and Rock-o-Plane. All replies to

**RALPH WAGNER, Mgr.**  
 MARLOW, OKLA., APRIL 11-16

## NOLAN AMUSEMENT CO.

Opening Springfield, Ohio, April 15-23. Moving on Lot April 11. Zanesville, Ohio, April 25-30, Downtown, Waterman Lot by A & P Store.

Want Concessions, Shows and Ride Help. CONCESSIONS—Hanky Panks of all kinds, Photos, Diggers, Arcade, French Fries, Snow Balls, etc. SHOWS—Want Girl Show and Shows with own equipment. Want Man and Wife for Illusion Show. RIDES—Ride Help on all Rides, Foremen for Flying Scooter, Chairplane and Loop-o-Plane. Write

**FRED NOLAN**  
 SPRINGFIELD, OHIO

## CONCESSIONS WANTED

Opening May 2, 1955

We want 12 or 15 legitimate Concessions to play small spots in Kentucky and Indiana. Fairs start early in July. Will only book one of a kind and privilege is very reasonable. Can't use any money games on these spots. Have opening for few more sober Ride Men.

Address **LOUIS T. RILEY**

P. O. BOX #397

OWENSBORO, KY.

## WANT ADVANCE AGENT

Must have car and be experienced Booking Mobile Exhibits on streets. Reason for this ad, some Agents failed to appear or even return cash advance. Answer by letter only.

**JACK W. BURKE**

26 RIVERSIDE AVE.

BALDWIN, N. Y.

## 12 Rides—GRAND AMERICAN SHOWS—3 Shows

OPENING APRIL 28, MOBERLY, MO.

First at Ottumwa and Muscatine, Iowa; Centennials, Celebrations starting Riceville, Iowa, May 28, 29, 30; Centennial Celebrations thru June and July; Fairs thru August and September. Want Grind Shows with own equipment. Will furnish top and front for Girl Revue. Want Novelties, Balloon Dart, Ball Games, Hunky Panks, Grind Shows that work for 25¢ or 50¢ and put out stock. Positively no gift. No count stores. Want to book or buy Little Dipper or small Roller Coaster. Buy #5 Ferris Wheel. Want Second Help who drive semi trucks—Sober Men! Grinder for Fun House and Snake Show. Write or wire L. O. WEAVER, Mgr., Fairbank, Iowa.

## COLEMAN BROS.' SHOWS

Opening April 21 for 10 Days,  
Middletown, Conn.

**WANT WANT WANT**

**SHOWS—Snake Show, Fun House, Monkey Show.**

**RIDE HELP AND SEMI DRIVERS**

**All Replies to: DICK COLEMAN**

Coleman Bros.' Shows, P. O. Box 886, Middletown, Conn.

## WANT GRIND STORE AGENTS

For Prell's Broadway Shows, Opening July 7

Will give the head of store to capable agent with crew. The following agents, please contact me:

Mose Kalin, Johnny Jumpatoni, Billy Von Dorn, Geo. (Chubby) Siegal, Shirl Sakobie, Billy Bloom and Stanley Levy. Also those who worked for me before. All contact

**MAX SHARP**

5980 INDIAN CREEK ROAD Phone 6-8477 MIAMI BEACH, FLA.

## JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

**WANT—OPENING GREENVILLE, S. CAR., APRIL 16—WANT**

**CONCESSIONS:** Long and Short Range Galleries, Snow Balls, Photos, Frozen Custard, Nut Bar, Age and Weight, High Striker, Basketball and Dip.

**SHOWS:** 10-in-1 with own outfit and transportation. Any good worthwhile Grind Shows.

**All Address: JOHN TINSLEY, Mgr.**

22A E. Court St. or 1209 New Buncombe Road, Greenville, S. Car.  
(Phone: 2-3541)

## SCHAFFER'S JUST FOR FUN SHOWS

NOW PLAYING IN HEART OF LARGEST SHOPPING CENTERS IN DALLAS, TEX.  
WYNNWOOD SHOPPING CENTER, APRIL 10-17  
CASA VIEW SHOPPING CENTER, APRIL 18-24  
INWOOD SHOPPING CENTER, APRIL 25-MAY 1

**SHOWS—**Can place Glass House, Motordrome, Monkey Circus or any worthwhile Attraction not conflicting.

**CONCESSIONS—**Want Hunky Panks of all kinds, Custard, Ice Cream, Scales, Novelties, etc.

**RIDE HELP—**Need at once Foremen for new Scooter with new Lusse Cars, new Allan Herschell Merry-Go-Round, Ferris Wheel and Little Coaster. Can place Second Men on all Rides. Can use elderly Men for new factory built Kiddie Rides. **JOHNNY DELEPORTE WANTS AGENTS FOR SIX CATS.**

**All Replies to: W. A. SCHAFFER**

714 SO. HASKELL ST. (Phone: Taylor 0748) DALLAS, TEX.

**W. R. GEREN Presents**

## Mighty Hoosier State Shows

**WANT NOW**

Four Ride Men—must know Merry-Go-Round, Tilt, Wheel, Octopus and be semi drivers. Only experienced Men need apply. If you drink or chase, don't answer. I am interested in four Men to go with the crew I have. Salary tops with bonus at the end of season. If you can qualify as per above, come to Cincinnati Garden, Cincinnati, Ohio, at once. Here through April 17; then Jeffersonville, Ind.

**BILL GEREN'S SHOWS**

## APPLE BLOSSOM FESTIVAL

WINCHESTER, VA., APRIL 28 & 29

200,000 PEOPLE EXPECTED.

**WANT NOVELTIES AND STRAIGHT SALES ONLY.**

Dingers, stay away.

**SOL NUGER**

Festival Headquarters Winchester, Va.

## S. W. WARWICK SHOWS

OPENING APRIL 30—PIEDMONT, MISSOURI—2 SATURDAYS

**WANT WANT**

Shows with own transportation, Snake, Fun House, Animal, Girl Revue, Wildlife, Silo Drome. Can place Hunky Panks of all kinds, Floss, Foot Longs, Glass Pitch, Cigarette Gallery, Long and Short Range, Age and Scales, Balloon Darts, Pitch-Tilt, You Win, Duck Pond, Bumper, Hoop-La, Photos, Grab or small Cookhouse, Bingo open. Can also use Popcorn by party working North until late June. All address **STANLEY WARWICK, Turrell, Ark.**

OPENING APRIL 23 12 FAIRS **ROYAL MIDWEST SHOWS** PLAYING PAYROLLS AND ATOMIC BOOM TOWNS

Charlestown, Indiana, April 23-30, Powder Plant payroll; then Madison, Indiana, May 2-7; 175 million dollar atomic construction. Get your spring bankrolls here. Want Jewelry, Diggers, Glass Pitch, Pony Ride, Long and Short Range, Hi-Striker, Stock Concessions of all kinds, Monkey, Wildlife, Illusion, or any Grind Show. Will sell Ex to Girl Show with own equipment. Ride Help.

**ROXIE HARRIS, CHARLESTOWN, INDIANA**

## IMPERIAL SHOWS #2 UNIT

Opening April 22—Pacific, Missouri

2 Big Spring Celebrations and All Fairs Starting July 4.  
**RIDE HELP—**Want Foremen and Second Men for Fly-o-Plane, Kiddie Rides, Wheel and Merry-Go-Round. **RIDES—**Can place Pony Ride.  
**CONCESSIONS—**Can place Hunky Panks of all kinds, also Cookhouse. Also want Agents for Trailer Concessions.

**Address: E. L. WINROD, Mgr.**

P. O. BOX 177 (Phone: Clearwater 7-2228) PACIFIC, MO.

## Troupers Host 60 Members At Breakfast

LOS ANGELES, April 9.—Over 60 members of the Regular Associated Troupers turned out for the club's annual getaway breakfast here Sunday (3) in the clubrooms.

Myrtle Hutt, first vice-president, provided the food, assisted by Jack Morris, Tillie Palmeter, Virginia Dorsey, Maree Rhodes and June Armbrach. Menu included ham and eggs, griddle cakes, fruit juice and coffee.

The club's new Chevrolet, which will be given away at the November dinner and homecoming, was displayed in the garage. Door prize winners included Bess Blake, Lou Coffman and Fred Smith.

### New Members

Joe B. (Red) Dauer, membership chairman, announced that a total of 37 new members had been brought into the club since the first of the year. Carl Frye donated a new 21-inch television set to the club, and Frank W. Babcock added some furnishings for the rooms. Jimmy Dunn, house chairman, has been serving lunches and Ed Kennedy is keeping the refreshment bar going.

Tillie Palmeter, chairman of the bazaar committee, is busy gathering articles for the fall festivities. Alex Freedman, club president, is out with his Fair Times Shows and First Vice-President Myrtle Hutt has been handling the gavel at meetings. Max Kaplan, fourth vice-president, was in the chair at the last meeting before heading for Oregon.

## Good Turnout For Show Folks Getaway Party

SAN FRANCISCO, April 9.—There was a good turnout of members at the annual getaway party of Show Folks of America held here in the clubrooms Friday (1).

Duke Navarro, entertainment chairman, came up with a floor show titled "On the Road." Participating were Rickey Wilson, Solly Hoffman, Peggy Stern and Ray Reynolds. Reynolds served as emcee. Carlos the Star of Mexico provided the music.

A buffet luncheon with a special cake topped off the party.

The membership was saddened by the death of Joe Hart who passed away April 1 at Highland Hospital in Oakland, Calif. Funeral was held Monday (4).

### WOW!

**MILWAUKEE, WISCONSIN, LOTS**

### BELL CITY SHOWS

Open April 29 at North Teutonia & West Capitol Dr. Want Concessions—Skill and Science. Send deposits. Best Route of its history. Proven territory. We take you where there is money, not just fill-ins. We need Ferris Wheel, Tilt-a-Whirl and Flying Scooter Operators; must drive. Need for our Northern Circuit of Fairs: Caterpillar, Rock-o-Plane, Looper or Fly-o-Plane. At Oconto Falls, Wis., Decoration Day; Burlington, Wis., for July 4.

**CHAS. PANACEK, Owner**  
3453 North 3rd St., Milwaukee 12, Wis.  
Fairgrounds, Jefferson, Wis.

### DIXIE AMUSEMENTS

Want Concessions: String Game, Bumper, Popcorn, Sno Cone, Apples, Jewelry, Targets, Glass Pitch, Ball Games, Photos, Penny Pitch, Cork Gallery, Balloon Dart, Scales, Add-a-Dart, Lead Gallery, Fish Pond, Coke Pitch, Animal or Mechanical Show. Ride Help: Wheel Foreman, help on Merry-Go-Round, Mix-Up and Kid Rides. Must stay sober. Opening Bentonville, Ark., April 20; Jay, Okla., April 25-30; Chanute, Kan., May 2-7; Burlington, Kan., May 18-21. Solid route of fairs Aug. 10 to Oct. 5. Committees in Iowa and Nebraska have some open time in June and July. The cleanest of outdoor entertainment. Hunky Pank Concessions only. No grift. Pay your own wires and calls. Clifford Davis, Mgr., Box 53, Bentonville, Ark. Phone 551-J.

### WANT CARNIVAL

To play in Broken Bow, Neb. July 1-2-3-5, 1955, during **75th ANNIVERSARY CELEBRATION**  
Reply to **DR. L. R. WALLACE**  
Box 219 Broken Bow, Neb.



## ROSS MANNING SHOWS

**WEEK APRIL 18-23 (First Show in 5 Years), JACKSONVILLE, N. C. (Camp Lejeune), location on U. S. 17; High Point, N. C., and New Bern, N. C. Cherry Point Marine Base to follow.**

**CONCESSIONS—**Long Range, Short Range, Novelties, Scales and Age. Can place Mitt Camp.

**SHOWS—**Can place Girl Show, Drome or Rider. Top salary. Le'Ola wants Acts for Side Show. Joe Mooney can place Girls for Girl Shows. Want Man to operate Furhouse. Scotty, contact immediately.

**RIDES—**Can place Pony Ride, Sky Fighter and any Kid Ride other than Autos and Swings. Write or wire to

**ROSS MANNING**

KINSTON, HOTEL KINSTON, N. C.

## CONCESSIONS WANTED

**WANT CONCESSIONS OF ALL KINDS FOR MARION COUNTY**

**SOLDIERS' & SAILORS' REUNION**

**JUNE 20 TO 25, SALEM, ILLINOIS**

**— 72nd ANNUAL CELEBRATION —**

**CONTACT: OMAR J. McMACKIN, Chairman**  
SALEM, ILL.

## CHARLIE GRIGGS WANTS HEADS AND AGENTS

For Swinger, Six Cats, Buckets, P.C. dealers of all kinds, Hunky Pank Agents of all kinds, Coupon, Balloon Darts Agents. Boys to up and down Concessions. Heads and Agents for Count and Pin Stores, one Skillo Agent, "Nail Store" Jimmy Collins. Man for Line-Up Store. The following people answer if coming: C. E. Frazer, Benny Cowman, Clyde Wilson, Harry "Doc" Gordon, Tom Maddox, Hobe Cole, Bobby Sharp, Don't listen to malicious rumors. I positively have all contracts I made last winter in Ohio. All agents come to Franklin, Tenn., Sunday, April 17; opening Monday, April 18, followed by Central City, Ky., first in. All mines and railroad shops working. Then to Ohio.

Jimmy Shaffer, free act, come in, Grab open. Dave Winnie, can use you as planned. Want Foreman for Wheel and Jenny, Grind Shows with own equipment. Johnny Sneed, you can have a good season, come on. All wires to

**Charlie Griggs, Tennessee Valley Amusements, c/o Western Union, Dyersburg, Tenn.**

## LAST CALL—MIGHTY HAMMONTREE MIDWAY—LAST CALL

Opening Saturday, April 23, Chattanooga, Tenn., (Two Saturdays). East Tennessee Strawberry Festival, Dayton, Tenn., May 7 thru 14; Livingston, Tennessee, Strawberry Festival, May 16 thru 21; Eminence, Kentucky, 4th of July I.O.O.F. Celebration, June 27 thru July 4.

**CONCESSIONS—**Want Hunky Panks of all kinds. Want Cookhouse, Bingo, Snow Balls, Custard, Photos, Lead Gallery, Jewelry, Glass Pitch, Duck and Fish Ponds, Ball Games, No Flats. **HELP—**Want Foremen for #12 Wheel, Octopus, Chairplane, Loop-o-Plane, Kiddie Rides. Second Men on all Rides. Top salary paid every Thursday. No brass or meal tickets. Want Legal Adjuster to handle P.C. and Girl Show. Peppy Chapman, answer if available. All wires and replies to

**WILLIAM O. HAMMONTREE, General Manager**  
1313 EAST 30TH STREET CHATTANOOGA, TENN.

## BINGO FOR SALE

Bingo complete, ready to operate, fluorescent lighted, 16 ft. by 32 ft., with 1949 Ford tractor and 26 foot Fruehauf trailer. Above tractor bought new, original mileage 17,000 miles. Bingo seats 104 people. Individual cushioned, chrome trimmed seats, chrome trimmed counters, white pine frame, anchor top, P.A. system, blower, velvet background for flash stands, etc. Merchandise will inventory at \$2,000 included with above. Will sell for \$5,000.00 cash. All interested phone Gladstone 50665, Hazleton, Pa., or write or wire 116 Putnam Street, West Hazleton, Pa. No collect calls or wires.

**TED COLE**

## DRAGO AMUSEMENTS

No. 1 Unit Opening in Kokomo, April 28.

**CONCESSIONS—**Can use Scale, Long and Short Range, String Game, Ball Game, Pitch-Tilt-U-Win, Bumper, Duck Game, African Dip, Hi-Striker, Country Store, Live Ducks, Hoop-La, Watch-La, Dart Game, Coke Bottles, Cork Gallery, Novelties, Mouse Game or what have you? Want Penny Arcade on percentage basis. Will book any Show with own outfit for small percentage. No. 2 Unit made "Grand Opening" in Indianapolis, April 7. Have opening for Concessions, Shows and Dark Ride or any other Major Ride not conflicting with Merry-Go-Round, Ferris Wheel, Octopus or Spitfire. All replies **PAUL DRAGO, 1711 E. Markland Ave. Phone 4907, Kokomo, Ind.**

## WILSON FAMOUS SHOWS

OPENING SATURDAY, MAY 14

**CAN PLACE—**Ride Men on all RIDES who drive. Good proposition for neat Cook House. Can place a few more legitimate Concessions. SHOWS with own equipment. Scottie Kilpatrick, come to winter quarters; we answered your letter, but it was returned.

Contact **RAY WILSON, Astoria, Ill.**

## SUNSET AMUSEMENT CO.

OPENING EXCELSIOR SPRINGS, MO., APRIL 28

On account of disappointment can place Electrician, Tilt Foreman and Second Men on Rides. All must drive semis. Hunky Panks and Ball Games open. Exclusives—Glass Pitch and Custard open. Address

701 N. MAIN ST., EXCELSIOR SPRINGS, MO.

## FOR SALE

Several thousand feet of Heavy Rubber Covered Ground Cable. 00-2, 3 and 4 conductor. What is your need? Price and sample of wire sent on receipt of \$1.00. This wire is of the very best. Also have for sale 30x30 Show Top, Anchor make—no holes or patches, 7½ ft. side wall—poles, no stakes. First \$250.00 gets it. No offers, please. Have opening for few more sober Ride Men. Address

**LOUIS T. RILEY**

P. O. BOX #397

OWENSBORO, KY.

24 FAIRS AND CELEBRATIONS **ROGERS BROS.' SHOWS** 24 FAIRS AND CELEBRATIONS **WANTS**

SHOWS—Illusion, Mickey Mouse, Monkey Speedway, Hillbilly, Sig Snake, Mechanical or anything new and up to date.

**CONCESSIONS—**Can use Scales, Spot Game, Bowling Alley.  
**RIDE HELP—**Wheel Foreman and Second Men on other Rides. Must drive semis and have license. Good treatment. We open June 2, Northwood, N. D. Midsummer Festival. Address **PELICAN RAPIDS, MINN.**

## WANT

Ferris Wheel Man for No. 5. We show Pittsburgh Dist. all summer. Also Ride Help and Concession Agents.  
For Sale—10 K.W. Light Plant—Wisconsin air-cooled Motor.

**AL BLUMENTHAL**  
R. D. 5, Pittsburgh, Pa.

## HELP WANTED

25 men wanted at once for Tilt, Merry-Go-Rounds, Ferris Wheels and Kiddie Rides. Good position and good money for qualified. Report to  
**CATTANEO AMUSEMENT ENTERPRISES**  
Bensenville, Ill. Phone: 263R

## ROADSHOW REP

"I READ with pleasure the reminiscent articles by John D. Finch in the last two issues of The Billboard," writes Bob Demorest Jr., Louisville. "They brought back memories to me, also, as I was acquainted and tramped with many he mentioned. I was producer-director with the Billroy show when Johnny joined, replacing a cousin of mine, Dick S. Mason Jr., who left to open a tab show with his wife, Pearl Austin, for Johnny Musselman. Dick is now manager of a large movie house in Los Angeles, and Musselman is manager of the Rialto Theater, Louisville, a post he has held for some 25 years. In joining the Billroy show Johnny was made most unhappy when he learned that he was expected to replace Mason in two dancing acts with me, one a chain dance. In the other, if I remember rightly, we opened with several fast steps together, then went into a challenge routine. His distaste was further aggravated by the fact that I was strictly a one-foot dancer. But we managed well enough and John D. and I became fast friends. Johnny asks 'Does anyone know of any manager other than Billy Wehle paying salaries to a complete cast as much as two weeks in advance?' I must admit that I never have, and I never heard of it during the two years my wife, Marge, and I were with the show. Billy, I think, was one of the smartest of the rep managers, but my experience in that regard is limited. W. I. Swain, Ted North and Elmer LaZone, of the Original Williams Stock Company, had enviable repu-

tations, but I was never privileged to be a member of those shows. My rep experience was mostly confined to summer seasons with my mother's show, the Ona Williams Comedy Company, and my father's outfit, the Bob Demorest Players. Both were Southern tent shows. Incidentally, my father in later years was (and is) proud of the fact that Billy Wehle broke into the business on his show, then known as the Demorest Stock Company, and enjoys telling how Billy sold ads to local merchants. Wehle, in borrowed wig and burnt cork, also paraded the streets on a hired mule, with an ear of corn positioned in advance of the animal to lead him on. I also had the pleasure of working with Boob Brasfield, and consider him one of the best. His work grows on a person. At first I thought he was entirely too slow, but his asides and ad libs were always a pleasure. Dick Lewis and Jack King were both very good, and both were clever pianists. Dick, at 250 pounds, could rock the whole orchestra pit as well as the audience, and King did clever tap and soft shoe dances along comedy lines (he used both feet). I could go on and on, but it's time to tear down and get some rest before the next jump.

Herman (Doc) Steuben reports from Glenwood, Ia., that he has been working schools in Central Iowa, but has found that they are not too profitable. The jumps are long and the takes small. Last summer he had a museum trailer show in Eastern Oregon and did fairly well, helped out by the use of merchandise.

## Drivin' 'Round the Drive-Ins

PEARCE PARKHURST, managing director of the Lansing (Mich.) Drive-In, has been elected first vice-president of Allied Theatres of Michigan. Just back from an appearance as panel speaker at the M-G-M workshop on drive-in advertising at Kansas City, he has had to decline an invitation for a similar appearance at Charlotte, N. C., in order to open the Lansing Drive-In April 1. To bolster early business, Parkhurst has lined up a group of 10 special giveaways for drive-in opening nights. . . . Major shift in film buying policy is being set by 18 Michigan drive-ins, most of them 1,000-car capacity or larger, in a decision to join Co-Operative Theatres of Michigan, largest indoor theater buying organization in the State, with over 100 houses. Co-Operative formerly had only two outdoor theaters, while the 18 were buying film thru Mutual Theatres of Michigan, headed by Alden Smith. . . . The Detroit suburb of Livonia may soon boast two movie ozoners. First projected plans were announced by Harbor Theatre, Inc., operating the Harbor Theatre at Ecorse, and headed by the father and son team of Andrew and Daniel Bzovi. They plan a combined recreation project consisting of drive-in theater, swimming pool and general amusement area. The second project proposed is a \$400,000 combination of those theaters—a 1,000-car drive-in and a 1,000-seat indoor house, to be built by State Theatre, Inc., of Wayne, headed by Charles L. Schafer, president. Both projects will require changes in legislation from the City Council.

A decision of the Glastonbury (Conn.) Zoning Board of Appeals that the building inspector had erred in refusing to grant a building permit for an outdoor theater to Jack Leitao, East Hartford, Conn., businessman, has been appealed by theater opponents to the Common

Pleas Court. The writ, served against Robert E. Goodrich, chairman of the Appeals Board, and Leitao, claims that the board acted "illegally, arbitrarily and in abuse of the discretions vested in it" in finding the building inspector in error.

H. R. Poor has reopened the Lawn Drive-in at Tuscola, Tex., on a four-day-week basis, Friday thru Monday. It will operate full-time within several weeks. . . . A new 725-car capacity drive-in is being planned at Laredo by Laredo Theaters which already operates five theaters and a drive-in in that city. It will be equipped with CinemaScope and will feature a large concession stand and a playground for children. . . . A new wide screen is being built at the Kelly Drive-In Theater, San Antonio.

## Hackett Biz Okay At Fremont Spot

FREMONT, Mich., April 9.—The new Marjo Skating Rink here, opened by Mr. and Mrs. Joseph Hackett, is reportedly drawing excellent patronage.

The Hacketts, who have operated a resort rink at South Shore Park, Hess Lake, Mich., for the past two years, have installed a 40 by 80-foot skating floor, and have benches for visitors and a refreshment counter at one end of the building.

## CALL SIBERIA IF YOU'VE NEWS

DENVER, April 9.—The Billboard reporter goofed several weeks ago in reporting Bill Kenney, Mammoth Garden's leading contender for this year's RSROA speed crown, as a pro. Kenney is still an amateur in good standing and is willing to take all comers. The error resulted when the reporter could not read his notes after they got cold.

P. S.: The reporter's new address is Siberia.

## AOW'S NO. 12

### Levittown Sets April 19 Opening

ELIZABETH, N. J., April 9.—Levittown (L. I.) Arena, the 12th and newest link in the America on Wheels chain of rinks, will open Saturday (19) with a spectacular skating show by members of the United States Amateur Roller Skating Association the featured attraction, it was announced today at AOW headquarters here by William Schmitz, chain general manager.

Manager of the new link will be Don Victor, former manager of the chain's Mount Vernon (N. Y.) Arena. The professional staff will be made up of George and Gladys Werner and Louise Campbell.

The new 140 by 200-foot building will boast an unobstructed skating surface of 100 by 200 feet. An enormous carpeted lobby will be walled in glass and Roman brick. Other facilities include spacious refreshment area, sports shop, check and skate rooms, large stage equipped with electric organ, a large parking area, silver glass cloth ceiling combining beauty with the advantage of being fire-proof, cold cathode lighting of pink and gold, and a wall of Formica running the length of the building. Initially the rink is being equipped with 1,000 pairs of skates.

### E. Parkway Offers Contest Practice

BROOKLYN, N. Y., April 9.—Emil Lence's huge Eastern Parkway Arena, where RSROA New York State dance, figure and speed championships will be skated May 13-15, is offering contestants ample opportunity to familiarize themselves with the site. Professionals Mary and Vince LaBriola are offering practice time to all comers at no charge, provided they skate the public session.

Deal gives the floor to free-stylists on Saturdays, following the evening session; dance skaters on Sundays, after session, and to the speedsters on Sundays, 9 to 11 a.m. Free-stylists are permitted to bring their own recordings.

### Mich. RSROA Sets Meet for Clawson

DETROIT, April 9.—Bill Holloman, secretary of the Michigan Chapter, Roller Skating Rink Operators' Association, announced that the May meeting is scheduled for Monday (2) at Ambassador Rink, Clawson, Mich.

Operator Johnny Stone will be host for the meeting, at which time State meet plans will be discussed.

### Chi Old-Timers' Club Observes Anniversary

CHICAGO, April 9.—The Old-Timers Roller Skating Club of Chicago held its 16th anniversary party at Riverview Roller Rink March 14 with more than 900 skaters attending the affair. Joe Laurey and Bill Henning, veteran club members, had charge of races and other events staged during the party. Many old-timers from out of town attended the affair.

The Riverview rink has been enlarged and sports a new floor and new sound and lighting systems. It is under the management of Russ Young and Vic Frasch.

### Finale Contest Held

BRIDGEPORT, Conn., April 9.—Last of a series of inter-club roller skating tournaments, sponsored by the New England division of the United States Amateur Roller Skating Association, took place at Park City Skateland here recently. Teams from Connecticut, Massachusetts, Rhode Island and New Hampshire were entered.

## CANDIDATES FOR MOUNTIES

PHILADELPHIA, April 9.—Two detectives haunted Philadelphia rinks this week looking for a burglary suspect with a reputation as a whiz on wheels. After four nights they spotted their man zooming around the Pla-Mor Rink floor.

The two, on skates, took after him. He didn't know this and was having the time of his life doing stuff so fancy that the slipping, sliding sleuths were actually floored.

After some time, with the chase and the chasers getting dizzier and dizzer, the detectives tried a desperate double combination shot and caromed him into a side pocket.

## Detroit Icery Sets New Club

DETROIT, April 9.—A new skating club is being formed by owners of the new ice rink, Ice Flair, in Grosse Pointe Park, East Side suburb, to aid in handling the overflow of skaters during weekend sessions.

James Bologna, James Wilaski and Charles R. Beltz, co-owners of Ice Flair, which has a 100 by 65-foot rink in the converted building which once was the Alamo Theater, have established the Mercury Skating Club.

Skaters who have been attending open night skating, plus students of the youngsters' afternoon skating classes and the adults' Sunday night classes, will now be eligible to skate at the rink only if they are members of the Mercury club.

Louis Elkin, manager of Ice Flair, said that this is being done to cut down overcrowded conditions on weekends and spread patronage to less-crowded nights of the week. Ice Flair opened last October and may continue operations during the summer if business warrants.

## Nista Skates 374 Exhibitions in '54

BRIDGEPORT, Conn., April 9.—Jerry Nista, professional roller skater under the sponsorship of the Raybestos division of Raybestos-Manhattan, Inc., skated 374 exhibitions in 1954. Nista, a national champion amateur free styler before he turned professional, is currently skating in Texas, having just completed a six-week tour of Southeastern States.

## Det. Arena Club Names Pro Staff

DETROIT, April 9.—Professional staff for the new Roller Skating Arena Club, to be opened late this month in northwest Detroit, will include some of the top teachers in the country, according to Jesse E. Bell, rink manager. Appointments confirmed this week include Gail Locke, Bill Pate and Jim Carroll.

## Summer School In Skating at Hershey Arena

HERSHEY, Pa., April 9.—A summer skating school, to be conducted by Gerrard and Betty Lee Blair, professionals, will be conducted at the Hershey Sports Arena this summer. George W. Bartels, manager, announced that the school will operate June 18 thru August 21.

In addition to group and individual instruction during regular school hours, public skating is scheduled for Fridays and Sundays.

United States Figure Skating Association tests will be conducted thruout the summer as follows: Regular tests, July 16-17, 30-31 and August 20-21; high tests, August 20-21; gold dance judges school, June 25-26, and figure judging school, July 30-31.

HARTFORD, Conn., April 9.—Irving Richland, of the Hartford Skating Palace, staged an April Fool's Day party Friday night (1) with game winners receiving prizes.

Jimmy Morgan provided organ music from 7:30 p.m. to 12 midnight, with regular admission scale in effect.

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## Los Angeles Runs Up Big Score for Beatty

Plays to Turnaways, Full Ones, Extra; Undecided on Managerial Situation

LOS ANGELES, April 9.—Three turnaways, an extra performance, and five full houses highlighted the first eight of the Clyde Beatty Circus 12-day run here. Show closes tomorrow night (10), being the last to play the famous Washington Boulevard and Hill Street lot.

The big question on the lot continued to be "Who is the manager?" Beatty told The Billboard that he had not yet decided what he would do in regard to filling the post. Art Concello, reliable sources declare and agreed, is in New York, having gone there recently from Sarasota.

Big business for the show followed a slow opening on Wednesday night (30) when the debut bucked the Motion Picture Academy Awards event. Thursday's matinee was fair and the evening patronage swelled to a strong three-quarter house. A 75 per cent matinee and a capacity night attendance were chalked up on Friday.

### Sunday Scores

With the exception of Saturday (2) when strong and somewhat cold winds hit, the weather has been ideal. Despite the weather, that day's matinee was a turnaway and the evening a near capacity.

The show hit its stride last Sunday with two matinees, the late one being the biggest second show in the show's history. The night performance was capacity.

Monday's attendance dipped slightly with a full house at matinee and capacity night. Tuesday and Wednesday matinees were turnaways and the night shows were 85 per cent full. At the Tuesday afternoon performance, two reserve sections were given over to general admission ticket holders.

### Morning TV Helps

Revenue for the stand should be up as very little paper was reported coming thru. The Pacific Coast Showmen's Association and its Ladies' Auxiliary were Beatty's guests on opening night. Also building revenue is the designation of three center sections of reserve seats—C, D and E—for which tickets are \$3. The others are \$2.70. The policy will not be used at other spots, the \$2.70 being in effect thruout.

The tremendous business being done here is attributed by some to the television exploitation. KTTV was on the air four hours March 30 to televise the unloading and the setting up. Radio and television promotions are handled by Shirley Carroll and she follows this assignment thru the San Diego date. Jack Knight has scored well on newspaper publicity. His staff includes Bob Millman, Dave Murphy, and Elsie Kitzman, contracting press.

Also the billposting is not as heavy as last year, it seems more effective. Francis Kitzman, head billposter, started here six weeks before the opening and is running two weeks ahead on billing in the outlying areas. His staff includes

## Mack Show Opens At Columbus Marts

COLUMBUS, O., April 9.—The new Fred J. Mack Circus will open its season here Monday (18) with the modern version of "playing lots" in a large city.

The circus will play four major shopping centers in six days. Included are the Northern Lights Shopping Center (18), Town & Country Shopping Center (19), Central Point Shopping Center (20-21) and Graceland Center (22-23). All are Columbus shopping centers of from 50 to 100 shops. The show will use the parking lots for show grounds in most cases.

Joe Shelhorn, Robert Boatman, Mose Gaskin, Dewey Shannon, Allyn Pierson, Jack Marcus, Alfred Mills, and Lyle Reynolds.

### Seats Pay Out

The wagon seat device used for the blues is working out well. Prior to the installation of these side-folding seats ordered by Concello, the city had issued instructions for the Beatty show to have a strength report made. The new seats solved the problem. However, the capacity is reduced slightly by their use.

Performance is now running 1 hour and 45 to 55 minutes. Opening night the time was a little over two hours.

Next week's longest jump will be 30 miles. It is scheduled for Tuesday night (12) when the show moves from Long Beach, where it plays two days, to Torrance for one day.

## Siebrand Gives Circus As 5-Section Free Act

TUCSON, Ariz., April 9.—A new scheduling of the circus performance is being used this season on the Siebrand Bros.' Circus & Carnival. In the past, the circus part has been a back-end show, but this time it is a free attraction.

Main novelty is that the performance runs from 7 p.m. to 11:30 p.m., with the stint broken down into 30-minute acts alternating with 30-minute intermissions. Show is given on a 30 by 30 stage equipped with decorations, wings, panels, new guard rail and new ring mat.

First section of the performance

## Ringling Cards Auspices Dates In 3 Locations

NEW YORK, April 9.—Altho their will be no emphasis on auspices booking by the Ringling circus this season, the show will go along passively with situations in which local groups hold control over show lots.

This necessitated appearances under auspices on a few occasions last year and three such dates have been signed so far for the 1955 tour. In one case the Big One will show in East Paterson, N. J., on a Dupont-controlled lot, and in another, Newport, R. I., the date will be under North Side Club auspices.

The third auspices date, a major one lasting several days, is in territory not played for several years. Generally speaking, the Big One will deviate from its 1953 routing in more directions than one, and specific locations should be made known before too long.

With but one change, this year's trek, at least thru the Philadelphia engagement, will be the same as last year's. After the May 8 closing date in New York the show plays six days in Boston, two in Baltimore for the under-canvas opening, four in Washington, and six in Philadelphia. The departure is in Philadelphia, where the show scheduled seven days in 1954 but lost Sunday due to the blue laws and moved on ahead to Wilmington a day early. This year Ringling is not bothering with Sunday in Philly and will play from Monday thru Saturday, May 23-28.

### WIRTH SET

## Revive Shrine Circus Date At Springfield

NEW YORK, April 9.—The Melha Temple of Springfield, Mass., will again operate an indoor circus, it was announced here by Frank Wirth who has been designated producer.

The event will be held in the Coliseum on the grounds of the Eastern States Exposition, West Springfield, Mass. The opening date is May 19.

Wirth said he staged elaborate shows for Melha Temple many years ago before it was decided to discontinue them. The decision to revive the event was made only recently.

Wirth will also again produce a show for the Sphinx Temple in Hartford, Conn. The show will play the Armory in the week of April 25. Potentary Louis Thomas noted that the contract had been awarded to Wirth for the 25th year.

## Odyson Show Enlarged For 3d Canadian Tour

PENTICTON, B. C., April 9.—Odyson's 3-Ring Circus is undergoing an overhauling and paint-up job in winter quarters here in preparation for its May 3 opening. On its third annual tour the show will make stands in four provinces of Western Canada.

Organized in the spring of 1953 by A. J. Ody, owner-manager, the show this year is enlarged and will play all dates under local auspices. Sponsors include Canadian Legion posts, chambers of commerce, Lions, Elks and Rotary.

Staff includes T. Allen, general agent; A. M. Ody, concession manager; John Zarvich, menagerie manager; Stella Ody, ticket wagon; Tex Smith, canvas boss; Fred Zowich and George White, billposters; Al Smith, 24-hour man; A. M.

## John Strong's School Outfit Tabs Increase

THOUSAND OAKS, Calif., April 9.—Business for Strong's One-Ring Circus on tour outside the Los Angeles area showed an increase of 25 per cent over the comparable period for the last five years, John A. Strong Jr., co-owner of the show, with his wife, Ruth, said. Show opened January 20 and is now back in this area until June 18.

The increase was shown for the first four weeks. Spots that boosted the revenue included Atascadero, Nipomo, Arroya Grande, Lompoc, Placentia, Yorba Linda and Alhambra, the latter the top spot with 1,560 attendance.

The circus plays under auspices, particularly the Parent-Teachers Association, in schools.

At the conclusion of its Los Angeles area run, the circus will play under canvas until October 1.

Strong reported that Hugh Wellington had left the show after five years. Dave Twomey joined as juggler and clown, doing a double act with Winton Edwards.

The Strongs recently purchased a plot of land here for permanent quarters. A barn has been constructed and a residence improved. The Strongs intend to move here from Hollywood.

## Mills Organization Shapes Up For Season Opener, Banquet

JEFFERSON, O., April 9.—With opening of the season coming up fast, activities in Mills Bros.' Circus quarters here are at a peak. The advance is in operation, talent and staffers are arriving and plans are being formalized for opening festivities.

The Arco Troupe (6), teeterboard, arrived from Cuba for its first U. S. tour. The Bakers came on from Philadelphia and Peggy Baker is teaching web and ladder routines to ballet girls. Alverado and his family came from Sarasota and began rehearsals of their leaps. Joe Rossi, bandmaster, is in quarters and the other musicians are due soon.

Superintendent Charlie Brady fireproofed the big top this week with Jefferson Fire Chief Casho as observer, and the top is scheduled to go up on Monday (11) for rehearsals.

### Trucks Ready

Several new trucks have been added and old ones have been overhauled under the supervision of Red Haddock.

General Manager Jack Mills, aided by his secretary, Miss A. V. Cox, gave a banquet at the Ashtabula Hotel for the Ashtabula Fair board to finalize plans for the show's opening day and banquet, April 16. Several hundred people from many parts of the U. S. are

expected to attend the banquet, where Lt. Gov. John Brown of Ohio will be the main speaker. John Creamer, chairman of the fair board, will blow the starting whistle for the show. The banquet will be at the Jefferson High School cafeteria.

### Good Advance

The fair association is sponsoring the opening day and the advance ticket committee reports a good sale. Jack Mills conferred with Bob King, of a Richmond, Ind., printing firm, about delivery of the specially printed menus.

Hard Times Leonard, superintendent of lights, headed the crew which readied the show's electrical system and new equipment. Mr. and Mrs. Jake Mills have arrived at quarters with a new trailer. Mr. and Mrs. Harry Mills have their concession department all set. Paul Hudson, who spent the winter with the Billy Smart Circus in England, is back and his wife is due on the Queen Mary, docking Tuesday (12).

The press department, headed by Starr DeBelle, left three weeks ago and is ahead of schedule. Bookings are far ahead of other seasons. DeBelle's press assistants are Jack Harris and Lew Nelson. Bill Maack, 24-hour man, has arrived from St. Louis ready to start marking the route that will take the show into many States this season.

Ody, Side Show; Bert Lang, contracting agent; Ted Toma, superintendent of transportation; Tanya Garth, equestrian director; E. Patey, Hammond organ, and C. W. Scott, drums.

### Rides, Animals

The big top is a 70 with three 30's and seats 1,500 persons, including a section of 200 reserved chairs. General admission is \$1.50 and reserves are \$2. Last year the show used two rings instead of this year's three.

On the show are three light plants, two light towers and three kiddie rides. The latter are Cars, Train and Merry-Go-Round. Menagerie has a 60-foot banner line and includes a kangaroo, chimps, anteater, lions, ocelot, llama, sloth, monkeys and one elephant.

Performance will include 22 acts in two and one-half hours. It opens with a spec, "Odyson on Parade." After opening in its home town here it will head westward for the Pacific Coast.

The show, which has the distinction of being one of the very few circuses native to Canada in history, moves on 10 semi-trailers plus private auto and trailers.

### THE CONTINENT

## Season Opens For More of European Units

PARIS, April 9.—More European circuses are going out of the barn every week, the latest being Circus Amar, large tenting unit operated by the three Amar brothers. Five of Sweden's shows are operating and Circus Berny opened Friday (1) in Oslo.

Amar's bill includes circus acts and a water spectacle. It offers its own animal groups, including a large herd of elephants and a Liberty horse stable, presented by Willy Meyer. Also on hand are a Hagenbeck tiger group handled by Rudolph Mathies, and a Hagenbeck mixed animal group which includes zebras and camels.

Acts include Lance King, Canadian cowboy; Colorados, Western novelty; Captain Gray as Buffalo Bill; Three Contis, trapeze; Harry Troupe, clown tumbler; Timmy Asgard's troupe, teeterboard; Johnson-Pauwels Trio, acrobatics and tumbling; New China Troupe (7), acrobats; Konzelmann's seals, and Rocky and Randel, clowns. Amar, with many of the same acts, played North Africa over the winter.

Berny's bill includes Arthur Reinsch with the Berny Liberty horses; H. Willy with the elephant, Mary; Ferry Forst, illusions; Mars Troupe, perch; Miss Lucille, trapeze; Two Adams, bike; Mark and Company, jockey riders; Jenny and Gert, knife tossers; Ulla, trained chimp; and clowns Willy Pauli and Roland, and Jim and Jam. There is still plenty of snow in Norway and the weather is cold.

Swedish openings were Circus Altenburg at Landskrona, Circus Moller at Hoganas, and Trolle Rhodin's Zoo Circus at Malmo, all on Friday (1); Circus Scott at Malmo on Wednesday (6), and Circus Mijares-Schreiber, this weekend at Vasteras.

George (Slim) Lewis, author of "Elephant Tramp," has left Oklahoma City, where he was with the zoo, and now is in Seattle. On the way he visited Dick Shipley, Beatty show's elephant boss, and Floyd Smith, who is breaking eight young bulls at Louis Goebels' farm, Thousand Oaks, Calif., for the St. Louis Zoo.

