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U. S. Juke Boxes Join The Internat'l Set

\$10,000,000 in Exports Makes Music Machines a Byword in 40 Countries

By BOB DIETMEIER

CHICAGO, April 23.—The juke box, once considered an inalienable product of U. S. culture, has gone international.

Recorded music, via the juke box, is rapidly growing to major proportions in the entertainment of people around the world.

U. S. music machines are currently spinning recent pop, jazz and rhythm and blues tunes from the U. S. and the latest domestic releases in countries in Europe, the Far East and South America.

40 Countries

The current boom in the world market for U. S. juke boxes provides graphic evidence that millions of the world's citizens in some 40 countries are enjoying the pleasures of recorded music.

In 1950, coin-phonograph exports hit \$1.8 million, an increase of more than 300 per cent above annual volume a decade earlier.

But in 1953 volume topped \$6 million and last year it went over \$10 million.

In 1953, 14,089 juke boxes were shipped from this country. Last year 21,683 machines were exported.

U. S. Export Output

Another interesting indication of the unprecedented growth of the foreign market for U. S. juke boxes is found in total juke box production figures for last year.

Altho the domestic market absorbed fewer machines last year than in 1953, the export market increased, accounting for an estimated 16 per cent of the total production last year compared with slightly more than 10 per cent a year earlier.

It is certain that if the export market keeps expanding at its present rate, it will soon account for a major share of the juke box industry's total output. One manufacturer's optimism prompted him to express privately that he expects his firm's overseas market to equal his domestic market in the next 10 years.

Biggest Buyers

What countries buy U. S. juke boxes? Last year, West Germany, Belgium, Venezuela, Canada and Colombia were the biggest buyers in that order, accounting for about

Europe's Just Like Home!

PARIS, April 23.—If you like juke box music, you'll love Europe. It's as popular on the Continent as it is in the United States.

And you can have variety, too. While locations in the U. S. have a choice of four different machines, European spots are currently being sought by no less than 15 juke box manufacturers.

It's getting so that you can't tell a juke box without a score card. One is as apt to find a French, Danish or American juke box in Germany as well as an English, German or Belgian machine in France. The only difference is the music itself—it's just like back home, high fidelity and all.

70 per cent of export sales. Mexico, Netherlands and Cuba were big buyers, too.

France and Switzerland both made hefty purchases in 1954, as did the Central American countries—Salvador, Nicaragua, Panama. Nominal importers included French Morocco, Tangier, Belgian Congo, Sweden, Norway, the Azores.

Even the Korean Republic accounted for at least four machines last year for \$3,375.

Western Germany has shown unbelievable growth in not only U. S. juke box imports, but in manufacturing their own machines. In 1953 West German buyers took \$209,573 worth of U. S. juke boxes. Last year they bought over \$2 million worth.

German Makes

The Wiegandt-Automaten, Berlin, producers of the Diplomat, a 100-selection machine, and Theodore Bergman & Company, makers of the Symphonie, a 40-selection unit, are the two top German juke box manufacturers today. Both machines play 45 r.p.m. disks (overseas shipments of U. S. juke boxes lean heavily to 45's).

Current plans call for exporting

(Continued on page 87)

SHOW BUSINESS GOOD BUSINESS FOR BOOK FIRM

NEW YORK, April 23.—Show business, as a literary subject, is paying off these days. Simon & Schuster, one of the bigger publishers, reports that its three current top sellers deal with show business, and about eight more will be published within a year.

Topping the list at present, in this order, are "Gertrude Lawrence as Mrs. A." by Richard Aldrich; "Have Tux, Will Travel," by Bob Hope, and "Life With Groucho," by Arthur Marx.

Last week the company issued Steve Allen's "Bop Fables" and Paddy Chayevsky's "Television Plays." In May it will bring out Wally Cox's "Mr. Peepers" and Walter Kerr's "How Not to Write a Play."

In the fall, S.&S. will publish George Burns' autobiography, "I Love Her, That's Why" and, in conjunction with T. B. Harms, "The Jerome Kern Song Book."

Others to come next winter are a Jackie Gleason bio by Jim Bishop, and another Steve Allen tome, "The Funnyman."

S.&S.'s "Fireside" series, the Rodgers and Hart and Cole Porter "Song Books" and the fairly recent "Golden Song Book" have been consistently good sellers.

TV Film's 'Ramar' To Brave Jungles in Boston for 5 Years

WNAC's Deal for Lions, Tigers Questions Bull to Bear M'kt Issue

By GENE PLOTNIK

NEW YORK, April 23.—This week WNAC-TV in Boston signed to carry the TV film series "Ramar of the Jungle" for the next five years, not only the 52 episodes already produced but also any further episodes that may be made in the future.

The station's long-term commitment to this one series, which will cost it about \$100,000, is doubly interesting in view of the fact that the show has actually been on the market for two and a half years and has already been playing in Boston on another station.

Bull to Bear?

Thus, in an industry which has its share of pessimists who claim it is changing from a bull to a bear, there are some properties that are demonstrating remarkable staying power.

"Ramar," in its two and a half years, has grossed over \$2,500,000, according to its distributor's estimate of present firm contracts. Making due allowance for production and distribution costs, the

show's net profit so far can be estimated at comfortably over \$700,000. On top of this is an estimated \$30,000 in royalties from merchandise licenses issued in the past year. In addition, there's some money from world-wide distribution of four theatrical features made out of the TV series.

Books Open

The interesting aspect of this ledger is that the books are still open. The present sales contracts on the show carry various options which in themselves represent a potential of at least another \$250,000 in earnings. If WNAC-TV, Boston, picks up another 26 episodes, still unproduced, its payment on the five-year contract will go up about \$75,000.

According to present plans the next 26 episodes will go into production in the fall.

It all started in 1952 when motion picture executive Leon Fromkess noted that jungle movies hardly ever lose money. So he put together some vivid jungle footage and a handsome leading man (Jon Hall) in a pith helmet. And the result is a show that played on over 100 stations this week, made its 21st rerun on at least one of these stations, and it's still the only jungle show on the TV program market.

Started 1952

In June, 1952, Fromkess formed Arrow Productions and started shooting the first 13 films in the series. In October he made his first sale, to KTTV, Los Angeles. In December he began shooting the second group of 13 episodes and he opened a sales office in New York.

In the early months of 1953 Arrow's small sales corps, by some leg work and many phone calls, sold the jungle show to a few sponsors and several stations. In six major markets, the 26 films were sold to stations in unlimited-play deals running 18 months to two years. On the strength of such a deal, WFIL-TV, Philadelphia, began showing "Ramar of the Jungle" (Continued on page 8)

Milk Drinkers Go for 'Ramar'

NEW YORK, April 23.—The reason for the staying power of "Ramar of the Jungle" is illustrated by the job it did for one of its small-market sponsors, Petan Dairy Farms of Santa Barbara, Calif. The milk company ran a doll contest on "Ramar" in which viewers had to recommend new home delivery customers to get the prizes.

After the first three airings the dairy nabbed 200 new customers. After another five, it had a total of 400. Each such customer represents \$20 monthly to Petan. Thus, the "Ramar" contest resulted in \$8,000 in new business monthly. The show cost Petan \$250 a week, or \$2,000 for the run of the contest.

NEWS OF THE WEEK

J. C. Penney May Enter Record Retail Business . . .

The J. C. Penney chain is mulling the possibility of adding record departments in its outlets. Move by the giant chain would spur similar action by other syndicate operations. Sears, Roebuck, meanwhile, is deep in a disk expansion program. . . . Page 18

TV Film Distributors Say They Are Ready For Any Investigation . . .

TV film distributors, as indicated by a survey this week, are prepared to tell the FCC, if it makes a study of the industry, or any of their critics, that they are not ducking any of their responsibilities implied by their participation in an industry operating by government franchise. Most of the distributors queried were amenable to the idea of forming a trade association. . . . Page 5

Entry of Hollywood Majors Into TV Films Will Help the Industry . . .

Entrance of major picture companies into TV film indicates further growth of the medium rather than a battle between them and the independent film producers. Networks are also said to be moving toward active film production. . . . Page 2

Federal Court Gets Jurisdiction In Mechanical Royalty Case . . .

Attorney Julian T. Abeles wins precedential legal decision establishing that Federal Court has jurisdiction in cases involving non-payment of mechanical royalties to music publishers. Heretofore considered as breach of contract and under jurisdiction of State Courts, Abeles argued the mechanical license is an extension of the Copyright Act. Treble damages under federal law indicates stronger protection for publishers. . . . Page 19

Big Foreign Markets Welcome U. S. Automatic Coin Machines . . .

Coin machine firms around the globe size up the present market for juke boxes, vending machines, amusement games. Predict a great future. . . . Page 86

Failure of Cloud-Seeding Relief to Outdoor Events . . .

Outdoor shows, sports and similar events de-

pendent upon the weather need no longer fear man-made interference. The report of a study this week showed that cloud-seeding was a bust and scientists won't be able to deluge attractions (or farms and reservoirs) at will. . . . Page 51

Juke Box Operators Eye Background Music Field . . .

A nationwide survey conducted by The Billboard reveals music operators thinking on background music, problems they have encountered and the future they see for it. Eleven per cent are already in the background business—22 per cent plan operations. . . . Page 74

California Fair to Spend \$85,000 on Grandstand Show . . .

The contract for the 11-day grandstand show at the California State Fair, Sacramento, is awarded to Russell Lewis and Howard Young of New York and Hollywood, who bid \$85,000. The show, split over fair's run, will have Will Rogers Jr. as emcee and be headed for several days apiece by Gordon McCrae, Jeanette McDonald, Paul Whiteman and one other name. . . . Page 51

Park Association Makes It Easy For Members to Use TV . . .

TV Film clips produced especially to aid amusement parks in their video advertising will be made available to member organizations for a nominal fee by the National Association of Amusement Parks, Pools and Beaches. . . . Page 51

DEPARTMENT AND FEATURES

Amusement Games	90	Magic	50
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NO KNOCK-DOWN, DRAG-OUT

Entry of Majors, Nets Into Vidfilming a Sign of Growth

By BOB SPIELMAN
HOLLYWOOD, April 23.—Entry of major motion picture companies and networks into television film production indicates further growth of the industry rather than a knock-down, drag-out battle for survival between them and independent producers. This is the belief of both producers and net executives.

That the nets are moving closer toward the plunge into film production is evidenced by the fact that NBC-TV already has architects' drawings of a possible film production center at their 49-acre Burbank lot and is working on cost estimates and engineering problems that would be involved. The net estimates that, with its telefilm outlay at \$20 million a year, it could save \$2 million annually by going into production itself.

John West, NBC vice-president, thinks that the net may construct as many as three stages for filming, altho no definite decision as to this

and further development of the Burbank property will be made for some time.

At ABC chief engineer Frank Mark completed his survey of the Television Center (The Billboard, April 23) this week and planned back to New York to make his report on filming possibilities.

It is perhaps for this reason that the nets are regarding the entry of the majors into TV film with a lukewarm attitude. Despite much negotiating, which, in the case of NBC has included talks between President Sylvester (Pat) Weaver and execs at Paramount, M-G-M and 20th Century-Fox, and, in the case of CBS, between Vice-President Harry Ackerman and the latter two film organizations, none of the two nets has concluded a deal with the majors directly. The hour-long Fox anthology that will appear on CBS was placed there by General Electric, while "My Friend, Flicka" was sold thru GAC.

The majors, in the meantime, are combing the TV film field for producers, directors and other creative personnel who have had experience in television, with most top independent producers and directors having already been contacted by either TCF-TV Productions, the Fox subsidiary, or Warner Bros. as to their availability.

That independent producers have not been too impressed with the overtures so far is due substantially to the fact that, tho they may not own the show themselves, they nearly all have participation deals and are not particularly anxious to sign a straight-salary pact. On the other hand, the majors—and the nets later on—are bound to cut into the talent pool, a fact which is expected to have considerable effect on the price structure, driving costs upward.

West, pointing out that net programming still consists of only 25 per cent film, predicts a major expansion in the use of vidpix by the webs. NBC is looking actively for new product and, on this basis, certainly welcomes the addition of the majors as producers.

On the other hand, Frank Cleaver, formerly a motion picture executive and now in charge of new program development at NBC, believes that the most important asset that the majors can offer TV is their star talent, and this they are not doing. With this opinion Harry Ackerman concurs.

Altho it is not generally known
(Continued on page 10)

Colgate Show Goes To Esty, York Pix

NEW YORK, April 23. — The Colgate-Palmolive Company this week bypassed NBC-TV again and delegated the production of its live Sunday night hour show to York Pictures Corporation and the William Esty Agency.

The agency will be in a stronger position than its predecessor, Ted Bates, which took the production of this season's show on its own shoulders and suffered the consequences. Should York Pictures commit an error, Martin and Lewis will be on hand to give the answers.

York Pictures is a subsidiary of Paramount Pictures set up to produce and distribute films made by Dean Martin and Jerry Lewis. Their profit participation in the firm is substantial which is the reason it was formed. It may be expected that Martin and Lewis will take an active hand in producing the show for Colgate, in addition to making four or five appearances during the season.

Para Plugs

Paramount will throw its shoulder to the wheel and give the Colgate show first crack at its best properties. Film clips from top new product will be showcased, and also in the cards are several shows built entirely around new films produced by the company.

Como Variety Show Nearing NBC Sell-Out

NEW YORK, April 23.—For the last several weeks a bridesmaid but never a bride, Perry Como this week moved closer to being joined with the five sponsors who will bankroll his Saturday night show on NBC-TV. The latest line-up of Como clients includes Tums, Kleenex, Sheaffer Pen and Noxema. Each of these is buying one-third of the show every other week.

The last third of the stanza to be sponsored on a weekly basis is under option until Monday to Chesterfield. Como's longtime sponsor. If Chesterfield does not pick up the singer, the network already has an order in from another bankroller. The Como show will be variety and will be programmed 8-9 p.m.

This was done this week by Arthur Godfrey, whose Wednesday night show was all about "Strategic Air Command," the latest Paramount release which was produced in Vistavision, its new wide-screen process. This would bring to the Colgate show many free lance players who are not under Paramount contracts but would be available to plug their pictures.

A big name emcee, as yet unselected, will host the Colgate show which will be seen three out of four weeks every month. The show's budget will be upped considerably next season, probably running to between \$75,000 and \$100,000 per program. Colgate will most likely use "The Big Pay-off" as a summer replacement for its current show.

Rogers on Net, Re-Run in Fall

NEW YORK, April 23.—Another nighttime network show will be in re-run next season at the same time it is playing first run on the web. General Foods is shopping around for the half-hour Saturday morning network period for re-runs of the Roy Rogers TV film series next fall.

ABC-TV Blast Touches Off Spot-Booked Vs. Net Battle

By JACK SINGER
NEW YORK, April 23.—A blast that ABC-TV recently delivered against film syndication's ability to do an effective job for advertisers has brought on a widescale battle on the merits of nationally spot-booked film vs. network film programming.

As a result, the long-standing conflict between network adherents on the one hand and those who maintain that national spot can do a better job for national advertisers has again hit the limelight.

The new fight was started by a broadside that ABC-TV fired in the form of a research bulletin that took issue with the effectiveness of syndicated film when compared to network film shows. ABC's challenge has been taken up by the Station Representatives' Association, which has issued its own research report blasting ABC's stand.

SRA's report maintains that "spot is far superior." ABC, it was learned, is now in the process of preparing a more comprehensive report backing up its claims released in its initial research bulletin.

Rating Quotes
ABC's preliminary report claims that "film properties on network generally enjoy much better ratings than films cleared on a spot basis." The report cites as an example the ratings of three "of the

top syndicated films"—"Mr. District Attorney," "Meet Corliss Archer" and "I Led Three Lives." It compares the February American Research Bureau ratings of these shows in eight top markets with the ratings that three "average" ABC-TV films—"Rin Tin Tin," "Ozzie and Harriet" and "Danny Thomas"—get in the same markets, New York, Chicago, Los Angeles, Philadelphia, Detroit, Boston and Washington.

According to the ABC report, the median rating for the three syndicated film shows in these markets is 11.8, while the median for the network shows is 19.2.

SRA, arguing that ABC's report does not "list all the syndicated films, nor all the network films," cites examples of other highly rated syndicated shows in these markets, as well as in other markets. It concludes that "there are syndicated shows that far outstrip network live shows and network film shows in audience, and vice versa."

Better Time
SRA further maintains that if stations put more syndicated films into better time periods, the syndicated product would do vastly better.

"Some of the independent film production that is now going to network would go on a spot basis, because the advertisers would be

SO-WHO NEEDS A SPONSOR?

'Winky Dink' Merchandising Alone Yields 50G Annually

NEW YORK, April 23.—Sponsor? Who needs a sponsor? Sometimes you can do all right by merchandising the show instead of selling it.

"Winky Dink and You," the Jack Barry emceed kiddie show on CBS-TV Saturday and Sunday mornings, is understood to have earned in the neighborhood of \$50,000 in merchandise royalties in the past year, and it doesn't have a sponsor. The show is co-owned by Barry, Enright & Friendly, the producer and CBS-TV. It is understood that they split royalties 50-50.

The licensing of Winky has so far been very conservative. With the release of more items in the year ahead, the potential revenue will be even greater.

In the one year since Winky Dink kits were put into stores, sales have passed 2,600,000. There are actually two sets, the "Air kit," which sells for 50 cents, and the "super kit," for \$2.50.

Winky has also been put on paint sets, and in the first two months sold 80,000. Next week, Ideal Toy will start its factory run

on a Winky inflatable doll, which will retail for \$1. Next fall, Standard Toycraft Products, which makes the kits and paint sets, will release a Winky modeling clay set.

Decca Recordings
Also, the two Winky Dink recordings, which give art instructions with music, are said to be among Decca's biggest sellers in the children's field.

Merchandising experts ascribe the phenomenal success of the character to the fact that the kits are not only plugged right on the show but are an essential element in the kids' enjoyment of the program.

Meanwhile, the producers have also succeeded in making overseas sales of the show. On YVLV-TV, Caracas, Venezuela, the show appears twice weekly, 6-6:30 p.m., "Winky Dinky Yo." The Spanish Jack Barry is a local personality, Fidias Elias. The Venezuelan version uses the scripts and animated sequences of the U. S. show.

And, in Caracas, where there are only 35,000 TV sets, the show is sponsored by Sears, Roebuck.

Toni in Snarl Over Fall Programming

NEW YORK, April 23. — The Toni Company is in the midst of wrestling with several knotty TV programming problems. The firm has not had an overly successful season this year in video and must reshuffle its properties almost completely for next fall.

Toni has already dropped Saturdays 8:30-9 p.m. on NBC-TV where it sponsored "So This Is Hollywood," a film show which never got off the ground in terms of ratings. It is also a good bet to end its alternate week sponsorship of Tony Martin on the same web, Mondays 7:30-7:45.

The advertiser also has its problems with "People Are Funny," Sundays 7-7:30 at NBC. The network wants to move the show to another time period so as to make

way for a kiddie show which would inherit the considerable following built up by Roy Rogers. "People" hasn't done as well rating-wise as was expected this season.

The only current Toni buy that seems fairly secure for next season is its sponsorship of the 8-8:30 p.m. segment of "Arthur Godfrey and His Friends" on CBS-TV. But that depends on whether or not the character of the show changes and on the unpredictable future of Godfrey in nighttime TV.

So the advertiser must find both shows and time periods for next season. And with its competitors well prepared for the struggle for next year's audiences, it must come up with strong programming to match their efforts. Revlon already has bought an expensive quiz show, "The 64,000 Question," for its Tuesday night 10-10:30 time period and has half of "Public Defender," which will be cancelled and replaced. Hazel Bishop has bought Dunninger and "Place That Face" and will continue to half-sponsor "This Is Your Life" on NBC.

What Toni will buy is not known, but if its previous track record is any indication, it is in the market for a low cost quiz show. It has had some success with such properties.

vertiser greater prestige than does a spot show.

7. Network advertisers obtain widespread publicity-promotion services from the network staffs.

8. Network shows are rated more extensively and frequently than are spot shows, thereby enabling advertisers to evaluate their network show better than they could spot programs.

SRA combats these claims by pointing out:

1. Spot provides an advertiser with more flexibility in his use of commercials than does a network show.

2. "Merchandising locally is better than merchandising nationally," but, in any case, merchandising is not an important factor in advertisers' use of television.

3. The trouble taken in clearing spot stations is well worthwhile.

4. So far as extra costs go, "the latest tabulations show that the same time on the same station, bought on a national spot basis, costs 13.2 per cent less than at network rates. SRA pooh-poohs ABC's claim that the ability to evaluate a network show better than a spot show is important.

5. Network advertisers are not burdened with the necessity of expending time and trouble in clearing stations that a spot advertiser is.

6. A network show offers an ad-

Specs Repaid Sunbeam And Here's the Reason

NEW YORK, April 23. — Sunbeam's phenomenal pay-off for sponsoring the color spectaculars with an estimated 15,000 color sets, at the most, was not done by mirrors or magic. It was done by an in-trade promotion of its color sponsorship, a promotion that whipped up the gratitude and enthusiasm of the dealers and distributors so that the firm's appliances were at an advantage once the customer stepped into the store.

As described by Earl Perrin Jr., of Sunbeam's agency, Perrin-Paus, from the Betty Hutton spectacular last fall right up to the present, Sunbeam organized parties for the dealers and their families at which they are able to see the shows on color receivers.

The parties were organized by each of Sunbeam's 200 salesmen in his own territory. Most often they took place on the premises of the local NBC affiliates, which provided the viewers with a number of color monitors. The parties were also thrown in hotels and theaters. Thus, regardless of the rating the spectacular obtained, the sponsor was assured of reaching his essential audience.

This explains the amazing sale of 1,000,000 Frypans in the past year, a new \$25 item, which is thus in 2 per cent of the nation's homes. Sunbeam is now turning out larger sizes, and other appliance manufacturers are getting on the bandwagon.

This also explains Sunbeam's big buy of the spectaculars for next season. Sunbeam bought half of the specs for September thru December under NBC's new "color spread" plan, which gives the appliance firm dominant identification, since the other halves will be sold in thirds.

Further, the time and talent cost of the specs goes up from \$330,000 to \$420,000, since the station line-up will be larger, and NBC is promising bigger talent.

FCC Sets June 9 Date to File On Fee Video

WASHINGTON, April 23.—The deadline for filing comments on fee television is now postponed until June 9, 30 days beyond the original deadline set by the Federal Communications Commission.

The postponement was authorized by FCC at the request of International Telemeter Corporation, proponent of fee TV. The FCC has already received several comments for and against commercial authorization of toll service, but most of the major protagonists and antagonists are expected to hold off filing of briefs until the deadline.

Latest among briefs filed was one this week from John Reed Kilpatrick, president of Madison Square Garden, recommending that toll TV be tested in a major market and without delay. Kilpatrick contended that there is a trend away from sponsored free home television of special events. Kilpatrick voiced belief that use of toll TV for special sports events would make it possible for "the telecaster and the promoter, with the support of the advertiser, to keep a full program of sports on the air free to set owners."

RESTLESS PEOPLE

Bob Blake, publicity topper for NBC's o&o division and WRCA-AM-TV, will move to CBS as manager of special projects of the CBS-TV press information department on May 31. . . . Doris Storm, former demonstrator for Con Edison's weather show on WPIX, New York, gave birth to a boy this week. Her husband is Frank Jacoby, TV producer-director. . . . Gerald Rubin, who has just returned from active duty with the Judge Advocate General Corps and Army Intelligence, has joined ABC as an attorney in the business affairs department.

George Bristol, director of sales promotion and advertising for CBS radio, has been upped to director of sales presentations for CBS-TV, effective May 2. . . . Louis J. Hummel, formerly an account exec for Crosley Broadcasting in Cincinnati, has joined Free & Peters as TV account exec, working out of the firm's Detroit office. . . . Beatrice Straight, actress, is now exclusively represented by Robert Lantz, Inc., and will appear on the U. S. Steel show on April 26.

Murray L. Goldsborough, former assistant general manager of WHVR, Hanover, Pa., is going to WAAM-TV, Baltimore, as an account executive May 2.

ON BANDWAGON

Video View Shifting to TV Film Biz

HOLLYWOOD, April 23.—The decline of live TV and the practice of kinescoping was pointed up this week when Video View, Inc., kinescope-recording firm for the past several years, decided to enter the TV film field.

The company's one-stage studio has already been utilized to shoot a pilot of "Photography Is Fun," Elbert Walker's 15-minute hobby show. Facilities will be available for rent to outside producers as well as being used for the firm's own entertainment and commercial production.

Video View's prexy, Bradley Kemp, said that the large reduction in live shows had made it impractical for the company to continue operating as a kinescoping outfit exclusively.

ABC, Shuffling Fall Sked, Sees Big Year

NEW YORK, April 23. — The current fluid state of ABC-TV's programming and sales picture was highlighted this week by a series of shuffles in sponsorship and programming patterns of the web.

One major solidifying move was the sale of its last vacant quarter of "Warner Bros. Presents" to Monsanto Chemical. Monsanto's buy of a half-hour alternate weeks gives the web a complete sell-out of the Tuesday night stanza, which bows in the fall. Liggett & Myers and General Electric previously bought a half hour every week and a half hour alternate weeks, respectively.

In other areas, however, ABC execs this week found themselves juggling, shifting and waiting for advertiser decisions that would enable them to juggle and shift some more in order to whip their program schedule into more definite form.

Who Said That?

One move in this direction was made in the Wednesday 9:30-10 p.m. time slot, currently occupied by "Who Said That?" Sheaffer Pen, which owns the time slot, this week decided to replace the show after April 27 with a new panel stanza, "Penny to a Million," packaged by Ed Wolf. Admiral, which alternates sponsorship of "Who Said That?" with Sheaffer, this week decided to drop out of the time slot. Sheaffer's new partner on "Penny to a Million" will be Brown & Williamson, which gobbled up Admiral's alternate week spot.

"Who Said That?" meanwhile will be shifted, starting May 10, into the Tuesday 8:30-9 p.m. period, which will be vacated by the withdrawal of Florida Citrus and its "Twenty Questions" series. Florida Citrus has indicated it would like to come back to the same time slot in the fall. The bankroller last week took an option on "Wyatt Earp," the series that ABC-TV has ticketed for the period. At press time, however, it had not bought the show.

Another ABC advertiser shift this week saw Remington Rand bow out as alternate week sponsor of "Masquerade Party." Remington's spot is being pitched to Noxzema and other bankrollers.

Other Plans

Elgin, meanwhile, at press time, had still not decided whether or not it will renew its "Elgin Hour" stanza. Indications were it would not. In case it doesn't, ABC may consider putting two half-hour

shows into the Tuesday, 9:30-10:30 p.m. spot rather than attempt to sell a weekly hour long dramatic show to be produced by Alex Segal and Herb Brodtkin.

The only two nights on ABC-TV that's fairly well set in terms of sponsors and programming for next season are Tuesdays and Wednesdays. Saturdays, Sundays and Mondays—with the exception of a few time spots — are completely wide open.

Despite this fact, however, there is little doubt ABC-TV's stature and billings this year will soar to record-breaking heights. On three shows alone—"Disneyland," "Warner Bros. Presents" and "Mickey Mouse Club"—the web is slated to bill over \$21 million, a figure that's more than the total billings it pulled in during all of 1953.

75 Affils Back Du Mont on 'Electronicam'

NEW YORK, April 23. — Du Mont this week had received letters from about 75 of its affiliates expressing delight that the network will switch to film next season by use of its new "Electronicam" system. The gist of these letters, according to Du Mont's managing director, Ted Bergmann, was that this system will enable them to carry some programs that they would not have been able to fit into their schedules on a live hook-up.

Bergmann said he expected to issue their facilities rate card for the "Electronicam" next week. Admiral, whose "Life Is Worth Living" bows off for the season next week, has already placed an order to shoot dealer commercials on the system.

Du Mont has tooled three of its studios for live-film production by the new system, as the Tele-Center, the vast Studio 5 and Studio 1 are equipped with the dual camera. So is the Adelphi Theater. Bergmann said they are giving serious study to the syndication possibilities of the shows they will produce by "Electronicam." Nothing definite is set yet, but he indicated the network would probably do its own distribution.

Guild Begins Shooting Ina Hutton Series

HOLLYWOOD, April 23.—Guild Films this week began production here on its fifth new series — the Ina Ray Hutton Show. Producing and directing the 39 half-hour films will be Duke Goldstone, who has performed similar chores on both the Liberace and Florian Zebach shows for Guild.

The Ina Ray Hutton show will be the fifth film series to go into production so far this season. Others are "Brother Mark," "The Goldbergs," "I Spy" and "Confidential File."

The Billboard

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Vol. 67 No. 18

NEWS IN BRIEF

NBC-TV AFFILIATES

MEET IN NEW YORK . . .

Unanimous approval of NBC-TV's past accomplishments and future plans were extended to the web this week by its affiliated stations at a meeting in New York. The web's brass informed the affiliates that starting this summer the network hopes to beam at least four hours of color programming a week. It was also disclosed that "Ding Dong School" and "News Caravan" would be made available to optional affiliated stations not ordered by the sponsors. Other shows similarly being offered to unordereed stations are George Gobel, Sid Caesar, "Today," "Home" and "Howdy Dooddy."

DOUG EDWARDS SHOW

MAY DO REPEAT . . .

In a move to overcome clearance problems, CBS is reportedly planning to provide a split network to sponsors of its Doug Edwards news show. The show would be aired at 6:45 p.m. to stations that could be cleared at that time and again at 7:15 p.m. to stations that would not clear for the 6:45 p.m. airing.

TIDE WATER MAY

EXPAND DALY SEG . . .

Tide Water Oil, which sponsors ABC-TV's John Daly news show three times a week, has not canceled the show, as reported previously. The sponsor, currently picking up the tab in some 20 of the 65 or so markets to which the show is being beamed, is said to be considering expanding its station line-up in the West. However, ABC, it's understood, would not be averse to picking up another advertiser who'd be willing to sponsor the show in more of the markets where it's telecast. The Tide Water Oil contract on the show expires on July 1 unless renewed.

'DEVIL'S THEATER'

SHELVED BY ABC . . .

"Devil's Theater," a Theater Guild package which ABC has been pitching to potential bankrollers for next season, has been temporarily shelved by the web. According to Bob Lewine, ABC's national program director, network hasn't been able to find the right star and is holding off on the show until it does.

MURPHY RETIRES AS

CBS RADIO HEAD . . .

Adrian Murphy, president of the CBS Radio Network, this week resigned to go into retirement. He will be succeeded by Arthur Hull Hayes, head of KCBS, San Francisco. Murphy's decision to retire was rather sudden.

GLEASON RATED TOPS

IN ARB APRIL STUDY . . .

Jackie Gleason has the top-rated television program in the nation, according to information released by American Research Bureau, Washington. ARB, reporting results of its April viewing study, gives the Gleason show the biggest April rating and the No. 1 spot for the first time on ARB's nationwide rating survey. Ed Sullivan's "Toast of the Town" scored the greatest number of individual watchers, becoming the third regularly scheduled program to top the 50 million mark in terms of viewers, Gleason and "I Love Lucy" being the only others to make this figure. ARB's list of top 10 network TV programs by ratings are, in the order of preference: Jackie Gleason, CBS; "I Love Lucy," CBS; "Toast of the Town," CBS; "You Bet Your Life," NBC; "Two for the Money," CBS; George Gobel, NBC; Jack Benny, CBS; "Disneyland," ABC; "This Is Your Life," NBC, and "I've Got a Secret," CBS.

MCA-TV Sets Sales Meet at Atlantic City

NEW YORK, April 23.—MCA-TV will mark a further stage in its growth by holdings its annual convention at Atlantic City—from May 19 thru 21. This is believed to be the first instance of a syndicator holding its annual confab at a resort, tho the practice is common in the motion picture business.

MCA-TV will have on hand all 70 of its salesmen from 22 offices around the country, two of which were recently opened up in Indianapolis and Grand Rapids, Mich. It will announce three or four new shows, one of which may be a rerun. Special films will be shown. They will concern themselves with production facilities used by MCA-TV producers, and probably feature special pitches from film talent that cannot attend. A large number of MCA stars will, however, be on hand.

Wynn Nathan, veepee in charge of the sales syndication division of MCA-TV, states that the convention will not be held just for handshaking, but in order to plan next season's selling. This will be the first time that the entire staff of the organization has gotten together since MCA-TV took over United Television Films.

NON-NET REVIEWS

MPA-TV Readies
39th 'NOPD' Film

By SAM CHASE

This series is unusual in several ways. That it has the full confidence of its producers, MPA-TV, is evident from the fact that shooting is about to commence on the 39th episode, yet only in the past few days has any attempt at all been made to sell it. A regional sale was made immediately in its home territory. It will be a few weeks

N. O. P. D. (TV Film)
Cast: Stacy Harris, Detective Louis Sirgo, others. Producer-writer, Frank Phares. Director, John Sledge. Chief editor, Sylvia Poche. Produced by Motion Picture Advertising Service Company, Inc. (MPA-TV). Distributed by U.M.&M.

(Reviewed at special screening.)

before it is placed on the open market for regional and local sales. It is also the first major effort to be shot in New Orleans.

The initials of the title stand, of course, for New Orleans Police Department. The series is a documentary adventure approach to crime, based upon files of the above-mentioned organization. Only the names of those directly involved with the crime have been changed.

If this reminds anybody of "Dragnet," it should. Producer-writer Frank Phares has made no bones about that stanza being his inspiration for this series. This shows up quickly enough in the average "N.O.P.D." film, the key structural difference being the use of a non-participating narrator rather than the voice of the central character.

Some series go to vast expense to obtain authenticity. "N.O.P.D." has stressed it, and saved plenty in doing so. The series is shot entirely on location at the many colorful and picturesque sites in and around the Crescent City. Jazz, Dixie-style, is usually used as background music. Well-known New Orleans personalities play themselves.

The lead role, Det. Victor Beaujac, is played by Stacy Harris, who played in both the broadcast and movie versions of "Dragnet" and in the AM "This Is Your FBI" series, among others. Producer Phares is an old pro, too, having scripted such stanzas as "Mr. D. A.," "Rocky King," and other network shows.

The inevitable sidekick lends more authenticity, with Det. Louis Sirgo playing the role of Det. John Conroy.

With a mixture such as this, involving professionals and non-pros, one would be entitled to wonder just how palatable the ultimate dish would turn out to be. Well, it's pretty good. It isn't "Dragnet," but then it didn't cost as much as that show to produce, and it can be bought for a lot less too. (New York asking price will be \$1,700.)

Interesting Locales

The locales lend great interest to the pictorial quality, which is generally good. MPA-TV, which handled the physical production, is a 35-year-old firm, with competent and experienced crews and staff.

Harris, playing the lead, does a workmanlike job. Detective Sirgo looks and acts the way one imagines a cop should. The local talent rounding out the casts usually prove surprisingly able to play themselves without self-consciousness.

From an entertainment point of view, one wishes the shows got off to a swifter start. Narration and build-up are a bit long, and the viewer is not gripped by the throat from the opening as he should be. But there is no dearth of action in the body of each show, and some probe motivations more than the average mystery vidfilm series.

Williams Touch

There was a touch of Tennessee Williams, for instance, in one show about a gal, the last of an aristocratic family, who would work for charity but considered it beneath her lineage to hold a job for cash. Her younger sister, who kept the mansion functioning by operating

a gift shop, decided to give up that business in favor of marriage.

Since this would leave the Blanche Dubois-like protagonist without support, she poisoned her sister for life insurance and the proceeds to be realized from sale of the shop. It was an excellent story, well done.

In all, the series should prove of special interest to the smaller sponsor who is looking for a less expensive property with established values.

'Request Performance'
Uses 2 Series Reruns

Kodak's Request Performance (TV Film)
Cast for "Afraid to Love": Thomas Mitchell, Dorothy Malone, Charles Drake, Robin Hughes and others. Producer, Frank Wisbar. Story, John Vandercook. Teleplay, Charles Bennett. Presented by the Eastman-Kodak Company thru J. Walter Thompson. (NBC-TV, 8-8:30 p.m., EST, April 20.)

When a sponsor buys a group of anthology films for rerunning it is fair to assume that he will select top stories. This assumption, however, is not justified judging from the program reviewed on "Kodak's Request Performance," a series consisting of reruns of "Ford Theater" and "Fireside Theater."

"Afraid to Love," the drama viewed, was a contrived, unbelievable yarn about a Mr. Fixit on the Fiji Islands who has found peace and happiness in those surroundings. When a poor little rich girl happens on the island beset with the problem of choosing her mate—shall it be the dashing English diplomatic type or the earnest young marine biologist?—he proceeds to straighten her out and shows her there is more to life than material success. She naturally picks the right man and the cause of science is further bolstered.

The moral may be a sound one, but it was written in such a stupefyingly boring fashion and projected thru such vapid artificial people that it contained little of interest. Thomas Mitchell was the Mr. Fixit, and Dorothy Malone the confused wealthy object of his solicitude. Robin Hughes did well as her first choice, and Charles Drake as her second.

The commercials for Kodak were more interesting than the show. They again stressed the power of the camera to capture eventful moments in our lives.

Leon Morse.

Newest Episode in Oil
Series Shot in France

Journey (TV Film)
(Reviewed at special screening. Caught again.)

The third quarter-hour episode in this free-loan series of Standard Oil (New Jersey) depicts the recent explorations for oil in Southwest France titled "Operation Mano I." Some of the scenes were used in a film on the same subject that ran on "Omnibus" this season. It offers a poignant contrast between the provincial background and the

Ted Mack Plays
To Wives on NBC

Ted Mack's Matinee
Emcee, Ted Mack. Cast: Eddy Manson, Beth Parks, the Dreamboaters, others. Producer, Louis Graham. Director, Lloyd Marx. Assistant director, J. Robert Blum. Editorial director, Wanda Ellis. Sponsors, participating. (NBC-TV, 3-3:30 p.m., EST, April 20.)

Unpretentious and easy-going, NBC's new "Ted Mack's Matinee" looks as if it's going to provide housewives with a smooth, relaxing stanza to break up her daytime chores.

The half-hour, across-the-board strip is strong in the music sphere but liberally sprinkled with enough items in other departments to give the show a variety of flavors.

Outstanding feature of the stanza is that the quality of its musical entertainment is top-notch. The entire package is neatly wrapped together with a minimum of fuss and very few rough spots. It flows easily from bit to bit, thanks to Mack's low-pressed but smooth ability for banter.

The episode reviewed started off with an interview by Mack of an uncommonly pretty commercial photographer, Doris Pinney, who chatted easily and charmingly of her specialty, photographing children. Housewives were treated to a few tips on how to get their babies to come up with cute expressions for the camera.

Guest Manson

Next on the agenda was a musical number by guest harmonicist Eddy Manson, who's booked on the show for a full week. Manson did an excellent job of entertaining with his rendition of "Pop Goes the Weasel," first as Bach might have composed it and then again as Stravinsky might have done it. The show's format calls for an "undiscovered" professional performer to be spotlighted for a five-day period. Inasmuch as Manson has already achieved quite a name for himself as one of the best harmonicists in the business, he cannot exactly be termed "undiscovered." But this is only quibbling with terminology. The fact remains Mack picked up some good talent for his show.

Other musical items included the Scotch-flavored singing of "Someone to Watch Over Me" by a pretty and fine-voiced young songbird, Beth Parks; an excellent group rendition of "Pass It On" by the Dreamboaters, and a 15-year-old amateur violinist, Lucy Martin, who was billed as auditioning for the "Amateur Hour."

Another bit on the show, somewhat "corny" but one that might have some appeal to the hausfrau, was Mack's reading of letters from viewers on why their husbands should win the show's "Husband-of-the-Week" award.

Jack Singer.

technological invaders. Some of the scenes showed touching peasant charm.

Unlike the first two segments, this was a special production job. The others were edited from the footage used in the Sylvania award-winning institutional commercials on the 20 local "Esso Reporter" shows.

The first episode was used by 58 stations out of the 70 contacted. They used it an average of twice in a three-month period. The next episode will show an oiler's voyage up the Mississippi.

Gene Plotnik.

NETWORK REVIEW

'Mr. Citizen' Steps
In as 'Father' Sub

By GENE PLOTNIK

"Mr. Citizen," which bowed on ABC-TV as L&M's replacement for "Trouble With Father," is clearly a commercial show. That is to say it is composed of show values that have already proved successful in other programs. As such, it is not likely to make discriminating critics gasp. But it will probably do a pretty good selling job for the cigarette maker.

Mr. Citizen (TV)
Host, Allyn Edwards. Cast: Hal Holbrook, Nancy Kenyon, Beverly Lunsford, Elizabeth Lawrence, Kevin Loughlin. Writers, Robert J. Shaw and Howard Rodman. Set designer, Maurice Gordon. Director, Charles Tate. Producer, Edward Byron. Sponsored by Liggett & Myers for L&M Filter cigarettes thru Cunningham & Walsh. (ABC-TV, 8:30-9 p.m., EST, April 20.)

"Citizen" will strike indiscriminating viewers as a combination "Big Story" and "This Is Your Life." The dramatic portion deals not with reporters or detectives but with ordinary, unglamorous people who suddenly reveal an heroic streak. After the dramatization, the camera zooms into the studio audience, where the hero himself is revealed in all his modesty. He is then ushered up to the platform for an embarrassing interview and the bestowal of the "Mr. Citizen" award.

Bank Clerk

The subject of the debut stanza was a Jersey City bank clerk who last December jumped under the wheels of a commuter train to rescue a little girl. The play built remarkable tension, not by any inherent dramatic devices but by the narrator's constant repetition that this was a day the hero would remember forever.

Obviously such a format has high identification potential for the average viewer. And it has a genuine do-good value in that it might inspire private citizens to face their public responsibilities.

The show had its share of pre-

Lehn & Fink Airs CBS
Sun. Reruns of 'Lucy'

Sunday Lucy Show (TV Film)
Cast: Lucille Ball, Desi Arnaz, William Frawley, Vivian Vance, Mary Wickes, Frank Scannell, others. Producer, Jess Oppenheimer. Writers, Madelyn Pugh, Bob Carroll Jr., Jess Oppenheimer. Director, William Asher. Musical director, Wilbur Hatch. Produced by Desilu Productions. Sponsor, Lehn & Fink thru McCann-Erickson.

Lehn & Fink's early Sunday evening reruns of "I Love Lucy" hit the air this weekend with what must have been a resounding ring of laughter from coast to coast. The episode selected, "The Ballet," was a good example of "I Love Lucy" at its best.

Lehn & Fink's decision to give full network play to the "Lucy" reruns is the latest move by an advertiser to put into effect on a network level the tenet that popular film shows can deliver hefty ratings in their residual runs.

This theory gained even greater validity this week with the release (Continued on page 12)

miere problems. The little girl's slipping off the platform was skillfully staged. But the business underneath the train was unclear.

The blooper of bloopers, however, came when Sen. Clifford Case was switched in to present the award. The Senator's lips moved, but over audio came the voice of a technician saying, "What about this guy, Roy? Are you finished with me? Well, here's the show, etc."

Host Allyn Edwards suavely picked up his interview again. But no viewer could doubt someone had made a booboo.

Betty Furness Returns
To First Love—Acting

Studio One (TV)
(CBS-TV, 10-11 p.m., EST, April 18. Caught again.)

Betty Furness, one of TV's top sales personalities, was given a chance to return to her first love, acting, on "Affairs of State," which was presented on "Studio One." The vehicle selected was not a strong one. And Miss Furness' portrayal of the cinderella-like character was disappointing.

A Broadway success of several seasons ago, "State" is a contrived story about a marriage of convenience made to effectuate the career of a rich and ambitious politician. It is basically an unbelievable situation which demands playing of a high order to overcome the inadequacies of the script.

This it was not given in the production, direction nor much of the playing. On the plus side it had strong and believable contributions by Walter Hampden's acting the part of a foxy elder-statesman and by Rita Vale's portrayal of his wife. But neither Miss Furness nor Jeff Morrow did much with their roles. She was much too cold and hardly the efficient drab she was supposed to be. Morrow also did not project warmth and believability. As a result, their scenes together were stiff and artificial.

June Graham substituted for Miss Furness on the show and turned in her usual sparkling pitch. Her middle commercial was keyed to the "extra hands" theme, an idea that could have been more persuasively suggested than by making her look like an octopus.

Leon Morse.

Thomas Mitchell Plays
In 'Star and the Story'

Star and the Story (TV Film)
(WRCA-TV, New York, 7-7:30 p.m., EST, April 16. Caught again.)

This dramatic series of Official Films assuredly has a most impressive roster of stars. But a re-viewing this week indicates that not as much thoughtfulness is going into the stories, which, after all, get equal billing in the title.

The script centered around a rich tycoon who bitterly resents his daughter's fiancé because his wife was killed in an auto accident in which the boy was driving. Despite the tearful pleadings of his daughter, the tycoon goes to extraordinary lengths to wreck the lad's budding career in the theater. But a doleful confession of the old family gardener finally shows the tycoon the folly of his ways. The gardener, a favorite of the tycoon's late wife, reveals that it was his carelessness that led to a boat accident in which the wife's sister was killed years ago, and the wife never held it against him.

All the plot elements fell right into place, and every action was more than amply motivated. But the total effect was just too pat to be convincing. And the further the story went, the more the dialog and direction tended to clichés. So, despite the best efforts of Thomas Mitchell as the tycoon and a fine supporting cast, this episode had an uncomfortably hollow ring.

Gene Plotnik.

NEW TV FILM RELEASES

A preview summary of information about Pilot Films and New Series prior to regular review

Frankie Fontaine

Distributor, Studio Films. Produced by Ben Frye and Sam Costello. Director, Ralph Staub. How selling: national, regional and then into syndication. Number currently completed, four. When available, late spring.

Frankie Fontaine is the glue that ties this half-hour variety show together. The distinctive comedian acts as emcee and presents many of his own routines on the show. The performer has a warmth and sincerity that comes over in his delivery.

Fontaine works before a big

curtain on a large stage, and the show has the flavor of vaudeville. There are many kinds of acts, ranging from straight pop singers to dancers, novelty acts and the like.

Long John Silver

Sales agent, Mitchell Hamilburg Agency and Gradwell Sears. Producer, Joseph Kaufman. Star, Robert Newton. How selling, national. Number currently completed: 26. When available: this fall.

The TV series was made concurrently with the feature film now playing first-run theaters. The

story material consists of further original sequels on the Robert Louis Stevenson classic, "Treasure Island." It was filmed in Australia in Eastman color, with plenty of color values in the period costumes, sailing vessels and beautiful scenery.

The pilot film tells how Long John and his ship mates rescue a peace-loving tribe of islanders from the yoke of some Spanish pearl seekers. Aside from the exploitation value of the picture, the TV series will get a boost from the line of Long John merchandise now being franchised.

THE BILLBOARD SCOREBOARD

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

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

Rank Order	Title and Distributor of Series	Viewers Per 100 Homes	March Rating
1	Cisco Kid (Ziv-TV)	204	19.1
2	Life of Riley (NBC Film)	202	17.2
3	Annie Oakley (CBS Film)	211	17.0
4	Superman (Flamingo Films)	182	16.7
5	Doug Fairbanks Presents (ABC Film)	193	16.6
6	Gene Autry (CBS Film)	227	16.4
7	Stories of the Century (Hollywood TV)	193	16.3
8	The Whistler (CBS Film)	183	15.5
8	I Led Three Lives (Ziv-TV)	218	15.5
10	Mayor of the Town (MCA-TV)	198	15.4
10	Wild Bill Hickok (Flamingo Films)	184	15.4
12	Range Rider (CBS Film)	211	15.3
13	Badge 714 (NBC Film)	253	15.1
13	Waterfront (MCA-TV)	192	15.1
15	Mr. District Attorney (Ziv-TV)	195	13.7
16	Death Valley Days (Pacific Borax)	221	13.6
17	Eddie Cantor (Ziv-TV)	211	13.3
17	Ellery Queen (TPA)	190	13.3
17	Little Rascals (Interstate TV)	213	13.3
20	Passport to Danger (ABC Film)	168	13.0
21	Meet Corliss Archer (Ziv-TV)	197	12.9
22	Lone Wolf (MCA-TV)	198	12.8
23	Abbott and Costello (MCA-TV)	188	12.7
24	The Falcon (NBC Film)	191	12.6
25	Favorite Story (Ziv-TV)	198	12.1

THE BILLBOARD SCOREBOARD

Top Ten Network Film Shows and comparative rank among all web shows

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

Rank Among Web Film Shows	Rank Among All Web Shows	Program	Web	March ARR Rating
1	1	You Bet Your Life	NBC	53.5
2	6	Disneyland	ABC	46.7
3	10	Dragnet	NBC	40.6
4	14	I Love Lucy	CBS	35.2
5	14	Rin-Tin-Tin	ABC	35.2
6	16	Life of Riley	NBC	34.4
7	18	Fireside Theater	NBC	33.6
8	21	Our Miss Brooks	CBS	32.6
9	23	Ford Theater	NBC	31.7
10	24	C.E. Theater	CBS	31.4

\$15-Mil Swap Deal Due for C&C Super

NEW YORK, April 23.—The Cantrell & Cochran Super Corporation expects to conclude \$15,000,000 this year in barter deals for its library of 700 features. The company concluded a pact last week with Western Television, Inc., the holding company owned by Motion Pictures for Television. Control of the features and the barter arrangements contracts owned by Western TV were bought out for a figure reported to be in the neighborhood of several million dollars.

Already concluded this year in barter deals by Western and Guild Films, the distributor of the catalog, is a reported \$10,200,000 in business with the stations. The barter contracts give the stations the entire library of Western TV features for either a three or four-year period. In return, the stations pay the full price for the features, but instead of using money they use spot time as payment.

Stations in 68 cities have already accepted the arrangement. Practically all the stations which have signed up are VHF outlets in New York, Los Angeles, Detroit, Chicago, Philadelphia, Cincinnati, Atlanta, and Dayton and Columbus, O. WABC-TV, here, the ABC-TV flagship station, has made a barter pact with Western TV.

C. & C. Super Corporation, of course, will use the spots to advertise its canned soft drinks. Matty Fox, who owns MPTV and is the chief beneficiary in the buy, will act as a consultant for the soft drink firm. He will also spend some time there helping with the exchange card.

(Continued on page 12)

Two New Packages of Late Feature Films Reach Market

NEW YORK, April 23.—Two TV film distributors, Ely Landau's National Telefilm Associates and Eliot Hyman's Associated Artists Productions, brought to the TV film market this week a total of 75 first run features.

The NTA package, consisting of 40 features and titled the "Fabulous Forty," has been built thru acquisitions from a number of sources (The Billboard, April 23). The Associated package consists of 35 Pine-Thomas pictures, released theatrically by Paramount during the 1940's (The Billboard, March 19).

Comprising the NTA bundle are 26 J. Arthur Rank pictures, eight features acquired from Ilya Lopert (seven of them produced by Alexander Korda), two films acquired from Seymour Scott, one from Arthur Davis and three from Marvin Grieves. According to Landau, NTA is paying a total of \$1,000,000 for seven-year distribution rights to the pictures, or an average of \$25,000 per feature. The deal on the Korda pictures, it's understood, is on a guarantee-against-percentage basis. Hyman, on the other hand, has purchased the negatives of the 35 Pine-Thomas films out-

right. The purchase price was not disclosed.

NTA Package

Most of the features in the NTA package are reportedly still in theatrical release.

Titles of the 26 Korda films, many of which were produced within the past five years, are: "Blanche Fury," starring Stewart Granger; "Dead of Night," Michael Redgrave; "Sleeping Car to Trieste"; "Blackmailed," Mai Zetterling; "Woman Hater," Stewart Granger; "Overlanders"; "Train of Events," Valerie Hobson; "Blue

(Continued on page 8)

Responsibility Met, Distribbs Say as FCC Study Looms

Billboard Survey of Firms Reveals Awareness of Position in Industry

NEW YORK, April 23.—If the Federal Communications Commission gets its appropriation for a study of the TV industry, the major TV film distributors are prepared to argue that they are handsomely fulfilling their responsibilities, actual or implied, as suppliers of programs that appear on government franchised stations.

In the face of the FCC's impending study and criticism recently shot at the distributors by other sources, The Billboard this week queried leading distributors for their views on all possible aspects of their responsibilities to their own industry, to stations and to the public.

The consensus of top spokesmen in the industry on this general topic is:

In general: The distributors do not take lightly their position in an industry franchised to operate in the public interest, according to the statements of individual executives. They recognize that their responsibility goes beyond merely serving their clients and reaping a profit.

Public service programming: Tho they do not feel they are in a position to distribute the traditional public service type programs on a sustaining basis, the distributors maintain that many of the commercial shows they sell have high public service value and in some cases have actually been tied in with community ventures and have been used in educational circles.

The UHF problem: The distributors do not feel they have any special obligation to UHF stations. However, they believe it is in the interest of all phases of the industry that the UHF's survive. The distributors themselves have no desire to see their customers and/or the

outlets for their wares expire. But the crux of UHF's survival is good programming. And if the film distributors have not been helpful in this respect, who has?

Promotion of the public's recognition of syndicated film programming: The distributors have no ambitions along this line. Studies have amply demonstrated that the public is indifferent to the actual source of its entertainment and tends to be unimpressed with trade marks and industry technicalities. The show's the thing.

Distrib Association

Mutual consideration of industry problems: None of the executives queried turned his back on the possibility of a distributor association. Tho none of them felt any urgency for such a move, to a greater or lesser extent they all admitted that there were problems that might well be worked out by an association. However, they all insisted that sales policy and pricing was one subject that should never come into the purview of an association.

The discussion of public service programming indicated a feeling that the difference between this and commercial programming is not as sharp as it was in radio 15 years ago. As program salesmen, many of the execs queried pointed out that nowadays a show's audience appeal is enhanced by having some relation to current public issues.