Continued from page 55

Wilson show in Puerto Rico . . . that the Glen Henrys will open with Orrin Davenport at Hibbing, Minn. . . that the Jimmy Connors have opened with the Charlie Morse carnival . . . that Ralph Duke will be with Kelly-Miller as equestrian director and announcer and three of his children, Sandra, Paul and Pauline, will go with him. Duke's daughter, Beverly, is with Polack Western . . . that acts with Gil Gray who are residents of Gainesville include Hazel King, the Flying Malkos and Jeep Milan. Same issue of the paper carried an editorial lauding the circus people who make their home in Gainesville.

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# UNDER THE MARQUEE

By TOM PARKINSON

Charles and Mamie Baker, clowns, were with E. R. (Pop) Gray's unit thru Tuesday (5) and next play the Omaha and St. Louis dates. . . . Richard Arcand clowning as "Bugs Bunny" at Ohrbach's store in Los Angeles thru Saturday (9). . . . CFA Paul Bowers and Count Nicholas, Ringling ringmaster, were together when the show arrived in New York and telephoned CFA Wally Ahlberg in Minneapolis.

James E. Boles advises he is now with The Tyler (Texas) Courier-Times but still living in Gladewater.

Paul Kaye, reporting from Polack Eastern, writes that everyone was disappointed to find the pool at Sampson air base was drained. . . . The clowns did a hospital show. . . . Airmen kept asking Henry Kyes where he bought his new patent leather shoes. . . . Les (Flash) Parker is sporting a new uniform. . . . Many of the personnel made their annual stop at the shoe outlet in Lewiston, Me., and came away with several pairs. . . . Joyce Briedenbach joined to do web. . . . June Madison, Paul Kaye and Arnold Costine lectured classes at Lewiston High School, while Gene Randow and Larry Benner made a TV show emceed by one of Gene's Army buddies. . . . Birthdays were observed by Rex Rostrom, Bobby Harrison, Ralph Oyseth and Jack Klippel. . . . Charlotte and Everett Smith were dinner hosts to Carmen and Dick Slayton.

Ringling's New York newspaper ads include art work from the "Greatest Show on Earth" and "Ring of Fear" movie ads and clown art from a service which supplies grocery ad material, as well as original art work.

Frank Cain advises he will clown four dates for J. C. Patterson after April 20, when he will have completed a Cincinnati engagement. . . . Ed Davison, old-time Negro performer who did an impaleent act with Teets Bros., Sam Dock and other circuses, now is located at Franklin Farms, Chambersburg, Pa., reports Karl Cartwright.

C. S. Primrose, veteran circus agent now at his Oak Park, Ill., home, made the Atwell Club meeting in Chicago Wednesday (30). . . . E. W. Cripps, Brantford, Ont., has his model circus on display for "Three-Ring Circus" showing there. He reports a couple of circuses are headed his way.

Probability is that the Ringling quarters at Sarasota will get some more attention this season. Some repairing was done this winter and more projects seem to be in the works.

Earl and Arthur Elkin, circus fans and theater operators of Aberdeen, Miss., returned home recently from Sarasota, where they enjoyed their sixth annual trip to Ringling quarters. . . . H. C. (Cuz) Halliburton appeared on KATV-TV, Pine Bluff, Ark., recently to discuss clowns and at the North Little Rock Boys Club to conduct a youngsters' clown contest. . . . The Circus Clown Club has canceled a meeting scheduled for Peru, Ind., in September. . . . John H. Wilson, Ripon, Wis., is State chairman for the Clown Club's circus week.

Jimmy Edgar, former owner of Sparks Circus, was in Nashville, Chicago and Detroit in recent days with plans for a new project. . . . Stephen (Bozo) Brenner has been playing dates in Maryland. . . . Bruce Heaton has completed a tour of the South with his color movies of Hagen, Von, King and Ringling circuses. The route was booked by Buddy Heaton, formerly with circuses and now on carnivals. Bruce Heaton is back in Greenville, S. C., now.

Clown Irv (Ricky the Clown) Romig resumed his Detroit TV show March 28 after a vacation that took him to Ringling quarters, Sarasota.

Ward Hall, of Hall and Leonard Side Shows and now with Byron Gosh's All-American Circus, had

several stitches taken to close a head injury received in his knife-throwing act while at Oxford, Ala.

Alex Hanel, who did the production numbers for Clyde Beatty Circus this season, did similar work years ago for the Sarrasini and Brumbach circuses in Europe. . . . Circus fans meeting recently to plan a new CFA tent for the Davenport-Rock Island-Moline, Ill., area were Ed Freeman, Dave Frew, Bob Parkinson, Orlo Rahn and Herm and Mary Linden. . . . William Kaufman has been elected president of the CFA tent at Chicago, where Earl Tegge is vice-president, John Harrop is secretary, Bob Freeburg is treasurer, and John Zweifle, "24-hour man." . . . The Walter Krawiecs, circus artists, will have a showing of paintings at the Chicago Art Galleries, May 7-28.

Spencer Stine, who will have the concessions, reports that the Harrisonburg, Va., rescue squad is staging an indoor circus April 14-16, with Steve Rose handling promotion.

Joe Hodges Hodgini advises that the Hodges-Hodgini Trio will be with Rogers Bros. Circus this season. They caught the Beatty show at Phoenix and visited with the Hannefords, Frank and Lolita Perez, the Jimmy Millettes, Charlie Hilderra, Lew Kish, Joe Kuta, Rose Murphy, Mark Anthony, Herbie Weber and Laurence Cross. They expected to visit Capt. Harry Clark, Bob Emerico, Harry Ross, the Henry Family, Mario Rojas and Pancho and Danita Roche on the circus part of Siebrand Bros.

Karl Wallenda writes from Honduras that the Great Wallendas are getting along well with the Circus Royal Dumber. Part of the troupe came direct from Mexico to Guatemala City and opened as scheduled, but some members who came from Miami were delayed in joining. Next stand will be Managua, Nicaragua, for three or four weeks.

The March edition of American Turner Topics reports that Mrs. Charles Windisch, of the Moline (Ill.) Turners, has written a book, "My Life in Show Business." It relates how she got a job as a chorus girl in a Davenport, Ia., theater at 14, a year later joined a bicycle troupe and subsequently met Charles Windisch, a trapeze performer with the Ringling show and vaude headliner.

Earl A. and Edna Chapman, advance promotion managers for the Kelly-Morris Circus, writes from Prichard, Ala., that they recently closed their books there on a successful advance sale and will shortly move into Indiana. Kelly-Morris will show Prichard April 26 under Junior Chamber of Commerce auspices. Recent visitors at the Prichard office were Mr. and Mrs. Joe Karr and daughter Evelyn; S. A. Ratliff, local billposter; George S. Harr, carnival agent; Johnny Adams and Walter B. Fox.

From Polack Western, Harold Barnes reports that at the Indianapolis program the Murat Shrine added the horse patrol, recently trained by Jack Joyce, and opened each performance with a tournament. A combination midway and menagerie was housed in an adjoining building. On hand for the opening was the show's new booker, Nellie Vaughan, along with Viola McCleod, of the Polack office. The Indianapolis engagement, however, was saddened by the death of Eddie Minetti and the illness of Harry Lamar, who suffered a heart attack.

Leaving Decatur, Ill., in a heavy snowstorm the fleet embarked on its first big jump to Odessa, Tex., arriving at the height of one of the most severe sand storms in years. En route Chester and Joe Sherman, Carol Brent and Dollye Green visited Gil Gray's circus; the Edwin Merksy were turned back 300 miles by State patrolmen to act as interpreters for Polly Orea's dog act; the Roland Tiebors returned

to Tonawanda, N. Y., due to a death in the family, and Lou Jacobs returned to New York City. All are scheduled to rejoin in Santa Rosa, Calif. Beverly Duke and Bee and Gwenn Carsey also stopped at their respective homes in Texas, the Carseys returning with their house trailer for the California trek. New to the show are Justus Edward's new Packard, Tarzan Clarkson's new panel truck, and Rolando's new and impressive rigging which eliminates all guy wires.

Morgan Berry is expected to arrive in Seattle with a shipment of elephants from the Orient.

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## MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Boleto, a new outdoor sporting toy, is a modern and harmless adaptation of the bolas, age-old South American Indian weapon. Handmade of pliant rawhide and soft rubber, the Boleto offers dozens of new games of action and skill. It is thrown by grasping one ball and whirling the others overhead. A little practice enables the player to wrap up a target safely at a distance of 40 or 50 yards. Practically indestructible and self-untangling, the Boleto provides an unusual way to enjoy healthful exercise. The item is offered for \$1 postpaid by Boleto Products, Three Rivers, Mich.

Lester Products, Inc., Bedford Heights, O., announces development of a new line in giftware and home or office decorative ware. The first item to be introduced is the Diplomat, mirror-finished, heavy chrome ash tray individually packaged in gift boxes. The patented center snuffer prevents cigarettes or cigars from tipping out of the tray. A new type water-resistant cork-rubber base cushioning pad prevents table scratching. The heavy chrome finish will not burn off or discolor. Illustrated bulletins and sample trays are available.

Gainor Hosiery Company, Detroit, reports strong sales of its nylons for women. G. Rosenberg says the regular value of these hose is \$1.50 per pair and offers them to Billboard buyers in sizes 8 1/2 to 11 at \$8 per dozen. These are super sheer, 54-gauge, 15-denier. The firm guarantees that they will sell or you may return them within 60 days. All are individually packed three pairs to a box, in the latest shades. "With 10 dozen orders, we give a \$12.95 hosiery leg, 18 inches tall, for display purposes," says Rosenberg. The firm will give sole distribution in your county if you can use quantity.

Pitchmen, demonstrators and workers should be interested in the new Zip E-Z zipper lubricator of Lewis Creations, Buffalo. This company says the item saves wear and breakage and eliminates zipper trouble.

Those who have not had an opportunity to check on the items and values offered by Chelsea Hosiery Mills, Boston, are urged to do so. First-quality 51-gauge sheer nylons are \$5.85 per dozen, 60-gauge sheer are \$6.50 per dozen. Devonsheer garter-runstop top nylons in individual boxes are \$6.75 per dozen. Campus panties for women are \$3.50 per dozen in six-pair gift boxes. For these items you can get a three-dozen packed display deal for \$10.50. I. Z. Mann, president of the firm, says response to its new line of Helanca stretch socks for men, boys, girls and women at \$5.50 a dozen has been gratifying. If you order eight dozen of these socks, the firm sends you a free metal rack.

Harris Novelty Company, Philadelphia, has just received a shipment of Davy Crockett hats. Due to popularity of the song, the hat is a cinch to follow thru with the small fry, the firm says. To stimulate initial sales on the item, Harris is offering a special on the hats at \$7.50 per dozen. They promise to ship the same day they receive order, and ask 25 per cent deposit, money order or cash.

Another item which should receive consideration by demonstrators and pitchmen is Foam-Brite, a sponge cleaner offered by Vidann Products Company, Pittsburgh. This is a competent sponge cleaner for demonstrations in stores or at fairs or carnivals. It is sold to demonstrators at fair prices.

Concessionaires looking for new practical items with appeal should write to Magica Products, Inc., Wollaston, Mass. This firm has what it calls the Magica Bath Sponge, a patented product that holds soap in a pocket directly behind the washing surface. Made of natural rubber with 17-inch styrene plastic handle, it comes in red, blue or green.

Carnival men who use ducklings are invited to write Hile Duck Farm, Cary, O. Carl Kessler, manager, says everybody from 6 to 60 will pitch for the cute ducklings. Weekly shipments are supplied by prepaid parcel post at \$25 per 100.

## PIPES FOR PITCHMEN

by BILL BAKER

PITCHDOM . . . will be shocked to learn of the March 25 death of Orville A. Rora-baugh, a well-known coil worker for 30 years. Services for Rora-baugh, who was born June 15, 1894, were held recently in the Paramount (Calif.) Mortuary Chapel, the Rev. Wendell Ensor, of the First Baptist Church of Visalia, Calif., officiating. Burial took place in Evergreen Home Cemetery, Beatrice, Neb.

"I HAVE BEEN . . . reading the pipes from Jack Scharding and now the latest from that grand old-timer, Joe Ackerman, regarding the old seven-in-one scope," pipes Jas. E. Miller. "I used this item years ago as a rehash after the garter pitch and sold thousands. However, I have to differ with Joe in one particular. The ones I sold came from Germany. There used to be a big sheet of illustrated directions accompanying each one, one side printed in English and the other in German. Whenever I worked in localities in which there were a lot of Germans, I used to brag about the wonderful lines that could only come from Germany, and my passouts used to jump. Wisconsin was very good for scopes. In those days you could work most any town on a good corner for a few dollars per day. There was a cheaper and inferior scope that came from Japan in those days. I used to get them from Levin Bros., Terre Haute,

Ind. The price was \$13.50 per gross and the item proved to be a very fast two-bit passout. The white celluloid ones were \$36 per gross. They had to be handled carefully. Today these scopes could be made of different colored plastic, and I agree that they would get money. Edward St. Mathews handled and sold thousands of scopes. Some of the old-timers who worked them were Pete Ellsworth, Carl and Fred Holmes, Bill Danker, Bill Hewitt, Mutt Gordon and George Cohn. A lot of these boys are now working them up above. I certainly enjoy the pipes from the old-timers about these old items. Would like to hear more from the vet scope workers." Miller adds the following P. S. to his letter: "Please don't mention the town from which this pipe was sent. The boys like to call me collect and put the bite on me. I don't mind a 5 or 10, but they ask for a C note, and if you don't respond, you're a fink. I have too many on my books now."

"WHILE PASSING . . . thru Newark, N. J., I happened to notice a few of the boys working the streets," cards Charlie (Fat) Henry. "The town is open for a \$10 reader, good for the entire year, and you may work on the curb or at dead wall. Everyone is getting a buck there. Among those I noted were Dick Jennings, with novelty dogs; Tony Angus, flowers; Circus Larry, rubber; Max Gaylick, flucum; Little Moe, Easter candy, and Tommy Bruno, pens."

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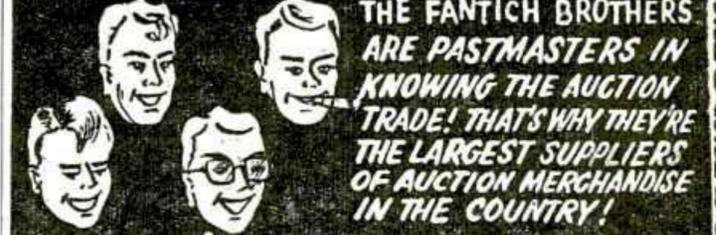


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Pittsburg MASTER PAINTERS PRODUCTS formula with titanium. Inside, outside, ready mixed paint in oil, white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in ten-carton lots or more. Less than 40-gallon quantity, \$1.50 per gallon. Richard's chrome-finish, ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton, sold in five-carton lots or more. Less than 30-gallon quantity, \$1.55 per gallon. Pittsburg Master Painters Products. Rubberized, concrete, porch and floor enamel. Battleship gray only. This is not a reclaimed product. One gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton. Sold in carton lots only—\$2.20 per gallon in five-carton lots or more. Less than 20-gallon quantity, \$2.40 per gallon. Special—3-piece paint brush set. Pure bristles, vulcanized in rubber. Self-display window front box, consists of 1", 2" and 3 1/2" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—\$1.25 per set. HARDWARE SPECIALS 6-Piece Screw Driver Set with rack, individually boxed. 50 to master carton—55¢ each in lots of 50 or more. In dozen lots, 60¢ each. 6-Piece Power Auger Wood Bit Set. Sizes 3/8 to 1 inch. Usable in any make electric drill, sharp spur and cutting edges. Individual self-display kit. Packed 1 dozen to box, \$15.00 per dozen. No less sold. 6-Piece Warding File Set—All differently shaped with individual uniform handles used for wood or metal. Individual self-display kit. Packed 1 dozen to box, \$9.00 per dozen. No less sold. 4-Piece Cold Chisel Sets, drop forged. Used for wood, stone or metal. Octagonal shaped. Individual self-display kit. Packed 1 dozen to box, \$4.00 per doz. No less sold. 9-Inch Professional Pattern Pruning Shear. High quality, hot drop forged steel. Fully polished, knurled handles, tempered sharp honed blades and volute spring. Locking catch, \$9.00 per dozen. Packed 6 to box. No less sold. 8-Inch Combination Plier, 15,000 volt, heavily rubber insulated handles. Polished head, drop forged, milled jaws. \$9.00 per dozen. Packed 6 to box. No less sold. Hack Saw Frame, adjustable from 8" to 12", faced to cut at 4 angles. Complete with tungsten blade. Packed 1 dozen to box, \$6.00 per dozen. No less sold. 10-Inch Hack Saw Blades, high quality steel, flexible backs, hardened teeth. \$3.00 per gross. No less sold. 25% deposit with order, balance C.O.D., F.O.B. Chicago. COOK BROS. 916 S. HALSTED CHICAGO, ILL.

A permanent, year 'round PREMIUM SHOW COMPLETE SHOWINGS BY OVER 100 EXHIBITORS AND PREMIUM MANUFACTURERS OPEN DAILY 9 A.M. TO 5 P.M. Tuesday and Thursday Evenings to 9 P. M. PREMI-O-RAMA, INC. 216 SO. WABASH AVE. CHICAGO 4, ILL. Telephone MOhawk 4-6102

**THE ORIGINAL "HIT" MINIATURE CANDID CAMERA**

FITS IN POCKET OR PURSE—TAKES CLEAR, SHARP PICTURES

Sensational camera tells like wild! Precision made lens and shutter. Comes complete with genuine pigskin carrying case and carrying strap. Eye-level view finder, polished nickel plated parts.

**FREE wholesale CATALOG**

Write for our big new 1955 catalog illustrated in dazzling color. Jewelry, leather goods, housewares, toys, novelties, watches and hundreds of other items.

Gold Finish Model "Hit" Camera \$15.50 Per Doz. Sample \$2.00

**\$13.50 PER DOZ.**

SAMPLE \$1.75

Film for "Hit" Camera. 60¢ Package of 6 rolls.

**GEM Sales Co. 533 Woodward Detroit 26, Mich.**

**QUACK QUACK DUCK**

It's NEW—Plenty of Action

**\$20.75 PER GROSS** \$1.80 Per Dozen (No less sold)

No. 3893 BUBBLING BABY Size 3 in. high \$15.00 per gross \$2.00 per doz. (No less sold)

No. 4995 BASHFUL MONKEY \$10.00 per gross \$1.50 per dozen

No. 3927 SNAKE BOW TIE \$10.00 per gross

#3936 SPIDER GIRL \$14.40 per gross \$1.50 per dozen

Include postage with remittance; will refund any difference.

**WISCONSIN DE LUXE CO. 1902 N. Third Street Milwaukee 12, Wisc.**

**A TRIAL ORDER WILL CONVINCING YOU!**

**A BIGGER DEAL 6 Assorted Watches \$49.**

With yellow expansion band. Reconditioned and guaranteed like new.

Guaranteed like NEW!

Benrus - Elgin Waltham-Gruen-Bulova

**WATCHES \$9.75 EACH**

For MEN and WOMEN

Original Gold-Filled Expansion Band, 95¢ extra.

**WEINMAN'S 182 So. Main St. Memphis, Tenn.**

**Merchandise You Have Been Looking for**

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated-Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

**ACME PREMIUM SUPPLY CORP. 1111 South 12th. St. Louis 4, Mo.**

**To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW**

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

3 Indicate below the type of ad you wish:

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard 2160 Patterson St. Cincinnati 22, Ohio

Please insert the above ad in..... Issue.

I enclose remittance of \$.....

Name.....

Address.....

City..... State.....

**CLASSIFIED SECTION**

A Market Place for Buyers and Sellers

**ADVERTISING RATES**

**REGULAR CLASSIFIED ADS**

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

**RATE: 15c a word—Minimum \$3**

**CASH WITH ORDER**

**FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE**

Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

**ACTS, SONGS & PARODIES**

**COMEDY MATERIAL FOR A PURPOSE—** Pep your show up; material written to your style. Skits, bits, monologues, parodies. Number one and two folios now ready. Wesbica Comedy Material, Box 187, Westville, Ill. ap16

**IF THERE'S MUSIC ANYWHERE NEAR** your act, you need Musicollection. Here is the all purpose Musical Gag File. For about musicians. Free monolog with your order. \$5 Showbiz Comedy Service, (Dept. A-16), 1613 East 29 St., Brooklyn 29, N. Y.

**20,000 PROFESSIONAL GAGS, ROUTINES,** doubled! 1500 pages! For free comedy catalog write Robert Orben, 73-11 Bell Boulevard, Flushing, N. Y. m314

**AGENTS & DISTRIBUTORS**

**A BRAND NEW ITEM—COPYRIGHTED,** registered. Exclusive. First time anywhere. Not sold in stores. You buy direct from manufacturer. 100% profits. Begin earning big cash first day! Details req. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. ap30

**AGENTS—FAST SELLING BEAUTIFUL** Rhinestone Heart Necklace and Rhinestone Heart Earring Set; all pronged rhinestone neck, earrings, boxed, dz. Sales Co., 921 Eastwood, Chicago 40, Ill.

**AGENTS—MAKE UP TO \$100 DAY SELLING** Amazing Color Filters. Put your Television in color. Send \$2 for sample any size. Prompt delivery. Moody Supply, 3026 Mesquite Rd., Fort Worth 11, Tex. ap23

**AGENTS—SELL RICH LOOKING 34X66** Imported Japanese Rugs for \$2; never before such a large rug for so low a price. Multicolor stenciled designs, hooked carpet and Oriental patterns; 2 rugs, \$2.50 prepaid; 4 rugs, \$11.50 each prepaid. Goodson, Dept. B, Box 204, Upper Darby, Pa. ch-fn

**AAA AMAZING CLOSEOUTS**

Ropes, all beads, asst. dz. .... \$ 4  
Ropes, chain & beads, asst. dz. .... 2.50  
Tailored earings, asst. gr. .... 1  
Tailored pins, asst. gr. .... 15  
Stone Earrings, asst. gr. .... 18  
Stone Pins, asst. gr. .... 18  
Rhinestone neck, earrings, boxed, dz. .... 30  
Bracelets, round & link, asst. gr. .... 5  
Tailored tieside & cufflink set, asst. dz. .... 5  
Sample dozens reg. price 20% deposit, balance c.o.d.

**NEW ENGLAND JEWELRY** Prov., R. I. 124 Empire St.

**ATTENTION—HOSIERY; LOW PRICES FOR**

jobbers, pitchmen and salesmen; complete line. Ladies' and Men's, Children's Hosiery. Nylon, \$1 dozen, up; sample order one dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. Mfg. Co., (5-1743), 1258 Market St., Chattanooga, Tenn. ap23

**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 Desplaines, Chicago. ch-np

**BEAT THIS—NEW MANUFACTURERS 10¢**

and 15¢ Key Chain, 45¢ dz., 2 dz. on a card. 24 dz. \$10.20; 100 dz. lots, 40¢ dz. 24 assorted samples, \$1. Modern Coin, 304 W. McMillen, Cincinnati 14, O. dh

**BIG MONEY—"OSCAR" MAKES EVERY-**

one laugh. Whirlwind, \$50 each. 50% profit. Fifty samples (\$2.50 retail) for 25¢. Manager, Box A884, 920-Third, Seattle 4, Wash. ap23

**BIG PROFITS IN YOUR OWN WHOLE-**

sale merchandising business. No investment. No inventories. America's greatest wholesale Appliance, Homeware Jewelry Sporting Goods catalog. Save yourself 66-2/3%. Space for your own name. We drop ship! Free sales plan. General Wholesale, Box 3058CC, San Francisco. ap16

**CIRCULARS—SIZE 3x6, 150 WORDS, 1000**

circulars, \$2.75 postpaid; size 6x9, 300 words, 1000 circulars, \$5.50 postpaid; size 9x12, 1000 words, 1000 circulars, \$11 postpaid. I do not print the circulars. For \$1 will send printer's address. Max Saltzman, Dept. Printer, 7635 Hinds Ave., North Hollywood, Calif. ap23

**CLOSE-OUT PRICES—RETRACTABLE BALL**

Pens, assorted colors, \$19.50 gross postpaid. Pencil type Ball Pens, assorted colors, \$4 hundred. Samples of 4 Retractable and dozen pencil type, \$1. Crescent Sales Co., 150-B Broadway, N.Y.C. 38.

**EARINGS, PINS, DISCONTINUED LINE.**

Below manufacturer's reproduction costs: \$12 gross; postage extra; cash with order. Debonair Manufacturing Co., 188 Whitmarsh St., Providence, R. I.

**ELECTRIC BINGO BLOWERS—DIRECT**

from the manufacturer. Write today! Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. ap30

**FAST SELLING TOY BALLOONS—IM-**

ported from Japan. Something new, different. Free samples. H. Bell, Inc., 246 N. Broadway, Lexington, Ky.

**FAST SELLING RHINESTONE BRACELET**

**PROFITS UNLIMITED IN YOUR OWN**

Wholesale Buying Service. Buy 66-2/3% less than retail, famous Appliances, Home-ware, Jewelry, Sporting Goods, Furniture. Big profits selling friends at discount. Free details. National Buyers Service, Box 426CA, Oakland, Calif. ap16

**ROLL CAPS FOR REPEATING CAP GUNS.**

\$12 per case; 720 boxes, 5 rolls to box; 25% deposit, balance c.o.d. Guaranteed quality or money back. Gelatin Enterprises, 14 Revere St., Bridgeport 7, Conn. ap16

**SELL 8x10 OIL COLORED ENLARGE-**

ments. Attractively framed from any photo. Only \$2.50; big commission plus over rides. Acme Enlargers, Levy Station, No. Little Rock, Ark. ap16

**FAMOUS MFR. CLOSEOUTS**

Lord's Prayer Necklace, boxed ... \$3.50 dz.  
Beautiful Summer assortment ... 3.50 dz.  
Asst. Earrings, gang carded ... 1.55 dz.  
Cufflinks, carded ... 1.95 dz.  
Rufflinks, boxed ... \$3, \$4 & \$5 dz.  
Rosaries (made in Italy) ... 1.85 dz.  
Tailored or stoned Earrings ... 2.00 dz.  
Baby Heart Necklaces, boxed ... 3.50 dz.  
Baby Cross Necklaces, boxed ... 3.50 dz.  
Earrings, boxed ... 1.55 dz.  
Rhinestone Neck & Earrings, boxed 12.00 dz.  
Beautiful Ropes, asst. ... \$4 and \$5 dz.  
Send for descriptive literature on other terrific values on jewelry of all descriptions. 25% deposit with order, balance c.o.d.

**SAMUEL SILVERMAN & CO.**

1820 Westminster St. Providence, R. I.

**WHOLESALE—RETRACTABLE BALL-**

point Pens and Refills. Top quality. Lowest prices. Sample kit available. Royal Manufacturing Co., 307 7th Ave., NYC 17.

**\$1 PROFIT EACH SALE PLUS OVER-**

rides. Two, three or more orders, one family. Photo enlargements only \$2.95. G. Allen Studio, Riegler Bldg., Little Rock, Ark. ap16

**2055**

**BABY BEAR CUBS**

Write Box C-203 c/o Billboard Cincinnati 22, Ohio

**A BIGGER AND BETTER ASSORTMENT**

of snakes than ever before for \$25. Harmless or poisonous. State which. McClung, LaPlace, La. ap23

**ALLIGATORS, CROCODILES, MONKEYS,**

Bear Cubs, Mexican Burros, Raccoons, giant Iguana, Indigo Rattlers, Boas, Pythons, Storks, Spoonbills. Mowrer's, Phone 67323, Springfield, Mo. ap16

**ANIMALS, BIRDS, REPTILES. "RED**

Tailed" Boas, Anacondas, Rattlers, Cottonmouths, Snake Dens and "Complete Reptile Exhibits." Carnival owners and reptile operators write for special list. Complete stock of pet items for resale. Pet shops, write on letterhead for special list. Monkeys and all other small animals. Write or wire Reptile Jungle, Sidel, La. Call 322 day, time only. my7

**ASSORTED MICE—BLACK, WHITE, TAN**

and grey. \$25 per hundred. Telephone 5411. C. C. McClung, Snake Farm, LaPlace, La. ap23

**BIG HARMLESS SNAKE DENS, \$10, \$25,**

\$50. Rattlesnake, hot or fixed. \$1.50 per foot; beautiful Diamondback Rattlesnake Skin, complete with head and rattles, mounted on two colors of felt, 7 ft., \$12; big Wildcats, \$25; Possum with babies in hand, \$25; Indigo Skunk, \$12. "Cats," \$10. Ray Singleton, Rattlesnake, Fla. ap16

**BOAS, IGUANAS, RATTLES, NON-POI-**

son Snakes, Monkey Anaconda Reptile Farm, 2214 North San Gabriel Blvd., South San Gabriel, Calif. my7

**FOR SALE—SIX TAME RHESUS MON-**

keys, collar and chain broken, fat and healthy. Price, \$35 and \$50 each. Reason for selling too large for Monkey Speedway cars. Wanted to buy small Rhesus Monkeys or Baboons for speedway cars. Bar Chamber World of Birth Shows, Box 6114, North Side Station, Richmond, Va. dh

**MAGPIES—LARGE NATIVE BLACK AND**

white birds, for pets or display, \$5 pair. See "Em Alive Zoo, Red Lodge, Mont.

**PLENTY SNAKES, ALL KINDS—ALSO**

Alligators, Horned Toads, Armadillos, Coonundis, Kangaroo Rats, Agoutis, white Fantail Pigeons, white Doves, Pheasant, Monkeys, white and spotted Rats, deodorized Skunks, Wild Cats, Guinea Pig, Peccaries, Parakeets, Goats. Otto Martin Locke, Phone 141, New Braunfels, Tex. ap30

**RINGTAILS, \$30; SPIDERS, \$28; EURO-**

pean Hedgehogs, \$30; acclimated Wallabies, \$150. Animals Tropicals, 2323 Amsterdam Ave., New York 33. WA 7-7400. ap16

**RINGTAILS, \$30; SPIDER MONKEYS, \$28.**

Many other birds and reptiles. Animals Tropicals, Inc., 2324 Amsterdam Ave., N. Y. 33, N. Y. WA 7-7400. ap16

**SPECIAL SNAKE DENS—10 SNAKES, \$10;**

huge Highland Gopher Tortoise, don't bite, small Turtles, \$5 dozen; mama Opossums with babies, \$3.50 each; Bobcats, \$19.50; Raccoons, \$4 each; de-musked Skunks, pigmy Skunks, \$12 each. Animals, birds, reptiles, all kinds. Thompson Wild Animal Farm, Clewiston, Fla. ap23

**ALL FLAVORS POPULAR FOR SNOW-**

balls, cones, drinks. Fast Airmail service; quality best. Prices lowest. Ice Shavers and supplies. Outfits, \$8.50 up. Free illustrated catalog. Snowball Company, 5534-B Lemturner, Jacksonville 8, Fla. ap23

**BASEBALL BATTING RANGE AND MINI-**

ature Golf Course. New York. For sale, 1 year lease. Excellent opportunity. Price \$40,000 cash required; \$25,000 rest in notes. Write Box C-206, c/o The Billboard, Cincinnati 22, O. dh

**DOLLARS EVERY DAY—AMAZING NEW**

mail-order business. Anyone can operate. I furnish complete plan and practically everything needed. MB, 405-B Gorham Bldg., Minneapolis 3, Minn. ch

**FOR SALE—HOMEMADE CANDY, POP-**

corn, Ice Cream Store, 21st St. on Boardwalk, Coney Island. Selling on account of illness. Established 15 years. ap23

**FOR SALE OR LEASE—PHOTO ATTRAC-**

tion, 3 mounted Stuffed Animals and Trailer. Very appealing and profitable. Box C-205, c/o Billboard, Cincinnati 22, O.

**FOR SALE—RECORD SHOP, DENVER.**

Excellent location, low overhead, outstanding possibilities. Owner leaving town. Box C-200, c/o Billboard, Cincinnati 22, Ohio.

**GET MONEY EVERY DAY BY MAIL—**

Pleasant home-operated business. New booklet tells how. Only 25¢. A. Spencey, Mokena, Ill. ap16

**HAVE EXCELLENT LOCATION FOR KID-**

die Land Concession adjacent to Dairy Queen Store on busy U.S. 309. Contact Carl Meyers, Dairy Queen, Quakertown, Pa.

**LOOKING FOR A BUSINESS PARTNER TO**

go into roller skating business in Illinois. Box C-201, c/o Billboard, Cincinnati 22, O.

**"MAIL GAZETTE," LEADING MAIL-ORDER**

magazine; hundreds money-making opportunities; profitable occupations, business services, wholesale sources. Copy, 10¢. Hamilton, 288-MC, Marietta, Ohio. ap30

**PAINT SIGNS WITH MASTER PATTERNS.**

Set 1/4" to 12" with supplies, sent prepaid \$2. Sample 3¢. Eyerly, BB-583, Newton, Iowa. ap30

**PORTABLE FOLDING SEAT TO BE USED**

on beaches, etc. Factory to you. Leslie Sales Products Co., McNary, Ore. Box 31. Sample, \$5 f.o.b.

**SPECIAL NOTICE—HAVE MED OUTFIT,**

first class condition. Need backing. Write for full information. "Cornfield" Billy Williams, Sandoval, Ill.

**YOUR OWN BUSINESS. SPARETIME—**

How I make sales by telephone & postcard. Complete \$1; results or refund. D. Rego, 61 Bowler, Fall River, Mass. ap23

**10 MIDGET CRUISER TYPE DRIVE YOUR-**

self pedal boats. Perfect condition for rentals. Box C-204, c/o Billboard, Cincinnati 22, Ohio.

**2500 AUCTIONS—BRAND NEW 1955 LIST-**

ing 42 states. Lowest bids. National Popcorn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. ap23

**COSTUMES, UNIFORMS, WARDROBES**

BALLY CAPES, \$5; CLOWN SUITS, \$10; strip, bally, girl show, minstrel. All new, flashy. Free list. Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

**CURTAIN, 7x44, FLORAL FABRIC, \$25;**

Orchestra Coat, Costumes, Bally Capes, Flashy Green Satin Curtain, \$50; Clown bundle, Wigs. Free lists. Wallace, 2453 N. Halsted, Chicago.

**FOOD AND DRINK CONCESSION SUPPLIES**

PRE-POPT POPCORN "READY TO EAT." New Poppers Vending machines, Warmers, popcorn one bag to carload. National Popcorn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. ap16

**SNO-BALL FLAVORS PREPAID, \$5.50 GAL-**

lon. Sample, 40¢. Send for complete price list. Stuechery Mfg. Co., 1417 Market St., Chattanooga 2, Tenn. my21

**FORMULAS & PLANS**

ANY FORMULA, \$3; FORMULA CATALOG and manufacturing treatise, 10¢. Joseph H. Belfort, 192 N. Clark St., Room 520, Chicago 1, Ill.

**FOR SALE SECOND-HAND GOODS**

ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. my14

**ELECTRIC REFRIGERATED ROOT BEER**

Trailer, \$800; French Fryer, \$40; Popcorn Warmer, \$10; Mills Custard head and Cooling Cabinet, \$50; orange drink dispenser, \$10. Lucille Southward, R. #1, Upper Sandusky, O. dh

**FOUR ELECTRIC PITCH BASEBALL MA-**

chines. New Netting for two cages. Bats, automatic Coin Boxes and 6x8 Neon Sign with flashing man hitting balls very colorful sign. Very reasonable. Write to John F. Simon, R. D. 3, Easton, Pa. ap30

**LARGE USED SUPER STAR MODEL—**

220 volt, \$350. National Popcorn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. ap16

**PORTABLE RINK—50x106 MABLE FLOOR,**

completely equipped, \$2500. Duane Armstrong, 1005 1/2 Washington, Mendota, Ill.

**41 CRETORS GAS POPPER, STAR WEINER**

Machine, Peanut Roaster, Snow Ball Machine, Orange Drink Dispenser, Star Grill, Polar Pete Snow Ball Machine, Popcorn Machines. Poppers Supply, 146 Walton, Atlanta, Ga. ap23

**FOR SALE—SECOND-HAND SHOW PROPERTY**

ALLAN HERSCHEL CAROUSEL—PERfect condition; aluminum top, electric fluid drive, \$9,500. Utica Funland, 505 Utica Ave., Brooklyn, N. Y. EV 4-7179. ch-my7

**BISCH-ROCCO FLYING SCOOTER, LAM-**

bertson self-contained Kid Coaster, Caterpillar "Union Pacific" Streamlined Train with five for sale or trade. All in top shape. Need 2H or double Octopus or single Puss that can be made double or modern kid rides. Frank W. Babcock United Shows, Baltimore Hotel, 501 S. Los Angeles, Los Angeles 13, Calif. ap16

**BLEACHERS NEW AND USED—CHAIRS,**

folding, theater, stadium; Tables, Tents, Religious Film. Lone Star Seating Co., Box 1734, Dallas 1, Tex.

**BUILD \$100 TWELVE PASSENGER KID-**

die Chairplane. Tested plans, \$5; ride, concession, group attractions, fun house, miniature golf. Illusions plans. Free circular. Brill, Box 875, Peoria, Ill.

**CARNIVAL RECORDS—BAND ORGAN,**

callope, Hammond organ records, 6, \$5; tape recordings, \$9. Carnival Record Co., 903 N. Seventh, Springfield, Ill. ap16

CONCESSION TRAILER—CORN, FLOSS, apples, 8x10 glass enclosed. Factory built, all equipped with Creators Production Popper, floss machine, apple outfit; ready to operate. Beautiful job, \$800 quick sale. Tommy Keefer, R. F. D. 4, Faunsmith, Me.

FOR SALE—SHORT RANGE SHOOTING Gallery with case of shells, cheap. Write Jess Lopez, Hadley, Pa. R. D. 1.

FOR SALE—SPIRAL TUBING FOR CAROUSEL, 1 1/2" by 8 feet long, and other tubing 3/4" by 10" long, Park Carousel, 220 East 73 St., New York 21, N. Y.

FOR SALE—WITHOUT TRANSPORTATION, 2 shop built kid rides. Airplanes and Walzette; price \$5000 for airplane ride, and \$1000 for Walzette. Cash. Rides in excellent condition. F. O. Davis, Route 5, Temple, Tex.

FOR SALE—1 LARGE SANISERV CUSTARD MACHINE; 220 V., 3 phase, A.C. current; used about 1 1/2 seasons. Condition like new; original cost \$3500, only asking \$1500 for same. Coley's Conf., 1115 City Point Rd., Hopewell, Va. Phone 2941.

FOR SALE—10 PASS. AIRPLANE RIDE, \$600; 1 High Striker, \$60. Carl Utter, Main St., Adena, O.

LIGHTING SYSTEM PRESENTLY INSTALLED on half-mile speedway. 90 metal poles, 50 reflectors, wire, 1 1/2 kw, 2300 transformers, \$1200. Fred Ferguson, Selma, Ala. ap16

MANUFACTURE, REPAIR, TRADE ANYTHING CANVAS. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y. je11

PONY RIDE—6 WELL TRAINED PONIES on sweep, 6 practically new saddles, under \$20 fl. route. All for \$1000. No time for letter writing. Phone day 7742, night 2061. P. L. Cobb, Hotel Ponder, Amite, La.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, trade-ins. Photos, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop Rehoboth, Mass. ap16

TWO ABREAST 30 FT. WARNER MAKE Merry-Go-Round; new Top, aluminum. Horses, with transportation; both first class condition. Reasonable cash offer considered. Thompson, 8306 Bennett St., Fontana, Calif.

WE OFFER NATIONWIDE SERVICE TO all ride operators everywhere. List and sell your carnival equipment thru us for quick satisfaction. Young's Carnival Sales, 111 Park Ave., Duluth 6, Minn. Tel. RA-2-1124.

16x12 TOP, KHAKI; WHITE PINE FRAME. Not junk; \$75. Frank Lackie, Rt. 1, Coleman, Mich. Phone 4255.

16" GIRAFFE UNICYCLE—3 SECTIONS, 8 feet, 12 foot, 17 foot. Reasonable. Edwin Roth, 7102 Hudson Ave., Guttenberg, N. J.

60-INCH SEARCHLIGHTS — SPERRY & GE Lamp assemblies and lamp operating assemblies, carbon, all other parts new, in original crates; 100,000 feet 1-0 single conductor power cable, 250 ft. aluminum. Thousands of other War Surplus items. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif. All inquiries answered. ap16

1946 FORD TRACTOR AND 22 FT. G.M.C. Trailer. Very good shape, 80% rubber all around. Can be seen at Mammoth Trailer Park on Highway 66. Will sell cheap. Inquire at 4520 Manchester, St. Louis, Mo. Phone Jefferson 1-0510.

LITTLE ATOM World's Smallest Pistol. COMPLETE WITH RAMROD AND YOUR CHOICE OF LEATHER HOLSTER OR BLANKS. ACTUAL SIZE. Dealers \$1200. Cost... \$1200. List... \$1.95 ea. Actually shoots blanks with terrific report... sells on sight with a bang! DISPLAY CARD MOVES 'EM FAST. Jobbers, Distributors, write, wire or phone for quantity prices. Also write for '55 Catalog. G & S Mfg. Co. Dept. B, 504-506 Deaderick NASHVILLE, TENNESSEE

Free... 1955 WHOLESALE CATALOG. General Merchandise • Watches • Appliances • Jewelry. Enclose 25c to cover postage and handling. WHOLESALE DISTRIBUTING 3324 W. Roosevelt Rd. Chicago 24, Illinois

NEW! 100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$4.50. Money refunded if not satisfied. MYRLO COMPANY Dept. B 2168 W. 25th Cleveland 13, Ohio

FREE Wholesale CATALOG. Containing Ladies' and Men's Nationally Advertised Watches, Watch Bands, Identification Bands, Bracelets, Diamond Rings, Green and Beurus Watches. YORKMARK SALES CO., Dept. B 131 W. 46 St. N. Y. C. 36, N. Y.

Free Wholesale Catalog ON JEWELRY AND WATCHES (RB). Hustlers, Carnies, Pitchmen, Trackmen, Salesmen, Concessioners, we've got your needs. STAR ENTERPRISE CO. 109 Washington St., Providence, R. I.

INSTRUCTIONS BOOKS & CARTOONS

ASTROLOGY OCCULT—EASY LESSONS, books, tarot, psychic aids, curious charts, spiritual products. Free booklet, Dasaro, 2300 South Michigan, Chicago 16, Ill. my7

FREE ILLUSTRATED, INTERESTING hypnotism, self-hypnosis Catalog. Learn this fascinating science. Private instruction also available. Write Hypnotist, 1324 Wilshire, Hollywood 17B, Calif. ch-ff

YOU CAN ENTERTAIN FOR ALL OCCASIONS with our Chalk Talks and Rag Pictures. Catalog 10c. Balda Art Service, Oshkosh, Wis. ap30

MAGICAL APPARATUS

ABRACADABRA! MAGIC AT LOWER prices. Effects never seen before. Wholesale, retail. "Lil" cigarette catcher and catalog, 25¢. Galaxy, 23 Williams Avenue, Jersey City, N. J.

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic, 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. ap16

SENSATIONAL MAGIC READER DECKS—Undetected by experts. Standard brand bicycle cards, \$10 each. AMCO Enterprises, Box 3384, Station "A", El Paso, Tex.

SUB-MINIATURE RADIOPHONE FOR mentalists. Easily concealed. Write for brochure, prices. Nelson Enterprises, 336 South High St., Columbus, O. ap16

VENTRILOQUAL SHORT COURSE, 50—Figures from \$20 up; two used at \$15. Catalog 10¢. Brown, 1711 S. W. 18 St., Miami 45, Fla. ap30

MISCELLANEOUS

SHOW BANNERS—YOUR PICTURE AND wording, 8x10 feet, \$25. Quick service. Heavily reinforced; any size furnished; also paint pictures from description. 50% deposit. Hughes, Show Banner Artist, Manchester, Mo. ap23

YOUR NAME IN HEADLINES ON STANDARD newspaper page; make up your own headline; 3 different, \$1; not over 36 letters each, headline blanks, \$30 per thousand. Andrew Quirk, Box 1351, Dept. 14, Hartford 1, Conn. ap23

M. P. FILMS & ACCESSORIES

ALL 16MM. SOUND, NEW LIST: FEATURING Westerns, Serials; excellent condition. Sell retail, Suite 512, 535 Fifth Ave., Pittsburgh 22, Pa.

CLOSING OUT LATE 35 FEATURES, PERFECT, \$10; Portables, \$30. Send for list, will trade. 1415 Montgall, Kansas City, Mo.

MUSICAL INSTRUMENTS, ACCESSORIES

ACCORDIONS—RONDELL AND MELO-tone; very best make. 2-20 Switches. Save up to 60%. Money back guarantee. Massimo, 7445 E. Seven Mile Rd., Detroit 36, Mich. my21

HAMMOND ORGANS—ALL MODELS, used, Novachord, Solovox, Leslie Speakers, Degan Vibraharp, Tubular Chimes with stand. Bleckner's, 131 Erie, Toledo, O. ap23

PERSONAL

ANYONE KNOWING THE WHEREABOUTS of Ricky Mason, please have him notify Joe Spicola at the Diamond Horse Shoe, 2501 4th Ave., Tampa. np

I HAVE HOME FOR HOMELESS DOGS from all States. Would appreciate receiving anything to help care for them. Mable Austin, Route 3, Box 774, DeQueen, Ark.

ONE-LEGGED LADY WANTS SHOE TRADING partner. Trade my unused left 10B for your right 10B. Any style. Barbara Conrad, 418 Four Mile Rd., Racine, Wis.

SONGWRITERS, DEL FOSTER, 1815 EAST Admiral Place, Tulsa, Okla. Hugh Lyons, 7243 Bennett Avenue, Chicago. Discouraged, not interested; each retains full interest copyrighted songs. To use, record, publish, co-writers must be notified by letter.

WOULD LIKE TO CONTACT OLD FRIENDS. All mail welcome. Alphabeth the Magician, Edward McGough, 229 East 63d St., New York 21, N. Y. my7

PHOTO SUPPLIES DEVELOPING-PRINTING

FOR DIRECT POSITIVE OPERATORS Easel back cardboard frame. Imitation leather, celluloid front colors. Can be used vertical or horizontal. For 2 1/2x3 1/2 Photos, doz. \$1.45 For 3x4 Photos, doz. 1.20 For 3 1/2x5 Photos, doz. 1.20 For 5x7 Photos, doz. 2.90 For 8x10 Photos, doz. 2.90 \$2000 Easel Back, Attractive Glass Frames: For 3x5 Photos, Doz., \$1.76. Hundred 13.20 For 5x7 Photos, Doz., \$2.50. Hundred 18.30 Photo Key Chains, hundred \$1.50 Thousand \$6.00 High Class Gold Finish Metal Frames: For 2 1/2x3 1/2 Photos, doz. 2.40 For 3x4 Photos, doz. 2.00 For 3 1/2x5 Photos, doz. 3.60 For 8x10 Photos, doz. 6.00 For all your requirements in mounts, frames, envelopes, mailers, etc., write us and save money.

INTERNATIONAL SALES CO. 414-B, E. Baltimore St. Baltimore 2, Md.

CARNIVAL PHOTOGRAPHERS—WE HAVE Piedmont Direct Positive Cameras and Eastman Paper and Chemicals in stock. Catalog mailed. Memphis Photo Supply Co., P. O. Box 1250, Memphis, Tenn. ap30

COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties, Miller Supplies, 1535 Franklin, St. Louis 8, Mo. ap16

COMPLETE CAMERA BOX WITH CUT-ter, lens 1 1/2x3 1/2, ready to set in booth, \$40; 2x3 1/2, \$50. Texas steer 66 in. horn spread, \$100. Standard metal typer same as new, \$200. Small Pony and Saddle, \$50. Want panoramas, Playmart, 1111 Main, Fort Worth, Tex.

DIRECT POSITIVE PHOTOGRAPHERS—We supply everything you need: reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoor, complete Photo Booths, etc.; free information and prices; we are old and reliable since 1903. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-ff

FOR DEFENDABLE D. P. CAMERA BUY Piedmont Direct Positive Camera, ground glass focusing, Piedmont Camera Co., 425 S. Worth Street, Burlington, N. C. Phone 62701. ap30

PHOTO BOOTH OUTFITS CHEAP—ALL sizes; drop in and see them; latest improvements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-ff

PRINTING

ALWAYS FASTEST SERVICE—QUALITY Posters, Three-color 14x22 Window Cards, 88 hundred; 17x26 size, \$12.50 hundred. Dealers for all purposes: Fourth of July etc. Bumper cards, Tribune Press, Dept. SP55, Earl Park, Ind. ch25

ATTRACTIVE BUSINESS CARDS—\$2.95 per 1000; 100 Posters (11x14), \$7; 1000 Book Letterheads, \$6. Taylor, 5103 Forty-Third Ave., Hyattsville, Md. ap16

ATTRACTIVE CALENDAR CARDS—YOUR advertisement raised printed on front, 1955-56 calendar on back, 1,000 only, \$3.75 postpaid. Guaranteed. Executive Advertising, 1603 Kay, Washington 6, D. C.

BEST BUY IN BUMPER SIGNS—4x18-INCH Sticker Bumperettes. Peel off back, stick onto bumper. Printed to your copy; on white, \$10 hundred; on brilliant day-glow colors, \$13 hundred. Postpaid Tribune Press, Earl Park, Ind. ap16

DRAWINGS AND CUTS MADE TO ORDER; double also; show experience. Denise Samples, Lee Cressman, Washington, N. J. ap16

300 8 1/2x11 LETTERHEADS, 200 6 1/2 ENVELOPES both for \$3.50. Black or blue ink. Mallo Presa, 767-B Leith St., Flint 5, Mich. ap16

SALESMEN WANTED

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics: nylon, rayon, cotton. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. N. 109, New York 11, N. Y. ap23

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15¢ a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursdays for the Following Week's Issue

A DRESS SHOP IN YOUR HOME. NO investment. Good commissions selling better dresses. Redcraft Fashions, 111 WQ Eighth Ave., New York. ch

ATTENTION, DISTRIBUTORS — PROMOTIONAL Franchise Men only. New 5¢ musical confection charm vendor featuring Ballet Dancer. High priced machine; exclusive. Triple earnings for you and operators you sell. If you're tired of working worn-out around vendor deals and other junkies, this unusual machine is the answer. Our company, 20 years in business; finest bank and other references guarantee your success. Write Box C-207, c/o Billboard, Cincinnati 22, Ohio. my7

EXPERIENCED AERIALIST HIGH SWAY Pole. Start first week May. Good proposition, right party. Write Xcellos, 102 Gold St., New Britain, Conn. ap16

HILLBILLY AND WESTERN MUSICIANS Wanted. Steel guitarists, fiddle and others. Union; appearance, sober, important. To join established radio, stage, TV unit. Salary guaranteed. Write or wire all. Box C-202, c/o Billboard, Cincinnati 22, Ohio.

NEED AGENT AND SPONSOR FOR RADIO. Need TV show similar to Ted Malone's. Maurice Jennings, 337 S. Fifth St., Quincy, Ill.

AT LIBERTY—PEA POOL DEALER; capable dealer on any P. C. Prefer pea pool office owned. Frank Sullivan, Gen. Del., Oklahoma City, Okla. ap23

INDOOR AND OUTDOOR CIRCUSES, fairs, rodeos; it's Wild Horse Harry's trick and sun shooting cowpony (Montana Babe). Sherwood, Ohio.

MISCELLANEOUS

AT LIBERTY — DRAMATIC ACTRESS, dancer. Would like TV job. No amateur; can furnish photos, background, etc. Maurice Jennings, 337 S. Fifth, Quincy, Ill.

AT LIBERTY FOR RADIO WORK, preferably in Chicago. Brother and sister. Play large harmonica and female vocalist. Note and swing features. For full particulars write D. J. Goff, Prosperine, Mo. J. Bell Jr., 732 S. Jackson Ave., Mason City, Iowa. ap30

HYPNOTISM — FOR STAGE, PRIVATE parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. ap17

MOVIE OPERATOR — HAS COMPLETE Road Show outfit, everything the finest. 16mm. film and lenses. For full particulars write D. J. Goff, Prosperine, Mo. ap16

THRILLING 45 MINUTE MENTAL ACT—Audience participation plus lecture demonstration. Available for club dates, supper clubs, theaters and television. Write for brochures. The Amazing Sheperds, 2843 Burling St., Chicago, Ill. ap23

VARIETY STAGE SHOW OF 4 OR 5 PERSONS in magical illusions, dance and vaudeville. Talented, beautiful costumes, fine equipment and priced to fit your occasion. Wright the Magician, Casey, Ill. my14

MUSICIANS

A-1 HAMMOND ORGANIST—MAY I. HO-lywood; double alto; show experience. Denise Samples, Lee Cressman, Washington, N. J. ap23

ARRANGER — PROFESSIONAL; WILL score your act, dance routine, etc., for any combo. Write Bob Allen, 279 West 12th St., N. Y. 4, N. Y. ap14

AT LIBERTY—GIRL MUSICIAN. ALTO sax and clarinet. Would like work with all-girl outfit for summer months. Will travel. Margaret Phelps, 2016 Elmwood Ave., Middleton, Wis. ap30

AVAILABLE MAY 1—TRIO; ATTRACTIVE girl pianist doubling organ. Tenor doubling clarinet and bass; drums; all three do vocals; commercial, Dixie or jazz; union; sober and reasonable. Good price for full season of long location. P. O. Box 542, Effingham, Ill. Phone 1126-W. ap16

COLORFUL MUSICIANS—TWO TENOR SAX and double alto; show experience. Denise Samples, Lee Cressman, Washington, N. J. ap23

WESTERN SWING TRIO—AVAILABLE June 1. Featuring steel guitar, Spanish guitar, vocals, organ with Leslie Speaker. Address Musician, 880 No. 36th St., East St. Louis, Ill. Phone: Upton 4-1240. ap30

PARKS & FAIRS

AGENTS, FAIRS, CELEBRATIONS NOTICE: The Ray Circus Revue has few open dates 1955 season, featuring Boso the clown; he makes them laugh. Trained canines, monks, birds, juggling. Interested only North East Side, Gen. Del., North Industry, Ohio. Phone Canton 40179. ap23

AVAILABLE NOW — FOR INDOOR AND outdoor events; high class Novelty Trapeze Act. For full particulars, literature, etc., address Charles La Croix, 1304 South Belmont, Union and married, William F. Brooks, 322 W. Magnolia St., Lakeland, Fla. ap16

BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. ap16

BEARS, PONIES, MONKEYS, DOGS, ACRO-bats. Aerial Trampoline Novelty Acts; Girl Revue Acts. Address Variety Artists, 2015 Oliver St., Fort Wayne, Ind. ap16

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St. Los Angeles 3, Calif. my7

REAL TATTOO MACHINES — NEW DES-igns; outfits \$19 and up; ready mixed colors. #12 needles. Milt Zeis, 725 Lesley, Rockford, Ill. le25

WANTED TO BUY

AUTOMATIC CARD PRINTING PRESS—Hand crank operated. "Chicago" or "Wait" make. Write Box C-193, c/o Billboard, Cincinnati 22, O. ap16

CALLOPE — REPAIRABLE; GIVE FULL information about machine. Cash waiting. Box C-192, c/o Billboard, Cincinnati 22, Ohio. ap16

HAND-CAR, SUNSHINE CHOO CHOO TYPE train, other Kid Rides. Made by, prices, other information, Hayden, 826 East 11th St., Indianapolis, Ind.

HELP WANTED CLASSIFIED ADVERTISEMENTS

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MEDICINE SHOW—OPENING MAY. CAN use experienced people in all lines. Dancers, singers, musicians, hillbillies, etc. Long season, guaranteed salary. Jadex Products, Box 1366, Sarasota, Fla. my7

NON-UNION SHOW GIRLS WANTED. JOE Spicola, Diamond Horse Shoe, 2501 4th Ave., Tampa. np

PIANO, SAXES—CUT OR NO NOTICE. Write Buddy Blair, Van Cleave Hotel, Dayton, Ohio. ap16

PIANIST—IMMEDIATELY READ, INTROS, modulations. Commercial, society combo. Transpose for vocalists. Locations. Contact Chuck George, Gayety Bar or General Delivery, Cheboygan, Mich. ap23

WANTED—MAN OR WOMAN. TETER board top moulder. Consider tumbler willing to learn. Parks and fairs. Write LuVa DeAmato, 1583 N. Clybourn Ave., Chicago 10, Ill.

WANTED—PIANO. GOOD SALARY; TRAV-eling orchestra. State experience. Write or write Ronnie Bartley, 1611 City National Bank, Omaha, Neb.

10 PHONEMEN—FOR UTAH, IDAHO, DEN-ver. Call Non Pappas, Hotel Central, Logan, Utah 2690, or Salt Lake City 8-3469.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1 Remittance in full must accompany all ads for publication in this column. No charge accounts.

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DRUMMER — UNION, EXPERIENCED, good definite beat. Available May 1st; in or near New York State. Irv Rock, 102 Rauber St., Rochester, N. Y.

HAMMOND ORGANIST—ORGAN; 5 YRS. Top Chicago rest lounge; wants change. Revues, small unit. Box C-195, c/o Billboard, Cincinnati 22, Ohio. ap16

PIANIST AND HAMMOND ORGANIST—will move own organ and Celeste. Call HO 3-4817 or wire Kim Smilo, 1831 N. Vine, Hollywood 28, Calif. my7

LONG EXPERIENCED CORNET, DOUBLE bass, euphonium and bass trumpet. Any good band except small circus, on day stands; union. Musician, 302 W. Fourth St., Sioux Falls, S. D.

ORGANIST—OWN HAMMOND, BUSINESS builder; sober, reliable, married. Close winter tour May 6 Louisville, Anywhere, U. S., Canada. Frank Biery, Box 328, Greensboro, N. C. my7

PIANIST—EXCELLENT READER, SOLID swing style, Latin solos, novelty solos, classical selections. Willard E. Conner, Royaltown, Minn. ap23

PIANIST, ORGANIST — EXPERIENCED; read, fake, etc. Sober, dependable. Revues, small unit. Box C-195, c/o Billboard, Cincinnati 22, O. ap16

PIANO SINGLE AVAILABLE IMMEDIATE-ly. Cocktail lounge, hotel dining room or resort preferred. Play and sing, requests, impersonations, comedy. Go anywhere. Write or wire Hal Barton, 4800 N. Franklin St., Philadelphia 30, Pa. ap16

STRING BASSMAN—VOCALS, M.C. IM-pressionists; cart society or combo. Ding Eler, 1306 Main, Minot, N. D. ap16

TRUMPET—READ, FAKE; PREFER SMALL combo. Sober and reliable. Musician, 1418 Ashland St., Greensburg, Pa.

TRUMPETER, DOUBLING PRECUSSION, wishes to locate. Will give services to concert band that can find me employ-ment. Union and married. William F. Brooks, 322 W. Magnolia St., Lakeland, Fla. ap16

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MAGNIFICENT WATCH BRACELET. Simulated diamonds cover entire bracelet and watch cover. Brand new guaranteed 17-J Swiss movement (not pin lever). Delivered with watch box. \$120 price tag. Min order 3. 25% with order—balance C.O.D. Only \$12.50 each in lots of three. \$13.95 for sample. NATIONAL DIST. CO. 222 Calumet Bldg. Miami, Fla.

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 in gross lots. SAVE \$1.25 per dozen while stocks last. SEND \$15.00 FOR 6 DOZEN ASSORTED SAMPLES POSTPAID FREE BONUS—Corgoose 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.

Attention, Promoters! The New Retractable BALL PEN Gross \$21.60 up Sample Dozen \$3.00 Instant DRY INK Guaranteed Not to Leak Not to Smudge PRESS BUTTON—IT WRITES PRESS CLIP—POINT DISAPPEARS Immediate Delivery—Any Quantity 25% Dep., Bal. C.O.D.—2 Samples, \$1.00. LINDEN PEN 28 East 22nd St. New York 10, N. Y.

with it since 1907 ENGRAVERS No. 100 Men's All Aluminum Idents \$13 Gr. No. 102 Double Heart All Aluminum Idents \$13 Gr. No. 14 All Aluminum Grab Bag Idents (not seconds) \$7.50 Gr. Send for New Catalog—We Pay Postage on All Prepaid Orders Except Airmail. Originators of the All-Aluminum Idents MILLER CREATIONS 7739 Avalon Chicago, Ill. Chicago phone: Waterfall 8-8855 1512 W. Powhatan Tampa, Fla. Florida phone: 33-7321 DAY & NIGHT SERVICE

PDQ—World's Greatest PHOTO BOOTH CAMERAS Dependable — efficient. Makes DIRECT POSITIVE pictures in 3 minutes. Cameras in 21 styles for any size photo. Booths are attractive, easy to transport and quickly assembled. Simple instructions. Fully guaranteed. Also portable camera. Write for details. P D Q CAMERA CO. 1165 N. Cleveland Ave. Chicago 10, Ill.

The Best Sales Boards and Jar Games Write for information and prices. GALENTINE COMPANY Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana ap16

Take the lines of least resistance with NAME BRANDS



THE HOUSE OF NAME BRANDS Continuous Supply. All items stocked for immediate pick-up. All orders shipped same day as received. WHOLESALE ONLY. Send for free catalog.

H. B. DAVIS CORP. 145-B West 15th Street, New York 11, N. Y.

HAWAIIAN 'TI' PLANT LOG



Place the Log in Water and Watch the Green Leaves Grow. YOU CAN ALMOST SEE THEM GROW. \$70.00 per 1,000. Flash, 15 Plants, \$17.50. Grows in water or soil—Grows by itself—We ship fresh, perfect logs—no spoilage—free sales aids.

ALSO: Dumb Cane, Bird of Paradise Seedlings, Anthurium Suckers. TERMS: 1/3 Deposit, Balance C.O.D.

SHERFY'S LTD. 2126 BOYER SEATTLE, WASH.

BINGO SUPPLIES and EQUIPMENT

7 and 10 color specials 4-5-6 and 7 ups. Midgets, 3,000 series—7 colors. Paper and Plastic Markers. Wire and Rubberized Cages. Pencils—Crayons—Clips. 5x7 Heavyweight Cards. Electric Blowers & Flashboards. Lapboards Made to Order. Free Catalog Available. JOHN ROBERTS CO. INC. 817 Broadway, Newark, N. J.

ATOMIC SMOKE BOMBS

Looks Like a Cigarette! Light one in an ashtray, and Watch The Fun!!! COMPLETELY NEW & DIFFERENT!!! Terrific NEW Joke Novelty!!! DENSE CLOUDS OF SMOKE!!! Harmless! Non-Explosive!

THE NEW LUCKY HORSESHOE RING

With 11 faceted Diamond-like Brilliants. Genuine rhodium finish. \$6 Doz. \$66 Gross plus postage. STERLING JEWELERS 44 E. Long St. Columbus, Ohio. Send for Catalog.

WOOD PLANTER LAMP

This new creation has been received with enthusiasm wherever displayed. Its unique design is semi-blond finish of wire brushed Redwood plywood—length 18", width 11", height 20". Furnished with a six foot cord, write for complete details and quantity prices. Complete catalog FREE. MARPLEX PRODUCTS, INC. Rhinelander, Wisconsin

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 in The Billboard where it is held in Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

Abenth, Anna; Abshire, Herbert; Adams, Pete; Adelaide & McMahon (Night Club Performers); Ames, Edw.; Andrews, James S.; Anshur, Joe; Armand, Bill; Austin, Tommy; Babbs, "Speedy"; Baker, Hobo; Cannonball; Baker, James S.; Baker, Walter; Barfield, Mrs. Athalee; Barfield, Jo Ann; Barkstrom, Catherine; Barlow, Penny; Barragan, Vincente; Barry, A. J. (Bane); Bates, Albert & Mrs.; Bates, Mrs. Paul; Bauserman, Doris; Beard, E. L. (A) & Mrs.; Bell, Billie; Bellows, Alan; Bennett, Sam W.; Bergstrom, Carl; Beronini, Mike; Berryman, Pete; Betzold, Mrs. Renee; Bishop, J. R.; Blackburn, Mrs. E. J.; Bonin, John; Bonzel, Eddie; Boone Eugene; Borelli, James Francis; Borrer, W. L.; Boyd, Frank; Brady, L. P.; Brantzen, Ben; Brown, Harold; Brown, Ray & Mrs.; Brown, Vivian; Browning, J. Sudd; Charlie; Burkhardt, Melvin & Mrs.; Burns, Larry R.; Burridge, Jos.; Burton, Howard; Carroll, Mrs. J. R.; Cassidy, Mrs. Kay; Cecil, Herbert Lamar; Cerrone, Vito & Mrs.; Chapman, Earl A. & Family; Christy, Eugene (The Bullman); Clark & Clark; Clark, Joe L.; Clawson, Ralph; Cole, Wiley & O.; Collins, Tex Slim & Mrs.; Cooney, John C.; Corriel, Dottie & Vernell; Cotten, Odell; Courtney, Mrs. Myrtle; Cousert, Robt.; Cox, Loftin G.; Crenshaw, W. R.; Crow, Mrs. Dottie; Curles, Irene Winner; Cuthbert, Chas.; Cushman, B. J.; Cuthrie, Lois; Cyr, Theodore; Danovich Jr., Dan; Davidson, James; Davis, Sandy (Fire Eater); Decker, Joyce; Deibert, Ed; DeGross, Louis; DeWald, Freda; Delph, Catherine; Delph, Tommie; Demetro, Dewey; Dennis, Geo.; Dennis, Jack; Dernoza, Ann; Dickman, Bob; Dillon Sound Truck Co.; Dold, Calvin Milton; Douglas, Whitey; Duane, Bino (Aerial Act); Drum, Wm.; DuLac, Frenchy; DuPont, Jos.; Dunn, Mrs. Kandy; Earwood, Judge Red; Eddy, Samuel D.; Ehiert, Wm.; Ellis, Frank; Engle, Wallace (Okie); Etheridge, J. W.; Farmer, Jimmy; Farrell, Edw. P.; Farrell, Thos. R.; Farrington, Roy (Lou); Felmet, Bob; Ferenz, Jimmy; Finstineteno, A.; Fish, Jerry; Fisher, Earl Chili; Flannigan, Ralph P.; Forrester, Wilma B.; Fowler, Loretta E.; Fox, Harry; Franklin, Chick; French, Otis S. & Louise; Frierson, H. L.; Fulford, Thaddeus (Teeheel); Fyres, Mrs. John; Gainer, W. L.; Gamble, Henry S.; Garner, Floyd E.; Gaver, Archie; Geer, Frank; Gerard, Mrs. Florence; Gibson, Glenn G. & Wanda L.; Giles, Perry B. Pres.; Golosky, Leo; Gilliam, Eddie; Glamb, Mrs. Nellie; Goodman, Sparkplug; Gordon, Miss Pat; Gorrer, Miss Pat; Goss, Grace; Graves, M. V.; Gregler, Lucille; Grey, Dolly; Gutherman, Eddie; Hackett, E. J. & Mrs.; Halldin, Tage; Hampton, E. J.; Harbin, James; Harbin, Sondra Ruth; Hardin, Dave; Harr, Geo.; Harrington, C. B. (Red); Harris, Fred Munipio; Hatcher, Ward V.; Havnes, Jimmy; Helms, Geo.; Herring, C. P.; Hilyard, Jimmy; Hoeg, Monroe & Mrs.; Hohn, Walter R.; Hood, Leona & Freddie; Horowitz, Is; Hudspeth, Ernie; Hunt, A. (Presny); Hunt, Al (Whitey); Jackson, G. G. (Concessions); Jamison, Mrs. Mary; Jason, Fred (Whitey); Jay & Cec; Johnson, Harry Lee (or Edith M.); Johnson, James N.; Johnson, Johnnie R. & Millie; Johnson, Ricky & Mrs.; Johnson, Mrs. Ruby; Jones, Doc; Jones, Oscar (Slim); Jones, Tiny & Eddie; Jones, Margaret & Sparky; Joseph, Mrs. Julie; Joseph, Pete; Joyce, Chas.; Kamm, Mrs. Josie; King, (Bird circus); Keen, Gerald R.; Kelly, Jack Morrison; Kenner, Mrs. B. A.; Kimmer, Marvin; King, Catherine; King, Harry (cook); Knirk, John B.; La Morris, W. F.; Lackey, Haskell E.; Lee, Bert & Marie; Leberman, Charlie; Lee, Charles Newton; Leison, Joseph (Lard); Lento, Tony; Leon, Jessed; Levene, Max; Lewis, Nate; Lilly, George W. Jr.; Lockhart, William; Lott, Walter; Lowery, Sam & Mrs. (Motor Home); Lunsford, Geo S.; Lush, Doc; McBride, Boots; McCabe, Mrs. Ruth; McGary, Mac; McLaughlin, W. A.; McSpadden, Myrtle; Mace, Mrs. Sue; Mack, Bill; Mack, Robert L.; Malman, Marvin; Mansfield, Russ & Mrs. (Clifford & Virginia Oechlie); Marder, Phil; Mazer, Lewis; Mazer, Jean E.; Merkel, Harry; Meyerhoff, Lawrence; Mithroff, Curley; Miller, Donnie & Mrs.; Millsap, M. J.; Mitchell, Lee & Mrs.; Montrose, Monte; Moore, Frankie (punch); Moore, Joe; Moore, Josephine; Moorehead, C. I. (Hats); (Happy) & Mrs. Morris, Gordon Allen; Mossey, Walter L.; Munroe, William; John; Murphy, E. J.; Nash, Charles; Niday, Mrs. Sunshine; Nieber, Robert; Nolan, James; Nolte, I. E.; O'Dell, Larry Pat & Mrs.; O'Flathery, Marie (Gurennett); O'Riley, Jimmie; O'Reilly, John; Oliver, Jack; Ollis, Paul; Olsen, Omond S.; Pack, Jeff; Packer, William; Palmer, Dick; Palmer, Kitty Kelly; Parker, Jay (Chuck); Parsons, Annie; Pasterczyk, W. S.; Pelky, Burton & Mrs.; Penny, Paulean; Perry, Freda; Peternel, Frank; Pinckney, Robert; Pias, Leona; Powell, C. Clint; Quallis, Mrs. Knox; Quillman, Mrs. Grace; Rawlings, Clyde & Mrs. (Motordrome); Ray, Talla (annex attraction); Reese, Mrs. Carol; Reilly, Charles E.; Reinhardt, George; Reynolds, Jimmie; Rhea, Princess; Rickett, Miss Pat; Ring, Al; Roberts, Thomas W.; Rogers, Jesse; Royal, Lucien; Garrald; Rue, Dottie; Rumsouer, Tex; Ryan, Joe; Ryder, Chickie; Saunders, Mrs. Ruth; Savage, Mrs. Alfred; Savage, S. Whitey; Schuch, Clarence; Searis, George; Seifer, H. I.; Selvidge, W. H.; Seiver, Clarence; Seiver, W. H. (Herb); Seurkamp, Wm. H. (Bill Kirk & Orch); Sharp, Charlie; Chariton; Shay, Whitey; Sherrill, Horace; Sherman, Tex; Shimon, J. T. & Mrs.; Sisco, H. H.; Skidmore, F. O.; Slade, Ted; Smith, Mrs. C. C.; Smith, Cl.; Smith, Eunice; Smith, H. W.; Smith, Joe Floyd; Smitly, Mrs. Ralph; Soret, Joseph & Mrs.; Soitzer, Harry; Steigner, Don E.; Steiner, C. S.; Stickle, Don; Sullivan, Frank L.; Struble, Orange F.; Stuart, Lee; Stutzman, John R. & Edna Evelyn; Sutherland, Joseph; Swart, Roger T.; Taylor, Jasper H.; Taylor, W. A.; Terrell, Mrs. (Muld); Theodore, Mack; Thomas, Hobart; Thompson, Ray; Timberlake, (horseman); Towns, Ray or Roy G.; Travis, Cliff; Travis, Jimmie; Trazzano, Frankie; Treat, R. D.; Uncle Joes Amuse. Co.; Van Rossum, J. H. & Lois; Varnier, R. E.; Waligorski, Stanley; Warner, Mrs. Bobby; Wasso, Frank; Webb, Charlie; Weinstein, Albert S.; West, George E.; Wheeler, Henry; White, Albert (Flo); White, James; Wilder, Rocky; Williams, Lawrence; Williams, Walter R.; Williams, Albert; Willett, Joe

MAIL ON HAND AT NEW YORK OFFICE

1564 Broadway New York 36, N. Y.

Bentley, Claude; Boston, Joe; Brajdic, Rudy & Pepe; Budd, Walter; Chandler, Bob; Clark, Robert; Connelly, John; De, Paul; Di Gaetano, Jack; Dixon, John; Dorsey, George P.; Du Lac, Frenchy; Fornier, Francis; Gibbons, Louis; Goodman, Bert; Greensburg, Joel; Haverlin, Carl; Heath, Harold A.; Kincaid, Edna or Lois; Dexter; King, Charles Phillip; Lee, Geraldine; Leon, Joe Sede; McLean, John; Marsh, Jessie B.; Marino, George; Miller, Mark; Montan, Al; Nadja, Jean; Patrick, Paul (Friday); Paul, Walter; Pippin, Eddie; Quincey, T. J.; Reynolds, Alfred; Robbins, Charles H.; Seims, John; Taschoff, Sol; Schatten, Irwin H.; Walter, Clarence; Wathon, W.; Yates, Robert

MAIL ON HAND AT CHICAGO OFFICE

188 W. Randolph St. Chicago 1, Ill.

Bell, James; Bishop, Jack; Bloch, Marcus; Bodie, Reginald; Brandow, Janice; Child, Johnny; Chidholm, John; Columbus, Scott; Cooper, Rose; Clewis, John; Dorsey, George; Farrell, Alfred; Gerber, Harold; Hakes, Bob; Hayes, Harry; Iger, Fred; Kaplan, Jack; Mac Colley, Billie; Mayer, Lottie; Maudsley, Scott; Scanlan, C. B.; Schomburg, Vaughn; Sykes, Dow

MAIL ON HAND AT ST. LOUIS OFFICE

390 Arcade Bldg. St. Louis 1, Mo.

Abshire, Herbert; Baker, D. C.; Bell, Abe; Berryhill, Mrs. J. W.; Biles, Clyde E.; Boudreau, C.; Bowman, Roscoe; Broudy, Paul & Pat; Brown, August; Bryer, Ollie; Bullion, Mr. & Mrs. Wm.; Burge, Lloyd; Caldwell, E. S.; Carey, Thomas P.; Cash, John; Chaney, Mr. & Mrs. Chas.; Clark, Vaughn; Cutler, Louis & Rose; Dall, Bill; Dallman, Mrs. Velma; Dailman, Walter; Davis, N. E.; DeBusk, C. Y.; Dick, Daniel D.; Drew, H. L.; Eagle, Chief Ed.; Finan, Mary W.; Fluharty, Wanita; Foss, John D.; Freeland, Raymond F.; Fultz, Charles; Ganote, Webster D.; Gee, R. H.; Gerber, Harold Carl; Gilmore, Mr. & Mrs. Goode, W. L.; Graham, Sleepy & Marie; Gross, Charles; Harrison, Mr. & Mrs. Harry; Harrison, James R.; Heaps, John; Hightower, H. D.; Holston, Mr. & Mrs. John F.; Houston, Lee; Hull, Chester; Impeduglia, Vito; Jefferies, E. C.; Jennings, Harold; Johnson, Bert; Johnson, (Whitey) A.; Johnson, Edward H.; Johnson, Josephine; Johnson, Lloyd G.; Jones, K. Y.; King, Larry M.; Koehler, Donald M.; Kortez, Peter; Krager, Walter; Kriege, Albert; Loy, Verna; McCall, Art; Marcus, Red; Martell, Bill; Martin, Robert J.; Matthews, Sport or Alice; Medlin, James; Merritt, Freda C.; Miller, Cole E.; Moore, Raymond C.; Morgan, Katherine S.; Morgan, Patricia Ann; Napier, Bill; Nielsen, H. N. (White); Nix, Chester; Nolfield, Mrs. James; Nolan, Jimmy; O'Neil, Ed L.; Painter, Ervin Eugene; Pauli, F. W.; Peters, Mrs. Mary; Quinn, I. W.; Webb; Peterson, Ernest A.; Pruttin, Gene; Qualls, Mr. & Mrs. H.; Reas, Pete; Reynolds, Duke; Richardson, Joe G.; Rowe, Jack; Ruscito, Emil B.; Scortino, Joe; Sellers, Jack; Selvadage, W. H. (Herb); Shadel, Dick; Shipley, Leonard L.; Sims, Capt. (High Act); Smith, Henry Norman; Starr, J. W.; Steel, Cowboy; Stephenson, Richard; Sterner, Connie; Stone, C. E.; Stout, Joyce Doris; Swan, Mrs. W. L.; Travis, Ronnie; Trohanovsky, Alex; Wales, E. H.; Walker, James; Webb, Mary; Webster, Fred E.; Williams, Mr. & Mrs. E. H.; Williams, Harry T.; Williams, Homer; Yoenker, Anna

COMING EVENTS

- Alabama: Birmingham—Better Homes Expo., May 15-22. Pat O'Toole, Town House.
Arizona: Phoenix—Indian Ceremonials and Games, April 15-17. Chamber of Commerce.
Arkansas: Little Rock—4-H and FFA Spring Market Show & Sale, April 15-16.
Little Rock—Home Show, April 24-28.
Little Rock—Ark. State Spring Livestock Show, April 14-23.
California: Los Angeles—Home Show, June 9-19.
San Diego—El Cajon Community Fair & Home Show, May 25-30.
San Diego—Portugese Fiesta, May 29.
San Diego—Spring Fair of Modern Home Ideas, April 22-27.
Colorado: Denver—Home Show, May 8-15.
Estes Park—Colorado Festival, June 17-19.
James Johnson.
Glenwood Springs—Strawberry Days, June 25-26. L. E. Meredith.
Greeley—Horse Show, June 25-26. Chamber of Commerce.
Connecticut: Stamford—Spring Festival, April 21-30.
Florida: Miami—Do-It-Yourself Show, April 13-19.
Miami Herald.
Miami—Southeastern Automotive Show, April 22-30.
Pensacola—Shrine Spring Fair & Festival, April 9-16.
Georgia: Atlanta—Home Builders' Home Show, April 11-18. Francis Forbes, Volunteer Bldg.
Atlanta—Southeastern Automotive Show, April 28-30. Foster B. Steward, 1401 Peachtree St., N.E.
Thomasville—Rose Festival, April 29.
Illinois: Onarga—Celebration, June 30-July 4.
Salem—Sailors & Soldiers' Reunion, June 20-25.
Sawyer—Firemen's Homecoming, June 17-18. Al Ondo.
Indiana: Charlestown—VFW Spring Festival, April 23-30. Marvin Gillin.
North Webster—Mermaid Festival, June 28-July 4. Lions Club.
Indianapolis—Civil Defense Expo, April 7-17.
Madison—Legion Spring Festival, May 2-7. Louis DeCar.
Iowa: Riceville—Centennial, May 28-30.
Iola—Allen Co. Centennial, June 3-7. Edward B. Porter.
LaPorte City—Centennial, June 6-8.
New Orleans—La. Boat Festival-Pan American Regatta, June 18-19. I. J. G. Janssen Jr., Box 52, Arabl.
Waterloo—Northwest Ia. Sports Vacation Show, April 21-24. Bill Christiansen.
Louisiana: Gonzales—East Ascension Strawberry Festival, April 30-May 1. Mrs. Alice McConnell.
Hammond—Southeastern La. Dairy Festival & Livestock Show, May 13-14. Carroll Trahan.
New Roads—Baton-Rouge-Pointe Coupee Boat Festival, May 28-29. Dr. George Thomas, 1112 N. Blvd., Baton Rouge.
New Orleans—Home Show, May 21-29.
Shreveport—Spring Festival, April 27-May 1. Able C. Goldberg.
Massachusetts: Boston—Motorama, April 23-May 1.
Charlestown—Celebration, June 13-18.
West Springfield—Intl. Auto & Boat Show, April 13-17.
Westfield—Elks Mardi Gras, June 6-11. James T. O'Brien.
Michigan: Mount Clemens—Amvet Fiesta, June 30-July 4. Hugh Lennox, 21337 Cass Ave.
Sault Ste. Marie—Soo Intl. Centennial Expo. & Marine Fair, June 28-July 17.
Vermontville—Maple Sirup Festival, April 16. Dr. Clarke Davis.
Minnesota: Minneapolis—Northwest Sports, Travel & Boat Show, April 8-17.

- Dallas—National Home Show, April 30-May 8. Grover Godfrey, 102 Walnut Hill Village, Dallas.
Dayton—FFA Livestock Show & Rodeo, May 5-7. A. W. Rigby.
El Paso—Flower Show, April 16-17.
Fort Worth—Star-Telegram Home Show, April 17-24.
Galveston—Home & Do-It-Yourself Show, May 4-8. Patrick J. O'Toole, Casa de Palmas Hotel, McAllen.
Gladeswater—Gladeswater Dairy Day, May 8. Herman Williams.
San Antonio—Fiesta San Jacinto, April 17-23.
Sherman—Spring Livestock and Dairy Show, May 3-4. J. C. Maples.
Stockdale—Stockdale Watermelon Jubilee, June 24-26. Joe Meyers.
Uvalde—Uvalde Company Jr. Show & Sale, May 12. Bob Welborn.
Utah: Delta—Millard Co. Jr. Livestock Show, May 20-21. Ward Nielsen.
Ephraim—Sanpete Rambouillet & Jr., Pat Stock Show, May 21-22. Geo. Beal.
North Salt Lake City—Intermountain Jr. Pat Stock Show, June 2-3. Merrill Parkin.
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—Rose Show, May 10-15.
Winchester—Shenandoah Apple Blossom Festival, April 28-29. J. Pinckney Arthur.
Washington: Auburn—Northwest Jr. Livestock Show, April 14-16. John Eby.
Enumclaw—Enumclaw Jr. Dairy Show, May 21. Martin J. Teeter.
Pomeroy—Garfield Company Jr. Livestock Show, April 16. Dick Brown.
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.
West Virginia: Moundsville—Firemen's Spring Festival, April 25-30. Frank Sweeney, Glendale.
Wisconsin: Madison—Wisconsin Sport, Travel & Vacation Show, April 26-May 1.
Milwaukee—Horse Show, June 3-5.
Tacoma—Tacoma Home Show, March 22-27. Edgar V. Smith, 1103 1/2 Division Ave.
Wyoming: Casper—Rocky Mountain Oil Show, June 23-26. Darrell Booth.
Lander—Pioneer Days, June 28-July 4.
CANADA: Ontario: London—Miss Canada Pageant, June 26-July 2.
London—Centennial, June 30-July 9. Tom Ringer, City Hall.
Ottawa—Ottawa Tulip Festival, May 15-19.
Toronto—International Trade Fair, May 30-June 10.
Toronto—Intl. Air Show, June 4-5.
Quebec: Montreal—Eastern Canada Better Home Builders' Show, April 18-23.
Saskatchewan: Saskatoon—Pat Stock Show & Sale, May 27-28.

NEW! Fast Selling! Accordion-Pak PHOTO & CARD HOLDER



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PLASTER PELLEGRINI STATUARY CO.

131 William St. Louisville 6, Ky.

"GAS SHAVERS"

Greatest gag gimmick yet! \$1.00 Retailers—Dealer's Cost \$4.75 Doz. Send \$1.00 for sample postpaid. Jobbers, distributors, write, wire or phone for quantity prices. G. & S. MFG. CO., Dept. "B" Nashville, Tennessee

BINGO SUPPLIES

New Items and Ideas that will make money for you. Send for catalog. WARWICK PRESS Warwick, Rhode Island

## H. C. Evans & Co. Juke Box Division Sold for \$200,000

Former Distrib to Set Up Plant For Production in Mexico City

CHICAGO, April 9.—The entire phonograph division of H. C. Evans & Company was sold here Tuesday (29) to Jose Tabachnik and Abraham Grinberg, of Mexico City, for \$200,000.