On this, Ziv-TV's position was that there is no particular virtue in public service type shows that get only small audiences. Ziv feels that

their "Mr. District Attorney," "I Led Three Lives" and "Meet Corliss Archer" make for a more effective airing of such issues as crime, Communism and juvenile behavior, because they are seen by more people than would an academic treatment of these issues.

Surprises

Some of the answers on this score were surprising. Ely Landau of National Telefilm Associates, whose catalog boasts a series with James Mason reading the classics and a long-haired music show, stated, "We do not believe it is our responsibility to provide public service programs as we are not an organization licensed by the government..."

Landau was also somewhat surprising on the UHF stations. Tho the head of the organization that has made some unusual promotions toward UHF's, including an economy library deal, an audience-building merchandising plan and, most recently, participation in a national sales and financing company, at first stated, "Our responsibility toward UHF stations is not different from our obligation to any other stations." However, he went on to say that it is good business to help the customers.

Ziv was also somewhat surprising on this score. Asked if they had been doing anything that might be described as bending over backwards for UHF's, a top executive of the company whose reputation has been built on its first-run sales to sponsors, said yes. But he refused to specify.

Public Recognition

On the question of building public recognition of syndication, a couple of the distributors cited studies made by the motion picture industry which showed that after 30 years of trade-mark promotion the audience still didn't know or care whether the picture came from one producer or another. However, Ralph Cohn of Screen Gems pointed out that within the trade the situation is different. The

(Continued on page 8)

Olds Purchases Patti Page Film Series for Fall

NEW YORK, April 23.—The Oldsmobile division of General Motors this week bought a quarter-hour vidfilm series starring Patti Page from the TV division of General Artists Corporation. The motor car company is expected to present the series in 170 cities twice weekly, but no time has been bought and no network has been designated.

Producing the series will be Joseph Santley, former NBC-TV producer, who has many credits on the Colgate Comedy Hour and other of the web's important shows. The musical series will go into production in July. It will feature top tunes of each week. Oldsmobile saw two pilots in the series and bought immediately. D. P. Brother is the agency.

Green Light to 'Gildie' by NBC

HOLLYWOOD, April 23.—"The Great Gildersleeve" TV series, for which two pilots have been shot, this week received the go-ahead from NBC film division, full scale production being scheduled to start May 5.

Mathew Rapf will produce the show for NBC at Hal Roach studios. A total of 39 are scheduled, with Rapf set to film the first six and possibly continuing as producer for the entire series.

NBC film will try for national sale of the Willard Waterman starrer, but will place the show in regional and local syndication if no sale has been made by August.

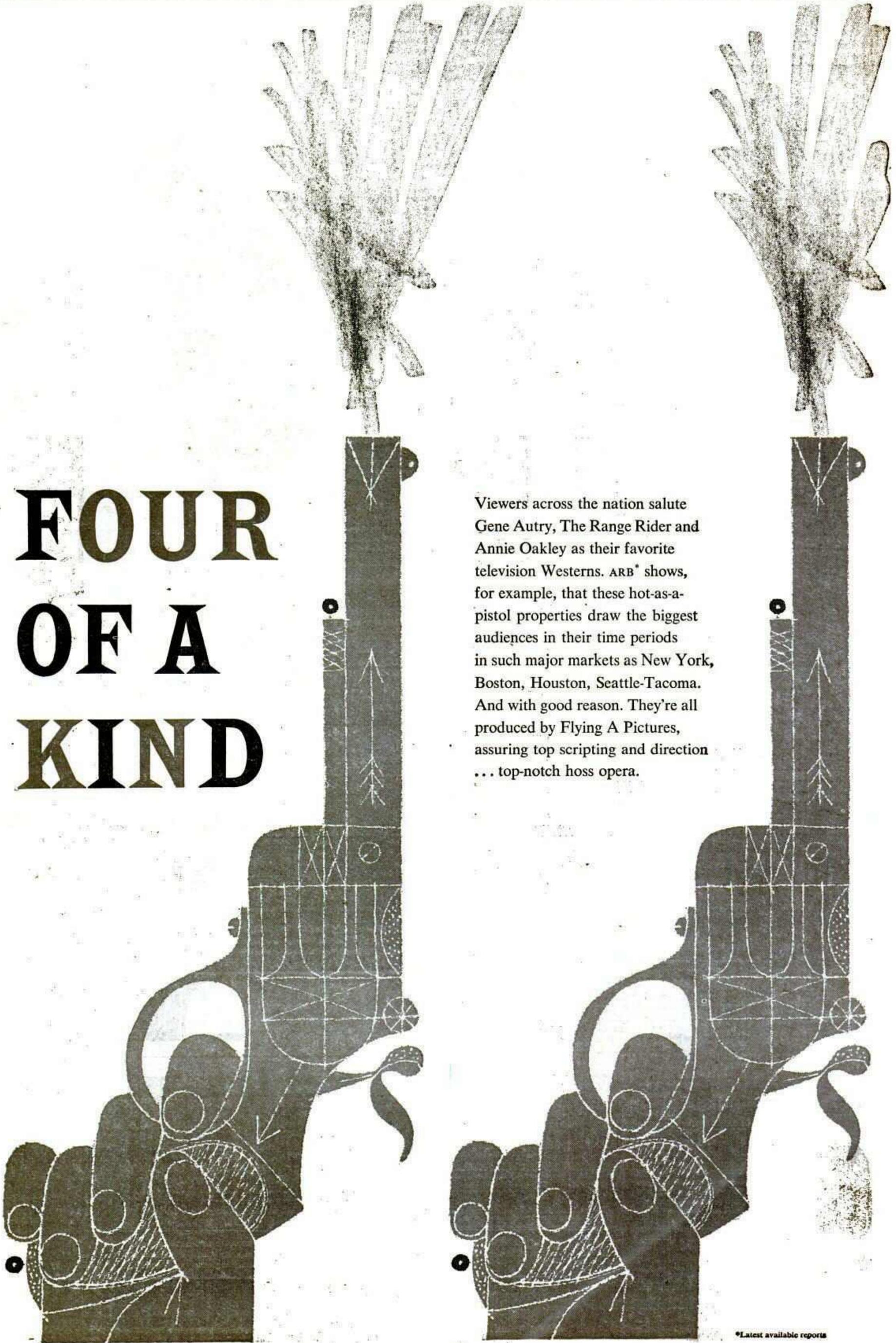
Brand Signed For 'Europa'

HOLLYWOOD, April 23.—Neville Brand yesterday was signed by producer Mort Briskin to star in the pilot of a new TV series, "Hotel Europa," being filmed in Vienna and Salzburg, Austria. The film rolls on May 5.

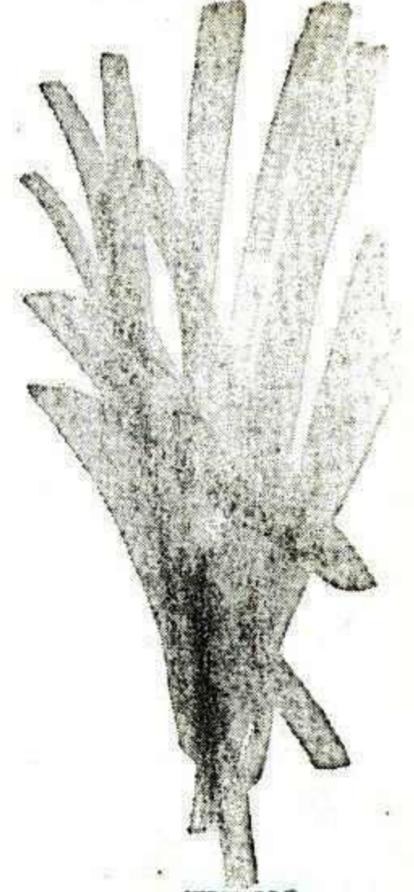
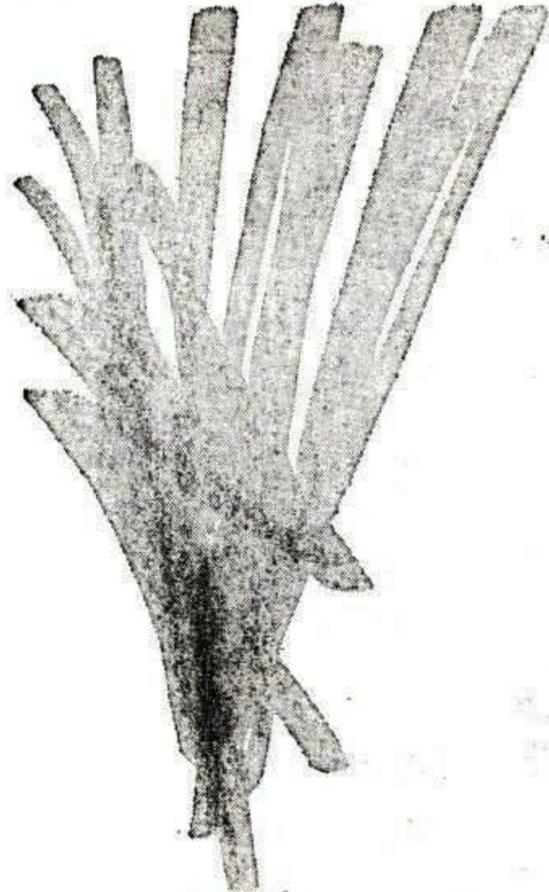
Briskin is simultaneously filming another pilot, "The Adventures of Lanny Budd," in Europe, John Barrymore playing the lad.

FOUR OF A KIND

Viewers across the nation salute Gene Autry, The Range Rider and Annie Oakley as their favorite television Westerns. ARB* shows, for example, that these hot-as-a-pistol properties draw the biggest audiences in their time periods in such major markets as New York, Boston, Houston, Seattle-Tacoma. And with good reason. They're all produced by Flying A Pictures, assuring top scripting and direction ... top-notch hoss opera.



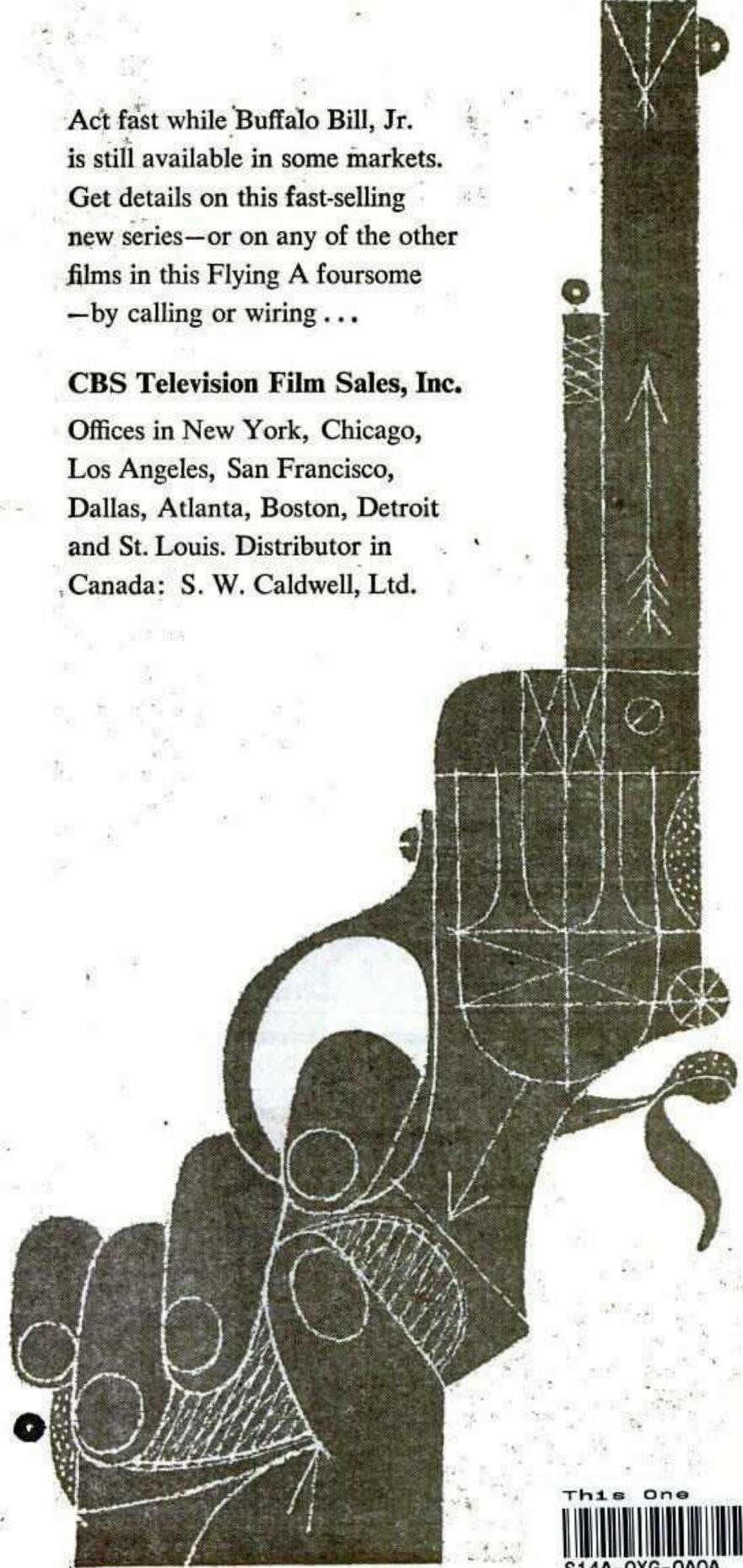
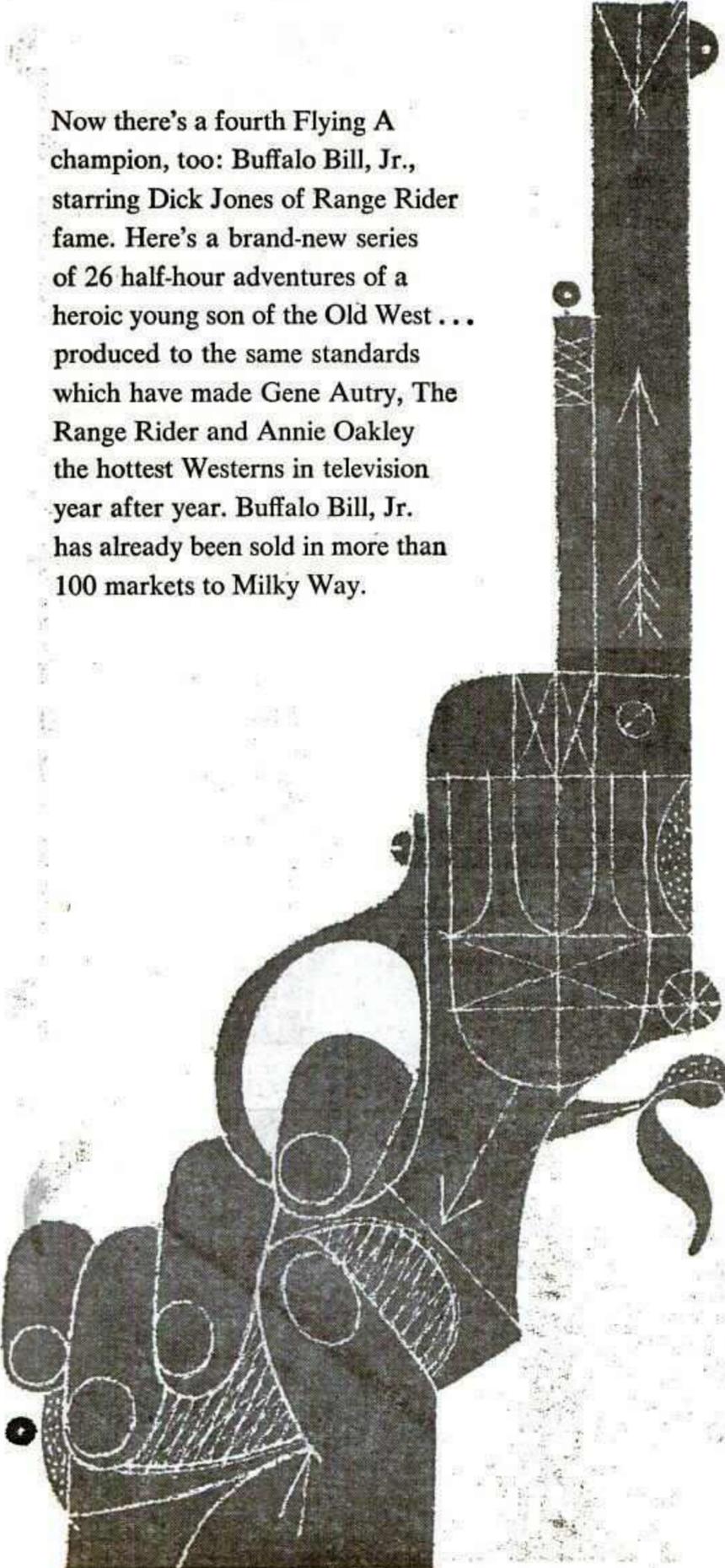
*Latest available reports



Now there's a fourth Flying A champion, too: Buffalo Bill, Jr., starring Dick Jones of Range Rider fame. Here's a brand-new series of 26 half-hour adventures of a heroic young son of the Old West... produced to the same standards which have made Gene Autry, The Range Rider and Annie Oakley the hottest Westerns in television year after year. Buffalo Bill, Jr. has already been sold in more than 100 markets to Milky Way.

Act fast while Buffalo Bill, Jr. is still available in some markets. Get details on this fast-selling new series—or on any of the other films in this Flying A foursome —by calling or wiring...

CBS Television Film Sales, Inc.
 Offices in New York, Chicago, Los Angeles, San Francisco, Dallas, Atlanta, Boston, Detroit and St. Louis. Distributor in Canada: S. W. Caldwell, Ltd.



This One

 S14A-OXG-OAQA

WGEM-TV



thank you
for your votes
of confidence...

The Billboard survey
proves that we did the

BEST JOB

in the entire states of ILLINOIS, MISSOURI and IOWA for . . . MERCHANDISING PROMOTION FOR TV FILM PROGRAMS in 1954 in the 200,000 area markets . . . and WGEM-TV was the only station in ILLINOIS outside of Chicago mentioned in the survey, the other station being WGN-TV.

84th TV Market

Make Your Sales Sparkle. Cover
This GEM With WGEM-TV

a cinch to sell when you
use WGEM-TV

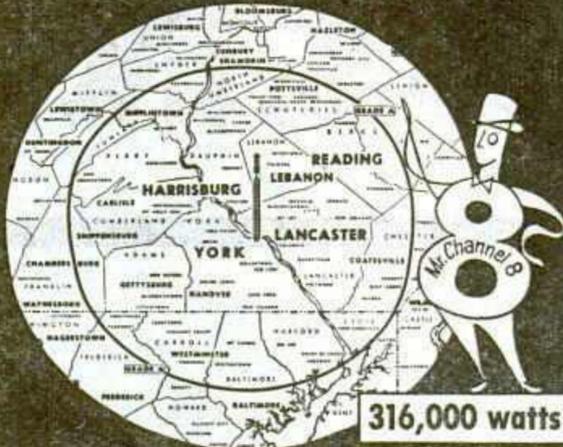
Quincy's TV outlet
with over 50,000
watts of power
blankets the rich
Tri-State market,
serving and selling
over 500,000 people
with over \$712,-
000,000 spendable
income.

QUINCY ILLINOIS



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VERY-KNODEL, Inc.

GILT-EDGED!



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3 million people • \$5¼ billion annual effective buying income
WGAL-TV NBC • CBS • DuMont
LANCASTER, PA. STEINMAN STATION
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LEADER

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



1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD

GIVE TO DAMON RUNYON CANCER FUND

\$100,000 WNAC-TV DEAL

'Ramar' to Brave the Jungles In Boston for Next 5 Years

Continued from page 1

Jungle" more than 10 times a week. In July, 1953, Fromkess began production of the third group of 13 films. But then he ran into financial complications: His chief backer stepped out. As it happened, this was to prove a boon for the jungle show.

For into the gap stepped Edward Small, producer of an unbroken succession of motion picture hits, and Milton Gordon, vice-president of the Walter Heller banking concern and financial engineer of the United Artists reorganization two years before.

Small and Gordon had more ambitious ideas about the distribution of "Ramar." In the last days of August, 1953, they organized Television Programs of America and hired Mickey Sillerman, of Ziv-TV Programs, as their executive vice-president and sales director.

Within two months TPA had hired about 20 experienced salesmen, had them all in New York for a Sillerman sales clinic on "Ramar" and had them back on the road loaded with mammoth presentations and ratings.

During the first months of 1954, "Ramar" kept TPA's doors open and phones ringing. Aside from renewals on the 26 feature films that Small already had in TV, "Ramar" was the only property TPA had on sale.

But already subsidiary values were beginning to mount. The first "Ramar" features were already in distribution. One of them was playing a small Broadway theater here a week before the series bowed on WPIX.

Also, TPA's own merchandise

department in collaboration with the Mitchell Hamillburg Agency began licensing the character to manufacturers of toys and soft goods. Since Ramar-Jon Hall is a doctor and adventurer as well as a jungle explorer, the types of merchandise tied in is of a wide variety, including an original jungle game, a chemistry set, a chimpanzee doll, suspenders, belts, pajamas, T-shirts, sweat shirts, a comic book, a jungle play suit, pith helmets, coloring books and a rifle.

Surprisingly, the show is not only being used by the usual type kiddie sponsors (dairies, bakeries, candy, soft drinks, potato chips) but by adults' sponsors as well. In a number of markets it is sponsored by auto dealers and gas chains. "Ramar's" multi-market sponsors are Lay Potato Chips, which has it in some 30 markets thru the South; Good and Plenty candy, which has it in New York, Chicago, Philadelphia and Boston; 7-Up, which has it in Baltimore, Minneapolis and Providence, and Fritos Potato Chips.

So "Ramar" is neither a bull nor a bear, but it has plenty of lions and tigers, and after two and a half years they're still roaring.

MCA to Film Series Despite Threat of Suit

NEW YORK, April 23.—MCA-TV is going ahead with its plans to film its "The New Adventures of Tom and Huck" series despite the prospect of legal action against it by the trustees of the Samuel L. Clemens estate.

In a letter sent to newspapers this week, Chamberlain, Clark, representing trustees of the Clemens estate, contends the trustees "have granted no rights to the characters Tom Sawyer or Huck Finn, or to any Mark Twain material, to MCA or any of its affiliates. . . . The estate of Samuel L. Clemens has made a contract with Filmcraft Productions for a television series, based on certain Mark Twain material."

A spokesman for the law firm indicated that suit would be instituted against MCA if it proceeded with its plans to film the series.

MCA is convinced that its film series would not violate the estate's rights to the Mark Twain properties. The planned series, except for its title, reportedly has little connection with Mark Twain stories. The MCA series would take place in the present and would be shot from original scripts that are not based on Samuel Clemens' plots or stories.

MCA has, however, apparently cleared thru Mark Twain's daughter, Clara Samossoud, the right to use the names Tom and Huck, The Billboard learned in Hollywood. It's understood that Mrs. Samossoud has waived any financial accountability that may result from the Clemens estate's suing MCA over the use of these names.

Gale Robbins Set by SG to Multiple Deal

HOLLYWOOD, April 23.—Continuing trend of the TV film industry toward patterns set in theatrical production was again indicated this week with the signing of Gale Robbins to a multiple picture deal by Screen Gems.

The pact calls for the actress-singer in a number of "Damon Runyon Theater" segments, marking the first time that the Columbia subsidiary has put a performer under contract for more than a single pic.

'Cisco Kid' in Top Kid Spot

NEW YORK, April 23. — A typographical error in The Billboard's chart of "Top 25 Vidfilms Among Kiddies" last week (23) saw Ziv-TV's "Cisco Kid" erroneously credited with an average February ARB rating of 3.9. The correct rating of the show is 19.5, which gives the stanza the top rating among the 25 shows listed.

The series, which was seen by 98 children per 100 homes, was in a tie with NBC Film's "Hopalong Cassidy" as the No. 2 favorite among kids.

Responsibility

Continued from page 5

program salesman must build his reputation among his customers.

The most negative response to the question of a distributor's trade association was one "no comment." Subjects cited as appropriate to such an organization were extension of credit to stations, the basic terms of sales contracts, the stations' obligations in bicycling prints and print handling. According to Ziv, the problem of technical standards is being handled by the producers' organization on the West Coast.

Mickey Sillerman, of Television Programs of America, said on this point, "The exact mechanics need careful definition, but it would appear that a well-organized, properly staffed association with vitality and operating perhaps thru the over-all industry could bring the TV film industry worthwhile benefits."

Two Packages

Continued from page 5

Lamps," "Diamond City," "Valley of the Eagles," "Dark Man."

Others are: "Passport to Pimlico"; "Tony Draws a Horse"; "Man of Evil," starring James Mason, Stewart Granger, Phyllis Calvert; "Captain Boycott"; "The Adventuress," Deborah Kerr; "Johnny in the Clouds," Jean Simmons and Michael Redgrave; "Waterfront"; "Obsession"; "Secret People," Audrey Hepburn and Valentina Cortese; "Night Without Stars"; "The Smugglers," Michael Redgrave; "Cage of Gold," Jean Simmons; "Bad Lord Byron," Mai Zetterling; "Highly Dangerous," Dane Clark and Margaret Lockwood; "Pink String and Sealing Wax."

Other Features

The pictures NTA acquired from Seymour Scott are "The Magic Box" and "Pickwick Papers." From Arthur Davis it obtained "The True and the False"; from Marvin Grieser it got "Death Tide," "Flannel Foot," and "On the Spot"; and from Ilya Lopert it acquired "Women Without Names."

The seven Korda features picked up from Lopert include "Breaking Through the Sound Barrier" and "The Man Between."

Ziv Producing Sixth Year Of 'Cisco Kid,' Its Oldest

NEW YORK, April 23.—Ziv-TV this week started another year's production of "Cisco Kid," one of the oldest TV film series and Ziv's first full-scale TV production. The Western series is now running in more than 150 markets, which again illustrates the staying power of some shows in syndication (see story on page one).

There are now 156 half-hour episodes of the show in existence. Another year's production may raise the total to 182 or possibly 195. Ziv did not say how many

episodes it plans to produce for this year.

Ziv originally acquired rights to the property in 1942. It started film production in 1950. From the outset Ziv shot the show in color, tho to date there have been only experimental airings of color prints.

In 1950, according to Ziv's records, "Cisco" had 18 different sponsors in 60 markets. A major regional sponsor then was Interstate Bakeries in 14 markets. Today the show has 61 different sponsors, and one of them is still Interstate—

which has since broadened its spread of the show considerably. In fact, more than 50 per cent of the show's original sponsors are still with it. Food advertisers dominate "Cisco" sponsorship.

The stars of "Cisco" in 1950 and still in 1955 are Duncan Renaldo and Leo Carrillo. The pair spend four or five months a year making personal appearances.

The show is Ziv's best overseas seller. It is now in five Latin-American markets and on the BBC.

BIG NEWS

FOR

NEW YORK

ADVERTISERS

WPIX Wins in Aud. Promotion

In audience promotion, the big city winner was WPIX, New York. To keep its shows like *Liberace*, *"Ramar of the Jungle"* and *"Club House Gang Comedies"* in front of the New York public, WPIX has the help of its parent, The New York Daily News, the newspaper with the largest circulation in the country. In addition, WPIX has continuing cross-plug deals with TV Guide and radio station WMGM.

WPIX also uses its own air time generously, every show signing off with a plug for the one following. Besides the usual telop, the station makes extensive use of film trailers and occasionally of plugs by its live personalities.

In recent months, WPIX's ads for its movies on the "First Show" drew extra trade attention by headlining the first names of industry execs. In one instance, a cartoon character, hanging out of a window shouted, "Hey, Sylvester! Come on in and . . ."

From
The Billboard
April 9, 1955

Our Sincere Thanks to All of the Advertisers and Advertising Agencies who voted us this outstanding honor in The Billboard's 17th Annual Promotion Competition

**THIS YEAR
AS NEVER
BEFORE
IT PAYS TO
GET SET ON**

Once again, The Billboard has put the spotlight on promotion know-how in the broadcasting-telecasting field . . . and we're mighty proud of our first place win—in the big-market areas of the nation where the best promotional brains are centered.

This is factual evidence of the sales power behind the products and services of WPIX-11's clients. Television advertisers in the New York market can be sure their expenditures on WPIX-11 will be backed with sound and solid audience promotion.

In addition, WPIX-11 was also honored among the top ten television stations of the nation for *sales and merchandising* promotion.

Represented Nationally by Free and Peters, Inc.

WPIX 11

Camera Vision Unveils Live-Film Video Camera

HOLLYWOOD, April 23. — An impressive demonstration of Camera Vision's electronic-motion picture camera was held at Republic Studios here this week. The process is the third similar one to be shown during the past several weeks, the others being Du Mont's .Electroncam (The Billboard, February 12) and Al Simon's video-film camera (The Billboard, March 26). All perform generally the same basic function of simultaneously beaming out a TV electronic signal while recording the identical image on motion picture film.

Camera Vision's blimp, in addition to a pair of calibrated electronic and film cameras, houses

manual and remote iris and focusing controls and 33 minutes of film. The problem of parallax is solved within the blimp itself.

A mobile control unit that comes along with the camera contains a master control room, audio room and high-speed film processing room. Several cameras can be hooked into this set-up with each image being viewed on a monitor as it is being filmed.

The camera, developed by Philip Rivero and Arthur S. Lyons over the past six years at a reputed cost of \$675,000, can be used for both black and white and color filming. Cost of operation is still in the speculative stage and could well be the deciding factor in which, if any, of the three systems comes into common use.

Goldwyn Lot To Namesake

HOLLYWOOD, April 23.—Samuel Goldwyn this week won his court battle with Mary Pickford over control of the Formosa Avenue lot named after him, purchasing the property for \$1,920,000 by topping Miss Pickford's highest bid by \$20,000. The studio is valued at approximately \$3 million.

In sealed bids Goldwyn had offered \$1.5 million, \$25,000 less than Miss Pickford. This week's bidding was open, with no other parties contending. Of the amount bid by Goldwyn, it's understood Miss Pickford will receive about \$1 million.

In addition to Goldwyn Productions, the studio houses number of TV film operations.

CBS-Film Is Biggest Handler of Westerns

NEW YORK, April 23. — CBS TV Film Sales, the biggest single syndicator of Western series, with "Gene Autry," "Range Rider" and "Annie Oakley," will make a further build-up of this phase of its catalog in the year ahead. The distributor is now launching its drive on the new "Buffalo Bill Jr." for the sell-off markets, the show already being co-sponsored by Mars Candy and Brown Shoe in more than 100 markets.

Beyond this, CBS-Film stands to be the indirect beneficiary of the CBS-TV network's extensive programming re-vamp, now in the works for next season. Most of the new shows under consideration by the web will be on film, and a number of them are Westerns.

The usual CBS policy is to secure some kind of additional syndication rights on its network film shows. In the case of "The Line-Up," for instance, CBS-Film got rights to the sell-off markets almost immediately and second-run rights after the first year.

By this formula CBS-Film is sure to get "Champion," the new show about Gene Autry's horse. Like its other four Westerns, this is out of Autry's Flying A Productions. In addition, the distributor will be in line for "Cochise," which will be filmed by the Roy Rogers outfit. It also has a good chance of eventually getting "Gunsmoke." It is less likely to get "Sergeant Preston of the Yukon," since that show was bought directly by the sponsor, Quaker Oats. But it is a possibility.

CBS-Film is, of course, delighted with this prospect, since right now the Westerns are riding high again.

Sincere Thanks

to

DU MONT

for
the
past
52
weeks

dick noel

"THE FUNNY BUNNY"*



12:00-12:30 PM—Monday thru Friday

WABD—Channel 5—New York—LE 5-1000

* 1st BIRTHDAY—APRIL 12, 1955

No Knockdown

• Continued from page 2

in the industry, both CBS and NBC were given a crack at "Disneyland" prior to ABC. That neither saw fit to take it now looms as a major mistake, but one of the main reasons why they did not still remains—there was definite resistance to plugging theatrical pix for free on a sponsored TV program.

Yet it is precisely for this free advertising and its success—Disney's "20,000 Leagues Under the Sea" is the top theater grosser—that most of the major studios are aiming for TV. Columbia producer Jerry Wald this week, for instance, held talks with NBC on the possibility of the studio doing an hour-long show with a nine-minute picture plug included. Since Columbia already has a full-fledged telefilm operation in its subsidiary Screen Gems, this does not mark a new entry into the field, but, in a real switch, Wald talked about the chances of the studio doing the program live as well as on film.

Costwise, independent producers all feel that they can turn out the same product for much less than the majors, and many are of the opinion that the studios face rough going their first year or two in TV.

Have the Knowhow

Edmund Beloin, a producer experienced in both fields, declares that television producers have learned techniques that have cut the cost of filming just about in half, and, that tho the majors can undoubtedly adapt themselves, this takes time.

Tony London, similarly experienced in both fields, believes the majors will have to overhaul their entire bookkeeping system if they are to compete on an even basis with telefilm producers. It is now the practice, for instance, to tag on a minimum of 40 per cent to the budget of a picture for studio overhead. To do this in television would drive costs beyond reason. Yet in the case of 20th Century-Fox, an entire lot is being converted to TV. Therefore, either the vidpix will have to bear the burden or the theatrical production end will have to pay part of the freight of the telefilm operation.

It is for this same reason that many producers, such as Frank Latourette of "Medic" and Guy Thayer Jr. of Roland Reed Productions, question the wisdom of the net's entry into filming, contending that any savings they might make in actual shooting will vanish in the overhead of maintaining costly plants.

The primary concern of independent producers is that the major studios will undercut them by selling product at a loss for the time being. On the other hand, they point out that at 39 shows per year a deficit can mount up rapidly. Indicating their state of optimism, none so far has curtailed production of pilots because of the majors' TV entry.

we're overwhelmed

AND VERY, VERY GRATEFUL

In less than one week, three completely independent competitions award top honors to WJAR, Radio and Television.

We're naturally proud of the high standing—as signified by these awards—which WJAR (both AM radio and Television) enjoys.

And, too, we are humbly grateful to all of the industry people who voted us these awards . . . as well as to the men and women at WJAR-AM-TV whose efforts made these honors possible.

We feel, very deeply, the responsibility to continue to provide the kind of broadcasting and telecasting services which have won us this outstanding recognition.

WJAR-TV
Billboard Award

First In All
New England In
**Audience
Promotion**

WJAR-TV
Peabody Award

For
Regional Television
**Public
Service**

WJAR-AM-TV
Variety

1955 Honor Roll
of Radio-TV Stations
Plaque Award as
**Outstanding
News Station**

POWERFUL 10
PROVIDENCE, RHODE ISLAND



Represented by Weid Television Corporation

VHF Dominant, But UHF-ers Add Luster, ARB Study Says

WASHINGTON, April 23.—New light on TV's pulling power is shed by a just-issued American Research Bureau study which shows that, while VHF stations continue to be the dominant ones in intermixed markets, UHF stations are demonstrating a lot more attractiveness to audiences than has been commonly fancied by industry observers.

Because the findings comprise a unique compilation of 140 market case histories of audience facts which up to now had to be accepted mainly by guessing, the ARB study is likely to be used in the Senate Interstate and Foreign Commerce Committee's investigation of the television broadcasting industry.

James Seiler, ARB's director, said the new report is being "enthusiastically received by time-buyers and stations who welcome having sound information on these 140 markets that up to now had been research stepchildren."

The report bears out a long-accepted notion that UHF fares best where there is no VHF competition, but UHF is getting a sizable percentage of the audience in many of the intermixed markets.

Also the ARB study avoids general conclusions, a study of the report shows that the pulling power of VHF and UHF stations in intermixed markets varies between wide extremes. Generally, if viewers can get VHF channels, they are showing a reluctance to invest in UHF tuners. However, in a small number of markets where UHF stations have managed to obtain network affiliation and where VHF's are operating as independents, the UHF's have grabbed a dominant position. In these latter markets (there is only a small scattering of them), owners of VHF sets have been quick to buy UHF tuners or trade in for all-channel sets.

Findings Contrary

Some of the study's findings were contrary to popular notion. For instance, two different cities allocated exclusively to UHF showed divergently different results. In one, with an 80 per cent TV saturation and 85 per cent conversion rate, more viewers were

able to receive the VHF station from an adjoining city than either of the two local UHF stations. TV set owners took advantage of this ability before and after 6 p.m. In each time period more than twice as many viewers watched the outside city's VHF than their local outputs. As opposed to this, in another UHF-allocated city with an 81 per cent saturation and 93 per cent conversion rate, the local UHF outlet completely dominated. Ninety-three per cent of this market's TV homes were able to

receive their own station, as compared to 77 per cent of the closed outside VHF competitor. Regarded as even more significant, 45 per cent before 6 p.m., and 65 per cent after 6 p.m. chose to watch the home station. Against this dominance, the best that the runner-up outside VHF station could do was a weak 7 per cent before 6 p.m. and 9 per cent after.

A study of the findings also shows that UHF stations are giving greater competition to VHF's in the South.

Overlap in ARB Report Raises Market Poser

NEW YORK, April 23.—The American Research Bureau's release of its coverage study of 140 minor markets (see separate story) is likely to set time buyers wondering just how you define a market anyhow. For the report shows considerable overlapping among these markets, as well as from stations in neighboring major markets.

The report, whose official title is "1955 Metropolitan Area Coverage Study," lists for each market all stations received by at least 20 per cent of ARB's sample in that market. But a check indicates that more than 90 of the 140 markets, "from Abilene to Zanesville," are overlapped by at least 50 per cent by stations in outside markets. This includes about 20 markets that do not have a local TV station, but receive signals from stations in two or more other communities.

If nothing else, the report will show film salesmen and time buyers that confusion has actually existed in the question of station coverage, even if they haven't been able to pin it down heretofore.

But for many stations this elucidation of the overlapping pattern may result in an attack from both flanks. Film distributors are unlikely to retrench on their price for

a market simply because it is overlapped by outside stations. On the other hand, if they learn that a station's coverage actually goes into markets they never before suspected, they may be tempted to boost their prices for that station.

And while overlapping may not lead to any concession in program costs, it may well cause time buyers to think twice about buying a station whose market it already largely covers via an outside station.

As far as ARB is concerned, all it gives are the facts.

Du Pont Buys Sper Show for Frank Leahy

NEW YORK, April 23.—Du Pont this week bought Frank Leahy to star in its football forecast show of next season. Leahy will replace the deceased Norman Sper and continue the format used in the show last season.

The vidfilm series will be telecast in 150 cities, one of the largest line-ups for a quarter-hour sports show. Norman Sper Jr., will continue to produce the show for Station Distributors. Du Pont will sponsor the program for its Zerone and Zerex divisions. Batten, Barton, Durstine & Osborn is the agency.

Variety Clubs To Hollywood

HOLLYWOOD, April 23.—Theater exhibitors will descend en masse on Hollywood's TV industry for an on-the-spot glimpse of network TV program origination facilities and to watch the production of TV films. Occasion will be the 19th annual convention of Variety Clubs International to be held here May 4-7. Tours will be arranged for the theater exhibitor club members of CBS' Television City, NBC's Burbank studios and the various TV film production lots.

First Deming Pilot Under Way May 16

HOLLYWOOD, April 23.—Bill Deming, who resigned this week as vice-president of Filmcraft to enter independent production, will film his first pilot May 16. Fifteen-minute program will be built around M-G-M organist Richard Ellsasser and will, in addition, feature a guest artist.

Deming is also prepping a live half hour for daytime use on ABC-TV's Western regional net called "Calamity Clinic." First aired in Detroit, it will feature a panel of four women who will discuss problems that other women write in about. Harry Copland has been signed as emcee.

Sun. 'Lucy' Show

• Continued from page 4

of the Trendex and Nielsen ratings of the "Disneyland" reruns, which began airing on March 15. According to Nielsen, the first two "Disneyland" repeats both pulled heavier ratings than the same episodes did in their first runs.

If the "Disneyland" ratings can be considered a good barometer of network reruns' power, then Lehn & Fink ought to feel pretty sure that its decision to rerun the "Lucy" episodes has been a wise one.

For one thing, the "I Love Lucy" series is a "natural" for rerun use. Unlike most mystery or dramatic shows, "Lucy's" appeal is not so much its plot as its characters and how they behave. And seeing them in the same episode for the second time could be as entertaining as the first. Also, the Sunday early evening slotting of the "Lucy" reruns opens the show to young viewers and others who might have been unable to catch the show during its first run showings at a later hour.

Thirdly, there are now three times as many TV set owners in the U. S. as there were when "Lucy" bowed in October, 1951, which means there are large numbers of viewers today who could not have seen many of the "Lucy" shows.

The opening episode this week again saw Lucy trying to get a job entertaining at her husband's night club. Highlight of the film was a scene at a ballet school where Lucy tries to do some dance routines with hilariously comical results. Another sequence that was re-soundingly funny was one in which Lucy is being taught a comic burlesque routine.

Episodes like this one would be funny after the fourth time around.

Commercials for the Leahy & Fink products, Dorothy Gray cosmetics and Lysol, were good. Particularly effective was the one for Lysol, which used mainly animation footage. Jack Singer.

Modern Vidfilm Plant Opened in New Orleans

By SAM CHASE

NEW ORLEANS, April 23.—What its execs claim is the biggest and most modern film plant in the country outside of New York and Hollywood this week became virtually a civic enterprise in its own city. With the unveiling of its new "N.O.P.D." vidfilm series before an invited group of critics from the trade and consumer press, Motion Picture Advertising Service had the full support and blessings of the city fathers.

It's with good reason that the community has been stirred up, for "N.O.P.D." marks the first major series to be shot here, and it has fostered hopes that New Orleans may yet become an important factor in vidfilm production. MPA is one of three firms which banded together to form U.M.&M., the vidfilm distributor which sells the syndication product of Motion Pictures for Television, among others. Joined with MPA in the sales effort are Minot TV, Inc. of New York and United Film Service, Inc., of Kansas City. It is from the first initials of the three firms that U.M.&M. gets its tag.

MPA has a 35-year track record of selling advertising on film to sponsors and ad agencies. However, until formation of U.M.&M., this was all for theatrical use, and it does about half the total national volume of this type of advertising. The move into TV was logical, however, inasmuch as the same ad managers, agency media chiefs and account execs generally are responsible for vidfilm buys as for theatrical film ads.

MPA-TV, the video wing of MPA, had two previous flings at vidfilm production prior to "N.O.P.D." but on a far less ambitious scale. A five-minute series titled "Do You Know Why?" dramatizes answers to questions about topics ranging from natural and physical sciences to industries. Some 300 are in the can. The series was produced for Pan-American Oil, which airs it on 22 markets in six Southern States. A plug tobacco sponsor was the firm for which MPA-TV produced 39 episodes of a rustic-type variety revue stanza titled "TV Court." It is airing in 20 small markets. Both of these shows are about to be placed in syndication by U.M.&M.; with MPA-TV already off the nut, the sales price will be low.

MPA's New Orleans plant is a source of great civic pride. It has

complete production facilities under one roof all the way thru lab work and editing. In recent years MPA has gone heavily into production of TV film commercials as well as theatrical commercials. Currently, the two are about on a par in quantity, averaging about 100 of each per month, according to MPA president Carl J. Mabry.

The "N.O.P.D." series was made possible by the full co-operation of the city officials, including Mayor Shep Morrison and Superintendent of Police Joseph L. Scheuring.

Top execs of U.M.&M., which will put the series into syndication shortly include the top men of the three firms which comprise it. Charles Amory of Minot is U.M.&M. president; C. Hardy Henden of United is board chairman, and Carl Mabry of MPA is the secretary-treasurer of the joint sales outfit.

By virtue of the use of the United and the MPA salesmen as well as those of Minot, U.M.&M. has over 170 sales personnel in the field nationally. TV sales chiefs of the three firms are Cy Donegan for Minot, Don Schueler for MPA and Neil Oliver for United.

Compatible 3-D System Being Perfected for TV Film Shows

NEW YORK, April 23.—A compatible three-dimension system for TV film is being developed by a one-year-old company here. The system already shows potentialities for showmanship and merchandising, especially with kiddie audiences.

The patented technique, the details of which are still being kept secret, does not require any adaptation on the home receiver or on the TV station's film chain. It does require viewing glasses and a special lens on the film camera, but this is expected to raise the production cost only slightly.

The fact that the system is compatible means that a perfectly good flat picture is seen by a viewer who doesn't have the special glasses. A sponsor can merchandise the glasses to liquidate at less than a nickel each on an order of 500,000.

The system is being developed by the 3 D Television Corporation

headed by Harry Klein. It bought the original invention from an Englishman, Leslie Dudley, about a year ago. The corporation is partly owned by Hollywood Angels, Inc., the film and legit investment company. Hollywood Angels is currently producing a TV film series titled "Angels Auditions," with five half hours already in the can. It has been toying with the idea of making part of this series in 3-D.

The glasses in this system are different from the Polaroid or color principle that has been used in theatrical film. The depth effect is achieved by a difference in lens density, the left lens being virtually clear, while the right one is quite dark.

The corporation is also working on a color 3-D system, based on what it is calling a polyanachrome principle. This, too, is entirely compatible, but not as nearly perfected as the black-and-white system.

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THE BILLBOARD SCOREBOARD

TV Film Commercials In Production Since March 1

This is a monthly feature of The Billboard's TV Film department and offers the most complete directory available of production of film commercials. Producers or others who desire to have their products included should send their listings to reach The Billboard's New York office no later than the 25th of each month. Listings should be for the last full preceding month. The following symbols are used to designate types of commercials listed: LA—live action; FA—full animation; SA—semi-animation; J—jingles; S—slides.

Table with columns: Advertisers (and show, if any), Products, Agency, How Many, Length (C denotes in Sec.), Type Color. Lists various commercial entries such as 'All Scope Pictures, 8949 Sunset Blvd., Hollywood 46' and 'Coca-Cola Co.—Coca-Cola—Fitzgerald Advg.'.

Table listing various products and agencies with their respective counts and types. Includes entries like 'Auto Seat Covers—McManus, John & Adams' and 'Lawn Furniture Covers—McManus, John & Adams'.

Documentaries To Video for Free by ILLI

WASHINGTON, April 23.—"To Live Tomorrow," a public service film put out by the Institute of Life Insurance, Washington, in co-operation with the Federal Civil Defense Administration, will soon be available for nationwide television, the Institute has announced. The

film, a study of human behavior under possible enemy attack, illustrates the FCDA conclusions that "people will not panic in emergency if they are given (1) information promptly, (2) leadership and (3) a job to do." Another free documentary out of Washington this week is "A Nation on Wheels," a film produced by the American Automobile Association on the role of the private passenger car in American life. John Batchelder, an NBC Washington staff announcer, narrates in the role of an old-car fancier.

More Autry Features Loom For Video Use

HOLLYWOOD, April 23.—Gene Autry may have the last laugh in his battle with Republic Studios over release of features to TV. Autry, thru the Mitchell J. Hamillburg agency, this week began negotiations with Columbia Pictures to place 32 pix he made for the studio on the television market.

Autry has a percentage in the films and in the negotiations with Columbia is trying to purchase the remainder or work out some other mutually agreeable deal. Autry, together with Roy Rogers, fought to the Supreme Court in an effort to keep Republic from releasing his pre-war features for TV. Since the Columbia films were made after the war, their availability would presumably have a price-depressing effect on the others, now being handled by MCA.



New \$500,000 home of WFBC-AM, FM and TV in Greenville, S. C. Most modern radio and television facilities in the South.

Thanks to all of you Agencies, Advertisers and Film Folks who participated in THE BILLBOARD'S Annual Awards Contest . . . for voting WFBC-TV.

"SECOND PLACE AWARD FOR MERCHANDISING PROMOTION"

... among stations in markets whose principal center is less than 200,000 in population.

WFBC-TV is also proud of THE BILLBOARD Award of a tie for "10th Place among all Television Stations for Sales Programming in 1954."



"The Giant of Southern Skies"

For rates, information and assistance, contact the station, or our national representatives.

WEED TELEVISION CORP.



NBC NETWORK

The Nation's Top Television Programs

As Rated by American Research Bureau

• Top 10 Shows in Each City

• All TV Film Series in All Major Markets

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

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

All films shown are sold on a syndicated basis unless they are designated by a dagger (†), in which case they are nationally spot

booked. Stations are VHF unless the call letters are preceded by the letter "U" in which case they are UHF.

The highest rated opposition program is shown 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.