The sale included all of Evans' phonograph tools, dies, jigs, patents, trade names, good will, parts and inventory. The latter comprised two completed phonographs and 35 mechanisms.

The new owners announced that they would ship all the equipment and inventory to Mexico City, where they will set up facilities for continuing the production of the Evans phonograph line.

Grinberg is head of Mills Pan-aramic, former distributor outlet of the Evans line in Mexico.

William Hood, former head of

the now liquidated firm, said that the owners returned to Mexico immediately following the sale to make arrangements for a building in which to set up the machinery. Hood said all of the equipment was expected to be moved within six months.

Hood added that the new owners would continue to use Evans trade names—"Holiday," "Jewel" and "Panoramic." He said that production would be geared for 45 r.p.m. record machines.

When the new manufacturing firm does get underway, it will be the first juke box manufacturing plant in Mexico.

Other divisions of Evans, the games and carnival lines, were sold to the Four Aces Distributing Corporation.

## AMI, Wurlitzer to All-Dime Output; Rock-Ola Mulls Move

AMI Readies 100% Dime Play April 11

GRAND RAPIDS, Mich., April 9.—AMI, Inc., has gone dime play.

Beginning next Monday (11) all AMI Model F phonograph and wall box equipment will come off the assembly line set for dime play, three-for-a-quarter.

John Haddock, president of the firm, said that it was AMI's sincere belief that the factory, by setting all equipment for 10-cent play only, could aid operators considerably in their efforts to switch to dime play.

Bill FitzGerald, advertising and sale promotion manager of the firm, said that in areas where dime play was not yet under way, operators could convert the equipment easily to nickel play. However, he added, operators will find conversions easier to make when location owners can be shown that the factory is setting all new equipment for dime play.

The AMI motto, FitzGerald said, is "Factory Set for 10c Play—and Worth It!"

FitzGerald also pointed out that a wide variation of plays could be set for a quarter.

CONSIDER 10c AT ROCK-OLA; SEEBURG SILENT

CHICAGO, April 9.—Rock-Ola Manufacturing Company told The Billboard this week that a move to straight dime play on phonograph production was being studied.

The J. P. Seeburg Corporation declined to comment on the subject.

Les Reick, phonograph sales manager of Rock-Ola, said that the question of straight dime play on all phonograph production was being carefully studied by Rock-Ola officials. He said that no decision had been reached.

Sked 10c Play Output May 1 At Wurlitzer

NORTH TONAWANDA, N. Y., April 9.—The Rudolph Wurlitzer Company announced here this week that all phonograph equipment shipped from the Wurlitzer factory as of May 1 would be set for straight 10-cent play, three-for-a-quarter.

A. D. Palmer, advertising and sales promotion manager, said that the move would include both juke box and wall box production.

He added, however, that operators would have their choice of how they wanted the 10-cent minimum set. Either at straight dime play or two-nickel play.

Decals on the new equipment will vary, depending on the area to receive the shipment. Palmer said the decals would be available for two-nickel use, straight dime play, three-for-a-quarter and four-for-a-quarter.

## Juke Operator Must Have Maestro Touch

Public Demand for Diversified Music Requires New Programming Approach

Continued from page 1

able about programming knows that he must place as many new tunes as he can on his machines as quickly as he is able to determine from all information available to him the record's potential. Speed is of the essence in order to insure that the record will realize maximum earning power for him. For by the time other operators have placed the record on their machines and retail record stores have sold it and disk jockeys have played it—after in fact the record has become established as a hit—it may have reached the zenith of its popularity and its earning power may have already begun to decline.

New trends in the juke box operator's record-buying habits are strongly indicative of his increased attention to programming. Over 50 per cent of operators polled in a recent survey conducted by The Billboard answered that they buy records in person, just 8 per cent said they waited for a distributor salesman to call and the rest said they ordered thru the mail or by phone.

The interesting fact is that just half as many operators now wait for salesmen to call as did a year ago, definitely indicating that operators are more conscious of proper programming and are devoting more time and thought to it.

The survey also pointed up the fact that over 65 per cent of operators polled add new records to their machines every two weeks, with just 29 per cent answering

that they added them every week, a sharp reversal from a year ago when 40 per cent replied they added them weekly. This switch points up the fact that operators are being more selective in their record purchases and are adding records less often (alho not fewer total records) to effect economies necessitated by rising costs.

Over 71 per cent of operators polled answered that they themselves buy new records while just 16 per cent said their servicemen did and 8.9 per cent a special record buyer, emphasizing that the majority of operators consider record buying too great a responsibility to delegate to anyone else.

However, there are some operators who have evolved systems of using trade paper charts which automatically tell them when to buy in what quantity, and many of these operators use a "special record buyer" much as a bookkeeper to simply record arithmetical facts.

Publishers, record companies, artists, trade papers, and title strip service firms are not unaware of the music operator's preoccupation with programming, and are working more in getting more information to the operator about new releases.

### New Services

For example, a new title strip service for juke box operators was recently formulated by Dal Haun, head of Star Title Strip Company, Inc., Pittsburgh, designed to reduce to a minimum the operator's risk in buying records.

The new strips—called Pic-Strips—each contain a small photo of the artist featured on the record. The basis of selection of the titles will be a special Billboard pop chart tabulation made up of disks which have made The Billboard's Spotlight and Best Buys columns, plus disks which have strong juke box potential, according to The Billboard's statistical information.

Another example of a further improvement offered the operator in enabling him to wiser selection of tunes is a new system in The Billboard's "Most Played in Juke Boxes" chart which positions disks on the chart on the basis of total response, thru the regular weekly surveys, to both sides of a record wherever significant action is noted on both sides. Heretofore, each side has stood on its individual

## Re-Elect Stout, S. D. Operator, Assn. Prexy

HURON, S. D., April 9.—Officer elections sparked the last quarterly meeting of the South Dakota Phonograph Operators' Association, held here at the Tams Hotel, with Gordon Stout, of Pierre, being re-elected president.

Harold Scott, of Mobridge, was re-elected to the post of secretary-treasurer. New officers elected were Roland Manolis, of Huron, vice-president, and Ralph Harvey, of Mitchell, director.

A. G. Trucano, of Deadwood, and Mike Imig, Yankton, were re-elected to the board of directors.

Other business at the meeting included airing a dime play proposal and a discussion on methods to improve public relations.

The next quarterly meeting was scheduled for June 19-20 in Pierre.

## Singer Moves Chi One Stop

CHICAGO, April 9.—Singer One Stop will move to a new building at 1812 W. Chicago Avenue, Ted Singer, head of the firm, announced last week.

The one stop was formerly at 1820 W. Chicago Avenue.

The new location, Singer said, will give the firm four and a half times as much floor space and will be made into one of the most modern one stops in the nation. Moving into the building is expected to be completed in about five weeks.

An open house with local deejays and record stars on hand to greet operators is planned when the building is completed.

performance. The change is based on the idea that the value of a disk, in many instances, is determined by combination appeal.

Operators have become increasingly aware of the necessity of selecting a particular recording of a tune, after he has decided to buy that tune, on the basis not only of the artist, but also on the flip side.

## Pa. Ops Vote Sterling Pres. Of New Assn.

WILKES-BARRE, Pa., April 9.—Music operators from the surrounding territory met here and formed a new operator association last week, electing Ben Sterling, head of Sterling Service, Moosic, as president.

Other officers elected were Andrew Boyko, of Avoca, vice-president; Buddy Hoblak, of Edwardsville, treasurer, and Marvin Smith, of Pittston, secretary.

The purpose of the association, Sterling explained, is to improve methods of operations and to establish better public relations in the various communities.

Regular monthly meetings have been scheduled.

## Seacoast Set For Showing Of Rock-Ola

NEW YORK, April 9.—The new Rock-Ola will be exhibited for the first time in this area April 24 and 25 at Seacoast Distributors. On hand to greet operators during the showing will be Dave Stern and Bob Slifer from the local outlet, and a factory representative.

Meanwhile, workmen are busy cleaning and painting the 10th Avenue showrooms in preparation for National Rock-Ola Days.

### EDITORIAL SUPPORT

## N. J. Paper Scores Attempt to Charge \$150 Juke Box Fee

NEW YORK, April 9.—Members of the Music Guild of New Jersey were given a willing ear by The Hillside (N. J.) Times when the New Jersey community was considering imposing \$150 license fees on juke boxes.

MGNJ members attended the council meetings, presented their case to the town fathers, and whipped up editorial support from the local paper. Here are a few quotes from the editorial:

"It seems apparent . . . that the proposed license fee will be no gold mine. Many (machines) do not make that much profit in a year's time. Tabling of the ordinance indicates consideration will be given to a reduction in the fee.

"One store owner pointed out that it was up to the individual

storekeeper to see that his place of business does not become a nuisance, but it was hardly fair to attempt to tax all juke boxes out of existence for the possible sins of a few.

"Somber reflection should lead to the conclusion that the juke box . . . can hardly create juvenile delinquents of even ordinary nuisance by itself any more than a radio, a record player or a tele-

(Continued on page 76)

## 500 Expected At N. J. Banquet

NEWARK, N. J., April 9.—Nearly 500 operators, distributors, manufacturing representatives and their guests are expected to fill the Elizabethan Room at the Essex House here Sunday (17) at the 18th annual banquet and dance of the Music Guild of New Jersey.

Marty Ames and his orchestra will provide the music for dancing, while several top recording stars are expected to entertain the operators.

According to Dick Steinberg, MGNJ executive director, this year's program book will probably be the most comprehensive ever published by any operator group. In it will be the name of every juke box operator in the State, a complete list of one-stops, title strip firms, distributors and suppliers.

## DEC. EXPORTS HIT \$909,152

CHICAGO, April 9.—Automatic phonograph exports during the month of December hit \$909,152, bringing the year total to \$10,883,235.

Belgium led all other countries in phonograph imports in December, racking up a total of \$195,562. Other leading countries included Venezuela, Canada, West Germany, The Netherlands, Colombia and Mexico. (See chart in amusement machine section for complete breakdown.)

A total of 21,683 machines were exported in 1954.

## 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.

April 12—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

April 13—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

April 17—Music Guild of New Jersey, 18th annual banquet, Elizabethan Room, Hotel Essex House, Newark, N. J.

April 18.—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plain, N. Y.

April 19—Los Angeles Division, California Music Merchants' Association, monthly meeting, Hotel Gaylord, Los Angeles.

April 19.—Western Massachusetts Music Guild, bi-weekly meeting, Ivy House, West Springfield, Mass.

May 10—Westchester Operators' Guild, fourth annual banquet, New Parkway Casino, Tuckahoe, N. Y.

May 2—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

June 15—United Jewish Appeal, annual banquet, Sheraton-Astor Hotel, New York.

## MOA Ops Hear Pantages Outline Advertising Plan

CHICAGO, April 9.—Rodney Pantages addressed music operators at the Wednesday (30) morning business session of the MOA convention to explain the reasoning behind his proposed "phonograph advertising plan," and to report on the progress made to date.

The plan, as originally introduced, follows: A national advertising agency, headed by Pantages, would be set up to contact and sell national advertisers commercial time on juke boxes. Commercials would be in the form of two-minute records and would follow the pattern set by such advertising disks as "Sweet Muriel" and "Look Sharp, Be Sharp"—tunes that are catchy and that do not grind out everyday commercials. Operators would be paid by the advertisers for playing these disks on their machines, the records being played automatically every 15 or 30 minutes. Four advertising disks, eight sides, was set as the probable number to be used on a machine.

Pantages said that the reason for commercials was increased operating costs. He said, "The phonograph advertising plan is a way for operators to increase the revenue of a phonograph."

### Record Plan

He explained that it was his intention to see that the records submitted by advertising agencies would be as good or better than the disks now being used on many machines. He said songs like "Rum and Coca-Cola" and "The Atcheseon, Topeka and the Santa Fe," were examples of what he was after.

The final decision of whether a tune should be used as a commercial on a phonograph, Pantages said, would be up to a special MOA committee. Hirsh de La Viez was made chairman of this committee during an earlier MOA executive meeting.

Pantages said that he was aiming for four records on multi-selection machines, one commercial to be played every 30 minutes, a complete cycle every four hours.

The advertising tunes would be tripped automatically by a special timing device, which Pantages introduced to the group. The timer, he explained, would not interfere in anyway with the normal operations of a juke box. The timer, he said, would trip a selection button in the same manner as it is done when someone drops a coin into a phonograph. The timer is plugged into the wall outlet, the phonograph into the timer.

### Sees Increased Play

Pantages said that he believed the playing of advertising records would not only increase an operator's gross collections, but would increase normal juke box play by making customers conscious of the machine when it is idle.

Pantages said that he was in the process of contacting some of the country's largest national advertisers. He refrained from commenting on how far efforts had advanced, saying that he would

rather wait until more concrete support is signed up.

Pantages did stress the fact that he was willing to give his advertising proposal market tests before handing it over to MOA. He said that while no areas had been picked as yet, operators and the press would have to agree upon the areas before the tests would be made.

(Editor's Note: The Billboard has stressed the need for field tests repeatedly in editorials. Because of the wide effect it would have on the entire industry, it has pointed out that not only should there be field tests, but that the tests should be made by a specialized marketing research organization that would have absolutely no private interest in such a venture.)

Pantages said that operators would receive approximately 75 per cent of the net advertising dollar spent by advertisers. He added that advertisers would supply the records to operators without charge and would pay for the service on a circulation basis.

### Juke Play Survey

A survey, to estimate the number of persons listening to an average juke box was made in New York, Pantages said, with the result hitting about 200 listeners based on an eight-hour day.

After Pantages concluded his speech, a question and answer period followed. One question raised by an operator was "Why can't operators stimulate play on their machines with the trigger timer without using advertising records?" Answers were given by both Pantages and Sidney H. Levine, legal counselor of MOA. They agreed that should operators use such a timer to stimulate play, they would be faced with the problem of performance rights fees, since only tunes already copyrighted by a performance rights society could be used.

Another question, "Who is going to hold the copyrights on juke box commercial tunes?" Pantages said that as yet no plan had been adopted. He pointed out that it was still too early to set up a policy, but added that one would have to be agreed upon before the plan got rolling.

### Negative Opinion

A few operators voiced negative opinions of the plan. They stated that an advertising plan "would automatically lump the juke box industry into what the public now considers a dollar hungry jungle," and as a result ASCAP and BMI would have a better chance to amend the copyright law. Again, Levine was called upon to answer. Levine said that he had studied the proposal and that he could not see how the commercial plan would affect the juke box industry's stand in its fight against unfair legislation. Like the move to dime, he said, commercials could be justified as supplying needed additional revenue to keep the juke box business out of the red.

## CHAIN REACTION

### Sales Effort Wins Contract For Miami Op

MIAMI, April 9.—Two years of perseverance paid off for a Miami music operator. He has been given a contract to install phonographs in a chain of 30 restaurants.

Ted Bush, who, besides operating Advance Music Company, also owns the Bush Distributing Company, Wurlitzer outlet, announced this week that his firm is currently installing hideaways with four wall boxes and two speakers, in every Royal Castle restaurant in Greater Miami.

The Royal Castle chain is owned by William Singer and managed by his son, Larry. The 24-hour orange and white eateries specialize in hamburgers and quick meals, and have an annual volume estimated to be above a million dollars.

"When we first approached Bill Singer on the idea of installing music about two years ago," said Ozzie Truppman, of Advance Music, "he was dead set against it."

After many months of persistent effort, Truppman finally got Singer to agree to try a juke box in one of his spots in nearby Coral Gables, close to the University of Miami campus. The experiment proved highly successful, and as a result Advance Music received approval to install the additional units.

Advance Music is installing 104-selection Wurlitzers in all new construction in the rapidly expanding chain; the firm is working directly with Royal Castle architects in integrating music into the building plans.

Said Truppman: "Today's juke box, with its smart styling and high-fidelity reproduction, is a welcome addition in many untapped outlets. In the case of the Royal Castle restaurants, the chrome wall box blends in beautifully with the store's stainless steel decor."

### Acme Keglers Grab 2d Spot In AMOA Race

MIAMI, April 9.—Acme Music edged out Marino Music 4 to 0 in hard-fought contests last Monday to grab second place in the AMOA Bowling League.

League-leading Ross Rock-Ola took 3 out of 4 from Music Makers, and American Operating trounced Advance Music 3 to 1, while Radio Center got credit for four games over All-Coin by virtue of a forfeit.

High individual game for the evening went to Bill Rio, Radio Center, who shot a sizzling 206. Leon Guss, Advance Music, captured high individual series with 547, which included a one-game 205. High team game and high team scores were racked up by Ross Rock-Ola with a 750 and 2,267.

The standings	Won	Lost
Ross Rock-Ola.....	68	32
Acme Music.....	55	45
Music Makers.....	54½	45½
Radio Center.....	48½	46½
Advance Music....	50	50
Marino Music.....	50	50
American Operating	35	65
All-Coin.....	31	64

Other outstanding performers were Barry Taran, Ross Rock-Ola, 164, and his teammates, Marvin Lieber, 191; Don Garbet, 167; Eli Ross, 188, and Morrie Horwitz, 175. On the Acme team, Zimand's 169 and 173 proved potent, along with Bud Cohen's 178. Radio Center's Dave Shedd notched a 178, along with Bill Rio's 206 and Bernie Morris' 157. Morris is a new member of the greatly improved Radio Center squad. Leon Guss, of Advance Music, a consistently fine bowler, had a 180 game in addition to his 205; Harold Craver, of American Operating, rolled a 157.

## Music Ops Study Nat'l Health Insurance Plan

CHICAGO, April 9. — Music operators across the country this week studied with mixed reaction the details of the national health insurance plan presented during the Music Operators of America convention.

The only drawback to the program, according to some operators, is that it does not cover employees, only MOA members.

Two representatives of the Continental Casualty Insurance Company outlined the plan during a morning operator business session.

Zane Purcell described the insurance plan as an income replacement policy—salary compensation for sickness or accident—rather than a hospital plan. He pointed out that Continental was the largest underwriter of association

insurance in the country.

Joseph K. Dennis told operators that of all the associations in the country, only 10 per cent could qualify. He explained that the policy was restricted to associations comprised of professional people—medical groups, lawyers, accountants.

Dennis pointed out that the plan would be written only on MOA members, that it would not include employees.

The cost of the plan was outlined as follows: Insured members would pay \$9 a month for a \$200 policy, \$11.50 for a \$250 contract and \$12.75 for a \$300 policy.

Dennis said that on an individual basis similar contracts would cost over 50 per cent more.

The plan is open to all members of MOA, Dennis said, regardless of how many join. He said that other plans to cover employees could be worked out if approximately 50 per cent of the group were interested.

George A. Miller, president and general business manager of MOA, said that MOA would send all operators in the country a pamphlet explaining the benefits and costs of the national health insurance plan.

Miller said that a similar plan, including hospital insurance, had been adopted by music operators in the California Music Merchants' Association and that it was working out well. Miller said that if enough operators were to go together on this insurance plan, they could eventually buy car insurance, equipment insurance, fire insurance etc., all at a group rate.

## NAMM

### Sked Nat'l Music Week For May 7-8

CHICAGO, April 9.—The week of May 7-8 has been proclaimed National Music Week by the National Association of Music Merchants.

Posters and a booklet have been mailed to all music retail outlets for promotional use. The poster measures approximately 17 by 22 inches and pictures a variety of musical instruments with the headline "Give Music a Place in Your Life." The poster is in red and gray.

The booklet lists a number of ways to promote the music industry on a local basis. Hints for advertising are also included.

Posters can be obtained by writing NAMM, 25 E. Jackson Boulevard, Chicago 4, Ill.

### United Holds 2-Day Op Service School

MILWAUKEE, April 9. — A regional, two-day service school was held at the United, Inc., offices and warehouse here March 31 and April 1, pulling the largest attendance in the Wurlitzer distributor's history, according to owner Harry Jacobs Jr.

A turnout of approximately 40 operators and their servicemen, mostly from Milwaukee and nearby towns, checked in for the service session conducted by Reid Whipple and Joe Hrdlicka, Wurlitzer factory service representatives.

Similar service schools were held early in March in four up-State cities, according to Harry Jacobs Jr.

Journeying the longest distances to attend were Mark Case, Eagle River, Wis., and Bill Johnson, of St. Ignace, Mich. Other operators included Jim Larson and Charles Bayne, Waukesha; Clem Weinand and Dale Brost, Menasha; Chet Pauloni, Frank Barca, Bill Schindler and Jack Krueger, all of Kenosha; Chuck Miller and John Andrews, Racine, and Vic Suchomel of Madison. Milwaukee operators were represented by Vince Waters, Jim Vasile, Carl Klein, Tony Lewkowski, Ed Gronowski, Ed Beck, Arnold Jost, Leon Dinon and Karl Betz.

### Miami Assn. Okays 2-Year Union Contract

MIAMI, April 9.—At a special meeting, the Amalgamated Machine Operators' Association approved a two-year contract with the Miscellaneous Textile Workers' Local 296, AFL.

Harry Zimand, president of the newly formed organization which superseded the Amusement Machine Operators' Association, said the agreement was signed by himself and the board of directors of the new AMOA, and Charles Karp representing the union. It covers routemen, mechanics and servicemen and can be reopened at the end of six months for renegotiation of wages and other matters.

Stickers bearing the union affiliation will be placed on the approximately 4,000 machines operated by AMOA members, Zimand said.

The special meeting was held March 24 at the AMOA business office, 811 SW Eighth Street.

### Juke Rentals Block Path to Dime Play Miami Op Charges

MIAMI, April 9.—Amid recurrent talk of dime play—a subject which has been in the on-again-off-again stage here for the past two years—a music operator here voiced disapproval of the growing practice of installing machines on a rental basis.

Lucky Skolnick, partner in Music Makers, said he believed that rentals were detrimental to operators and a major obstacle to the introduction of dime play.

"Operators must do away with rentals if they ever want to convert to dime play," said Skolnick. "Anyway you look at it, rentals are a bad business practice. When times are good, the operator who rents his equipment receives only a fraction of what he should get. When conditions are bad the location owner claims he isn't getting as much as the operator and usually refuses to pay the rental."

Skolnick advocates more extensive use of guaranteed minimums in order to keep the operator in business.

### Denver Op Dies Of Heart Attack

DENVER, April 9.—Patrick J. Gibbons, retired Denver coin machine operator, died of a heart attack here March 22. He was 64 years old.

A native of Denver, Gibbons entered the coin machine business even before he was out of high school. Starting with amusement machines, he later built up his route to include strings of phonographs as well.

In addition to his coin machine activities, Gibbons operated several large night clubs, including Denver's "Inferno" and "The 57 Club."

Surviving are his widow, Onnie, and son, Robert.



## College Towns Know Their HIGH FIDELITY

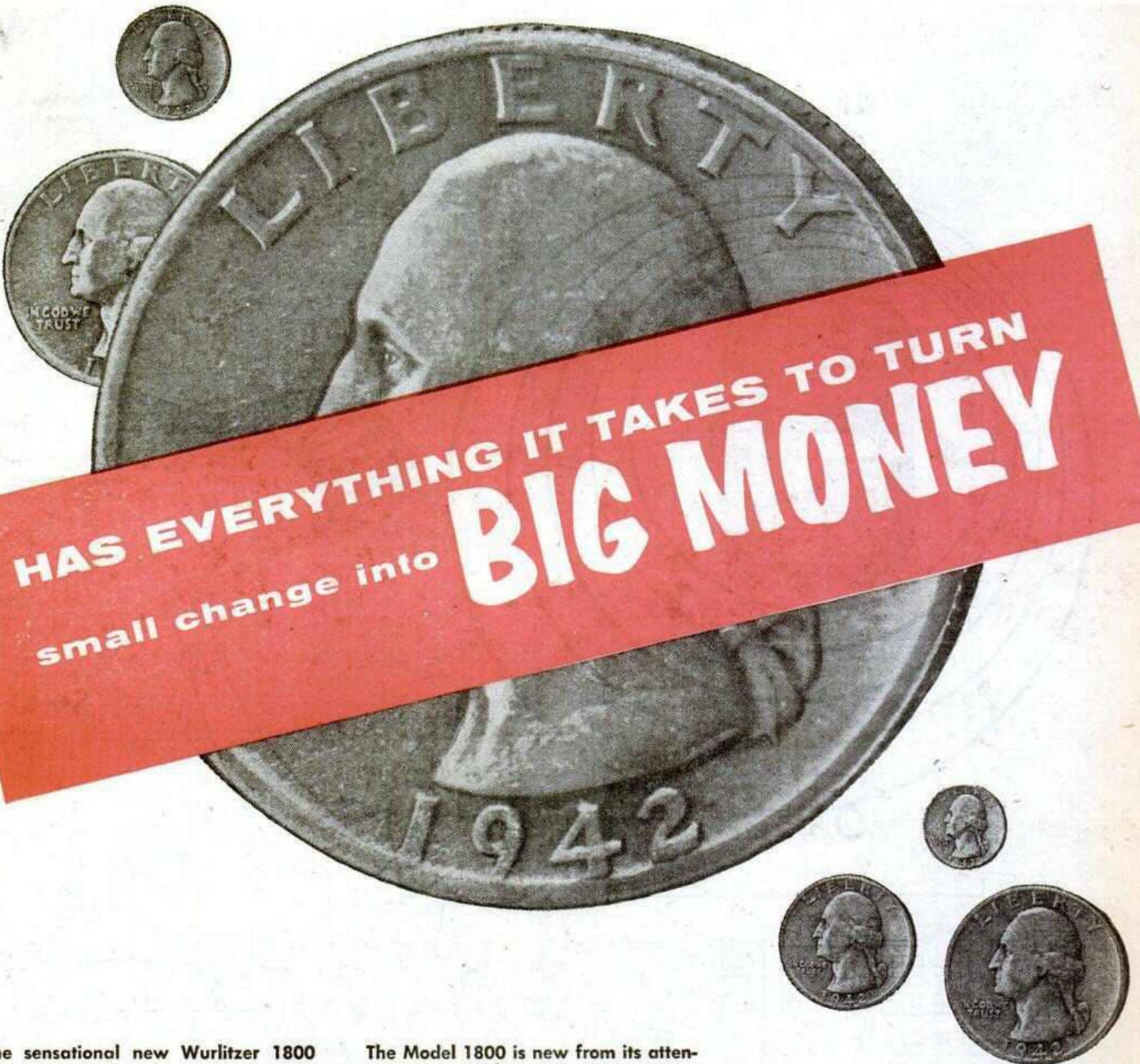
That is why they've swung over en masse to AMI "F"... *and nothing but "F."* Once any well-posted High Fidelity fan hears the "F," his ears and his purse are closed to lesser juke box music.

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



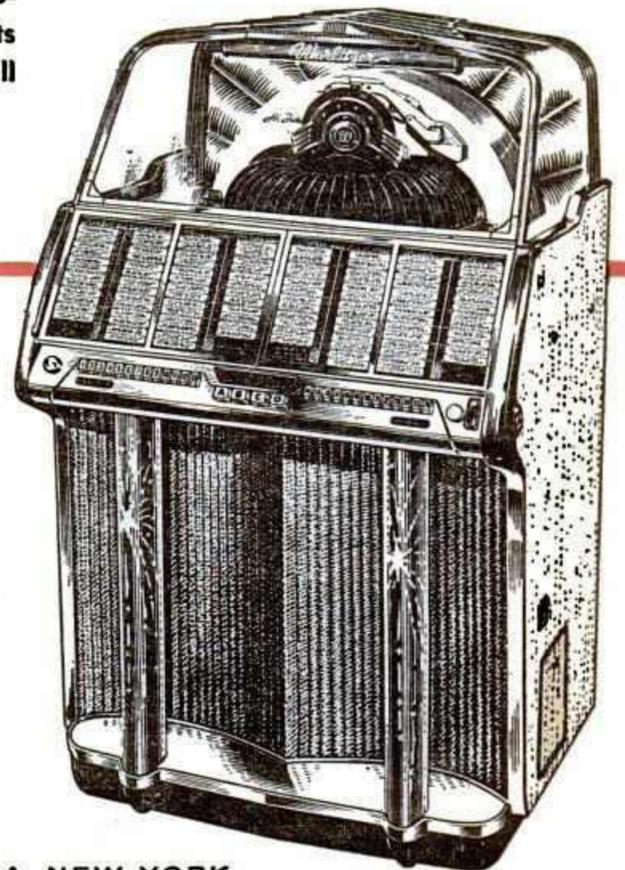
HAS EVERYTHING IT TAKES TO TURN  
small change into **BIG MONEY**

The sensational new Wurlitzer 1800 offers the greatest combination of location-landing, play-promoting, money-making features ever seen or heard on any coin-operated phonograph.

Wurlitzer didn't stop with its Dynatone High Fidelity Sound System or its amazing Carousel Record Changer.

The Model 1800 is new from its attention-arresting glass dome to its graceful, ebonized base.

Available in four fresh new sky colors, the Wurlitzer 1800 is the ultimate achievement in coin-operated phonographs. Already it has proved its ability to out-play and out-earn all others.



**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**

NEW ENGLAND REPORT

EP Strong Weapon in Bay State Dime Drive

BOSTON, April 9.—Placement of EP records on juke boxes being converted to 10-cent play is the strongest weapon in the operator's arsenal, according to David J. Baker, president of the Melo-Tone Music Company, Arlington, Mass.

Speaking at a meeting of the Eastern Massachusetts Music Operators' Association at the Hampton Court Hotel, Brookline, the EMMOA treasurer told jukemen that 20 per cent of his locations have been converted. Average in the area is about 10 per cent.

According to Irving Margold, Trimount Automatic Sales Corporation, Eddie Disy, Aroostock Amusement Company, Presque Isle, Me., made the first dime conversion in the State.

R. I. Drive Set

Dime conversions are scheduled to be launched in Rhode Island this week. To date, Vermont is the only New England State where no conversion reports have been forthcoming.

Elsewhere in New England, operators got together in Manchester, N. H., and at Worcester and Fall River, Mass. Distributors also showed their interest in the operators' aims by having representatives present. These were Bob Jones, Redd Ristributing Company (Wurlitzer); Irwin Margold, Tri-

monut (Seeburg); J. H. Columbo, Music & Television Corporation (Rock-Ola) and Louis Blatt, Atlas Distributing Company (AMI).

At the Rice Varrick Hotel, Manchester, a new group, yet unnamed, was formed, with Pat D'Amico, of Lawrence, Mass., president; Oscar Pratt, treasurer, and John Lazar, secretary, both of Manchester. Twenty five operators attended, with representatives from Portsmouth, N. H., and Lawrence, Lowell and Haverhill, Mass., as well as the Manchester group.

Worcester Meet

An enthusiastic gathering was presided over by Ray Shea, Worcester operator, in the Hotel Bancroft, Worcester. Shea said conversion in the district was coming rapidly, with a figure of 40 per cent not too far off.

While Southern Massachusetts has no official organization, a meeting was called at the Mellon Hotel, Fall River, by Myron Hillman, of Hillman & Lavoie, local operators. About 20 attended and decided to go along with the CP drive. Conversion in this section is set to begin this week.

Boston's newest hotel, the Sherry-Biltmore, had the first juke box placed in its million-dollar lobby, the proceeds from which will be given entirely to the CP fund from now until May 31.

Juke Mfrs., Distribs Converge on MOA Meet

CHICAGO, April 9.—Responsible for a big share of MOA's convention success this year were the four juke box manufacturers—AMI, Rock-Ola, Seeburg and Wurlitzer—which exhibited at the event for the first time.

Not only did the manufacturers display their equipment and furnish all of the record companies with phonographs, but each urged their distributors to attend as well.

As a result, approximately 80 distributors attended the event.

Following are the distributors from each of the four manufacturers who attended:

AMI, Inc.

Mike Spagnola and Phil Weissman, Automatic Phonograph Distributing Company, Chicago; W. R. Happel Jr., Badger Sales Company, Los Angeles; Herbert Rosenthal and Albert Rodstein, Banner Specialty Company, Pittsburgh; Max and Harry Hurvich, Birmingham Vending Company, Birmingham; A. R. Koupal, Central Distributors, St. Louis; Leroy Kitch, Copeland Distributors, Oklahoma City, and Ed Holyfield, Dixie Coin Machine Company, New Orleans.

John Michaels, Dunis Distributing Company, Seattle; Lew Dunis, Dunis Distributing Company, Portland, Ore.; Jake Freidman, Friedman Amusement Company, Atlanta; Irving Blumenfeld, General Music Sales Company, Baltimore; C. V. Hichcock, Hermitage Music Company, Baltimore; Walter Huber, Huber Distributing Company, San Francisco; Harold Lieberman and Lew Ruben, Lieberman Music Company, and Jerry Harris and Harold Klein, Lieberman Music Company, Omaha.

L. C. Miller, Miller-Newmark Distributing Company, Grand Rapids, Mich.; Dan Evans, Miller-Newmark Distributing Company, Detroit; Peter Geritz, Mountain Distributors, Denver; Allan Nilva and Sam Cooper, Paster Distributing Company, Milwaukee; Jack Bess, Roanoke Vending Machine Exchange, Inc., Richmond, Va.; David Rosen, David Rosen, Inc., Philadelphia; Barney Sugarman and Abe Green, Runyon Sales, New York, and Leo Weinberger, Southern Automatic Music Company, Louisville.

San Dieter, Southern Automatic Music Company, Indianapolis; Abe Susman, State Music Distributors, Inc., Dallas; Charles Steel, Steel

Music Company, Durham, N. C.; Allen Wallace, Wallace Distributing Company, Mineral Wells, Tex.; A. L. Nowells, Western States Distributors, Salt Lake City, and Jean Coutu, Laniel Amusement Company, Montreal, Quebec.

Rock-Ola

Carl Happel, Badger Novelty Company, Milwaukee; J. Harry Snodgrass, Border-Sunshine Novelty Company, Albuquerque, N. M.; H. M. Branson, H. M. Branson Distributing Company, Louisville; H. B. Brinck, H. B. Brinck Company, Butte, Mont.; Al Calderon, Calderon Distributing Company, Indianapolis; S. H. Dixon, Coin Automatic Music Company, Johnson City, Tenn., and D. R. Franco, Franco Distributing Company, Montgomery, Ala.

Elmer Halgren, H & H Music Distributing, Moline, Ill.; Hymie Zorinsky and son, Eddy, H. Z. Vending & Sales Company, Omaha; Archie La Beau, La Beau Novelty Sales Company; B. D. Lazar, B. D. Lazar Company, Pittsburgh; Morris Silverberg, Eastern Vending Sales Company, Baltimore; L. D. Shulman, Modern Distributing Company, Denver; Jerry Columbo, Music and Television Corporation, Boston; Howard W. Robinson, Robinson Distributing Company, Atlanta, and Jack Rosenfeld, J. Rosenfeld Company, St. Louis.

Eli Ross, Ross Distributing Company, Miami; Al Katz, S & K Distributing Company, Philadelphia; J. A. Dixon, S & M Sales Company, Inc., Memphis; Dave Stern, Seacoast Distributors, Inc., New York; Dan Stewart, Dan Stewart Company, Salt Lake City; Carl Hoelzel, Uni-Con Distributing Company, Kansas City, Mo.; Dan M. Wertz, Music Supply Company, Richmond, Va.; Budge Wright, Western Distributors, Portland, and Al Stern, World Wide Distributors, Inc., Chicago.

Seeburg

Meyer Parkoff, Atlantic New York, New York; Mac Lesnick, the Musical Sales Company, Baltimore; Michael Malkin, Music Distributors, Inc., Fayetteville, N. C.; Eddie Ginsberg and Harold Schwartz, Atlas Music Company, Chicago, and Lou Nemish, Music Systems, Detroit. Other Seeburg distributors represented included the R. F. Jones Company, San Francisco; the S. L. London Music Company,

COINMEN YOU KNOW

Chicago

Communications to: Ken Knauf Central 6-8761

Monarch Begins Game Conversions...

Clayt Nemeroff and Charley Pieri, Monarch Coin Machines, are instituting a new game conversion set-up at Monarch headquarters. Conversions are presently being made on older models of United Shuffle bowling games, including the Cascade, Clover, Olympic and Classic.

Joseph Kiser, who operates amusement games at the N.C.O. Club, Andrews Air Force Base, Washington, was a visitor during the week at First Coin Machine Exchange. Sam Gray, East Chicago, Ind., operator, and a visitor at First this week, announced the birth of a daughter, Karen, at Michael Reese Hospital. First will hold a showing of the

Milwaukee, and W. B. Music Company, Kansas City, Mo.

Wurlitzer

Ben Coven, Coven Music Corporation, Chicago; Lew Jones, Coven Music Corporation, Indianapolis; John Fitzgerald, Co-operative Distributing Company, Louisville; F. A. Blalock, F.A.B. Distributing Company, New Orleans; R. B. Williams, Commercial Music Company, Dallas; Irving Sandler, Sandler Distributing Company, Minneapolis, and Joe Steel Sr., and Joe Steel Jr., Steel Distributing Company, Houston.

H. E. Wedewen, Northern Music, Inc., Cleveland; Ted Bush, Bush Distributing Company, Miami; Harry Jacobs Jr., United, Inc., Milwaukee; Leonard Goldstein, T & L Distributing Company, Cincinnati, and John Billota, Billota Distributing Company, Newark, N. Y.

new Chicago Coin Hollywood Bowler, Saturday (16).

Paul Huebsch, general sales manager, J. H. Keeney & Company, announced production of a new type of shuffle bowling game at the plant this week. Dick Bukowski, Keeney chief inspector, has a son and daughter who have been turning in some high-scoring report cards, and Dick is proud of them.

Frank Mencuri and Ed Hall, Exhibit Supply, report the kiddie ride outlook is good for the spring season. Bill DeSelm, United Manufacturing Company, pointed out a new shuffle game, Venus Shuffle Targette, at the factory this week.

Ralph Sheffield is the newly appointed director of sales at Genco Manufacturing & Sales Company, following the resignation of Sam Lewis, former vice-president. (See separate story in Amusement Machines section.)

Friends of Judd Weinberg, Judd Industries, were sorry to hear this week of the death of his father. Judd heads the export trade for D. Gottlieb & Company.

Art Weinand, sales manager of Williams Manufacturing Company, reported this week that the first regular production run of Sidewalk Engineer, new kiddie game bowed at the MOA show, will begin within 10 days.

Herb Perkins, Purveyor Distributing Company, was busy this week filling orders for games booked during the MOA show. Purveyor secretary Marie Hopp, who has been traveling every weekend to out-of-town bowling tournaments, spent the last weekend blasting pins on the Indianapolis alleys.

Ed Ratajack, regional sales manager for AMI, is on vacation with his wife this week.

Milwaukee

Communications to: Benn Oilman Uptown 3-6018

Rakow in 25th Yr. With Vend Firm...

Erich Rakow, manager of the Milwaukee Canteen Company operation, celebrated his 25th anniversary with the firm March 31. He started out lining up locations here a quarter of a century ago. Instead of the one-man operation he originated here, Canteen now has a staff of more than 30 supplying many of Milwaukee's major industrial locations with the entire line of vended products.

Leo Krenz is the name of the new serviceman hired by United, Inc. Krenz was recently released from the Army and this is his first job in the coin machine industry.

Johnny O'Brien, Mercury Records distributor, reports that he has hired a new salesman to cover the Northern Wisconsin territory. Newcomer is John Gardiner, who will work out of his home in Merrill, Wis.

Spring cleanup time is here, according to Joe Pelligrino, one of the P. & P. Distributing Company partners. "We're putting in a lot (Continued on page 76)

NY State Ops Set June Fete

BEACON, N. Y., April 9.—The New York State Operators Guild, Inc., will hold its annual dinner dance June 9 at the Concord Hotel, Kiamasha Lake, N. Y.

Sidney Levine, counsel of the Music Guild of New York, will be toastmaster at the affair. Thomas H. Gobel is chairman of the committee planning the event.

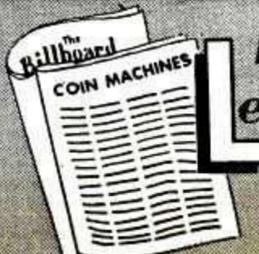
COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **ROCK-OLA UNVEILS NEW PHONO.** Music operators attending the MOA convention last week get sneak preview of the new Rock-Ola 120-selection Model 1448. Story includes all details of the new unit and when showings around the country will start. (Page 138, The Billboard, April 9.)
- **VENDING OP REPORT AT NATD** convention. Complete report of the automatic merchandising panel discussion at the National Association of Tobacco Distributors' convention in Chicago on the "how" and "why" of cigarette vending, major arguments outlined. New vending equipment shown at both NATD and MOA meetings detailed. (Page 142, The Billboard, April 9.)
- **GAME, RIDE EXHIBITS DOT MOA MEET.** Over a dozen firms showed games, rides and allied coin machine products at the MOA show, many of which displayed new equipment for the first time. Complete report on all new equipment shown. (Page 146, The Billboard, April 9.)
- **NEW COPYRIGHT FACT-FINDING BILL** hopped in the House. Complete report from Washington, D. C., on current activity in both House and Senate on juke box copyright legislation. Detailed story of newest bill introduced by Rep. Charles C. Diggs Jr. (D., Mich.), proposing creation of a federal copyright fact-finding commission. (Page 14, The Billboard, April 9.)

IF YOU MISSED READING THE APRIL 9 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

# COINMEN YOU KNOW

• Continued from page 75

of time these days refinishing and tuning up our route equipment," he says.

Interest in use of EP records to spur 10-cent play has taken the spotlight here. Red Jacombet, of Red's Novelty, claims that EP's at a dime are the next project on his list on his return from the MOA meet. Another operator who feels that dime play via the EP route is highly possible is Joe Pelligrino, of P. & P. Distributors. Les Reder, of L. & R. Novelty, has already instituted dime play with a batch of EP's at several of his key downtown locations.

Just completed MOA convention stirred up considerable talk about the value of such annual meetings. This year the number of Beer City operators who drove to the Windy City for the sessions was the largest in the meet's five-year history. Almost all comments were favorable. Optimistic thoughts spread about at the MOA concerning the growing use of EP disks to foster dime play seems to have been one of the most favored topics since, according to local operators.

Sam Cooper, head of the Paster Distributing Company office, reports that plans for his firm's switch over to a new building at 36th and Lisbon Avenue are being held up slightly due to unavoidable difficulties. "Within the next four or five weeks we should be in our new home," he said.

## New York

Communications to:  
Aaron Sternfeld  
PLaza 7-2800

**Elliott Music Juke Box Robbed . . .**

Stan Lutzker, operator of Elliott Music, was a burglary victim Thursday morning (7) as one of his locations, a Queens Tavern, was broken into and the juke box forced open. Two days' take was in the coin box.

Harry Kollegian, Sunshine Music Company, Albany, N. Y., visited Bob Slifer at Seacoast Distributors last week. Everything will be top-sy-turvy at Seacoast for the next few days, as the shop is being re-decorated for National Rock-Ola Days.

John Bullock, Loch Sheldrake, N. Y., operator, visited Barney Sugerman and Irv Kempner at Runyon Sales. Gerry McCloskey and Bob Loeffler, of the Vendime Corporation, have moved to new quarters at 76 Reade Street. Walter Strauss and Joe Weinstein, Automatic Caterers, Inc., are now in their new building at 455 Union Avenue, Westbury, L. I.

Sam Engelman has joined the Associated Amusement Machine Operators of New York. Jack Semel is home after suffering a heart attack. His son, Herb, is taking over the route.

## Editorial

• Continued from page 71

vision set, which can be a nuisance in your neighbor's home, or even in your own home.

"Behavior . . . can be regulated up to a point, and, in the case of juke boxes, to the point of convincing the storekeeper not to tolerate misbehavior on his premises. Beyond that, the problem is not one of juke boxes or storekeepers."

# INSURANCE

All Risk for Juke  
Box Operators

BROADWAY  
BROKERS CORP.

150 Broadway, New York 38  
REctor 2-2195

Teddy Blatt, AAMONY counsel, is back from his Florida vacation. Local operators are looking forward to better business with the end of Lent. Al Bloom, Speedway Products, joined the Coin Machine Employees' Union.

## Boston

Communications to:  
Guy Livingston  
BEacon 2-7398

**Hub Ops Discuss Dime Conversion . . .**

Dime conversion has given coinmen a chance to get together and talk about their problems like nothing else ever has. While waiting for music machines to be converted at the distributors the premises become regular forum halls.

Showing a lively interest in new stock and waiting for their orders at Trimount Automatic Sales Corporation (Seeburg) were: Ken Ghiorse, K. & H. Music Company, Boston; Al Yourkewicz, Ambrose & York, Brockton; Dave Schultz, Brockton; Perry Lipson, Newton; Ralph Lackey, Karel Music, Lynn; Steve Piclock, Worcester; Al Dolins, Pioneer Music, Cape Cod; Harold Harwich, Boston; Tom Libby, Libby Music, Haverhill, and Saul Tobe, Manchester Music, Manchester, N. H.

Kicking the gong at Redd Distributors were: Bill Hammell, Concord, N. H.; Adolph Dugas, Webster; Ray Shea, Worcester; Jack Turcotte, Chicopee, and Joe Pawelski, Fitchburg.

Local men who attended the Music Operators of America confab were: Si Redd, Redd Distributors; Dave Bond, Trimount; Jerry Flatto, Boston Music Distributors, and Dick Mitchell, Dick's Records, Allston.

## Miami

Communications to:  
Al Denny  
83-3696

**Tourists Thin, Collections Dip . . .**

The annual April-to-June slump in collections has started, according to Harold Carson, of Juke Box Company. Operators have come to expect a tapering off of business when the winter tourist season ends. This continues until June when the heavy summer tourist influx gets under way.

Miami delegates to the Music Operators of America convention in Chicago returned with high praise for the way the conclave was conducted. Willie Blatt, Music Makers, opined that George Miller has made an excellent president of MOA. Others back from the Chicago meeting were Ted Bush, Bush Distributing Company; Sam Taran, Taran Distributing, and Bert Lane, who manufactures kiddie rides here. Another Floridian present at the sessions was Ron Rood, Orlando, who owns Southern Music Distributing Company.

Charlie Karp, business agent of Miscellaneous Textile Workers' Local 296, AFL, with which the AMOA is now affiliated, was busy signing up individual operators at the monthly meeting held in the AMOA business office.

Howard Greenberg, Viking Export Company, returned from a business trip to Colombia and Peru. A steady flow of reconditioned juke boxes is moving to the Latin American countries since Greenberg set up shop here several weeks ago. Formerly the phonographs were shipped from New York.

Bob Norman, major domo at Southern Music Distributing Company's branch in Miami, is feeling better after an illness. "We expect to get back into the export field," he said.

With the number of phonograph shipments constantly growing, it looks like Miami will ultimately become the center for juke

box exports. In the field at present are Bush Distributing Company, Viking Export Company and Taran Distributing.

Nick Anthony has joined the staff of Southern Music Distributing Company as routeman and mechanic. Anthony was recently discharged from the Army.

Jack Lipsiner, Coin-Operated Service, says that Georgia Gibbs' "Tweedle Dee" is the most potent nickel-puller on his route. A resident of North Miami Beach, Lipsiner looks for increased activity when the new \$10,000,000 shopping center opens. Other residents of that community include coinmen Eddie Leopold, Buddy Cohen, Bobby Schwartz and Bernie Koganofsky.

Art Daddis, Wurlitzer regional sales manager, and Ken Willis, of the Bush Distributing Company, journeyed to Tampa and made the rounds of music operators. Raoul Shapiro, manager of Budisco One-Stop Service, made a trip to West Palm Beach and contacted juke box operators on behalf of the company's growing record business.

Observed having coffee at the Wurlitzer Key Club, the restaurant maintained by Bush Distributing Company, were Sammy Marino, Marino Music, and Eli Ross, of the rival Taran Distributing. Good fellowship reigns when competitors get together at the kaffeeklatches.

Over at Brooke Distributors, salesman Sandy Beach wants the world to know that "Unchained Melody," by Al Hibbler on Decca, will be a big hit on the juke boxes. Boss Mannie Brookmire predicts the same for Johnny Desmond's latest release, "Play Me Hearts and Flowers" on Coral. Brookmire has placed coin collection receptacles all over town to raise funds for the Children's Hospital, in a joint promotion stunt with disk jockey Jerry Wichner, of Radio Station WINZ.

## Hartford, Conn.

Communications to:  
Allen Widem  
CHapel 9-8211

**AMI Distrib Opens Hartford Branch . . .**

Runyon Sales Company, New York, regional distributor for AMI, has opened a Hartford branch. It is under general management of Nat Gutkin.

Paul Rechtschafer, of Reliable Coin, Hartford, and a long-time advocate of bachelorhood for the up-and-coming coin executive, will be hosted by his fellow coinmen at a stag dinner May 18 in Hartford.

"There are only about half a dozen locations not converted from 5 to 10-cent play," says Abe Fish, of General Amusement Games, Hartford. "This is a wonderful indication of the co-operative spirit that prevails in the Hartford area coin machine field, and should serve as an example of fair play to the coin men in other key cities."

## Detroit

Communications to:  
Hal Reves  
WOODward 2-1100

**Michigan Ops Add to Routes . . .**

Joe Thomas and Earl Edwards, of the Michigan Amusement Company, Saginaw, who have an extensive operation in the Central and resort area of Northern Michigan, are getting set to add new equipment to their routes, in time for the new season opening.

Art Campbell, of Ypsilanti, Southeastern Michigan music operator, was in town to shop for additional games and juke boxes for his mixed route.

Tony Sanders, partner in the Detroit Coin Machine Exchange, has returned from a week's trip thru Central Michigan, where he called on many operators, and came back reporting good pros-

## THE BILLBOARD INDEX

# ADVERTISED USED MACHINE PRICES

## MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

AMI	Issue of April 9	Issue of April 2	Issue of Mar. 26	Issue of Mar. 19
Model C 40		\$195.00	175.00	
Model E 40			400.00	
Model E 80			450.00	
Model A	\$115.00	99.50 100.00	\$99.50(2)	\$99.50
		115.00		
Model B	169.00	169.00 195.00	185.00	
Model C	189.00	175.00 189.00	215.00	
		195.00		
Model D-40	275.00 300.00	275.00 300.00	250.00 295.00	295.00 300.00
Model D-80	375.00 450.00	350.00 375.00	350.00 365.00	375.00
Model E 120	650.00	650.00	500.00	
		675.00(2)		
<b>EVANS</b>				
Constellation			175.00	
<b>ROCK-OLA</b>				
Comet	725.00	725.00	725.00	725.00
Comet 1438	675.00	675.00		
1422	59.50	49.50	49.50 50.00	
1426	79.50	89.50	75.00	
1428	150.00(2)	150.00	119.50 150.00	150.00
1432	250.00		250.00	219.50
1434	295.00 299.50			
1434 Rockets	325.00	300.00 325.00	325.00	325.00
1436	335.00 395.00		395.00	
1436-A, 45 RPM			345.00	
1436-A, 75 RPM			275.00	
<b>SEEBURG</b>				
46	44.50 65.00			
47	54.50 75.00			
H-146-Hideaway	50.00	50.00	25.00 50.00	35.00
H-147-Hideaway	65.00	65.00	25.00 65.00	50.00
H-148-Hideaway	75.00	75.00	35.00 75.00	65.00
HM 100-A Hideaway	275.00	275.00	275.00	
M 100-A (78 RPM)	325.00 349.50	325.00	325.00 349.50	349.50 375.00
	375.00 425.00	349.50(2)	350.00 375.00	
		350.00 375.00		
M 100 B	525.00 569.50	525.00 550.00	500.00 525.00	525.00 569.50
	575.00	569.50 575.00	569.50 575.00	575.00
M-100-BL	600.00	595.00 600.00	600.00	600.00
M-100-C	685.00		650.00(2)	650.00
146		49.50	49.50	
147		69.50	69.50	
147-M	87.50			
148	125.00	125.00		125.00
148 ML	109.50 159.00	159.00	159.00	159.00
<b>WURLITZER</b>				
1015	64.50 69.50	54.50 95.00	54.50 75.00(2)	75.00 99.50
	99.50 100.00	99.50 75.00(2)	99.50	105.00
		100.00	89.50	
1100	150.00 175.00		125.00 119.50 140.00	185.00
			150.00(3)	
			175.00	
1200				209.00
1217 Hideaway	149.50			
1250	189.50	195.00 199.50	195.00 199.50	199.50
			225.00	
1400	325.00 385.00	295.00	279.50(2)	
		325.00(2)	325.00(2)	
1450	325.00	325.00		
1500	395.00	375.00	345.00 369.50	395.00 425.00
		395.00(2)	395.00(2)	445.00
		425.00(2)	425.00	
		445.00		
1500-A	445.00 495.00	495.00(2)	495.00	
1517 A Hideaway			350.00	
1550	425.00	545.00	425.00	425.00
1650	425.00	425.00		

pects for business during the summer season.

John Holden, who operates a route of amusement games in Flint, is adding new equipment to modernize his route. Harold and Emery Page, who operate in the resort area of Michigan as well as in Flint under the name of Capitol Amusement, are also buying games for expanded summer operation.

Wallace Rosner, owner of a West Side tavern, has stepped into the vending business with the formation of the M-W Vending Company. Rosner is presently operating a growing route of cigarette machines and plans to add other types of equipment, probably for operation beyond the city area, at a later date.

## Los Angeles

Communications to:  
Joel Friedman  
HOLLYwood 9-5831

**Calif. Coinmen Pleased With MOA . . .**

Southern California contingent of coinmen returned from Chicago and the MOA convention this week with glowing comments about its success. Sammy Ricklin, California Music Company, flushed with the

greeting extended him at the show, plans on making the event an annual visit.

Mrs. Dave Neel, Fresno, was seriously injured in an automobile accident here last week and is currently under care in a hospital up north. Dave Neel was formerly employed at Badger Sales Company here.

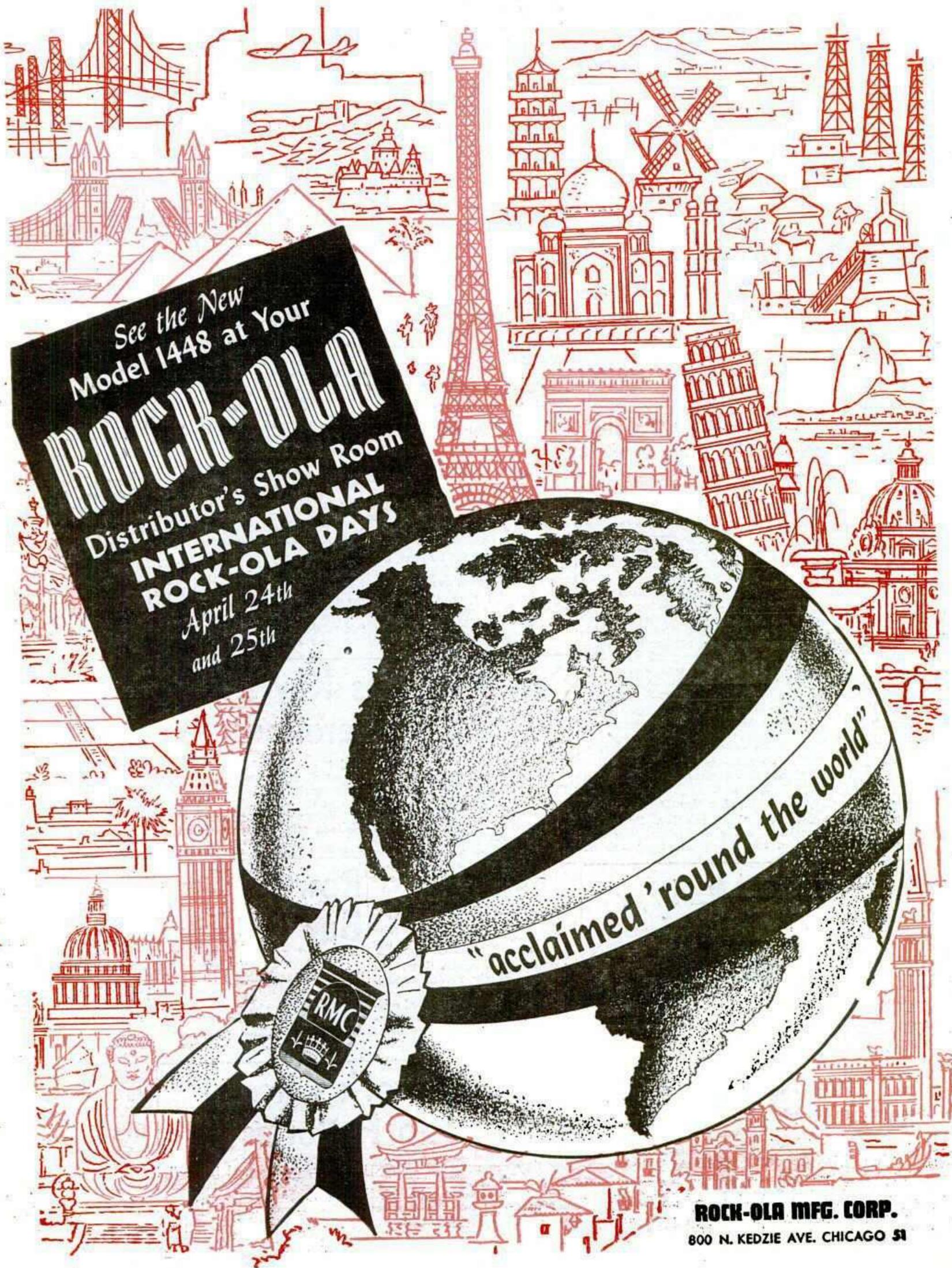
Don Gilbertson, Paul Laymon Company, is making plans to spend one week of his vacation in Mexico and get in some fishing. Karl Johnson, also of the Laymon firm, has his family visiting him for the Easter holidays.

Paul and Lucille Laymon are excited over the reaction to the new Bally Gayety and Bally Gold Medal pinball games, with both reported selling well.

Cecil Ellison, Lancaster, was in town this week attending the Elks shindig over Pasadena way. Clyde Denlinger, Balboa, has not quite recovered from the influx of teenagers to the resort city during Easter week.

George Mahlum, Minthorne Music Company, reports the sale of the firm's new Telefunken line do-

(Continued on page 86)



See the New  
 Model 1448 at Your  
**ROCK-OLA**  
 Distributor's Show Room  
**INTERNATIONAL  
 ROCK-OLA DAYS**  
 April 24th  
 and 25th

"acclaimed 'round the world"



**ROCK-OLA MFG. CORP.**  
 800 N. KEDZIE AVE. CHICAGO 51

## Vending Is Cornerstone of Fla. Citrus Mutual Program

Spring Meeting Set; Parrish Maps PR Drive; New Finance Plan Ready

NEW YORK, April 9.—The Florida Citrus Mutual, a grower organization dedicated to the promotion of the State's orange and grapefruit products, is marshalling its forces for a major drive in the vending field.

Hagen Parrish, director of industry and trade relations, spent last week here and in Detroit mapping the campaign with manufacturers of cup dispensing equipment. Heart of the FCM program is con-

tained in the following plan released by the organization this week. It includes:

1. A complete evaluation of existing equipment and a study of all new or proposed equipment suitable for vending citrus juices.
2. The preparation of brochures for operator, location and consumer.
3. The compilation of a nationwide trade mailing list.
4. A vigorous program for new markets.
5. Aid to operators in lining up Florida locations for citrus drink venders.
6. Co-operation with the National Automatic Merchandising Association and participation in all NAMA conferences.
7. Preparation of weekly news-

paper and trade publication data for release thru the publications division.

8. Preparation of an itinerary for participation in shows and conventions.

9. Work toward having the FCM seal of approval for vending equipment comparable to the Good Housekeeping and Underwriters Laboratory seals now existing on quality products.

10. Preparation of a general public relations program.

FCM set up its dispenser division in March, 1952, and in two years has made financing arrangements for more than 2,000 vending machines.

FCM's original finance arrange-  
(Continued on page 81)

## Coffee-Break Readies Sales On New Unit

LOS ANGELES, April 9.—Coffee-Break-O-Matic Corporation, formerly Coffee-Break Service, will soon appoint regional distributors to handle its new counter and/or cabinet model, William E. Abram, the firm's president, announced this week.

Since it was formed last November, the firm has been studying the vending field. Recently arrangements were made for production thru a plant formerly handling government contracts. The number of units can be increased on short notice since the factory is devoting a large percentage of its facilities to this item. The unit has been approved by the City Testing Laboratories and the Los Angeles Board of Health.

As distributors are named, Abram plans to supply them with a complete and tested merchandising program for venders, which will include promotional material for obtaining leads and a salesman's guide for obtaining lease contracts.

### Proving Profitable

Abram describes the unit as "a replacement for the coffee urn," pointing out that it is proving itself profitable in conventional vending service in locations which cannot support either expensive equipment or where the labor cost of complex servicing and sanitation are pro-  
(Continued on page 83)

## L. I. Tobacco Exec Fights Direct Sales

Locations Operate Vender for 90 Days; Usually Decide to Go Back to Operator

NEW YORK, April 9.—Cigarette operators can stop direct location sales dead in their tracks if they explain the problems of machine operation and give the location a chance to experience these problems, according to Michael Bruck of the Long Island Tobacco Company, Flushing, N. Y.

Speaking at the Region II meeting of the National Automatic Merchandising Association Saturday (2), Bruck said that direct location sales today are not nearly as prevalent as they were 20 years ago.

During the 1930's he explained, cigarette vending machine manufacturers had few channels of distribution and generally sold wherever they could make a sale. Today, he added, all the leading manufacturers realize that the operator is their prime source of repeat sales, and they confine their distribution to operators.

### Location Deal

After the meeting, Bruck explained the method his firm uses in combatting direct sales to its

locations. As soon as LITC gets wind of an impending purchase of a machine by a location, a representative is sent to the spot. The following deal is offered:

The operator will leave his machine on location for 90 days, during which time the key is turned over to the location owner.

During this time, the location orders its own cigarettes, takes care of its own servicing, and literally  
(Continued on page 83)

## Serviceman Is Key to Profitable Operation

NEW YORK, April 9.—Morton B. Holland, head of the Holland Vending Corporation, Maspeth, N. Y., reminded delegates at the NAMA Eastern Regional Meeting here Saturday (2) that the vending operator is selling service primarily and that a well-trained serviceman—with the help of a good product and a well-engineered machine—is the lifeblood of the industry.

He added that while a machine can normally look forward to a long life when it leaves the factory, a poorly trained man can send it to an early grave. Besides, he continued, a vender that is not working properly invites vandalism.

Employment of substandard servicemen, he said, can have two unwelcome effects—it can create more service calls and alienate locations,

## INDIANA VENDER ACCUSED BY FTC

WASHINGTON, April 9.—The Federal Trade Commission has charged a Fort Wayne, Ind., vending firm with misrepresentation. The person named in the complaint is Robert L. Kniffen, trading as National Sales & Service Company and the Greco Manufacturing Company. The charge is advertising for employees, but with the intent of getting purchasers of its vending machines and greeting cards.

## Apco Awarded Exhibit Honors

NEW YORK, April 9.—Local firms walked away with top honors at the recent convention of the National Association of Tobacco Distributors in Chicago.

Apco, Inc., vending manufacturer with headquarters here, won first place as the "Most Original Exhibit" at the show. The Ronson Corporation, Newark, N. J., had the "Most Attractive Exhibit," and the United States Tobacco Company, New York, had the "Most Popular Exhibit."

Chairman of the Awards Committee was Charles A. Rubey, P. J. Rubey Company, Chicago. Other committee members were Albert Guarneri Jr., Albert Guarneri & Company, Warren, O.; I. F. Kartman, Lord Baltimore Candy & Tobacco Company, Baltimore; V. Lloyd Rau, Crescent Cigar & Tobacco Company, New Orleans, and Louis Weksler, Ponca Wholesale Mercantile Company, Amarillo, Tex.

Harden E. Goldstein, NATD associate director, said that more than 80 per cent of the exhibitors at the 1955 convention had already reserved display space for next year's show, although neither the date nor the site has been selected.

## '55 NABV Meet To Promote Diversification

Exhibits, Sessions To Include Candy, Cookies for 2d Yr.

CHICAGO, April 9.—National Association of Bulk Vendors will place more stress on diversified operation for the small operator at its 1955 Vending Pageant July 15-17 at the Conrad Hilton Hotel here.

Until the association's 1954 convention, the annual meetings devoted major attention to bulk product and charm vending only. Following the broader industry coverage policy instituted last year, NABV's exhibits and business sessions will again include candy,  
(Continued on page 80)

## Jacobs Names Morgan Head Vending Engr.

DETROIT, April 9.—F. L. Jacobs Company has named Frank M. Morgan chief engineer in charge of vending and dispensing equipment, President Thomas J. Riggs Jr., announced this week.

Morgan will supervise design and development of new vending machines made by Mills Industries, Chicago, and beverage dispensers made by Selmix, Inc., Long Island City, both Jacobs' subsidiaries.

He resigned a similar post with American Phenolic Corporation, Cicero, Ill., to accept his new position. Prior to American Phenolic, Morgan was supervising engineer for the Automatic Canteen Company of America for 10 years.

Morgan attended the universities of Illinois and Colorado and is a member of several professional and fraternal engineering societies.

F. L. Jacobs Company, primarily an automotive parts manufacturer, entered the vending machine business on a small scale in 1953, producing beverage machines for the Pepsi-Cola Company. The firm bought both Mills and Selmix last fall as part of a new diversification program.

## NAMA Eastern Meet Draws Record Crowd

NEW YORK, April 9.—A crowd of 189 persons, 101 representing operating firms, the largest turnout ever at an Eastern Regional National Automatic Merchandising Association meeting, thrashed out such problems as direct sales to locations and breaking in new personnel (see separate stories) Saturday and Sunday (2 and 3) at the Commodore Hotel.

C. S. Darling, executive director of NAMA, started the Saturday session with a recap of latest developments in the vending industry and outlined probable future developments.

Other talks that day were "A Regional Report on Direct Sales to Locations," by Michael Bruck, Long Island Tobacco Company, Flushing, N. Y., and "Automatic Catering—Prime Contractor Vs. Subcontractor," by Wayne M. Logue, Brady Vending Company, Long Island City, N. Y.

### Profit Clinic

Morton B. Holland, Holland Vending Corporation, Maspeth, N. Y., spoke on "How to Teach a New Man to Do His Job," and a "Profit Clinic" was moderated by William S. Fishman, Automatic

Merchandising Company, Chicago, and H. A. Geiger, Geiger Automatic Sales Company, Milwaukee.

Late Saturday afternoon, registrants and their wives were guests of Bob Hedeman, Hedeman Prod-  
(Continued on page 81)

## Caterer-Operator Teamwork Cited In Offering Packages to Factories

NEW YORK, April 9.—Wayne M. Logue, Brady Vending Company, Long Island City, N. Y., advised operators attending the NAMA regional meeting here Saturday (2) to work with established in-plant feeders as subcontractors if they are not full-line operators.

Logue pointed out that most operators were specialists a few years ago, but today they are becoming more and more diversified, primarily because plant management insists on working with one operator. He added that many specialists are losing locations be-

cause they can not offer a complete package.

According to Logue, the full-line arrangement works best when a cafeteria and vending operation can be handled by one operator. The Brady organization has such an arrangement, with the Brady Food Service Corporation, specializing in industrial cafeterias, the parent company of the Brady Vending Company.

### Commissions Paid

When the Brady firm submits a proposal to an industrial, it is generally to operate the cafeteria and vending machines, and, according

to Logue, the proposal is usually received favorably. He added that even when the cafeteria and vending operations are handled by separate firms, most caterers insist on vending commissions, and get them in many cases.

A caterer's sales case to a location, Logue said, is stronger if he can offer a vending service. In many cases, he can offer better food service because of the revenues derived from vending commissions.

The commission rate paid by a vending operator to a prime con-  
(Continued on page 83)

## Rowe Sales Dip Slightly But Earnings Constant

NEW YORK, April 9.—Sales for the Rowe Corporation during 1954 dipped slightly from the record established in 1953, while earnings remained virtually the same, according to the annual report issued this week.

Sales and operating income totaled \$36,997,411, which was \$176,850 less than the \$37,174,261 the previous year, while net earnings were \$709,325, a shade more than the \$708,744 racked up the previous year.

Dividends aggregating 80 cents a share were paid on the company's outstanding capital stock in 1954, with a quarterly dividend of 20 cents a share paid April 1, 1955.

### Canteen Purchase

Most significant development during the year was the purchase by the Automatic Canteen Company of America of 262,500 shares, or about 52 per cent of the outstanding Rowe stock.

The report stated that study was being given to the feasibility of a full integration of Rowe and Automatic Canteen. Another major development during 1954 was the acquisition of Spacarb, a cup drink vending manufacturer, and the introduction of the new Rowe-Spacarb three-drink model.

Introduced during the year was the Rowe Ambassador, a 14-column manual upright designed to sell all types of cigarette packages at three  
(Continued on page 80)

# Kent Sees Reversal of Declining Cig Volume

NEW YORK, April 9.—H. A. Kent, board chairman of the P. Lorillard Company, took an optimistic view of the 1954 cigarette sales slump and predicted that "the volume situation will be corrected in time" and the industry will resume its progress.

Speaking at the annual stockholders' meeting here Tuesday (5), Kent said that despite a decline in sales and earnings, 1954 was the second best year in the history of the firm. He added that with the introduction of Old Gold Filter Kings, P. Lorillard is working toward a stronger competitive position within the industry.

He scored scientists who have attempted to comment on the relationship between health and cigarette smoking, but added that the industry will make every effort "to secure a final and definite answer" to the alleged link between smoking and cancer.

Kent admitted that while adverse health statements played a prominent role in the 1954 sales decline, he said that other factors also played a part in the decreased volume.

He pointed out that the wider popularity of king-size cigarettes, which give smokers more puffs per cigarette, have reduced unit volume. Then, too, he said that the reduced number of young smokers and the growing group of older men and women tend to reduce cigarette sales.

Kent cited consumer response to the OG Filter Kings as confirming the "wisdom to fortify our future" by introducing a popular-price filter in addition to the premium-priced Kents.

Thirteen directors were re-elected for another year by the stockholders. They are Kent; William J. Halley, president; Frank Hopewell, executive vice-president; Irvin H. Peak, vice-president and director of leaf activities; Lewis Gruber, vice-president and director of sales; Joseph J. Blacknall, vice-

president and director of manufacturing; Alden James, vice-president and director of advertising; Harris B. Parmele, director of research; Harold F. Temple, director of brand development; Frederick W. Watson, director of purchasing, and F. Gladden Searle, Donald A. Henderson and Melvin A. Dawley.

# Marlboro Displays To Make Debuts in 5 Major Stations

NEW YORK, April 9.—A nine-by-seven-foot animated, illuminated display of the Marlboro cigarette case was unveiled Monday (4) at Grand Central Terminal. Within the next week, similar displays will make their debuts at Washington's Union Station, Boston's South Station, Detroit's Michigan Central Terminal and Cincinnati's Union Terminal.

An estimated 28,000,000 persons a month will see these seven-color models of the flip-top packs. The displays will tie in with local newspaper advertising campaigns.

Back lighting, which blinks on and off, will focus attention on the "popular filter price" message. The displays were engineered by the McArthur Advertising Corporation.

# Airport Vending To New Quarters

CHICAGO, April 9. — Airport Vending Service, Inc., completed its move to new headquarters this week. Bernard J. Kiley, president, said the firm's new building, on South Kostner Avenue, covers 6,000 square feet plus 10,000 additional square feet for truck and miscellaneous parking.

Expansion of the firm's operations, both in size and diversification, made the move necessary, Kiley stated. When completed in late summer, the new quarters will include a commissary (to supply sandwiches, foods for its industrial feeding installations), its own bakery, sirup-making equipment and truck overhaul facilities.

Both the offices and commissary will be air-conditioned.

An important supply benefit for the firm's 16-truck fleet are gasoline tanks for bulk purchase of fuel.

# Correction

NEW YORK, April 9.—A story in the April 9 issue of The Billboard listed incorrectly the average daily sales of the Nu-Matic hot dog venders in the East. The figure, according to Harry Gerstein, Nu-Matic president, should have been an average of 150 sales per machine per day.

# 2 Mobile Venders Granted Charters

MOBILE, Ala., April 9.—Charters were granted here this week to the Super Vending Company for the operation of automatic vending machines and to the Grand Bay Scale Company for coin-operated weighing devices. Each firm has \$5,000 authorized capital.

Super officers are M. B. Matthews, president; Henry F. Beuk, vice-president, and Ralph G. Hollberg Jr., secretary-treasurer. Grand Bay officers are William I. Waller 3d, president; C. M. Ballard, vice-president, and J. L. Dezauche, secretary-treasurer.

# Apco Introduces Multi-Price Selection on Cup Machines

NEW YORK, April 9.—A high degree of interest in the new coin mechanism which allows dual pricing on Apco drink venders was reported this week by Mel Rapp, Apco executive vice-president. Apco exhibited its full line of Soda-Shoppes, Coffee Shoppes and Smokeshops at the recent convention of the National Association of Tobacco Distributors in Chicago.

The CoffeeShope-SodaShope combination unit can now be ordered to vend cold drinks at 5 cents and hot drinks—four selections of coffee and hot chocolate—for 10 cents. Previously the unit could vend at one price only.

The CoffeeShope Senior can now be ordered to vend five selections of coffee at 5 cents, and hot chocolate at 10 cents. The optional device may be ordered from the factory at no additional charge.

Rapp said the trend toward diversification on the part of tobacco wholesalers was more marked this year than ever before. He added that many of the jobbers

have gone into full-line operations and that they represent a strong potential for the cup drink vender industry.

In addition to its full line of drink machines, Apco also exhibited its 18-column Smokeshop, which handles regular, king-size, filter-tip and flat-pack brands.

# Idaho Cig Tax Boosted to 4 Cents

BOISE, Idaho, April 9.—The Idaho Legislature ground out an added 1-cent tax on cigarettes during its recent session, boosting the tax to 4 cents per pack.

Gov. Robert E. Smylie signed the bill which is expected to add a million dollars in State revenues in the next bi-ennium. With an emergency clause added, the law becomes effective 60 days after the adjournment of the Legislature.

Operators of cigarette vending machines will continue to buy a \$1 stamp for each vending machine, but the tax collector, and not the auditor, will collect it.

**We Have Newer CHARMS!**

Send \$2.50 and receive 100 high quality filled capsules. Contains our complete assortment . . . or send 35¢ for regular sample kit of charms.

National Sales Agents for ACORN CHARM VENDOR parts and accessories

**PENNY KING COMPANY**  
2538 Mission Street Pittsburgh 3, Pa.

**ATTENTION, OPERATORS!**  
CHECK THESE SPECIAL OFFERS

- 5 lb. can Almonds with every 5 nut machines.
- 10 lbs. Ball Gum with every 4 Ball Gum machines.
- 6 Boxes Adams Gum with every Tab Gum machine.

**MACHINES**

Northwestern Model #49, 54	\$12.50
Silver Kings, 5¢ or 1¢	8.50
Northwestern Standard	6.95
Cadillac Jr.	6.95
Victor Model V, with B/O Wheel	8.50
Victor Model V, Cabinet, with B/O Wheel	9.50
Northwestern #39, 1¢	7.50
Columbus B/G	4.95
Columbus, 5¢	6.95
Regal, 5¢	6.95
Acorn Cabinet	9.00
2 Col. Hot Nut	12.50
3 Col. Hot Nut	25.00
4 Col. Tab Gum, DuGrenier	17.50
4 Col. Tab Gum, DuGrenier	17.50
4 Col. Tab Gum, Mills	17.50
4 Col. Tab Gum, Heide	12.50
4 Compartment 1¢ Nut Machine (New)	5.00
Hershey Machine	5.00
Mason Mint Machine	5.00
Jewel 2 Compartment, 5¢	7.50
Still a few Hunters or Penny Back Machines left, each	10.00

WRITE FOR CATALOG OF NEW AND USED VENDERS & SPECIAL LIST NO. 10 OF MERCHANDISE, SUPPLIES, CHARMS AND ACCESSORIES.

1/3 Deposit, Balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**  
609-A Spring Garden Street  
Philadelphia 23, Pa.  
Lombard 3-2676

**HOLY BIBLES**

**Holy Bible**

SENSATIONAL CAPSULE ITEM  
**TRY THEM**  
WATCH HOW THEY SPARK UP YOUR SALES!

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50-Page Reproduction  
OLD AND NEW TESTAMENT

**\$12.50 per 1000.** Contact us direct, or Your Local Distributor.  
SEND FOR FREE SAMPLE

**STANDARD SPECIALTY COMPANY**  
5115 E. 14th STREET - OAKLAND 1, CALIF.

GET ACQUAINTED WITH VICTOR'S new and original charms for bulk and capsule vending. Send \$1.00 for 20 samples; in capsules, prepaid, plus operators confidential wholesale price list.

**VICTOR VENDING CORPORATION**  
5701-13 Grand Avenue, Chicago 39, Illinois

**CIGARETTE, CANDY and DRINK MACHINES!**

**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
Diplomat, 8 Cols., 340 Cap.	175.00
DUGRENIER CHAMPION, 9-11 COLS., 420 CAP.	100.00

**UNEEDA CIGARETTE VENDORS**

Model E, 6 Cols., 180 Cap.	\$75.00
Model E, 8 Cols., 240 Cap.	92.50
Model 500, 9 Cols., 350 Cap.	100.00

**CANDY MACHINES**

U-Select-It, 74 Cap., Wall Model	\$52.50
Stoner Candy, Pre-war, 160 Cap.	135.00
National Model 918, 162 Cap.	115.00

**DUGRENIER MODEL W**  
9 Cols., 270 Cap. **\$90.00**

**WE ARE DISTRIBUTORS FOR ICE CREAM-SODA-COFFEE MACHINES, BOTH NEW & RECONDITIONED**  
WRITE FOR INFORMATION

All Equipment Unconditionally Guaranteed.  
Trade Prices 1/3 Deposit, Balance C.O.D.

**Uneeda VENDING SERVICE, INC.**  
"The Nation's Leading Distributor of Vending Machines"  
250 Meterale Street • Brooklyn 6, N. Y. • HEGeman 3-6295

Ready for Immediate Delivery  
**THE BIGGEST MONEY MAKING BULK VENDOR IN THE WORLD**

**THE OAK "400" CAPSULE VENDOR**

Fool-proof, action activated, guaranteed to be the biggest profit maker in the capsule field. Designed to captivate attention, engineered to be absolutely trouble-free. Instantly convertible for tab or bulk vending.

**EASY TO FILL: 400 CAPACITY**  
**WEIGHT: 7 LBS. HEIGHT: 17" WIDTH: 8"**

Eastern Office • National Sales Hqtrs.  
**PENNY KING COMPANY**  
2538 Mission Street • Pittsburgh 3, Penn.

Western Sales Offices  
**OPERATORS VENDING MACHINE SUPPLY**  
1023 Grand Avenue • Los Angeles, Calif.

**oak manufacturing company, inc.**  
11421 Knightsbridge Ave. • Culver City, Calif.

**YOUR SUPER LOCATIONS DESERVE THE FINEST . . . SUPER V . . .**

IS the Finest Capsule and 100-Count Ball Gum Vendor Obtainable and the Industry's Most Beautiful. Featuring the Greatest Earning Power Ever Built Into a Bulk Vendor . . . at 1¢, 5¢ or 10¢ Play.

**BALL O'FIRE**

Hot Cinnamon Gum. This 100-count Ball O'Fire Gum has just been made available to vending machine operators and is the HOTTEST SELLING PIECE OF GUM on the market today. Your SUPER "V" holds 950 100-count Ball Gum. Be the first in your territory to cash in on this new, red-hot bulk vending merchandise.

**VICTOR VENDING CORP.**  
5701-13 W. GRAND AVE. CHICAGO 39, ILL.

"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.

**J. H. KEENEY & CO., INC.** 2600 W. 50th St. Chicago 32, Ill.

**MAKE MORE MONEY IN VENDING!**  
**Read The Billboard Every Week**

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

**Enter a Money-Saving Subscription Now!**  
Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$10.  
(Foreign rate, one year, \$20) 955

Name .....

Address .....

City..... Zone..... State.....

Occupation .....



**EVERYDAY**  
More and More  
**OPERATORS**

are "discovering" new profits vending peanuts, cashews, almonds and other delicious and tasty nuts in Northwestern nickel 49's. These operators are enjoying a profit which has long disappeared from the penny vender.

Why don't you get the jump on competition with Northwestern nickel 49's in your locations and see for yourself what a difference it makes, the customer is much more satisfied and so are you!

If you have penny 49's, they can be converted to 5¢ venders, operators, at the cost of \$1.50 each.

Wire, write or phone for complete information today

**The Northwestern Corp.**  
245 Armstrong St. Morris, Illinois

**'55 NABV Meet**  
• Continued from page 78

cookies and allied product and machine displays and topics.

Bulk venders, products and the operating procedures peculiar to this phase of vending, including latest developments and items in the charms field, will also be covered.

Industry speakers on each of the vending fields will be featured. As part of a panel discussion on salesmanship, a special movie on selling will be shown.

Rolfe Lobell, convention chairman and vice-president of Leaf Gum Company, said that business sessions, because of the broader agenda, would likely run each of the three days this year instead of only two days as in 1954.

Diversification—The catalyst responsible for NABV's intensified convention and association activity—may also result in a change of the group's name this year. While the final name has not been worked out, it was indicated that the final selection would eliminate the word "bulk."

When NABV was originally formed in 1951, it was called the National Association of Gum Vendors. This was shortly changed to the present title. The new association name, if it follows the idea of a broader operating field for its members, shows recognition of the additional profit opportunities for the small operator with a diversified line of products and equipment.

This year, too, NABV plans a more detailed women's program. Dolly Lobell is chairman of the Ladies' Program.