Rank Among Films	Title (Type) and Distributor	March ARB Rating	Station, Day, Time	Top Opposition & Rating
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FRESNO 4 STATIONS

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

1. Dragnet, KMJ.....63.6	6. Disneyland, KJEO.....54.9
2. I Love Lucy, KJEO.....63.5	7. This Is Your Life, KMJ.....52.2
3. You Bet Your Life, KMJ.....62.3	8. My Little Margie, KMJ.....50.6
4. The Millionaire, KMJ.....56.5	9. Toast of the Town, KJEO.....50.0
5. You Asked for It, KJEO.....55.8	10. Four Star Playhouse, KMJ.....49.2

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. Waterfront (Adv.), MCA-TV.....49.4	KMJ—F, 8:30-9:00.....Ray Bolger, 17.2
2. I Led Three Lives (Adv.), Ziv-TV.....40.8	KMJ—Su, 7:00-7:30.....What's My Line? 26.2
3. Hopalong Cassidy (West.), NBC Film.....36.9	KMJ—M, 6:30-7:00.....Racket Squad, 19.7
4. Range Rider (West.), CBS Film.....33.9	KMJ—M, 7:00-7:30.....Studio One, 33.9
5. Kit Carson (West.), Coca-Cola.....33.0	KJEO—M, 6:00-6:30.....Various, 5.9
6. Wild Bill Hickok (West.), Flamingo Films.....33.0	KMJ—T, 7:00-7:30.....Meet Corliss Archer, 23.8
7. Star and the Story (Drama), Official Films.....32.2	KMJ—Su, 6:30-7:00.....Pantomime Quiz, 24.3
8. Ramar of the Jungle (Adv.), TPA.....30.5	KJEO—Th, 6:30-7:00.....Gene Autry, 8.8
9. Favorite Story (Drama), Ziv-TV.....30.3	KJEO—T, 8:00-8:30.....Milton Berle, 30.7
10. Annie Oakley (West.), CBS Film.....30.0	KMJ—Su, 5:30-6:00.....You Are There, 9.4
11. Eddie Cantor (Comedy), Ziv-TV.....28.6	38. Frankie Laine (Music), Guild Films.....5.8
12. Life With Elizabeth (Comedy), Guild Films.....27.1	39. Range Rider (West.), CBS Film.....5.8
13. D. Fairbanks Presents (Drama), ABC Film.....27.0	42. Liberace (Music), Guild Films.....5.2
14. Lone Wolf (Mys.), MCA-TV.....26.4	42. Beulah (Comedy), Flamingo Films.....5.2
15. Badge 714 (Mys.), NBC Film.....25.3	44. Racket Squad (Mys.), ABC Film.....4.5
16. Cisco Kid (West.), Ziv-TV.....24.7	45. Cowboy G-Men (West.), Flamingo Films.....4.3
17. Jet Jackson (Adv.), Screen Gems.....24.5	46. Badge 714 (Mys.), NBC Film.....3.9
18. Gene Autry (West.), CBS Film.....24.3	47. Lone Wolf (Mys.), MCA-TV.....3.4
19. Meet Corliss Archer (Comedy), Ziv-TV.....23.8	47. Roller Derby (Sports), NTA.....3.4
20. Life of Riley (Comedy), NBC Film.....23.0	47. Inner Sanctum (Mys.), NBC Film.....3.4
21. Greatest Fights (Sports), Mannie Baum.....21.5	50. Life of Riley (Comedy), NBC Film.....3.0
22. Famous Playhouse (Drama), MCA-TV.....19.7	50. Annie Oakley (West.), CBS Film.....3.0
22. Racket Squad (Mys.), ABC Film.....19.7	52. China Smith (Adv.), NTA.....2.6
24. The Falcon (Adv.), NBC Film.....18.9	52. Orient Express (Drama), NTA.....2.6
25. Passport to Danger (Adv.), ABC Film.....18.5	54. Meet Corliss Archer (Comedy), Ziv-TV.....2.4
26. City Detective (Mys.), MCA-TV.....18.0	55. The Whistler (Adv.), CBS Film.....2.1
27. Ellery Queen (Mys.), TPA.....14.2	55. Play of the Week (Drama), NTA.....2.1
28. The Whistler (Mys.), CBS Film.....13.7	57. Curtain Calls (Drama), MCA-TV.....1.9
29. Stu Erwin (Comedy), NTA.....13.3	58. Mr. District Attorney (Mys.), Ziv-TV.....1.7
30. This Is Your Music (Music), Official Films.....12.2	58. Amos 'n' Andy (Comedy), CBS Film.....1.7
31. Big Playback (Sports), Screen Gems.....10.3	58. International Playhouse (Drama), NTA.....1.7
32. Curtain Calls (Drama), MCA-TV.....8.6	61. Playhouse 15 (Drama), MCA-TV.....1.5
33. Captured (Mys.), NBC Film.....7.1	62. Beulah (Comedy), Flamingo Films.....1.3
34. Follow That Man (Mys.), MCA-TV.....6.9	63. Eddie Cantor (Comedy), Ziv-TV.....0.9
35. Heart of the City (Drama), MCA-TV.....6.4	63. City Detective (Mys.), MCA-TV.....0.9
36. Janet Dean R.N. (Drama), UM&M.....6.0	63. Orient Express (Drama), NTA.....0.9
36. Waterfront (Adv.), MCA-TV.....6.0	66. Play of the Week (Drama), NTA.....0.4
38. China Smith (Adv.), NTA.....5.8	66. I Led Three Lives (Adv.), Ziv-TV.....0.4
38. Famous Playhouse (Drama), MCA-TV.....5.8	66. James Mason Show (Drama), NTA.....0.4
	69. The Passerby (Drama), NTA.....0.4
	69. Holiday (Music), CBS Film.....0.4
	69. Top Secret (Adv.), Flamingo Films.....0.4

OKLAHOMA CITY 3 STATIONS

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

1. Ford Theater, WKY.....58.2	6. *Mr. District Attorney, WKY.....47.2
2. This Is Your Life, WKY.....51.3	7. Lux Video Theater, WKY.....43.2
3. You Bet Your Life, WKY.....49.4	8. Fireside Theater, WKY.....42.7
4. I Love Lucy, KWTV.....49.2	9. Your Hit Parade, WKY.....41.8
5. Dragnet, WKY.....49.1	10. Milton Berle, WKY.....37.1

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. Mr. District Attorney (Mys.), Ziv-TV.....47.2	WKY—Th, 7:30-8:00.....Climax, 21.6
2. Death Valley Days (West.), Pacific Borax.....36.6	WKY—Su, 9:00-9:30.....Father Knows Best, 17.2
3. Your Star Showcase (Drama), TPA.....34.3	WKY—T, 9:30-10:00.....See It Now, 9.1
4. Badge 714 (Mys.), NBC Film.....33.2	WKY—F, 7:00-7:30.....Mayor of the Town, 11.4
5. City Detective (Mys.), MCA-TV.....31.5	WKY—S, 7:30-8:00.....Stage Show, 24.1
6. Waterfront (Adv.), MCA-TV.....30.6	WKY—Su, 9:30-10:00.....What's My Line? 26.7
7. Liberace (Music), Guild Films.....28.0	WKY—W, 9:30-10:00.....Blue Ribbon Bouts, 25.9
8. Cisco Kid (West.), Ziv-TV.....27.4	WKY—Su, 5:30-6:00.....You Are There, 5.0
9. Favorite Story (Drama), Ziv-TV.....26.5	WKY—F, 7:30-8:00.....Topper, 23.3
10. Wild Bill Hickok (Mys.), Flamingo Films.....25.2	WKY—F, 5:30-6:00.....Various, 4.6
11. Life of Riley (Comedy), NBC Film.....24.4	22. Hollywood Hall Hour (Drama), Consolidated TV Sales.....4.7
12. I Led Three Lives (Adv.), Ziv-TV.....23.3	23. Ringside With Rasslers (Sports), Consolidated TV Sales.....2.6
13. Superman (Adv.), Flamingo Films.....20.7	24. Play of the Week (Drama), NTA.....1.7
14. Meet Corliss Archer (Comedy), Ziv-TV.....14.2	25. Florian ZaBach (Music), Guild Films.....1.3
15. Your Star Showcase (Drama), TPA.....13.6	26. Ellery Queen (Mys.), TPA.....0.9
16. Passport to Danger (Adv.), ABC Film.....12.1	26. Stu Erwin (Comedy), NTA.....0.9
17. Mayor of the Town (Drama), MCA-TV.....11.4	26. International Playhouse (Drama), NTA.....0.9
18. Stories of the Century (West.), Hollywood TV Service.....9.3	26. Orient Express (Drama), NTA.....0.9
19. Royal Playhouse (Drama), MCA-TV.....8.4	26. China Smith (Adv.), NTA.....0.9
20. Front Page Detective (Mys.), Consolidated TV Service.....6.0	31. Play of the Week (Drama), NTA.....0.4
21. This Is the Story (Drama), Sterling TV.....5.2	31. Bobo the Hobo (Child), NTA.....0.4
	31. Roller Derby (Sports), NTA.....0.4

NORFOLK 2 STATIONS

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

1. Toast of the Town, WTAR.....66.7	6. Godfrey and His Friends, WTAR.....57.8
2. I Love Lucy, WTAR.....62.4	7. The Millionaire, WTAR.....56.9
3. Show Wagon, WTAR.....61.7	8. Beat the Clock, WTAR.....53.9
4. Two for the Money, WTAR.....59.2	9. Godfrey's Talent Scouts, WTAR.....53.4
5. I've Got a Secret, WTAR.....58.2	10. Mama, WTAR.....51.7

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. Badge 714 (Mys.), NBC Film.....44.6	WTAR—T, 8:30-9:00.....Martha Raye, 11.6
2. Mr. District Attorney (Mys.), Ziv-TV.....42.5	WTAR—Th, 8:00-8:30.....You Bet Your Life, 13.9
3. Meet Corliss Archer (Comedy), Ziv-TV.....38.6	WTAR—M, 7:00-7:30.....Various, 1.5
4. Mayor of the Town (Drama), MCA-TV.....37.5	WTAR—T, 7:00-7:30.....Various, 0.4
5. Eddie Cantor (Comedy), Ziv-TV.....36.3	WTAR—T, 9:00-9:30.....Fireside Theater, 15.0
6. I Led Three Lives (Adv.), Ziv-TV.....36.0	WTAR—T, 9:30-10:00.....Ford Theater, 12.4
7. Death Valley Days (West.), Pacific Borax.....34.8	WTAR—T, 10:00-10:30.....Truth or Consequences, 6.7
8. Wild Bill Hickok (West.), Flamingo Films.....33.9	WTAR—F, 6:00-6:30.....Bob and Chauncey, 2.2
9. Cisco Kid (West.), Ziv-TV.....33.4	WTAR—Th, 6:00-6:30.....Bob and Chauncey, 1.9
10. Playhouse 15 (Drama), MCA-TV.....30.7	WTAR—T, 7:45-8:00.....News Caravan, 10.1
11. Superman (Adv.), Flamingo Films.....28.1	16. Life of Riley (Comedy), NBC Film.....8.2
12. Ellery Queen (Mys.), TPA.....24.7	17. Star and the Story (Drama), Official Films.....4.5
13. Liberace (Music), Guild Films.....19.1	18. Times Square Playhouse (Drama), Ziv-TV 3.4
14. Range Rider (West.), CBS Film.....17.3	
14. Your Star Showcase (Drama), TPA.....17.3	

Rank Among Films	Title (Type) and Distributor	March ARB Rating	Station, Day, Time	Top Opposition & Rating
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BAKERSFIELD 6 STATIONS

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

1. *Waterfront, KERO.....65.8	6. *Badge 714, KERO.....52.6
2. Dragnet, KERO.....65.6	7. Ford Theater, KERO.....51.5
3. You Bet Your Life, KERO.....57.4	8. Private Secretary, KERO.....51.0
4. Toast of the Town, KERO.....53.7	9. *Racket Squad, KERO.....50.2
5. Comedy Hour, KERO.....52.8	10. *Range Rider, KERO.....50.0

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. Waterfront (Adv.), MCA-TV.....65.8	KERO—Th, 8:30-9:00.....Justice, 4.8
2. Badge 714 (Mys.), NBC Film.....52.6	KERO—S, 9:00-9:30.....Two for the Money, 4.3
3. Racket Squad (Mys.), ABC Film.....50.2	KERO—T, 7:30-8:00.....Stop the Music, 11.3
4. Range Rider (West.), CBS Film.....50.0	KERO—Th, 7:00-7:30.....Ramar of the Jungle, 7.7
5. Lone Wolf (Mys.), MCA-TV.....47.9	KERO—Th, 7:30-8:00.....Classic Theater, 9.1
6. I Led Three Lives (Adv.), Ziv-TV.....43.8	KERO—Su, 7:30-8:00.....Frontier Theater, 9.4
7. Meet Corliss Archer (Comedy), Ziv-TV.....41.6	KERO—Su, 6:00-6:30.....Diamond "A" Theater, 4.1
7. Heart of the City (Drama), MCA-TV.....41.6	KERO—W, 8:30-9:00.....My Hero, 13.4
9. The Whistler (Mys.), CBS Film.....39.2	KERO—T, 9:30-10:00.....Red Skelton, 7.7
10. Eddie Cantor (Comedy), Ziv-TV.....36.9	KERO—T, 7:00-7:30.....Boston Blackie, 14.8
11. City Detective (Mys.), MCA-TV.....35.7	35. This Is Your Music (Music), Official Films.....1.4
12. Stories of the Century (West.), Hollywood TV Service.....34.9	37. Scotland Yard (Mys.), American-British TV.....1.2
13. Life of Riley (Comedy), NBC Film.....34.7	38. Cowboy G-Men (West.), Flamingo Films.....1.0
14. Annie Oakley (West.), CBS Film.....33.0	38. Meet Corliss Archer (Comedy), Ziv-TV.....1.0
15. Mr. District Attorney (Mys.), Ziv-TV.....27.6	38. I Am the Law (Mys.), MCA-TV.....1.0
16. Liberace (Music), Guild Films.....27.1	38. Janet Dean, R.N. (Drama), UM&M.....1.0
17. Wild Bill Hickok (West.), Flamingo Films.....18.5	42. Call the Play (Sports), Station Distributors 0.5
18. Boston Blackie (Mys.), Ziv-TV.....14.8	42. Hans Christian Andersen (Child), Interstate TV.....0.5
18. Amos 'n' Andy (Comedy), CBS Film.....14.8	42. Biff Baker, U.S.A. (Adv.), MCA-TV.....0.5
20. Superman (Adv.), Flamingo Films.....14.4	42. Follow That Man (Mys.), MCA-TV.....0.5
21. My Hero (Comedy), Official Films.....13.4	42. Cowboy G-Men (West.), Flamingo Films.....0.5
22. Range Rider (West.), CBS Film.....8.9	42. Beulah (Comedy), Flamingo Films.....0.5
23. Ramar of the Jungle (Adv.), TPA.....7.7	42. International Police (Adv.), NTA.....0.5
24. Death Valley Days (West.), Pacific Borax 7.2	49. Popular Science (Educ.), Interstate TV.....0.5
25. Favorite Story (Drama), Ziv-TV.....6.7	49. Dick Tracy (Mys.), Combined TV-Pictures, Inc.....0.5
26. Gene Autry (West.), CBS Film.....5.3	49. James Mason Presents (Drama), NTA.....0.5
27. Mr. District Attorney (Mys.), Ziv-TV.....4.8	49. Stu Erwin (Comedy), NTA.....0.5
28. City Detective (Mys.), MCA-TV.....3.3	49. James Mason Presents (Drama), NTA.....0.5
28. Foreign Intrigue (Adv.), Official Films.....3.3	49. Sands of Time (Quiz), NTA.....0.5
28. The Falcon (Adv.), NBC Film.....3.3	49. Top Secret (Adv.), Flamingo Films.....0.5
31. Wild Bill Hickok (West.), Flamingo Films 2.9	49. Joe Palooka (Adv.), Guild Films.....0.5
32. Movie Museum (Comedy), Sterling TV.....2.2	49. Beulah (Comedy), Flamingo Films.....0.5
33. D. Fairbanks Presents (Drama), ABC Films.....1.9	
34. Amos 'n' Andy (Comedy), CBS Film.....1.7	
35. Dateline Europe (Adv.), Official Films.....1.4	

LITTLE ROCK-PINE BLUFF-HOT SPRINGS 2 STATIONS

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

1. I Love Lucy, KATV.....68.6	6. *Badge 714, KATV.....53.0
2. *Amos 'n' Andy, KATV.....58.1	7. *Mr. District Attorney, KATV.....51.7
3. Burns and Allen, KATV.....56.2	8. Studio One, KATV.....50.3
4. December Bride, KATV.....55.8	9. G. E. Theater, KATV.....49.6
5. Toast of the Town, KATV.....54.6	10. Private Secretary, KATV.....46.6

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. Amos 'n' Andy (Comedy), CBS Film.....58.1	KATV—M, 7:30-8:00.....Caesar's Hour, 13.9
2. Badge 714 (Mys.), NBC Film.....53.0	KATV—T, 7:00-7:30.....Milton Berle, 14.2
3. Mr. District Attorney (Mys.), Ziv-TV.....51.7	KATV—Su, 8:30-9:00.....Television Playhouse, 16.9
4. Meet Corliss Archer (Comedy), Ziv-TV.....37.8	KATV—Su, 9:30-10:00.....Meet Corliss Archer, 17.2
5. Gene Autry (West.), CBS Film.....36.2	KATV—Su, 5:00-5:30.....Florian ZaBach, 4.3
6. Guy Lombardo (Music), MCA-TV.....30.2	KATV—F, 9:30-10:00.....Various Shows, 25.7
7. Waterfront (Adv.), MCA-TV.....28.9	KARK—S, 7:00-7:30.....Stage Show, 37.3
8. Your All Star Theater (Drama), Screen Gems.....28.1	KARK—T, 8:30-9:00.....Elgin TV Hour, 33.9
9. Favorite Story (Drama), Ziv-TV.....27.4	KATV—T, 8:00-8:30.....Fireside Theater, 27.4
10. Ringside With Rasslers (Sports), Consolidated TV Sales.....26.7	KATV—Th, 9:00-10:00.....Lux Video Theater, 36.7
11. Eddie Cantor (Comedy), Ziv-TV.....24.5	31. Hopalong Cassidy (West.), NBC Film.....8.6
12. Range Rider (West.), CBS Film.....21.9	32. Big Playback (Sports), Screen Gems.....8.2
13. Kit Carson (West.), Coca-Cola.....21.5	33. Famous Playhouse (Drama), MCA-TV.....7.5
14. Lone Wolf (Mys.), MCA-TV.....21.4	34. Frankie Laine (Music), Guild Films.....6.8
15. Cisco Kid (West.), Ziv-TV.....19.7	35. Curtain Call (Drama), MCA-TV.....6.4
16. Passport to Danger (Adv.), ABC Film.....19.1	35. Cowboy G-Men (West.), Flamingo Films.....6.4
17. Meet Corliss Archer (Comedy), Ziv-TV.....17.2	37. This Is Your Music (Music), Official Films 5.8
18. Annie Oakley (West.), CBS Film.....16.9	38. I Am the Law (Mys.), MCA-TV.....4.9
19. Lone Wolf (Mys.), MCA-TV.....14.6	39. Beulah (Comedy), Flamingo Films.....4.8
20. Hopalong Cassidy (West.), NBC Film.....14.0	40. Counterpoint (Drama), MCA-TV.....4.5
21. City Detective (Mys.), MCA-TV.....13.9	41. Florian ZaBach (Music), Guild Films.....4.3
22. Abbott and Costello (Comedy), MCA-TV.....12.8	42. International Police (Mys.), NTA.....4.1
23. Duffy's Tavern (Comedy), UM&M.....12.0	42. Biff Baker, U.S.A. (Adv.), MCA-TV.....4.1
24. Flash Gordon (Adv.), UM&M.....11.6	44. Roller Derby (Sports), NTA.....1.9
25. Abbott and Costello (Comedy), MCA-TV.....9.9	45. Facts Forum (Misc.), Facts Forum.....1.1
26. Wild Bill Hickok (West.), Flamingo Films 9.7	46. D. Fairbanks Presents (Drama), ABC Films.....0.9
27. Television Court (Music), UM&M.....9.4	47. The Ruggles (Comedy), Tom Corradine Assoc.....0.4
28. Yesterday's Newsreel (Docum.), Ziv-TV.....9.0	
28. Liberace (Music), Guild Films.....9.0	
28. Ramar of the Jungle (Adv.), TPA.....9.0	

ALBUQUERQUE 3 STATIONS

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

1. I Love Lucy, KGGM.....60.8	6. *I Led Three Lives, KOB.....48.5
2. You Bet Your Life, KOB.....58.2	7. Dragnet, KOB.....46.1
3. December Bride, KGGM.....53.0	8. Private Secretary, KGGM.....45.7
4. *City Detective, KOB.....50.0	9. Bob Cummings, KOB.....44.4
5. Your Hit Parade, KOB.....49.2	9. Truth or Consequences, KOB.....44.4

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. City Detective (Mys.), MCA-TV.....50.0	KOB—Th, 9:00-9:30.....Playhouse of Stars, 19.8
2. I Led Three Lives (Adv.), Ziv-TV.....48.5	KOB—T, 9:00-9:30.....Passport to Danger, 11.2
3. Life of Riley (Comedy), NBC Film.....40.1	KOB—Th, 8:30-9:00.....Name That Tune, 20.1
4. Dangerous Assignment (Adv.), NBC Film.....39.7	KOB—T, 9:30-10:00.....Play of the Week, 8.4
5. Meet Corliss Archer (Comedy), Ziv-TV.....37.3	KGGM—Su, 7:30-8:00.....TV Playhouse, 21.3
6. Lone Wolf (Mys.), MCA-TV.....35.8	KGGM—Th, 8:00-8:30.....Liberace, 30.6
7. Badge 714 (Mys.), NBC Film.....35.1	KOB—T, 7:30-8:00.....Red Skelton, 34.9
8. Mr. District Attorney (Mys.), Ziv-TV.....30.6	KGGM—Th, 7:30-8:00.....Ford Theater, 44.2
8. Liberace (Music), Guild Films.....30.6	KOB—Th, 8:00-8:30.....Lone Wolf, 35.8
10. The Visitor (Drama), NBC Film.....29.3	KOB—T, 7:00-7:30.....Meet Millie, 30.8
11. Man Behind the Badge (Mys.), MCA-TV.....27.8	24. Where Were You? (Docum.), MCA-TV.....13.3
12. Gene Autry (West.), CBS Film.....27.6	25. Beulah (Comedy), Flamingo Films.....12.0
13. Wild Bill Hickok (West.), Flamingo Films 25.9	26. Your TV Theater (Drama), Ziv-TV.....11.9
14. Waterfront (Adv.), MCA-TV.....25.0	27. Guy Lombardo (Music), MCA-TV.....11.4
15. Eddie Cantor (Comedy), Ziv-TV.....24.3	28. Passport to Danger (Adv.), ABC Film.....11.2
16. Crusade in the Pacific (Docum.), 20th Century-Fox.....21.3	29. Play of the Week (Drama), NTA.....8.4
16. Star and the Story (Drama), Official Films.....21.3	30. Orient Express (Drama), NTA.....7.3
18. Superman (Adv.), Flamingo Films.....20.4	31. Inspector Mark Saber (Mys.), Thompson-Koch.....6.0
19. Amos 'n' Andy (Comedy), CBS Film.....20.2	32. Top Secret (Adv.), Flamingo Films.....5.6
20. The Whistler (Mys.), CBS Film.....17.4	33. China Smith (Adv.), NTA.....4.5
21. Florian ZaBach (Music), Guild Films.....15.9	33. The Passerby (Drama), NTA.....4.5
22. Paragon Playhouse (Drama), NBC Film.....14.9	35. Playhouse 15 (Drama), MCA-TV.....4.1
23. My Hero (Comedy), Official Films.....13.4	36. The Passerby (Drama), NTA.....1.5
	37. International Playhouse (Drama), NTA.....1.3

(Continued on page 15)

TV FILM PURCHASES

By CHARLOTTE SUMMERS

"The Falcon," distributed by NBC Film Division, picked up two new sponsors and markets this past week, when O'Keefe's Beer contracted for the series over WBEN, Buffalo, and Piel's Beer signed for WPTZ, Philadelphia.

Other NBC Film Division sales include: "Homer Bell" to KWFT, Wichita Falls, Tex.; "Victory at Sea" to WLAC, Nashville; "Inner Sanctum" to WOC, Davenport, Ia.; "Captured" to WMCT, Memphis; "Dangerous Assignment" to KWFT, Wichita Falls, and WSIX, Milwaukee; and "Life of Riley," Series C, to WTVP, Decatur, Ill.

CBS TV Film Sales sold "Amos 'n' Andy" to WRBC, Abilene, Tex., for R&R Electric; WJHP, Jacksonville, Fla., and KCMO, Kansas City, Mo. "Holiday in Paris" was sold to WSMY, Greensboro, N. C., and "News Review" to KSL, Salt Lake City.

"All Star Theater" was sold to KFDM, Beaumont, Tex., for Gulf States Utilities Company, and renewed by South Carolina Electric & Gas Company, over WIS-TV. Screen Gems also sold "Big Playback" to KFDM, Beaumont, Tex., for Holly Motor Company; KHJ, Los Angeles, and WDAY, Fargo, N. D.

Guild Films closed a multi-market deal this week for the "Conrad Nagel Theater" with Streitman Biscuit Company. The series will show over WTVD, Durham, N. C.; WBTW, Florence, S. C.; WSL, Roanoke, Va., and WRBL, Columbus, Ga.

Sterling Television's "Little Theater" was sold to J. C. Hersman & Company (Serta Mattress) to be shown over WFBM, Indianapolis, and to WGAN, Portland, Me. "Adventures in the News" was picked up by WINK, Fort Meyers, Fla., and "Invitation Playhouse" by WGAN, Portland, Me., and WABD, New York.

REVOLVING DOOR

Alex Gottlieb, "Dear Phoebe" producer, arrived in New York on Wednesday (20) for discussions with sponsors for the 1955-'56 period. Clem Stigdon, formerly director and writer for RKO-Pathé, New York, has joined the film services department of CBS-TV, as manager of film production.

Al Sussman, former director of film buying for the Crosley chain, has joined Interstate TV Corporation as sales exec in Chicago. Roy Lockwood, CBS-TV's producer of "The Search" and "Resources for Freedom," has joined Robert Lawrence Productions as producer-director.

Weill Packages 26 Costume Features

NEW YORK, April 23. - Jules Weill has packaged 26 costume adventure features, gleaned from his Fortune Features roster, into a special offering, titled "On Guard." The package is being offered to stations who cannot use the entire Fortune Features batch but would be interested in a 26-feature bundle limited only to swashbuckling adventure films.

PRODUCTION NOTES

By BOB SPIELMAN

It's the people behind the cameras, not in front, who are the most essential to making a TV show a success, opines Ira Steiner, of the Ashley-Steiner Agency. TV has brought writers, directors and producer into prominence as theatrical pix never did, he believes.

Lauritz Melchior has been signed for a TV pilot by the William Morris Agency. Titled "Hundred Girls and a Chef," it will deal with the adventures of a European professor in an American girls' school.

NBC-TV's Frank Cleaver has intensified his search for new talent, especially for the kind that can be used in shows aimed at the teen-age audience, which he believes is being neglected. Cleaver last week planned to San Francisco to look at George Lamonte, a singer, and Mel Riddle, an emcee-announcer, whom John Wayne recommended to the net.

Reruns of "Medic" will be available in the spring of 1956, according to the show's producer, Frank Latourette. Agreement with Dow Chemical, the sponsor, not to place the program in reruns for 18 months after its origination on TV will be up at that time.

It's now primarily up to the manufacturers how fast color develops, says Nat Perrin, CBS executive producer in charge of color programming. Perrin thinks that the nets have done their share in pushing color, and that it's up to the manufacturers to come out with a set in the price range of the general public.

Roy Rogers will be seen on British commercial TV this fall if negotiations which NBC is now conducting to sell the telefilms are successful.

In the personalities department, George Burns wants King Farouk to do a guest shot on "Burns and Allen," and Al Simon is looking for Alec Guinness to play the lead in his projected "The Delightful Imposter." Chances of either of the two trekking to America at the moment looks slim.

NBC, which has been unsuccessfully trying to cast "Baby Snooks" for many a year, has given up on youngsters and will try to make Mitzi McCall look as much like Baby as possible.

Continued from page 14

Table with 5 columns: Rank Among Films, Title (Type) and Distributor, March ARB Rating, Station, Day, Time, Top Opposition & Rating

COLUMBIA, S. C. 4 STATIONS

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

Table with 5 columns: Rank, Title, Rating, Station, Time, Opposition & Rating

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table with 5 columns: Rank, Title, Rating, Station, Time, Opposition & Rating

BIRMINGHAM 2 STATIONS

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

Table with 5 columns: Rank, Title, Rating, Station, Time, Opposition & Rating

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table with 5 columns: Rank, Title, Rating, Station, Time, Opposition & Rating

Table with 5 columns: Rank Among Films, Title (Type) and Distributor, March ARB Rating, Station, Day, Time, Top Opposition & Rating

JACKSONVILLE 2 STATIONS

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

Table with 5 columns: Rank, Title, Rating, Station, Time, Opposition & Rating

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table with 5 columns: Rank, Title, Rating, Station, Time, Opposition & Rating

MINNEAPOLIS-ST. PAUL 5 STATIONS

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

Table with 5 columns: Rank, Title, Rating, Station, Time, Opposition & Rating

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table with 5 columns: Rank, Title, Rating, Station, Time, Opposition & Rating

LEGIT

National 'Inherits' Fine Drama, Superb Star

By BOB FRANCIS

Back in the Turbulent Twenties, when those two legal giants, Clarence Darrow and William Jennings Bryan, fought out the issue of free thought and speech versus religious super-bigotry in the Tennessee courtroom of the famous "monkey" trial, nobody gave much thought to young Scopes, the teacher who was in the dock for telling his teen-agers about Darwin's theory of evolution. Now Jerome Lawrence and Robert E. Lee have brought it all back in a drama, called "Inherit the Wind," and unless theater-going taste has gone completely haywire, Herman

Shumlin and Margo Jones should have a solid hit at the National Theater.

For purposes of dramatic license, Darrow has become Henry Drummond, Bryan is called Matthew Harrison Brady and young Scopes is Bertram Cates. The last has been given a heart interest. Bryan's death has been moved up to practically coincide with the termination of the trial, but over-all it's apparent that the authors have indulged in exceedingly factual research. What they have come up with is the circus-like hysteria that took possession of a little Southern town and the graphic presentation of the titanic up-hill battle waged by the shrewdest trial lawyer of his day to the final confusion of his forensically bigoted opponent. It is fine, provocative drama.

Paul Muni, too long absent from these parts, is giving one of the best performances of his career as Darrow. It is a superb example of portrait building, masterfully shaded in all dimensions and dominating the play every moment whether he is on stage or off. Ed Begley's characterization makes you feel that the Great Orator has come alive again with all the remembered bombast and childish petulance — another highly polished piece of work. Also standouts in a cast of 50 are Bethel Leslie, Karl Light, Staats Cotsworth, Tony Randall and Muriel Kirkland. Shumlin has directed them all with a sure and sympathetic touch.

Late in arriving, "Wind" sums up to one of the season's best offerings. It is written with intelligence, produced with excellent taste, and anyone who misses Muni's Darrow should do a penance.

Delores Hawkins
Jimmy Fazio's, Milwaukee

Recent important network TV stints and a batch of fairly good selling Epic label disks have fashioned Delores Hawkins into a much stronger local draw.

The lass obviously possesses plenty of vocal talent, and her figure, shoehorned into some striking gowns, earns rapt customer attention. No specialist, she does equally well with both bouncy and ballad-type tunes. Her best offerings include "Let's Get Away From It All," "Hey, There" and a very warm, listenable version of the old Jolson signature, "Rockabye, My Baby." The charmer had the whole room beating out the time for her last number, "Sing You Sinners," as they grudgingly let her beg off. Ollman.

Artie Dann
Palace Theater, New York

Bill is over-all satisfactory, with Artie Dann billed again in next-to-closing. Comic's act, with no period changed, clicks as usual with customers.

Dick Berk and Bunny Hallow

Jane Morgan
Blinstrub's, Boston

A newcomer to the Hub is Jane Morgan, luscious, blonde Boston thrush, who had to fly to Paris to gain recognition. What was estimated at more than 1,500 jammed this huge nitery, but the party trade accounted for as many as came just to hear Miss Morgan. Beautifully gowned, with a figure and personality to match, this minor recording star might be more in her element in a more intimate atmosphere.

She makes use of her Paris stay by doing a cycle of American songs, done in French. This consists mostly of "No Business Like Show Business," "Buttons and Bows" and "Bingo Bongo Bango." The dazzling doll has a cute line of patter which unfortunately hardly comes off in the big auditorium. Dewar.

All in One
The Playhouse, New York

Charles Bowden's and Richard Barr's little potpourri of music, dance and drama, "All in One," should attract considerable customer interest at the Playhouse. It provides two of our outstanding younger actresses with personal field days.

In the opening stanza, Leonard Bernstein's tabloid opera "Trouble in Tahiti," Alice Ghostley gets a chance as a self-pitying suburban housewife to fulfill the previous promise she has given in lighter musical revues. She gets excellent help from John Tyers, as the other half of a bored couple, in the Bernstein atonic satire. But "Tahiti" is strictly a Ghostley dish of tea.

Drama-wise, Maureen Stapleton runs away with honors in Tennessee Williams' cynical, old vignette, "27 Wagons Full of Cotton." As the moronic wife, who ironically has to pay off on her husband's crime by taking his victim to bed, she establishes an amazing portrait in no time at all. Myron McCormick and Felice Orlandi contribute fine assistance.

In between, Paul Draper interpolates a session of his superb stepping. Not much new can be said of him, except that he seems more precise and agile than ever and has added a fine dash of panto to his rep. Francis.

Woody Herman
Blue Note, Chicago

Woody Herman and His Third Herd, in for a week's engagement, drew one of the biggest opening night crowds the Blue Note has seen in almost half a year. The band is a solid swinging group which displays plenty of talented sidemen and a score of good arrangements. Woody, himself, proves he has plenty of showmanship, a difficult job on a show that features only music and no variety.

The show itself, featuring such numbers as "Body and Soul," "Dream, Dream, Dream" and "Woodchoppers' Ball," was highly accepted by the audience. Lea Matthews, the band chirper, displayed her vocal talents on "I'm Glad There Is You" and "Blue Moon." Schickel.

BROADWAY SHOWLOG

Performances Thru April 23, 1955

DRAMAS

All in One	4-19, '55	7
Anastasia	12-29, '54	133
Anniversary Waltz	4-7, '54	437
Bus Stop	3-2, '55	61
Champagne Complex	4-12, '55	15
Cat on a Hot Tin Roof	3-24, '55	35
Inherit the Wind	4-21, '55	4
Lonatics and Lovers	12-12, '54	152
Tea and Sympathy	9-30, '53	652
Teach Me How to Cry	4-5, '55	23
The Bad Seed	12-8, '54	156
The Bamboo Cross	2-21, '55	72
The Desperate Hours	2-10, '55	84
The Seven-Year Itch	11-20, '52	1,014
The Teahouse of the August Moon	10-15, '53	639
Witness for Prosecution	12-16, '54	148

MUSICALS

Ankles Aweigh	4-18, '55	8
Can-Can	5-17, '53	812
Comedy in Music	10-2, '53	599
Fanny	11-4, '54	196
Guys and Dolls	4-20, '55	7
Meet the People	4-13, '55	13
Pajama Game	5-13, '54	390
Phoenix	4-23, '55	1
Plain and Fancy	1-27, '55	100
Silk Stockings	2-24, '55	67
The Boy Friend	9-30, '54	236
The House of Flowers	12-30, '54	132
The Shoestring Revue	2-28, '55	64
Three for Tonight	4-6, '55	21

CLOSED

The Dark Is Light Enough	2-23, '55	68
Kismet	11-3, '53	580
The Flowering Peach	12-28, '54	135

COMING UP

The Honeyes	4-28, '55	
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tee-off with their top-flight routines. Jimmie Jimae follows with his ditto brand of card and cigarette manipulation. Burton and Janet are back with their Hollywood imitations. First winds up with only new act, the Tune Up Boys, a versatile pair of musicians, who can duo a tune on practically any king of instrument.

Pigmeat Markham is in fifth slot, with a switch this time to another routine, a blackboard arithmetic bit, which is very amusing. The Helene Vernon Trio add their splendid adagio routines and the Raylin Brothers wind up the show with their exceptionally projected hand-balancing. Francis.

Sophie Tucker
Latin Quarter, New York

What can a reporter say about an eighth annual appearance of Sophie Tucker in Lou Walters' bistro? The old gal is apparently indestructible. Physically or vocally, she never loses that thing that makes for super saloon-projection to set the customers to hammering the tops off their tables. La Tucker is the perennial draw.

Georgie Kay is likewise back in the room to provide the chuckle stint. The comic is far more relaxed and slicker than in his appearance some weeks ago. He is now placing his shots and has table-squatters reacting accordingly.

Still on hand to point up the "Paris a la Mode" revue are the excellent acrobatics of the Cristiani Troupe, the superb adagio of Holger and Dolores, the fine chanting of the Melodears and the Harmonizers and, of course, les gals. Newcomer Lillian d'Honau does well in the featured stepping slot. Francis.

LEGIT

Kean Sisters' 'Ankles' Are Pretty But Weak

By BOB FRANCIS

A matter like "Ankles Aweigh," the Mark Hellinger Theater's latest song-and-dancer tenant, just points up the fact that you can kid an old-fashioned, gags-and-legs book musical, but the fun has gone down the drain when you try to do one seriously. Maybe there are people still clamoring for a return to the old, hoked-up formula. If so, the Guy Bolton-Eddie Davis-Sammy Fain-Dan Shapiro extravaganza should cure 'em.

"Aweigh" has a plot, of course. The Bolton and Davis assembly line book has somewhat to do with the didoes of an American movie troupe in Italy, a star secretly married into the U. S. Navy, comic gobs and a honeymoon frustrated by spy-filled intrigues. Locales range from Italian town squares, the deck of a battleship and a Moroccan bordello, to hotel lobbies and bedrooms. No one can say the ankles don't get around. These maneuvers are tied together with a magnificent array of tricked-up, mothball gags and cliché situations which smack of overdone, equally old-fashioned burlesque.

Fain's cleffing is singularly adapted to the brassy, frenziedly gay mood, and Shapiro's lyrics for it are strictly of the period. Perhaps both aimed for this. In any event their efforts add little distinction tune or word-wise.

However, "Aweigh" has its virtues. It boasts one of the most eye-filling ensembles in town. Miles White has body-draped it, and George Jenkins backgrounded it for the handsomest of results. Toni

Guys and Dolls
City Center, New York

The Center opens its spring light opera season with a fair revival of "Guys and Dolls." Some lack of the musical's pristine frisky charm can likely be chalked up against a short rehearsal period. However, a great show is not getting the fine framing it deserves.

Helen Gallagher, with a new red hair-do, in her own style is good as the perennially engaged Miss Adelaide. Leila Martin is properly appealing as the Salvation Army doll, and Ray Shaw gives a reasonable facsimile of the gambling guy who loves her. Tom Pedi and a few other veterans of the original Stem troupe add their regular excellent quotas, but Walter Mattau, excellent straight actor that he is, is woefully miscast in the key role of Nathan Detroit. Perhaps this is what lets a lot of steam out of the revival.

The Center as usual has put on a worthy production, with settings and costumes closely following the original. Anyway, the fine old tunes and lyrics are still there, even if the guys and dolls aren't as frolicsome as of yore. Francis.

Charmoli has devised several giddy dance patterns, and Fred Finklehoffe has staged it for proper brassy assurance.

Betty and Jane Kean work prodigiously with varying results to keep the laugh pot boiling, with Jane, of course, in the heroine slot. Lew Parker and Gabriel Dell, both excellent comics, make the most of what wise cracks and burlesque bits that fall to their lot. Mark Dawson sings robustly in a handsomely fitting Navy officer's tunic. As a matter of fact, everybody in "Aweigh" is robust. They all act, sing and dance like all get-out.

However, sheer ebullience can't make up for lack of imagination and wit. No matter how joyously they toil at the capstan, "Ankles" never gets its anchor up.

Dickie Valentine
Palladium, London

As the first British star to top a Palladium bill for many a season, Dickie Valentine was sure of warm welcome. With a mature sense of stagecraft and newly found command, he justifies the reception.

Starting with "Let's Get Together," followed by "A Blossom Fell," "Mr. Sandman" and "All the Time and Everywhere," he gets into the province which has helped set him apart from the usual British singer—his impressions. Following a duet a la Nat (King) Cole and Billy Eckstine came Al Jolson, Edward G. Robinson, Jerry Lewis and Mario Lanza and then, inevitably, Johnnie Ray and Billy Daniels.

The act is put across with a professional punch and obviously stamps Valentine as one of the few—very few—homegrown acts worthy of topping the bill here. Vance.

Allan Jones
Mocambo, Hollywood

The trained, rich voice of Broadway star Allan Jones was well received by Mocambo habitués opening night. Nevertheless, whether it was because of the acoustics or because he tempered its power, his singing had an annoying nasal twang to it that made it seem lack-luster.

The audience took some time to really warm to the singer, and, partially as a result, numbers close to the end of the program such as "Madelon," a slightly blue piece, and the lively "Donkey Serenade" were best received. Spielman.

Yma Sumac
Palmer House, Chicago

Miss Sumac despite a name draw, and a highly touted voice, did little to please first-nighters here. The response was weak and at times non-existent. It seems to this reporter that her voice, unusual as it is, might best be used in the television medium, movie stage. True, her presentation is supposedly authentic and as such should create an aura of interest. However, the patrons apparently didn't feel that way. After two or three numbers of nothing but strange sounds, the interest wears off. Schickel.

DRAMATIC & MUSICAL ROUTES

Damn Yankees: (Shubert) Boston.
Dark Is Light Enough, with Katherine Cornell: (Colonial) Boston.
Dear Charles: (Biltmore) Los Angeles.
Guys and Dolls: (Royal Alexandra) Toronto.
King and I: (Shubert) Chicago.
Kismet: (Shubert) New Haven, Conn.
Pajama Game: (Taft) Cincinnati.
Pajama Tops: (Majestic) Boston.
Plaf, Edith: (Selwyn) Chicago.
Rainmaker, The: (Erlianger) Chicago.
Seventh Heaven: (Shubert) Philadelphia.
Seven-Year Itch: (Ford's) Baltimore.
Solid Gold Cadillac: (Hanna) Cleveland.
Tea and Sympathy: (Blackstone) Chicago.
Teahouse of the August Moon: (Curran) San Francisco.
Tender Trap: (Harris) Chicago.

NIGHT CLUB

Kitt Condensation Ain't Copa-Cetic

By BOB FRANCIS

It may be purely a personal reaction, but this reporter does not feel that Eartha Kitt is going to win herself a Copa Bonnet via her first appearance in the room. As a follow-up to the magnificent showmanship of Sammy Davis Jr., the Negro chanteuse heads up the billing on Jules Podell's handsome spring extravaganza for something of a lull. At opening show customers were attentively polite, if slightly restrained in their enthusiasm.

Miss Kitt, magnificently gowned and sullen as usual, chanted a variety of special numbers with throatily sexed projection. Some of her material is exceptional and it

has been programmed for a tidy change of pace, but her delivery seems somewhat condescending—an attitude that communicates itself to table-squatters. A little touch of humility and ingenuousness here and there would help no end. In this reporter's opinion Miss Kitt is not Copa-cetic.

Otherwise, the Copa's new show is just fine. Dominique, the French magico-pickpocket, is making a return to the room. The lad's uncanny ability to filch anything from a wallet to suspenders is sock all over again and excellently projected for laughs. Also, a smash is the return of those rowdy instrumentalists-singers, the Redheads. Trio have moved up tremendously since last time here, three years

ago. Spotting of their current Epic label hit, "It's a Sin to Tell a Lie," has the room shouting for more, and what with comedy impressions, a good lampoon of legionnaires loose on a convention kick, and the virtuosity of Somethin' Smith on the banjo, the boys really come over with a bang.

Some new pretty faces have been added to the dancing line. The orchid hair-dos are out. There are gorgeous new costumes, new songs and dances for the production numbers. Toni Merrill and Johnny Alden have come in to handle the vocals admirably, and Danny Carroll gives an excellent account of himself in the solo stepping department.

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Penney's Entry Would Soar Chain Outlets Handling Disks

Execs Study Possibilities, May Run
Test First in Few of 1,644 Stores

By IS HOROWITZ

NEW YORK, April 23.—The number of syndicate stores handling phonograph records is due for a sharp spurt, if exploratory moves by the giant J. C. Penney chain are implemented.

The chain, rated the second largest mercantile outfit in the world with its 1,644 outlets (as of December, 1954), has for years been periodically approached by manufacturers to handle their disk products. These bids were always rejected.

But now Penney execs are known to have initiated a detailed inquiry into the possibility of the chain handling records and have already had talks with sales chiefs of most major diskeries.

The Penney possibility, of high importance in itself, has added interest in view of the planned expansion in the handling of records by Sears Roebuck & Company. The latter chain began reorganizing its record set-up two years ago. All its Class A stores now have record departments, and present plans call for extending the coverage to second line outlets. About 100 additional Sears stores are expected to take on disks before the end of this year.

Sears Operation

The Sears operation is considered so important by manufacturers that at least one major diskery has assigned a staffer full time to the chain to assist store execs in setting up new record outlets.

Of all syndicate and variety chains handling records, F. W. Woolworth is rated the heaviest user, but Sears, Kresge, Grant's, Neisner Bros. and G. C. Murphy collectively absorb a considerable portion of record production. Montgomery Ward limits its record sales to mail order.

Columbia Sets New Sales Org To Boost Pops

NEW YORK, April 23.—Columbia Records this week made several changes in its Eastern organization aimed at sharpening its assault on the pop market.

Gene Weiss, pop sales promotion man, now moves out in the field as district manager of a newly-defined territory which includes Philadelphia, Baltimore, Washington, Cleveland, Buffalo, Pittsburgh, Cincinnati and Louisville. He'll work in association with Merle Weiss, head of distributor relations in the territory, who has headquarters in Pittsburgh.

Jack Fuller, pop merchandise manager, who formerly worked out of Bridgeport, Conn., is moving his office to New York. Bill Callagher, field representative for the entire East Coast, will move into New York to supervise operations in the New York-Newark sector, and will assume additional duties in the near future.

Meanwhile, in the Columbia distributing picture, the Midwest-Timmerman Company, with offices in Des Moines and Davenport, Ia., takes over Columbia in the area formerly serviced by Bran-New Sales of Omaha. In Buffalo, CBS-Columbia of Western New York, has taken over the jobbing of Columbia phonograph products for the upstate New York territory formerly serviced by Tracy-Mitchell Company. Richard Levi is general manager of the new franchise.

Altho major diskeries agree that these stores sell "great quantities" of records, estimates of actual volume are hard to come by. The problem is complicated by the fact that most buying is done locally, with individual stores having considerable autonomy in purchasing. Also many of the outlets sell used records acquired from juke box operators and other sources.

Indie Competition

While major manufacturers grab most of the syndicate business, there is healthy competition from the independents, especially when, as currently, they are contributing more than their proportionate share of hit diskings.

Music-record dealers who, be-

cause of their proximity to chain outlets, have run into strong competition on singles may also expect a run for their money on packages, according to some observers. The latter point to the general drop in list prices of LP's early this year is making it more attractive for chains to handle this type of merchandise.

Arthur H. Murphy, Penney exec, this week confirmed that his chain was "looking into it" (records). He indicated that Penney's approach would be first to open a few stores to records and keep close tabs on sales before extending the program.

The chain, primarily a soft goods house, racked up a total volume of \$107,000,000 in sales last year.

READY NEW MOVE

Major Diskers Mull Plunge Into Vidfilm

By JUNE BUNDY

NEW YORK, April 23.—The major record companies have been eyeing the TV film business for some time, and one or all of them could break into the field in a big way this year. However, their methods of procedure differ in practically every case.

Capitol Records, for instance, has a half hour TV pilot produced by Hal Roach Jr. last year, with veteran comic Gil Lamb playing Bozo, the clown, the label's top-selling kiddie series and a big merchandising draw. William Morris is handling the film for sales here and, if a sponsor bites, the series will be filmed in Hollywood. Capitol may also take a flyer with another TV film package.

On the other hand, Decca Records will undoubtedly handle production itself thru its subsidiary company, Universal-International, when it finally takes an active part in the TV film business. Prexy Milton Rackmil told the Decca board of directors last month here that the label hopes to move into the TV film field in the near future, but no concrete plans have been announced to date.

Victor Set-Up

RCA Victor's custom division which has been running a TV film distribution operation for some time now, recently expanded and acquired veteran film exec Paul White as an advisor. White is looking at film properties and conferring with producers with an eye toward augmenting the division's present rather sparse library with new packages.

The fact that the TV film distribution operation is handled thru RCA Victor's custom division was more or less accidental, since music played an important part in the department's library service to radio stations, and the film operation

Laine Tapes D.J. Segs for Australia

HOLLYWOOD, April 23.—Frankie Laine has just completed the first two half-hour disk jockey shows in a projected 39-week series under a contract with Phillips Electrical Industries, Sydney, Australia.

Phillips, distributor for Columbia Records in Australia, will handle all sponsor negotiations. According to representatives for Laine, monies derived from the sale of the shows will be invested in Australian business and real estate.

Two openers in the series, taped at Radio Recorders here, were shipped to Australia this week.

'SUPER CIRCUS' GARDEN PLUG

NEW YORK, April 23.—Mercury Records has the perfect showcase here for its "Super Circus" disk series. The Davega Store (located in Madison Square Garden) is devoting one entire window to the Mercury series during the Ringling Bros.' Circus stay at the Garden.

The window opens into the main lobby where Ringling customers enter and exit. The deal was set up with Davega by the label's New York branch manager, Lou Klayman.

EX-GODFREY'S

Cadence May Get Mariners, La Marlowe

NEW YORK, April 23.—Cadence Records reportedly is negotiating to sign ex-Godfrey-ites Marian Marlowe and the Mariners. Both acts are now under contract to Columbia, but the recent firing fracas with Godfrey may change all that.

If the deal goes thru, Cadence will have 10 ex-Godfrey friends under contract, including the label's headman, Archie Bleyer; Julius La Rosa, the three Chordettes, Miss Marlowe, and the four Mariners.

Scuttlebutt in the trade is that the 10 may be featured on a Cadence LP tagged "We Remember Arthur."

Meanwhile, Columbia this week released a new album, "A Visit to New York With Arthur Godfrey and His Friends." However, tourists visiting the Godfrey show here will find only the McGuire Sisters, Frank Parker and Carmel Quinn still on the job.

Janette Davis is vacationing in Europe, and Lu Ann Simms is benched pending the stork's arrival this fall. Miss Marlowe, the Mariners and Haleloki, of course, became ex-friends last week.

Columbia Interested

A spokesman for Columbia Records said that label is very interested in all phases of TV, but that all such operations are handled thru CBS-TV, with Columbia execs asked to submit ideas on a regular basis for live or film TV shows with a musical angle.

Simon and Schuster is also interested in the possibilities of TV film, and recently commissioned the production of a pilot featuring characters from Little Golden Records and Books. However, as with Capitol, nothing further is expected to develop along that line until something happens sales-wise with the pilot.

Recoton Files \$1 Mil Suit Vs. Col., Distribs

NEW YORK, April 23.—A \$1,000,000 damage suit was filed here yesterday by the Recoton Corporation against Columbia Records, Electrovox and Dorosin Distributors, with the complaint charging illegal conspiracy and restraint of trade on the part of the three defendants.

The basis of the suit is the allegation that Columbia's entry into the phonograph needle business illegally forced distributors to give up handling of Recoton needles, and that the plaintiff's product was bought up by Columbia and "dumped" on the market at distress prices.

Late yesterday a Columbia spokesman termed the charges "completely groundless, as will be borne out at the trial."

In the complaint, filed in New York Supreme Court, the following charges are made:

Eighteen exclusive Recoton distributors who were also Columbia distributors were told to drop the Recoton line and take on the Columbia needle line, manufactured for the diskery by Electrovox, upon pain of losing their Columbia franchises. This was said to have occurred after June, 1954, when Columbia entered the needle business.

Columbia and Electrovox offered to purchase unsold Recoton stock from the distributors, acquired "more than \$70,000 worth of Recoton needles" and consigned this stock to Dorosin who sold "at

least half of the said needles" to dealers at less than distributor cost.

"Columbia, Electrovox and Dorosin entered into and carried out the agreements and conspiracies... for the purposes of destroying the plaintiff's business and good will, destroying the price structure and distribution channels of Recoton, all for the purpose of illegally and unfairly appropriating the business of Recoton and eliminating it as a competitor," the complaint alleges.

In addition to damages, Recoton is asking the court to permanently enjoin the defendants from the alleged actions.

IF YOU'RE OLD AT HEART

Gene Jimae, 11, Establishes Own Genie Records Firm

NEW YORK, April 23.—Eleven-year-old Gene Jimae, the youngest member of the American Society of Composers, Authors and Publishers, is now the owner of his own record company, Genie Records. The youngster, who joined ASCAP at the age of nine, has about 30 tunes to his credit and is an accomplished harmonica soloist. The diskery's first release features him in a multi-track harmonica tour de force.

Besides Master Jimae, the label has inked additional talent includ-

Appeals Court In Reversal on '12th St. Rag'

Vogel Entitled to
Royalties Under
'Composite' Angle

NEW YORK, April 23.—United States Court of Appeals this week reversed a prior decision by Judge Vincent L. Leibel and held that Jerry Vogel is entitled to 50 per cent of the renewal rights to "12th Street Rag."

The decision in favor of Vogel was granted by Judges Clark, Hincks and Smith, on an appeal by defendant Jerry Vogel Music from an interlocutory judgment of the Southern District Court. The latter judgment stated Vogel had infringed on the copyright, which belonged to Shapiro, Bernstein.

Tune was composed by Euday L. Bowman as an instrumental piano solo in 1914, and Bowman subsequently transferred all his rights, including renewal rights, to J. W. Jenkins Music Company. Later in 1918 employed James S. Sumner to write a lyric, and had the song copyrighted in 1919. Shapiro, Bernstein later acquired all renewal rights in the instrumental music and claimed renewal rights in the song by assignment from the Jenkins Company.

However, in 1947, Sumner assigned to Vogel all his rights in the
(Continued on page 20)

Diaz Promoted To Pop A&R Staff at RCA

NEW YORK, April 23.—Herman Diaz, until now artist and repertoire exec for RCA Victor's international department, has been promoted and next week will assume new duties as an a.&r. staffer in the diskery's pop department. He will work under Joe Carlton.

Interesting sidelight to the move is that a side Diaz cut in his earlier post has broken big in the pop field. His "Cherry Pink and Apple Blossom White," featuring the Perez Prado ork, this week moved into the No. 1 slot in the best-selling pops chart.

Replacing Diaz will be Johnny Camacho, formerly with Seeco Records. Camacho also held posts with Allied Distributing, Decca and E. B. Marks.

Diaz, tho expected to assume considerable a.&r. functions, will also free Carlton from some of the administrative load of his office, leaving the latter more time for recording activities. Carlton said Diaz will be free to make decisions on talent and tunes, altho he will not be assigned any specific artists.

Diaz' promotion does not change the status of musical directors Hugo Winterhalter and Joe Reisman.

Pubs Wary of RCA 90%-Sale Royalty

NEW YORK, April 23.—Publishers were singing the "we don't wanna" blues this week, as the result of a "request" from RCA Victor asking them to accept payment of copyright royalties on the basis of 90 per cent of sales.

The record companies have always deducted returns on individual records from royalty statements to publishers, but Victor now proposes that they take a blanket 10 per cent deduction on each record and waive separate accountings on returns.

The Victor proposal was made in a letter to agent Harry Fox, who passed it along to his publisher-clients for consideration. However, Fox cautioned publishers that their "consideration of the issue involved should take into account the fact that your decision, while it may only affect RCA Victor at this time, will also undoubtedly influence the future policy of many other record manufacturers."

RCA Motivation

According to Victor, the recent price adjustment operation (which provides distributors with a set percentage deal on returns) is responsible for the new 90 per cent proposal, since under the new system the diskery cannot account for record returns by selection. The firm "believes it inherently unfair for the manufacturer to be penalized by the mere mechanics of book-keeping."

A survey of publishers indicates that practically all of them are opposed to the idea. Altho a spokesman for RCA Victor said publishers might even make money on the deal, since returns on individual records sometimes run as high as 15 per cent, some publishers debunked this statement.

If Victor does push thru the proposal, other record companies will undoubtedly follow suit. Columbia already has a 90 per cent agreement with a few small publishing outfits, but the majority do business on a 100 per cent arrangement. Decca includes a 90 per cent clause in its contracts with publishers, but raises no protest when the clause is struck out by the publisher's attorney.

ALL GOOD, BOYS

Show Deals Cause Disk Confusions

NEW YORK, April 23.—Commitments of two major diskeries on show tunes have precipitated a flurry of irritations and misunderstandings among different segments of the music business in the past 10 days.

Most recent illustration has been the Decca Mills Brothers' release of "Kiss Me and Kill Me With Love," from "Ankles Aweigh." Issued just two weeks after Decca brought out the Mills' disk, "Opus One," several deejays immediately interpreted the new disk as indicating that Decca had given up on the latter. The fact is that "Opus One" is a big seller, the strongest Mills release in a long time.

The second incident concerns Victor's release of Eddie Fisher's "Heart," backed by "Near to You," from "Damn Yankees." This was brought out two weeks after the diskery issued Fisher's "Just One More Time" backed by "Take My Love." Here again, fear of adverse deejay reaction caused George Paxton, publisher of "Just One More Time," to announce in an open letter to deejays that the second release was necessitated by a show commitment and did not infer that the first Fisher disk was weak in any way.

Shaw Artists Shifts Staffers

NEW YORK, April 23.—The Shaw Artists Corporation, currently riding the rhythm and blues, and jazz wave, this week made several top level personnel changes. President Billy Shaw moved Bob Astor, former Chicago office top-per, back to New York to handle all Southern bookings except for the Weinberg and Howard Lewis circuits. These will be serviced by Jack Archer.

Astor's Chicago spot will be taken over by Art Frew, who has been associated with the Milton Deutsch office on the West Coast. For many years he represented the General Artists Corporation in the Chicago and Ohio territory.

Walter Thomas will continue to handle Northeast and Eastern Seaboard bookings for Shaw.

Diskers to Discuss RIAA Store Plan

NEW YORK, April 23.—Record company sales execs will meet here Tuesday (26) for further discussions on a proposed store modernization program sponsored by the Record Industry Association of America. The plan was originally broached a few weeks ago at the annual meeting of the RIAA.

GETS JAIL FOR JAZZ ANTHEM

LUNEBURG, Germany, April 23.—Members of a dance orchestra were brought before the local court last Saturday (16) and charged with having played the national anthem of West Germany in jazz tempo. The band's leader was sentenced to a month in jail and ordered to give 100 marks to the German Red Cross. Members of the band were fined 50 marks each.

LONG SUIT

Haverlin On Stand Since Feb.

NEW YORK, April 23.—Preliminary examination of Carl Haverlin in the Songwriters of America \$150,000,000 anti-trust suit against Broadcast Music, Inc., and other defendants is developing into a quiz of record duration.

The BMI president has been on the stand intermittently since mid-February and the cleffers' attorneys are still putting out with new questions. BMI legalists previously questioned all 33 writer plaintiffs. In some quarters the hope is still voiced that the case may reach the courtroom before the end of this year. Case was filed in November, 1953.

Abramson Back With Atlantic

NEW YORK, April 23.—Capt. Herb Abramson, president of Atlantic Records, returns to active duty with the diskery this week after two years in the service. He has been in Germany most of that time, serving as a dentist with the Air Force.

Abramson, co-founder of Atlantic with Ahmet Ertegun in 1947, will devote most of his activities henceforth to artists and repertoire, with a special slant toward new electronic developments, techniques and general quality improvement. Before his service stint, Abramson produced the first commercial binaural LP.

Just last week Abramson was granted a patent on a special type of trick-groove children's story recording, two sets of which were issued by Atlantic several years ago. Actually, the device is a set of records to be played in sequence, each disk having a plurality of sound tracks which the needle selects haphazardly. With this chance selection, 256 stories, each five minutes long, can shape up from four 78 r.p.m. sides.

Coral Revives Georgia Gibbs

NEW YORK, April 23.—Now that Mercury Records' artist Georgia Gibbs is well up on the best seller charts, Coral Records is reissuing its Georgia Gibbs recording of "Ballin' the Jack," backed with "I Still Feel the Same About You." Coral cut "Ballin' the Jack" about 4½ years ago.

Mercury, which recently issued Gibbs' "Ballin' the Jack" on the flip side of "Dance With Me, Henry," has recoupled the latter. A contract limitation of five years applies here, and permits Coral to insist upon Mercury withdrawing the side.

London Putting LP Prices Up to \$5.45

TORONTO, April 23.—London Records of Canada, Ltd., has revised its LP price structure, raising lists over the level established here earlier this year when RCA Victor slashed consumer prices. New price for 12-inch London LP's will be \$5.45, as compared to the earlier \$4.95. Prior to the January price cut they sold for \$5.95.

London said it felt it did not receive any increased business at the lower price.

COAST RECORD SALES

Heavy Disk Sales in West Rank Area No. 2 Nationally

HOLLYWOOD, April 23.—The 11 Western States, at one time considered of little consequence in the sales pattern of the record industry, now rank as the second major market area of the nation for virtually all the major recording companies.

Normally a difficult territory because of sparsely populated cities and great distances between key sales markets, the area now contributes approximately 15 per cent of the total national sales picture of the disk business, despite the fact that it accounts for only 10 per cent of the nation's population.

The importance of the 11 States, and more particularly the cities of Los Angeles, San Francisco, Fresno, San Diego, Portland and Seattle to the national disk volume, is emphasized in that these cities for more than a year now have consistently achieved sales over and above the quotas set for them by individual recording companies.

Los Angeles alone has become the most important volume area in the West owing to the great influx of population. Distributors here estimate that approximately eight new disk dealers have opened shops in the past year, at an investment of somewhere in the neighborhood of \$150,000. By comparison, the number of business failures has been exceptionally few.

Field sales personnel in the West report they have to spend more time in the major cities, in the contact of both new accounts and in their sales promotion efforts with disk jockeys. The additional concentration has apparently been satisfactory, with all companies re-

Decision in Feist Vs. Derby Favors Pubs

Case Shifts to Federal Court Where Fast Action, Treble Damages Are Possible

NEW YORK, April 23.—A precedential decision of great interest to music publishers was handed down recently when attorney Julian T. Abeles successfully established his contention that infractions of the compulsory licensing provision of the Copyright Act are properly within the ken of the Federal Courts.

The decision, rendered by Judge Edward Weinfeld, of Southern District Court here, had reference to the case of Leo Feist, Inc., versus Derby Records, Inc. Derby months ago went into bankruptcy, and the referee in that bankruptcy proceeding modified his order so as to permit the plaintiff, Leo Feist, to apply to Federal Court in order that jurisdiction over the case might be fixed therein.

Heretofore, Harry Fox, publishers' agent and trustee, has had to take to State Courts those cases involving non-payment of mechanical royalties by record firms. The cases fell to the State Court jurisdiction on the assumption that these were suits hinging around breach of contract.

Federal Matter?

Abeles argued, however, that the mechanical license issued by Fox for his publisher clients was actually an extension of section 1(e) of the Copyright Act of 1909 and therefore was a Federal Court matter. Judge Weinfeld agreed, and ordered that the plaintiff recover, pursuant to Section 1(e) of the Copyright Act, the sum of \$971.40, representing royalties and treble damages.

Herein lies the potency of the decision. As a case within the jurisdiction of the Federal Courts, plaintiff can collect treble damages and/or \$250 per infringement. In the State Courts, a plaintiff can collect merely the royalties owed.

Mitch Miller To Do TV Seg

NEW YORK, April 23.—Mitch Miller, Columbia Records artists and repertoire chief, has been signed as musical director of the Orson Bean show, scheduled to begin over CBS-TV early next summer. This will be the first time Miller has assumed such a role in the broadcast medium.

According to Miller, this show is the first that can be fitted comfortably into his schedule. It will be televised once a week. The bearded maestro will feature typical Miller instrumentation, replete with French horns and harpsichord.

Additionally, in Federal Court the plaintiff can secure action much more rapidly than in State Courts.

Test Forced

Abeles forced a test on the matter when it became apparent that recourse to the State Courts did not sufficiently protect publishers. Offending disk manufacturers adopted the philosophy that they would take a mechanical license, if necessary, and stall payments as long as possible—under the theory that if the publisher finally caught up with them they would not have to pay much anyway—merely the royalties owed.

Often, the diskery was out of business before the publisher caught up with it. Under Federal Court jurisdiction, the outlook is for speedier, and much more punitive, action.

Miller in CBS Talks for TV of Disk Sessions

CHICAGO, April 23.—Deejay Howard Miller, who signed a three-year contract (at \$600,000 annually) last week with the CBS radio network, is now negotiating a deal with CBS-TV calling for the televising of actual recording sessions on a weekly basis.

CBS has already shelled out \$8,000 for a kinescope which will be made the week of May 9 and shown to agencies and sponsors immediately thereafter. The show, packaged by Miller, is budgeted at \$15,000 per show and will feature a different record session each week—mostly of the pop variety. Recording equipment will be installed on a TV set, and record companies will be invited to cut new disks right on the show.

FTC Registers Recoton Complaint

WASHINGTON, April 23.—The Federal Trade Commission this week issued a complaint against the Recoton Corporation of New York, phonograph needle manufacturers, charging false representation on several scores.

According to the commission, Recoton has falsely represented its synthetic jewel needles as tipped with sapphires, rubies, etc. Also, the company has claimed on some of its packages to be "the world's largest manufacturers of phonorecords." This is not true, says the commission.

The complaint is directed also against Herbert H. Borchardt, president; Jack Karns, vice-president, and Alfred Wish, secretary of the corporation.

A hearing has been scheduled for May 31.

Morgan Suit Vs. Aladdin

HOLLYWOOD, April 23.—Action charging breach of contract, unfair competition and asking for an injunction, accounting and \$100,000 damages was filed by Pete Morgan against Mesner & Mesner, Inc., and Aladdin Records in Superior Court here this week.

Plaintiff contends that the group known as John Stratton and His Feathers were induced to sign a contract with Aladdin as the Feathers, tho still under contract to Showtime Records. Morgan asked the court for an injunction to prevent further sale of the record, "Johnny Dollar," released on Aladdin.

VOX JOX

By JUNE BUNDY

LANZA, L'AMOUR & DRIVE-INS: Mario Lanza's last-minute walk-out on his Las Vegas, Nev., nitery date was discussed by Norm Prescott, WNEW, New York, last Sunday afternoon. Prescott urged listeners to take a more sympathetic attitude toward the tenor, pointing out that his temperamental antics could be traced to a fear of facing people, according to M-G-M's Producer Joseph Pasternak. The WNEW jockey has since received many letters approving his stand. . . . L'Amour was on the promotion agenda for Scott Muni, WSMB, New Orleans, recently, when starlet Cleo Moore staged a "kissing marathon" on his late-night deejay show, "Scott's Shangri-La." Miss Moore, who kissed Chicago's Jack Eigen right out of his TV job a couple of months ago, busied Scott for 11 minutes and 1 second, thus besting the Eigen-Moore record by five minutes.

Les Davis, of WWC0, Waterbury, Conn., is the "drive-in" man and wins the prize for the zaniest deejay promotion stunt of the week. In order to prove to his listeners that WWC0 "really presents the top 10 songs of the week," Les scaled the 88-foot high screen (largest in the world) of a local drive-in theater. The station is supposedly making plans to put in a remote hook-up so Les can air his show from the top of the screen, but it's more likely that the station's press agent is taking bows, while daredevil Davis climbs down from his perch to reap the publicity rewards of his stunt. . . . Meanwhile, another daredevil deejay, George Westcott, KXOB, Stockton, Calif., reports that on April 1 he aired his program from a helicopter hovering over a new civic center parking lot.

THIS 'N' THAT: Rod McKuen, who has been traveling with Uncle Sam, will resume his deejay activities following his discharge this month. During his Army stay, he staged American and Calypso folk song concerts in Bangkok, Thailand; Hong Kong, China; Manila, Philippines; Tokyo, and points East. According to McKuen, "Papa Loves Mambo" is "fast becoming the Japanese national anthem, while 'Koreans are big for 'Cross Over the Bridge,' and in Bangkok all you hear is Crosby's 'Riders in the Sky.'" However, the experience he cherishes most is the memory of a Geisha girl in Tokyo who strummed the ancient samisen and sang "Sh-Boom" in Japanese.

(Continued on page 49)

DEALER DOINGS

By GARY KRAMER

TEN-INCH LP'S: The de-emphasis of 10-inch LP's on the part of most classical manufacturers received favorable comment from Paul Keyser, of the Record Bar, Durham, N. C., this week. "The bulk of the classical business is to be found in the 12-inch LP's and multiple disk sets. Just take a look at The Billboard Classical Best Seller list and you will not find a 10-inch LP in the lot. Particularly since the price changes of the first of the year, customers are not as responsive to the lower price of the 10-inch LP as they are to the more-for-your-money appeal of the 12-incher. Needless to say, the higher profits in the latter provide the dealer greater motivation. The gradual abandonment of the 10-inch LP has definitely been an important factor in the substantial increase in profits in my store from the classical department this past quarter."

Two deejays at radio station WTMA, Charleston, S. C., Jack Gale and Steve Carroll, have opened a record store in that city. . . . "Once in the music business, always in the music business," says Ray Beller, who formerly played alto sax in the Benny Goodman, Ray McKinley and Glenn Gray bands. He is now firmly ensconced in the retail end of the business up Manchester, Conn., way. The name of his store is the Music Shop. . . . Trwin's Record Shop, in Wichita, Kan., is now sponsoring an hour show on radio station KAKE every Saturday afternoon. Deejay Don Hoffman broadcasts directly from the store. Irwin's also sponsors Hoffman three times during the week when he broadcasts from the KAKE studios. . . . Warren Aaberg who owns the Aaberg Radio & TV Shop in Benson, Minn., writes: "The best advertising medium we have found for selling records has been to sponsor 'The Record Corner' in our local weekly newspaper. This is a list of our current 10 best sellers."

JAZZ BUYING: Dick Finkel, of the High Point Store, Philadelphia, makes some observations on the current jazz situation. "Like other stores, we find jazz albums now an increasingly important source of revenue. In the past, only a few sets had genuine popular appeal, and they retained this popularity over a long period of time. Today far more sets sell, but they are seldom the catalog items that older best sellers were. A jazz album now has the kind of selling curve a popular record does: a quick rise, staying power for a limited number of weeks, and then a drop-off to comparative oblivion. We have to use the kind of stock control system for jazz albums that we do for pop records. They do not have the lasting catalog value that classical sets do, for example."

JUKE BOX WRAP-UP

Juke Boxes Around the World—a special section devoted entirely to coin machine activities thruout Europe, Asia and North and South America. On the spot reports from 18 countries. History of phenomenal rise of the juke box in Western Germany—as popular in Berlin as in New York. Four pages of stories, charts and graphs featured in first International Sales Edition.

Background music for the juke box operator is here to stay. Survey shows that 11 per cent of nation's ops are currently using some form of commercial music. Improvements of tape and record equipment made to order for supplying tailored programming on a continuous basis. Supermarkets and hotels selected as the best prospects.

Federal government will probe the juke box industry for alleged anti-trust activities. Call for books and records of manufacturers, distributors, operators, associations, unions.

McGuire Sisters head long list of entertainers on hand for 18th annual music operators banquet of New Jersey. Other artists include Sonny Graham (Miss Juke Box of 1955), Archie Bleyer and the Four Top Hatters. Four Hundred operators attend fete.

For full details on these stories see Music Machine department beginning on Page 74.

LABOR SAVER

Design Cash Register for Record Biz

CHICAGO, April 23.—Bernie Skidell, proprietor of the ABC Recordteria, has come up with an idea which would tend to make work a lot easier for large volume record outlets. Bernie, along with the help of Nelson Darroch, head of Local Cash Register Distributors, 6903 South Ashland Avenue, has designed a cash register which would eliminate a great deal of paper work.

The idea has been presented by the pair to the Burroughs Adding Machine Company and it is understood that a pilot model has been readied and that units will soon be made available to the trade. The register will ring up sales by category such as 45's, 78's and 33's, as well as phono sales, needle sales, radios and accessories, it is claimed. The machine would also aid in cutting down pilferage by itemizing the sales, thus making for an easy checkout by the clerk tallying up the final sale.

The register, which can also be used as an adding machine, is said to be aimed at the retail mark of around \$490. Darroch says that the Burroughs people can adapt certain large 10-column cash registers, by the use of nominally priced conversion keys. These units can be departmentalized to give the same productivity of the new model.

Another feature of the new machine is the clerk number key. By using this key, the proprietor can recheck the day's sales by individual clerks, thus getting an idea of their sales points. The unit, by using the combined cash register and adding machine features, according to Skidell, will make inventory and restocking problems a lot easier. Skidell is currently using the experimental model in his South Side store.

The adding machine feature can be used at any time during the day simply by switching a key. This cuts out the cash register system and allows the dealer to add shipment invoices, etc., without disturbing items rung up on the register.

Europe Deals Pend For Seeco Records

NEW YORK, April 23.—Sidney Siegel, head of Seeco Records, leaves May 7 for a month in France, England and Spain. Purpose of the trip is to make reciprocal master deals and also to cut new wax in Spain.

Seeco, a predominantly Latin-American disk producer, is also laying plans for an entry into the jazz field. The diskery has on tap a quantity of jazz masters cut in France and acquired thru a reciprocal deal with the French Vogue label.

This week Siegel is playing host to Kurt Sondermann, of Rozenblit Bros., Brazilian disk manufacturer and distributor, who handles Seeco as well as Mercury in Brazil. Sondermann is in the States to buy equipment.

SPIKE SPEAKS ON AUSTRALIA

Says Disk Market There Important for U. S. Stars

HOLLYWOOD, April 23.—The Australian record market is currently one of the most important foreign sales areas for American disk stars, with the demand for American music at an all-time high. This is the opinion of Spike Jones, who recently returned from a two-week tour of down-under locations, grossing a total of \$315,735.

The Jones troupe, consisting of 21 members of his band, was the largest to play Australia since John Phillip Sousa's.

Jones declared the Australian disk market to be one of intense interest, with sales of 78 r.p.m. records still going strong, the 45's

FAYE'S RECORD PANNING DRAWS WRATH OF FANS

CHICAGO, April 23.—If anybody has any doubts as to the loyalty of record fans, this incident should dispel them for now and evermore. Marty Faye, local deejay of WAAF, has a program called "Marty's Morgue" on which he pans, caustically, any and all records he feels are not up to standard.

Early this week, following a strong panning which he handed the Crew Cuts, he was accosted by four teen-age girls outside the studio and was stoned. Faye refused to press the charges.

Not long ago, in that same spot, a cab driver approached Faye and asked him if he was the guy that panned the records. Faye said yes, and was immediately the target for a right uppercut. The blow never landed. Faye, an expert at jujitsu, floored the guy with an elbow twist.

According to Faye, people have a right to express their opinions, too.

" * ? & !

Hub DJ's Stymied by 'Yankees'

BOSTON, April 23.—The new musical "Damn Yankees" has sparked a "word war" here between local radio stations, with deejays struggling valiantly to find new ways to paraphrase the show's title, since they aren't allowed to use the word "damn" on the air.

WORLD was the first outlet to tag the musical "Darn Yankees"; so rather than be accused of copying, other stations in town are calling it "Doggone Yankees," "Dern Yankees," "Dang Yankees," etc.

Spinner Norm Prescott has a special problem in that he is allowed to call the show by its correct name over WNEW, New York (where he jockeys five days a week) but has to switch from "m" to "r" on his daily WORL show here two days live, the rest on tape.

Epic Label Names Canadian Distributors

TORONTO, April 23.—Distributors for the Epic label in Canada were announced this week by Bob Pampe, head of Columbia Records of Canada, Ltd.

Custom Sound and Vision Company, Ltd., of Toronto, are distributors for Ontario, while in Quebec and the Maritimes, the Ed Archambault Company, of Montreal, will handle the line. In Manitoba and Saskatchewan distribution is by Modern Products, Ltd., Winnipeg, while in Alberta and British Columbia, distribution is thru Texal, Ltd., of Vancouver, B. C.

Most of the Epic catalog will be carried by these distributors.

Fur Still Flies On Freedom of Pre-'09 Tunes

NEW YORK, April 23.—The fur will still fly on the question of whether pre-1909 copyrights are mechanically free.

That such copyrights are mechanically free has been upheld by the Court of Appeals in the E. B. Marks-Remington Records case involving the tune "In the Good Old Summertime" (The Billboard, April 23).

However, Julian T. Abeles, attorney for Marks, this week stated that he would shortly file a motion asking the court to permit him to continue the case—with particular reference as to whether Remington made a new version of the song and whether it had a right to do. The decision of the court, according to Abeles, did not pass on that question.

In the event the court refuses to grant the motion, Abeles states he will start a new action and sue Remington all over again.

Big Promotion For 'Sluefoot'

HOLLYWOOD, April 23.—Twentieth Century-Fox, Capitol Records and the Ray Anthony organization have joined forces in the promotion of the band leader's latest Capitol release, "Sluefoot," from the up-coming "Daddy Long Legs" film.

Picture studio is releasing film clips of the "Sluefoot" dance sequences to the "Bandstand Matinee" teleshow out of Chicago, with the Midwestern area slated to be blanketed as a prelude to the release of the picture.

Capitol Records has earmarked special "Sluefoot" packages for disk jockeys thruout the nation, in addition to sales promotion material directed at the record dealer level.

Anthony, who performed the sluefoot dance in the film, is one of the few maestros to successfully introduce a new dance in the past few years, the bunnyhop. Anthony's Cap recording of the song has been an exceptionally potent catalog item for the company, maintaining a steady sales flow since its original release in 1952. Acceptance of the dance itself has been well established, with virtually all the major bands using "Bunnyhop" in their dance dates.

Appeals Court

• Continued from page 18

song, including renewal rights. Vogel published the song with Sumner's words and Bowman's music.

Author's Rights

Court held that Sumner had an author's rights in his product; that his rights to an original copyright passed to Jenkins under his contract to write a lyric. Sumner's renewal rights, however, were retained by him until he assigned them to Vogel in 1947, the court held.

Lower court held that when Sumner was engaged to write a lyric, the result was a "composite" of Bowman's music and Sumner's lyric and not a "joint" work, and that the copyright on the "new work" protected only the lyric.

Court of Appeals held that when assignee Jenkins procured a lyric, Jenkins' intent was that the words and music be performed simultaneously as a single work. Under this philosophy, the court considers the song a "joint work" rather than a composite: "The result reached in the district court would leave one of the authors of the 'new work' with but a barren right in the words of a worthless poem, never intended to be used alone. Such a result is not to be favored."

Vogel is entitled to an accounting from Shapiro, Bernstein, according to the decision.

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- LAWRENCE WELK - Coral**
- THE BANJO BOYS - Capitol**
- FRANK YANKOVIC - Columbia**
- GENE SHELDON & THE ENCORES - MGM**
- CHET ATKINS & ANITA KERR SINGERS - Victor**
- THE FOUR BELLS with JIMMY CARROLL ORCH. - Bell**
- THE SANDPIPERS with MITCH MILLER & ORCH. - Golden**
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FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

J. F. Dolan, tub thumper for the Dallas Sportatorium, reported that Elvis Presley pulled a terrific crowd to the spot's Saturday (16) "Jamboree." With him were Scott Moore and Bill Black. The preceding week Marty Robbins attracted a good-sized throng that braved a pouring rain. Penciled in for a return date Saturday (23) were Tex Ritter and Hank Martin. The duo also played promoter Ed McLemore's Friday (22) Cotton Bowl show, which early in the week had a \$10,000 advance sale, along with Annie Oakley, Jimmy Wakely, Sonny James, Doug Bragg, the Belew Twins, the Texas Stompers, the Cass County Kids, trick rider Rex Rossi and the latter's wife, Armida . . . Rex Allen will star at the Mandan (N. D.) Rodeo, July 2-4.

"Ozark Jubilee," the click country package featuring Red Foley, returns to its Springfield, Mo., headquarters Saturday (30) to originate its hour-long c.&w. festival over the ABC-TV network. RadiOzark Enterprises, Inc., is tossing a shindig to celebrate the homecoming premiere, with top country folk from everywhere slated to be on deck for the event. "Ozark Jubilee" has been originating from the University of Missouri, Columbia, while TV facilities were being installed in the Jewell Theater, Springfield, where the show had been holding forth prior to its television debut.

Hoffman Sales Corporation has picked up the Bob Kennedy Show ("Hoffman Hayride") for 13 weeks with option. It will air via KOVR, Channel 13, Stockton, Calif., 7 to 8 p.m., Saturdays. Kennedy, who recently renewed with KMJ-TV, Fresno, Calif., for a 13-week span for Camin Oil, is also slated to open an indefinite engagement April 30 at Wills Point (Calif.) Ballroom for Saturday night Western dances. . . . Banjo Billy Marquette is currently appearing with Harvey Brammer stageshows thru Northern California.

Tex Clark and Glen Campbell, WEOL, Elyria, O., are taking their "Rainbow Valley Gang" band, along with Jimmy Holt, into the Circle Theater, Cleveland, as a regular weekly feature starting April 30. Guest star on the opening stanza will be Ray Price. Clark is now handling talent for the Circle . . . Tex Lancaster and his Western band are playing regular Monday night engagements at the 1902 Club, Oakland, Calif., as well as Saturday night dates at Wagon Wheel Ballroom, El Cereto, Calif. . . . The Willis Brothers (Oklahoma Wranglers), Coral artists, have ankle the Springfield (Mo.) "Ozark Jubilee" to do daily radio stints over WPEO, Peoria, Ill.; a Thursday night tele show via WTVM, and a "Barn Dance" show, featuring Buddy Wright, at Baty's Barn on Sunday evenings. For the first "Barn" show, April 17, Coral Records artist Tommy Sossebee was guest star.

Judy Lynn is giving up her radio show over KLPM, Minot, N. D., to make personal appearances. She was a member of a troupe that recently made a successful tour thru Minnesota and South Dakota. (Continued on page 50)

RHYTHM-BLUES NOTES

By BILL SIMON

A large segment of the r.&b. industry turned up in Chicago last week to attend the huge bar mitzvah celebration staged by Leonard Chess (Chess and Checker Records) in behalf of his son Marshall. Among the 325 people present were Randy Wood and Gilbert Brown (Dot) and Ernie Young (Excello) from Nashville, Ahmet Ertegun and Jerry Wexler (Atlantic) from New York; Mr. and Mrs. (Pop) Cohen and son Joe from Essex Distributing in Newark, N. J.; Charlie Grey from Cosnat in Detroit, music publisher Harry Goodman from Hollywood and several Chicago r.&b. deejays. Alan Freed flew in from New York, and Zenas Sears from Atlanta. Also present were the Checker recording group, the Flamingos, who entertained the guests with several numbers. . . . Groove Records has signed Big Tiny Kennedy, singer featured with the Tiny Bradshaw ork. Kennedy's last record deal was with the Trumpet label several years back.

Peacock and Duke labels are busy lining up a big springtime spiritual pitch. The group cutting at present are the Southern Tones (Duke), the Sensational Nightingales and the Southern Wonders (Peacock). Coming up in June are the Dixie Humming Birds, Five Blind Boys and Sister Jessie M. Renfro.

Atlantic Records, and the entire industry welcomes President Herb Abramson back from the service this week. Abramson is one of the most creative guys in the business, and one of the big vitalizing forces in the development of r.&b. to its present eminence. . . . Atlantic's new release includes the first diskings for the label by the Cookies and the Regals. Both groups were formerly with Lamp, the Aladdin subsidiary.

Chuck Willis, Okeh artist and writer of such hits as "The Door Is Still Open," "O What a Dream" and "Close Your Eyes," has cut his band down to six men and is going out on a 30-day one-nighter tour. Shaw Artists is booking. . . . Epic's Roy Hamilton is currently at the Wallahachie Hotel in Atlanta. . . . Savoy's Freddie Mendelson has been busy all week rehearsing Nappy Brown and Varetta Dillard, the Label's current top artist, for forthcoming recording sessions. On May 20 Mendelson heads for the jumpin' State of Texas on a new talent search.

The Harptones, a Bruce Records' group, are on the one-nighter circuit in New England. The label has just released several EP's and an LP by the unit. . . . Columbia has just reissued Rosetta Howard's disk of "Ebony Rhapsody," which sold close to 250,000 copies in the Midwest shortly after World War II. . . . Harry Newton, head of the new Treat Record label, is now personal manager of his fine new group, the Inspirators, who are creating some stir with their "If Loving You Is Wrong."

Al (Unchained Melody) Hibbler has been booked for the Perry Como TV show on May 4. His other May bookings include the Howard Theater, Washington, May 6 week; The Royal Peacock, Atlanta, May 13-17, and the State Theater, Boston, May 20 week. . . . B. B. King, an RPM Records' star, has signed a booking contract with the Buffalo Booking Agency, Houston. Currently and thru May he'll be touring Illinois, Michigan and Ohio.

TWO MARTINOS IS TOO MANY

NEW YORK, April 23.—Artists frequently change their names for professional reasons, but rarely when their true monickers have already gained public attention. However, the new Dot Records chanter, known as Alan Martin, had a special problem. It seems his real name is Al Martino. Randy Wood, Dot topper, figured two Al Martinos in the record business was one too many.

Decca Places Polydor Stars On U. S. Tunes

NEW YORK, April 23.—Decca Records has created an American market for several artists attached to Polydor, of Germany, with which it has a reciprocal deal. Now it is having those artists cut American tunes.

The latest example is Werner Muller, the German maestro who stirred some excitement in the United States thru his musical backgrounds on Caterina Valente disks. Decca had Muller cut "Elephant's Tango," which has just been released. A similar and prior illustration has been Decca's tactics with Polydor's "Crazy Otto." After establishing him here, the diskery had the piano player cut "Crazy Otto Rag."

First and outstanding illustration of the Decca technique is the case of Miss Valente, whose first big hit was "Malaguena." After establishing a market here, Decca had her cut "The Breeze and I," now well up on the best-seller charts.

Merc. Expands Classic Field

NEW YORK, April 23.—In a move to broaden its classical coverage, Mercury will soon launch a new series of LP's covering material commissioned from the label's European associates. The first release, comprising five disks, is due on the market in two weeks. The series will be known as "High Fidelity Classics."

The step is in line with Mercury's plan to use orchestras closely associated with repertoire it wishes to issue whenever possible. Thus the first HFC disks, cut in Oslo, Norway, and Copenhagen, Denmark, will be devoted to indigenous Scandinavian music. Featured conductors are Oivin Fjeldstad and Tippe Lumbye.

The disks will be released on regular schedule. The company is also known to be readying still another new series for early introduction.

Victor Inks Jim Reeves

NEW YORK, April 23.—Steve Sholes, country chief at RCA Victor, has signed Jim Reeves to a long-term pact, beating out a number of other label execs angling for the hot chanter.

Reeves, formerly with Abbott Records, left the West Coast diskery earlier this year, altho Abbott still has about 10 unleased sides by the singer in the can. Sholes will hold his first sessions with Reeves in Nashville soon.

EmArcy Inks Gari To Term Contract

HOLLYWOOD, April 23.—Bobby Shad, Emarcy Records repertoire chief, has signed modern jazz trumpeter Ralph Gari to a term contract with the company.

Here this week to record Coast talent for both Emarcy and Mercury, Shad has already cut sessions with the recently signed Kitty White, and Herb Celler, Maynard Ferguson and Dinah Washington.

TOUGH DISKER CHORE

Building Jazz Catalog Is Major Undertaking

By BOB SHAD
Artists and Repertoire Director
EmArcy Records

Building a jazz catalog is a major undertaking for a record company. Were it as simple as getting into the popular, rhythm and blues or country and western business, there would now be many more record labels turning out jazz music. But it's not simple.

It is much more difficult to build a jazz catalog than it is to invade the classical field. For in classical music, the record label can acquire some masters of symphonic or operatic works and know that there are enough customers extant to buy your version of a specific classical work.

Getting into the jazz field calls for acquiring name artists and building new talent. It calls for acquiring or recording only the best performances by the best artists (new or old), because the jazz customer is the most particular of all record buyers.

To satisfy the customers' hunger for jazz music, the label must offer "bop," Dixieland, progressive, vocal, instrumental, jam session, arranged, group, single and orchestral music. And it isn't good enough to sign a batch of new

Another special article on jazz written by a key record company executive will be published next week. Watch for story by George Avakian, director of pop albums for Columbia Records.

artists and start recording. Neither is it good enough to pick up some old masters, package them and put them on the market. To make the move into the jazz field, a record company must do all of these things, issue all of this music and package it so that it has both ear and eye appeal.

Package Business

The jazz record business is a packaged record business. While it is true that single jazz records can be sold, the bulk of the market is in packaged goods.

How does a record company go about building a jazz catalog? Mercury did it this way:

We first decided that the jazz field was important enough for us to put our catalog on a separate label. We had tried putting out jazz records just as if they were pop, country or rhythm and blues singles. But we found that special treatment was needed in order to expose the catalog properly. We believe that this follows for the retailer as well. Getting the most out of jazz calls for treating them in a special way.

Mercury was fortunate in having ownership of the Keynote and National catalogs. From the masters originally made for these labels and our own Mercury vaults we culled jazz as performed by people like Billy Eckstine, Lester Young, Roy Eldridge, Cozy Cole, Lionel Hampton, Tyree Glenn, Charlie Shavers, Art Hodes, Willie Smith, Les Paul, James Moody, Ben Webster, Phil Napoleon, Josh White, Muggsy Spanier, Barney Bigard, Buck Clayton, Flip Phillips, Coleman Hawkins, Teddy Wilson, Denzil Best, John Kirby, Jack Teagarden, Count Basie, Earl Hines, Trummy Young, Don Byas, Charlie Ventura, Lennie Tristano, Gene Ammons, Mary Lou Williams and others.

Palate Styled

But owning some first-rate jazz masters isn't worth very much if you can't put them together in a palatable way—palatable to the knowing jazz customers. In some instances the performances by great jazz names weren't really good enough to warrant special attention—these were quickly discarded. In other cases we had to listen carefully to each disk and then try to package them into, for example, tenor saxophone, Dixieland or single artist groupings. It didn't make sense, for example, to put

together eight or 10 miscellaneous sides and issue an album labeled "jazz."

But, as I noted before, a jazz label must keep building—and building with new talent—or talent which is well known in fields other than jazz.

We acquired Clifford Brown and Max Roach along with their fine combo. We took blues singer Dinah Washington and started her off on an entirely new career—jazz singing. We were extremely fortunate in acquiring such great jazz names as Erroll Garner and Sarah Vaughan.

Then we started further searching for new talent. A sideman on one of our jazz group dates was John Williams. He impressed us as a great new piano find. We gambled, signed him and got fabulous reviews on his first Emarcy album. On a jam session date in Hollywood last year we found sax man Herb Celler.

Our newest trumpet star is Clark Terry. He showed up as a sideman on a Dinah Washington rhythm and blues session. Joe Gordon, on trumpet, and Jimmy Cleveland, on trombone, were also first brought to our attention on record dates.

European Ties

From our European affiliations we obtained some great jazz music and great talents. From the Metronome label in Sweden came the Lars Gullin sides, from Blue Star in France we acquired some fabulous Lionel Hampton sides, and there are more to come.

Now we had a good basic catalog of great jazz names and we had good foreign sources for jazz. We also had a first-rate line-up of jazz artists in this country. Our next step was to make the best possible records with our newly acquired artists here. With Erroll Garner it was an easy matter. We put him in front of the best mikes in the best studio we could find, talked over the selections of tunes and came up with wonderful records.

With Dinah Washington we used some of our top jazz instrumentalists and tunes in the "evergreen" category. For Sarah Vaughan we added to her regular trio such people as Clifford Brown on trumpet. On the Coast we cut our instrumentalists in solo albums and in jam sessions.

So it went—all the planning with an eye toward getting the widest possible exposure for the talents we had under contract. To attract the eye toward our product we decided on photographic covers. To attract the ear, we believed we already had the talent and the sounds.

Six Months

If it seems as tho this has taken a lifetime, I'd like to point out that all this catalog building took place in less than six months. Before this month is over we'll have a catalog of 55 LP's and 108 EP's. Our schedule now calls for five new LP's and between 10 and 15 EP's each month. To maintain that pace we'll have to dig further into our collection of masters and spend a lot more time in recording the artists we have under exclusive contract. We'll keep signing new ones, too.

U. S. Jazzmen Set For French Tour

NEW YORK, April 23.—A group of American jazz musicians is about to be assembled for a French concert tour, underwritten by the French government. The tour, to extend from January 8 thru March 23 next year, will take in 60 cities and will be sponsored by the government-subsidized organization, Jeunesse Musicales, a non-profit group with 220,000 members under 28 years of age.

Admission charge for the concerts has been set at about 35 cents, and the programs will include a lecture on the variety of jazz types presented.

DECCA HAS BOTH!

A Great NEW STAR...

SUSAN HUNTER

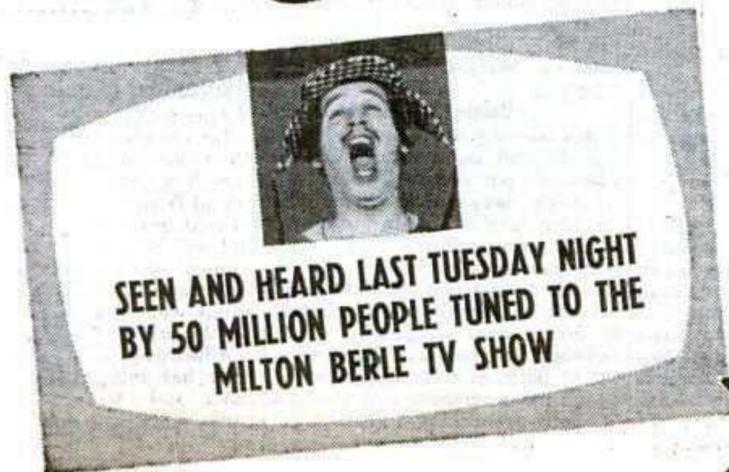


and a GREAT NEW SONG-

"NOT YET"

Words and Music by Milton Berle, Robert Mellin and Elaine Mazlish

b/w WAS THAT THE
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BY 50 MILLION PEOPLE TUNED TO THE
MILTON BERLE TV SHOW

America's Fastest Selling Records

NEWS REVIEW

Berle Airs His 'Not Yet' 19 Times in Hour

By JUNE BUNDY

NEW YORK, April 23.—Milton Berle gave his new song, "Not Yet," just about the biggest send-off yet accorded a tune on TV last Tuesday (19) night on his NBC-TV show. The ballad (co-written by Berle, Publisher Bobby Mellin and Elaine Mazlish) was sung 19 times during the hour, with guest star Giselle McKenzie doing it "Hit Parade" fashion at the finale.

In addition to introducing the new song, the telecast also served as a TV debut vehicle for Decca's new canary, Susan Hunter. Mellin recorded "Not Yet" with her last month and sold the master to Decca.

Decca followed thru by having the record in the hands of dealers the day after the program was aired.

Miss Hunter, a shapely 19-year-old blonde with a pretty face and an expressive voice, is a surprisingly good actress for a gal whose only stage experience has been singing with a band. She played a mousey music teacher, with Berle doing his Latin professor characterization.

Hokey Plot

The plot was hokey, but effective as a song showcase. Berle as the professor wrote a song ("Not Yet" with Latin lyrics) and took it to Berle the performer to get it published. Then Bobby Mellin (impersonated by an actor) and star Hoagy Carmichael got into the act, with the result that Miss Hunter blossomed forth at the finish as a glamour girl and recorded the tune for Decca. Meanwhile, Berle (the performer) had rewritten the lyric and titled it "Not Yet."

It's too early to determine just how much effect the show will have on the sales life of the disk, but if the song has it, Berle certainly did a fine job of letting the country know. Newcomer Susan Hunter, of course, was given one of the those chance-of-a-lifetime breaks, and it's gratifying to report that she more than held her own with the show-wise Berle and Carmichael.

From The M-G-M CinemaScope Picture "MANY RIVERS TO CROSS"

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FOR MOTHER'S DAY PROGRAMMING!

MY MOTHER'S EYES

LEO FEIST, INC.

MUSIC AS WRITTEN

UNIQUE GETS MASTER BY CANADIAN LASS . . .

Unique Records, new-born indie label headed by Joe Leahy, this week imported masters for a disk issued originally by Sparton, a Canadian indie. The dishing is by Priscilla Wright, a 14-year-old thrush from London, Ontario. Jack Perry, local rep of Broadcast Music, Inc., of Canada, brought Leahy together with Sparton's Harold Pounds. Sparton also made a deal to issue Unique's repertoire in Canada.

EMARCY SIGNS GARI JAZZ QUARTET . . .

EmArcy's artist and repertoire chief, Bob Shad, has signed a new jazz combo, the Ralph Gari Quartet. Gari, who plays flute and oboe, will cut his first sides for Shad this week. The Gari group is currently appearing at El Rancho, Las Vegas, Nev. Shad is in Hollywood, recording EmArcy and Mercury artist. there.

NOEL KRAMER SUES ELGART ORCHESTRA . . .

Noel Kramer, personal representative and promotion man, this week filed suit in New York Municipal Court against the Les Elgart orchestra. Kramer, who claims that he was employed by the brothers, Les and Larry Elgart, from December, 1954, to mid-March of this year, is seeking 11 weeks' salary and expenses. Jerry Singer is attorney for Kramer in the action.

PARKER'S 'CROCKETT' KIDISK BEATS POP . . .

Fess Parker's original film track dishing of "The Ballad of Davy Crockett," issued by Columbia in both pop and kidisk lines, is selling in a highly unusual pattern. While aggregate sales are claimed to be close to 1,000,000 disks, the 78 r.p.m. kidisk package is now out-selling the pop single version five to one. The last Columbia children's type disk to assume hit proportions was "I Saw Mommy Kissing Santa Claus." In that instance, the pop version accounted for the majority of sales. The kidisks, of course, sell for 98 cents.

BOUQUETS TO DJ'S PLUG 'RED ROSES' . . .

Disk jockeys receiving big bunches of roses will be indebted to backers of the Jubilee dishing of "Red Roses" by John Laurenz. It's just one of a number of tie-in promotions to spur action on the ditty. Others include a deal with a lipstick manufacturer and a perfume producer, all with products carrying the roses tag.

LONDON RECORDS' STARS VISIT U.S. . . .

London Records' talent has been doing much visiting Stateside in recent weeks. Ted Heath, now chinning with New York band leaders, arrived here after 24 concerts in Australia. Songstress Joan Regan is also in for a short stay. Ad David Whitfield flew back to England this week after two guest shots on the Ed Sullivan TV show. Meanwhile, E. R. (Ted) Lewis, London prexy, has set sail for the London home office after several weeks in this country.

EVANS' TUNE TITLES SINATRA ALBUM . . .

Redd Evans' new tune "In the Wee Small Hours" made an unusual debut this week as the title tune of Frank Sinatra's new album. The rest of the album selections are all standarts, and, in the usual order of LP events, the title would normally have derived from one of the oldies.

New York

Tony Bennett starred at the Casino Royal, Washington, April 8-24. . . . Jackie Lee, of Coral Records, and Billy Fields of M-G-M Records, headlined at the Lotus, Washington, April 14-20.

Victor has signed Audrey and Jayne Meadows to a disk pact. They'll be billed as the Meadows Sisters, with their first sessions due next week. . . . Jaye P. Morgan opens May 4 at the Casa Loma, St. Louis, and she's booked almost solid until September 6 when she'll

appear at the Golden Nugget in Reno, Nev. . . . Eddy Arnold will be in town next week for two days at Frank Dailey's Meadowbrook and for a Victor recording session.

First album by organist Lenny Dee is being released by Decca. . . . Gene Krupa and trio have been booked for two successive weekends at Basin Strret, here. . . . Joe Jaros, New York band leader and trumpet man, is organizing a band on the West Coast. . . . George Cardini, maestro at Greenbrier Hotel, White Sulphur Springs, W. Va., has organized a recording and publishing company with a Broadcast Music, Inc., affiliation.

Mercury will present Georgia Gibbs with a Golden Record for her 1,000,000-selling disk "Twiddle Dee." Presentation will be made when the canary guests on Ed Sullivan's CBS-TV show May 1. . . . Bill Silbert's "Basically Sound" radio program was erroneously reported as airing over WCBS here. The deejay's midnight to 3 a.m. show is heard over WABC, of course. . . . Morry Price, veepee and sales manager of Mercury, is visiting branch offices in Washington, New York and Boston this week, while Mercury veepee Irwin Steinberg is in Manhattan for business confabs. . . . Dinah Washington is currently appearing at the Tiffany Club, Los Angeles.

Erroll Garner started a two-week engagement at Birdland here Thursday (22), following which he is booked for a special concert at White Plains, N. Y. . . . David G. Fine, director of Trutone-Africa, Ltd., Mercury's Africa distributor, is in town. . . . The Crewcuts are on a one-nighter tour thru Texas and Louisiana. . . . The Penguins open at the Apache Club, Dayton, O., April 25, and do a series of one-nighters thru Michigan until May 11.

Joe Glaser, head of Associated Booking Corporation, has pried thrush Dinah Washington loose from Ben Bart's Universal Attractions and has added her to his rapidly expanding jazz stable. . . . Orkster Sammy Kaye is off on a six-week, one-nighter jump thru the Midwest. . . . Larry Newton has signed Eddie (Piano) Miller and singer Frankie Day for his Treat label. Miller was formerly on Rainbow and Victor, and most recently cut for Label "X." Day recorded for Newton's defunct Derby diskery.

The annual Carnegie Hall Lighthouse Concert, run for the New York Foundation for the Blind, will be held on May 6. Last year the all-star affair raised \$11,000, and Columbia Records issued an LP of jazz highlights from the event, which raised more money via royalties. . . . Ray Shaw, singing lead in the City Center production of "Guys and Dolls," has formed his own publishing firm, Karen Music Publishing Company. . . . Dick Gersh is now handling national publicity for Cardill Records.

The Crew Cuts have canceled out their May 6-19 booking at Eddie's, Kansas City, Mo., in order that member Ray Perkins may have a tonsilectomy. . . . Bethlehem Records this week recorded a new 12-inch LP with thrush Chris Connor, backed by such jazz names as Kai Winding, J. J. Johnson, Ralph Sharon, Joe Puma, Herbie Mann, Osie Johnson and Milt Hinton. . . . The Showspot, local nitery at which Mabel Mercer was a fixture, burned down last week. . . . Decca thrush Carmen McRae, currently at the Flame in Minneapolis, goes into the Streamliner, Chicago, for three weeks, beginning May 3.

Joe Loco and his Mambo Quintet have been held over for another week at the Macumba, San Francisco. . . . The Lecuona Cuban Boys are headliners at the Golden Slipper nitery, Glen Cove, L. I. . . . Tommy Mara is now managed by Peter Paul.

Bernie Wayne has been given an award by the March of Dimes for his composition, "Mother's March," used as an official march by the charitable ork. All proceeds, of course, were turned over to the March of Dimes by Wayne. . . .

Chicago

Joe Delaney, of Label X, was in town. Eddie Fontaine, who is currently doing the Howard Miller "Close-Up" show, will open as headliner of the Chicago Theater stage bill Friday (29). Also on the same stage bill will be the Chuckles, another X group. Opening at the Cairo Supper Club on Tuesday (26) will be Al Morgan, who goes in on an extended engagement. Another Label X group, the Dukes of Dixieland, will open at the Preview on Wednesday (27) in their first Chicago appearance. As if this weren't enough, the Shannon Sisters, also of X, are currently in town plugging their recording of "Guilty Shadows" with the deejays.

Delores Hawkins, Epic, in town last week plugging "No Such Luck." She's currently at Fazio's in Milwaukee. . . . Mynna Granat, of Dave Dreyer Music, touring deejays and radio stations on the tune, "That's All I Need." . . . In town last week, plugging "Land of the Pharaohs," was Leo Diamond, RCA records artist. . . . Deejay John McCormick switched last week from Station WAAF to WJJD. . . . Singers Len Dressler and Patricia Scott have been inked to five-year pacts with the local CBS outlet, WBBM-TV.

The Four Lads will be doing guest shots on the Howard Miller and various other TV shows this week plugging their latest Columbia release of "The Average Giraffe." . . . Kitty White, who opens at the Black Orchid Tuesday (26), is scheduled to do a recording session for Mercury during her engagement. Her managers, Bud Brandon and Al Trace, are feting her at a cocktail party after her arrival from Hollywood, where she just finished doing Mickey Spillane's "Kiss Me Deadly" for United Artists. Trace and Brandon are also bringing in the Staffords to appear at the Beritz, opening April 27. The Staffords are on Decca.

Hollywood

Jimmy Warren, Central Records Sales Company, ties the knot to Heidi Johnson, non-pro, early in May. . . . L. Wolfe Gilbert, Coast chairman of ASCAP, honored at the annual Ramona pageant at Hemet. Gilbert penned "Ramona" years ago. . . . Larry Shayne, professional manager for Northern Music, left for New York and a series of meetings with Bill Donner and other Decca executives. . . . Elayne Roberts heads a new combo at the Esque Club, San Fernando. . . . Louis Prima and wife, Keely Smith, return to the Hotel Sahara's Casbar Lounge in Las Vegas April 26. . . . Smiley Monroe has a new show via KXLA, Pasadena. . . . Kitty Kallen cut "The Second Greatest Sex," from the Universal-International picture of the same name, at the studio last week. Tune will be used over the main title of the film. . . . The Hi-Los, in their final stanza at Facks, San Francisco, signed to join the Judy Garland troupe tentatively slated to get under way this summer. . . . Don Reed, due to become a father shortly, has a new release out on Gilt-Edge, "Red Hot Papa." . . . Frank Loesser penning a flock of new tunes for the "Guys and Dolls" film, with 24 songs set so far. . . . Bill Shirley has been signed by Liberty Records, with his first sides to be "The Devil's Keeping Busy," backed with "Sometime." . . . Tony Travis off to Memphis for a Variety Club affair, and then on to Cincinnati on a promotion tour. . . . Steve Allen flagged for the lead in the upcoming biopic of Benny Goodman at Universal-International. . . . Murray Arnold, formerly with the Freddy Martin band, set to record a series of original piano pieces for Modern Records. . . . Capitol Records' Betty Ann Steele in town for a Cap recording session with Lee Gillette supervising. . . . Allan Livingston, Capitol vice-president in charge of repertoire, leaves on an extended trip to Australia.

Cleffers Org To Elect New Council Unit

NEW YORK, April 23. — The Songwriters' Protective Association has opened the polls for the election of seven council members to be named to the 21-man governing body of the organization. Ballots are to be counted May 17, just prior to the SPA annual meeting Hotel here.

In all, 1,350 regular members are entitled to vote out of the total SPA membership of 2,500 cleffers. Of the 21 candidates named by the nominating committee for the three-year posts, seven are incumbents, including Abel Baer, Walter Bishop, Paul Cunningham, Milton Drake, Alex Kramer, Joseph Meyer and Sam Stept.

Others nominated are Morris Charlap, Hal David, Jimmy Eaton, Allan Flynn, Kin Gannon, Pinky Herman, Jack Lawrence, Carolyn Leigh, Vic Mizzy, Mitchell Parrish, John Redmond, Allan Roberts, Jimmy Shirl and Bernie Wayne.

Main order of business for the newly constituted council after the election will be the naming of officers for the coming year.

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 Dot.....PAT BOONE Mercury.....CREW CUTS RCA Victor.....THE DOODLERS RCA Victor.....RITA ROBBIN and DON WINTERS ST. LOUIS MUSIC CORP.

ANOTHER BMI "PIN-UP" HIT TWO HEARTS Recorded by THE CHARMS...DeLuxe DORIS DAY...Columbia DE MARCO SISTERS...Decca PAT BOONE...Dot FRANK SINATRA & THE NUGGETS...Capitol THE LANCERS...Coral THE CREWCUTS...Mercury RITA ROBBIN & DON WINTERS...Victor THE WILDER BROTHERS...Victor THE DOODLERS...Victor Published by ST. LOUIS MUSIC CORP.

A Great New Release! BILL DARNEL -Label X A MILLION THANKS ANXIOUS HEART EDDIE VINSON...Mercury THE NUGGETS...Capitol THE 4 COINS...Epic BARBARA BLACK...Guyden Marlyn Music Pub., Inc. 1619 Broadway, New York City, N. Y.