**THE BILLBOARD INDEX**

**ADVERTISED USED MACHINE PRICES**

**VENDING MACHINES**

Equipment and prices listed below are taken from advertisements in The Billboard 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 venders, 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 April 9	Issue of April 2	Issue of Mar. 26	Issue of Mar. 19
Acorn Cabinet.....	9.00			
Advance D 1c BG.....	\$6.45	\$6.45	\$6.45	\$6.45
Advance No. 11 Mdse.....	5.95	5.45	5.95	5.95
Columbus Ball Gum.....	4.95			
Columbus 5c.....	6.95			
Cadillac Jr., 5c.....	6.95	6.95	6.95	
Columbus 1c Bulk.....	6.50	6.50	6.50	6.50
Columbus Tri-More.....	17.50	17.50	17.50	
Craig Ice Cream Bar.....	125.00	125.00	125.00	125.00
DuGrenier Adams (4 col.) 1c.....	17.50	17.50	17.50	
DuGrenier Tab Gum (4 col.).....	17.50			
DuGrenier Tab Gum (6 col.).....	100.00	100.00	100.00	100.00
DuGrenier Champion (9 col.).....	100.00	100.00	100.00	100.00
DuGrenier Champion (11 col.).....	100.00	100.00	100.00	100.00
DuGrenier Model W (9 col.).....	125.00	125.00	125.00	125.00
Eastern Electric (8 col.).....	115.00	115.00	115.00	115.00
Exhibit Single Drink.....	15.00	15.00	15.00	15.00
Exhibit Post Card.....	15.00	15.00		
Hot Nut (2 col.).....	12.50			
Hot Nut (3 col.).....	25.00			
Hups Single Drink.....		110.00	110.00	110.00
Jewel Vendors, 5c.....				145.00
Keeney Electric (9 col.).....		145.08	145.00	
Master 1c & 5c Bulk.....	6.95	6.95	6.95	6.95
Master 1c Bulk.....	6.50	6.50	6.50	6.50
Master 5c Bulk.....	6.50	6.50	6.50	6.50
Mills (5 col.).....		40.00	40.00	
Mills Adams (6 col.) 1c.....		17.50	17.50	
Mills Single Drink.....		150.00	150.00	150.00
Mills Tab Gum (6 col.).....	17.50			
National 918.....		115.00		115.00
National 930.....		95.00 130.00	95.00 130.00	95.00 130.00
National 950.....		110.00 145.00	110.00 145.00	110.00 145.00
Northwestern 39, 1c.....	7.50 7.95	7.95	7.95	7.95
Northwestern 33 Ball Gum.....	6.50	6.50	6.50	6.50
Northwestern Deluxe 1 and 5c.....	12.00	12.00	12.00	12.00
Northwestern 49, 5c.....	12.50			
Northwestern Standard.....	6.95			
Pop Corn Sez Vendor.....		55.00	55.00	
PX (10 col.).....		110.00	110.00	110.00
Regal 5c.....	6.95			
Revco Ice Cream Cup.....		125.00	125.00	125.00
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.).....	135.00	135.00	135.00	175.00
Rowe Imperial (8 col.).....	90.00	90.00	90.00	90.00
Rowe Imperial (6 col.).....	85.00	85.00	85.00	85.00
Rowe President (8 col.).....	130.00	130.00 155.00	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	
Silver King, 1c.....	8.50	8.50	8.50	
Silver King, 1c Ball Gum.....	7.45	7.45	7.45	7.45
Silver King, 1c Mdse.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45 8.50	8.50	7.45 8.50	7.45
Silver King Hunter.....	10.00	10.00	10.00	
Sneads.....	125.00	125.00	125.00	125.00
Stoner Candy (6 col.).....	135.00	135.00	135.00	135.00
Super-Vends (3-sel.).....	200.00	200.00	200.00	200.00
Uneeda (5 col.).....		60.00		
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.).....		87.50		87.50
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
Victor Model V 1c Cabinet.....	9.50	8.50	8.50	8.50
Victor Model V 1c Globe.....		8.00	8.00	8.00

**MANDELL GUARANTEED USED MACHINES**

N.W. DeLuxe 1c & 5c Comb. ....\$12.00  
 N.W. #39 1c Porc. .... 7.95  
 N.W. #33 1c Porc. B.G. .... 6.50  
 Master 1c Bulk Porc. .... 6.50  
 Master 5c Bulk Porc. .... 6.50  
 Master 1c & 5c Bulk Porc. .... 6.95  
 Columbus 1c Bulk .... 6.50  
 Silver King 1c B.G. or Mdse. .... 7.45  
 Silver King 5c .... 7.45  
 Exhibit Post Card (Metal) .... 15.00  
 Advance #D 1c B.G. .... 4.45  
 Advance #11 Mdse. .... 5.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen .... \$ .56  
 Pistachio Nuts, Vendor's Mix .... .51  
 Pistachio Nuts, Sheik .... .44  
 Cashew Whole .... .52  
 Cashew Butts .... .50  
 Peanuts, Jumbo .... .42  
 Spanish .... .35  
 Mixed Nuts .... .55  
 Almonds, #80 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., 300 lbs. minimum, prepaid, per pound .... \$ .28  
 Adams Gum, all flavors, 100 ct. .... .45  
 Wrigley's Gum, all flavors, 100 ct. .... .48  
 Beech-Nut, 100 ct. .... .48  
 Hershey's Chocolate, 200 ct. .... 1.40  
 Minimum Order, 25 Boxes Assorted.  
 Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms, Everything for the operator.  
 1/3 Deposit, Balance C.O.D.

**NORTHWESTERN SALES AND SERVICE CO.**  
 MOE MANDELL  
 446 W. 36th St., New York 18, N. Y.  
 LOngacre 4-6467

**VICTOR'S 5-STAR BABY GRAND**

Convertible Vendor—Instant change-over to: Capsule Vending, Rocket Charms, Ball Gum and Charms, Chicle Treats, 100-Count Ball Gum.

\$12.50 each less than 25 cases;  
 \$12.00 each 25 cases or more.

Deal #1—4 5-Star Baby Grands with 1000 filled Victor Capsules .....\$64.50  
 Deal #2—With 25x 100 ct. Ball Gum ..... 57.50  
 Deal #3—With 25x Chicle Treats ..... 61.25

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

**Pioneer Vending Service**  
 590 Albany Ave., Brooklyn 3, N. Y.

MORE THAN **90,000** NOW EARNING EXTRA PROFITS ON LOCATION

**MILLS famous 107**

FACTORY REBUILT AND GUARANTEED

Every stop on your route will make extra profits with this proven vendor. Sells gum faster . . . requires practically no maintenance. Dentyne, Beeman's, Pepsin and American Chicle candy coated or chicle type gum only 44c a box.

ORDER TODAY—PROMPT DELIVERY

**J. SCHOENBACH**  
 1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900

Only **\$15.00** F.O.B. Factory

**CHEWING GUM**  
 BEEMAN'S Chiclets MENTHOL



**Rowe Sales Dip**  
 • Continued from page 78

different prices in multiple coin combinations.

Tragedy struck the Rowe organization during 1954 when John Stuart Mill, vice-president in charge of sales since 1938, died at the age of 52.

A breakdown of 1954 operation showed sales of \$36,997,411, a figure of \$27,787,379 for the cost of goods sold, \$8,025,033 for selling and administrative expenses and \$1,071,356 for depreciation and amortization.

Profits on the sale of used machines and equipment were \$192,833. Net income before federal taxes and minority shareholders' share of net income was \$1,155,057. Some \$403,200 was paid as dividends on common stock.

Total current assets at the end of the year were the highest in the history of the corporation, \$8,332,068, nearly \$1,000,000 more than the figure at the end of 1953.

**SPECIAL**

4—Victor's Baby Grand Capsule Machines Plus 700 Filled Capsules—\$60.00

4—Victor's Topper Ball Gum Machines Plus 1 M Professional Charm Mix—\$55.00

**GARDNER & LOSE**  
 2611 Hale Ave. Louisville, Ky.

**MOUSE and CHEESE!**  
 2 BIG VICTOR WINNERS

Mouse & Cheese . . . \$12.50 M. . . \$19.00 M  
 CHIC'N EGG . . . 12.75 M. . . 17.50 M

Both items vend in 1c Gum Vendors . . . Rocket Charm Vendors and Capsule Vendors.

**VICTOR VENDING CORP.**  
 5701-13 W. Grand Ave. Chicago 39, Ill.



**GET ACQUAINTED WITH CHAMPION**

Send your name and address for FREE samples of newest IMPORTED AND DOMESTIC CHARMS. Lowest Prices—Newest Items.

**CHAMPION VENDORS SUPPLY**  
 1119 E. Houston San Antonio, Tex.

**GIVE TO DAMON RUNYON CANCER FUND**

**ARE YOU GETTING THE BEST CHARMS?**

**FIRE HYDRANTS**  
 Plastic . . . . . \$ 7.50 per M  
 Vacuum Plated . . . . . 12.00 per M

**BARRELS**  
 Inlaid Plastic . . . . . \$ 9.00 per M  
 Vacuum Plated . . . . . 12.50 per M

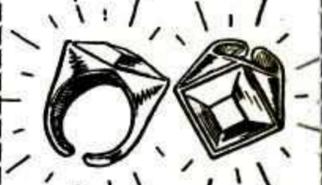
**"ELECTRIC" RAZORS**  
 Inlaid Plastic . . . . . \$10.50 per M  
 Inlaid Silver Plated . . . . . 16.00 per M

**"The Best and Loudest" POLICE WHISTLES**  
 \$9.00 per M

Order from your distributor or from . . .

**Karl Guggenheim**  
 33 UNION SQUARE  
 N. Y. C. 3, N. Y. • AL. 5-8393

**New "Price" Diamond Shaped GEM RING**



A "sure fire" seller—a good 10¢ value!

**NOW READY FOR IMMEDIATE DELIVERY!**

This unique shaped ring features bright colored beveled transparent stones in attractive assorted colors.

**Copper . . . . . \$15.50 M**  
**Nickel . . . . . \$16.00 M**  
**Simulated Gold. \$16.00 M**

For bulk or capsule vending  
**DON'T DELAY—ORDER TODAY!**

**PAUL A. PRICE CO.**  
 55 Leonard St., New York 13

**VICTOR SAVES YOU \$\$\$\$\$**

and time by automatically sealing capsules. Also gives you better mdse. 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.**

**HELP YOURSELF TO MORE VENDING PROFITS**



Get VEND Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VENDOR every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

**SIGN UP NOW—MAIL THIS COUPON TODAY**

Vend Magazine 96¢  
 2160 Patterson St., Cincinnati 22, Ohio

1 year \$4  2 years \$6  3 years \$8

Payment enclosed  Please bill me

(Foreign rate, one year, \$6)

Name . . . . .  
 Address . . . . .  
 City . . . . . Zone . . . . . State . . . . .  
 Occupation . . . . .

### COMMON SENSE about CAPSULE VENDING

**DO it RIGHT—and it  
DOES RIGHT by you**

Last SPRING — Capsule Vending rushed in like a LION. Last FALL—it went out like a LAMB. Where is it going for here?

An honest analysis of "what's wrong with capsule vending" points to two basic mistakes . . .

- (1) Many Mama and Papa neighborhood stores were the wrong locations for Capsule Machines.
- (2) You CAN'T do business, not for long, with TWO CENTS' WORTH of VALUE for 5¢.

To enjoy volume and prosperity with CAPSULE VENDING—DO IT RIGHT.

- (1) OFFER the BIGGEST NICKEL'S WORTH in the Country. You can.
- (2) LOCATE your Capsule Machines in high-traffic locations, like 5 & 10¢ Chains, Drug Chains, Super Markets, Department Stores and busy retail establishments, including carefully selected Mama and Papa neighborhood stores.

With CONFIDENCE in CAPSULE VENDING we offer you the BIGGEST NICKEL'S WORTH in the COUNTRY of FILLED CAPSULES

containing 66 different and New CAP-SIZE JUMBO CHARMS Vacuum-Plated Series #6 each with a Keychain, in a perfect stay-closed two-color combined capsule.

**\$22.50** per 1,000 F.O.B. Jamaica, N. Y.

FREE ADVERTISING STICKERS shouting "THE BIGGEST NICKEL'S WORTH in the COUNTRY"

With Each Order. Immediate delivery. These JUMBO CHARMS were specially made for Capsule Vending. They won't work in penny machines. They get no competition from penny machines. They're WORTH 5¢ at retail, and a bargain at that.

**SAMUEL EPPY & CO., INC.** 91-15 144th Place Jamaica 35, L. I., N. Y.  
World's First and Largest Charm Manufacturer

**VICTOR'S 5-STAR BABY GRAND**  
Convertible Vendor—Instant change-over to CAPSULE VENDING ROCKET CHARMS BALL GUM & CHARMS CHICLE TREETS 100-COUNT BALL GUM  
\$12.50 each less than 25 cases;  
\$12.00 each 25 cases or more.  
Time Payment Terms Available.  
**ROY TORR**  
LANSDOWNE, PA.

**CHARMS**  
NEW LOW PRICES

Mouse & Cheese	\$12.50 M	\$19.00 M
Chi N' Egg	12.75 M	17.50 M
Trophies (16 different symbols—5 colors)	14.00 M	19.00 M
Roulette	18.00 M	22.50 M
Siren Ring	18.00 M	22.50 M
Elector Knife	15.25 M	19.50 M
Rocket Puzzle	15.25 M	19.50 M
Salt & Pepper Shakers (All plastic)	13.50 M	17.50 M
Salt & Pepper Shakers (metal top)	14.00 M	18.00 M
Sling Shots	8.75 M	15.00 M
Top Hats	8.25 M	14.50 M
Top Hats with Key Chains	19.50 M	19.50 M
Magic Photo Ring	12.50 M	19.00 M
Stamp Ring	12.50 M	19.00 M
Boxing Gloves	10.00 M	15.00 M
Rifle & Game Bag	10.00 M	15.00 M
Same with Key Chains	21.00 M	21.00 M

CONFECTION SALES COMPANY  
10008 St. Clair Ave., Cleveland 8, Ohio

Ready for Delivery Now!

**OAK'S NEW TAB GUM VENDOR**

**R. R. WHITEHEAD**  
1975 Woodland Avenue S. E. Atlanta, Georgia

### Serviceman

Continued from page 78

make him feel at ease, find out his attitudes, if he is in a rush to get home, if he minds early hours, if he is a family man, and to discover what the job means to him."

He also recommended that new men be told what the vending machine means in the lives of millions and that the machine is his spokesman, with its performance reflecting his ability.

Building up location good will, he added, is a full-time job. Recently at one of the Holland locations a stud in a vender broke off, leaving the machine free to jactpot.

#### Smelled Rat

One of the employees who knew the driver well over a period of years sensed something was wrong when the other employees were leaving the machine too fast.

The routeman was notified promptly, and the loss was held to \$2, although there was \$14.50 worth of stock in the machine. A properly trained routeman, Holland added, knows what parts the guards, doormen, elevator operators and management plays in the location operation and, with this knowledge, can save the vending operator time and money by making suggestions at his locations, thereby freeing the operator to solicit new accounts.

Holland favors breaking men in on unfamiliar equipment by placing them in the hands of the local factory representative or distributor for basic instruction. He advised against attempting to teach a man in one day what engineers have spent years in accomplishing.

#### Slowly But Surely

"Basic training," he continued, "should cover any minor malfunction which can be corrected on location to keep equipment productive. Let the routeman learn slowly and absorb deeply. Do not have the man attempt a location repair that is normally a shop job. It will only tend to rush the remainder of his route and probably discourage him from giving his all."

A clean uniform, said Holland, serves two purposes: It builds up his self-respect, and it also builds up the respect of management for the operating firm.

After a man has been put on the route, Holland advises vending management to check service calls, sales and location comments about service. Key men should be trained to take over all routes, he added, to anticipate illnesses and vacations.

**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.

**VICTOR'S 5-STAR BABY GRAND**  
Convertible Vendor—Instant change-over to: Capsule Vending, Rocket Charms, Ball Gum and Charms, Chicle Treets, 100-Count Ball Gum.  
**\$12.50** each less than 25 cases;  
**\$12.00** 25 cases or more.  
**H. B. Hutchinson Jr.**  
860 North Ave., N.E., Atlanta, Ga. Emerson 4300

### Vending the Cornerstone

Continued from page 78

ment required a 20 per cent down payment and two years to pay on the balance. Money was provided by Florida banks.

However, Parrish revealed that a new financing arrangement has been instituted with the First Acceptance Corporation, Minneapolis. Unlike the original plan, the FAC program is flexible, with no down payment required in some cases, and up to 36 months to pay, depending on the credit status of the operator. Interest is at the simple rate of 6 per cent.

Parrish figures that for every vending machine financed by the FCM plan, five others are purchased thru whatever existing channels the operator may have. He explained that the function of FCM is not primarily to finance vending machines, but to promote their use and finance them when the operator is reluctant to or has difficulty with other channels.

According to Parrish, FCM has financed drink machines in 22 States, with New York and Texas accounting for more placements than any other States. Other strong areas are New England, New Jersey, Illinois and Ohio.

The grower organization has given support to the Cup-O-Gold Corporation, an operating firm organized a year ago. C-O-G, headed by Wayne Beris, Winter Haven, Fla., is embarked on a program of placing citrus juice venders in Florida public schools. Currently, 25 Mills units are on location. The plan calls for expansion into other States, with routes handled by franchised operators.

FCM lays down two conditions in its finance plan. The machines must be made by a recognized manufacturer, and the operator must agree to use Florida citrus products. FCM has no objection if the operator features other beverages along with the citrus drinks.

Outdoor citrus juice vending, particularly orange juice carton dispensing, figures heavily in FCM plans. Parrish is currently lining up a 1,500-car parking lot in Atlanta as a location for a local operator.

Parrish feels that any of the dual selection carton milk venders—such as those made by Vendo and Rowe—could just as well vend orange juice.

Plans call for carton vending in stadiums, industrials and Armed Forces installations. In addition, an attempt will be made in Florida to set up juice venders at such

tourist attractions as Cypress Gardens, Silver Springs, Ponce de Leon Springs and on State-owned picnic areas and parks.

An attempt also will be made to place juice dispensers in banks. One is already in operation in the St. Augustine bank.

By late spring a conference will be held in the FCM Auditorium, Lakeland, with manufacturers, processors, growers and canners participating.

Parrish added that the conference may become an annual affair. The first meeting will lay particular emphasis on the finance program.

Cornerstone of the FCM drive will be the lining up of locations for operators and ice breaking so that the operator will have an easier sell. Direct mailings will be sent to potential locations—schools, industrials and Armed Forces installations. Motels, gas stations, apartment buildings and transportation terminals will also be the target for promotional material.

Another major effort will be made toward such oil companies as Gulf, Standard, Shell, Texas and Phillips to encourage the placement of citrus juice venders in company-owned stations.

Parrish feels that tho the Florida citrus growers are frequently faced with surpluses, the development of an adequate vending program could mean that the citrus men could never keep up with the demand.

As an indication of interest on the operator level, Parrish reported that in a questionnaire sent to 83 leading cup drink operators in the seven Southeastern States, more than 60 operators replied, and two-thirds of these said they were interested in a juice operation.

Up till now juice sales have been a minor factor in the beverage vending field. But if the FCM program achieves its ends, today's figures on vended juice volume will mean very little in a couple of years.

### NAMA Eastern

Continued from page 78

ucts, Inc., Great Neck, N. Y., at a reception.

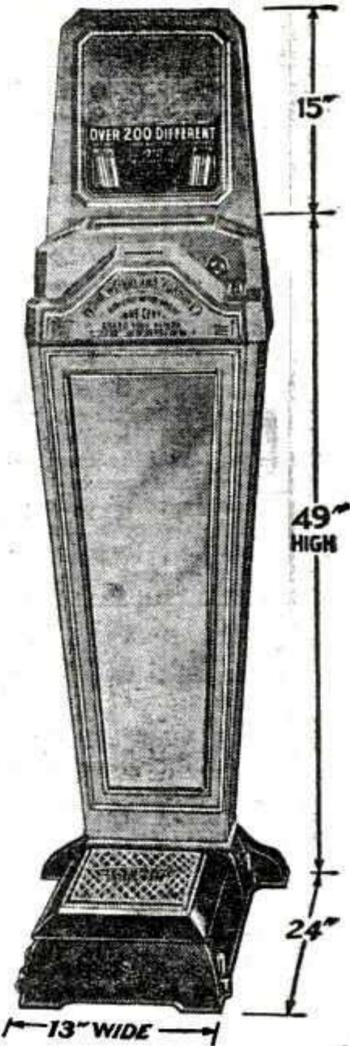
After dinner, candid movies of the 1954 NAMA convention were shown along with the regional premiere of "At the Drop of a Coin," a color motion picture of automatic merchandising and its impact on the public.

Sunday's session, limited to executive personnel of NAMA member companies, was devoted to a forum on "A Formula for Successful Employee Relations," moderated by Benjamin Werne, NAMA employer-employee relations counsel.

Bob Rynders, Acme Vending, Geneva, N. Y., was elected regional chairman for 1955-56. He replaces Wayne Logue, who chaired the two-day meet.

PIERRE, S. D., April 9. — The South Dakota Legislature has increased the tax per pack on cigarettes one-fourth of a cent.

The action brought relief from the so-called "nuisance" tax on vending machines and other taxes. The cigarette tax is now 3/4 cents per pack in the State.



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## Dec. Exports Up 4.3%; Top \$1 Mil

Bring Year Total to Record \$15 Mil; An Increase of 25% Over 1953 Mark

CHICAGO, April 9.—Exports of coin-operated phonographs, amusement games and vending machines hit \$1,142,419 in December, bringing the 1954 total to a record \$15,169,380, an increase of 25 per cent over the previous year.

Juke box shipments accounted for the increase in December, while games and venders slid slightly

compared to the same month in 1953, according to U. S. Department of Commerce figures.

Some 1,814 juke boxes crossed the seas in December for a total of \$909,152, compared to 1,603 juke boxes that accounted for \$771,218 during the same month of 1953. Games dropped from 1,756 units shipped in December, 1953, for \$292,770 to 1,199 units at \$221,781 last December. Vending machines accounted for 1,013 units at \$63,804 last December, while the 1953 totals in this category were 1,609 units for a \$78,431 total.

### Belgium Top Market

Belgium topped all other countries as a market for U. S. exports in December, with a total of \$211,383, largely accounted for by a big \$195,562 trade in juke boxes during the month.

Venezuela, also concentrating on juke box business, ranked second as a market for coin machines with a total of \$190,636. Venezuela did

(Continued on page 85)

## Chi Coin Bows Hollywood, New Shuffle Bowler

CHICAGO, April 9.—Hollywood Bowler, new six-player shuffle game with a three-way match feature augmented by a new flash feature, was bowed this week by Chicago Coin Machine Company.

Flash-O-Matic traveling lights on the formica playfield award different scoring values for strikes and spares, depending on the player's timing in delivering the puck. The lights on the playfield are equipped with plastic inserts.

A new "girl flash" feature lights up during or after each game for each player and scores for the player when a number, star and crown match is made. One of eight girl figures, each representing different values, lights up on a mystery basis on the backglass.

### Matching Feature

The matching feature is adjustable to flash at the end of second, fifth or 10th frame. An adjust-

(Continued on page 85)

## Keeney Preps New Shuffle

CHICAGO, April 9.—J. H. Keeney & Company is readying production of a new shuffle bowling game, Paul Heusch, general sales manager, announced this week.

The new game will have features never before introduced on a shuffle bowler, according to the firm.

Shipment is expected to begin in the near future. Details are to be released soon.

## Big Season Seen for Catskill Mt. Locations

NEW YORK, April 9.—The 13 games and music operators in Sullivan County, in the heart of the Catskill borscht circuit, are getting ready for what may be their biggest season in years.

According to John Bullock, president of the Sullivan County Operators' Association and operator in the Loch Sheldrake area, resort bookings are already nearing the s.r.o. mark, and, while few new locations are opening up, the takes should be heavy at established stops.

Bullock, who has been operating in the Sour Cream Sierras for 30 years, runs about 300 pieces between Memorial Day and Labor Day—split pretty evenly between games and music.

### Mothball Fleet

He also operates in the area on a year-round basis, with about 100 pieces on location during the nine-month off season. Bullock has no problem about the 200 pieces which are out of operation most of

the year. He merely stores them, dusting them off each spring for the fat months.

Bullock feels that the equipment does enough during the lush season to warrant storage for the balance of the year. When new equipment is purchased it is placed on permanent stops and later downgraded to the resorts.

Shuffle games get most of the play in the winter, but during vacation time the ratio runs 2-1 in favor of pins. Bullock gets dime play on Shuffleboards and 5-cent play on pins.

### Dime Play

On juke boxes Bullock will attempt to introduce dime play in hotel stops, but for the locals it will still be a nickel a tune. Bullock feels that vacationing New Yorkers are already conditioned to dime play and they expect to spend a lot of money anyway.

Bullock plans to install EP's on all stops where dime play is to be instituted.

## United Ships Venus Shuffle Targette Game

CHICAGO, April 9.—United Manufacturing Company shipped to its distributors this week Venus Shuffle Targette, new combination shuffle-target game with traveling lights that give the player added scores for well-timed puck delivery.

The six-player game gives each player 12 shots for 10 cents. The player shoots a metal puck down the formica board, which slants upward at the end, dropping the puck into a molded rubber target area.

The target area consists of six pockets, with five different score values for each pocket, depending on the player's timing when the traveling light flashes across the playboard. The high-scoring center pocket scores from 70 to 350, while the low-scoring outer pockets score from 10 to 50.

### Shot Values

When a puck hits the rollover switch at the head of the playboard it holds the value indicated by the traveling light until the puck lands in one of the target holes. The

(Continued on page 85)

## Coin Machine Exports

December, 1954

Country	Phonographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
Belgium	413	\$195,562	198	\$15,821	.....	.....	611	\$ 211,383
Venezuela	279	170,507	79	11,210	28	\$ 8,919	386	190,636
Canada	130	58,072	274	70,997	666	38,118	1,070	167,187
Colombia	178	100,870	.....	.....	100	1,000	278	101,870
Netherlands	129	71,518	155	17,953	.....	.....	284	89,471
W. Germany	86	51,053	145	16,142	.....	.....	231	67,195
Mexico	147	51,790	.....	.....	.....	.....	147	51,790
Switzerland	73	46,276	15	3,100	.....	.....	88	49,376
Cuba	152	47,354	8	1,600	.....	.....	160	48,954
France	10	4,450	85	27,450	.....	.....	95	31,900
Salvador	39	24,901	.....	.....	.....	.....	39	24,901
Japan	5	3,790	62	17,423	.....	.....	67	21,213
Peru	26	16,604	4	1,000	.....	.....	30	17,604
Philippine Republic	22	14,200	.....	.....	.....	.....	22	14,200
French Morocco	7	3,921	41	10,028	.....	.....	48	13,949
Guatemala	12	8,337	.....	.....	.....	.....	12	8,337
Dominican Republic	12	7,109	.....	.....	.....	.....	12	7,109
Italy	3	750	25	7,125	.....	.....	28	7,875
Panama	.....	.....	.....	.....	1	5,637	1	5,637
N. Antil's	.....	.....	9	4,584	.....	.....	9	4,584
United Kingdom	1	575	.....	.....	4	2,198	5	2,773
Costa Rica	4	2,681	.....	.....	.....	.....	4	2,681
British Malaya	.....	.....	19	2,422	.....	.....	19	2,422
Nicaragua	4	2,360	.....	.....	.....	.....	4	2,360
Honduras	3	2,168	.....	.....	.....	.....	3	2,168
Spain	.....	.....	8	2,006	.....	.....	8	2,006
Belgian Congo	3	1,635	.....	.....	.....	.....	3	1,635
Sweden	1	765	.....	.....	1	645	2	1,410
Norway	2	1,392	.....	.....	.....	.....	2	1,392
Haiti	2	1,220	.....	.....	.....	.....	2	1,220
S. Arabia	.....	.....	.....	.....	3	1,217	3	1,217
Tangier	1	742	.....	.....	.....	.....	1	742
Finland	.....	.....	6	740	.....	.....	6	740
Bermuda	.....	.....	5	600	.....	.....	5	600
Greece	.....	.....	1	500	.....	.....	1	500
Other Countries	70	18,550	60	11,080	210	6,070	340	35,700
TOTALS	1,814	\$909,152	1,199	\$221,781	1,013	\$63,804	4,026	\$1,194,737



JACK BURNS

## Empire Names Jack Burns New Sales Rep

CHICAGO, April 9.—Empire Coin Machine Exchange has appointed Jack Burns as a traveling sales representative. Joe Robbins, sales manager, said Burns would cover Northern Illinois, Michigan, Northern Indiana, and Eastern Iowa for the coin machine distributing firm.

The new sales representative comes to Empire following two years as a salesman for the R. F. Jones Company, San Francisco. Burns is a native of Chicago, attended the University of Illinois, and is a veteran of three years' service in the Army Air Force. Thru his work with the Jones Company, Burns gained valuable experience in the coin machine field, and has helped many operators with their machine problems.

Gil Kitt, Empire president, said that the appointment of Burns was a further step in an expansion program planned by the firm.

## Quebec Anti-Pin Law Awaits Cabinet Order

QUEBEC, April 9.—Quebec's new legislation outlawing pinball games will come into force only when an order to that effect is approved by the cabinet. Premier Maurice Duplessis said. He told his regular press conference this step had not been taken because some municipalities were collecting large revenue thru municipal taxes on such games.

## Lewis Leaves Genco; Sheffield Sales Head

CHICAGO, April 9.—Sam Lewis this week announced his resignation as vice-president and director of sales of Genco Manufacturing & Sales Company. The resignation became effective April 1.

Lewis stated that his future plans were still undecided, but added, "I hope that I will be able to make the type of connection that will allow me to remain in the coin machine industry." He declined to give a reason for leaving the firm.

Lewis came to Genco along with Avron Gensburg, Genco vice-president, from Chicago Coin Machine Company, the parent firm, in November, 1952. Both were former executives of Chicago Coin.

### Separate Enterprise

Chicago Coin bought the Genco company from Louis, David and Meyer Gensburg. It has since been run as a separate enterprise in competition with Chicago Coin.

(Continued on page 86)

CHICAGO, April 9.—Ralph Sheffield has been appointed director of sales for Genco Manufacturing & Sales Company, Avron Gensburg, vice-president, announced this week.

Sheffield was formerly sales manager of the firm. His appointment followed the resignation of Sam Lewis as vice-president and director of sales.

### Well Known in Field

Sheffield, well known in the coin machine field, has been active in various phases of the industry since 1937, having started in Cleveland with Cleveland Coin Machine Company.

He came to Chicago in 1941 and was associated with Empire Coin Machine Exchange for 11 years. Sheffield was appointed sales manager for Genco two and a half years ago.

Sheffield said he would be engaged in enlarging the sales force at Genco and generally improving the distribution of its products.

## Williams to Run 5-Ball Dime Play Area Test

CHICAGO, April 9.—An area test of five-ball pinball games operating on dime play will be launched by Williams Manufacturing Company in conjunction with distributors and operators of the games, within the next 30 days, according to Sam Stern, Williams executive vice-president.

Stern said the decision to undertake such a program was made during the Music Operators of America meeting last week, when Williams executives had the opportunity to get together with visiting operators and distributors to discuss the dime play move.

The test plan will go into effect thru distributors in the test area, which area, Stern said, had not yet been chosen. As soon as first reports come in on the plan, Williams' executives intend to contact distributors in other areas across the nation.

Stern has urged that, just as music operators have been forced to switch to dime play, five-ball pinball operators, too, must change over to dime play to assure them-

selves remaining in business. Such a switch, according to Stern, would result in increased income for operators and savings in purchases of new equipment due to larger factory production runs.

## Peter Pan New Williams 5-Ball Game

CHICAGO, April 9.—Peter Pan, a new five-ball pin game, was shipped to distributors this week by Williams Manufacturing Company.

The game contains a second-coin feature that permits a player to score from 1 to 5 replays. Landing balls into a special skill hole also earns a replay for the player.

The game has two ball kickers, two ball flippers operated by buttons on the cabinet, and two ball bumpers. A kick-out ball pocket spots numbers that add to scores.

# Caterer-Operator Teamwork

Continued from page 78

tractor-caterer need to be no higher than those paid to a location. The caterer is primarily concerned with the vending service, as he sells it to the location as part of his package, and he is responsible for it.

### Better Service

Another advantage from this relationship, Logue added, is that cafeteria employees can be trained to report empty and out-of-order venders, thus enabling the operator to give better service, and resulting in more commissions for the caterer and more volume for the operator.

Another advantage of this working agreement is that the caterer gets new locations, the vending operator picks them up, too, and without the expense of a contact man. It can work the other way, too, with the operator providing locations to the caterer.

### Cites Typical Case

If a prime contractor loses a location, said Logue, it doesn't necessarily mean that the vending operator will be tossed out. He cited a case involving Brady:

"We are operating all the vending machines in all our plants except a few. In one of our larger locations we operate only candy machines. Another operator has drink machines, and a third has cigarettes.

"Naturally, we requested all the vending. But plant management told us that the drink and cigarette operators were doing a good job and that they preferred not to change. Therefore, we did not press the issue.

"This was three years ago, and we still maintain friendly relations with these other venders. Once you're in a location, you can usually keep it if your service is satisfactory.

### Limit Equipment

The one disadvantage with working thru a caterer, he said, is that it may limit the type of equipment an operator may place on a location. This applies particularly to coffee and hot drink machines where they compete with over-the-counter service.

However, since ice cream and milk are low-profit items, most caterers will have no objection to having these products vended. Actually, Logue said, the restriction is small when compared with the over-all picture.

Logue said the caterer-operator relationship can be of benefit in the case of the automatic cafeteria, where the vender is the prime con-

tractor. Setting up sandwiches and salads can be a costly process for one or two automatic cafeterias, but it isn't much trouble for the caterer to make up the order and sell to the operator.

### Some Too Small

Then, too, Logue pointed out, some locations are too small for the caterer to operate without a subsidy, and often the location is unwilling to pay the subsidy. These locations can be turned over to the vending operator as possible automatic cafeterias.

Logue warned operators not to offer commissions to locations employing 150 to 300 persons, as an automatic service will save the location thousands of dollars it would pay to a caterer.

# Tobacco Exec

Continued from page 78

operates the unit. At the end of the 90-day period, it can go back to the operator or toss him out.

### Comes the Dawn

The immediate result of this agreement is that the location owner puts off the direct purchase of a vending machine. The end result, usually, is that he discovers that machine operation isn't all peaches and cream, that the high profit picture painted by the promoter isn't as high as he expected, and that servicing can be done more efficiently by a professional.

While Bruck said that direct location sales haven't made too much headway in the New York area, he did point out the trend of direct purchasing by supermarkets.

According to Bruck, supermarkets have been plagued by pilferage on loose packs and have turned to automatic merchandisers to halt losses.

### Not Profitable

Because supermarkets sell cigarettes at several cents below the usual retail price, the operator could not place equipment in these outlets and vend cigarettes at a profit. Hence, the only solution is for the supermarkets to buy their own machines.

Bruck isn't concerned with supermarkets as locations—he feels that few operators would want to sell cigarettes at no profit or a slight loss. However, he does fear that direct sales to these outlets may give ideas to marginal stops.

Specifically, Bruck is concerned lest other locations, particularly gas stations, get the idea of buying venders and stocking cigarettes as loss leaders.

### To Spite Their Faces

Many locations, Brucks feels, consider direct purchases because they feel the operator isn't doing right by them, or hasn't done so in the past. In a sense, a direct purchase is an attempt to spite the face by a nose amputation.

When the facts are presented to the location owner—that he's paying more for the machine than its worth, what he's paying 6 per cent interest, and that his machine will depreciate in five years, his ardor for buying the machine often cools.

When the machine has been sold—and the damage has been done—LITC will usually agree to buy the piece back at the price paid by the location, if the stop is any good.

### Least Expensive

But this is an expensive process for the operator. The firm feels it's cheaper to give the location free use of existing equipment for three months and give up revenue for the 90-day period, or until the location cries "uncle."

The Long Island Tobacco Company, unlike many tobacco distributors which began by selling to retail outlets and then discovered vending, began as an operator, then went into the wholesale end.

According to Bruck, the firm sells cigarettes to 60 per cent of the New York operators, providing smokes for 6,000 machines. It also operates several hundred venders in the New York area. The firm began operating in 1938 and became a distributor in 1948.

# COIN ROBBERY

## St. Louis Ops Face Growing Theft Problem

ST. LOUIS, April 9.—A rapidly growing headache with which coin machine operators throuout St. Louis have contended of late, is a rocketing increase in burglaries and machine thefts. Pilferage has increased about 35 per cent in the past six months, according to operators here.

Not only has it become almost routine policy for burglars breaking into taverns, restaurants, cocktail lounges and other places, to rip out the cash box of every coin machine, but in many instances, apparently equipped with trucks, they are taking the machine along.

There have been a dozen such thefts since the turn of the year, and in one instance, an ambitious pair of burglars carted off three cigarette venders, two candy venders and a pinball game, after smashing cash registers in two popular riverfront bar-restaurants.

Coupled with the fact that receipts are down on almost every route, operators look somewhat askance at locations in "out-of-the-way" areas where police service is either sparse or doesn't exist at all. "With the investment represented in the average phonograph, vending machine or game today, such things must be weighed very carefully," one operator pointed out.

Equally troublesome to distributors, repair shop operators, and others in the industry, is a surge in burglaries which almost matches the machine-break-in problem, according to Ed Randolph, of Rite-Way Sales Company, Bally distributors. "As soon as incomes go down and factories begin laying off large numbers of people, we can count upon the stick-up men to become active," Randolph said.

"This is making it necessary for a lot of us to get cash to the bank more often and to adopt security measures which were unheard of a few years ago."

Joe Robbins, sales manager at Empire Coin Machine Exchange, announced this week the appointment of Jack Burns as a new traveling sales representative for the firm. Gil Kitt, head of the firm, and Jerry Bremner, round out the sales staff.

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## Business Opportunities

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin retractor; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. my21

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. ch-je4

1000 ADVANCE 5¢ THEATER AND BUS mint and gum machines, A-1 coin mecks, \$750 for lot. Timothy O'Toole, 1125 S. Beverly Drive, Los Angeles 35, Calif. ap22

19 SCIENTIFIC POKERINOS AND STOOLS in excellent condition. Will sacrifice, make offer. Mitchell Pinke, 535 Barnard Ave., Woodmere, N. Y.

21 POSTAGE STAMP MACHINES—VICTORY 2-column outdoor, indoor type. Brand new. Give offer. Puit, 618 N. Third, Reading, Pa.

## Help Wanted

WANTED — BINGO AND SHUFFLE MECHANICS; good pay and good working conditions. Persons must be sober and furnish reference. Write Box 733, The Billboard, Chicago, Ill. my7

## Parts, Supplies & Services

COIN-OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical lever to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. my21

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOCust 7-1448. ch-ap30

## Routes for Sale

JUKE GAME, CIGARETTE, ROUTE—Central Wisconsin. All late equipment; 31 choicest locations within five miles. \$15,000 down will finance right party for balance of \$45,000. Other interests for sale. Box M-119, c/o Billboard, Cincinnati 22, Ohio. ap16

## 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.

ATTENTION! ARCADE OWNERS! COIN-operated live ammunition 22 caliber short range gallery, Targets, Winchester Rifle complete, \$295; Standard Metal Typers, \$195; Harvard Medal Typers, \$150; Bert Lane Merry-Go-Round, musical, like new, \$995. Denson Tap Dancing Doll with music, \$175. 1/2 with order, balance c.o.d. Florida Music Co., Rt. 2, Box 31D, Orlando, Fla.

CIGARETTE MACHINES—DU GRENIER 7 col. S, \$45; 7 col. V, \$50; 9 col. W, \$55; Rowe Imperial 8 col. \$45; 8 col. \$50; Uneedapak 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., 3967 Parrish St., Philadelphia, Pa. EVERgreen 6-4244. ch

CIGARETTE MACHINES — REAL LOW prices DuGrenier 7 col.; Uneeda, 6 col.; Rowe, 8 col. quarter operation; candy machines, U Select II, 74 bar; DuGrenier, 72 bar, all machines \$35 each. Harris Vend, 2717 N. Park Ave., Philadelphia, Pa.

CLEAN COIN OPERATED MACHINES AT rock bottom prices: Frolics, \$125; Spottite, \$75; Wisconsin, \$25; Glamor, \$25; Gin Rummy, \$35; Knock Out, \$35; Hot Rod, \$35; Hayburners, \$50; Fighting Irish, \$25; Crown Jewels, \$25; Happy Go Lucky, \$25; Four Horsemen, \$50; Banjo, \$25; County Fair, \$50; Bolero, \$75; Atlantic City, \$110; Circus, \$140; Cabana, \$155. 1/3 deposit, balance c.o.d. or a.d. Phone, write or wire: Supreme Amusement Company, 134 N. Centre St., Cumberland, Md. Phone 84.

COMPLETE ARCADE FOR SALE—TIP TOP condition. A few Panorams, five Philadelphia Skee Balls, Skee Balls like new. Write for list. H. E. Loebach, 211 W. Douglas, Wichita, Kans. ap36

KIDDIE RIDES IN GOOD CONDITION—4 horses, 1 boat, 1 engine. Will sell for \$275 each or \$2,000 for lot. William Hartman, Stony Ridge, Ohio. Telephone Le-mayne 38Y. ap16

## SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders; DAV razor blade venders. Advance 23C's National #15 National #15 and other flat package sanitary venders. Also merchandising refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES Dept. B-4, 4307 W. Lawrence Av., Chicago 34

VENDING HEADQUARTERS—SEND FOR free confidential price list. Reconditioned bulk venders, charms, capsules, parts, supplies. Largest supplier in the world. 70 used Victor Toppers Glass Globes, \$10 ea.; 20 Acorn 5¢ Nut, like new, \$10; 50 used Silver King 5¢ Nut, \$6.50 ea. Logan Distributing Co., 916 Milwaukee Ave., Chicago 22, Ill. ap30

## Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. ch

GOTTLIEB 3-WAY GRIPPERS WANTED—Must be in good working condition and have no parts missing. David Riemer Co., 70 Broadway, N. Y.

MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Hake, 609-C Spring Garden St., Philadelphia 22, Pa.

MUSIC ROUTE—FEW OR NO GAMES, LOCATED Midwest or South. Give size, location, price. Box M-123, c/o Billboard, Cincinnati 22, Ohio.

SKEEBALLS, 5 OF A KIND, 10 FT.—Clean appearance, mechanically perfect. Send description and best price in first letter. Must be within reasonable distance of Detroit. Box M-121, c/o Billboard, Cincinnati 22, O.

VICTOR TOPPERS WANTED—ANY QUANTITY, give full details. Box M-116, c/o Billboard, Cincinnati 22, O. ap23

WANT — USED JUKE BOX RECORDS. Popular, hillbillies, polka. Can use 45 rpm and 78 rpm records. Any quantity. Will pay top prices. Give full details first letter. P. A. Wiedel, 2440 N. Orchard St., Chicago 14, Ill. Telephone Diversey 8-3996. ap23

# USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- Check classification you want your ad to appear under.

- Business Opportunities
- Help Wanted
- Parts, Supplies & Services
- Positions Wanted
- Routes For Sale
- Used Coin-Operated Equipment
- Wanted To Buy

- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.