"Strange Lady in Town" Recorded by FRANKIE LAINE Columbia # 40457 M. WITMARK & SONS



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	(Tennessee) Ernie Ford	3058
FAREWELL		
CLOSE YOUR EYES		
DOGGONE IT, YOU DID IT	The Five Keys	3032
FOOLISHLY YOURS		
INSIDE OUT	The Four Knights	3093
GENUINE LOVE		
NO LETTER TODAY	Les Paul & Mary Ford	3108
HEY, MR. BANJO		
KVI-VI-VI-VI-VITT	The Banjo Boys	3103
IF I MAY	Nat (King) Cole	
A BLOSSOM FELL	Four Knights	3095
LEARNIN' THE BLUES		
IF I HAD THREE WISHES	Frank Sinatra	3102
MAKE YOURSELF COMFORTABLE		
KO KO MO	Andy Griffith	3057
THE SAND AND THE SEA		
DARLING JE VOUS AIME BEAUCOUP	Nat (King) Cole	3027
UNCHAINED MELODY		
MEDIC	Les Baxter	3055

COMING UP FAST Listed Alphabetically

A-TING-A-LING		
MALAGUENA	Stan Kenton	3047
BALLAD OF OLE SVENSON		
LONESOME LOVERBOY	Yogi Yorgesson	3089
FUJIYAMA MAMA		
WHEELS OF LOVE	Annisteen Allen	3048
LIVE FAST, LOVE HARD, DIE YOUNG		
ZOOM, ZOOM, ZOOM	Vicki Young	3076
RAIN		
I'LL NEVER BE THE SAME	Jackie Gleason	3092
TWO HEARTS, TWO KISSES	Frank Sinatra	
FROM THE BOTTOM TO THE TOP	The Nuggets	3084
YOU FORGOT		
TIK-A-TEE, TIK-A-TAY	Gordon MacRae	3085

LATEST RELEASES

Numbers
469 & 470

SLUEFOOT		
SOMETHING'S GOTTA GIVE	Ray Anthony	3096
I'LL BABY SIT WITH YOU		
SHE'S ALWAYS THERE	Ferlin Huskey	3097
SAY YOU DO		
JIM, JOHNNY AND JONAS	Wesley & Marilyn Tuttle	3098
I'MUST'VE DROVE MY MULES TOO HARD		
UNDER THE HEADING OF MY BUSINESS	Dub Dickerson	3099
PO-GO STICK		
THEME FROM "I AM A CAMERA"	Taylor Maids	3100
IT'S A COLD, WEARY WORLD		
SPITEFUL HEART	Werly Fairburn	3101
LEARNIN' THE BLUES		
IF I HAD THREE WISHES	Frank Sinatra	3102
HEY, MR. BANJO		
KVI-VI-VI-VI-VITT	The Banjo Boys	3103
WHATEVER LOLA WANTS		
JUST BETWEEN FRIENDS	Billy May, Jack Leonard	3104
SMACK DAB IN THE MIDDLE		
YES, YES I DO	Ella Mae Morse	3105
WILDWOOD FLOWER		
BREAKIN' IN ANOTHER HEART	Hank Thompson, Merle Travis	3106
GOD BLESS GOD		
WHERE COULD I GO!	Faron Young	3107

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, MARTINI'S AND MEMORIES—Jackie Gleason	45 rpm "EP" No. EAP-1-2-3-4-509 & EBF-1-2-509	33 1/2 rpm No. W-509
MUSIC TO REMEMBER HER—Jackie Gleason	45 rpm "EP" No. EBF-1-2-570	33 1/2 rpm No. W-570
SOMETHING COOL—June Christy	45 rpm "EP" No. EBF-516	33 1/2 rpm No. H-516
SWING EASY—Frank Sinatra	45 rpm "EP" No. EAP-1-2-528 & EBF-528	33 1/2 rpm No. H-528
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
DID YOU TELL HER ABOUT ME!		
YOU SENT HER AN ORCHID	Jean Shepard	3051
I'LL BABY SIT WITH YOU		
SHE'S ALWAYS THERE	Ferlin Huskey	3097
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
SAY YOU DO		
JIM, JOHNNY AND JONAS	Wesley & Marilyn Tuttle	3098
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

TOP 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
THE FIVE KEYS	45 rpm "EP" No. EAP-1-572
FRANK SINATRA SINGS SONGS FROM THE WARNER BROS. PICTURE "YOUNG AT HEART"	45 rpm "EP" No. EAP-1-571
HANK THOMPSON	45 rpm "EP" No. EAP-1-601
I'M A FOOL TO CARE—Les Paul & Mary Ford	45 rpm "EP" No. EAP-1-55
LES PAUL AND MARY FORD	45 rpm "EP" No. EAP-1-912
MELODY OF LOVE—Frank Sinatra, Ray Anthon	45 rpm "EP" No. EAP-1-591
NAT (KING) COLE SINGS	45 rpm "EP" No. EAP-1-912
TWEEDLEE DEE—Vicki Young	45 rpm "EP" No. EAP-1-500
WHAT IT WAS, WAS FOOTBALL & ROMEO A JULIET—Andy Griffith	45 rpm "EP" No. EAP-1-49

"Specialized" HIGH-FIDELITY ALBUMS

Listed Alphabetically

ULL DIMENSIONAL SOUND—A Study in High Fidelity	33 1/2 rpm No. SAL-9020
URTHER STUDIES IN HIGH FIDELITY	33 1/2 rpm No. SAL-9027
HIGH FIDELITY CLASSICS IN FULL DIMENSIONAL SOUND	33 1/2 rpm No. LAL-9024
HIGH FIDELITY POPULAR INSTRUMENTALS IN FULL DIMENSIONAL SOUND	33 1/2 rpm No. LAL-9022
HIGH FIDELITY POPULAR VOCALS IN FULL DIMENSIONAL SOUND	33 1/2 rpm No. LAL-9023
THE PASSIONS—Les Baxter, Bas Sheva	33 1/2 rpm No. LAL-486
POPULAR FAVORITES—VOCALS & INSTRUMENTALS	33 1/2 rpm No. SAL-9029

BEST SELLING—CLASSICAL ALBUMS Listed Alphabetically

ADAM "GISELLE"—Anatole Fistoulari Conducting The London Symphony Orchestra	33 1/2 rpm No. P-8306
BRAHMS "CONCERTO IN D MAJOR, OP. 77"—Nathan Milstein with The Pittsburgh Symphony Orchestra Conducted by William Steinberg	33 1/2 rpm No. P-8271
ECHOES OF SPAIN—Carmen Dragon Conducting The Hollywood Bowl Symphony Orchestra	33 1/2 rpm No. P-8275
PERCUSSION—Concert Arts Orchestra & Percussionists Conducted by Felix Slatkin and The Los Angeles Chamber Symphony Orchestra Conducted by Harold Byrns	33 1/2 rpm No. P-8299
PROKOFIEV "CONCERTO NO. 1 IN D MAJOR, OP. 19", LALO "SYMPHONIE ESPAGNOLE"—Nathan Milstein with The St. Louis Symphony Orchestra Conducted by Vladimir Golschmann	33 1/2 rpm No. P-8303
RACHMANINOFF "SECOND PIANO CONCERTO"—Leonard Pennario, Piano with The St. Louis Symphony Orchestra Conducted by Vladimir Golschmann	33 1/2 rpm No. P-8302
RACHMANINOFF "SYMPHONY NO. 2 IN E MINOR, OP. 27"—William Steinberg Conducting The Pittsburgh Symphony Orchestra	33 1/2 rpm No. P-8293
ROMANTIC CHAMBER MUSIC OF RAVEL, SCHOENBERG & DEBUSSY—The Hollywood String Quartet and The Concert Arts Strings	33 1/2 rpm No. P-8304
STARLIGHT CONCERT—Carmen Dragon Conducting The Hollywood Bowl Symphony Orchestra	33 1/2 rpm No. P-8276
STARLIGHT ENCORES—John Barnett Conducting The Hollywood Bowl Symphony Orchestra	45 rpm "EP" No. FAP-1-2-3-4-8296



THE ROVERS

ICHI-BON TAMI DACHI • WHY OH-H

RECORD NO. 3078

ROY ACUFF

THAT'S WHAT MAKES
THE JUKE-BOX PLAY
THE NIGHT SPOTS

RECORD NO. 3115



WERLY FAIRBURN

IT'S A COLD
WEARY WORLD
SPITEFUL HEART

RECORD NO. 3101



PHONOS—HI FI

By STEVE SCHICKEL

1955 HI-FI SHOW PLANS BROADCAST COVERAGE . . .

Radio Station WFMT-FM, Chicago, will occupy a suite of rooms on the exhibition floor of the 1955 High Fidelity Show which opens at the Palmer House in Chicago for three days beginning September 30. The station will go on the air from a specially constructed studio at 1 p.m., Friday, September 30, and will feature a continuous program of music, drama, poetry, and discussion, with the broadcast running straight thru closing time, Sunday evening, October 2. It is planned to have famous radio and recording stars on hand to make personal appearances during the show. A portion of the studio at the station's regular location will be reproduced at the Palmer House setting, with members of the station's staff in attendance in a hospitality suite.

EP & EM GROUPS ASK CO-OP REACTIVATION . . .

The Association of Electronic Parts & Equipment Manufacturers, at its April meeting, adopted a resolution recommending the reactivation of the industry co-ordinating committee. The association's chairman, Theodore Rossman, of Pentron, Inc., was authorized to appoint a committee to meet with representatives of other associations and determine ways and means of re-establishing an industry co-ordinating committee to discuss and consider broad industry problems of mutual interest to manufacturers and distributors. The original industry co-ordinating committee met periodically from 1947 to 1952. It consisted of two delegates each from the Radio Manufacturers Association, National Electronic Distributors Association, Sales Managers Club, Eastern Division; West Coast Electronic Manufacturers Association and the EP & EM group.

WELLS-GARDNER DECLINE DURING FIRST QUARTER . . .

Net earnings reported by Wells-Gardner & Company, phonograph manufacturers, were 3.4 per cent, or \$7,316 under the first quarter of 1954. First quarter sales for 1955 were \$4,853,923, compared with \$5,655,991 for the same period last year. Officials of the firm indicated, however, that they felt the year 1955 would eventually shape up to be as good as 1954 in both sales and earnings. At the

annual meeting, Grant Gardner, vice-president in charge of sales, was elected a director to fill the vacancy created by the resignation of Herbert Johnson, former sales vice-president.

MOTOROLA DEALERS LAS VEGAS BOUND . . .

Sunday (24) more than 300 dealers, the first of some 1,500, arrived by plane at Las Vegas, Nev., as the result of a Motorola dealer promotion. The dealers constitute the winners in the sales promotion and will spend four days at the El Rancho Vegas on an all-expense paid vacation. The promotion only covered the first quarter sales. The dealers, upon arrival, were given 10-gallon hats, cowboy belts, bandanas, and a grubstake of 25 silver dollars.

WEBCOR REPORTS RECORD QUARTER . . .

Norman C. Owen, president of Webster-Chicago Corporation, will announce at the firm's annual meeting of stockholders next week that the firm has reached a new record in sales for the first quarter of 1955. Actually, the firm is 20 per cent over the same quarter last year, which in itself was a record year for Webcor. Sales for the quarter totaled \$8,321,976, compared with \$6,899,596, the former record figure. Profit after taxes was \$192,225, equal to 37 cents a share, compared with \$205,946, or 39 cents a share a year ago. Owen reported that prospects for the remainder of 1955 seemed to be good, both for the industry and Webcor itself. Owen claimed demand for all the firm's consumer products—phonographs, record changers, tape recorders, recorded tapes and accessories—was good and that the government division has a backlog of \$14,000,000 in orders for specialized electronic equipment.

JENSEN MAPS CAMPAIGN TO PUSH DUETTE SPEAKER . . .

Jensen Manufacturing Company is in the midst of an advertising campaign to promote the sale of its Duette hi-fi speaker system, which is designed to be used also as a stand and speaker unit for table motel television sets. The campaign spotlights 126 wholesalers which sell the Duette speaker and the other Jensen hi-fi products. Prices on the Duette model speakers range from \$49.50 to \$85.50.

LINER NOTES

By IS HOROWITZ

ANGEL FACTORY-OWNED DEPOT FOR CHICAGO . . .

Angel Records will open a new factory-owned depot in Chicago May 1. Former representation was by K. O. Asher, leading Midwest distributor, who ran the diskery depot in that city for Angel. The new facility will cover 11 States and be staffed by five men to start. Angel also has depots in New York and San Francisco.

RCA TO LAUNCH PLUSH 'OPERATIC' ALBUM . . .

RCA Victor is readying a special promotion to launch its limited edition of "50 Years of Great Operatic Singing" next month. The plush package, covered in a red silk binding, contains five 12-inch LP's, with each devoted to a separate decade. In all, 57 singers will be heard in 68 selections, with more than 90 per cent of the shellac transfers never before available on either of the new speeds.

Critic Irving Kolodin and Victor artist and repertoire chief George Marek collaborated in pulling the selections from the diskery vaults. List price of the set will be \$29.95.

PHILLIPS HEADS SALES FOR NIXA, POLYGON . . .

Nixa and Polygon Records, subsidiary labels of the British Pye organization, have a new sales manager. John Phillips has been named to the executive post. Earlier, he was sales manager for Phillips Records.

MERC. TO RELEASE TWO IN AMERICAN SERIES . . .

Mercury Records will soon release two new LP's in its American music series, and tie in promotion of

the disks with the 25th anniversary of the American Music Festival run by the Eastman School of Music in Rochester, N. Y., next month. Howard Hanson will conduct the Eastman-Rochester Orchestra in a Griffes-Loeffler package, as well as a contemporary set featuring works by Quincy Porter, Richard Donovan and Wells Hively. Latter disk was sponsored by the American Composers Alliance.

Mercury, meanwhile, will issue five new LP's in its "Olympian" series soon.

LONDON MULLS RAISING MULTI-DISK PRICES . . .

London Records is mulling the possibility of raising the prices of its multi-disk sets. The diskery's opera packages already list at \$4.98 per LP. If the decision is made affecting the other albums, they too will go to \$4.98 a record. In all, some 25 sets would be involved. There is no intention at London to raise the price of single LP's from the current \$3.98.

CAMDEN READIES SPECIAL MULTI-LP ADDITIONS . . .

Camden has two new special, multi-LP sets in the works, to add to the catalog of three already on the market. With the same format to be followed, each of the new packs will hold six 12-inchers and will list at \$10.98. One of the new sets will be called "29 Classics You Should Know"; the other, "Six Great Symphonies."

Camden, meanwhile, has secured the rights from a number of artists to use their right names in future packaged-record releases. Among them are Giovanni Martinelli, Frank Parker, Fran Warren, Freddy Martin, Allan Jones, Jesse Crawford, Norman Cordon and Leo Reisman.

Colucci Buys Haines-Griffin

NEW YORK, April 23. — The long-standing deal for Ralph Colucci to purchase the Haines-Griffin store here was officially consummated this week. Colucci, a Hartford, Conn., disk mogul, has appointed William R. Hill to head up the Haines-Griffin operation. Hill is an ex-veepee and district sales manager of Capitol Records. Colucci, who runs the Record Shop in Hartford, took an option to buy the New York music store last fall, with the understanding that he supervise its operation on a trial basis for six months and then decide if he wanted to take it over permanently.

Name Hayes as CBS Radio Head

NEW YORK, April 23.—Arthur Hull Hayes was appointed president of CBS Radio this week, following the surprise resignation of Adrian Murphy.

Hayes, who assumed his new post immediately, was veepee in charge of the network's San Francisco office, and served as general manager of WCBS here from 1940 to 1949.

Jules Dundes, formerly sales and advertising manager for the CBS-owned KCBS, San Francisco, has moved into Hayes' general manager post at that station. Dundes,

Koenig Maps Tour For 2 Disk Firms

HOLLYWOOD, April 23.—Lester Koenig, president of Good Time Jazz and Contemporary Records, Inc., is scheduled to leave here next week on a two-month tour of the country, covering distributors, disk jockeys and talent.

Plans include attempts to uncover new artists for both labels, who, according to Koenig, "appear to be more abundant than ever before." Koenig recently returned from a trip to Paris and other European countries where he negotiated distribution agreements and acquired several masters.

who also served under Hayes at WCBS, joined CBS in 1936.

• Best Selling Popular Albums

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

LP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor LM 1837
2. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol H 352
3. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol W 509
4. PETER PAN—Original Cast . . . RCA Victor LOC 1019
5. BRUBECK TIME—Dave Brubeck . . . Columbia CL 622
6. CRAZY OTTO . . . Decca DL 8113
7. ARTHUR GODFREY PRESENTS CARMEL QUINN . . . Columbia CL 629
8. BENNY GOODMAN IN HI-FI . . . Capitol W 565
9. MUSIC TO REMEMBER HER—Jackie Gleason . . . Capitol W 570
10. I LOVE YOU—Eddie Fisher . . . RCA Victor LPM 1097
11. I LOVE PARIS—Michel LeGrand . . . Columbia CL 555
12. DEEP IN MY HEART—Sound Track . . . M-G-M E 3153
13. SILK STOCKINGS—Original Cast . . . RCA Victor LOC 1016
14. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor LPT 3057
15. GOLDEN HORN—Ray Anthony . . . Capitol T 563

EP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor ERB 1837
2. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol EBF 352
3. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol EAP 509
4. CRAZY OTTO, PART 1 . . . Decca ED 2201
5. PETER PAN—Original Cast . . . RCA Victor EOC 1019
6. CRAZY OTTO, PART 2 . . . Decca ED 2202
7. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor EPBT 3057
8. BY REQUEST—McGuire Sisters . . . Coral EC 81098
9. ARTHUR GODFREY PRESENTS CARMEL QUINN . . . Columbia B 491
10. BRUBECK TIME—Dave Brubeck . . . Columbia B 473
11. I LOVE YOU—Eddie Fisher . . . RCA Victor EPB 1097
12. BENNY GOODMAN IN HI-FI . . . Capitol EAP 565
13. DEEP IN MY HEART—Sound Track . . . M-G-M X 276
14. SOMETHING COOL—June Christy . . . Capitol EBF 516
15. MUSIC TO REMEMBER HER—Jackie Gleason . . . Capitol EBF 570

• "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. MENDELSSOHN: VIOLIN CONCERTO; TCHAIKOVSKY: VIOLIN CONCERTO—Francescatti, New York Philharmonic (Mitropoulos) . . . Columbia ML 4965
2. TCHAIKOVSKY: VIOLIN CONCERTO; RAVEL: TZIGANE; SINDING: SUITE IN A MINOR—Heifetz, Philharmonia Orchestra (Susskind) . . . RCA Victor LM 1832
3. LEONCAVALLO: I PAGLIACCI—Callas, La Scala Orchestra (Serafin) . . . Angel 3527

• Reviews and Ratings New Classical Releases

RAVEL: BOLERO; LA VALSE; PAVANE; IBERT: ESCALES (PORTS OF CALL); DEBUSSY: CLAIR DE LUNE; CHABRIER: ESPANA (1-12)—Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 4983 . . . 82

Here's a romantic package of familiar works woven together with an imaginative theme—that of having each haunting selection represent a "port of call." Thus Ravel's "Bolero" brings to mind Tangier, Morocco, North Africa; "Clair De Lune," Paris, etc. An eye-catching cover photo cover depicts a colorful European port, guaranteed to give the most home-loving customer a touch of wanderlust. Dealers can work out any number of interesting promotional display ideas with travel posters and tie-ups with local travel agencies and department stores specializing in resort merchandise. The season, of course, is ideal for vacation themes, and the selections should appeal to beginning collectors. Performance is excellent, capturing the full fascination and excitement of the travel theme.

RESPIGHI: ROMAN FESTIVALS; CHURCH WINDOWS (1-12)—Minneapolis Symphony; Antal Dorati, Cond. Mercury MG 50046 . . . 78

The "Festivals" is absorbing, provocative music, handsomely played by the augmented Minneapolis brass, and gorgeously recorded. "Church Windows" is subdued by comparison, with the flavor of Gregorian chants expressed in almost Debussian language. In short, easy to recommend for owners of fine equipment, and certainly for anyone who likes the same composer's "Fountains" and "Pines."

SMETANA: VYSEHRAD (THE HIGH CASTLE); VLTAVA (THE MOLDAU); MOZART: SYMPHONY NO. 38 (PRAGUE) (1-12)—Chicago Symphony; Rafael Kubelik, Cond. Mercury MG 50042 . . . 77

What Mercury has done here is re-couple some previously issued material and turned out a "new" package of strong sales potential. The Smetana selections are from the complete "My Fatherland" cycle, a great seller not too long ago. The Mozart is also a transfer. Outstanding sound and performance.

ADAM: GISELLE (1-12)—London Symphony Orchestra; Anatole Fistoulari, Cond. Capitol P 8306 . . . 77

There are several other LP's out on

"Giselle" but this version should more than hold its own sales-wise. Anatole Fistoulari is closely identified with the ballet idiom, having served as conductor for the Opera Russe and the Ballet Russe de Monte Carlo. "Giselle," as the oldest ballet in the active repertoire, serves as an excellent introductory course for beginning collectors. Its appeal for ballet fans, of course, is obvious.

BORODIN: SYMPHONY NO. 2; TCHAIKOVSKY: SUITE NO. 1 IN D MAJOR (1-12)—New York Philharmonic; Dimitri Mitropoulos, Cond. Columbia ML 4966 . . . 76

The Borodin has been recorded frequently, while the Tchaikovsky, a relatively unimportant work, appears only once before in the catalog. Terrific sound is captured here, as well as stimulating, propulsive performances. Columbia has increased its appeal by pegging the price at \$3.98. The striking cover will attract browsers' eyes. More than a few should buy.

TCHAIKOVSKY: MANFRED SYMPHONY (1-12)—Philharmonia Orchestra; Paul Kletzki, Cond. Angel 31567 . . . 75

If anything could restore this romantic work to the place of popular esteem it enjoyed a generation ago, a magnificent interpretation like this could. In one of the most powerful readings he has so far committed to wax, Paul Kletzki gives fresh meaning to this dramatic work. The only commercial competition comes from an older Toscanini interpretation, whose sound does not begin to compare with this sumptuous recording.

CORELLI: CHURCH AND CHAMBER SONATAS, OPS. 3 AND 4 (CORELLI) (3-12)—Musicorum Arcadia, Vox DL 163 . . . 74

Vox has made a specialty of this kind of release, and each subsequent baroque package from the diskery seems to underline the series' value for inquiring musicians and collectors. This particularly, as some of the earlier ones, also has significant snob and display value. It will look great in anybody's collection. The beautifully illustrated box holds a suede covered album in which a handsome king-sized book of notes presents a detailed commentary on Corelli by an outstanding musicologist. While class packaging will hold interest for a long while, purchasers. (Continued on page 28)

Welcome JOAN REGAN



*Everyone's raving
about your new record*

PRIZE OF GOLD

backed with

TOO MANY HEARTACHES

1542 and 45-1542

LONDON'S TOP 6

- LAZY GONDOLIER**
Mantovani 1510 and 45-1510
- REMEMBERING**
Vico Torriani & Mantovani 1556 and 45-1556
- A BLOSSOM FELL**
Dickie Valentine 1554 and 45-1554
- BEYOND THE STARS**
David Whitfield 1551 and 45-1551
- FINGER OF SUSPICION**
Dickie Valentine 1498 and 45-1498
- TOMORROW**
Lita Roza 1559 and 45-1559

NEW RELEASES

- LET'S HAVE A DING DONG** — Winifred Atwell
Fabulous Piano and Rhythm Medley 1560 and 45-1560
- THAT'S THE WAY LOVE GOES** — The Bon-Bons
MAKE MY DREAMS COME TRUE 1569 and 45-1569
- SOFTLY, SOFTLY** — Vic Barrett
A BLOSSOM FELL 1566 and 45-1566
- MY EYES ARE OPEN WIDE** — Bobbie Britton
COULD IT BE 1553 and 45-1553
- I CAN'T BELIEVE THAT YOU'RE IN LOVE
WITH ME (Inst.)** — Malcolm Mitchell
DEBUT (Inst.) 1555 and 45-1555
- THE LIGHTS OF PARIS** — Lee Lawrence
YOU STILL MEAN THE SAME TO ME 1529 and 45-1529

LONDON

RECORDS



Reviews and Ratings of New Popular Albums

LES AND MARY82
(1-12")
Capitol W 577

Les Paul and Mary Ford offer something interesting for practically every market in their latest Capitol album. Together they make enough music for an umpteenth-piece guitar band and at least a quartet of gal vocalists. Their unique style is applied to 16 selections of varying types ranging from the familiar "Just One of Those Things" and "On the Sunny Side of the Street," to a bluesy "Baby Won't You Please Come Home" and the country and western ditty "I'm Moving On." Their version of a border novelty "Nueva Laredo" is particularly outstanding, as is a romantic treatment of the Rodgers and Hart oldie "Falling in Love With Love." Sales should be brisk on the hi-fi package.

MUSIC FOR SMOOCHIN'75
Ralph Marterie (1-12")
Mercury MG 20054

The popular maestro has collected on this disk a dozen melodies of love, with the end in view of abetting such a mood among listeners. Instrumentation is lush, musicianship good. Tunes include "Sleepy Lagoon," "Adios," "Can't We Talk It Over," "I'm in the Mood for Love," etc. Our guess is the disk will serve its purpose.

MODES IN MOODS74
Jesse Crawford, Organ (1-12")
Decca DL 8096

This is the 14th Decca album for veteran organist Jesse Crawford, and sales should be as satisfactory as they have been on his other successful packages. This particular LP is distinguished by the fact that it features 12 of his own compositions, which cover a wide variety of rhythmic styles—"Pixie Parade," "March of the Matadors," "Harlem Holiday," etc. The "Poet of the Organ" ranks high in his field, and this package should please his fans.

GEORGE K. ARTHUR'S PRIZE PACKAGE74
(1-12")
M-G-M E 3151

Theme music from three prize-winning movie shorts produced by George K. Arthur is presented in this interesting sound track album, with orchestra on all three film scores under the direction of the distinguished English conductor Muir Mathieson. The film package is currently making the rounds of local U. S. theaters, thus affording enterprising dealers the opportunity to make window display, lobby and

newspaper ad tie-ups. The lyrical "A Prince for Cynthia" and amusing Martin and Gaston" themes are eminently listenable, but Hugo Alfvén's score for "The Stranger Left No Card" has the most sales appeal, since it includes the catchy "Swedish Rhapsody" and the film has been shown twice over CBS-TV.

BILL DARNELL SINGS72
(1-10")
"X" LXA 3033

With exposure, this package could enjoy a good sale. Darnell sings jazz, and the material includes eight great songs by Harold Arlen, including such as "One for My Baby," "For Every Man There's a Woman," "Between the Devil and the Deep Blue Sea," etc. He's backed by a bunch of quality jazz men headed by pianist Sid Bass, and there's some especially tasty tenor sax. It's intimate stuff, similar in appeal, let's say, to Lee Wiley or Ella Fitzgerald renditions of show tunes.

SONGS BY ANNA MARIA ALBERGHETTI71
Mercury MG 20056

The teen-age songbird thrushes 12 tunes (some formerly released as singles) with varying degrees of success. The coloratura soprano is at her best when she remains within her own field. Her voice is pure and lovely when she applies it to operatic arias, but somewhat less impressive when she tries to swing over into the pop field with "Kiss, Kiss, Kiss." However, the inclusion of this kind of pop material may account for extra sales to pop customers. Record-wise, Anna Maria Alberghetti is best known for her performance on Mercury's sound track album "The Medium" and dealers should be wise to remind prospective buyers of this fact. They also might stir up some extra business among movie fans, in view of the singer's appearances in a couple of Paramount films (Bing Crosby's "Bride and Groom," Rosemary Clooney's "The Stars Are Singing") back in 1952.

CAUCASIAN FOLK SONGS AND DANCES, VOL. 1: AZERBAIJAN45
National Azerbaïjan Folk Orchestras of Baku (1-12")
Colosseum CRLP 174

Poorly recorded material of some interest to collectors of folk music.

Jazz

CLIFFORD BROWN ENSEMBLE76
(1-10")
Pacific Jazz PJLP 19

Even in the great neutralizing medium

that is West Coast jazz, Clifford Brown's rich individuality stands forth. The talented modern trumpeter made this package on the Coast in company with Zoot Sims, tenor; Shelley Manne, drums, and others, with arrangements by Jack Montrose. The latter gets a little involved, but Brown still manages to swing, and the package is a must for moderns.

LESTER YOUNG74
(1-12")
Norgran MG N 1022

The "Prez" receives his best disk showcase in some time. His attack here is virile, and his melodic line is more elastic than it has been. Further, some good new talents are presented in Jessie Drakes, a fluent, pure modern trumpeter, and Gildo Mahones on piano. A good recent example by the most copied tenor sax stylist of our day.

COOL EUROPE74
Jutta Hipp and Her German Jazzmen; Mike Nevard's British Jazzmen (1-12")
M-G-M E 3157

It's apparent from this excellent package that Americans no longer have a complete monopoly of the jazz medium. Perhaps modern or "cool" jazz simply has more of the European in it than the more traditional forms. At any rate, the pianist Jutta Hipp is a first-rate inventive artist, and her cohorts Emil Mangelsdorff, alto sax, and his brother Albert on trombone, could play in any fast local company. The Britishers, too, show talent, especially the trumpeter, Albert Hall, pianist Ralph Dollimore and bassist Johnny Hawksworth. It's absorbing modern jazz, regardless of geography, and may be offered as such.

URBIE GREEN EAST COAST JAZZ, NO. 672
(1-12")
Bethlehem BCP 14

Since leaving the Woody Herman band a year ago, trombonist Urbie Green has played an increasingly important role in New York jazz circles, and each new LP on which he is heard reinforces the impression that he is one of the outstanding talents on the East Coast today. As smooth as Green's style is, he is not at his best in slick arrangements like these; he would profit more from something that demands a funkier, more biting horn.

Sacred

IT IS NO SECRET78
Stuart Hamblen (1-10")
Victor LPM 3265

Stuart Hamblen, one of the most colorful personalities in the music world, projects very well on this disk. He sings seven of his own songs—all of them sacred—and including such notable numbers as "It Is No Secret," "Blood Upon Your Hands," "The Lord Is Counting On You," "This Old House," etc. A choir accompanies, and production is tasteful.

Reviews and Ratings of New Classical Releases

Continued from page 26

will also find three records in the set. These hold solid, sometimes stolid—but undoubtedly correct, readings by a talented group of Italian musicians. Here's a bonus-price set that will sell as much on sight as sound and bring attractive revenue to a good many dealers with established classical clientele.

BARTOK: VIOLIN CONCERTO; SONATA FOR UNACCOMPANIED VIOLIN (1-12")—Ivry Gitlis, Violin; Pro Musica Orchestra, Vienna; Jascha Horenstein, Cond. Vox PL 902074

Vox's young violinist comes thru brilliantly here. These rather forbidding works are clearly close to his heart and Gitlis performs them with great verve and virtuosity. While Menuhin is generally rated as "the" interpreter of the concerto, not a few Bartok fans will feel differently after hearing this tour de force. This, by the way, is the only version which offers more than the concerto on a single disk. Sales are likely to build as word gets around.

FRANK: SONATA IN A MAJOR; FAURE: SONATA IN A MAJOR, OPUS 13 (1-12")—Joseph Fuchs, Violin; Artur Balsam, Piano. Decca DL 9716. 73

The two sonatas belong together idiomatically and it's a wonder that the coupling hasn't been issued before. Fuchs and Balsam, as expected, turn in sensitive and musically performances and the engineers have served them splendidly. Moderate sales in larger stores can be expected among buyers who rate repertoire and sound musicianship high. But Decca might help future releases by Fuchs by giving his name more prominence on album covers.

PUCCHINI: LA RONDINE (2-12")—Eva De Luca, Giacinto Prandelli, Vladimiro Pagano. Columbia EL 1270

This Entree special is a good buy for opera collectors with a penchant for completeness. It's one of Puccini's last works, and it's very light—actually an operetta. But this is the first recording of the piece, and there are some melodious moments. The singing is adequate, the few would buy it as an example of vocal art. Puccini addicts will want it, and the price won't hurt them.

RESPIGHI: BRAZILIAN IMPRESSIONS; GRANADOS: TWO SPANISH DANCES; CHAVEZ: TOCCATA FOR PERCUSSION (1-12")—L'Orchestra des Concerts Colonne; George Sebastian, Cond. Urania 714473

How Respighi's "Brazilian Impressions" escaped recording this long is hard to

understand. A wide range of instruments is used in colorful, dramatic ways. Chavez' Toccata also makes an impressive demonstration disk for it utilizes 13 different percussion instruments, including some highly unconventional ones. Not only for hi-fi reasons, but as good music, well programmed and imaginatively performed, this disk rates commercial consideration.

SCHUMANN: STRING QUARTET, OP. 41, NO. 2; STRING QUARTET, OP. 41, NO. 3 (1-12")—New Music String Quartet. Columbia ML 498269

Schumann string quartets have never excited mass enthusiasm among chamber music collectors, but there is probably commercial elbow room for these capable and well recorded readings. This is the first disk coupling the two works. Larger stores should move a respectable bumper.

VON WEBER: SIX PIECES FOR PIANO-FOUR HANDS, OP. 3; EIGHT PIECES FOR PIANO-FOUR HANDS, OP. 60 (1-12")—Arthur Gold and Robert Fizdale, Pianists. Columbia ML 496867

There is a dedicated band of students and amateurs to whom these modest, charming four-hand pieces are not unknown. They will welcome these first recordings, especially since they are presented here with such technical finish and self-effacing restraint.

MOZART: PIANO CONCERTO NO. 26 IN D (CORONATION) (1-12")—Carl Seemann, Piano; Berlin Philharmonic; Fritz Lehmann, Cond. Decca DL 9631. 65

The Mozart market is good, but there are more potent performances available than the pallid Seeman issue at hand. This essentially is an elegant, almost overly-slick piece of Mozartiana, requiring more style and authority. The same applies to the Concert Rondo, K.382, which rounds out the second side.

THE ELUTE, VOL. 1; THE CLARINET, VOL. 4 (1-10")—Fernand Marseau, Flutist; Le Sextour de Clarinettes de Paris. London LS 109664

Another in London's series demonstrating Selmer instruments. One side of this LP features the brilliant flutist Fernand Marseau in Paul Genin's arrangement of the popular "Carnival of Venice." On the reverse, the Clarinet Sextet of Paris skips merrily thru several short pieces: Franz Ries' "Mouvement Perpetuel," the "Trepak" and "Danse des Mirlitons" from Tchaikovsky's "Nutcracker Suite," and Paul Durand's "Printemps." In such well-recorded performances, interest in both instruments will certainly be stimulated, particularly among students.



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HAVE YOU EVER BEEN LONELY

(HAVE YOU EVER BEEN BLUE?)

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America's Fastest Growing Record Company



HI!

This is **RUSTY DRAPER**

**GOT TWO ONES
I'M SURE YOU'LL LIKE
"THAT'S ALL
I NEED"**

AND

**"EATIN' GOOBER
PEAS"**

MERCURY 70619

TOP SELLING POPS

Dance With Me Henry/Every Road Must Have a Turning GEORGIA GIBBS	MERCURY 70572
Tweedle Dee/You're Wrong, All Wrong GEORGIA GIBBS	MERCURY 70517
Whatever Lola Wants/Oh, Yeah SARAH VAUGHAN	MERCURY 70595
Chop Chop Boom/Don't Be Angry THE CREW CUTS	MERCURY 70597
Ko Ko Mo/Earth Angel THE CREW CUTS	MERCURY 70529
Melody Of Love/La Golondrina DAVID CARROLL	MERCURY 70516
Blue Mirage/Remember Me RALPH MARGERIE	MERCURY 70535
Dixie Danny/No Chance THE LAURIE SISTERS	MERCURY 70548
Keep Me Mind/Little Crazy Quilt PATTI PAGE	MERCURY 70579
My Babe/The Woodpecker Song THE GAYLORDS	MERCURY 70586

TOP SELLING R & B

I Diddie/If It's The Last Thing I Do DINAH WASHINGTON	MERCURY 70600
Alright, Okay, You Win/Say You're Sorry ELLA JOHNSON	MERCURY 70580
There Goes That Train/You Left Me Here To Cry ROLLEE MCGEE	MERCURY 70582
The Horn Blows/Zonked RED PRY SOCK	MERCURY 70602



CHICAGO 1, ILLINOIS

HOT NEW POP HITS

THE PENGUINS	"Don't Do It" AND "Be Mine Or Be A Fool" MERCURY 70610
DAVID CARROLL AND HIS ORCHESTRA	"The Blue Scarecrow" AND "Till We Meet Again" MERCURY 70606
BILL FARRELL	"A Man Called Peter" AND "Pagliacci" MERCURY 70609
BUDDY MORROW AND HIS ORCHESTRA	"There Goes That Train" AND "Shoeless Joe" MERCURY 70611
PATTI PAGE	"Near To You" AND "I Love To Dance With You" MERCURY 70607
DICK CONTINO	"Limehouse Blues" AND "Sleepytime Gal" MERCURY 70557
HUGO & LUIGI	"Crazy Otto Rag" AND "NOBODY'S SWEETHEART" "SOMEBODY STOLE MY GAL" MERCURY 70563

*81.4% of U.S. Record

ITS WWO

RCA VICTOR'S new low prices bring

This month two leading trade journals published the results of independent surveys conducted among thousands of retailers. Both came to one identical conclusion: RCA Victor's new low price policy is bringing thousands of new customers into dealers' stores across the nation!

Retailing Daily
THE HOME FURNISHINGS NEWSPAPER

Price cuts on LPs raise disc sales

The smoke has cleared and three months have elapsed since RCA Victor reduced prices of LP phonograph records, and the majority of dealers throughout the country are looking back and thinking "Maybe it wasn't a bad idea."

A nationwide survey of RETAILING DAILY reveals that retailers, in general, have experienced an increase in business since the cuts went into effect, presaging a general alignment of disc prices. In many cases, unit volume was reported up between 20 and 30 per cent, and dollar volume up 10 to 15 per cent.

***Record and Sound Retailing**

PRICE REDUCTION SURVEY REPORT

"Our January biz doubled over a year ago."
Harry Lansing... Campus Music Shop, E. Lansing, Mich.

"We'll take the \$3.98 record."
Edward Gosselin... Ed Gosselin's Radio Shop, Hyannis, Mass.

"I suggest a reduction of all labels to \$3.98."
Hillcrest Record Shop... Mayfield Heights, Ohio

"Very good thing—thanks to RCA."
Frank's Musical Exchange... New Rochelle, N. Y.

"Can give customer same selection at 30% less investment."
John McNeil... McNeil Music, Cortland, N. Y.

"Make full mark-up without cut-throat competition."
Phyllis A. Barr... The Record Barr

"New prices make old customers buy more."
William F. Ezzell... C. B. Ellis Music Co., Burlington, N. C.

RCA VICTOR
FIRST IN RECORDED MUSIC



Dealers say:

BRKING!

big boost in sales to overwhelming majority of retailers!

The Billboard

The Billboard
April 23, 1955

Classical Best Sellers (All Categories)

- 1 OFFENBACH: CAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) RCA Victor LM 1817
- 2 MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) RCA Victor LM 1838
- 3 RIMSKY-KORSAKOFF: SCHEHERAZADE—Philadelphia Orchestra (Ormandy) Columbia ML 4888
- 4 TCHAIKOVSKY: SWAN LAKE BALLET—Minneapolis Symphony (Dorati) Mercury OL 3-102
- 5 BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) RCA Victor LM 1757
- 6 VERDI: LA TRAVIATA — Renata Tebaldi, Orchestra of L'Accademia di Santa Cecilia (Molinari-Pradelli) London LLA 26
- 7 MENDELSSOHN: SYMPHONIES NOS. 4 AND 5—NBC Symphony (Toscanini) RCA Victor LM 1851
- 8 BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) RCA Victor LM 6009
- 9 DVORAK: SYMPHONY NO. 5 (NEW WORLD)—NBC Symphony (Toscanini) RCA Victor LM 1778
- 10 VERDI: REQUIEM—Shaw Chorale, NBC Symphony (Toscanini) RCA Victor LM 6018

Cash Box
April 23, 1955

THE CASE BOX

Top 10 Best Selling Pop Albums

- 1 THE STUDENT PRINCE Mario Lanza (RCA Victor LM 1837; ERB 1837)
- 2 PETER PAN Original Cast (RCA Victor LOC 1019)
- 3 ARTHUR GODFREY PRESENTS CARMEL QUINN Carmel Quinn (Columbia CL 629; B 491)
- 4 MUSIC, MARTINIS AND MEMORIES Jackie Gleason (Capitol W 509; EAP 1, 2, 3, 4-309)
- 5 CRAZY OTTO Crazy Otto (Decca DL 8113; ED 2201, 2)
- 6 B.G. IN HI-FI Benny Goodman (Capitol W 565; 1, 2-565)
- 7 SILK STOCKINGS Original Cast (RCA Victor LOC 1016; LOC 1019)
- 8 MUSIC FOR LOVERS ONLY Jackie Gleason (Capitol H 300)
- 9 SELECTIONS FROM THE GLENN MILLER STORY Glenn Miller

In the three short months since RCA Victor's revised price structure went into effect, over-the-counter sales have gone up . . . profits have climbed steadily . . . and evidences of new hope, new optimism in the industry are everywhere apparent.

THESE ARE THE REASONS WHY

- RCA Victor's low price of \$3.98 for Long Play records has created a huge new market of both old and new customers. This tremendously increased volume more than makes up for the lower-profit-per-unit price. The experience of over 81% of all record dealers proves this to be a fact!
- RCA Victor's simplified price line has cut your selling, inventory and stock control problems to the bone. Instead of a crazy jumble of varying prices, all RCA Victor records and albums now fall into one of just 5 basic price groups. Most important, RCA Victor's simplified price line makes customers' shopping easier . . . faster . . . far less confusing.
- RCA Victor's increased dealer discount on traffic merchandise makes possible a greatly increased dollar gross for your day to day operations.
- RCA Victor has ear-marked more than 85% of its total advertising budget to sell new low prices in all major media. Hard hitting ads every month in big circulation magazines like *Life*, *The Saturday Evening Post*, *Esquire*, *Coronet*, *Time*, *TV Guide* and *New Yorker*; ads in important metropolitan newspapers. Exciting commercials are seen on such top-rated NBC television shows as "Producers' Showcase" and "Caesar's Hour." Network and local radio spots are heard regularly over the country's leading stations! This gigantic advertising effort is paying off from Maine to California in ever-increasing store traffic.

RCA VICTOR'S GOAL is a healthy and profitable dealer structure based on: **1. a competitive price; 2. simplified price lines; 3. greater retail discounts on traffic merchandise.** The entire history of American merchandising shows that this is the most dependable formula for greater prosperity in any industry!

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

The Billboard Music Popularity Charts

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

Chart Comments

The rhythm and blues flavor remains very much with the pop market, according to this week's retail showing. Among the incumbent r.&b. origin tunes we have "Dance With Me, Henry," "Tweedle Dee," "Sincerely," "Two Hearts," "Ko Ko Mo," "Earth Angel" and "It May Sound Silly." This week still another r.&b. smash makes its pop chart debut—"Don't Be Angry." Two versions hit the money list—the original by Nappy Brown and the pop cover by the Crew Cuts. Also, two vocal versions of "Unchained Melody," both of which are strong in r.&b., are well ensconced pop-wise. These are the Al Hibbler and Roy Hamilton waxings.

And speaking of music with a beat, Perez Prado's mambo styling of "Cherry Pink" has finally knocked off "Davy Crockett's" triple crown by grabbing the retail leadership. However, all versions of the TV-based Crockett material hold close to last week's positions.

There's little important change to be noted in the country and western best selling list, where the generally slow market prevails. The one newcomer is Tommy Collins' novel "It Tingles" (14), which brings the consistent artist back after a brief hiatus.

In r.&b. Atlantic continued to improve its position as Joe Turner's "Flip, Flop and Fly"; The Drifters' "What'cha Gonna Do?" and the Cardinal's "The Door Is Still Open" all moved up from one to four notches, while the double-faced hit, Ray Charles' "I've Got a Woman" and "Come Back," strengthened its hold on the No. 3 spot. Roy Hamilton's "Unchained Melody" hit the r.&b. list and appears to be giving the Hibbler version a heated run. Hibbler's is No. 8, while Hamilton is No. 9 on the r.&b. list. Pop-wise, it's Hibbler 8 and Hamilton 14. But Les Baxter's instrumental waxing of the picture theme is ahead of both in No. 5.

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Ballad of Davy Crockett	1	8
2. Melody of Love	2	16
3. Open Up Your Heart	3	14
4. Cherry Pink and Apple Blossom White	5	4
5. How Important Can It Be?	6	11
6. Unchained Melody	8	3
7. Tweedle Dee	4	11
8. Sincerely	7	15
8. Play Me Hearts and Flowers	9	5
10. Whatever Lola Wants	—	1
11. Pledging My Love	10	5
12. Young and Foolish	—	1
13. Darling Je Vous Aime Beaucoup	11	3
13. That's All I Want From You	13	16
15. Dance With Me, Henry	12	2

HONOR ROLL OF HITS



The Nation's Top Tunes

For survey week ending April 20

This Week	Last Week	Weeks on Chart
1. Ballad of Davy Crockett	1	10
By Tom Blackburn and George Burns—Published by Wonderland (BMI) BEST SELLING RECORDS: B. Hayes, Cadence 1256; T. Ernie, Capitol 3058; F. Parker, Columbia 4049. 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.		
2. Unchained Melody	5	4
By Hy Zert and Alec North—Published by Frank (ASCAP) BEST SELLING RECORDS: L. Baxter, Cap 3055; A. Hibbler, Dec 29441; R. Hamilton, Epic 9102. OTHER RECORDS AVAILABLE: Crew Cuts, Mercury 70598; L. Holmes, M-G-M 11962; Lib-erace, Col 40455; J. Valli, Vic 20-6078.		
3. Cherry Pink and Apple Blossom White	6	6
By Louiguy and Mack David—Published by Chappell (ASCAP) BEST SELLING RECORD: P. Prado, Vic 20-5965. OTHER RECORDS AVAILABLE: G. Auld, Coral 61381; X. Cugat, Col 40474; A. Dale, Coral 61373; G. Gibbs, Mercury 5687; C. Lord, M-G-M 11041; V. Young, Dec 29387. ELECTRICAL TRANSCRIPTION: Harry Bluestone, Standard.		
4. Melody of Love	2	17
By H. Englemann, Tom Glazer—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: B. Vaughn, Dot 15247; D. Carroll, Mercury 70516; Four 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; F. 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.		
5. Dance With Me, Henry	7	5
By Jules Taub, Joel Josea and Saul Ling—Published by Modern (BMI) BEST SELLING RECORD: G. Gibbs, Mercury 70572. OTHER RECORDS AVAILABLE: Leslie Sisters, Marble 102; Three Rays, Coral 70572; L. Winter, Crown 142.		
6. How Important Can It Be?	8	12
By B. Benjamin, G. Weiss—Published by Laurel (ASCAP) BEST SELLING RECORD: J. James, M-G-M 11919. OTHER RECORDS AVAILABLE: T. Brewer, Coral 61362; C. Boswell, Dec 29412; B. May, Capitol 3066; L. Monte, Vic 20-5993; J. Smith, Majar 138; S. Vaughan, Mercury 70534. ELECTRICAL TRANSCRIPTION: David LeWinter, Standard.		
7. Tweedle Dee	3	14
By Winfield Scott—Published by Progressive (BMI) BEST SELLING RECORDS: G. Gibbs, Mercury 70517; L. Baker, Atlantic 1047. OTHER RECORDS AVAILABLE: Bop-A-Loos, Mercury 70553; 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 TRANSCRIPTION: David LeWinter, Standard.		
8. Sincerely	4	16
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. Wills, Dec 29432. ELECTRICAL TRANSCRIPTION: E. LeMar, Standard.		
9. Open Up Your Heart	9	15
By Stuart Hamblen—Published by Hamblen (BMI) BEST SELLING RECORD: Cowboy Church Sunday School, Dec 29367. OTHER RECORDS AVAILABLE: Lancers, Coral 61332; R. Clooney & Sister Gail, Col 40422; McGuire Sisters, Coral 61334; J. Owen, International 1801; G. B. Shea, Vic 20-6021. ELECTRICAL TRANSCRIPTION: Paul Smith, Standard.		
10. Play Me Hearts and Flowers	10	5
By Mann Curtis and Sanford Green—Published by Advanced (ASCAP) BEST SELLING RECORD: J. Desmond, Coral 61379. OTHER RECORDS AVAILABLE: D. Jacobs, Coral 61380.		

Second Ten

11. DARLING JE VOUS AIME BEAUCOUP	12	9
Published by Chappell (ASCAP)		
11. WHATEVER LOLA WANTS	—	1
Published by Frank (ASCAP)		
13. PLEDGING MY LOVE	11	10
Published by Lion (BMI)		
14. TWO HEARTS	15	4
Published by Hill & Range (BMI)		
15. KO KO MO	13	14
Published by Meridian (BMI)		
16. DANGER, HEARTBREAK AHEAD	14	7
Published by Robbins (ASCAP)		
17. THAT'S ALL I WANT FROM YOU	16	22
Published by Weiss & Barry (BMI)		
17. IT MAY SOUND SILLY	16	5
Published by Progressive (BMI)		
17. BREEZE AND I	19	2
Published by E. B. Marks (BMI)		
20. EARTH ANGEL	18	16
Published by Dootsie Williams (BMI)		

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

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

Tunes with Greatest Radio-TV Audiences

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

Radio

All of You (R)—Chappell—ASCAP		
Ballad of Davy Crockett (R) (F)—Wonderland—BMI		
Berry Tree (R)—Miller—ASCAP		
Blue Mirage (R) (F)—B. F. Woods—ASCAP		
Breeze and I (R)—E. B. Marks—BMI		
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		
Foolishly Yours (R)—Shapiro-Bernstein—ASCAP		
Heart (R)—Frank—ASCAP		
Hey, Mr. Banjo (R)—Mills—ASCAP		
How Important Can It Be? (R)—Aspen—ASCAP		
Is This the End of the Line? (R)—Broadcast—BMI		
Keep Me in Mind (R)—Famous—ASCAP		
Ko Ko Mo (R)—Meridian—BMI		
Love Me or Leave Me (R)—Bregman, Vocca & Conn—ASCAP		
Melody of Love (R)—Shapiro-Bernstein—ASCAP		
Open Up Your Heart (R)—Hamblen—BMI		
Pass It On (R)—Peer—BMI		
Play Me Hearts and Flowers (R)—Advanced—ASCAP		
Silver Moon (R)—Harms—ASCAP		
Stowaway (R)—Melrose—ASCAP		
Strange Lady in Town (R) (F)—Witmark—ASCAP		
Take My Love (R)—Feist—ASCAP		
Tweedle Dee (R)—Progressive—BMI		
Unchained Melody (R) (F)—Frank—ASCAP		
Whatever Lola Wants (R)—Frank—ASCAP		
World of Mine (R)—Paramount—ASCAP		
Young and Foolish (R)—Chappell—ASCAP		

Television

Air Force Takes Command (R)—Paramount—ASCAP		
All of You (R)—Chappell—ASCAP		
Ballad of Davy Crockett (R) (F)—Wonderland—BMI		
Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP		
Danger, Heartbreak Ahead (R)—Robbins—ASCAP		
Darling Je Vous Aime Beaucoup (R)—Chappell—ASCAP		
Door of Dreams (R)—Roncom—ASCAP		
Dreamboat (R)—Leeds—ASCAP		
Heart (R)—Frank—ASCAP		
Hearts of Stone (R)—Regent—BMI		
Hey, Mr. Banjo (R)—Mills—ASCAP		
High Society (R)—Leeds—ASCAP		
His Hands (R)—Hamblen—BMI		
How Important Can It Be? (R)—Aspen—ASCAP		
It's a Big, Wide, Wonderful World (R)—Broadcast—BMI		
Ko Ko Mo (R)—Meridian—BMI		
Melody of Love (R)—Shapiro-Bernstein—ASCAP		
Misty (R)—Tee-Kaye—ASCAP		
Not Yet (R)—Mellins—BMI		
Pass It On (R)—Peer—BMI		
Sincerely (R)—Arc—Regent—BMI		
Sweet Brown-Eyed Baby (R)—United—BMI		
Take My Love (R)—Feist—ASCAP		
That's All I Want From You (R)—Weiss & Barry—BMI		
Till Forever Ends (R)—Joy—ASCAP		
Tweedle Dee (R)—Progressive—BMI		
Wedding Bells (R)—Mellin—BMI		
Whatever Lola Wants (R)—Frank—ASCAP		
When You Wish Upon a Star (R)—Bourne—ASCAP		
You Forgot (To Tell Me That You Loved Me) (R)—Ardmore—ASCAP		
Young and Foolish (R)—Chappell—ASCAP		

England's Top Twenty

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

Softly, Softly—Cavendish (Sherwin)		
Give Me Your Word—Campbell, Connelly (Shapiro-Bernstein)		
Stranger in Paradise—Frank (Frank)		
Under the Bridges of Paris—Southern (Hill & Range)		
A Blossom Fell—John Fields (Shapiro-Bernstein)		
Mobile—Leeds (Ardmore)		
Let Me Go, Lover—Aberbach (Hill & Range)		
Prize of Gold—Victoria (Shapiro-Bernstein)		
Cherry Pink and Apple Blossom White—Maddox (Chappell)		
Tomorrow—Cavendish (Reis)		
If Anyone Finds This I Love You—Michael Reine (Ardmore)		
Naughty Lady of Shady Lane—Sterling (Paxton)		
Open Up Your Heart—Duchess (Hamblen)		
Ready, Willing and Able—Berry (Daywind)		
Mambo Italiano—Campbell, Connelly (Rylan)		
Happy Days and Lonely Nights—Lawrence Wright (Advanced)		
Majorca—Mills (Eastwick)		
Tweedle Dee—Robbins (Progressive)		
Mr. Sandman—E. H. Morris (E. H. Morris)		
No One But You—Robbins (Feist)		

all it takes is

TALENT *plus...*

great arrangement

BO DIDDLEY

BUBBLE BOOGIE

20/47-6121

JOE REISMAN'S

Orchestra
and
Chorus



great harmony

SOUTHERN CROSS

GOTTA BE THIS OR THAT

20/47-6117

THE AMES BROTHERS



ED GENE JOE VIC

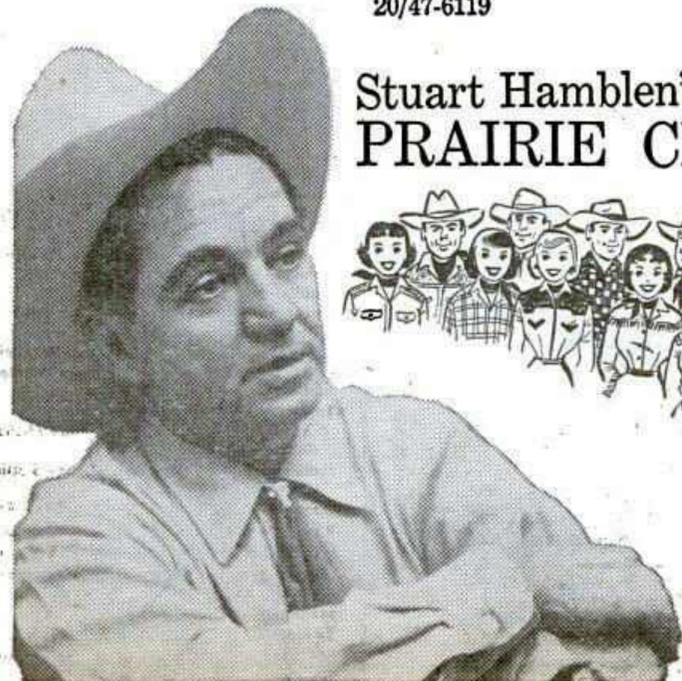
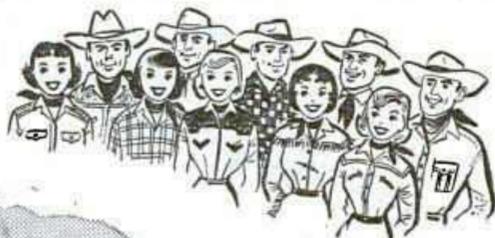
great theme

ARMY OF THE LORD

**SHAKE THE HAND
OF A STRANGER**

20/47-6119

Stuart Hamblen's
PRAIRIE CHOIR



great lyrics

I TURNED IT DOWN

(from the Republic Picture "Robbers' Roost")

ROSES and REVOLVERS

20/47-6118

**VAUGHN
MONROE**



"New Orthophonic"
High Fidelity Recordings

RCA VICTOR
FIRST IN RECORDED MUSIC



JUST A FABULOUS RECORD!

(Close Your Eyes)

TAKE A DEEP BREATH

BESAME MUCHO

CORAL
61411 (78 RPM) and
9-61411 (45 RPM)

Sung by . . .



Steve
LAWRENCE

Eydie
GORME

CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

DECCA

SPOTLIGHTS
TWO EXCITING
NEW SIDES
BY

The **MILLS BROS.**



DECCA 29496 • 9-29496

OPUS #1

YES YOU ARE

America's Fastest Selling Records



DECCA
RECORDS

The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending April 20

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	Weeks on Chart	Record	Last Week	Chart
1.	9	CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado	2	9
		Marie Elena Rumba (ASCAP)—Vic 20-5965		
2.	10	BALLAD OF DAVY CROCKETT (BMI)—B. Hayes	1	10
		Farewell (BMI)—Cadence 1256		
3.	21	DANCE WITH ME, HENRY (BMI)—G. Gibbs	3	21
		Every Road Must Have a Turning (BMI)—Mercury 70572		
4.	13	CRAZY OTTO MEDLEY (ASCAP)—J. Maddox	4	13
		Humoresque (BMI)—Dot 15325		
5.	4	UNCHAINED MELODY (ASCAP)—L. Baxter	8	4
		MEDIC (ASCAP)—Cap 3055		
6.	7	BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie Ford	7	7
		Farewell (BMI)—Cap 3058		
7.	8	BALLAD OF DAVY CROCKETT F. Parker	6	8
		I Gave My Love (BMI)—Col 40449		
8.	4	UNCHAINED MELODY (ASCAP)—A. Hibbler	12	4
		Daybreak—Dec 29441		
9.	14	TWEEDLE DEE (BMI)—G. Gibbs	5	14
		You're Wrong, All Wrong (ASCAP)—Mercury 70517		
10.	9	DARLING JE VOUS AIME BEAUCOUP (ASCAP)—Na (King) Cole	13	9
		SAND AND THE SEA (BMI)—Cap 3027		
11.	17	SINCERELY (BMI)—McGuire Sisters	11	17
		No More (BMI)—Coral 61323		
12.	11	HOW IMPORTANT CAN IT BE? (ASCAP)—J. James	10	11
		This Is My Confession (ASCAP)—M-G-M 11919		
13.	21	MELODY OF LOVE (ASCAP)—B. Vaughn	9	21
		Joy Ride (ASCAP)—Dot 15247		
14.	2	UNCHAINED MELODY (ASCAP)—R. Hamilton	22	2
		From Here to Eternity (ASCAP)—Epic 9102		
15.	4	BREEZE AND I (BMI)—C. Valente	14	4
		Jalousie (ASCAP)—Dec 29467		
16.	5	TWO HEARTS (BMI)—P. Boone	18	5
		Tra-La-La—Dot 15338		
17.	18	OPEN UP YOUR HEART (BMI)—Cowboy Church Sunday School	15	18
		The Lord Is Counting on You (BMI)—Dec 29367		
18.	2	WHATEVER LOLA WANTS (ASCAP)—S. Vaughan	18	2
		Oh, Yeah (ASCAP)—Mercury 70595		
19.	2	HONEY BABE (ASCAP)—A. Mooney	29	2
		No Regrets (ASCAP)—M-G-M 11900		
20.	6	FLAY ME HEARTS AND FLOWERS J. Desmond	17	6
		I'm So Ashamed (ASCAP)—Coral 61379		
21.	5	IT'S A SIN TO TELL A LIE (ASCAP)—S. Smith & the Redheads	21	5
		My Baby Just Cares for Me—Epic 9093		
22.	1	DON'T BE ANGRY (BMI)—Crew Cuts	—	1
		CHOP CHOP BOOM (BMI)—Mercury 70597		
23.	12	PLANTATION BOOGIE (BMI)—L. Dee	28	12
		Birth of the Blues (ASCAP)—Dec 29360		
24.	15	MELODY OF LOVE (ASCAP)—Four Aces	16	15
		There's a Tavern in the Town (ASCAP)—Dec 29395		
24.	14	KO KO MO—Crew Cuts	24	14
		EARTH ANGEL (BMI)—Mercury 70529		
26.	6	IT MAY SOUND SILLY (BMI)—McGuire Sisters	23	6
		Doesn't Anybody Love Me? (ASCAP)—Coral 61369		
27.	17	MELODY OF LOVE (ASCAP)—D. Carroll	26	17
		La Golondrina (ASCAP)—Mercury 70516		
28.	1	DON'T BE ANGRY (BMI)—N. Brown	—	1
		It's Really You (BMI)—Savoy 1155		
29.	13	KO KO MO (BMI)—P. Como	20	13
		You'll Always Be My Lifetime Sweetheart (ASCAP)—Vic 20-5994		
29.	6	DANGER, HEARTBREAK AHEAD (ASCAP)—J. P. Morgan	24	6
		Softly, Softly (ASCAP)—Vic 20-6016		

This Week's Best Buys

A BLOSSOM FELL (Shapiro, Bernstein, ASCAP)

IF I MAY (Roosevelt, BMI)—Nat (King) Cole—Capitol 3095

The singer is once more receiving the solid reception that has greeted his recent releases. New York, Philadelphia, Buffalo, Baltimore, Cleveland, Chicago, Milwaukee, St. Louis, Nashville and Atlanta were among the territories reporting the disk selling well and moving up at a fast clip "Blossom" has the edge, altho some territories report keen action on the flip. A previous Billboard "Spotlight" pick.

HEY, MR. BANJO (Mills, ASCAP)—The Sunnysiders—Kapp 113

This bright novelty has moved out of the sleeper category into that of a chart contender. Good sales were reported this past week in Boston, New York, Philadelphia, Baltimore, Buffalo, Cleveland, Chicago, Milwaukee, Detroit, Nashville and Durham. Flip is "Zoom, Zoom, Zoom" (Mills, ASCAP).

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

HEART (Frank, ASCAP)—The Four Aces—Decca 29476

HEART (Frank, ASCAP)—Eddie Fisher—RCA Victor 6097

Competition on this tune has been lively. The Four Aces are benefiting from a slight edge in timing, but both records are now doing well and both could easily make the charts. The Decca disk is doing especially well in Philadelphia, Providence, Buffalo, Cleveland, Milwaukee, Detroit, Nashville, Durham, Baltimore and St. Louis. The Victor record has a slight edge in Los Angeles, Chicago, Buffalo and is also a good seller in Baltimore, St. Louis, Durham, Nashville, Detroit and Philadelphia. The flip of the Four Aces record is "Sluefoot" (Robbins, ASCAP), while that of the Fisher record is "Near to You" (Frank, ASCAP). Both were previous Billboard "Spotlight" picks.

Most Played in Juke Boxes

For survey week ending April 20

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	Weeks on Chart	Record	Last Week	Chart
1.	8	BALLAD OF DAVY CROCKETT (BMI)—B. Hayes	1	8
		Farewell (BMI)—Cadence 1256		
2.	11	CRAZY OTTO MEDLEY (ASCAP)—J. Maddox	2	11
		Humoresque (BMI)—Dot 15325		
3.	15	SINCERELY (BMI)—McGuire Sisters	3	15
		No More (BMI)—Coral 61323		
4.	5	DANCE WITH ME HENRY (BMI)—G. Gibbs	4	5
		Every Road Must Have a Turning—Mercury 70572		
5.	12	TWEEDLE DEE (BMI)—G. Gibbs	5	12
		You're Wrong, All Wrong (ASCAP)—Mercury 70517		
6.	10	HOW IMPORTANT CAN IT BE? (ASCAP)—J. James	7	10
		This Is My Confession (ASCAP)—M-G-M 11919		
7.	20	MELODY OF LOVE (ASCAP)—B. Vaughn	6	20
		Joy Ride (ASCAP)—Dot 15247		
8.	3	BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie Ford	11	3
		Farewell (BMI)—Cap 3058		
9.	4	CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado	10	4
		Marie Elena Rumba (ASCAP)—Vic 20-5965		
10.	12	KO KO MO (BMI)—Crew Cuts	9	12
		EARTH ANGEL (BMI)—Mercury 70529		
11.	16	MELODY OF LOVE (ASCAP)—Four Aces	8	16
		There's a Tavern in the Town (ASCAP)—Dec 29395		
12.	20	HEARTS OF STONE (BMI)—Fontane Sisters	12	20
		Bless Your Heart (ASCAP)—Dot 15265		
13.	4	PLAY ME HEARTS AND FLOWERS (ASCAP)—J. Desmond	17	4
		I'm So Ashamed (ASCAP)—Coral 61379		
14.	4	DANGER, HEARTBREAK AHEAD (ASCAP)—J. P. Morgan	13	4
		Softly, Softly (ASCAP)—Vic 20-6016		
14.	12	KO KO MO (BMI)—P. Como	14	12
		You'll Always Be Lifetime Sweetheart (ASCAP)—Vic 20-5994		
16.	18	THAT'S ALL I WANT FROM YOU (BMI)—J. P. Morgan	18	18
		Dawn (ASCAP)—Vic 20-5896		
17.	18	DARLING JE VOUS AIME BEAUCOUP (ASCAP)—Nat (King) Cole	—	18
		SAND AND THE SEA (BMI)—Cap 3027		
17.	1	BIRTH OF THE BOOGIE (ASCAP)—B. Haley	—	1
		MAMBO ROCK—Dec 29418		
19.	3	IT MAY SOUND SILLY (BMI)—McGuire Sisters	15	3
		Doesn't Anybody Love Me? (ASCAP)—Coral 61369		
20.	3	TWO HEARTS (BMI)—P. Boone	—	3
		Tra-La-La—Dot 15338		
20.	6	TWEEDLE DEE—L. Baker	18	6
		Tomorrow Night (BMI)—Atlantic 1047		
20.	1	UNCHAINED MELODY (ASCAP)—A. Hibbler	—	1
		Daybreak (ASCAP)—Dec 29441		

Most Played by Jockeys

For survey week ending April 20

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	Weeks on Chart	Record	Last Week	Chart
1.	8	BALLAD OF DAVY CROCKETT—B. Hayes	1	8
		Farewell (BMI)—Cadence 1256		
2.	3	CHERRY PINK AND APPLE BLOSSOM WHITE—P. Prado	11	3
		Marie Elena Rumba (ASCAP)—Vic 20-5965		
3.	4	DANCE WITH ME HENRY—G. Gibbs	3	4
		Every Road Must Have a Turning (BMI)—Mercury 70572		
4.	10	HOW IMPORTANT CAN IT BE?—J. James	4	10
		This Is My Confession (ASCAP)—M-G-M 11919		
5.	4	UNCHAINED MELODY—L. Baxter	7	4
		Medic (ASCAP)—Cap 3055		
6.	5	PLAY ME HEARTS AND FLOWERS—J. Desmond	9	5
		I'm So Ashamed (ASCAP)—Coral 61379		
7.	16	SINCERELY—McGuire Sisters	2	16
		No More (BMI)—Coral 61323		
8.	2	UNCHAINED MELODY—A. Hibbler	6	2
		Daybreak (ASCAP)—Dec 29441		
9.	14	TWEEDLE DEE—G. Gibbs	5	14
		You're Wrong, All Wrong (BMI)—Mercury 70517		
10.	6	BALLAD OF DAVY CROCKETT—Tennessee Ernie Ford	8	6
		Farewell (BMI)—Cap 3058		
11.	9	DARLING JE VOUS AIME BEAUCOUP—Nat (King) Cole	13	9
		Sand and the Sea (ASCAP)—Cap 3027		
12.	12	CRAZY OTTO MEDLEY—(ASCAP)—J. Maddox	15	12
		Humoresque (BMI)—Dot 15325		
13.	16	MELODY OF LOVE—B. Vaughn	10	16
		Joy Ride (ASCAP)—Dot 15247		
13.	4	BALLAD OF DAVY CROCKETT—F. Parker	14	4
		I Gave My Love (BMI)—Col 40449		
15.	2	BREEZE AND I—C. Valente	18	2
		Jalousie (BMI)—Dec 29467		
16.	4	BALLAD OF DAVY CROCKETT—W. Schumann	17	4
		Let's Make Up (BMI)—Vic 20-6014		
17.	1	WHATEVER LOLA WANTS—S. Vaughan	—	1
		Oh, Yeah (ASCAP)—Mercury 70595		
18.	6	IT MAY SOUND SILLY—McGuire Sisters	12	6
		Doesn't Anybody Love Me? (ASCAP)—Coral 61369		
19.	1	CHERRY PINK AND APPLE BLOSSOM WHITE—A. Dale	—	1
		I'm Sincere (ASCAP)—Coral 61373		
20.	8	DANGER, HEARTBREAK AHEAD—J. P. Morgan	20	8
		Softly, Softly (ASCAP)—Vic 20-6016		

• *Cornell Is Your Best Buy*

• *This Week's Best Buys*

MOST OF ALL (Arc, BMI)
THE DOOR IS STILL OPEN (Berkshire, BMI)
—Don Cornell—Coral 61393

The singer has been making steady progress these past weeks with his latest release, and despite the competition on "Door" is beginning to show good action on both sides. The disk is currently on the Buffalo territorial chart and reported to be selling well in Baltimore, Pittsburgh, Cleveland, Milwaukee, Detroit, Nashville, Durham and St. Louis. A previous Billboard "Spotlight" pick.

The Billboard
April 23, 1955

Don Cornell

Sings

THE DOOR IS STILL OPEN TO MY HEART

MOST OF ALL

CORAL
61393 (78 rpm) and
9-61393 (45 rpm)



CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

the M-G-M TOUCH!



JONI JAMES

Orchestra conducted by Dave Terry

IS THIS THE END OF THE LINE?

WHEN YOU WISH UPON A STAR

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

THE CASH BOX DISK OF THE WEEK

MGM 11960 78 rpm • K 11960 45 rpm

ART MOONEY

and his orchestra

Billboard **BEST BUY**

HONEY BABE

from the Warner film "BATTLE CRY"

NO REGRETS
MGM 11900 78 rpm
K 11900 45 rpm

SPECIALS!

BILLY ECKSTINE

HIS BEST

ONLY YOU

and LOVE ME OR LEAVE ME

MGM 11984 78 rpm • K 11984 45 rpm

BETTY MADIGAN

WONDERFUL WORDS

I HAD A HEART

MGM 11988 78 rpm • K 11988 45 rpm

JAMES BROWN

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

THE BERRY TREE

and I LOST WHEN I FOUND YOU

MGM 11987 78 rpm • K 11987 45 rpm

GENE SHELDON and The ENCORES

HEY, MR. BANJO

and HALLELUJAH

MGM 11982 78 rpm • K 11982 45 rpm

CHARLIE CALHOUN

his Orch. and Chorus

SMACK DAB IN THE MIDDLE

WHY THE CAR WON'T GO

MGM 11989 78 rpm • K 11989 45 rpm

NEW RELEASES

LEROY HOLMES and his Orchestra

THE WORLD IS MINE // **LAND OF THE PHAROHS**

MGM 11973 78 rpm
K 11973 45 rpm

FRAN WARREN

KISS ME AND KILL ME // **A TREASURE OF LOVE**

MGM 11972 78 rpm
K 11972 45 rpm

THE NATURALS

MARTY // **THE JITTERBUG WALTZ**

MGM 11970 78 rpm
K 11970 45 rpm

FRANK PETTY TRIO

TEN LITTLE FINGERS and **UNDER THE DOUBLE EAGLE**
TEN LITTLE TOES // **MARCH**

MGM 11968 78 rpm
K 11968 45 rpm

MITZI MASON

YOU, ALL YOU // **ME!**

MGM 11978 78 rpm
K 11978 45 rpm

SAM (the Man) TAYLOR

HARLEM NOCTURNE // **RED SAILS IN THE SUNSET**

MGM 11977 78 rpm
K 11977 45 rpm

ART WANER and his Orchestra

SMILES // **DIPPY DIPPY DOODLE**

MGM 11974 78 rpm
K 11974 45 rpm

HANK WILLIAMS

MESSAGE TO MY MOTHER // **MOTHER IS GONE**

MGM 11975 78 rpm
K 11975 45 rpm

SHEB WOOLEY

SPEAK OF THE DEVIL // **LOVE AT FIRST SIGHT**

MGM 11976 78 rpm
K 11976 45 rpm

The Billboard Music Popularity Charts POPULAR RECORDS

Territorial Best Sellers

For survey week ending April 20

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. **Sand and the Sea**, Nat (King) Cole, Cap.
4. **Cherry Pink and Apple Blossom White**, P. Prado, Vic.
5. **It May Sound Silly**, McGuire Sisters, Cor.
6. **How Important Can It Be?**, J. James, M-G-M

Balti.-Wash.

1. **Dance With Me**, Henry, G. Gibbs, Mer.
2. **Ballad of Davy Crockett**, B. Hayes, Cdc.
3. **Unchained Melody**, L. Baxter, Cap.
4. **Cherry Pink and Apple Blossom White**, P. Prado, Vic.
5. **Darling Je Vous Aime Beaucoup**, Nat (King) Cole, Cap.
6. **Crazy Otto Medley**, J. Maddox, Dot
7. **Sincerely**, McGuire Sisters, Cor.
8. **Ballad of Davy Crockett**, F. Parker, Col.
9. **Cherry Pink and Apple Blossom White**, A. Dale, Cor.
10. **Close Your Eyes**, Five Keys, Cap.

Boston

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Whatever Lola Wants**, S. Vaughan, Mer.
3. **Cherry Pink and Apple Blossom White**, P. Prado, Vic.
4. **Dance With Me**, Henry, G. Gibbs, Mer.
5. **Honey Babe**, A. Mooney, M-G-M
6. **Berry Tree**, B. Hayes, Cdc.
7. **Most of All**, D. Cornell, Cor.
8. **Melody of Love**, B. Vaughn, Dot
9. **Unchained Melody**, L. Baxter, Cap.
10. **Unchained Melody**, R. Hamilton, Epi.

Buffalo

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Dance With Me**, Henry, G. Gibbs, Mer.
3. **Crazy Otto Medley**, J. Maddox, Dot
4. **Cherry Pink and Apple Blossom White**, P. Prado, Vic.
5. **Unchained Melody**, A. Hibbler, Dec.
6. **Tweedle Dee**, G. Gibbs, Mer.

Chicago

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. **Unchained Melody**, L. Baxter, Cap.
5. **Crazy Otto Medley**, J. Maddox, Dot
6. **Unchained Melody**, J. Valli, Vic.
7. **Plantation Boogie**, L. Dee, Dec.
8. **Honey Babe**, A. Mooney, M-G-M
9. **Unchained Melody**, A. Hibbler, Dec.
10. **Whatever Lola Wants**, S. Vaughan, Mer.

Cincinnati

1. **Dance With Me**, Henry, G. Gibbs, Mer.
2. **Ballad of Davy Crockett**, B. Hayes, Cdc.
3. **Cherry Pink and Apple Blossom White**, P. Prado, Vic.
4. **Tweedle Dee**, G. Gibbs, Mer.
5. **Unchained Melody**, L. Baxter, Cap.
6. **Honey Babe**, A. Mooney, M-G-M
7. **How Important Can It Be?**, J. James, M-G-M
8. **Ballad of Davy Crockett**, F. Parker, Col.
9. **Unchained Melody**, A. Hibbler, Dec.
10. **Melody of Love**, B. Vaughn, Dot

Cleveland

1. **Ballad of Davy Crockett**, B. Hayes, Cdc.
2. **Don't Be Angry**, N. Brown, Sav.
3. **Unchained Melody**, A. Hibbler, Dec.
4. **Unchained Melody**, L. Baxter, Cap.
5. **Two Hearts**, P. Boone, Dot
6. **Door Is Still Open**, Hilltoppers, Dot
7. **Wallflower**, E. James, Mod.
8. **Medic**, L. Baxter, Cap.
9. **Melody of Love**, B. Vaughn, Dot

Dallas-Fort Worth

1. **Medic**, L. Baxter, Cap.
2. **Cherry Pink and Apple Blossom White**, P. Prado, Vic.
3. **Ballad of Davy Crockett**, T. Ernie, Cap.
4. **Honey Babe**, A. Mooney, M-G-M
5. **Darling Je Vous Aime Beaucoup**, Nat (King) Cole, Cap.
6. **Wallflower**, E. James, Mod.
7. **Ballad of Davy Crockett**, F. Parker, Col.
8. **Ballad of Davy Crockett**, F. Parker, Col.
9. **I Belong to You**, R. Flanagan, Vic.
10. **Ballad of Davy Crockett**, B. Hayes, Cdc.

Denver

1. **Cherry Pink and Apple Blossom White**, P. Prado, Vic.
2. **Ballad of Davy Crockett**, T. Ernie, Cap.
3. **Sincerely**, McGuire Sisters, Cor.
4. **Tweedle Dee**, G. Gibbs, Mer.
5. **Dance With Me**, Henry, G. Gibbs, Mer.
6. **Crazy Otto Medley**, J. Maddox, Dot
7. **Ballad of Davy Crockett**, B. Hayes, Cdc.
8. **Melody of Love**, Four Aces, Dec.
9. **How Important Can It Be?**, J. James, M-G-M
10. **Ko Ko Mo**, P. Como, Vic.

Detroit

1. **Don't Be Angry**, Crew Cuts, Mer.
2. **Dance With Me**, Henry, E. James, Mod.
3. **Breeze and I**, C. Valente, Dec.
4. **My Babe**, Gaylords, Mer.
5. **Melancholy Baby**, Crazy Otto, Dec.
6. **Ballad of Davy Crockett**, B. Hayes Cdc.
7. **Dixie Danny**, Laurie Sisters, Mer.
8. **All of You**, S. Davis, Jr., Dec.
9. **Most of All**, D. Cornell, Cor.
10. **Danger, Heartbreak Ahead**, J. P. Morgan, Vic.

Kansas City

1. **Cherry Pink and Apple Blossom White**, P. Prado, Vic.
2. **Dance With Me**, Henry, G. Gibbs, Mer.
3. **Two Hearts**, P. Boone, Dot
4. **Ballad of Davy Crockett**, T. Ernie, Cap.
5. **Unchained Melody**, A. Hibbler, Dec.
6. **Dixie Danny**, Laurie Sisters, Mer.
7. **I Belong to You**, R. Flanagan, Vic.
8. **Ballad of Davy Crockett**, B. Hayes, Cdc.
9. **Unchained Melody**, R. Hamilton, Epi.
10. **Unchained Melody**, L. Baxter, Cap.

Los Angeles

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. **Tweedle Dee**, G. Gibbs, Mer.
5. **Breeze and I**, C. Valente, Dec.
6. **How Important Can It Be?**, J. James, M-G-M
7. **Ballad of Davy Crockett**, W. Schumann, Vic.
8. **Darling Je Vous Aime Beaucoup**, Nat (King) Cole, Cap.
9. **Sincerely**, McGuire Sisters, Cor.
10. **Birth of the Boogie**, B. Haley, Dec.

Milwaukee

1. **Cherry Pink and Apple Blossom White**, P. Prado, Vic.
2. **Unchained Melody**, L. Baxter, Cap.
3. **Darling Je Vous Aime Beaucoup**, Nat (King) Cole, Cap.
4. **Breeze and I**, C. Valente, Dec.
5. **Ballad of Davy Crockett**, T. Ernie, Cap.
6. **Crazy Otto Medley**, J. Maddox, Dot
7. **Whatever Lola Wants**, S. Vaughan, Mer.
8. **Play Me Hearts and Flowers**, J. Desmond, D. Cornell, Cor.

Mpls.-St. Paul

1. **Crazy Otto Medley**, J. Maddox, Dot
2. **Ballad of Davy Crockett**, T. Ernie, Cap.
3. **It's a Sin to Tell a Lie**, S. Smith & The Redheads, Epi.
4. **Dance With Me**, Henry, G. Gibbs, Mer.
5. **Tweedle Dee**, G. Gibbs, Mer.
6. **Cherry Pink and Apple Blossom White**, P. Prado, Vic.
7. **Ballad of Davy Crockett**, F. Parker, Col.
8. **Plantation Boogie**, L. Dee, Dec.
9. **Ballad of Davy Crockett**, B. Hayes, Cdc.
10. **Unchained Melody**, L. Baxter, Cap.

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. **Dance With Me**, Henry, G. Gibbs, Mer.
5. **Unchained Melody**, L. Baxter, Cap.
6. **Unchained Melody**, R. Hamilton, Epi.
7. **Ballad of Davy Crockett**, F. Parker, Col.
8. **Sincerely**, McGuire Sisters, Cor.
9. **Honey Babe**, A. Mooney, M-G-M
10. **Crazy Otto Medley**, J. Maddox, Dot

New York

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. **Dance With Me**, Henry, G. Gibbs, Mer.
5. **Melody of Love**, B. Vaughn, Dot
6. **Sincerely**, McGuire Sisters, Cor.
7. **Tweedle Dee**, G. Gibbs, Mer.
8. **Ballad of Davy Crockett**, F. Parker, Col.
9. **It May Sound Silly**, McGuire Sisters, Cor.
10. **Pledging My Love**, J. Ace, Duk.

Philadelphia

1. **Unchained Melody**, A. Hibbler, Dec.
2. **Crazy Otto Medley**, J. Maddox, Dot
3. **Ballad of Davy Crockett**, B. Hayes, Cdc.
4. **Cherry Pink and Apple Blossom White**, P. Prado, Vic.
5. **Ballad of Davy Crockett**, F. Parker, Col.
6. **Don't Be Angry**, N. Brown, Sav.
7. **Dance With Me**, Henry, G. Gibbs, Mer.
8. **Darling Je Vous Aime Beaucoup**, Nat (King) Cole, Cap.
9. **Sincerely**, McGuire Sisters, Cor.
10. **Tweedle Dee**, G. Gibbs, Mer.

Pittsburgh

1. **Is This the End of the Line?**, J. James, M-G-M
2. **Ballad of Davy Crockett**, B. Hayes, Cdc.
3. **Darling Je Vous Aime Beaucoup**, Nat (King) Cole, Cap.
4. **Cherry Pink and Apple Blossom White**, P. Prado, Vic.
5. **Melody of Love**, D. Carroll, Mer.
6. **Melody of Love**, Four Aces, Dec.
7. **Ko Ko Mo**, Crew Cuts, Mer.
8. **Breeze and I**, C. Valente, Dec.
9. **Tweedle Dee**, G. Gibbs, Mer.

St. Louis

1. **Oh! Yeah**, S. Vaughan, Mer.
2. **Cherry Pink and Apple Blossom White**, P. Prado, Vic.
3. **It's a Sin to Tell a Lie**, S. Smith & The Redheads, Epi.
4. **Unchained Melody**, A. Hibbler, Dec.
5. **Ballad of Davy Crockett**, B. Hayes, Cdc.
6. **Honey Babe**, A. Mooney, M-G-M
7. **Nmbo Rock**, B. Haley, Dec.
8. **Earth Angel**, Penguins, Dtn.
9. **Two Hearts**, P. Boone, Dot
10. **Blue Mirage**, R. Marteric, Mer.

San Francisco

1. **Cherry Pink and Apple Blossom White**, P. Prado, Vic.
2. **Ballad of Davy Crockett**, F. Parker, Col.
3. **Darling Je Vous Aime Beaucoup**, Nat (King) Cole, Cap.
4. **Crazy Otto Medley**, J. Maddox, Dot
5. **Blue Mirage**, L. Baxter, Cap.
6. **Rock Around the Clock**, B. Haley, Dec.
7. **Ballad of Davy Crockett**, B. Hayes, Cdc.
8. **Pledging My Love**, T. Brewer, Cor.
9. **Earth Angel**, Penguins, Dtn.
10. **Unchained Melody**, A. Hibbler, Dec.

Seattle

1. **Unchained Melody**, A. Hibbler, Dec.
2. **Ballad of Davy Crockett**, F. Parker, Col.
3. **Breeze and I**, C. Valente, Dec.
4. **Open Up Your Heart**, Cowboy Church Sunday School, Dec.
5. **Maybe**, Four Coins, Epi.
6. **Whatever Lola Wants**, S. Vaughan, Mer.
7. **I Love You Madly**, Four Coins, Epi.
8. **Tweedle Dee**, G. Gibbs, Mer.
9. **Ballad of Davy Crockett**, B. Hayes, Cdc.
10. **Cherry Pink and Apple Blossom White**, P. Prado, Vic.



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- 15015—Listen To The Mocking Bird—Molly Darling
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- 15057—Twelfth Street Rag—Little Girl
- 15058—Goodbye Girls I'm Through—Sweet Leilani
- 15059—The Honey Song—Alice Blue Gown
- 15062—Alice Blue Gown—Twilight Time
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- 15067—Margie—Swanee River
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- 15069—Angry—Shine
- 15070—Blue Room—Shanty In Old Shanty Town
- 15071—Should I—You Were Meant For Me
- 15072—Baby Face—Moonlight and Roses
- 15073—Jealous—Tea For Two
- 15074—Carolina In The Morning—Hindustan
- 15075—Avalon—Tip Toe Through The Tulips
- 15077—Ain't She Sweet—Do You Ever Think Of Me
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- 15120—Rudolph The Red Nose Reindeer—I Saw Mommy Kissing Santa Claus
- 15128—There's A Star Spangled Banner Waving Somewhere—I Don't Love Nobody
- 15142—Johnny's Boogie Blues—Josephine
- 15169—Peg O My Heart—Teddy Bear Blues
- 15226—Patton Rag—Blue Hawaii
- 15270—Blue Blue Night—Lady In Red
- 15280—Oh Lady Be Good—Oh You Beautiful Doll
- 15281—Camptown Races—I'm Looking Over A Four Leaf Clover
- 15282—Shine On Harvest Moon—Pretty Baby
- 15283—Smiles—Over The Waves
- 15284—Humoresque—Stars and Stripes Forever
- 15285—Dixie—Yankee Doodle—Whispering
- 15286—After The Ball—Bye Bye Blues
- 15287—Golden Slipper—Washington and Lee Swing
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- LP-102 —Sunflower Slow Drag
- Porcupine Rag
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- African Pas'
- Smokey Mokes
- Tickled to Death
- DF-104 —Twelfth Street Rag
- DEP-104 —Little Girl
- DLP-104 —Johnny's Blues
- Blue Danube
- Goodbye Girls I'm Through
- Sweet Leilani
- The Honey Song
- Alice Blue Gown

- DLP-107 —Ida
- School Days
- Shine
- Angry
- Tea For Two
- Jealous
- Do You Ever Think of Me
- Ain't She Sweet
- 1-1000 —St. Louis Tickle
- Crazy Bone Rag
- Hula Blues
- I Get The Blues When It Rains
- 1-1001 —Memphis Blues
- Alabama Jubilee
- Sweet Georgia Brown
- Dill Pickles

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- My Mary
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- Piano Polka
- Near You
- Johnny Maddox Boogie
- 1-1004 —Why Worry
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- Molly Darling
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- Johnny Maddox Special
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- South of the Border
- Peg O My Heart
- Hot Lips
- 1-1013 —Ida
- School Days
- Margie
- Swanee River
- 1-1014 —Peggy O Neil
- Me and My Shadow
- Shine
- Angry
- 1-1015 —Blue Room
- Shanty In Old Shanty Town
- You Were Meant For Me
- Should I

- 1-1016 —Moonlight and Roses
- Baby Face
- Tea For Two
- Jealous
- 1-1017 —Hindustan
- Carolina In The Morning
- Tip Toe Through The Tulips
- Ain't She Sweet
- 1-1018 —The Sheik of Araby
- Bye Bye Black Bird
- Do You Ever Think of Me
- Ain't She Sweet
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The Billboard Music Popularity Charts

POPULAR RECORDS

Review Spotlight on . . . RECORDS

McGUIRE SISTERS

Something's Gotta Give (Robbins, ASCAP)—Coral 61423 —The girls have a sock version of a bouncy rhythm tune from the forthcoming Fred Astaire musical movie "Daddy Long Legs." The ditty has an infectious beat and the McGuire Sisters sing out with style and appealing vitality. There's a big promotional push behind the picture, which should also benefit the disk. Flip is "Rhythm 'n Blues" (Tee-Kay).

JOHNNY MADDOX

Johnny's Medley

The Whistlin' Piano Man (Randy-Smith, ASCAP)—Dot 15365—Here's another nickelodeon-type disk wrapped up in the same razz-ma-tazz piano stylings that put Maddox's "Crazy Otto" record up in the top 10. Both sides have plenty of drive and good-humored pacing, but "Johnny's Medley"—Six familiar oldies in one bouncy package—is strongest since it's closest to the original "Otto." This comballer should coin plenty of sales.

Reviews of New Pop Records

JAYE P. MORGAN

Have You Ever Been Lonely . . . 80

DECCA 29501—The remarkable projection of the talented thrush shines thru a rather routine recording. Side is a master purchased from the bankrupt Derby diskery. There's enough quality in the grooves to hand this entry a good chance for commercial success. (Shapiro-Bernstein, ASCAP)

Life Was Made for Living . . . 74

Another fine job by Miss Morgan, tho the flip has the edge by a long way. (Karen, ASCAP)

EYDIE GORME-STEVE LAWRENCE

Close Your Eyes . . . 79

CORAL 61411—This r.&b. hit tune makes the strongest material either of these artists have had in quite a while. The arrangement is very attractive and distinct enough from other versions available to mop up all remaining business on the tune.

Besame Mucho . . . 76

The duo revives the old hit tune and they deliver the same warmth and smooth style to be heard on the flip.

JOE REISMAN ORK

Bo Diddley . . . 79

VICTOR 6121 — This is a smart, lively version of a ditty that's causing considerable stir. An exciting vocal is accompanied by a lively arrangement. Watch it. (BMI)

Bubble Boogie . . . 70

Instrumental with full sound and a swinging beat. Okay deejay programming. (BMI)

JEAN DINNING

Bo-Diddley . . . 77

ESSEX 395—An exciting reading of the interesting ditty; Jean Dinning sings all out on this, and is backed with an ingenious arrangement. Swell for deejays, and one to watch. (A&R, BMI)

Baby, We're Through . . . 75

Another strong side, with Jean Dinning out with much heart. Ditty is a slow-paced ballad, and the vocal arrangement has an interesting answering male chorus. (Eastwick, BMI)

ORLANDO ROBERSON

Trees . . . 77

CORAL 61402 — The pretty Joyce Kilmer poem gets a tasteful, legit

vocal by Orlando Roberson. (G. Schirmer, ASCAP)

I'm Gonna Be a

Long Time Forgetting You . . . 73

Pretty ditty done in Roberson's tasteful legit style. (Garr, BMI)

ELLA MAE MORSE

Smack Dab in the Middle . . . 77

CAPITOL 3105—Cute r.&b. rhythm opus is handed an infectious reading by the thrush. This has a gay flavor that many will like. It could go far with exposure. (Roosevelt, BMI)

Yes, Yes I Do . . . 73

Ella Mae does well in this rhythmic reading of the r.&b. ballad. Good juke box wax. (St. Louis, BMI)

VIC DAMONE

My Symphony . . . 76

MERCURY 70577—Vic Damone does a strictly class job on this ballad. He's singing in great style, and the side is backed by lush instrumentation. Watch it. (Winnerton, BMI)

Meet Me Halfway . . . 76

Nice warbling, but side in general doesn't measure up to flip. (Lion, ASCAP)

DON CHERRY

Be My Darling Once Again . . . 76

COLUMBIA 40492—Don belts this one out in fine fashion. It's a good straight ballad, and the vocal is backed by strong instrumentation by Percy Faith. (Ludlow, BMI)

You Still Mean the Same to Me . . . 73

Good warbling and backing, but side's not quite as strong as the flip. (Wood, ASCAP)

ROSEMARY CLOONEY-HARRY JAMES

When You Wish Upon a Star . . . 76

COLUMBIA 40496—This highly stylized reading of the Disney "Pinocchio" classic has been singled out from a top-selling album. The current Disney exposure should insure some sales action, and certainly jockey spins. (Bourne, ASCAP)

It Might as Well Be Spring . . . 73

This Rodgers-Hammerstein lovely from "State Fair" is from the same album. Fine jockey material. (Williamson, ASCAP)

BILLY ECKSTINE

Only You . . . 76

M-G-M 11984 — Eckstine is given r.&b. support in this strong reading

of the new ballad. It's one of his most commercial sides in a long, long time and could move up into the comfortable sales figures easily. (Lowell, BMI)

Love Me or Leave Me . . . 71

Beautiful oldie, used as a theme of the title CinemaScope film, is read in dreamy fashion by the chanter with handy assistance by chorus and ork. (Bregman, Vocco, & Conn, ASCAP)

KEN GRIFFIN

The Bumpily-Bump . . . 75

COLUMBIA 40489 — A bright side with a flowing simple melody. Makes a good programming item for deejays. (Johnstone-Montel, BMI)

Black Orchid . . . 73

Ken Griffin at the organ captures the mood and beat of this number. (Johnstone-Montel, BMI)

BETTY MADIGAN

I Had a Heart . . . 75

M-G-M 11988 — Romantic ballad is handed a warm reading by Betty Madigan. Disking's sweet sentiment will attract plays and sales. (Stratton, BMI)

Wonderful Words . . . 70

Bouncy waltz ditty is sung gracefully. Some spin appeal here. (Brighton, ASCAP)

BILLY WILLIAMS QUARTET

He Follows She . . . 74

CORAL 61346—A lively novelty that merits plenty of spinning on the boxes and by deejays. Sy Oliver's instrumentation behind the quartet is fine. Watch this. (St. Louis, BMI)

Fools Rush In . . . 72

The standard gets a smart, highly-stylized vocal by the quartet. Merits good play. (Bregman, Vocco & Conn, ASCAP)

GUY LOMBARDO

Unchained Melody . . . 74

DECCA 29509 — Lombardo's buyers will take to this version of the film tune. Vocal is Kenny Gardner's. (Frank, ASCAP)

Danger! Heartbreak Ahead . . . 74

Typical Lombardo cover treatment; will get good play. (Robbins, ASCAP)

THE SAUTER-FINEGAN ORK

Theme From "I Am a Camera" . . . 74

VICTOR 6106 — The Sauter-Finegan ork captures the delicate melody of this film theme. Tasteful wax, and fine for deejays. (Crownwell, ASCAP)

Don't Be Angry . . . 73

Here's the r.&b. ditty dressed up in a Sauter-Finegan treatment. Interesting item for jocks looking for material out of the common groove. (Republic, BMI)

THE BURTON SISTERS

Please Don't Touch . . . 74

VICTOR 6104—The girls have a cute Bob Merrill tune here and they sell it with infectious spirit. Side moves well and it's teasing lyrics figure to attract teen-age play. (Valyr, ASCAP)

Wabash Blues . . . 73

Another cute rendition by the two-some, loaded with vocal gimmicks that give the side an attractive novelty flavor. This, too, could win a favorable reaction. (Feist, ASCAP)

BOB JAXON

Why Does a Woman Cry? . . . 74

CADENCE 1264—Jaxon has a rather unusual tune here, a tear-jerker of above-average quality. He reads it with emotion, giving the kind of performance that will appeal particularly to the distaff side. (Kohn, ASCAP)

All Baba . . . 70

The singer makes a good impression with this fast tempo Frankie Laine-type tune about the legendary Ali Baba and the forty thieves. Colorful stuff. (Continued on page 42)

Man in a Raincoat

Words and Music by WARWICK WEBSTER

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The Billboard Music Popularity Charts
POPULAR RECORDS
• Reviews of New Pop Records

Continued from page 40

tho at times close to the pretentious.
(Kohn, ASCAP)

BUDDY GRECO
Truly 73
CORAL 61409—Leisurely paced pop-
style r.&b. ballad has good sound
and vocal performance.
Tonight... 73
Another ballad, with similarly good
production values.

CAROL WOODWARD
Mary Had a Lover Man 73
DOT 15353—Ditty's a parody on the
nursery rhyme, "Mary Had a Little
Lamb." Vocal is done in cute baby
style, and the instrumentation is
swinging. Good novelty. (Randy-
Smith, ASCAP)
Sweet Georgia Browns... 73
The great standard, done with the
same grown-up-baby style voice, and
solid instrumentation. (Remick,
ASCAP)

GUY LOMBARDO
Cherry Pink and
Apple Blossom White 73
DECCA 29510 — Lombardo is late
with this cover of the hit, but his
tango-flavored version is danceable
and the coupling offers value. Vocal
by Bill Flanagan. (Chappell, ASCAP)
Darling, Je Vous
Aime Beaucoup... 72
This perennial, now a hit in the Nat
Cole diskings, affords good cover
material for Lombardo and warbler
Bill Flanagan. Okay fan fare. (Chap-
pell, ASCAP)

FRAN WARREN
Kiss Me and Kill Me With Love 73
M-G-M 11972—Tune is a passionate,
sophisticated tango from "Ankles
Aweigh," and Miss Warren gives it a
rich, show-wise warble. Message is
similar to the earlier "Hold Me,
Thrill Me." (Chappell, ASCAP)
A Treasure of Love... 70
Another good job, this time on a
country-style waltz tune. (Acuff-Rose,
BMI)

BILL KENNY (MR. INK SPOT)
If We All Said a Prayer 72
"X" 124—This tune with its message
of spiritual uplift makes good mate-
rial to bring back the familiar voice
of the Ink Spots' lead after a lengthy
hiatus. The pretty choral and organ
backing give added appeal to the side.
(United, ASCAP)
We Three... 68
There is a kind of old-fashioned
charm about this quietly styled ballad,
that takes full advantage of Kenny's
wide ranging voice. Tune is an
original Ink Spots' hit dating back
about 15 years. (E. H. Morris,
ASCAP)

JACKIE LEE
Chop Sticks 72
CORAL 61400—Lee makes his foray
into the waning Crazy Otto fad mar-
ket. He gets ork accompaniment that
makes for a more enduring hunk of
novelty wax.
Luigi's Wedding... 72
"Sicilian Tarantella," "O Sole Mio"
"Oh Marie" comprise this Crazy
Luigi medley. Could pick up juke
coin in Italian neighborhoods.

RALPH MARGERIE
Ciribirri Mambo 72
MERCURY 70614 — Trumpeter-mae-
stro Margerie, aided by superb re-
cording, essays the Harry James
showpiece, with the variation of a
mambo rhythm. Acceptable dance
waxing. (Judy, ASCAP)
O Mio Babbino Caro
(Oh, My Beloved Daddy)... 71
Margerie employs fiddles to support
his vibrant trumpeting of a rich
Puccini melody from "Gianni Schic-
chi." Good program material. (Ri-
cordi, ASCAP)

THE COMMANDERS
The Cat From Catalina 72
DECCA 29485—More r.&b. with pop
polish. This one's an attractive in-

strumental original by Dave Cava-
naugh. Fine teen fodder for deejays.
(Beechwood, BMI)
The Monster... 71
An r.&b.-style bass sax leads the
way in this jump blues instrumental.
Jitterbugs will like. (Hudson-Dart,
BMI)

JIMMY PALMER ORK
Old Town Hall 72
"X" 123—Palmer's ork and male
chorus render a snappy two-beat ver-
sion of the "Under the Double
Eagle" adaptation. Catchy rendition
should intrigue Palmer's Midwestern
fans. (Pena, ASCAP)
Oh Mabel... 70
A similarly attractive vehicle is this
Florito-Kahn oldie. (Bourne, ASCAP)

GLORIA MANN
I Played the Fool 72
SOUND 114—The thrush turns in an
appropriately torchy performance of
an r.&b.-type ballad. Could do all
right. (Republic, BMI)
Pretty Eyes... 69
Another good performance of an in-
teresting pop ballad co-authored by
the late orkster Jimmy Lunceford.
(Duchess, BMI)

FRANK PETTY TRIO
Ten Little Fingers and
Ten Little Toes 71
M-G-M 11968—Mike di Napoli's bar-
room piano romps thru the oldie in
typical Petty fashion which was ex-
tant long before the Crazy Otto
vogue. Okay juke fare. (Feist,
ASCAP)
Under the Double Eagle... 71
This is the popular old P. D. march
on which the current "Old Town
Hall" is based. Could do some juke
and country business.

LES BROWN ORK
Love Is Eternal 71
CORAL 61397—The fine swing band
goes on a sweet kick for this very
pretty dance instrumental. Jocks can
use it as a change of pace on pre-
dominantly vocal segs. (Morris,
ASCAP)
Rock and Roll Hop... 71
This swinger is a Shorty Rogers tune
tailored for the younger dance crowd.
Good trumpet and alto solos. (Kliva,
BMI)

CLIFF STEWARD
Red Head 71
CORAL 61399 — This Long Island
"folk song" makes a bright piece of
material for a vocal duet. Catchy
lyric and beat ought to rate copious
deejay play. (Algonquin, BMI)
Sweethearts Forever... 67
The old-fashioned sentimentality of
this tune may be a welcome change
to any that may have had their fill
of "rock and roll" music. (Witmark,
ASCAP)

NORMAN BROOKS
Heart 70
"X" 125—Bright performance of the
"Damn Yankees" ditty will have
tough sledding against powerful com-
peting versions. (Frank, ASCAP)
Too Many Heartaches... 70
The late Jolson is recalled here by
Brooks in more ways than one, as
the chanter works his way thru a
reminiscent soft-show ballad. Pleas-
ant stuff. (Feist, ASCAP)

THE THUNDERBIRDS
Blueberries 70
ERA 1000—A funny diskings of the
novelty opus, but probably too late to
grab much loot. Group does a stand-
out job. tho. (Quintet, BMI)
Ayuh Ayuh... 68
Another etching in the r.&b. idiom,
with lots of spirit and attractive
sound to recommend it. (Warman,
BMI)

GEORGE WILLIAMS ORK
You Can't Stop Love 70
CORAL 61401—Mary Knolls carries
the vocal load on a Latin-beat pro-
duction-type tune. Item is somewhat
inflated here. (Porgie, BMI)
Blockbuster... 68
Williams offers a big, loud instru-
mental that falls short on both dance
and jazz appeal. (Instrumental, BMI)

ART WANER ORK
Dippy Dippy Doodle 70
M-G-M 11974—Waner himself is co-
writer on this happy, little nonsense
ditty. Good group and orking. Could
get spins. (Melhedd, ASCAP)
Smiles... 68
Waner's ork and chorus hand the
oldie a bright, happy performance.
Nothing special here, however. (Rem-
ick, ASCAP)

SANDY STEWART
No More Love 70
"X" 126—The songstress gives in-
tense expression to this nostalgic cry-
ballad. The sentimentality of the ar-
rangement gives added schmalz to
the material. (Pena, ASCAP)
Johnny Darling... 67
Miss Stewart puts heart and soul into
this pretty r.&b. ballad, and makes
pleasant listening of it. (Gallo, BMI)

NEAL HEFTI ORK
Marge 69
CORAL 61398—Hefti features his
own trumpet sweetly in an easy-going,
moderate dance version of the stand-
ard. Nothing too outstanding, but
should get spins on dance shows.
(Mills, ASCAP)
Big Boat Whistle... 69
Another moderate, swiny dance side,
this one with vocal by Bunny Briggs
(Continued on page 49)



THE CHARMS
WHEN WE GET TOGETHER
LET THE HAPPENINGS HAPPEN
DE LUXE 6087

EARL BOSTIC
WHEN YOUR LOVER HAS GONE
COCKTAILS FOR TWO
KING 4790

THE MIDNIGHTERS
SWITCHIE WITCHIE TITCHIE
WHY ARE WE APART!
FEDERAL 12220

MOON MULLICAN
WHEN LOVE DIES WHERE DOES
IT GO
WHAT'S THE MATTER WITH
THE MILL!
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OW!
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It's Great!

I'll Baby Sit With You

by **FERLIN HUSKEY**

b/w **SHE'S ALWAYS THERE**

Capitol Record No. 3097



Who is Simon Crum???
OF COURSE...IT'S

FERLIN HUSKEY

...and his novelty hit is going places!

The Billboard Music Popularity

This Week's Best Buys

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.



Capitol Record No. 3063

The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending April 20

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 throught 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. IN THE JAILHOUSE NOW (BMI)—W. Pierce.....	1	13
I'm Gonna Fall Out of Love With You (BMI)—Dec 29391		
2. MAKING BELIEVE (BMI)—K. Wells.....	2	8
WHOSE SHOULDER WILL YOU CRY ON? (BMI)—Dec 29419		
3. LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)—F. Young.....	4	5
Forgive Me, Dear (BMI)—Cap 3056		
4. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie.....	5	6
Farewell (BMI)—Cap 3058		
5. I'VE BEEN THINKING (BMI)—E. Arnold.....	3	13
Don't Forget (BMI)—Vic 20-6000		
6. YELLOW ROSES (BMI)—H. Snow.....	8	4
WOULD YOU MIND? (ASCAP)—Vic 6057		
7. MAKE BELIEVE R. Foley & K. Wells.....	7	9
AS LONG AS I LIVE (BMI)—Dec 29390		
8. LOOSE TALK (BMI)—C. Smith.....	6	26
More Than Anything Else (BMI)—Col 21317		
9. TWO KINDS OF LOVE (ASCAP)—E. Arnold.....	11	2
IN TIME (BMI)—Vic 20-6069		
10. IF YOU AIN'T LOVIN' (BMI)—F. Young.....	9	23
If That's the Fashion (BMI)—Cap 2953		
11. ARE YOU MINE? (BMI)—G. Wright & T. Tall.....	10	13
I've Got Somebody New (BMI)—Fabor 117		
12. KISSES DON'T LIE (BMI)—C. Smith.....	12	15
No I Don't Believe I Will (BMI)—Col 21340		
13. DAYDREAMING (BMI)—J. Newman.....	15	2
Crying for a Past Time (BMI)—Dot 1327		
14. IT TICKLES (BMI)—T. Collins.....	-	1
Let Down (BMI)—Cap 3082		
15. THAT'S ALL RIGHT (BMI)—M. Robbins.....	-	10
Gossip (BMI)—Col 21351		

• Most Played in Juke Boxes

For survey week ending April 20

RECORDS are ranked in order of the greatest number of plays in juke boxes throught 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. IN THE JAILHOUSE NOW (BMI)—W. Pierce.....	1	12
I'm Gonna Fall Out of Love With You (BMI)—Dec 29391		
2. I'VE BEEN THINKING (BMI)—E. Arnold.....	2	10
DON'T FORGET (BMI)—Vic 20-6000		
3. MAKING BELIEVE (BMI)—K. Wells.....	5	5
WHOSE SHOULDER WILL YOU CRY ON? (BMI)—Dec 29419		
4. LOOSE TALK (BMI)—C. Smith.....	4	22
More Than Anything Else in This World (BMI)—Col 21317		
5. LIVE FAST, LOVE HARD, AND DIE YOUNG (BMI)—F. Young.....	9	4
FORGIVE ME, DEAR (BMI)—Cap 3056		
6. ARE YOU MINE? (BMI)—G. Wright & T. Tall.....	6	11
I've Got Somebody New (BMI)—Fabor 117		
7. MAKING BELIEVE (BMI)—J. Work.....	9	10
Just Like Downtown (BMI)—Dot 1221		
8. IF YOU AIN'T LOVIN' (BMI)—F. Young.....	3	20
If That's the Fashion (BMI)—Cap 2953		
9. DRINKING TEQUILA (BMI)—J. Reeves.....	-	1
Red Eyed and Rowdy (BMI)—Abbott 178		
10. AS LONG AS I LIVE (BMI)—R. Foley & K. Wells... 8	5	
Make Believe (BMI)—Dec 29390		
10. PLEASE DON'T LET ME LOVE YOU (BMI)—H. Williams.....	-	1
Faded Love and Winter Roses (ASCAP)—M-G-M 11928		
10. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie.....	9	2
Farewell (BMI)—Cap 3058		
10. ARE YOU MINE? (BMI)—M. Lorrie & B. DeVal.... -	6	
You Bet I Kissed Him (BMI)—Abbott 172		

• Most Played by Jockeys

For survey week ending April 20

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throught 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. IN THE JAILHOUSE NOW —W. Pierce.....	1	13
Dec 29391—BMI		
2. LIVE FAST, LOVE HARD, AND DIE YOUNG —F. Young.....	2	5
Cap 3056—BMI		
3. MAKING BELIEVE —K. Wells.....	4	8
Dec 29419—BMI		
4. ARE YOU MINE? —G. Wright & T. Tall.....	3	16
Fabor 117—BMI		
5. CUZZ YO'RE SO SWEET —S. Crum.....	-	2
Cap 3063		
6. LOOSE TALK —C. Smith.....	5	26
Col 21317—BMI		
6. I'VE BEEN THINKING —E. Arnold.....	11	14
Vic 20-6000—BMI		
8. WHOSE SHOULDER WILL YOU CRY ON? —K. Wells.....	12	4
Dec 29419—BMI		
9. WOULD YOU MIND? —H. Snow.....	8	3
Vic 20-6057—ASCAP		
9. DAYDREAMING —J. Newman.....	12	4
Dot 1327—		
11. YELLOW ROSES —H. Snow.....	-	1
Vic 20-6057—BMI		
12. WAIT A LITTLE LONGER PLEASE JESUS —C. Smith.....	15	2
Col 21368—BMI		
13. AS LONG AS I LIVE —K. Wells & R. Foley.....	8	10
Dec 29390—BMI		
14. BALLAD OF DAVY CROCKETT —M. Wiseman.... -	1	
Dot 1240—BMI		
15. THAT'S ALL RIGHT —M. Robbins.....	-	9
Col 21351—BMI		
15. BALLAD OF DAVY CROCKETT —Tennessee Ernie. 6	2	
Cap 3058—BMI		

The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• This Week's Best Buys

THERE SHE GOES (Four Star, BMI)
OLD LONESOME TIMES (Droftwood, BMI)—Carl Smith—Columbia 21382

Most country markets have been slow getting distribution on this disk, but within the past two weeks it has become generally available and quickly made up for lost time. Richmond, Atlanta, Durham, Nashville and key Northern sales areas reported the record a good seller and climbing rapidly. A previous Billboard "Spotlight" pick.