Regular  Display

- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard  
Coin Market Place  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

- Next 6 issues  Next 4 issues  Next 3 issues  Next issue only

\$ \_\_\_\_\_ Payment enclosed

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_



# INTERNATIONAL SALES EDITION

*Special section devoted entirely to editorial and advertising for sales abroad.*

**T**HE sales potential for U. S. Manufacturers and Distributors of Coin Operated Equipment is becoming more important as sales abroad continue to increase.

To alert U. S. Coin Marketers of new and used equipment, parts, supplies and services, this fast-growing market abroad means extra sales . . . now and in the future.

During 1954 an astounding 25% increase in foreign coin machine sales had been chalked up for U. S. sellers over the previous year. Check the figures below for the complete story of this present \$15,169,380 market for coin equipment.

	JUKE BOX EXPORTS	VENDING EXPORTS	GAME EXPORTS
1950	\$ 1,873,932	\$ 501,843	\$ 701,971
1951	3,058,749	543,635	1,519,422
1952	4,248,173	1,073,708	2,613,007
1953	6,317,533	1,093,474	3,960,181
1954	10,883,235	1,098,058	3,188,087

Certainly this growing market offers an additional avenue of sales for Billboard advertisers . . . in addition to the big U. S. Market. For that reason the International Sales Edition has been created. The April 30 issue of the Billboard will therefore have all the regular domestic news coverage, plus a wealth of editorial on the foreign coin market.

Charts and graphs will show latest market information on U. S. Exports of Music, Vending Machines and Amusement Games, results of a Billboard Survey of Distributors in Foreign Countries, a special story on the procedure for processing export orders, as well as interesting sidelights on foreign market conditions and how they influence U. S. Coin Marketers.

Advertisers will get added impact from ads run in the International Sales Edition because both editorial and advertising will be confined to a special section.

## SPECIAL DISTRIBUTION OF BILLBOARDS TO FOREIGN COIN MARKETERS.

Advertisers will reach their regular Billboard audience of U. S. Coinmen, plus having their ads appear in complete copies of Billboards which will be mailed to a select list of 5,000 distributors, operators and other businessmen in foreign countries . . . when who are interested in buying from American sources.

● RESERVE ADVERTISING SPACE AT ONE OF THE BILLBOARD OFFICES LISTED BELOW

**Chicago 1, Ill.**  
188 W. Randolph St.  
Central 6-8761

Dick Ford

— Dick Wilson

**New York 36, N. Y.**  
1564 Broadway  
PLaza 7-2800

Ron Carpenter

— Martin Toohey

**Hollywood 28, Calif.**  
6000 Sunset Blvd.  
Hollywood 9-5831  
George Kelley

**ADVERTISING DEADLINE  
APRIL 21  
ISSUE DATED  
APRIL 30**

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 April 9	Issue of April 2	Issue of Mar. 26	Issue of Mar. 19
ABC (United)	\$50.00	\$50.00	\$50.00	\$49.50 50.00
All Star (Gottlieb)	99.50	99.50	99.50	99.50
All Star Baseball (Williams)		295.00		325.00
Army & Navy				95.00 114.00
Atlantic City (Bally)	95.00(3)	90.00 95.00(3)	95.00(2)	100.00 110.00
	100.00 110.00	100.00	100.00	115.00(2)
	115.00(2)	110.00(2)	115.00(2)	125.00 130.00
	125.00	115.00(2)	125.00	
		125.00		
Atom Jets	25.00			
Band Box (Chicago Coin)	155.00	155.00	155.00	
Baseball, 6 player (Chicago Coin)		\$325.00		
Basketball Champ (Chicago Coin)	195.00(2)	150.00	150.00 195.00	145.00 195.00
		195.00(2)		
Basketball, Two player (Genco)	225.00	225.00 295.00	225.00 350.00	225.00 350.00
		350.00		
Beach Club (Bally)	215.00	210.00 225.00	240.00 247.50	240.00 250.00
	250.00(4)	250.00(3)	250.00(2)	265.00 274.00
	260.00 265.00	265.00(3)	265.00(2)	275.00(3)
	270.00 275.00	270.00	270.00	285.00
		275.00(2)	275.00(2)	
Beauty (Bally)	175.00 200.00	165.00 190.00	195.00 200.00	205.00
	210.00	195.00 200.00	210.00 215.00	210.00(2)
	215.00(3)	210.00	225.00(3)	215.00
	225.00(2)	225.00(3)	225.00(3)	225.00(3)
Be Bop (Exhibit)			84.50	84.50
Blue Skies (United)			49.50	49.50
Bowling Champ (Gottlieb)	59.50	59.50	59.50	59.50
Bright Lights (Bally)	85.00	50.00 95.00	95.00	92.50
Bright Spot (Bally)	85.00	85.00	85.00	85.00
Buffalo Bill (Gottlieb)			59.50	59.50
Cabana (United)	165.00(2)	165.00(2)	165.00(2)	165.00(2)
Citation (Bally)	25.00			
College Daze		40.00	40.00	
Coney Island (Bally)	75.00 80.00	60.00 75.00(2)	75.00(2) 80.00	75.00(3) 85.00
	85.00	80.00 85.00	85.00	95.00
Circus (United)	150.00	150.00	175.00	150.00 175.00
Daffy Derby (Williams)		275.00	275.00	275.00
Deluxe Baseball (Williams)	325.00 350.00	325.00	325.00	325.00
Double Shuffle	59.50	59.50	59.50	59.50
Dude Ranch (Bally)	255.00 265.00	250.00	264.50 265.00	265.00
	270.00	265.00(2)	270.00 275.00	295.00(4)
	275.00(2)	270.00 275.00	285.00 295.00	
		285.00(2)		
Eight Ball			50.00	50.00
Fairway			65.00	65.00
Five Star (Universal)			59.50	59.50
Floating Power (Genco)	59.50	49.50	49.50	49.50
400 (Genco)	75.00	59.50	59.50	59.50 75.00
Five Star (United)	65.00			
Four Horsemen (Gottlieb)	99.50	99.50	99.50	99.50
Freshie (Williams)	59.50	59.50	59.50	59.50
Frolic (Bally)	155.00 175.00	135.00 165.00	175.00(2)	135.00
		175.00	150.00(3)	175.00(2)
			175.00(2)	
Georgia		25.00	25.00	
Globe Trotter		40.00	40.00	
Golden Nugget	99.50	99.50	99.50	85.00 99.50
Gondola (Exhibit)	49.50	49.50	49.50	49.50
Handicap	99.50			
Havana	295.00	175.00 200.00	175.00 295.00	315.00
Hawaii (United)	265.00 325.00	275.00 295.00	310.00 325.00	355.00
		325.00		
Haybaler	75.00(2)	65.00 75.00	75.00	75.00
Hi-Fi (Bally)	275.00 295.00	275.00	309.50	332.00
	315.00 325.00	295.00(3)	335.00(2)	345.00(2)
	335.00(2)	325.00	345.00(3)	350.00
		335.00(4)		
Hit 'n' Run (Gottlieb)	109.50			
Ice Frolics	300.00(2)	265.00 275.00	300.00(2)	300.00
	310.00(3)	285.00	310.00 315.00	310.00(3)
		300.00(2)	325.00	325.00
		310.00 315.00		
		325.00		
Jalopy	75.00 99.50	75.00	75.00	75.00
Joker			50.00	
King Pin (Chicago Coin)	89.50	89.50	89.50	89.50
Knock Out (Gottlieb)		35.00	79.50	79.50
Lazy Q			125.00	
Leader (United)	75.00	75.00	80.00	80.00
Lucky Inning (Williams)	59.50	59.50	59.50	59.50
Madison Square Garden		35.00	35.00	
Maryland (Williams)	69.50	69.50	69.50	69.50
Mexico (United)		250.00 275.00		345.00
Minstrel Man		60.00	60.00	
Nevada (United)	315.00 325.00	325.00(2)	335.00	
Oklahoma (United)		69.50	69.50	69.50
Old King Cole		30.00	30.00	
Quintette		85.00	85.00	
Palisades		65.00	65.00	
Palm Beach (Bally)	115.00	100.00 105.00	115.00	115.00 124.00
	125.00(3)	115.00	125.00(2)	125.00(4)
		125.00(4)		
Palm Springs (Bally)	275.00	265.00 275.00	295.00	310.00(2)
	310.00(2)	285.00 295.00	310.00(2)	310.00(2)
	315.00 325.00	310.00(2)	325.00(3)	325.00(3)
		315.00		
		325.00(2)		
Paradise (United)			49.50	49.50
Pinch Hitter (United)	59.50	59.50	59.50	59.50
Pinky (Williams)			79.50	79.50
Pigwheel		125.00	125.00	
Poker Face			135.00	135.00
Quarterback (Williams)	75.00	75.00	75.00	75.00
Ria (United)	210.00	180.00 215.00	215.00	225.00 275.00
		225.00(2)	225.00(2)	
Rodeo (United)			49.50	49.50

	Issue of April 9	Issue of April 2	Issue of Mar. 26	Issue of Mar. 19
Saddle & Turf, Club Model (Evans)	325.00	325.00	275.00 325.00	275.00 325.00
Samba (Exhibit)	49.50	49.50	49.50	49.50
Scream				125.00
Screwball (Genco)			49.50	49.50
Shoot the Moon				50.00
Singapore	395.00 450.00	425.00 450.00	450.00	450.00
South Pacific (Genco)	54.50	54.50	54.50	54.50
Spot-Lite (Bally)	45.00 60.00	50.00 60.00	59.50 60.00	60.00 59.00
	75.00(3) 85.00	65.00 69.50	69.50 75.00(3)	75.00 85.00(2)
		75.00(4) 85.00	85.00	95.00 100.00
Stars (United)	95.00			
Summertime (United)	49.50	49.50	49.50	49.50
Super World Series (Williams)	55.00 95.00			
Surf Club (Bally)	340.00	300.00 310.00	340.00 350.00	350.00 365.00
	350.00(2)	335.00 340.00	355.00	375.00(3)
	355.00 375.00	345.00 350.00	375.00(3)	
		355.00(2)		
		375.00		
Tahiti	195.00	160.00		
Tampica (United)	69.50	69.50	69.50	69.50
Three-of-a-Kind	18.50	18.50	18.50	18.50
Thunderbird				175.00
Trinidad (Chicago Coin)			49.50	49.50
Tropics	175.00(3)	150.00	175.00(2)	149.50 175.00
	195.00	175.00(2)	195.00	225.00
Turf King	35.00			
Varieties	475.00	410.00 450.00	495.00 500.00	495.00
	495.00(2)	495.00(3)	525.00	
	525.00	500.00 525.00		
Yacht Club (Bally)	125.00 130.00	125.00(5)	125.00(2)	125.00(2)
	135.00 150.00	130.00(2)	130.00 135.00	135.00 145.00
	155.00	145.00 150.00	140.00 155.00	150.00 155.00
		155.00 200.00	157.00 175.00	160.00 175.00
Zingo	65.00	65.00	65.00	65.00

Dec. Exports

Continued from page 82  
 a healthy business in games and vendors during the month as well. Canada purchased \$167,187 worth of coin machine products, mainly in the amusement game field during December, but well distributed among the three categories—games, jukes and vendors. Colombia was the only other country to top the \$100,000 mark in December, doing more than this volume of business in the phonograph field alone.

Jukes Hit Record

Department of Commerce figures show that juke boxes shipped from the U. S. hit a record \$10,883,235 total during 1954, with 21,683 units exported. Games registered \$3,188,087 for the year, on 22,485 units; vendors reached \$1,098,058 on 20,014 machines.

The following table compared 1954 exports in each category to 1953 totals:

	1953		1954	
	No.	Value	No.	Value
Jukes	14,189	\$ 6,317,533	21,683	\$10,883,235
Games	28,439	3,960,181	22,485	3,188,087
Vendors	16,222	1,093,474	20,014	1,098,058
Totals	58,850	11,370,188	64,182	15,169,380

Chi Coin Bows

Continued from page 82  
 ment plug for this purpose is located in the back lower portion of the score frame. Hollywood Bowler is equipped with a National slug rejector coin chute, a new and larger cash box than on previous Chicago Coin shuffle games, and a new playfield lift for servicing. A service light illuminates the inside of the cabinet automatically when the playfield is raised. Other service features are a playfield lock and score frame door lock that are keyed alike. The firm for the first time in a match-type high-scoring bowling game has equipped the game with four drum reels for scoring. This makes a top score of 9,600 possible. To aid the player in making high scores, the strike zones have been wired to allow "striking" much easier than on previous Chicago Coin bowlers. An adjustment plug is provided to return the strike zone back to normal if necessary.

United Ships

Continued from page 82  
 traveling light stops when the puck hits the rollover. The eight-by-two-foot game has six-player scoring reels and a belt puck return that quickly feeds pucks to the player from an extension at the end of the cabinet.

First Skeds Showing of Chi Coin Game

CHICAGO, April 9.—First Coin Machine Exchange announced this week an operator showing of the new Chicago Coin Machine Company shuffle bowling game, Hollywood Bowler, on Saturday, April 16 (see separate story).

First is local distributor for Chicago Coin in Illinois. The meet will be held in the First showrooms from 10 a.m. to 5 p.m. Representatives of Chicago Coin, as well as the First sales staff, will be on hand to greet operators. Ed Levin, Chicago Coin director of sales; John Gore, engineer, and two other engineers from the manufacturing firm will be present, along with Joe Kline, Wally Finke, Sam Kolber, and Fred Kleinman, of the First sales staff; Bob Van Allen, shop foreman; Steve Horvath and Roy Wynn, mechanics.

**FIRST Signs of Spring!**

Money Making First-Class Equipment of All Types . . . at FIRST, Naturally!

**TARGET GUNS**  
 NEW Exhibit MODEL 500 Genco WILD WEST United BONUS GUN Keeney RANGER  
 FIRST-Conditioned Genco BIG TOP \$395 Keeney SPORTSMAN 395 Exh. SPORTLAND 385 CARNIVAL DE LUXE 365 RIFLE GALLERY 310 YOU SHOOT (Remington 22 with live ammo) 345 SHOOTING GALLERY 235 COON HUNT 225 SHOOT THE BEAR 150 JET GUN 125 SILVER BULLETS 95 SIX SHOOTER 75 RAY GUN 75 DALE GUN 65

**BINGO 5 BALLS**  
 NEW Bally GAYETY United MANHATTAN  
 FIRST-Conditioned BALLY BIG TIME . . . WRITE VARIETY . . . \$475 HI-FI . . . 315 SURF CLUB . . . 345 ICE FROLIC . . . 310 PALM SPRINGS . . . 318 DUDE RANCH . . . 275 YACHT CLUB . . . 155 BEACH CLUB . . . 255 BEAUTY . . . 210 PALM BEACH . . . 125 ATLANTIC CITY . . . 115 SPOTLIGHT . . . 85

**SHUFFLE GAMES**  
 NEW Chicago Coin HOLLYWOOD BOWLER TRIPLE STRIKE ARROW BOWLER CRISS CROSS TARGET  
 FIRST-Conditioned CHICAGO COIN FLASH . . . \$385 SLIGHT . . . 325 SUPER FRAME . . . 153 TRIPLE SCORE . . . 153 CROWN . . . 153 DOUBLE SCORE . . . 125  
 UNITED—Match MERCURY, D.L. . . \$425 BANNER . . . 285 ACE . . . 345 TEAM . . . 275 LEADER . . . 285 IMPERIAL . . . 235 CLASSIC . . . 150 OFFICIAL . . . 95  
 UNITED—High Score SHUF. TARGETT . . \$385 SPEEDY . . . 375 CHIEF . . . 275 ROYAL . . . 225 OLYMPIC . . . 145 SUPER 6 PLAYER . . 145 DELUXE 6 PLAYER . . 75  
 KEENEY BIKINI . . . \$385 DOMINO . . . 153 CARNIVAL . . . 135 6 PLAYER, Jumbo Pins with Formica . . . 75 BIG LEAGUE BOWLER . . . 55  
 GENCO SHUFFLE MATCH POOL . . . \$195 SHUFFLE POOL . . . 145

at Our Showrooms on SAT., APRIL 16 10 A.M. to 5 P.M.  
 Special Instruction Session by Factory Representatives  
 Refreshments, of Course!  
 See the greatest innovation in Bowling Games in Coin Machine History!  
 Chicago, Illinois and No. Indiana Operators!

**FIRST COIN MACHINE EXCHANGE**  
 Joe Kline & Wally Finke  
 1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

**IMMEDIATE DELIVERY!**

10 BALLY MAGIC . . . . . WRITE  
 8 BIG TIME . . . . . WRITE  
 5 VARIETY . . . . . WRITE

**WILL PURCHASE OR TRADE . . .**

CIRCUS—FROLIC—SHOWBOAT—RODEO—GOTT. 5 BALLS—LATE SHUFFLE ALLEYS.

BRITE SPOT . . . . . \$ 95.00  
 BRITE LITE . . . . . 75.00  
 SURF CLUB . . . . . 325.00  
 ICE FROLIC . . . . . 295.00  
 DUDE RANCH . . . . . 275.00

CRISS CROSS . . . . . \$325.00  
 ROYAL . . . . . 225.00  
 HOLIDAY . . . . . 510.00  
 MATCH POOL . . . . . 175.00  
 SHUFFLE POOL . . . . . 135.00

CAM (ASCME)—BE 5-6770

**ALL STATE COIN MACHINE EXCHANGE**  
 2317 North Western Ave.  
 Chicago 47, Illinois

**Money Makers in Stock!**

Standard METAL TYPER . . . . . \$325  
 Williams HAYBURNER . . . . . 70  
 United 6-Player DELUXE . . . . . 65  
 United CLASSIC . . . . . 150  
 Chicago Coin DOUBLE SCORE . . . 125  
 Chicago Coin CROWN BOWLER . . 145  
 Chicago Coin ADVANCE BOWLER . 195  
 Genco SHUFFLE POOL . . . . . 145  
 Bally ATLANTIC CITY . . . . . 115  
 Bally PALM BEACH . . . . . 125  
 Bally BEACH CLUB . . . . . 265  
 United TROPICS . . . . . 195  
 Write for Complete List, New—Used.  
 Terms: 1/3 Dep., Bal. C.O.D.  
 IRV. OVITZ  
**ACME-INTERNATIONAL**  
 DISTRIBUTORS  
 3643-45 W. Montrose Chicago 18, Ill.  
 Cornelia 7-7272

# COINMEN YOU KNOW

Continued from page 76

ing extremely well. Jack Simon, Simon Sales Company, is girding for the annual rush of summer business as Southland Arcades open up.

## Washington

Communications to:  
Delores Newcomb  
Emerson 3-7451

G. J. Macke Holds  
Vending Forum . . .

Sid Lotenberg is handling an extensive educational program for the G. B. Macke Corporation. A

forum was recently held at the University of Maryland for students interested in all phases of marketing and management. The coin industry's film, "At the Drop of a Coin" was shown, and Sid reports the forum was a success.

Myron Loewinger, of National Amusements, recently purchased the Northern Virginia Music Company from Ruth Elgin. About 70 pieces of equipment were involved in the sale. The firm will continue

to operate under the Northern Virginia name.

Norman Hayter, manager of the local Dr. Pepper-Tru Ade Distributing Company, says business is good. He looks forward to a better year than last because his firm will do a considerable amount of promotion.

Dick Zigler, of the Canteen Company, recently returned from a business trip to Harrisburg and Philadelphia. Collections at Canteen are fine, Zigler says.

## 6-GUN ABT RANGE

Complete with Tent, 6 Extra Guns, Compressor, Targets, Tubes & Pellets

May be seen and picked up in Chicago

### \$995.00

### BINGOS

#### NEW: UNITED MANHATTAN

Variety	475	Tropics	5195
Surf Club	350	Frolics	175
Hawaii	310	Yacht Club	130
Ice Frolics	310	Palm Beach	125
Palm Springs	310	Atlantic City	115
Havana	275	Golden Nugget	99.50
Dude Ranch	275	Bright Spot	85
Beach Club	250	Flight Lights	85
Rio	245	Coney Island	85
Beauty	205	Spot Lite	75
Tahiti	195	Genco 400	59.50

### 5-BALLS

Hit 'n' Run	\$109.50	Oklahoma	\$69.50
Jalopy	99.50	Lucky Inning	99.50
Handicap	99.50	Pinch Hitter	99.50
4 Horsesmen	99.50	Bowling Ch.	99.50
All Star	99.50	Double Shuffle	99.50
Army & Navy	99.50	So. Pacific	99.50
King Pin	99.50	Summertime	99.50
Maryland	69.50	Gondola	49.50
Tampico	69.50	Samba	49.50

### Brand New Closeouts

Wms. A&L STAR BASEBALL... \$375  
Genco 4 PLAYER SKEEBALL... 350  
MIGHTY MIKE SPARRING PARTNER... 895  
Genco SILVER CHEST... 125

### CIGARETTE VENDERS

ROYAL "17" (17 Col.), Elec.—Request Circular

### COUNTER GAMES

KICKER & CATCHER... \$49.50  
Acme Shocker 24.50  
Binks Zipper... 39.50  
Art Show & Film... \$49.50  
ABT Challenger... 75.00

### AMI

D-80  
\$450.00

### ARCADE

#### MUTO, DRIVE YOURSELF

AUTO-PHOTO HARVARD METAL TYPER  
HYDRO DUCK GUN  
Mighty Mike... \$575.00  
Air Football, New... 375.00  
Air Hockey, New... 350.00  
Set Shot Basketball... 345.00  
Photomatic, Late... 545.00  
Voice-a-Graph... 495.00  
Wms. Big League, F.S... 395.00  
Wms. Del. Baseball... 325.00  
Williams Super Jet... 295.00  
3-D Theatre... 199.50  
Chi. 4-Player Derby... 195.00  
Ev. Bat-a-Score... 175.00  
Ch. Basketball, Champ... 195.00  
Exh. Jet Gun... 145.00  
Auto. Drivemobile... 145.00  
Telequiz & Film... 115.00  
Muto. Flying Saucer... 149.50  
Undersea Raider... 125.00  
Goalse... 99.50  
Chicken Sam... 99.50  
Chi. Pistol... 99.50  
Wms. Star Series... 89.50  
Exh. Dale Gun... 89.50  
Scientific Baseball... 79.50  
Flash Hockey... 75.00  
Wms. Quarterback... 75.00  
Exh. Hi-Ball... 75.00  
Saddle and Turf (Club Mod.)... 325.00

#### New Standard-Rapid COIN-COUNTER

Counts and wraps Pennies to Halves. Rugged, Light, Accurate, Portable. Try One on Money-Back Guarantee... 189.50

#### CHANGEMAKER

Dispenses 2 dimes 1 nickel for 25c; 5 nickels for 25c; 5 pennies for nickel... \$89.50

### GUNS—NEW

Genco Wild West Exhibit Sportland... \$455  
Exhibit Star Shooting Gal... 300  
Exhibit Shooting Gallery... 290  
Williams Safari... 465

LIKE NEW

United Deluxe Carnival... \$365.00  
Genco Rifle Gallery... 295.00  
Williams Super Jet... 250.00  
United Jungle Gun... 199.50  
Exhibit Shooting Gallery... 175.00  
Genco Night Gunner... 159.50  
Genco Sky Gunner... 145.00  
Shoot the Bear... 145.00  
Exhibit Jet Gun... 99.50

### SHUFFLE GAMES

#### CHICOIN CRISS CROSS TARGET

United Banner, Match Score	\$395.00
United Ace, Match Score	345.00
United Rainbow	340.00
United Leader, Match	275.00
United Chief, High Score	265.00
United Team, S.A., Match Score	275.00
United League, S.A., High Score	245.00
United Imperial, Match Score	245.00
United Royal, High Score	235.00
United Classic, Match Score	158.00
United Olympic, High Score	145.00
United Clover, Match Score	125.00
United Cascade, High Score	120.00
United Super 4 Player, S.A.	99.50
United De Luxe, S.A., 6 Player	89.50
Chi. Criss Cross, Match	325.00
Chi. Holiday, Match	325.00
Universal 18' Bowli-a-Matic	325.00

SUPER SPECIAL! Genco Shuffle Pool... \$149.50  
Genco Match Pool... 199.50

### EMPIRE GUARANTEE

- Mechanism overhauled
- Cabinet refinished
- Playfield renovated
- Rails refinished

### WURLITZER

1015  
\$99.50

## Empire COIN MACHINE EXCHANGE

1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

# THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES SHUFFLE GAMES

Equipment and prices listed below are taken from advertisements in The Billboard Index as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of April 9	Issue of April 2	Issue of Mar. 26	Issue of Mar. 19
Ace Bowler (United).....	\$335.00 345.00(3)	\$345.00(3)	\$345.00(3)	\$345.00(3)
Advance Bowler (Chicago Coin).....	200.00 285.00	200.00 215.00 225.00 285.00	200.00 285.00	200.00 285.00
Banner Shuffle Alley (United)	365.00 395.00(3)	345.00 395.00(2)	395.00(3)	395.00(3)
Big League Bowler, 4 player (Keeney).....	55.00	55.00	55.00	55.00
Bonus Bowler (Keeney).....	245.00 250.00	245.00 250.00	245.00 250.00	245.00 250.00
Bowli-a-Matic (Universal)....	325.00	325.00	325.00	325.00
Carnival Bowler (Keeney)....	135.00(2) 159.50	135.00(2) 159.50	135.00(2) 159.50	135.00 159.50
Carnival Deluxe (United)...	365.00(3)	365.00 385.00(2)	385.00(2)	385.00 395.00
Cascade Shuffle Alley, 6 player (United).....	110.00 120.00(5)	110.00 120.00(5)	110.00 120.00(4)	120.00(3) 135.00
Century Bowler (Keeney)....	325.00	325.00	340.00	340.00
Champion Bowler (Bally)....	395.00	395.00	395.00	395.00
Chief Shuffle Alley (United).	265.00 275.00(4) 295.00	265.00 275.00(3) 295.00	265.00 275.00(3) 295.00	265.00 275.00(2) 295.00(2)
Classic Shuffle Alley, 6 player (United).....	145.00 150.00(2) 160.00	125.00(2) 150.00(2) 160.00	125.00 150.00(2) 160.00	149.00 150.00 160.00 165.00
Clover Shuffle Alley, 6 player (United).....	125.00(3) 135.00 155.00 169.50	125.00(2) 135.00 145.00 169.50	125.00(2) 150.00 169.50 169.50	125.00 145.00 150.00 169.50 150.00 169.50
Criss-Cross Bowler (Chicago Coin).....	300.00 315.00	300.00 315.00	300.00 315.00	300.00 315.00
Crown Bowler (Chicago Coin)	325.00 130.00 145.00(2) 155.00	325.00 130.00 145.00(3) 155.00	325.00 130.00 145.00(2)	325.00 130.00 144.00 145.00 155.00
Deluxe Bowler (Chicago Coin)	60.00	60.00	60.00	60.00
Deluxe Bowler (United)....	50.00(2)	50.00	50.00	50.00
Domino Bowler (Keeney)....	145.00	145.00	150.00	150.00
Double Score Bowler (Chicago Coin).....	125.00(3)	125.00(2)	125.00(2)	124.00 125.00(2) 135.00
Feature Bowler (Chicago Coin).....	315.00	315.00	315.00	315.00
Five Player Shuffle Alley (United).....	24.50 45.00	395.00(2)	395.00(2)	50.00 395.00(2)
Flash Bowler (Chi. Coin)....	395.00(2)	395.00(2)	395.00(2)	395.00(2)
Four Player Shuffle Alley (Keeney).....	109.50	109.50		
Gold Cup Bowler (Chicago Coin).....	145.00 175.00 185.00	145.00 175.00 185.00	175.00 185.00 195.00	175.00 185.00 195.00
High-Speed Crown Bowler (Chicago Coin).....		195.00		295.00
Hi-Speed Triple (Chicago Coin).....	295.00	145.00 225.00 295.00	295.00	
Holiday Match Bowler (Chicago Coin).....	525.00	495.00 525.00	525.00	525.00
Imperial Shuffle Alley (United).....	235.00(2) 240.00 245.00(2) 255.00	235.00 245.00(3)	245.00(2) 255.00	245.00(2) 250.00 255.00
King Bowler (Chi. Coin)....	300.00	225.00 295.00 300.00	225.00 300.00	300.00
League Bowler, 6 player (Keeney).....	265.00(4) 275.00 285.00 295.00	265.00(3) 275.00 295.00	265.00(2) 275.00 285.00 295.00	50.00 265.00 285.00 295.00(2)
League Bowler (United)....	295.00	295.00	295.00	295.00
Leader Shuffle Alley (United)	265.00 275.00(2) 285.00	275.00(3)	275.00(2) 285.00	265.00 275.00(2) 285.00
Mars' (United).....	445.00			
Match Bowler (Chi. Coin)...	49.50			
Match Pool (Genco).....	175.00 195.00(2) 199.50	195.00 199.50 215.00	199.50 225.00 250.00	199.50 245.00(2) 350.00
Mercury Deluxe Shuffle Alley 11th Frame (United)....	410.00 435.00	435.00	435.00	435.00
Name Bowler (Chi. Coin)....	110.00	110.00	110.00 125.00	110.00 125.00
Official Shuffle Alley, 4 player (United).....	49.50 60.00(2) 95.00	60.00(2) 95.00	60.00(2)	60.00(2)
Olympics Shuffle Alley (United).....	135.00 145.00(4) 150.00 195.00	135.00 145.00(3) 150.00 195.00	140.00 145.00(3) 150.00 195.00	145.00 150.00(4) 195.00 200.00
Pacemaker Bowler (Keeney)...	200.00	200.00	200.00	200.00

# LAST CALL!

FINAL PRICE SLASHES AS WE MOVE TO OUR NEW, ENLARGED QUARTERS!

• PHONOGRAPHS •

ROCK-OLA  
Model 1436A (120 Sel.) 78 rpm  
**\$275.00**  
45 rpm .....\$325.00

**SPECIAL!**  
Write for Removal Sale  
Prices on these unusual Rock-Ola valves!  
Model 1438 Comet, Like New

A. M. I.  
Model A (40 Sel.).....\$ 99.50  
Model C (40 Sel.)..... 195.00  
Model D (40 Sel.)..... 275.00  
35% to 50% OFF on Our Complete Stock of A. M. I. Parts and Plastics!  
LET US KNOW WHAT YOU WANT—WE HAVE IT!

Terms: 1/2 Deposit, Balance Sight Draft

## J. ROSENFELD COMPANY

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Distributors Rock-Ola, Chicago Coin

ATTENTION—  
Iowa and N. Illinois Operators!  
WE HAVE GOTTLIEB'S GREATEST!

## DUETTE

2-Player Amusement Game!  
ORDER NOW!

WANT TO BUY!  
WILL PAY TOP \$  
—CASH or TRADE

Diamond Lilt — Twin Bill — Steeple  
Coach — Lady Luck — Daisy May —  
Hawaiian Beauty — Green Pastures —  
Poker Face — Queen of Hearts — Happy  
Days — Grand Slam — Four Stars —  
Coronation — Cross Roads — Globe  
Trotter — All-Star Basketball.  
Write—Wire—Phone!

**NATIONAL**  
Coin Machine Exchange  
1411-13 Diversey Blvd. Chicago 14  
Phone: BUCKINGHAM 1-6466

## GIVE to CONQUER CANCER

AMERICAN CANCER SOCIETY

## Lewis Leaves

Continued from page 82

Lewis spent five years at Chicago Coin, working in every phase of the business, principally as assistant sales manager of the firm.

Lewis expressed his desire "To thank all of the many people thruout the industry who have been my business associates and who assisted me in what small part I may have played in the accomplishments and developments of both Chicago Coin and more recently, Genco. The friendship that goes along with business in our industry is a thing unique to our industry. I sincerely hope I will be able to maintain those friendships for many years."

## Peanut Supplies

Supplies of peanuts in off-farm positions on January 31 totaled 558 million pounds, half the visible supply on the same date last year and the lowest amount for the date since 1939, according to the Agriculture Department. Peanuts used in making candy, salted peanuts and peanut butter, however, totaled 254 million pounds for the first five months of the 1954 season. Peanuts used in making peanut butter were up slightly from the amounts used for the same period in the previous season, while peanuts used for candy and salted peanuts were down slightly.

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

	Issue of April 9	Issue of April 2	Issue of Mar. 26	Issue of Mar. 19
Rainbow Shuffle Alley (United)	325.00 340.00	325.00 350.00	325.00 350.00	325.00 350.00
Royal Shuffle Alley (United)	195.00(2) 210.00 225.00 235.00(2) 269.50	195.00(3) 210.00 225.00 235.00(2) 269.50	195.00(2) 225.00 235.00(3) 269.50	195.00 200.00 235.00(2) 245.00 269.50
Shuffle Alley, 4 player (Keeney)			109.50	109.00
Shuffle Alley Deluxe, 6 player (United)	34.50 75.00(2) 89.50	50.00 75.00(2) 89.50	50.00(2) 75.00 89.50	50.00 69.00 75.00 89.50
Shuffle Alley, 6 player (Keeney)	75.00w/p	75.00w/p	69.50w/p 75.00w/p	69.50w/p 75.00w/p
Shuffle Alley, 6 player (United)	29.50 75.00		79.50	79.50
Shuffle Alley, 6 player (Chicago Coin)	50.00	50.00	50.00	50.00
Shuffle Alley, 10 player (Keeney)	125.00 129.50	125.00 129.50	125.00 129.50	129.50
Shuffle Alley Deluxe, 11th Frame (United)	395.00	365.00	365.00	365.00
Shuffle Alley Deluxe (Keeney)	100.00	100.00	100.00	100.00
Shuffle Pool (Genco)	145.00(2) 149.50 150.00	145.00(2) 149.50	145.00 149.50 155.00	124.00 145.00 149.50 165.00 175.00
Six Player 10th Frame (United)	75.00(2) 95.00	75.00(2)	75.00(2)	75.00(2)
Speedie (United)	325.00 365.00 375.00	365.00 375.00(2)	365.00 375.00(2)	365.00 375.00(2)
Special Bowler, 10th Frame (Chicago Coin)	110.00	110.00	110.00	110.00
Star Bowler, six frame				65.00
Special Double Score Bowler 10th Frame (Chi. Coin)		125.00	125.00	
Star 6 Player (United)	65.00	65.00 90.00	65.00 110.00	110.00
Star 10 Frame, 6 player (United)	95.00	95.00 100.00	95.00 115.00	95.00 115.00
Starlite Bowler (Chi. Coin)	320.00 325.00(3)	320.00 325.00(4)	320.00 325.00(2) 335.00	325.00(3) 335.00
Super Bowler (Keeney)		125.00		
Super Frame Bowler (Chicago Coin)	300.00 325.00	300.00 325.00	300.00 325.00	300.00 325.00
Super Match Bowler (Chicago Coin)	100.00	100.00	100.00	100.00
Super Six Shuffle Alley (United)	44.50 60.00 95.00 99.50	60.00 85.00 95.00 99.50	60.00 85.00 95.00 99.50	60.00 95.00 99.50
Super Shuffle Alley (Keeney)	125.00	125.00	125.00	125.00
Targette (United)	385.00(2)	385.00(2)	385.00	385.00
Targette Deluxe (United)				435.00
Team Bowler (United)	275.00(5) 325.00	275.00(4)	275.00(2) 285.00 295.00	275.00(2) 285.00 295.00
Tenth Frame Bowler (Chicago Coin)	75.00	75.00	75.00	75.00
Triple Score Bowler, 10th Frame (Chi. Coin)	155.00(2) 189.50	155.00(2)	150.00 155.00 189.50	150.00 155.00 160.00 165.00 189.50
10th Frame Super Shuffle Alley (United)			115.00	115.00
Triple Score Bowler (Chicago Coin)	150.00	150.00 189.50	155.00	
Victory Bowler (Bally)	345.00	315.00 345.00	345.00	345.00

**NEW**

**Making numbers 1 to 4 lit top center rollover lane to score replays.**

**Making numbers 1 to 10 lit bottom center rollover lane to score replays.**

**KICK OUT POCKET spots one lit number A real "come-on" for more play!**

**SKILL HOLE scores replays. See and play Williams Peter Pan now!**

**See your Williams Distributor!**

**CREATORS OF DEPENDABLE PLAY APPEAL 4242 W. FILLMORE ST. CHICAGO 24, ILL.**

**2 CYCLONIC KICKERS! 2 THUMPER BUMPERS! 2 FLIPPERS!**

**Earn MORE MONEY**

**Peter Pan!**

*with*

**2nd Coin**

**STAR FEATURE**

Permits player to score from 5 to 200 replays!

BINGOS!		PINS!	
BRIGHT SPOT	\$ 95.00	GUN CLUB	\$109.50
VARIETY	475.00	TIMES SQUARE	85.00
HI-FI	350.00	QUINTETTE	99.50
SURF CLUB	375.00	OLYMPIC	69.50
PALM SPRINGS	325.00	CARAYAN	59.50
DUDE RANCH	275.00	WATCH MY LINE	49.50
ICE FROLICS	325.00	KNOCKOUT	49.50
BEACH CLUB	275.00	ROSE BOWL	49.50

Exclusive Distributor in Ohio for VENDORALARM  
**UNIVERSITY COIN MACHINE EXCHANGE**  
 858 N. HIGH ST. (Phone: UNiversity 6900-1540) COLUMBUS 8, OHIO

**ROYAL**  
 DISTRIBUTING, INC.

SPOT LITE ..... \$45.00  
 BEAUTY ..... 175.00  
 BEACH CLUB ..... 215.00  
 DUDE RANCH ..... 255.00  
 PALM SPRING ..... 275.00  
 HAWAII ..... 265.00  
 SINGAPORE ..... 395.00  
 HI FI ..... 295.00  
 LEADER ..... 265.00  
 IMPERIAL ..... 240.00  
 MATCH POOL ..... 175.00

Terms: 1/3 down, balance sight draft.  
 3726 Kessen Ave., Cincinnati 11, O.  
 Phone: MONTANA 5000

**SPRING SPECIALS**

**WANTED — LATE BINGOS**

**SHUFFLE GAMES**

Keeney CENTURY ..... \$325  
 Keeney DOMINGO ..... 145  
 Keeney CARNIVAL ..... 125  
 Keeney 10 PLAYER ..... 125  
 Un. TEAM ..... 275  
 Un. LEAGUE ..... 265  
 Un. ROYAL ..... 210  
 Un. CLASSIC ..... 145

Un. OLYMPIC ..... \$135  
 Un. CLOVER ..... 125  
 Un. CASCADE ..... 120  
 C. C. GOLD CUP ..... 145  
 C. C. DBLE. SCORE ..... 125  
 C. C. CROWN ..... 145  
 C. C. STAR LITE ..... 145  
 Gen. SHUF. POOL ..... 320

**BINGOS**

HI-FI ..... \$325  
 SURF CLUB ..... 350  
 ICE FROLICS ..... 315  
 PALM SPRINGS ..... 310

DUDE RANCH ..... \$265  
 BEACH CLUB ..... 250  
 YACHT CLUB ..... 125  
 CONEY ISLAND ..... 80

**PURVEYOR**  
 DISTRIBUTING COMPANY  
 4322-24 N. WESTERN AVE.  
 CHICAGO 18, ILLINOIS  
 PHONE: JUNIPER 8-1814

**SPECIAL**  
 Bally Spot  
 Life,  
 \$69.50

**MISCELLANEOUS**

Un. CARNIVAL RIFLE ..... \$355  
 Seeburg COON HUNTING GALLERY ..... 250  
 Gen. SHOOTING GALLERY ..... 310  
 Seeburg SHOOT THE BEAR ..... 145  
 Ex. SIX SHOOTER ..... 125  
 Ex. JET GUN ..... 110  
 TELEQUIZ with Film ..... 100  
 Wurliizer 1015 ..... 100  
 Wurliizer 1100 ..... 175  
 AMI E-120 ..... 650

**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

Exclusive **AMI** Distributors in Kentucky, Indiana, Southern Ohio  
**"The House that Confidence Built"**

**SOUTHERN AUTOMATIC**  
 MUSIC COMPANY, INC.

ESTABLISHED 1923  
 1535 Delaware Ave., Lexington, Ky. 1000 Broadway, Cincinnati, Ohio  
 735 S. Brook St., Louisville 3, Ky. 129 W. North St., Indianapolis, Ind.

**ARCADES**  
 Philadelphia Toboggan Skee Balls  
 Scientific Pokerino, late model  
 Scientific 3 In-A-Line  
 Wire—Call—Write

Grandmother, new ..... Write  
 Exhibit's Best Gun "500", new ..... Write  
 Seeburg Coon Hunt, new ..... \$395.00  
 Genco 2 Player Basketball, new ..... 300.00  
 Williams Jet Fighter Gun, new ..... 295.00  
 Air Hockey, new ..... 325.00  
 Air Football, new ..... 325.00  
 Seeburg Shot Basketball, new ..... 295.00  
 Seeburg Coon Hunt ..... 295.00

**32-Page 200-illus. Catalog Free**

**MIKE MUNYER**  
 577 Tenth Ave. (at 42nd St.)  
 New York 36, N.Y. Bryant 9-6677  
 43 YEARS SERVICE • EST. 1912

**MECHANIC WANTED FOR BINGO GAMES**

Steady work for reliable, nondrinking man. Good pay and excellent working conditions.

Write **BOX 799**  
 Care The Billboard, 188 W. Randolph, Chicago 1, Ill.

**INSURANCE**  
 COIN OPERATED RIDES

**BROADWAY**  
**BROKERS CORP.**  
 10 South 18th Street  
 Philadelphia 3, Pa.  
 LOcust 8-0670

**PIN BALL GLASS**  
 21x40x3/16 inches, \$3.00 each. 9 pieces to box—\$24.00. Write

**SUPERIOR SALES CO., Dept. R-6**  
 7855 STONEY ISLAND AVE. CHICAGO 49, ILL.

**KIDDIE RIDES:** New • Used • Reconditioned  
 Buy • Sell • Trade

Horses—Boats—Space Ships—Merry-Go-Rounds. Complete facilities for rebuilding, crating and shipping... in Midwest's largest and most complete Kiddie Ride reconditioning center.