• Review Spotlight on . . . RECORDS

JIMMY WORK

That's What Makes the Juke Box Play (Acuff-Rose, BMI)
Don't Give Me a Reason to Wonder Why (Acuff-Rose, BMI)—Dot 1245—Jimmy Work's "Making Believe" made the top 10 best-sellers and his new disk shows plenty of hit potential. "That's What Makes the Juke Box Play" is a moving weeper, sung with heart and sincerity. "Don't Give Me a Reason to Wonder Why," another effective weeper, also receives a warm, sentimental reading by Work.

JOHNNIE AND JACK

We Live in Two Different Worlds (Milene, ASCAP)—RCA Victor 6094—Johnny and Jack should jump back into the money with this side. The tune is a poignant tale put into lyrics and a plaintive tune as only the late Fred Rose could do it. The boys harmonize it in telling fashion. The flip is "No One, Dear, But You" (Acuff-Rose, BMI).

TALENT

CHARLIE FEATHERS

Peepin' Eyes (Hi-Lo, BMI)
I've Been Deceived (Hi-Lo, BMI)—Flip 503—This indie Flip label has found itself a major piece of country talent in Feathers. This is one of the few distinctive voices to emerge in a field that has long suffered from stereotypes. He's fresh, sincere and most effective in handling a lyric. Both pieces of material give him something worthwhile for a most auspicious debut on wax.

• C & W Territorial Best Sellers

For survey week ending April 20

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

Birmingham

1. In the Jailhouse Now, W. Pierce, Dec.
2. Making Believe, K. Wells, Dec.
3. Silver Bells, H. Snow & C. Atkins, Vic.
4. Ballad of Davy Crockett, T. Ernie, Cap.
5. Are You Mine?
G. Wright & T. Tall, Fab.
6. If You Ain't Lovin', F. Young, Cap.
7. Live Fast, Love Hard and Die Young
F. Young, Cap.
8. Loose Talk, C. Smith, Col.
9. Don't Forget, E. Arnold, Vic.

Charlotte

1. Making Believe, K. Wells, Dec.
2. In the Jailhouse Now, W. Pierce, Dec.
3. Loose Talk, C. Smith, Col.
4. As Long As I Live
K. Wells & R. Foley, Dec.
5. Two Kinds of Love, E. Arnold, Vic.
6. Live Fast, Love Hard and Die Young
F. Young, Cap.
7. Whose Shoulder Will You Cry On?
K. Wells, Dec.

Cincinnati

1. In the Jailhouse Now, W. Pierce, Dec.
2. Live Fast, Love Hard and Die Young
F. Young, Cap.
3. Loose Talk, C. Smith, Col.
4. Would You Mind? H. Snow, Vic.
5. Ballad of Davy Crockett
M. Wiseman, Dot

Dallas-Fort Worth

1. Making Believe, K. Wells, Dec.
2. In the Jailhouse Now, W. Pierce, Dec.
3. Ballad of Davy Crockett, T. Ernie, Cap.
4. Yellow Roses, H. Snow, Vic.
5. Would You Mind? H. Snow, Vic.
6. Silver Bells, H. Snow & C. Atkins, Vic.
7. Live Fast, Love Hard and Die Young
F. Young, Cap.
8. That's All Right, M. Robbins, Col.

Houston

1. Daydreaming, J. Newman, Dot
2. In the Jailhouse Now, W. Pierce, Dec.
3. Making Believe, J. Work, Dot
4. Ballad of Davy Crockett, T. Ernie, Cap.
5. I Feel Like Cryin', W. Fairburn, Cap.
6. Forgive Me, Dear, F. Young, Cap.
7. Drinking Tequila, J. Reeves, Abb.
8. Two Kinds of Love, E. Arnold, Vic.
9. Faded Love and Winter Roses
H. Williams, M-G-M
10. Hold Everything, G. Jones, Sdy.

Memphis

1. In the Jailhouse Now, W. Pierce, Dec.
2. Please Don't Let Me Love You
H. Williams, M-G-M
3. Two Kinds of Love, E. Arnold, Vic.
4. Live Fast, Love Hard and Die Young
F. Young, Cap.
5. Would You Mind? H. Snow, Vic.

Nashville

1. In the Jailhouse Now, W. Pierce, Dec.
2. Live Fast, Love Hard and Die Young
F. Young, Cap.
3. Ballad of Davy Crockett, T. Ernie, Cap.
4. Whose Shoulder Will You Cry On?
K. Wells, Dec.
5. Making Believe, K. Wells, Dec.
6. Two Kinds of Love, E. Arnold, Vic.
7. I've Been Thinking, E. Arnold, Vic.
8. Make Believe, K. Wells & R. Foley, Dec.
9. It Ticks, T. Collins, Cap.
10. Kisses Don't Lie, C. Smith, Col.

New Orleans

1. Ballad of Davy Crockett, T. Ernie, Cap.
2. Live Fast, Love Hard and Die Young
F. Young, Cap.
3. In the Jailhouse Now, W. Pierce, Dec.
4. It Ticks, T. Collins, Cap.
5. As Long As I Live
K. Wells & R. Foley, Dec.
6. Making Believe, K. Wells, Dec.
7. Yellow Roses, H. Snow, Vic.
8. Make Believe, K. Wells & R. Foley, Dec.
9. Are You Mine?
R. Sovine & G. Hill, Dec.
10. Kisses Don't Lie, C. Smith, Col.

Richmond, Va.

1. In the Jailhouse Now, W. Pierce, Dec.
2. Ballad of Davy Crockett
M. Wiseman, Dot
3. Would You Mind? H. Snow, Vic.
4. Live Fast, Love Hard and Die Young
F. Young, Cap.
5. Making Believe, K. Wells, Dec.
6. Loose Talk, C. Smith, Col.
7. Yellow Roses, H. Snow, Vic.
8. In Time, H. Snow, Vic.
9. Home Sweet Home, H. Johnson, Cll.
10. That's All Right, M. Robbins, Col.

St. Louis

1. In the Jailhouse Now, W. Pierce, Dec.
2. Two Kinds of Love, E. Arnold, Vic.
3. Live Fast, Love Hard and Die Young
F. Young, Cap.
4. Rusty Old Halo, Carlises, Mer.
5. Daydreaming, J. Newman, Dot

• Reviews of New C & W Records

HANK WILLIAMS

Message to My Mother78
M-G-M 11975 — Sentimental ballad, one of the unreleased sides by the great chanter, creates a nostalgic mood. Could get lots of action, especially around Mother's Day. (Acuff-Rose, BMI)

Mother Is Gone78
More of the same. (Acuff-Rose, BMI)

CHARLIE FEATHERS

Peepin' Eyes78
FLIP 503—Bouncy little item is projected happily. Feathers shows considerable skill and the side might do some business in rural areas. (Hi-Lo, BMI)

I've Been Deceived76
Mournful weeper is chanted with a
(Continued on page 46)

Folks Are Saying—
HIS BIGGEST YET!

Marty Robbins

**“PRAY FOR ME,
MOTHER OF MINE”**

c/w

**“DADDY LOVES
YOU”**

COLUMBIA
21388 (4-21388)

THERE'S ACTION

WITH



JUST RELEASED!



THE CARLISLES

"Bargain Day, Half Off"

AND

"Mine Have Tried"

MERCURY 70604

GOING STRONG!

THE CARLISLES

"Rusty Old Halo"

AND

"IT'S BEDTIME BILL"

MERCURY 70544

GEORGE and EARL

"Got Anything Good"

AND

"Can I?"

MERCURY 70605

The STANLEY BROTHERS

"So Blue"

AND

"You'd Better Get Right"

MERCURY 70612

CHUCK REED

"The End Of My Stairway"

AND

"It's Better To Be A Has Been"

MERCURY 70593

BETTY AMOS

"Cheater, Cheater"

AND

"YES MAM' MAMA"

MERCURY 70592

TIBBY EDWARDS

"Flip, Flop and Fly"

AND

"THERE AIN'T NO BETTER TIME"

MERCURY 70591

LLYOD ELLIS

"Cottontail Rag"

AND

"SWEET AND LOVELY"

MERCURY 70590

T. TOMMY and JIM WILSON

"The Farmer And The Lord"

AND

"DEAR MOM, I'M THINKING OF YOU"

MERCURY 70571



The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Reviews of New C & W Records

• Continued from page 45

tearful catch by Feathers. It makes for good listening. (Hi-Lo, BMI)

GEORGE MORGAN

The Best Mistake.....77
COLUMBIA 21390—Weeper is sung with great warmth and sincerity for a mighty appealing side. It should get lots of deejay exposure and could do right well in the market. (Cedarwood, BMI)

I'd Like to Know....76
Slow waltz ballad is taken by Morgan in easy fashion. His dreamy interpretation comes across sympathetically on wax. Another fine one from the chanter. (Tree)

THE CARLISLES

Bargain Day, Half Off.....77
MERCURY 70604 — Cute country novelty, belted out in the Carlisle's authentic manner. Merits spinning by deejays and on the boxes. Watch it. (Acuff-Rose, BMI)

Nine Have Tried....74
Another novelty. Lyric has a good idea, but side's not as strong as the flip. (Showcase, BMI)

SHEB WOOLEY

Speak of the Devil.....75
M-G-M 11976—This is a catchy side with a galloping beat pacing Wooley as he reads the patter lyrics brightly. Good juke prospect here. (Wooley Western, BMI)

Love at First Sight....73
Deliberate chant job will appeal to Wooley fans. Easy listening. (Wooley Western, BMI)

BILLY GRAY

Okie Blondie.....74
DECCA 29489—Nice vocal performance on this side. Ditty's unusual, and carries a flavor of the Mexican border influence. (Brazos, BMI)

I'm Made at My Heart....72
A weeper. He's mad at his heart, which won't let him forget the gal. (Hudson-Dart, BMI)

JIMMIE RODGERS

In the Jailhouse Now No. 2.....74
VICTOR 47-6092—This Rodgers reissue no doubt was cued by the success of Webb Pierce's disk. Should be welcomed by the legion of Rodgers fans still around, and many others, too. (Peer, BMI)

Peach Picking Time
Down in Georgia....70
Engineers have done a great deal to reclaim the sound of this old waxing. It's still potent in today's market. (Peer, BMI)

SLIM RHODES

Uncertain Love.....74
SUN 216—Dusty and Dot share the vocal chores on an effective complaint. Strong talent here, despite run-of-the-mill ideas. (Hi-Lo, BMI)

Don't Believe....68
Brad Suggs is the warbler, and his plea is for proper understanding. Like the flip, material is routine. (Hi-Lo, BMI)

GEORGE AND EARL

Can I?.....73
MERCURY 70605—Male vocal duet has true country sound. Tune is a catchy ditty with a lyric that's got a lot of appeal. (Cedarwood, BMI)

Got Anything Good....72
This side has a swell honky-tonk rhythm backing the novelty lyric belted out by the boys. (Fairway, BMI)

GRANDPA JONES-MINNIE PEARL

Spring Fever.....72
VICTOR 47-6088—Minnie's haranguing doesn't have much effect on Grandpa in this two-way domestic discourse. Amusing stuff for "Grand Ole Opry" fans. (Acuff-Rose, BMI)

Matrimony Ridge....69
The bucolic pair offers some advice to the younger generation. (Nash, BMI)

MILLER SISTERS

You Didn't Think I Would.....72
FLIP 504—In this closely harmonized weeper, the Miller Sisters contemplate the effects of a broken marriage. An excellent piece of material in a tasty arrangement. (Hi-Lo, BMI)

Someday You Will Pay....70
An up-beat tear-jerker that is also given an effective reading by the duo. The rhythm is catchy, and this side, like the flip, would be apt material for juke boxes. (Hi-Lo, BMI)

FOGGY RIVER BOYS

Troubled Rivers.....70
DECCA 29481—Western-styled song in the sacred fashion. Vocal quartet does a recitative. Some deejays will like. (Shapiro-Bernstein, ASCAP)

I Wanna Go There....70
Spiritual done with feeling and beat by the quartet. (Barton, BMI)

TOM ANDERSON

My Heart Couldn't See.....63
M-G-M 11979—Little here except for dyed-in-the-wool Anderson adherents. No More Blues From You....59
A monotonous warble on routine material.

MARK JOHNSON

Backin' Up.....60
QUEEN 145 — Piano instrumental without individuality. Disk lacks good sound. (American, BMI)

Heartbreak Waltz....60
Same comment. (American, BMI)

STEVE LA RUE

New Style of Lovin'.....60
HARMAD 103—Cute bouncer could do some business in mountain jukes. (Okun, BMI)

Your Heartless Heart....49
Routine weeper, poorly sung and well recorded. (Okun, BMI)

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The Billboard Music Popularity Charts

Best Sellers in Stores

For survey week ending April 20

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	Title	Label
1		8	MY BABE (BMI)—Little Walter Thunder Bird (BMI)—Checker 811	
2		11	WALLFLOWER (BMI)—E. James Hold Me, Squeeze Me (BMI)—Modern 947	
3		14	I'VE GOT A WOMAN (BMI)—R. Charles COME BACK (BMI)—Atlantic 1050	
4		6	FLIP, FLOP AND FLY (BMI)—J. Turner Ti-Ri-Lee (BMI)—Atlantic 1053	
5		5	WHAT'CHA GONNA DO? (BMI)—J. Turner Gone (BMI)—Atlantic 1055	
6		15	PLEDGING MY LOVE (BMI)—J. Ace No Money (BMI)—Duke 136	
7		3	DON'T BE ANGRY (BMI)—N. Brown It's Really You (BMI)—Savoy 1155	
8		2	UNCHAINED MELODY (ASCAP)—A. Hibbler Daybreak (ASCAP)—Dec 29441	
9		1	UNCHAINED MELODY (ASCAP)—R. Hamilton From Here to Eternity (ASCAP)—Epic 9102	
10		8	CLOSE YOUR EYES (BMI)—Five Keys Doggone It, You Did It (BMI)—Cap 3032	
11		2	DOOR IS STILL OPEN (BMI)—Cardinals Misirlou (BMI)—Atlantic 1054	
12		3	MOST OF ALL (BMI)—Moonglows She's Gone (BMI)—Chess 1589	
13		5	TWO HEARTS—Charms First Time We Met (BMI)—DeLuxe 6065	
14		6	LONELY NIGHTS (BMI)—Hearts Oo-Wee (BMI)—Baton 208	
15		9	YOU DON'T HAVE TO GO (BMI)—J. Reed Boogie in the Dark (BMI)—Vee Jay 119	

Most Played in Juke Boxes

For survey week ending April 20

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	Title	Label
1		7	MY BABE (BMI)—Little Walter Thunder Bird (BMI)—Checker 811	
2		14	I'VE GOT A WOMAN (BMI)—R. Charles Come Back (BMI)—Atlantic 1050	
3		13	PLEDGING MY LOVE (BMI)—J. Ace No Money (BMI)—Duke 136	
4		9	WALLFLOWER (BMI)—E. James Hold Me, Squeeze Me (BMI)—Modern 947	
5		6	FLIP, FLOP AND FLY (BMI)—E. James Ti-Ri-Lee (BMI)—Atlantic 1053	
6		5	YOU DON'T HAVE TO GO (BMI)—J. Reed Boogie in the Dark (BMI)—Vee Jay 119	
7		3	DOOR IS STILL OPEN (BMI)—Cardinals Misirlou (BMI)—Imperial 5340	
8		19	EARTH ANGEL (BMI)—Penguins Hey, Senorita (BMI)—Dootone 348	
9		5	WHAT'CHA GONNA DO? (BMI)—Drifters Gone (BMI)—Atlantic 1055	
10		2	MOST OF ALL (BMI)—Moonglows She's Gone (BMI)—Chess 1589	

Most Played by Jockeys

For survey week ending April 20

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	Title	Label
1		15	PLEDGING MY LOVE—J. Ace Duke 136—BMI	
2		11	WALLFLOWER—E. James Modern 947—BMI	
3		7	FLIP, FLOP AND FLY—J. Turner Atlantic 1053—BMI	
4		8	MY BABE—Little Walter Checker 811—BMI	
5		9	CLOSE YOUR EYES—Five Keys Cap 3032—BMI	
6		3	YOU DON'T HAVE TO GO—J. Reed Vee Jay 119—BMI	
7		5	WHAT'CHA GONNA DO?—Drifters Atlantic 1055—BMI	
8		5	TWO HEARTS—Charms DeLuxe 6065—BMI	
9		13	EARTH ANGEL—Penguins Dootone 348—BMI	
10		4	MOST OF ALL—Moonglows Chess 1589—BMI	
11		2	LONELY NIGHTS—Hearts Baton 208—BMI	
12		15	I'VE GOT A WOMAN—R. Charles Atlantic 1050—BMI	
13		1	DON'T BE ANGRY—N. Brown Savoy 1155—BMI	
14		13	COME BACK—R. Charles Atlantic 1050—BMI	
15		1	IT MAY SOUND SILLY—L. J. Hunter Atlantic 1049—BMI	

Reviews of New R & B Records

FATS DOMINO
Ain't It a Shame 85
IMPERIAL 5348—Billboard "Spotlight" 4-23-'55. (Commodore, BMI)
La-La 83
A Billboard "Spotlight" 4-23-'55. (Commodore, BMI)

THE PENGUINS
Don't Do It 85
MERCURY 70610—A Billboard "Spotlight" 4-23-'55. (Tannen, BMI)
Be Mine or Be a Fool 82
A Billboard "Spotlight" 4-23-'55. (Seal, BMI)

SAMMY LEWIS
I Feel So Worried 80
SUN 218—An outstanding Southern blues. Lewis' performance is powerful and the support by the small combo intriguing. Side should do lots of business in Southern territories, and could easily break out elsewhere, too. Watch it. (Hi-Lo, BMI)
So Long Baby Goodbye 76
Southern blues is delivered compellingly by Lewis, who's backed strongly by harmonica and rhythm. Good wax for the market. (Hi-Lo, BMI)

WYNONIE HARRIS
Fishall Blues 78
KING 4789—Another fine blues side, faster in tempo than the flip. Wynonie is in fine form. Like the flip, it may take off and should be watched. Lyric is great. (Jay & Cee, BMI)
Mr. Dollar 75
Wynonie shouts this blues to a rocking beat. Fine guitar work. Strong r.&b. wax. (Jay & Cee, BMI)

BILL DOGGETT
Street Scene 77
KING 4795—This lovely Alfred Newman tune is apt material for Doggett. Quietly atmospheric, it makes for both pleasant listening and dancing. One of the best disks Doggett has put out lately. (Robbins, ASCAP)
Oof! 76
Doggett and his boys pick up the beat here and swing out merrily. A particularly appealing tenor sax solo gives added interest to the side. (Bill-lace, BMI)

THE ALADDINS
Cry, Cry, Baby 77
ALADDIN 3275—The group puts on quite a show here, with the lead soaring way out in falsetto. They work up to a frantic pitch that will not fail to excite their fans. If it gets proper exposure, sales will be solid. (Gallo, BMI)
Remember 75
More restrained in this nostalgic ballad, the group turns in another impressive reading, sincere and tasteful. This beautifully harmonized tune makes a fine complement to the flip. (Gall-Otis, BMI)

"THE INSPIRATORS"
If Loving You Is Wrong 77
TREAT 502—This side's a slow ballad. Like the flip, the vocal group shows plenty of quality. Watch it. (Allan, BMI)
Three Sixty 74
Solid, driving r.&b. wax with a rocking beat and relaxed instrumentation behind the vocal. A strong one for the boxes. (Allan, BMI)

HANK AND SUGAR PIE
I'm So Lonely 76
FEDERAL 12217—Sugar Pie has the spotlight here and she sings out the blues, with Hank providing some tasty harmony on the background. A talented singer with good material; will do well if given enough exposure. (Gallo, BMI)
Please Be True 75
Sugar Pie solos on this side and she makes another good impression in this wailing ballad. The rocking beat on both sides will be a boost to sales. (Armo, BMI)

HOWLIN' WOLF
I Have a Little Girl 74
CHESS 1593—Wolf eulogizes his 18-year-old chick in his usual rough, fervent style. The down-home orking really jumps and disk should do well in most Southern locales. (Arc, BMI)
Who Will Be Next? 74
A similarly potent shout with rock-ribbed orking. (Arc, BMI)

CHARLES BROWN
Walk With Me 74
ALADDIN 3284—Brown has a few plans for his girl and himself, and he is mighty persuasive in coaxing her into them. A smoothly styled performance to a brisk beat that will be appreciated by his fans. (Aladdin, BMI)
Nite After Nite 70
The singer has the blues from the neglect he is suffering at his girl's hands. The forceful emotion Brown puts into the material make up for the weakness of the material itself.

BUBBER JOHNSON
Ding Dang Doo 73
KING 4793—Fair r.&b. wax. It's a rocking vocal. Tune is in the "Shake, Rattle, Roll" blues pattern. (Jay & Cee, BMI)
Drop Me a Line 73
This side's a ballad. A tearful story, well sung. (Jay & Cee, BMI)

THE MARIGOLDS
Rollin' Stone 72
EXCELLO 2057—The boys sing a novelty with a good beat and plenty of zip. (Excellorec, BMI)
Why Don't You 69
An okay vocal reading of an attractive ballad. (Excellorec, BMI)

(Continued on page 48)

RHYTHM & BLUES RECORDS

This Week's Best Buys

SWITCHIE WITCHIE TITCHIE (Jay & Cee, BMI)—The Midnighters
—Federal 12220

Because of the off-color lyrics, this disk has been bucking considerable deejay resistance. All this notwithstanding, it is shaping up as one of the group's strongest since the "Annie" series. Among th territories where the record is now strong are Baltimore, Buffalo, Cincinnati, Detroit, Atlanta, Durham and St. Louis. Flip is "Why Are We Apart?" (Jay & Cee, BMI).

AIN'T IT A SHAME? (Commodore, BMI)

LA LA (Commodore, BMI)—Fats Domino—Imperial 5348

First week reports on this new Domino release indicate that it is a powerhouse. Nashville, Durham, Atlanta, St. Louis, New Orleans, Baltimore and Buffalo were especially enthusiastic about initial customer response. "Ain't It a Shame" is the more popular of the two sides at this stage, tho action is good on both. A previous Billboard "Spotlight" pick.

Review Spotlight on . . . RECORDS

RUTH BROWN

As Long As I'm Moving (Progressive, BMI)—Atlantic 1059—The thrush has a great side in this blues-rocker which she socks over with expressive showmanship and exuberant humor. The uninhibited lyrics are clever and the pacing bright, with a pounding beat to keep things moving right along. A strong side for both jukes and jocks. Flip is "I Can See Everybody's Baby" (Progressive, BMI).

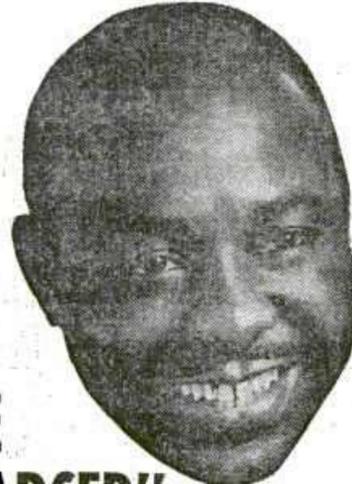
THE FLAMINGOS

When (Arc, BMI)
That's My Baby (Arc, BMI)—Checker 815—The boys warble "When," a poignant ballad, with appealing warmth and a relaxed charm. "That's My Baby" has plenty of drive both on the vocal and instrumental sections. Fine for the boxes. Watch this one. It could be a two-sided hit.

JIMMY REED

I'm Gonna Ruin You (Tollie, BMI)
Pretty Thing (Tollie, BMI)—V-J 132—Reed unleashes a spirited performance on two exciting Southern blues tunes. "I'm Gonna Ruin You" has a primitive beat and an interesting lyric, wherein the singer threatens his cheatin' sweetie with colorful mayhem. "Pretty Thing" is a slow wailer, with the Reed vocal capturing the full flavor of the swampland lament. Both sides are coin-grabbers.

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"KISS A FOOL GOODBYE"
"BABY LET'S MAKE LOVE"
DOO 362

"LOVE WILL MAKE YOUR MIND GO WILD"
"OOKEY OOK"
DOO 353

BEST SELLER

"HEAVEN & PARADISE"
DON JULIAN'S MEADOWLARKS
DOO 359



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**The Billboard Music Popularity Charts
RHYTHM & BLUES RECORDS**

R & B Territorial Best Sellers

For survey week ending April 20

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.

- | | |
|--|--|
| <p>Atlanta</p> <ol style="list-style-type: none"> 1. What'cha Gonna Do? Drifters, Atl. 2. My Babe, Little Walter, Che. 3. Wallflower, E. James, Mod. 4. Flip, Flop and Fly, J. Turner, Atl. 5. I've Got a Woman, R. Charles, Atl. 6. Don't Be Angry, N. Brown, Sav. 7. Door Is Still Open, Cardinals, Atl. 8. Tweedle Dee, L. Baker, Atl. 9. You Don't Have to Go, J. Reed, VJ <p>Balti.-Wash.</p> <ol style="list-style-type: none"> 1. I've Got a Woman, R. Charles, Atl. 2. Unchained Melody, R. Hamilton, Epl. 3. What'cha Gonna Do? Drifters, Atl. 4. Door Is Still Open, Cardinals, Atl. 5. Lonely Nights, Hearts, Bln. 6. Come Back, R. Charles, Atl. 7. Pledging My Love, J. Ace, Duk. 8. Don't Be Angry, N. Brown, Sav. 9. Flip, Flop, Fly, J. Turner, Atl. 10. Unchained Melody, A. Hibbler, Dec. <p>Charlotte</p> <ol style="list-style-type: none"> 1. Wallflower, E. James, Mod. 2. Don't Be Angry, N. Brown, Sav. 3. Two Hearts, Charms, Del. 4. Flip, Flop and Fly, J. Turner, Atl. 5. What'cha Gonna Do? Drifters, Atl. 6. My Babe, Little Walter, Che. 7. Close Your Eyes, Five Keys, Cap. 8. Pledging My Love, J. Ace, Duk. 9. Most of All, Moonglows, Chs. 10. I've Got a Woman, R. Charles, Atl. <p>Chicago</p> <ol style="list-style-type: none"> 1. Unchained Melody, A. Hibbler, Dec. 2. Loving You, L. Fulson, Che. 3. Earth Angel, Penguins, Dtn. 4. Tweedle Dee, L. Baker, Atl. 5. My Babe, Little Walter, Che. <p>Cincinnati</p> <ol style="list-style-type: none"> 1. Chop Chop Boom, Danderliers, Sta. 2. Pardon My Tears, Moroccos, Uni. 3. Door Is Still Open, Cardinals, Atl. 4. Wallflower, E. James, Mod. 5. What'cha Gonna Do? Drifters, Ad. <p>Detroit</p> <ol style="list-style-type: none"> 1. Unchained Melody, A. Hibbler, Dec. 2. Chop Chop Boom, Danderliers, Sta. 3. What'cha Gonna Do? Drifters, Atl. 4. I've Got a Woman, R. Charles, Atl. 5. My Babe, Little Walter, Che. 6. Jump With Me, Baby, B. B. King, RPM 7. Pledging My Love, J. Ace, Duk. 8. Wallflower, E. James, Mod. 9. Flip, Flop and Fly, J. Turner, Atl. 10. Whatever Lola Wants, S. Vaughan, Mer. | <p>Los Angeles</p> <ol style="list-style-type: none"> 1. Flip, Flop and Fly, J. Turner, Atl. 2. Pledging My Love, J. Ace, Duk. 3. My Babe, Little Walter, Che. 4. Don't Be Angry, N. Brown, Sav. 5. I've Got a Woman, R. Charles, Atl. 6. Sincerely, Moonglows, Chs. 7. Close Your Eyes, Five Keys, Cap. 8. Tweedle Dee, L. Baker, Atl. 9. Unchained Melody, R. Hamilton, Epl. 10. Blue Velvet, Clovers, Atl. <p>New Orleans</p> <ol style="list-style-type: none"> 1. Flip, Flop and Fly, J. Turner, Atl. 2. Wallflower, E. James, Mod. 3. Door Is Still Open, Cardinals, Atl. 4. Most of All, Moonglows, Chs. 5. Unchained Melody, A. Hibbler, Dec. 6. My Babe, Little Walter, Che. 7. When It Rains It Pours B. Emerson, Sun. 8. Don't You Know, F. Domino, Imp. 9. What'cha Gonna Do? Drifters, Atl. 10. Close Your Eyes, Five Keys, Cap. <p>New York</p> <ol style="list-style-type: none"> 1. Pledging My Love, J. Ace, Duk. 2. Don't Be Angry, N. Brown, Sav. 3. Most of All, Moonglows, Chs. 4. Lonely Nights, Hearts, Bln. 5. Close Your Eyes, Five Keys, Cap. 6. Unchained Melody, A. Hibbler, Dec. 7. I've Got a Woman, R. Charles, Atl. 8. This Is My Story, Gene & Eunice, Cbo. 9. My Babe, Little Walter, Che. <p>Philadelphia</p> <ol style="list-style-type: none"> 1. Unchained Melody, R. Hamilton, Epl. 2. Most of All, Moonglows, Chs. 3. Chop Chop Boom, Danderliers, Sta. 4. Don't Be Angry, N. Brown, Sav. 5. Pledging My Love, J. Ace, Duk. 6. Sweet Georgia Brown, C. Powell, Gra. 7. Door Is Still Open, Cardinals, Atl. 8. Unchained Melody, A. Hibbler, Dec. 9. My Babe, Little Walter, Che. 10. This Is My Story, Gene & Eunice, Cbo. <p>St. Louis</p> <ol style="list-style-type: none"> 1. My Babe, Little Walter, Che. 2. Unchained Melody, A. Hibbler, Dec. 3. You Don't Have to Go, J. Reed, VJ 4. Unchained Melody, R. Hamilton, Epl. 5. Jump Man Jump, P. Rec, Grv. 6. Jump With Me, Baby, B. B. King, RPM 7. Cherry Pink and Apple Blossom White P. Prado, Vic. 8. Loving You, L. Fulson, Che. 9. Lonely Nights, Hearts, Bln. 10. Chop Chop Boom, Danderliers, Sta. |
|--|--|

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NAPPY BROWN Savoy 1155

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b/w

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"Just A Closer Walk With Thee"

Duke #207

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Reviews of New R & B Records

- Continued from page 47*
- CHRIS POWELL**
Love Ya Like Crazy72
GROOVE 105—Rhythm rocker moves gayly. Terpers will enjoy the platter and it could pull some juke loot. (Dreyer, ASCAP)
- Break It Up...72
Chris Powell and his group have a wild time here in a spirited run thru of a rhythmic side. More juke material. (Elliot, ASCAP)
- LOU BARTEL**
I Pray72
APOLLO 473—Reverent title represents the chanter's wish for some loving. Bartel does a convincing job on this side and it could pull some action. (Bess, BMI)
- (Zoom) Give Me
Your Love Tonight...67
A typical example of the kind of material that gets the censors active with their blue pencils—and rightly so. (Bess, BMI)
- MONTE EASTER ORK**
New Orleans Hop71
ALADDIN 3256—Easter and his boys construct a swinging instrumental that will make a good dance side out of a simple riff and a steady, relaxed beat. (Aladdin, BMI)
- Blues in the Evening...70
Jimmy Nolan is vocalist with the band in this pretty blues. The arrangement gives plenty of atmosphere, and Nolan sings from the heart. Pleasant listening. (Aladdin, BMI)
- BILLY DUKE AND HIS DUKES**
Flip, Flop and Fly70
CASINO 138—A strong version of the hit rocker, but probably too late to win more than token response. (Progressive, BMI)
- Fun Lovin' Woman...68
Another good side, this rhythm blues creates a carefree spirit in an enthusiastic reading by Duke and the ork. (Columbus, BMI)
- JOHNNY FULLER**
Cruel, Cruel World70
ALADDIN 3286—Excessive echo takes some edge off an otherwise effective plaint by Fuller. (Aladdin, BMI)
- My Heart Beats for You...68
Fuller doesn't quite get this so-so ballad off the ground. (Gallo-Otis)
- THE SPENCE SISTERS**
Do Bop Sha Bam68
ALADDIN 3285—A good sister group turns in an energetic performance of some ordinary scat blues. (Aladdin, BMI)
- Why Did You Lie?...68
Gals are equally effective on this bounce ballad. (Aladdin, BMI)
- LUCKY MILLINDER**
It's a Sad, Sad Feeling68
KING 4792—Routine material gets an adequate reading by Lucky Millinder, with vocalist Cathy Ryan showing some quality. (Jay & Cee, BMI)
- Owl!...66
Fair instrumental. (Jay & Cee, BMI)
- BILLY FORD**
I'm Spending the Winter65
SLATE 3061—An intimate warble of the out-of-season ditty. It provides relaxed listening. (Harmony House, ASCAP)
- It's My Turn to Say Goodbye...65
More of the same low-lights stuff. (Dubonnet, ASCAP)
- BILLY FORD**
I'd Never Forgive Myself63
RUBY 103—Ford creates a sentimental mood in this mannered reading of the listenable ballad. (Citation, BMI)
- I'm Looking for a Lover...63
Same comment. (Popper, BMI)
- THE FEATHERS**
Why Don't You Write Me?60
SHOW TIME 1105—It's obvious that this group has talent, despite feeble-quality recording, which cuts its potential. (Golden State, BMI)
- JOHNNY AND LOUIS STATION**
Busy As a Bumble Bee...60
Same problem here, tho the duo has spirit. (Golden State, BMI)

2 GREAT HITS GREAT ARTISTS!!

Ruth Brown
I CAN SEE EVERYBODY'S BABY AS LONG AS I'M MOVING
Atlantic #1059

The Clovers
LOVE BUG IN THE MORNING TIME
Atlantic #1060

Introducing 2 Great NEW Groups

The Cookies
PRECIOUS LOVE LATER, LATER
Atlantic #1061

The Regals
GOT THE WATER BOILING I'M SO LONELY
Atlantic #1062

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NEW HIT "OOKEY OOK"
By PENGUINS on Dootone Label
Now on Mercury Record by the fascinating
LOYLA DEE

The Billboard Music Popularity Charts

POPULAR RECORDS

VOX JOX

Continued from page 20

Station KELO, Sioux Falls, S. D., is now surveying all local music stores to determine the city's top-selling tunes of the week.

GIMMIX: Program director Gene Edwards, KLIF, Dallas, writes "April Fool's Day was a real slam bang affair here.

24 HOURS SERVICE ON REQUEST. Unsurpassed in Quality at Any Price. Genuine 8" x 10" Glossy Photos.

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Be a Booster for MILTON SCHUSTER. Now booking Exotics-Theaters-Night Clubs-Carnivals.

ACTS WANTED For Banquets, Conventions, Fraternal Clubs, Night Clubs and Private Club Dates.

Latest Comedy Material for MC's, Magicians, Entertainers, etc. Send for our latest price list of great ORIGINAL gagfiles, monologs, dialog, parodies, skits, etc.

know what was going on. Each jockey did a straight impersonation of the guy he was replacing.

Art James, WKNX, Saginaw, Mich., recently ran a contest asking listeners to guess the ages of all the staff deejays.

CHANGE OF THEME: Buck Matthews, who spun 'em over WCAR, Pontiac, Mich., until his discharge from the Air Force last September, has joined WCTC.

Milton Q. Ford signed as Sunday night master of ceremonies for the midnight "Basically Sound" show over WABC, New York.

Keith Silver has moved from WLW, Cincinnati, to WGAW, Gardner, Mass. Sandy Singer, KCRG, Cedar Rapids, Ia., was appointed musical director of KCRG and KCRG-TV.

Lou Dennis, WCOU, Lewiston, Me., originated his second anniversary show from the window of DeOrsey's, a local record store.

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

- APRIL 28, 1945: 1. My Dreams Are Getting Better All the Time. 2. Candy. 3. I'm Beginning to See the Light.

APRIL 29, 1950

- 1. If I Knew You Were Coming I'd've Baked a Cake. 2. Third Man Theme, The. 3. Music! Music! Music!

new afternoon show last month for Bavarian's Old Style Beer. Don French tees off a new late evening show across the board.

Jim Bollinger, WKYW, Louisville, has taken over WKYW's "Musical Clock" show from 6 to 9 a.m.

Len Cane has joined WEAV, Plattsburg, N. Y. Reese Rickards, WTAC, Worcester, Mass., has started a five-hour show aimed at the out-of-home auto audience.

Reviews of New Pop Records

Continued from page 42

and good muted trumpet by the maestro. (Sheldon, BMI)

AL HARRISON I'll Forget About You 69 BIG TOWN 122—Harrison's resonant baritone projects the nostalgic ballad compellingly.

CLEF Come Back—Come Back 68 RONIN 712—Clef is a pleasant-voiced chanter whose effort here is handsomely backed by the Ray Charles voices and Neal Hefti's ork.

QUIN JOLLY Baffi 68 DECCA 29495—This novelty hails from Italy and it has a melodiousness and gaiety that break thru the language barrier.

ILLER PATTACINI Il Mio Muletto 65 Another appealing tune played nostalgically by accordion and rhythm section.

TOMMIE JEANE WHITLEY Leave My Heart 65 CORAL 61395—Captivating rhythm, but the warbling on this side is not likely to stir much attention.

RITA RAINES If I Were You 64 DEED 1003—The singer pleads persuasively for love in this enjoyable ballad.

JUAN PANNALLE TRIO Caravan 63 BOWERY 105—Pannalle at the piano makes like an Erroll Garner in styling the standard, and brings forth some pretty sounds.

JESS (88) SUTTON I Ain't Got Nobody 62 TIFFANY 1314—The oldie in a slightly cool "Crazy Otto" version.

BUDDY MEL The Blues Don't Bother Me 62 SHAD 102—Mel, a pleasing-enough pop singer, essays some ersatz r.&b. to moderate effect.

THE BACHELORS Te-e-e-ex-as 61 EXCEL 106—Well chanted hymn to the State pegged to a sprightly beat is pleasant to listen to.

Tagged "Saturday Afternoon," the program features records, news, weather reports and periodic road bulletins and ball scores. Billy Bell, WBHP, Huntsville, Ala., has inaugurated a new Sunday show.

New staffers at WTVL, Waterville, Me., include program director Fred Preble, formerly with KXIC, Iowa City, Ia., and Paul McClay.

Jack Rowzie, WWDC, Washington, staged a jam session for teenagers in the downtown store of the Hecht Company (22) with dancing permitted and prizes awarded.

South of the Panhandle can be expected. The group shows talent. (American, BMI)

GERRY KNOX Some of These Days 61 BOWERY 301—The canary affects the raucous "red hot mama" style of singing for this evergreen.

CARDINI Did the Mambo Come From Ireland 60 GREENBRIER 11313—Interesting question, but not definitely answered in this casual dinking.

PRISCILLA WRIGHT Please Have Mercy 60 UNIQUE 303—There are other versions of this tune, and they will get little competition from this wax.

THE ORIGINAL 4 ACES I Can See an Angel 56 BIG TOWN 118—Pop-r.&b. group tries hard, but presents no threat to another group with a similar name.

THE PILGRIM TRAVELERS Straight Street 80 SPECIALTY 877—Fine material, a great surging beat, interesting, colorful arrangement and rich male voices make this a slice of top-grade spiritual wax.

PROFESSOR ALEC BRADFORD Oh Lord, Save Me 77 SPECIALTY 879—Prof. Bradshaw, backed by choir, offers up a most appealing, effective plea for salvation.

THE DANIELS SINGERS The Old Rugged Cross 77 APOLLO 293—The perennial appeal of this hymn is heightened by the fervor and beautiful harmony of this reading.

SWANEE QUINTET It's Hard to Get Along 76 NASHBORO 551—Sparked by a fervent lead, the group works up a lot of excitement in this frantically rhythmic material.

EDNA GALLMON COOKE Who'll Be a Witness 75 NASHBORO 553—The singer wants the world to know how much her faith means to her.

THE SOUL STIRRERS Nearer to Thee 75 SPECIALTY 878—Number refers to "Nearer, My God, to Thee." It has plenty of message to impart, and the lead handles it fervently.

Be With Me Jesus 72 The group has come up with one of its less distinctive tries in this moderately paced selection.

THE DANIELS SINGERS Did You Stop to Pray This Morning? 78 In lilting three quarter time, the soft male voices intone a most attractive, gentle hymn.

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the "PICK" of WASHINGTON THE COMPLETELY AIR-CONDITIONED

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"IF TEARS COULD BRING YOU BACK" and "JUST THE MOOD I'M IN" Dotti Malone Jubilee 5192 Sensational 1st Jubilee Release! Trudy Richards "PROMISES, PROMISES" and "DON'T RUSH ME" Jubilee 5197

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THE FINAL CURTAIN

ANHALT—Julian, 66, former business manager for many of Florenz Ziegfeld's shows, April 14 in Seneca Falls, N. Y. He had also managed the Manhattan Theater, New York, for several years.

ANTHONY—Luther B., 78, drama editor, critic and "play doctor," April 19 in Raubsville, Pa. Long associated with educational drama, he became prominent in drama criticism, collaborated with Paul M. Potter on "11 P.M." and acted as "doctor" for the play "Strictly Dishonorable." He founded the Dramatist magazine in 1909 and was its editor until 1933. He was founder and president of the Institute of the Drama and wrote a book, "Dramatology." His four children and a sister survive.

BECKER—Bertha Paige, 68, musician-producer, April 17 in Detroit. She was the widow of John T. Becker, former piano manufacturer, and at one time jointly produced several light operas with him. Survived by her son, Ray J. and a daughter, Mrs. Norma Skinner. Burial in Mount Elliott Cemetery, Detroit.

BUSSE—Henry, 61, famed orchestra leader and trumpet player, April 23 in Memphis. Credited with originating the shuffle rhythm, he got his first big break at Castle Farm, popular Cincinnati night spot. After a long run there his band toured the country and later made regular appearances for many years at the Ches Patee, Chicago.

CURCI—Cennaro Mario, 65, noted voice teacher and brother-in-law of Amelita Galli-Curci, April 14 in Los Angeles. His pupils included Tito Schipa, Beniamino Gigli and Jerome Hines. He was also an actor, playwright and composer. He wrote "The Pool's Cap," a Broadway production, and "Woman Denied," produced in 1933. He played in several motion pictures in the 1930's, including "The Melody Lingers On," "Manhattan Merry-Go-Round," "I'll Take Romance" and "Flight Into Nowhere." He also sang in European opera before coming to the United States in 1917. He leaves a widow, Elvira Curci-Caccia, an actress, and a son, Louis, a Los Angeles interior decorator.

DASCH—George, 76, veteran conductor of the Chicago Business Orchestra, April 12 in Glenview, Ill. He began his career in 1898 as a violinist in what is now the Chicago Symphony Orchestra. He was assistant conductor of the civic orchestra for 17 years and was on the faculty of Northwestern University. He also conducted the Little Symphony Orchestra in Chicago. Survived by his widow, two daughters and a sister.

ELLIS—Mrs. Georgia Ellen, 65, veteran concessionaire, April 15 in Pascagoula, Miss. For many years she and her husband William H. Ellis, worked on Gem City, Midway of Mirrh and various other shows. In addition to her husband, she is survived by a daughter, Mrs. Zelma Grogan and a brother, Ray W. Miles, both of St. Louis.

FINN—Frank Paul, 38, a tenor in the chorus of the Metropolitan Opera Company, April 17 in New York. He had filled solo parts with the Met and had been a soloist with the Chicago Opera, the Chicago and Illinois Symphony orchestras and the San Carlo Opera Company. His widow, two daughters, a son, his mother, three brothers and a sister survive.

HAMILTON—Morris W., 58, musician, composer and former director of recording for NBC, April 20 in New York. He had played trumpet with the Arthur Pryor band and composed music for Earl Carroll's "Vanities" and for the first and third "Little Shows." His widow, Grace Henry, wrote lyrics for several of his songs. They also teamed in Hollywood where they had musical contracts. Besides his widow, a brother and a sister survive.

HARLTON—Mrs. Martha Elizabeth, 73, wife of Charles Harlton, long-time director and a past president of the Regina Exhibition Association, at her home in Regina, Sask., April 12. Survived by her husband, four daughters, one son, four sisters and a brother. Burial was at Stony Beach, Sask.

HOYLE—Frank A., 61, concessionaire and former high diver, April 3 at Columbus, O. (Details in Carnival section.)

ISRAEL—Sam, 55, publicity director for Universal-International Studios, April 31 in Sherman Oaks, Calif., of a heart attack. He entered the motion picture business after a newspaper career in the Midwest, New York and Los Angeles. He worked for The Times and Examiner in Los Angeles. Before joining Universal-International in 1950, he had been publicity director at Eagle-Lion and special publicity consultant to Darryl Zanuck. At the time of his death he was chairman of the Studio Publicity Directors Committee and a member of the Academy Board of Governors. Survived by his widow, two daughters, a brother and four sisters.

KEOUGH—Austin C., 67, vice-president, secretary and general counsel of Paramount Pictures Corporation, April 20 in New York Hospital, New York. His widow, Katherine Upton Keough, and a brother, Vincent, survive. Burial in Williamstown, Mass.

Lewis—George (Beetlepus), long-time comedian in burlesque, April 8 in Woodland Hills, Calif. (See Burlesque Bits for details.)

LEBIN—Simon, 83, playwright, April 14 in New York. His play, "Broken Hearts," was produced in 1903 and had a long run in New York Yiddish theaters. It was produced in London in 1923 and was later made into a motion picture. Survived by two sons and a daughter.

LIERHOLDT—Gustav, 91, a bass violinist with the Cincinnati Symphony Orchestra for 51 years, April 18 in Los Angeles. In his earlier years he also played trumpet with John G. Weber's Prize Band of America in the summers after the symphony season. He was a member of Local 1 American Federation of Musicians. Survived by his widow, Ethel; a son, Rudolph, New Orleans, and a sister, Mrs. Gisela Weber.

LORRAINE—Lillian, 63, singer and dancer of the early Ziegfeld Follies, April 17 in New York. She was known in private life as Mrs. Mary Ann Brennan O'Brien. Her debut was made in the chorus of "The Gay White Way" and she first appeared in the Follies in 1909. She was also seen in "The Whirl of the World," "The Blue Kitten," "Odds and Ends of 1917," "Sunny," "The Nine o'Clock Revue" and "The Little Blue Devil," in which she was starred. Ziegfeld billed her as the "American Beauty of Broadway." Her husband, Jack O'Brien, survives.

MALONE—Elizabeth Fox, 75, retired actress, April 20 at a New York convalescent home. She had resided at the Actors' Fund Home at Englewood, N. J. Born of an acting family, she made her stage debut at the age of six weeks, and trouped the Old West by stagecoach when admissions to theaters were paid in gold dust. For 40 years she and her late sisters, Grace and Josephine Fox, were on the New York stage. Her last appearance was in "Annie Get Your Gun," which opened in 1946.

RODERICK—T. E., 89, father of Dorrance D. Roderick, April 7 in El Paso, Tex. He was former publisher of The El Paso Times which operates stations KROD and KROD-TV, El Paso.

ROWSWELL—Giles Hayward, 82, a life director of the Edmonton Exhibition board, at Edmonton, Alta., April 12. Survived by his widow, six sons and six daughters. Burial was at Edmonton.

SCHAEFFER—Augustus H., 68, director of Miami's Muhl Shrine band and composer of more than 40 musical numbers, April 19 in Miami. He had been concert soloist with the Cincinnati Symphony and at one time was staff conductor for the Crosley Radio Corporation.

VINE—Dave, 65, burlesque comedian, vaudeville and television script writer, April 17 in Rego Park, N. Y. He had been in burly for 35 years and also appeared on the Pantages and RKO vaudeville circuits. He had also been a contributing columnist for The Billboard, first writing a burly column and later one on vaudeville. His widow, a son, a daughter, three brothers and three sisters survive.

VON SCHLEICHER—Mrs. Bessie, 94, mother of Edna Dee Curtis, April 18 in Hinsdale (Ill.) Sanitarium. Burial in Lake Geneva, Wis.

BIRTHS

CAMPBELL—A daughter to Mr. and Mrs. Gordon Campbell April 3 in Detroit. Father is salesman for 20th Century-Fox Pictures in Western Michigan.

COPELAND—A son, Richard Allan, to Mr. and Mrs. Allan Copeland April 10 in Los Angeles. Father is a member of the Modernaires.

FOLK TALENT AND TUNES

• Continued from page 22

The troupe, headed by Miss Lynn, Rod Brasfield, Cowboy Copas and Moon Mullican, had to pass up a Billings, Mont., stand due to a 41-inch snow, but full house turned out in Glasgow, Mont., despite another heavy snow.

Judy Lynn has been added to the Eddie Arnold show which kicks off its tour May 8 in Minneapolis. Arnold will make large towns thru the Pacific Northwest, closing May 22 in Denver. John Kelly will manage and promote the tour. . . . Keit' Rush, personal manager for Werley Fairburn, visited the Cincinnati office of The Billboard Wednesday (20). Rush is tub-thumping for Fairburn's latest disk, "It's a Cold, Weary World," and "Spiteful Heart."

With the Jockeys

Hank Zero, who airs over WALE, Fall River, Mass., infos that Jimmy Work's "Making Believe" has been getting lots of requests at the station, but no spins, because disk firm failed to send him copies. Included in a batch of records he recently received from Wheeling Recording Company were waxings by Doc Williams and the Border Riders and by Chickie Williams. All are doing well, according to Hank. . . . George Lester, formerly of KDBC, Mansfield, La., is now with KCMC, Texarkana, Tex., where he and his sidekick, Cousin Ed, are heard 6-8 a.m., and 12-2 p.m. . . . Ray Odom, c.&w. spinner at KRUX, Phoenix, Ariz., is programming five-and-a-half hours of country music daily. KRUX features 15 hours of hill-billy material daily. Other jockeys at the station are Gene Burrus, Stan Kamin and Lee Hazelwood.

Lou M. Ezzo, of Ozone Park, N. Y., would like to contract deejay Bill Tompkins, formerly of KMHT, Marshall, Tex. Ezzo reports that he has had many requests for copies of "The Cross Made of Stone," of which he is co-writer. Artists desiring a lead sheet may write Ezzo at 88-16 97th Avenue, Ozone Park 16, N. Y. . . . Howard Lacey, of KCHR, Charleston, Mo., is another deejay who is having trouble getting releases from some diskeries. He is especially short on RCA Victor recordings by such artists as Hank Snow, Jimmie Rodgers Snow, Chet Atkins and Eddy Arnold. He also needs Columbia releases by Ray Price and Carl Smith. Lacey says he'll go out of his way to plug the tunes if he receives them.

Linda Lou Stone types from WHGB, Harrisburgh, Pa.: "Sure am being let down by the Columbia folks. Have not received the latest releases by Carl Smith, George Morgan, Marty Robbins or Jimmy Dickens. Received requests for 'em, but how can I play them when I do not have them?" . . . J. R. Janot, country & western twirler of KEUN, Eunice, La., interviewed songwriter J. D. Miller over KEUN recently, and also had as guests Rusty and Doug, of Feature Records. Janot infos that his first Feature recording, "My Heart Skips a Beat" b/w "I've Lost Her Love But Not the Memory," is due out soon. . . . "The Red-headed Stranger" garnered enough requests at KNEW, Hobbs, N. M., after a few spins by deejay Harvey W. Holcomb to wind up in the No. 1 spot on the station's charts recently. Claude Fewell's "Oil Patch Jamboree," which airs over KNEW, is slated for a larger studio to handle the crowds it has been drawing, according to Holcomb.

WKYV's Thom Hall notes from Louisville that Jimmie Williams guested recently with Randy Atcher, Jimmy Osborn, Jimmy Logsdon and with Hall, himself. "Randy Atcher has a new M-G-M record out that sounds great," types Hall. "Jim Wilson, newest deejay in Louisville (WAVE), has been getting good reaction on my shows with his new Mercury release."

HOCUS-POCUS

By BILL SACHS

JACK FLOSSO goes to Europe soon for another Philip Morris show for American troops. . . . Milbourne Christopher is supplying a batch of old and new photos of magicians for the new edition of Sherman Ripley's "Introduction to Magic." Christopher, now in London for the British Magic Circle's Golden Jubilee, is slated to present a few nifties over London's BBC-TV Wednesday (27) at 10 p.m. . . . A Joplin, Mo., reader urges magicians to send a get-well card to Rev. Dana M. Pankey, minister-magician, who is gravely ill at his home, 2130 East Jefferson, Phoenix, Ariz. Reverend Pankey lost his speech recently following a succession of strokes. . . . Bernard Gebhardt, The Billboard's correspondent in Denver, comes up with an interesting observation. "Sometime I hope to see and hear a magician who was not Blackstone's assistant, who did not study under Blackstone, or who hadn't taught Blackstone something," typewrites Bernie. "If Blackstone had as many assistants and students as claimed, the poor fellow really never had a chance to do a show of his own!" . . . Terry Brady, who for many years presented a mental turn under the name of Prince Samara, is back in the hospital for a check-up. He has been on the sick list more than two years. Friends may write to him at P. O. Box 390, Blackfoot, Idaho. . . . Members of the International Brotherhood of Magicians on the sick list include Lieut. Col. David S. Anderson, Ward 8, U. S. Army Hospital, Fort Belvoir, Va.; Frank Amand, S. E. State Hospital, P. O. Box 1411, Lantana, Fla.; Burling Hull, Box 894, De Land, Fla.; J. L. C. Beermann, Nix Hospital, San Antonio; C. R. Crawford, 2394 West Sixth Avenue, Vancouver, B. C.; E. H. Vilter (Zippy the Magic Clown), 6133 Dakin Street, Chicago 34, and Mrs. Hugh Burnett, 40 E. Norman Avenue, Dayton 5, O.