**CAROUSEL INDUSTRIES, INC.**  
 2645 W. Lawrence Ave. Phone: Uptown 8-1369 Chicago 25, Ill.

**NEW UNITED**  
 CLIPPER—SHUFFLE ALLEY  
 BINGO—MANHATTAN  
 SENSATIONAL NEW  
 BONUS GUN—MOVING TARGET  
 USED SHUFFLES

United Chief ..... \$295.00  
 United Royal ..... 269.50  
 United Olympic ..... 195.00  
 United Clover ..... 169.50  
 Chi Coin Triple Score ..... 189.50  
 Chi Coin Advance Bowler ..... 285.00  
 Keeney Carnival Bowler ..... 159.50  
 Keeney 10 Player ..... 129.50  
 Keeney 4 Player Match ..... 109.50  
 Chi Coin Hi-Speed Triple ..... 295.00

Write, Wire, Phone  
**CENTRAL OHIO COIN MACHINE EXCH.**  
 525 S. HIGH ST., COLUMBUS 15, OHIO  
 Capital 4-7254

Exclusive Distributors for  
**BALLY • ROCK-OLA • KEENEY • CHICAGO COIN**

**COMPLETE LINE BALLY BINGO PARTS**

**SHUFFLE ALLEYS**  
 Bally Magic Bowler... Write  
 Chicago Coin Thunderbolt ..... Write  
 Chicago Coin Triple Strike ..... Write  
 Chicago Coin Criss Cross Target ..... Write  
 Bally Champion ..... \$395.00  
 Bally Victory ..... 345.00  
 Keeney Pacemaker ..... 200.00

**BINGOS**  
 Bally Big Time ... Write  
 Bally GAYETY ... Write  
 Havana ..... \$175.00  
 Rio ..... 160.00  
 Spot Light ..... 60.00  
 Bright Spot ..... 85.00  
 Hi-Fi ..... 275.00  
 Yacht Club ..... 150.00  
 Beach Club ..... 275.00  
 Beauty ..... 210.00  
 Variety ..... 475.00

**MUSIC**  
 Rock-Ola Hi-Fi 1444 120 Select. } Write  
 Rock-Ola Hi-Fi 1442 50 Select. }  
 AMI D-40 ..... \$300.00  
 Rock-Ola Comet 120 selection ..... 675.00  
 Rock-Ola 1434 Rocket, 78 rpm, 50 select. .... 325.00  
 Seeburg M-100-A ..... 375.00  
 Seeburg M-100-B ..... 325.00  
 1100 Wurliizer ..... 150.00

**ARCADE**  
 Exhibit Shooting Gallery ..... \$175.00  
 Exhibit Star Shooting Gallery ..... 250.00  
 Exhibit Sportland Gun ..... 275.00

**BALLY KIDDY RIDES—WRITE.**

**CALDERON DISTRIBUTING Co.**  
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**SHUFFLEBOARDS**  
 3—22 Ft. Rock-Ola Refinished playfield and cabinet. New p u c k s. Crated. Each ..... \$199.50  
 16 Ft. and 18 Ft. National. Refinished playfield and cabinet. New p u c k s. Crated. Each ..... \$149.50  
 11 Sets (2) used Fluorescent Shuffleboard Lights. New bulbs. Set ..... 12.50  
 Shuf. Adjusters (6 Pcs.) ..... 12.00

**ELECTRIC SCOREBOARDS**  
 Overhead, 15-21 pts., new, Horsecollar, \$125 ea.  
 15-21-50 pts. Wall Models, 15-21 pts., new, and 15-21-50 pts. \$95.00 ea.  
**Used Overhead Scoreboards**  
 1 Monarch, 15-21 ..... \$75.00  
 1 Monarch, 15-21 & Frame ..... 75.00  
 1 Genco, 15-21, Horsecollar & Frame ..... 85.00

Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.

**MID-STATE COMPANY**  
 2369 Milwaukee Ave. Chicago 47, Ill.  
 Tel.: Dickens 2-3444

**YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES**

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

Only GENCO'S

# WILD WEST GALLERY

HAS THESE NEW FEATURES!

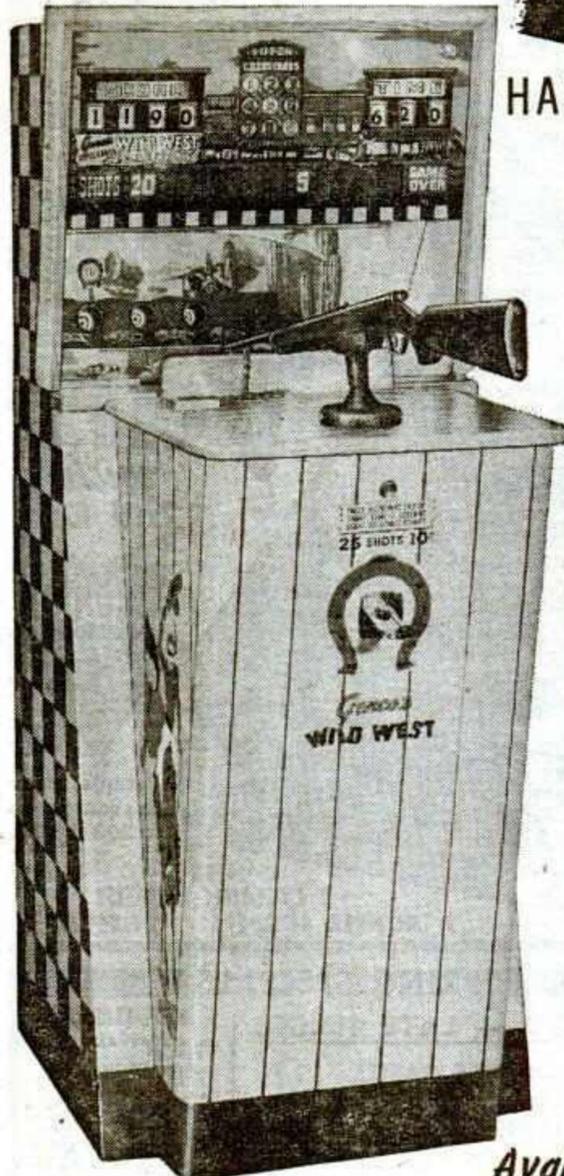
**NEW!**  
**CRISS-CROSS MATCH**  
with  
**HOLD-OVER FEATURE**

**NEW!**  
**SIMPLIFIED**  
**TIME BONUS**

**NEW!**  
**MORE and NEW**  
**TYPES OF ACTION**

**NEW!**  
**SCORES IN**  
**1000's**

Available in **REGULAR** or **MATCH**



# GENCO

**MFG. & SALES CO.**  
2621 N. Ashland Avenue  
Chicago 14, Illinois

## THE BILLBOARD INDEX

# ADVERTISED USED MACHINE PRICES

## ARCADE EQUIPMENT

	Issue of April 9	Issue of April 2	Issue of Mar. 26	Issue of Mar. 19
ABT Challenger.....	\$20.00 25.00	\$20.00 25.00	\$20.00 25.00	\$20.00 25.00
Ace Bomber.....	75.00	75.00	75.00	75.00
Auto Photo.....		1,850.00	1,850.00	
Bang-A-Way (Mutoscope)....		175.00		
Barrel Roll (Jennings).....	125.00			
Baseball (Scientific).....	75.00	79.50	79.50	79.50
Basketball (Scientific).....			175.00	
Bat-a-Score (Evans).....	165.00 175.00	175.00		125.00 175.00
Bat-A-Score (Senior).....	65.00			
Batting Practice (Scientific).....		95.00		
Best Hand.....	19.00	19.00	19.00	19.00
Big Inning (Bally).....	150.00(2)	125.00 150.00	125.00(2)	125.00 150.00
Big League (Williams).....	395.00	395.00	395.00	395.00
Big Top.....	395.00(2)	395.00 450.00	395.00 465.00	395.00
	450.00			
Carnival Rifle Gallery (United).....	355.00		385.00	
Carnival Gun (United).....	375.00	355.00 385.00	395.00 400.00	364.50 395.00(2)
Chicken Sam (Seeburg).....	99.50	99.50	99.50	99.50
Coin Counter.....			189.50	
Coon Hunt (Seeburg).....	179.50 225.00	179.50 225.00	179.50 235.00	179.50 235.00
	250.00	250.00	250.00(2)	
County Fair.....	75.00			
Dale Gun (Exhibit).....	50.00 55.00	50.00 65.00(2)	44.50 65.00(2)	50.00 65.00(2)
	65.00(2) 89.50	89.50	89.50	
Deluxe Post Card (Exhibit).....	50.00			
Derby, 4 Player (Chi. Coin).....	195.00	195.00	195.00	195.00
Drivemobile (Mutoscope)....	165.00	150.00 165.00	150.00 165.00	150.00 165.00
Duck Hunter.....	20.00	20.00	20.00	20.00
Flash Hockey (Colnes).....	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope)...	149.50	149.50	149.50	149.50
Goatee (Chicago Coin).....	95.00 99.50	95.00 99.50	95.00 99.50	95.00 99.50
	100.00	100.00	100.00	100.00
Grandma Fortune Telling....	125.00			
Gripper.....		19.00	19.00	19.00
Gun Patrol (Exhibit).....	150.00	150.00	150.00	150.00
Heavy Hitter (Ba.....	40.00	40.00	40.00	40.00
Hi-Ball (Exhibit).....	75.00	75.00	75.00	75.00
Hockey (Chicago Coin).....		75.00	75.00	75.00
Home Run, 6 player (Chicago Coin).....			175.00	195.00
Jet Gun (Exhibit).....	110.00	110.00	110.00 115.00	115.00 135.00
	125.00(2)	125.00(2)	135.00 145.00	145.00
	145.00(2)	145.00(2)	285.00	
Jet Fighter (Williams).....				285.00
Jungle Gun (United).....	265.00 365.00	265.00 365.00	295.00 365.00	295.00 365.00
Jumbo Super.....	275.00 395.00	395.00		
Kicker & Catcher.....	49.50		49.50	49.50
Lite League.....	75.00			
Mercury Counter Gripper... ..	20.00	20.00	20.00	20.00
Metal Typar (Harvard).....	150.00	150.00	150.00	150.00
Metal Typar (Standard).....	275.00	250.00 275.00	275.00	275.00
Midget Movies.....	185.00	185.00	185.00	185.00
Midget Skee Ball (Chicago Coin).....		175.00		155.00
Mighty Mike.....	575.00	575.00		
Night Fighter (Genco).....	150.00 199.50	150.00 199.00	150.00(2)	150.00
Panoram.....	350.00			
Pee Wee (Genco).....	20.00	20.00	20.00	20.00
Photomatic Deluxe.....	395.00			
Photomatic (Mutoscope)....	595.00(late)	350.00	350.00	350.00
		545.00(late)	545.00(late)	545.00(late)
Pitch'm & Bat'm (Scientific).....	185.00			
Pistol Pete (Chicago Coin)...	95.00 99.50	65.00 99.50	65.00 99.50	65.00 99.50
		145.00		
Pony Express (Exhibit).....		175.00		
Quizzer.....	95.00			
Ray Gun (Seeburg).....	75.00	75.00	75.00	75.00
Rifle Gallery (Genco).....	295.08	315.00	325.00 335.00	325.00(4)
	310.00(2)	325.00(2)	339.50 345.00	335.00 345.00
	325.00(2)	335.00(2)	365.00 375.00	350.00 365.00
	335.00(2)	345.00 360.00		375.00
	365.00			
Round the World Trainer... ..		375.00		
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Shocker (Acme).....	24.50	24.50	24.50	24.50
Shoot the Bear (Seeburg)...	129.50 145.00	129.50 145.00	175.00	129.50
	150.00(3)	150.00(2)	150.00(2)	150.00(2)
	175.00	175.00	145.00 99.50	175.00
Shipman Art Show.....	35.00 49.50	35.00 49.50	35.00 49.50	35.00 49.50
Shooting Gallery (Exhibit)...	175.00 195.00	195.00 235.00	195.00 240.00	195.00(2)
	225.00 235.00	240.00 245.00	245.00 250.00	240.00
	240.00 250.00	250.00 275.00	275.00 285.00	245.00(2)
	275.00 325.00	325.00	325.00 329.50	275.00 285.00
			350.00	
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Silver Chest (Genco).....		225.00	95.00	
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Six Shooter (Exhibit).....	95.00 110.00	65.00 95.00	65.00 95.00(2)	95.00 125.00
	125.00	110.00	99.50 110.00	
		125.00(2)	125.00(2)	
Skee Ball, 4 player (Genco).....	250.00			
Skee Ball (Wurlitzer).....	150.00	150.00	150.00	150.00
Ski Roll (Evans).....	95.00			
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Sky Fighter (Mutoscope)....		145.00	145.00	145.00
Sky Gunner (Genco).....	135.00 150.00	100.00 150.00	100.00 110.00	135.00 150.00
	175.00	175.00	150.00 195.00	195.00
Space Gun (Exhibit).....	99.50	95.00 99.50	95.00 125.00	95.00 125.00
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SportLand (Exhibit).....	325.00 350.00	325.00 350.00	325.00 415.00	325.00
		415.00		
Sportsman (Keeney).....	375.00 385.00	375.00		
Star Series (Williams).....	89.50	89.50	89.50	89.50
Star Shooting Gallery (Exhibit).....	245.00 300.00	300.00 325.00	300.00 325.00	300.00 325.00
	325.00			
Super Jet Fighter (Williams).....		200.00	200.00	
Telequiz.....	100.00	100.00 110.00	100.00 110.00	110.00
	115.00(2)	115.00(2)	115.00(2)	115.00(2)
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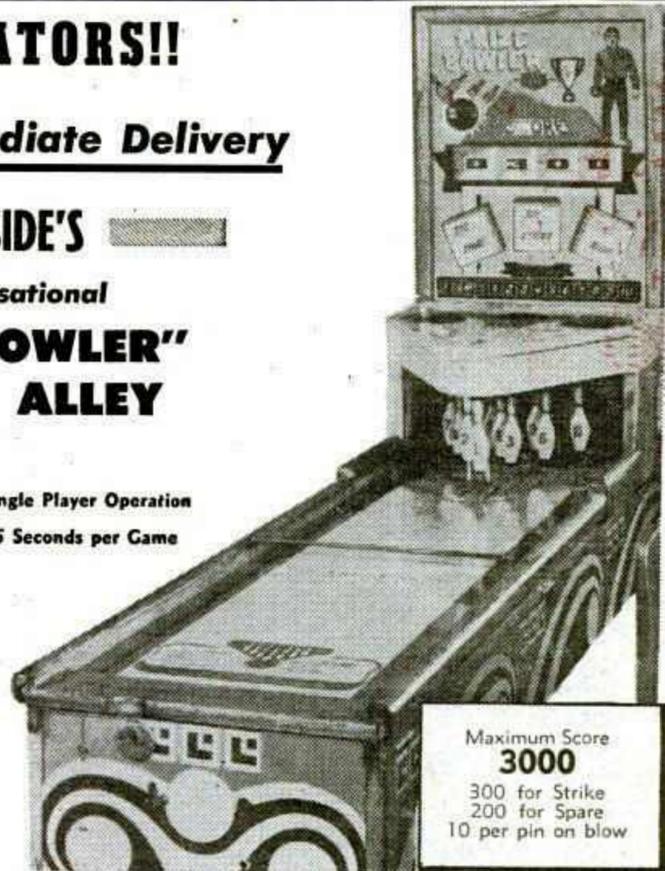
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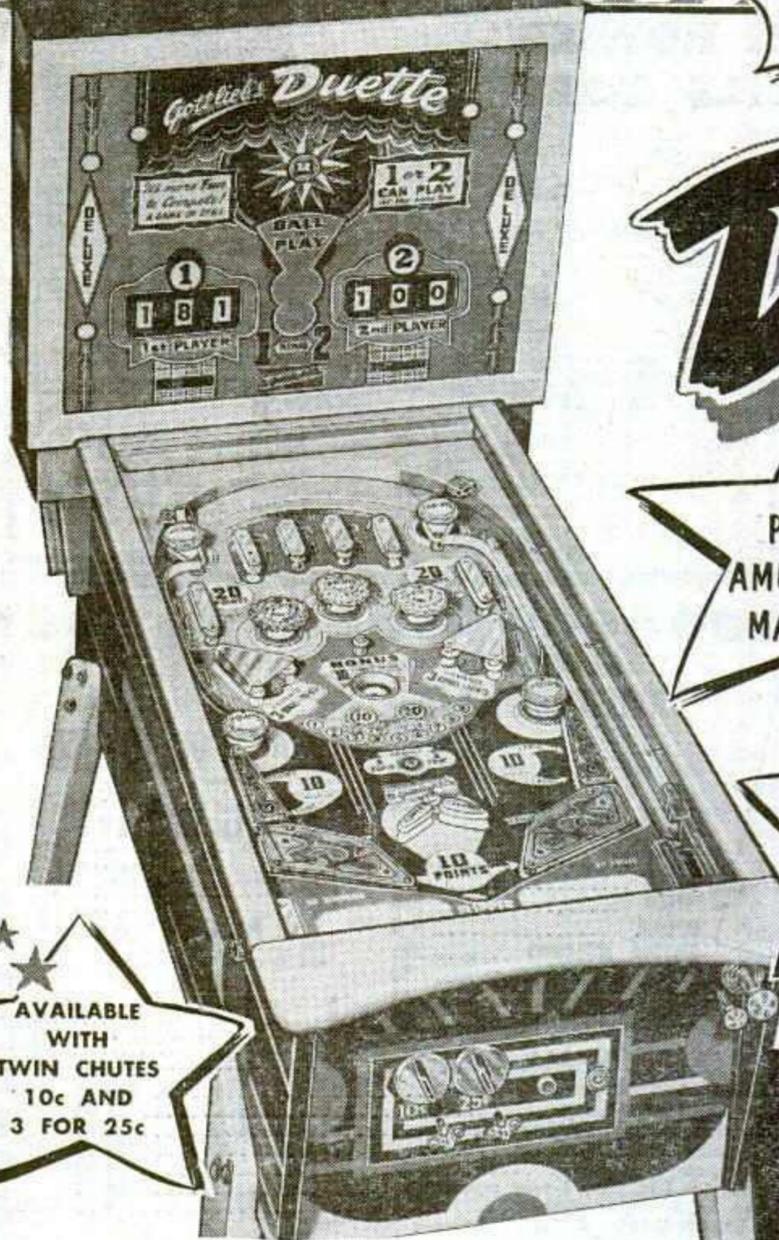
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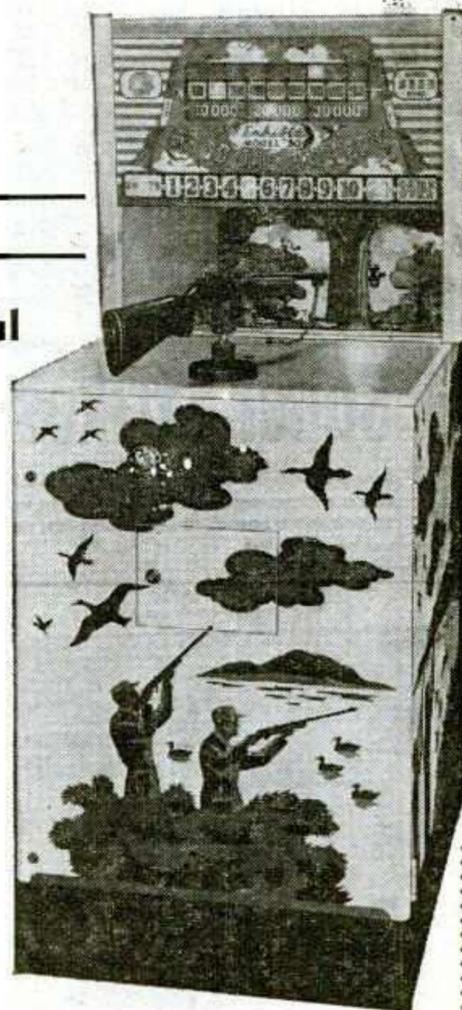
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Spot Life	75.00					Evans Bat-a-Score	143.00
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Get. 3-Way Grippers	20.00					Twin Shoe-Shine	150.00
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Three-of-a-Kind	18.50					Wm. DeLuxe Baseball	350.00
Wizard, \$1	20.00					Bat-A-Score Sr.	45.00
<b>TERMS:</b> 1/3 deposit with all orders, balance C.O.D.						Ex. Del. Post Card Vendors	50.00
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BEACH CLUB	270
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YACHT CLUB	135
ATLANTIC CITY	95
JOHNSON FAREBOX COIN COUNTERS, slightly used, like new	175

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NEW—UNITED CLIPPER		
NEW—BALLY GOLD MEDAL BOWLER		
NEW—BALLY BLUE RIBBON BOWLER		
NEW—BALLY BULL'S-EYE		
NEW—BALLY GAYETY		

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WURLITZER	SEEBURG	AMI
1500A .....\$495	100-C .....\$585	D-80 .....\$395
1500 ..... 375	100-B ..... 545	E-12 ..... 595
1400 ..... 325	100-A ..... 335	ROCK-OLA
1100 ..... 135		1434
1015 ..... 95		ROCKET ...\$320

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BALLY MOON RIDE	\$450
MISS AMERICA BOAT	\$295

Largest Stock in World of GUARANTEED KIDDIE RIDES  
Bally Champion Horse  
Bally Space Ships  
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UNITED BONUS DELUXE—NEW—CALL COLLECT	
EXHIBIT 500—NEW—CALL COLLECT	
United Carnival	\$385
Exhibit Sportland	385
Exhibit Star	295
Exhibit 22 Shooting Gallery	225
Exhibit Jungle Gun	195

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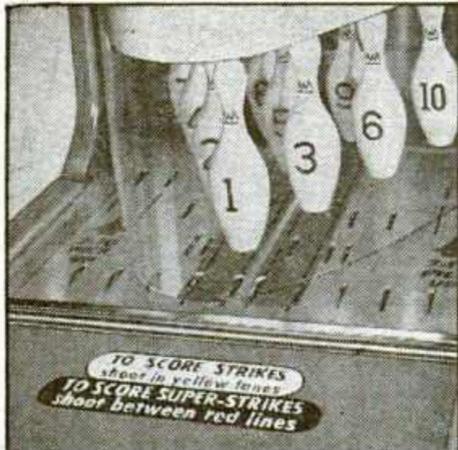
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Installed in 15 minutes—**\$9.95** ea.  
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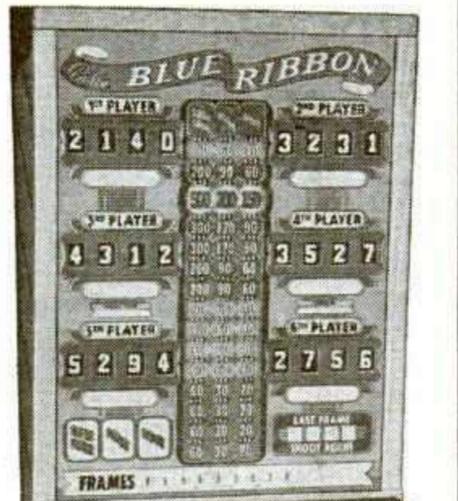
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**SAY YOU SAW IT IN THE BILLBOARD!**



## Super Strikes

Super-Strikes (see instructions on playfield pictured above) score up to 500, get plenty of "practice-play" as players try again and again to improve their skill in straight-lining the puck between red lines.

# New Bally bowlers combine greatest bowler features with new BONUScore play-booster



## Speed CONTROL

SUPER STRIKE	90	60	40
STRIKE	200	90	60
SPARE	150	20	15
90	120	90	
300	120	90	
200	90	60	
200	90	60	
90	60	40	
90	60	40	
90	60	40	
90	60	40	
90	60	40	
60	30	20	
60	30	20	
60	30	20	
60	30	20	

Player controls speed of puck-shot—not too fast, not too slow—for highest scores. If shot is too fast, light shoots up to top of backglass, indicating 90 for Super-Strike, 60 for Strike, 40 for Spare. If shot is too slow, light remains in lower 60-30-20 section. Good speed-control stops light at 200-90-60 or 300-120-90. Perfect speed-control permits player to ring up 500 for Super-Strike, 200 for Strike, 150 for Spare. Speed-control skill plus aim skill results in greatest play-appeal and record-breaking earning-power.

YOU get the greatest combination of money-making play-appeal ever built into a bowler-game when you get Bally BLUE RIBBON or Bally GOLD MEDAL working for you on location. Thrilling SUPER-STRIKE feature...plus popular SPEED-CONTROL and other famous Bally-Bowler features...and the new BONUScore feature that keeps players coming back dime and dime again to improve their skill at "right-on-the-nose" BONUScore speed-control. Up your bowler collections in a hurry with Bally GOLD MEDAL (with match-play) and Bally BLUE RIBBON (without match-play). Order from your Bally Distributor today.



## BONUScore

Perfect speed-control rings up a big bull's-eye BONUScore of 500 for Super-Strike, 200 for Strike, 150 for Spare. BONUScore increases competitive play by increasing last-frame suspense, because BONUScore in last frame can pull a hopeless score up in a hurry. BONUScore also increases practice-play, as players keep shooting to improve their skill at "right on the button" BONUScore speed-control.



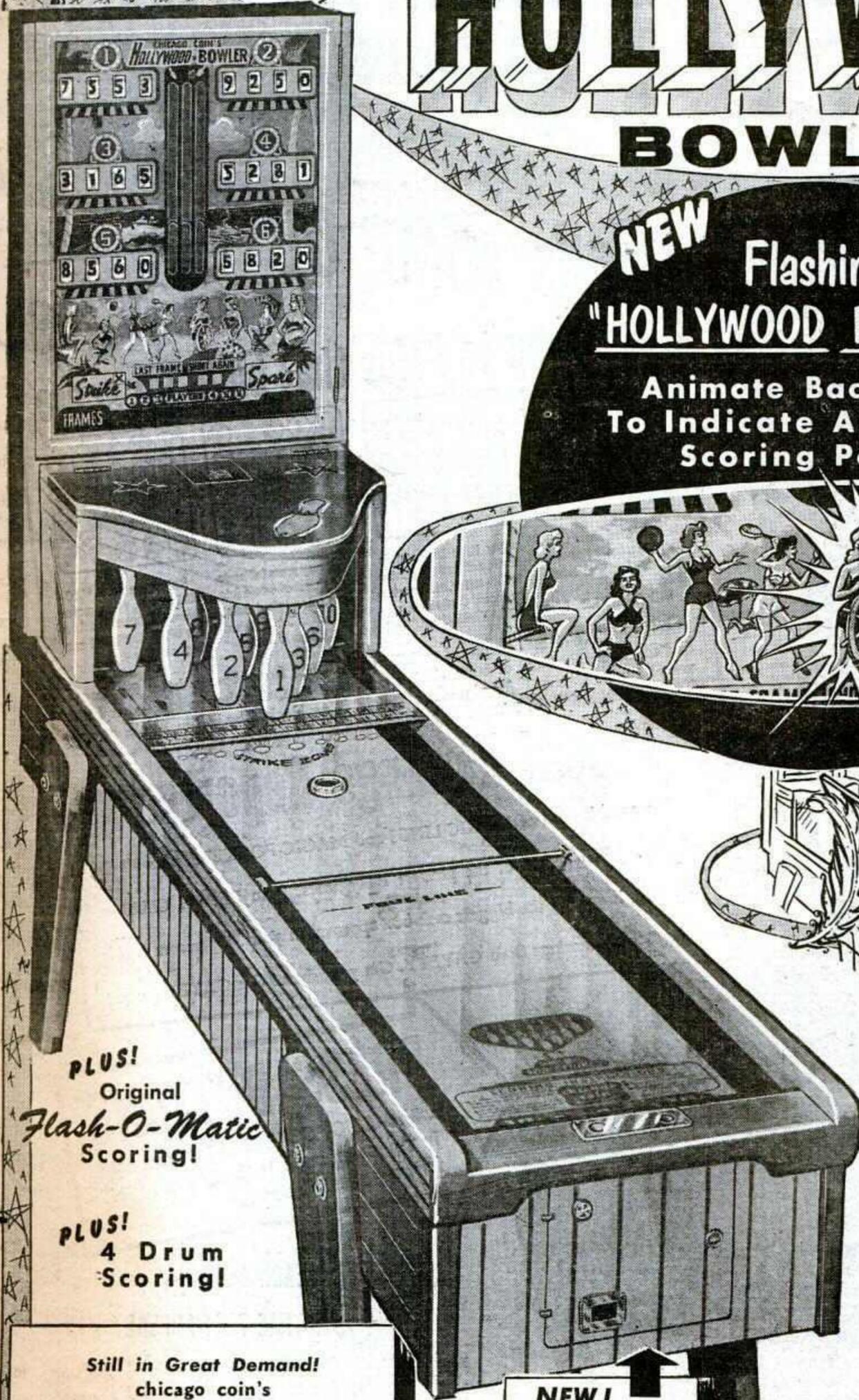
Light-up scores with speedy totalizing. Club-styled cabinet. 10 frames adjustable to 5 frames. 7-10 pick-up. Last-frame feature adjustable to allow player to keep shooting as long as he scores Strikes or Super-Strikes. Genuine Formica playfield with rich maple pattern. Giant, realistic pins. Hinged pin-hood, doors and playfield with new "easy-up" elevator on playfield. Speedy pin re-set. Quiet operation. Sturdy, trouble-proof mechanism. New "easy-at" relay banks.

# Bally Gold Medal WITH MATCH-PLAY Blue Ribbon WITHOUT MATCH-PLAY

BALLY MANUFACTURING COMPANY—2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

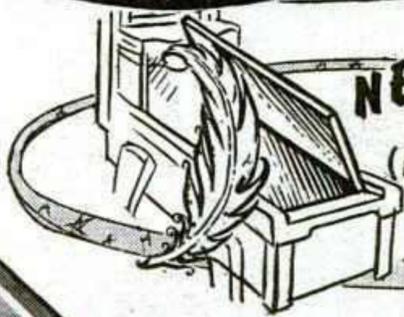
**ACTION!...  
SUSPENSE!...  
THRILLS!...** **chicago coin's**

# HOLLYWOOD BOWLER



**NEW** Flashing  
**"HOLLYWOOD BEAUTIES"**

Animate Back Glass  
To Indicate Additional  
Scoring Points!



**NEW**  
Playboard  
(Feather Touch)  
"Power Lift"

**NEW**  
Larger Than Ever  
**GIANT SIZE**  
Scoring Features!

**NEW**  
Additional  
Multiple Score  
Adjustment Features!

Individual Player  
Point Scoring System!

**PLUS!**  
Original  
**Flash-O-Matic**  
Scoring!

**PLUS!**  
4 Drum  
Scoring!

Still in Great Demand!  
chicago coin's

## TRIPLE STRIKE BOWLER

- Features Galore . . .
- ★ Triple Strike Bonus Scoring!
  - ★ Flash-O-Matic Scoring!
  - ★ Extra "Bonus" Scoring!

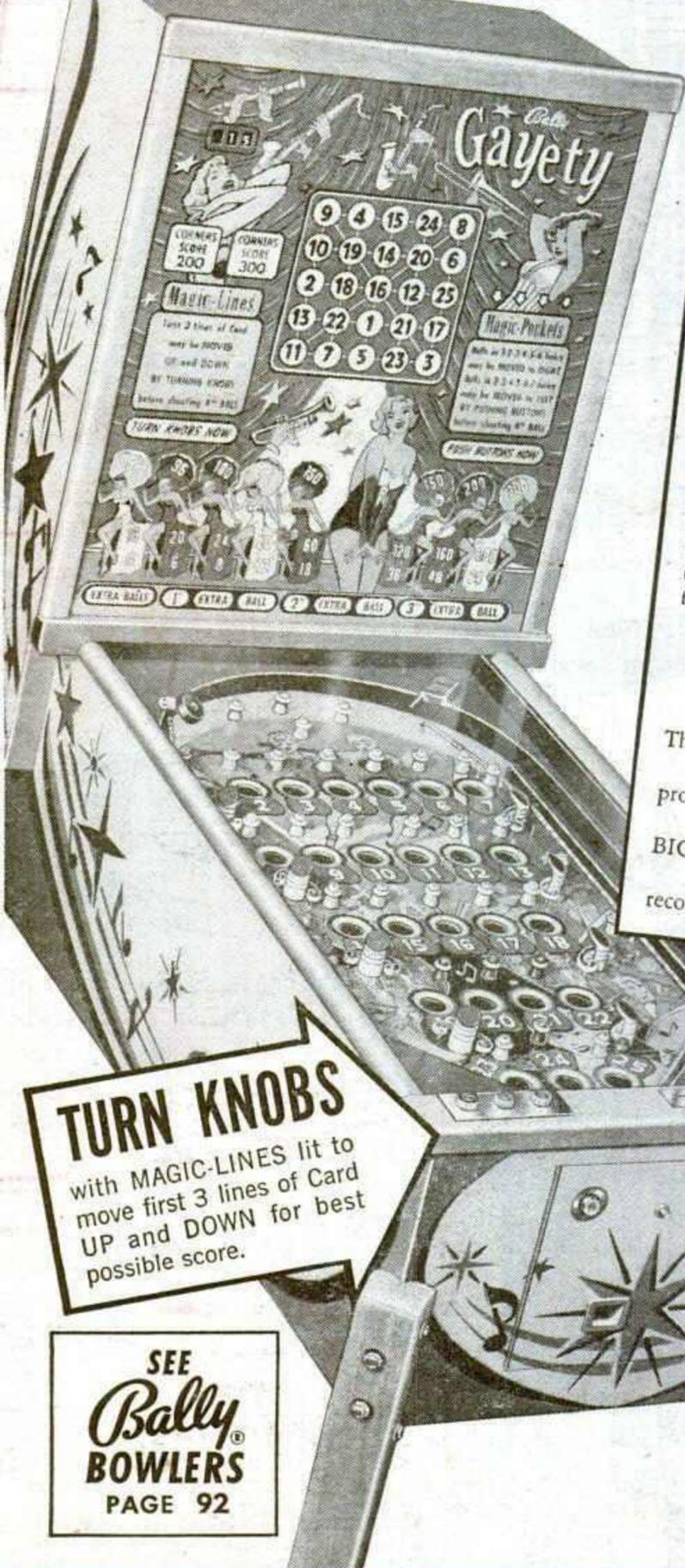
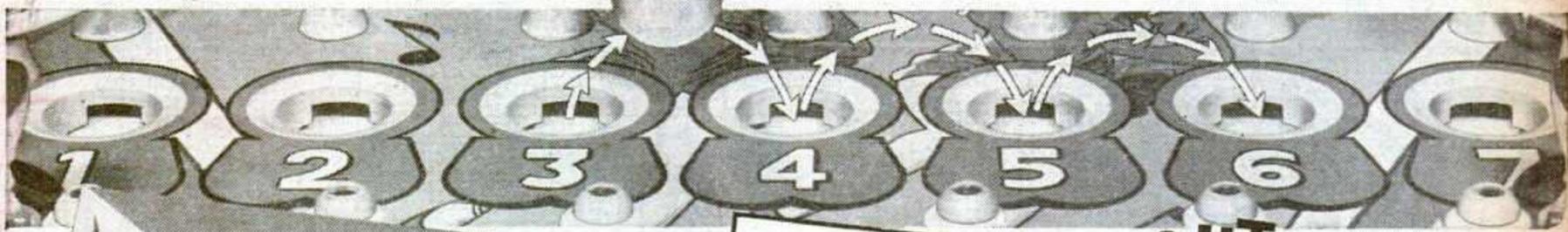
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National  
"Slug Rejector"  
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POPULAR **Magic-Lines** PLUS AMAZING NEW **Magic-Pockets**  
**MORE FUN FOR PLAYERS MORE PROFIT FOR OPERATORS!**



**Balls JUMP OUT** of holes and jump to holes that build up score



GAYETY Card above shows that player has lit 3 numbers by skill-shots into 3-hole, 6-hole, 10-hole. With MAGIC-LINES lit player turns knob, moves first line of Card UP, placing lit 10 in corner, as illustrated by second Card above. With MAGIC-POCKETS lit player may press button to kick ball out of 6-hole into 5-hole, then into 4-hole, while ball in 3-hole jumps to 2-hole, then to 1-hole. Returning to MAGIC-LINES knobs, player moves second line DOWN and third line UP, scoring 10-4-1 as a diagonal 3-in-line.

MAGIC-POCKETS may be played to RELEASE BALLS from top-row holes for down-field action. Simply shoot or button-kick a ball into 1-hole, then button-kick other balls toward 1-hole. Then balls jumping out of 2-hole, being blocked by ball in 1-hole, escape for down-field action. Or 7-hole may be blocked to release balls out of 6-hole.

**Record Earnings Reported**

Thrilling combination of MAGIC LINES and MAGIC-POCKETS, plus all the profit-proved play-appeal of the greatest Ballygames, from BEACH CLUB to BIG-TIME, is getting the biggest cash-box approval in years. Operators report record-smashing earnings from GAYETY. Get your share! Get GAYETY now!

**TURN KNOBS** with MAGIC-LINES lit to move first 3 lines of Card UP and DOWN for best possible score.

**PRESS BUTTONS** with MAGIC-POCKETS lit to move balls in top row of pockets to LEFT or RIGHT for best possible score.

SEE **Bally BOWLERS** PAGE 92

FAMOUS **BEACH CLUB** **BIG-TIME PLAY-APPEAL**

Popular In-Line Scoring with guaranteed Advancing Scores . . . 200 and 300 Corner-Scores . . . Spot-Numbers . . . Extra Balls . . . plus MAGIC-LINES and MAGIC-POCKETS insure strongest play-appeal and biggest earning-power. Get going with GAYETY now!

**Bally GAYETY**

BALLY MANUFACTURING COMPANY

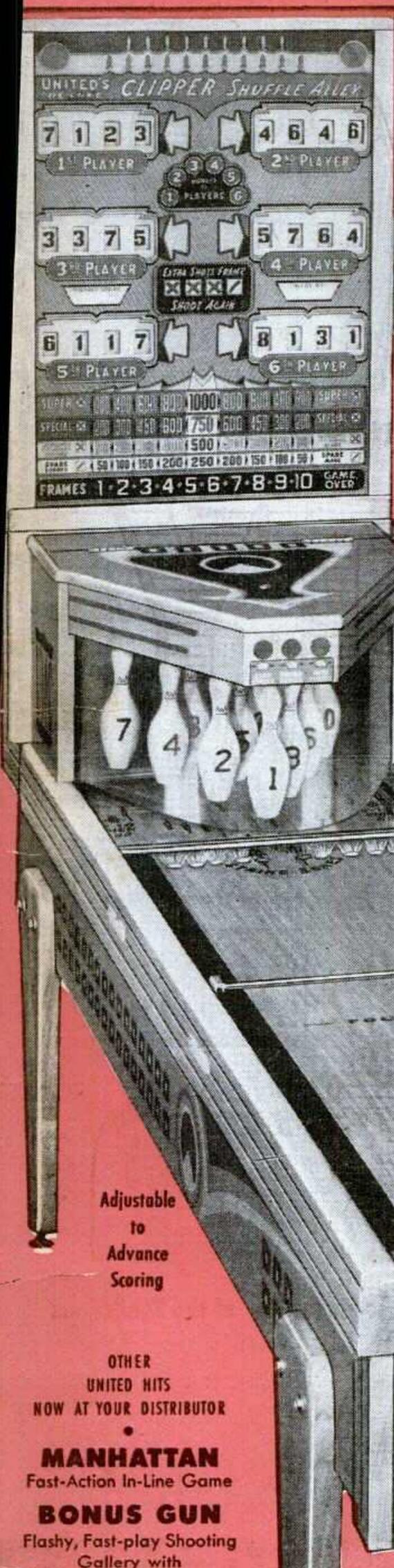
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**MATCH-A-SCORE**  
 ✿ **DOUBLE CLOVER** ✿  
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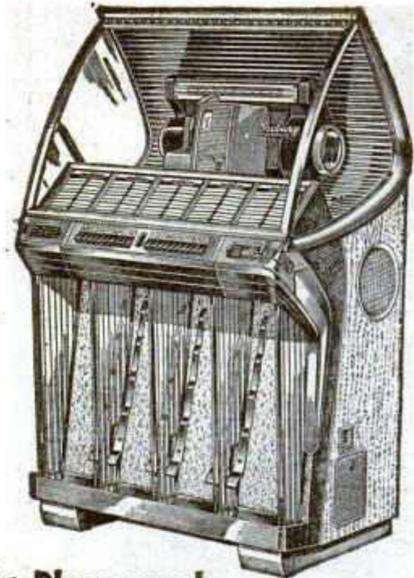
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6-PLAYER  
Extremely Quiet



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CLIPPER SHUFFLE ALLEY ALSO AVAILABLE IN REGULAR MODEL WITHOUT MATCH-A-SCORE

# HIGH



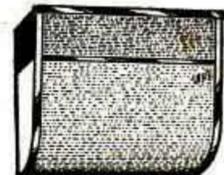
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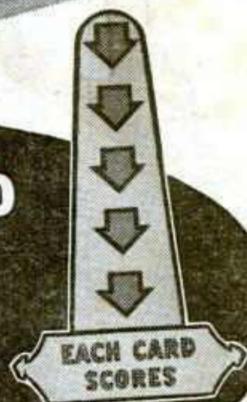
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PLUS  
GUARANTEED  
ADVANCE SCORE**

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PANEL**



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50 VOLT CIRCUIT  
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LITE-A-NAME  
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FLASHY, FAST-  
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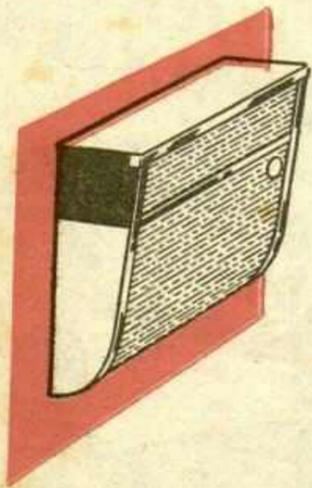


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