ORMOND MCGILL'S magic and hypnotic show, "East Indian Miracles," which wound up a two-week stand at Civic Auditorium, Honolulu, March 26, returned there last Friday (22) for another fortnight's stay. Arnold Furst, well-known Coast magus, who is currently in Australia fronting the McGill opus, writes that the Fiji Islands and Samoa have requested the show, as have Singapore, Bangkok and Manila. Present commitments, he says, take the show thru the end of 1956. Len Mason, organizer of the convention of Australian Magicians to be held in Sydney, June 10-13, reports that McGill will appear at the grand banquet as guest of honor. . . . August 22-27 have been chosen as the dates for the 1955 Percy Abbott Magic Get-Together to be held this year at Sturgis, Mich., in the new, air-conditioned Memorial Auditorium just nearing completion. The Sturgis Chamber of Commerce is sponsoring the six-day event under direction of Abbott. New faces, new acts, new lecturers and new tricks will be stressed at this year's affair, Abbott advises. He has released a partial list of the new faces to be seen at Sturgis this year. Among them are Compeers Brown, Hurt, Fetsch, Berger, Gray, Malyon, Wence, Crandall, Lewis, Uebele, Weber and others. There will be three big public shows and three lectures, the traditional night-before party, and the usual succession of demonstrations thruout the week, Abbott says. Sturgis is located 15 miles south of Abbott's headquarters town, Colon, Mich. Located a block from the heart of the business district, the Memorial Auditorium has seats for 1,000, 500 of which will be available to magicians for the various shows. The Chamber of Commerce will retain the remaining 500 for sale to the general public. Registration fee to cover all activities is \$10. Reservations may be made thru Abbott's Magic Company, Colon. Each registrant will receive a magic gift worth \$2, Abbott says.

BURLESQUE BITS

By UNO

Winnie Garrett returned to feature spot at the Hudson, Union City, N. J., the week of April 10 after an absence of 18 months. She played to s.r.o. biz almost every show. After her Casino, Boston, week of May 9, she moves to the Samoa, New York, May 20, for an indefinite stay. . . . Quite a turnout of friends attended the funeral on April 10 at Eden Memorial Park, Calif., of comic George (Beetlepus) Lewis who died April 8 from cancer at the home of his sister, Eleanor Mark, 5356 Medina Road, Woodland Hills, Calif. Among the mourners were Manie King, Murray Briscoe, Harry Rose, George Rose, Dannie and Mickie Morton, Paula Lynn, Inez Claire and husband Phil Schorr, Charley Crafts, Joe Devlin, Bobbie Fay and Irma Vogelie, Frank Scannell, Frank Glist, Phil Mechanie, Mr. and Mrs. Buster Lorenzo, Dad and Bob Biggs, Lillian Hunt and Murray and Boo Leonard. Other survivors are a mother, father and two brothers. It was Lou Costello who made it possible to get Lewis into the City of Hope sanitarium for operation and medical treatment. . . . Vivienne Morgan follows her stay at the Heat Wave niter in New York with other bistro engagements in Dayton, O.; Buffalo and Indianapolis. . . . The Gayety in Norfolk closed for the season April 10. May Joyce moved to the Gayety in Baltimore where she remains until May 7. Babs Mitchell went to the Club Monaco, New York, and Eddie Lloyd to the New Follies, Los Angeles. . . . Pam Sterling, Lee Jaxon and the Little Countess are new at the Tropics in Denver where Eddie Miller fills in between shows, backed by Monte Blue and His Blue Notes. . . . Jack Howard underwent successful surgery and is convalescing in Veteran's Hospital, New York.

conditioned house trailer which will transport her and her large family of dogs over the carnie trail this season. Her brood consists of two Poms, one of which gave birth to two pups on Easter morning. Also one Pincher. Betty Rose will again handle the tickets this year for the Tirza Wine Bath show. . . . New York's busy booker Trixie Rogers has Sexy Cheryl Lynn at the Moulin Rouge and gorgeous Swedish Greta Hanson at the Flamingo Club indefinitely. Also Pat Logan, Irish colleen, returned to George's Blue Room at the Hotel Bristol. . . . Carrie Finnell, Tommy Moe Raft and Al Golden are currently starred at the Five o'Clock Club, Miami Beach, where there are as many as 26 exotics including Jean Delta and Mary Jo Ball. . . . Another death of an old-time top comic is that of Dave Vine who passed away on April 17. Funeral services were held April 19 from his home in Rego Park, N. Y. Surviving are his widow, Marjorie; two sons, Jerry and Billy; a daughter, Harriette Douglas; three brothers, Malcolm, Eddie and Ernest, and three sisters, Jeannette Vineberg, Anna Haffenberg and Eva Rubenstein. . . . Bob Goodman, of the Milt Schuster booking agency in Chicago, has effected a deal with Pete DeCenzio, of the El Rey, in Oakland, Calif., and with Al Meakin, of the Rivoli in Seattle, and Capital in Portland, Ore. The deal will bring all his placements into these three theaters consecutively two weeks with a possible option of two more in each, thus forming a small circuit. Current bookings there are Val DeVal, Lotus Dubois and Shiva. . . . Comic Steve Mills and straight man Connie Ryan are making their reappearance in Hirst houses for the first time in 14 years, many of which were spent in New England niteries. A newly purchased home for Mills is in Warwick, R. I.

In Loving Memory
OF MY
DEAR HUSBAND

"SPARKY"

Who Passed Away
April 30, 1952

EVIE BELEW

IN MEMORY
OF OUR GOOD FRIEND

SPARKY BELEW

Who Passed Away
April 30, 1952

GERTRUDE and WHITEY

In Loving Memory
of our Sister and Brother

VIOLA FAIRLY

April 16, 1952
CHARLEY HUTCHISON

April 30, 1954

Verna Bauman
Julia Meeker
Les and Babe Hutchison

In Cherished Memory
of

HARRY DECKER

May 4, 1945

Devoted Husband of ANN
Loving Father of MARYANN

The Family of
THOMAS J. SALUTO

acknowledges with grateful appreciation the many kind expressions of sympathy and for all the cards received.

Son, FRANK SALUTO

ONCE AND FOR ALL

Big Test Shows No Cloud-Seed Result

NEW YORK, April 23.—Cloud-seeding, that old bugaboo of the nation's outdoor amusement people, was shown this week to be just so much bunk by scientific methods.

A project known as Operation Scud has been going on since 1953 at New York University under sponsorship of the Office of Naval Research, and the results have just been made public. Research meteorologist Dr. Jerome Spar's finding was: "No evidence of any meteorological effects due to seeding."

Show people have been uncomfortable spectators to the dispute over cloud-seeding which has raged in scientific circles for 25 years. It is the carnival, fair, circus and park which would have to take a back seat to the requirements of a community in need of water. Unless the artificially induced rain could be so spotted that absolute accuracy is achieved, the rainfall would seriously hamper any amusement enterprise.

2 Methods Used

There are two methods to induce rainfall, and both were heavily used in the tests. One is for airplanes to drop pellets of dry ice into clouds, and the other is to release silver iodide vapor from ground generators for air currents to carry aloft.

Hanssen Leaves Waterloo Aud For Long Beach

WATERLOO, Ia., April 23.—Win F. Hanssen has resigned as managing director of the Waterloo Auditorium and publicity director for the National Dairy Cattle Congress to accept a position as manager of Municipal Auditorium at Long Beach, Calif.

Hanssen takes his new position on May 1, leaving here on Tuesday (26).

At Long Beach, a \$6,500,000 addition to the auditorium is being planned, to provide more sports and exhibition space by mid-1956.

Baldwin Hospitalized After Heart Attack

LOUISVILLE, April 23.—J. Dan Baldwin, manager of the Kentucky State Fair, is expected to remain in the Norton Infirmary Hospital here for two weeks, recuperating from a heart attack suffered Easter Sunday. He is expected to remain at his home for an additional three weeks following his release from the hospital.

AVAILABLE TO MEMBERS

NAAPPB Completes Deal For Video Film Ad Aids

NEW YORK, April 23.—Negotiations for the production of special film clips, to advertise on television the member units of the National Association of Amusement Parks, Pools and Beaches, were completed this week. The strips, tailored to fit 20-second and one-minute time slots, are expected to be available for distribution about the first of June.

The plan was adopted and \$10,000 budgeted for the video film at the annual meeting of the association in Chicago last December. It marks a major effort on the part of the association to aid member units in acquiring professional advertising aids at minimum cost. Parks using the film strips will

The most intensive cloud-seeding tests in history began in January of 1953. For nine scattered months airmen have dropped 30 tons of dry ice on young and growing cyclones between Florida and Massachusetts. During the period 17 ground generators sent up 250 pounds of silver iodide.

Results show that cloud-seeding cannot change the weather over a wide area, nor can it modify or divert hurricanes, cyclones, tornadoes, hailstorms, floods, drought or fog.

Winkley Race Hits Jackpot At Shreveport

SHREVEPORT, La., April 23.—Frank R. Winkley, auto race promoter, hit the early season jackpot here Sunday (17) in perfect weather, pulling a crowd that filled every available seat and an overflow of 1,500 spectators in the infield for the 100-mile late model stock car races at the Louisiana State Fairgrounds.

Gross receipts were a third higher than his best previous effort here, Winkley said. Nick Nachicas, of Minneapolis, was credited with a strong promotional job on the event. A well-rounded campaign involved much outdoor paper, TV, newspaper and radio promotion within a 100-mile radius of the city.

Don White, Keokuk, Ia., won the race. More than two-thirds of the starting 21 cars finished.

Winkley will stage two additional events here this spring, a speedway big car race Sunday, May 1, and another stock car race Sunday, May 22.

Vacation Spending To Hit \$10 Billion

ATLANTIC CITY, April 23.—The vacation spending plum in America will be about \$10,000,000,000 this year with more than half of the sum to be spent during this summer, resort people were told here this week.

The American Hotel Association heard from Fred Mino, New York accountant and hotel consultant, who said some 82,500,000 Americans would be spending vacation money this year. There will be an estimated 51 per cent of the people

South Atlantic Clinic for Fairs Set for Atlanta

ATLANTA, April 23.—A two-day South Atlantic clinic on problems, new features, and related subjects on fair management will be conducted here at the Atlanta-Biltmore Hotel Friday and Saturday, June 3-4, for representatives embraced in Zone 2 of the International Association of Fairs and Expositions. This zone consists of the States of Virginia, North Carolina, South Carolina, Georgia, Florida and Alabama.

J. C. Huskisson, manager of the Florida State Fair, Tampa, and IAFE director for Zone 2, in announcing the time and place for the meeting, said that detailed plans for the two-day program are now being drafted. The intent, he said, was to have leading fair executives head up discussions, with a view to exchanging ideas on fair management.

Velare Rotors Set For RAS, Denver

LONG BEACH, Calif., April 23.—Another portable Rotor ride, of which there are only two in existence, will leave here soon to open May 3 for an indefinite run in Lakeside Park, Denver, Elmer Velare, head of the Velare Amusement Manufacturing Company, said.

The other ride is currently appearing at the Battle of Flowers Fiesta in San Antonio on the midway of Jack Ruback's Alamo Exposition Shows. The device moves from that city to Memphis to appear on the Royal American Shows midway at the annual Cotton Carnival. Charlie Gross is the manager of this Rotor crew.

The Rotor going to Denver is also slated to play several State

Calif. State Fair Contracts 85G Show From Lewis, Young

Will Rogers Jr. to Emcee Four-Part Bill Headed by Name Entertainers

SACRAMENTO, April 23.—Russel Lewis and Howard Young of New York and Hollywood will stage the grandstand shows at the California State Fair & Exposition here for 11 days, starting Sept. 1. Their bid of \$85,000 was accepted by the fair over a field of 14 producing firms and individuals.

Gordon MacRae, Jeanette MacDonald and Paul Whiteman have been signed to star, and Will Rogers Jr., as emcee of the four-segmented show program highlighting American popular music and honoring favorite composers. Along with the stars will be supporting singers, a chorus of 12, a

ballet of 24, and the Hollywood Bowl Pops Orchestra. A fourth top singer is yet to be named for one of the show.

The bid submitted by Lewis and Young covers complete production and presentation of the show.

MacRae is scheduled to open the first show segment, appearing September 1-3. His portion of the presentations will be built around the music of Richard Rodgers and Oscar Hammerstein II. Included in the program will be music and scenes from "Oklahoma!" "Carousel," "The King and I" and other ranking hits by this composing duo.

Music Featured

A show featuring music by Jerome Kern is planned around Miss MacDonald for three nights. Whiteman will direct the Hollywood Bowl orchestra, which will be flown here for the engagement, in a George Gershwin segment for two nights performances.

Also planned is a show featuring the music of Cole Porter for which a star is yet to be named. Among the stars reported under consideration are Giselle McKenzie, Jane Powell, Dorothy Dandridge and Dennis Morgan.

Each show, the producers declared, will feature an entirely new script and score.

The Kern, Rodgers and Hammerstein, and Porter nights will be conducted by James Guthrie.

Dudley Fortin, State fair manager, who worked closely with Lewis and Young in the preparation of the plans for the shows, declared that the scheduling followed closely the pattern used by the Hollywood Bowl and the St. Louis Municipal Opera.

The fireworks display is expected to be combined with the stagemusical. The contract with the pyrotechnics has not yet been awarded. It is to be handled by the grandstand show producers.

Prior to awarding the show contract, the entertainment committee of the fair board held five meetings thruout the State to discuss proposals and hold auditions. The committee is headed by Llewellyn Bixby Jr., of Long Beach.

Lisogar Stages 4 Sports Shows In W. Canada

REGINA, Sask., April 23.—Four sports shows, produced by Roy Lisogar under the joint sponsorship of Fish and Game Associations and exhibition organizations, have been arranged for Edmonton, Alta., May 7-14; Calgary, May 21-28; Vancouver, June 3-14, and Victoria, B. C., June 14-18.

The circuit was not extended to Regina this year because of lack of time, Lisogar reports. The shows will be the first for Vancouver and Victoria and the second for Edmonton and Calgary.

A new 50,000-gallon tank will be used for the stage-water revue. Trout fishing, archery, trap-shooting, fly-casting and golf putting will be available and various wild ducks and geese will be displayed.

Emphasizing the conservation of fish and game, the shows will be supported publicity-wise by provincial government departments, press and radio, according to Lisogar.

Lisogar also produces Canada's largest skating show, "Ice Fantasy."

Stock Tracks In Complaint

BRIDGEPORT, Conn., April 23.—The operators of three stock car race tracks have told the judiciary committee of the State Legislature that they do not want to be under the jurisdiction of the state athletic commissioner. They said State Police, who control the tracks now, are better equipped to do the job.

Appearing were Joseph Tinty of the Plainville Stadium; Fred Benvenuti, of New London, who operates the Waterford Bowl, and Harvey Tattersall, of the West Haven Speedway.

taking summer vacations, 22 per cent in the fall, 17 per cent in the spring and 10 per cent in the winter, with only 6 per cent going outside the country for their annual sojourns.

Importance to resorts and other outdoor amusement enterprises of company stagger-vacation policies was stressed in the early part of the meetings. John D. Green, vice-president of Williamsburg (Va.) Restoration Inc., called stagger-vacations "a blessing to the resort field as it is to the business world."

Green cited steadily improving highways thruout the country as a two-way boon to both tourists and those who cater to them. New roads, he said, have brought his own spot in Williamsburg as much as four hours closer to people from New England.

Resorts from all over America, Hawaii, Canada, Mexico, Bermuda, Virgin Islands and the West Indies sent representatives to the meeting. It is their first meeting in Atlantic City. Host to the delegates is Joseph I. McDonnell, vice-president and manager of Chalfonte-Haddon Hall.

General approval greeted Green's discussion of the increasing tendency of large corporations to spread vacations of their workers out over a long period, thereby leaving the firm with a slightly reduced but fairly constant work force. This system has resulted in a healthy percentage of vacationers being evident at amusement ventures and resorts thruout the year.

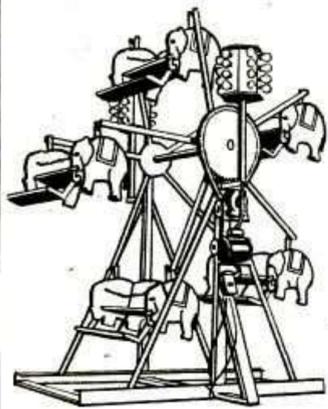
be charged a nominal fee. The fees for both are expected to be announced next week.

Buy Own Time

The timing of the film is arranged to make it possible for station announcers to include the name of the park both before and after the showing of the film. In addition to paying a fee for the use of the film, participating parks will also arrange and pay for whatever time they desire to use on television stations in their areas.

Arrangements were completed this week by Harry Batt, Pontchartrain Beach, New Orleans, committee chairman, and Paul H. Huedepohl, executive secretary, in Hollywood.

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Theater Firm Leases Hall at Asbury Park

ASBURY PARK, N. J., April 23.—Walter Reade Theatres went solidly into the arena management field last week with acquisition of a contract for three-year operation of Convention Hall, on the boardwalk. The deal for the city-owned building calls for a \$9,500 guarantee the first year, \$10,000 the second, and \$11,500 the third against 10 per cent of the gross.

The firm, which operates some 40 conventional and drive-in theaters in the seaboard region, will lease the hall for summertime use only, running from July 4 weekend to just after Labor Day. With Leonard Romm as managing director of the enterprise, the firm will book in virtually anything of an entertainment nature.

Walter Reade also operates the city's six movie houses, one of which it leases from the city directly across from Convention Hall, and the intent is not to book in anything which might conflict with presentations there. The hall, it was emphasized, is open for lecturers, roller and ice shows, summer stock, variety, and name attractions for dancing.

Convention Hall has held 4,000 people for basketball, and some 6,000 with portable seating covering the arena floor.

Atomic Display Offered

Walter Reade Jr., represented the company during negotiations. Also bidding were Herb Grover who offered an atomic exhibit; the Rediker Brothers, local pool and rink operators who leased the hall in 1954 and who offered a similar entertainment program as Reade, and Dewey Fragetta, who submitted a plan for valet entertainment but with emphasis on sports.

The firm has long experience in stage presentations at its theaters, but this will be its initial venture into the straight arena business. It also experienced in food concessions, having built up the know-how at its drive-ins, but it is not

yet clear how it will apply this knowledge at Convention Hall. This year it is operating eight drive-ins and more than 30 conventional theaters.

'Holiday on Ice' Schedules Bows Around World

MINNEAPOLIS, April 23.—Openings of ice shows in Mexico City, Colombia, Manila, London, Scandinavia and Paris during the coming weeks were detailed this week by Morris D. Chalfen, president of Holiday on Ice Shows, Inc., here.

"Holiday on Ice" itself, now in Louisiana, will play Mexico City May 13-June 1, appearing for the first time in the new auditorium-arena there. In previous stands there, the show has used the bull ring twice and the national stadium once.

The international unit of "Holiday" which has been in the Near East and Asia, will open in Manila, Monday (25). It just closed in Ceylon and is scheduled to go to Saigon, Honolulu, Tokyo, Hong Kong and Singapore.

Europe Shows Shift

The European edition of "Holiday" now is in Berlin and will be in England's Wembley Stadium, July 7-September 17. The company's London show, "Aladdin on Ice," will open in Paris on May 6 for a three-weeks' tour.

Sonja Henie again will tour the Scandinavian countries with a "Holiday" show that will operate under her name and with her own production. This opens at Goteborg, Sweden, July 7, and will make stands in Sweden, Norway and Finland.

Still another show in the organization, "Ice Vogues," will make a tour of South America, starting in Columbia on July 20.

Meanwhile, the U. S. edition of "Ice Vogues," now in the South, will open its route of fair dates at Calgary, Alta., July 11-16 and continue these into the fall. The U. S. "Holiday on Ice" will return from Mexico City and then vacation until September 1, when it opens at Sioux City, Ia.

'Follies' Advance Linked to Ball Club For Milwaukee Run

MILWAUKEE, April 23.—An eight-performance, five-day run for "Ice Follies" at the Milwaukee Arena appeared to be heading for a strong run. The Tuesday (19) opening drew 7,000.

Road Manager Wesley Givens said advance sales were big, with a tie-in with the Milwaukee Braves. Bus firm officials said a number of groups have chartered busses for weekend visits to both ball games and ice show in Milwaukee. Among groups are those coming from Galena, Elgin, Rockford, Ill., and Menasha, Wis., plus a group of 300 due from Escanaba, Mich.

Millette to Contract

NEW YORK, April 23.—Ira Millette, former single trapeze performer and in the past several seasons a 24-hour man for the Ringling show, has been named to the staff of contracting agents this season. He reported to the show earlier than planned in order to get started with the assignment, making New England towns.

MACK GIVING 3 DAILY AT COLUMBUS CENTERS

COLUMBUS, O., April 23.—The new Fred J. Mack Circus opened to strong business at the string of stands in major Columbus shopping centers.

On Monday (18), the first stand, Northern Lights Shopping Center, drew two three-quarters and a full house. Three shows were scheduled on each of the six days in Columbus, and advance sales for three Pennsylvania towns in the second week indicated three-show daily schedules, according to Fred J. Pfening, president.

After a packed night show at Town & Country center on Tuesday (19), the show lost its four generators in a fire, but these were replaced by Manager Don McCullough in time for Wednesday's 4 p.m. show. Mickey King's trailer was damaged slightly on the first jump.

30-Unit Convoy

The show's convoy has 30 units, about half of them show-owned. It is using its new blue and tangerine big top, a 70 with two 30s and a 40; a 40x60 Side Show, 20x30 display top, 100-foot banner line and three concession tents. R. A. Miller's animals are in the Side Show.

Show's equipment is flashed with clown art. Ticket truck, sound truck and other units are decorated.

There are two stake drivers and a tractor. Chief Keys has a working crew of about 20 men, and Tillie Keys' cookhouse is feeding 70 people.

Program includes:

Display 1—Spec, with 25 people and 12 head of stock. 2—Harder's, Spanton's and Ford's dog acts. 3—Al Ross, clown. 4—Ladders. 5—Banner walk-around. 6—Harder's Riding Dogs, Ford's Goats, Barton's Riding Dogs. 7—Clowns. 8—Arlean Duo, perch. 9—Al Ross, rolly-bolly; Spitzer's Unicycle. 10—Clowns. 11—Miss Precien, neck loop. 12—Clowns. 13—Borgal Ford, cloud swing. 14—Barton's Liberty Horses. 15—Spartonets, Roman rings. 16—Al Ross, comedy bike. 17—Book pitch. 18—Sparton Trio, wire. 19—Margarette Delise, rolling globe. 20—Menage horses. 21—Mickey King, one-arm planges. 22—Happy Spitzer's comedy mule. 23—R. A. Miller's elephant, doing a one-foot stand, worked by Frankie Lou Woods. A concert is to be added. Clowns are Al and Diane Ross, Spitzer and George Lake.

Staff includes McCullough, general manager; George Hubler, treasurer and concession manager; William Smith, office manager; William Miller, 24-hour man; Chief Keys, superintendent; Orlo Spanton, program director; Doc Ford, announcer; Jack Odum, transportation; Floyd Lake, props; Tillie Keys, steward; Pearl Houser, seats and sailmaker, and Frank Bland, general agent.

On the lot on early days were Pfening, Frank Rittman, Joe Flynn, Fred F. Jaeger and O. J. Smith, all directors or officers of the show company.

ASPCA Tells Opposition To Tourada

NEW YORK, April 23.—Tourada, the bull-fighting variation being imported by Jose Rosa Rodrigues and offered thru International Presentations, was vigorously opposed this week by the American Society for the Prevention of Cruelty to Animals.

Hugh E. Paine, president of the ASPCA, said the society would use its every effort to prevent the attraction from being staged.

In Tourada the bull is not killed, but is goaded with sharp instruments and then wrestled to the ground by a team of men. The attraction is a Portuguese innovation and International Presentations has been circulating photos and stories about it recently. Rodrigues is a wealthy Latin sportsman who breeds his own fighting bulls.

Paine said the ASPCA is opposed to bull-fighting in any manner whether or not the bull is slain.

Pulaski, Va., Fair Given Green Light To Have Carnival

PULASKI, Va., April 23.—The Board of Supervisors recently voted to waive a \$500-per-day tax to enable carnival to be held in connection with a county fair planned here for sometime in September. In its action, the board of supervisors was guided by a statute which waives a \$1,000 carnival tax when a show is being held in connection with a county fair.

Phil Sadler, a spokesman for the group planning the fair, told the board that in order to make it an annual event some outstanding entertainment, such as a carnival, is needed to bring in sufficient funds to assure the success of the event.

Seldon Harris Elected Harrison, Ark., Prexy

HARRISON, Ark., April 23.—Seldon Harris, manager of the Carnation Milk plant here, has been elected president of the Northwest Arkansas District Fair, succeeding Bailey Graham. The latter had served as president for the past five years.

According to Secretary Underwood Mitchell, a rodeo and a good show have been booked for the fair this fall.

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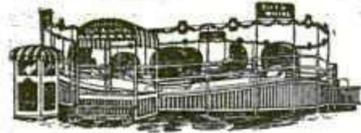
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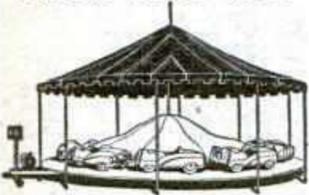


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ROSTER

King-Cole Staff Lists Top Aids, Reserve Team

MACON, Ga., April 23.—King Bros. & Cole Bros.' Circus opened here with a populous organization headed up by staffers that include many experienced circus hands and a high percentage of names known in the business.

In the cases of certain key staff jobs, it was noted that, besides the person named to the post, the show has one or more additional people experienced in the same assignments. This set-up of having a second or alternate team on hand was seen as unusual in a highly specialized field where the experts are becoming fewer.

The King-Cole roster includes: Floyd King and Arnold F. Maley, co-owners; Ira M. Watts, general superintendent; Ora Parks, general press agent; Paul M. Conaway, general counsel; James Hirschberg, treasurer-auditor; Frank Orman and Malcolm M. Fleming, legal adjusters; Mrs. Leona Watts, secretary; R. E. McAfee, personnel director; Col. Calvin Miller, equestrian director; Geoffrey Taylor, assistant equestrian director and producer of specs; Toni Smaha, parade superintendent; Ben Thomas, 24-hour agent; Hugh Hart, timekeeper; James Burke, flying squadron; Eva Hincley, mail agent; Whitey Haven, superintendent of transportation; Jack Hoover, chief mechanic; Keller Presaly and Charles Luckey, carpenters.

Front door: Mrs. Howard King, superintendent; Irish Deady, Butch Cohn, Cliff Shell, James Conley, with Tex Lott in charge of marquee.

Press, Radio and TV: Parks, Walter D. Nealand and Fred Moulton, story men; Charles T. Underwood, contracting.

Band, Big Top

Band: A. Lee Hincley, leader; Walt Peele, baritone; Eddie Doman, bass; Phil Garkow, Rene Giannone and Jimmy Downs, cornets; Archie Litzer and Lew Meyer, trombones; Wiley Scott and Russell Dunn, clarinet and sax; Buddy Geiss, air calliope; Al Yoder, bass drums; Bert Jackson, side drum and vibes; L. A. Bartlett, steam calliope.

Tickets: Howard King, superintendent; William Lewis, Frank Pierce, L. A. Bartlett.

Big Top: Paul Pyle, boss canvassman; Robert H. Whitley, assistant; Calvin Spike, in charge of seatmen; Jack Neville, salimaker; Bill Nicholls, block, crew of 39.

Menagerie: Bert Pettus, superintendent of elephants; Jim Mitchell, assistant; Henry Hubert, Henry Dodge, Arthur Beach, Arthur Gallagher, Hubert Gabard, superintendent of animals.

Electrical: Whitey Thorn, superintendent; Malcolm Rickert, assistant; Kenneth Teets, Jerry Sullivan, Clifford Woods, Lawrence Main, Red Moulton, Pockets Dooley.

Cookhouse: Napoleon Reed, superintendent; Charlie Geary, first cook; Andrew Burney, second cook; Joe Carwell, third cook; Sammy Johnson, pot washer; LeRoy Forte, head waiter, with following waiters—Charles Bruss, Jess Newberry, Willie Ackers, Charles Adkins, Leon Bray, Charlie Abrams, Roscoe Warfield, Lewis Barton, Henry McLeod Jr., William Harris, Fred Pegues.

Trainers, Ushers, Clowns

Horse Trainers: Toni Smaha, Curley Miller, Capt. John Smith, Harry Rooks, Lawrence Gibson.

Ushers: Don McIntosh, head usher; John R. Bowman, Bill Stewart, Dell Beach, Jack Dow, Ralph Fortune, Donald Hutchins, Paul Johnson, Gussie Morgan, Tom Rogers.

Wardrobe: Mile. Leona Teodora, assisted by William M. Rogers, Maybelle Stinespring, Kate Weaver.

Clowns: Jimmy Douglass, producer; Bill Brickie, Jimmy De Cobb, John Pacer, Duke Patterson, Sonny Riley, Harry Berman, Roy Smith.

English Rockettes: Pat Kirby, ballet director; June Rose, vocalist; Sally Macdonald, Jeanne Carr, Dorothy Morley, Beryl Ash, Connie Smith, Mina Moon, Jean Richardson, Jeanette Dorington.

Stock: Clarence Canary, superintendent of ring stock; John Roach, superintendent of baggage stock.

Props: Phil Escalante, superintendent, with crew of 16.

Concessions, Side Show
Concessions, manager: Tom Kennedy, manager; Maxine Kennedy, cashier; George Wagram, stockman; Al Hatch, grab stand; Chuck Whitehead, snow balls; Ernest Winegarner, candy apples; Frank Abenante, popcorn; George Wagram, menagerie stand; Red Larkin, pie car; John Boring, No. 1 stand; Joseph (Frenchy) Brails, outside novelties; Thomas Keating, inside novelties; seatmen, George Olson, Larry Allen, Dick Michaels, J. H. Brandon, Charles Cochran.

Mrs. Vicki King and Mrs. Esme Maley have the candy floss.

Side Show: Thomas D. Hart and Charles Roark, managers; Hart, Charles Smith, Fred Yale, ticket sellers; T. C. Dillard, door; Henry and Sandra Thompson, kroupe throwers; Fred West, Hawaiian troupe; Charles Roark, magic and ventriloquist; Don Carlos, fire eater; Prof. Joe Henry, Punch and Judy; Marguerite St. Leon, indestructible girl; Senor Pancho, fighting lion; Fred Burke, sword swallower.

Minstrels, Pit Shows
Side Show band and minstrels: Ted Porter, leader; John Dailey, first trumpet; Joe Brown, second trumpet; Clifford Mallory, third trumpet; Jimmy Powell, fourth trumpet; Richard Culp, tenor sax; Pat Shelton, tenor sax; Joe Walker, alto sax; Fount Woods, trombone; William Wayman, trombone; Wilson "Poppy" Daniels, drums; Jazz Lips Richardson, first comic; James "Tip" Neal, second comic; Ernest Porter, vocalist; Louise Culp, fire dance; Bessie Tyler, singer and dancer; Iron Jaw Dickson, specialty dancer.

No. 2 Side Show (wild life): J. H. (Doc) No. 2 Side Show (wild life): J. H. (Doc)

(Continued on page 53)

Barnum Fest Promotions Stepped Up

BRIDGEPORT, Conn., April 23.—Things are rapidly taking shape for the annual five-day Barnum Festival, honoring the late P. T. Barnum, which is to be held in July.

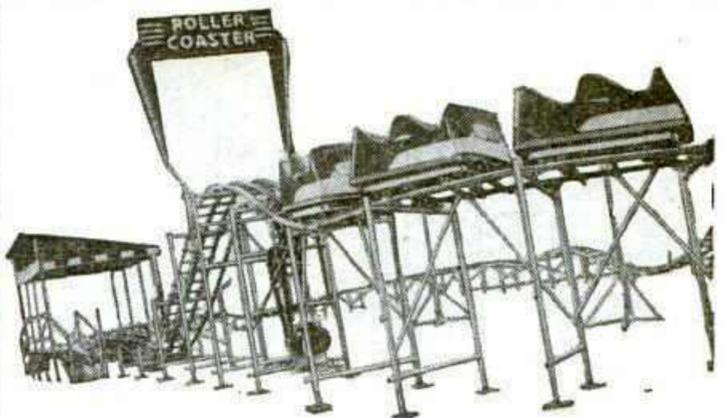
Parade officials announced this week that clowns under the direction of Bozo Kelly (Lou Rich) will entertain along the line of march for an hour before parade time. Sixty floats have been entered in the July 4 parade, compared with 32 last year. Miss Rheingold of 1955 has signified her intention of riding in the procession. A destroyer has been assigned by the Navy to visit Bridgeport during the festival, and the crew will participate in the parade. It has been the custom since the inception of the festival for a naval vessel to visit Bridgeport during the celebration.

Barnum's original calliope, owned by Herman Cott, Laurelton, N. J., which he purchased in Germany in 1913 and restored to operating condition, is expected to be in the parade. The New York, New Haven & Hartford Railroad is co-operating by printing the history of the Barnum Festival, together with dates of the various events to be held. Its Traveller's Guides are to be distributed free to patrons, and it will also use 15,000 menus in the dining cars during April, May and June advertising the festival.

ESE Seeking Color Shots

WEST SPRINGFIELD, Mass., April 23.—Color transparencies of activities at the Eastern States Exposition are being sought for a display to go into a Springfield bank window to advertise the 1955 fair, according to Exposition General Manager Jack Reynolds.

He can use almost any number of good, recent, color transparencies, Reynolds said, and will purchase them from anyone who has taken such pictures in the last two or three years. Reynolds explained that bad weather last year prohibited taking many color pictures by the show's official photographer and not too many had been taken in previous years.



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... says Bernie Arent

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Arent, well-known Canadian carnival operator of Bernard & Barry Shows.

"It's the best I've ever seen and I've seen 'em all.

The new pick-up is fast and smooth. The ride around the track is a lot of fun. And the cars are really comfortable for adults.

That's important because they ride, too."

Talk with men like Bernie Arent, or come see a new Roller Coaster at our plant, and discover for yourself the pride, pleasure

and profit to be derived from owning an Allan Herschell Roller Coaster. Built better to last longer

with less maintenance. Available in two sizes:

36' 5" x 102' and 51' x 102'.



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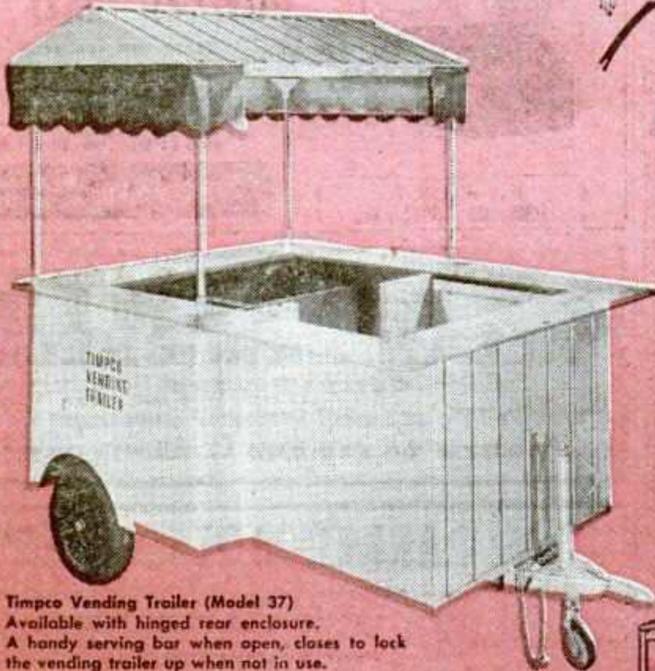
MINIATURE TRAIN CO. RENSSELAER, INDIANA

It won't be long before the crowds are out!

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Fill 'er up . . . hitch to your car . . . you're in business!
It's easy for you to get more business at special events this summer with a new, low-cost Timpco Vending Trailer; adaptable in many different ways to your own particular needs. You can load the Timpco Vending Trailer in a jiffy with iced beverages and sandwiches. It can easily be equipped with hot-dog warmers, etc.
Hitch the Timpco Vending Trailer to your car . . . it's mobile, ready to go . . . and so convenient to 'park and serve'.
Write for detailed specifications. Get your order in today!

Timpco Vending Trailer (Model 32)
Compact, low cost vending trailer; portable, easy to move around; plenty of counter space for serving customers.



Timpco Vending Trailer (Model 37)
Available with hinged rear enclosure. A handy serving bar when open, closes to lock the vending trailer up when not in use.

TIMMONS METAL PRODUCTS CO.,
845 Harrisburg Pike, Columbus 16, Ohio

NEW DEVELOPMENTS

Line of Soft Drink Dispensers Introduced

MILWAUKEE, April 23.—A new line of self-contained soft drink dispensers, which includes five models, is being manufactured here, with an eye to the casual operator. All models dispense from one to three carbonated or non-carbonated drinks, are refrigerated and pressurized and are equipped with one-third horsepower condensing units in silver gray baked enamel cabinet finish. Construction is sturdy, according to the manufacturer. They are made of heavy-gauge steel, with removable stainless steel top, stainless steel inner liner, removable drain tube, drip pan with splash-resistant plate and high density fibrous glass insulation. Cabinet is 24 inches wide, 27 inches deep and 41 inches high. Sirup tanks are two-gallon vertical, made of stainless steel and can be easily removed for cleaning. Continuous flow faucets have carbonated water and sirup flow adjustments and are water-cooled so that the first drink, even tho the machine has not been used for a time, will be properly cooled.—Perlick Brass Company, 3110 West Meinecke Avenue, Milwaukee 45.

Improved Freezer Model . . .
SEATTLE—A new control system and other improvements have been incorporated in this new soft-serve ice cream dispenser. All switches have been removed from the front panel which is said to simplify operation. Controls are housed in a removable box that plugs in like a radio tube and is located under an easily removed cover. Actual operation is controlled by an electrically operated foot switch which opens the serving gate and controls the feeding of fresh mix into the cylinder to replace the product drawn. Thus the operator's hands are free to make up as many as four servings at one time. An electronic portion control unit, available as an accessory, also operates thru a foot switch.—Sweden Freezer Manufacturing Company, 3401 17th Avenue West, Seattle 99.

Paper Cup For Coffee . . .
FULTON, N. Y.—A new paper coffee cup, Plasti-Cup, has been introduced here that is said to be taste-free and is unaffected by heat or cold, due to its plastic coating. It is serviceable in the oven or the freezer and can be used for many other purposes. Paper handles fold back against the cup for stacking.—Sealright Company, Inc., 314 South First Street, Fulton, N. Y.

Infra-Red Barbecuers . . .
LOS ANGELES—A new line of barbecue equipment includes closed oven and open type ovens, both of which operate on the infra-red principle. The open unit features 100 to 550 degree Fahrenheit temperature control, a five-hour maximum timer and a shallow pan skewer and rack. A 30-pound turkey or four chickens, two hams or two average-size ribs can be prepared at one time. The open-type rotisserie roasts up to 35 pounds at one time. It has six 250-watt bulbs which may be raised or lowered for correct focus. Unit is 24 inches long, 15 inches wide and 24 inches high.—O'Brien Food Service Products, 4401 S. Figueroa Street, Los Angeles 37.

Service Snack Tray . . .
PARSONS, Kan.—A new curb-service food tray, called Serv-A-Car, is being manufactured here. It is said to speed up service and reduce cleaning problems to a Minimum. Constructed of steel and coated with weather-proof plastic, the tray hangs on the car window glass, permitting windows to be rolled up or down without affecting service. The units are available in a choice of pastel colors. They measure 10 by 14 inches.—Serv-A-Car Products, Inc., 115½ South 18th Street, Parsons, Kan.

Roaster Flavors Meat . . .
GREENVILLE, S. C.—A rotisserie that imparts a hickory smoke flavor to meat is being marketed here. A small piece of hickory wood is placed on a heating element, and the smoke is thermostatically controlled while the meat is roasted. Heat-resistant glass inserts are located on two sides of the aluminum machine. Unit has a capacity of 100 pounds or 20 chickens, eight hams or four turkeys. While meat is cooking, an equal amount may be placed in the bottom of the machine to be kept warm. Operation is self-basting.—D & W Manufacturing Company, P. O. Box 1756, Greenville, S. C.

Measuring Dispenser . . .
NEW YORK—A dispenser that controls sugar, salt, soap powders or detergents is available. Named the Pres-Flo, it operates with a push button and comes in colored and clear plastic and is said to be practically unbreakable. Dispenser is operated by pressing a button which releases a level teaspoonful of material at the bottom, thus eliminating the need for turning the container upside down. A gentle tap on the knob releases a few grains, while holding the knob part way down gives continuous flow.—Ultra Tone Company, 700 Fort Washington Avenue, New York 40.

King-Cole Staff

• *Continued from page 53*
Simpson, manager; Joe Cullom, Tom Jackson, No. 3 Side Show (midget elephant); W. J. Webb, manager, Paul Tucker, Snake Show, walk-thru truck; Col. O. Middleton, manager; Ann and Tom Middleton. Miscellaneous: Carl Tyler, general utility; Carl Wyche, assistant to Ira Watts.

Advance Departments

Advance cars: Elmer Kauffman, manager; billers—William Van Derwell, George E. Caron, Mark Powell, Andrew Campbell, Clinton F. Boude, Louis Ingelheim, Bob Chaffin, James Crabtree, Tony O'Brien. Contracting agents: J. C. Rosenheim, Harry Kackley, Bill J. Collins. Promotional managers: Robert Allen, Doug. M. Brown, Bud Fisher, J. R. Fremont, Joe Haworth, Herbert M. Knight, H. A. Myers, Charles Aeldman, Raymond A. Walton, Jack Bishop, E. S. Mitchell, W. A. Warner, Al Ladieux, Dorothy Clements, Marie Reid. Joe Sullivan is national advertising representative.

Roy Barrett, after completing a six-week run with Orrin Davenport's show, will visit Ringling in New York on April 24 and then make Frank Wirth's date at Hartford, Conn.

BIG PROFITS

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ORANGE WHIP

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Phila. Quits Crystal Pool At Woodside

PHILADELPHIA, April 23.—Crystal Pool in Woodside Park will not be opened this year. Last summer it was operated by the city's Recreation Department, but it was dropped from this year's budget.

According to Recreation Commissioner Robert W. Crawford, the lease for the pool would cost the city \$17,500 per year and it would cost another \$12,000 to staff and operate it. Crawford said: "We have about 40 swimming pools thruout the city. Many of the people who swam at Crystal Pool last year will want to use the Kelly Pool in the park this summer."

Elmer Foehl, new Woodside manager, said the park has no plans to open Crystal Pool as a commercial recreation enterprise. "I understand only about 125 people swam there each day when the Recreation Department operated it last year. We will not operate it ourselves this year."

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COMING EVENTS

Alabama
Birmingham—Better Homes Expo., May 15-22. Pat O'Toole, Town House.

Arkansas
Little Rock—Home Show, April 24-28.

California
Los Angeles—Home Show, June 9-19.
San Diego—El Cajon Community Fair & Home Show, May 25-30.
San Diego—Portuguese Fiesta, May 29.

Colorado
Denver—Home Show, May 8-15.
Estes Park—Colorado Festival, June 17-19.
James Johnson.
Glenwood Springs—Strawberry Days, June 25-28. L. E. Meredith.
Greeley—Horse Show, June 25-26. Chamber of Commerce.

Connecticut
New Britain—American Legion Carnival, May 23-30.
New Britain—VFW Carnival, June 13-18.
Stamford—Spring Festival, April 21-30.

Florida
Miami—Southeastern Automotive Show, April 22-30.

Georgia
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.
Sawyerville—Firemen's Homecoming, June 17-18. Al Ondo.

Indiana
Charlestown—VFW Spring Festival, April 23-30. Marvin Gillin.
Montezuma—VFW Community Fair, June 21-25. Frank Willhite.
North Webster—Mermaid Festival, June 28-July 4. Lions Club.
Madison—Legion Spring Festival, May 2-7. Louis DeCar.

Iowa
Riceville—Centennial, May 26-30.
Iola—Allen Co. Centennial, June 3-7. Edward E. 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, Arabi.

Kansas
Dodge City—Boot Hill Celebration, May 1-8.
Kansas City—Antique & Home Decorator Show, June 28-July 1. H. K. Larsen, N. Webster, Ind.

Kentucky
Eminence—IOOP Celebration, June 27-July 4.

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. Abie C. Goldberg.

Massachusetts
Boston—Motorama, April 23-May 1.
Charlestown—Celebration, June 13-18.
Gloucester—St. Peter's Fiesta, June 30-July 3.
Westfield—Elks Mardl 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.

Missouri
Bollivar—Kiwanis Club Jr. Livestock Show, June 16. A. T. Johnson.
Cahage—Jersey Parish No. 1 Jersey Show, June 1-2. Melvin West.
Galatin—Jr. Lamb Show, June 9. Geo. H. Schmitt.
Jefferson City—Lions Club Festival, June 30. David R. Newsum.
Maryville—County Fat Lamb Show, June 10. Kenneth Walkup.
Moberly—Kiwanis Club Jr. Lamb Show, June 15. A. T. Johnson.
Springfield—Ozark PFA Lamb Show, June 3. John L. Kirby.
St. Joseph—Apple Blossom Celebration, May 9-14.

Nevada
Las Vegas—Heldorado Days, May 13-18.

New York
Haverstraw—Old Home Week, June 6-11.
Kingston—Hudson Valley Firemen's Convention, June 13-18.
Syracuse—Sportsmen's Show, April 28-May 3. Ball & Grier, Utica.

Ohio
Cleveland—American Legion Carnival, May 2-7. Bill Frank.
Portsmouth—Charity Horse Show, May 28-30.
Woodville—Celebration, June 30-July 4. Henry Herkel.

Oklahoma
Broken Arrow—Celebration, May 13-14.
Colgate—89'er Celebration & Homecoming, May 14-17. H. B. Dickson.
Oklahoma City—Lamb and Wool Show, April 23. Fred Heep, Nat'l Livestock Commission Co.
Oklahoma City—Do-It-Yourself Show, May 15-19. James C. Burge, Okla. Pub. Co.
Oklahoma City—Charity Horse Show, May 18-21. Walter Duncan, First National Bldg.
Pawhuska—Osage Downs Futurity & Race Meet, May 1-8. Clarence Paden, Chamber of Commerce.
Pawhuska—Ben Johnson Memorial Steer Roping, June 26.
Pawhuska—Osage Co. Cattlemen's Assn. Convention & Ranch Tour, June 24-25.
Tarentum—Boat and Sports Show, May 9-14. James W. Grinder, 139 7th Ave.
Tulsa—Do-It-Yourself Show, May 8-17. Jack Wright, Tuloma Building.

Pennsylvania
Phoenixville—Firemen's Fair, June 27-July 2. Ben Stevens.
Pittsburgh—Sports Show, June 24-July 1. Don Stone, Pitt Post Gazette.
Southwest Greensburg—Westmoreland Co. Firemen's Convention, June 6-11. H. W. Churns, 524 Alexander, Greensburg.

South Carolina
Bamberg—Centennial, May 9-14. Robert W. Powers.

South Dakota
Aberdeen—Knights of Columbus Carnival, June 8-12.
Bison—Gala Day, June 23.
Bridgewater—Diamond Jubilee, June 7-8.
Brookings—Livestock Field Day, May 4.
Brookings—Shorthorn Show & Sale, May 23-24.
Chamberlain—75th Anniversary Jubilee & Water Carnival, June 3-5.
Dell Rapids—Diamond Jubilee, June 9-11.
De Smet—Old Settlers' Day, June 10.
Lennox—Celebration, June 7-9.
Pierre—Historical Pageant, Rodeo and Carnival, June 16-19.
Plankinton—Tulip Festival, May 24-26.
Redfield—75th Anniversary Celebration, June 14-15.
Sioux Falls—Antique Show, May 1-3.
Sioux Falls—Shrine Ceremonial, May 19.
Spencer—Diamond Jubilee, June 27-28.
Vermillion—Horse Show, May 30.

Tennessee
Dayton—E. Tenn. Strawberry Festival, May 9-14.
Rumboldt—Strawberry Festival, May 3-7.
Livingston—Strawberry Festival, May 16-21.
Memphis—Memphis Cotton Carnival, May 10-14.

Texas
Corpus Christi—Buccaneer Days, May 13-15. Buster C. Shely.

(Continued on page 70)

Free Acts Big Attraction in Scandinavia

STOCKHOLM, Sweden, April 23.—Scandinavia's park season will be in full swing next week, with the opening of Grona Lund Tivoli on Wednesday (27). As usual there will be two open-air stages for free acts, dance halls, restaurants, Arcades, rides, shows, games and concessions. The park's revue theater will present "Broadway Burlesque," with Vicky Henderson, popular singer.

Nojesfaltet park beat the gun by opening on Saturday (16), with free acts, rides, dancing, Arcades, revue, games and concessions. At Gothenburg, Sweden's biggest amusement park, Liseberg, opens today with several new rides, including a big water scooter. Park has two open-air stages for free acts, a big-time vaude theater, a legit playhouse and restaurants, dance halls and Arcades.

Damhus Tivoli in Denmark opened on Monday (11) for weekend and nightly operation until April 30, then goes into summer schedule. Provides free attractions on open-air stage, dancing, rides, Arcades, games and concessions.

Dyrehavsbakken, big suburban park, opens on Saturday (30), with a big commercial exposition as an added attraction. Has several vaude theaters, open-air stage, dance halls, restaurants, a "Dancing Waters" fountain show, a tent revue, rides, Arcades, games and concessions.

Copenhagen's Summer Tivoli opens on Sunday (1), with the Sensational Ortons, sway-pole, as feature free attractions, and the new "Taverna" dine and dance spot.

More Detroiters Start Season

DETROIT, April 23.—Walled Lake and Motor City Parks opened Sunday (17) to good business, bringing the roster of local park operation up to full strength. Edgewater and Jefferson Beach opened over the Easter weekend.

Reports of good business were general at all parks, despite uncertainty over the automotive industry's annual wage negotiations.

At Motor City Park, Owner-Manager Mrs. Helyn Horwitz reported the opening was about 30 per cent ahead of 1954.

Motor City opened with a new Skyfighter, while a new Tank Ride and another undesignated kiddie ride are to be added in about six weeks. Work is under way on new platforms on the Tilt-a-Whirl and the Buggy Ride.

Walled Lake opening was more of a shakedown cruise, with first advertising to break for the coming weekend and operation restricted to Saturdays and Sundays for a few weeks.

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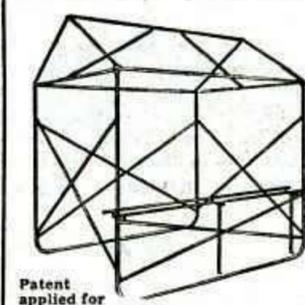


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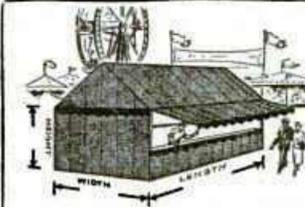
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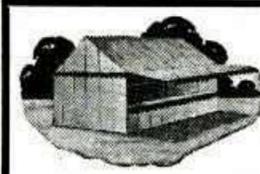


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BEATTY BUSINESS CONTINUES HIGH

3 Shows at Hawthorne, Monrovia Strong; Manager Post Still Vacant; Flats Derail

GARDENA, Calif., April 23.—Clyde Beatty Circus continued to draw big business in Southern California, with the week bringing turnaways, strawhouses and an extra performance.

Two flat cars on the train were derailed coming into Gardena on Tuesday (19), but there were no injuries and no damage. Street parade was given at Hawthorne on Friday (15) but this was expected to be the last one of the season, unless an exception is made in Portland. Bill Moore, general agent, now is working out of Portland.

Apparently, no appointment has been made to fill the vacant managership. Sylvester L. (Buster) Cronin, manager of the show several years ago, said he was not going to be manager and declined to say whether he had been approached about it.

Concello in N. Y. C. Meanwhile Art Concello was reported in New York, where he visited Ringling-Barnum. Well-founded information is that he now holds a mortgage on the show as a result of selling his share back to Beatty just before the tour opened. He was on the Beatty show for several days (7-9). It is not expected that he will be on the show except for similar short stays in the year.

In Compton on Thursday (14) the afternoon house was one-quarter of capacity and the night was a full 4,000, with Optimist auspices. Hawthorne, another Optimist stand, opened with a turn-

away matinee, with the equivalent of a half house being turned. At night in Hawthorne the regular show pulled a turnaway, and an extra performance was added to accommodate the crowds.

More Good Houses
Weekend stand was Santa Monica, where a good, accessible lot was used. Saturday (16) brought a three-quarter afternoon and capacity house at night. Sunday (17) produced a straw afternoon and a half house at night.

In Monrovia on Monday (18) the afternoon performance was a turnaway, with 300 unable to gain admittance, and the night performance was near-full. Gardena, with Elks auspices, came thru with a three-quarter afternoon and 90 per cent at night. The afternoon show here was only 90 minutes late despite the derailment and consequent 10 a.m. arrival.

Jacobsen, Rey Name Talent With H'lywood

HUTCHINSON, Kan., April 23.—H. W. (Jake) Jacobsen and Don Rey have reopened their Hollywood Productions, Inc., circus producing company, and are playing Kansas, Oklahoma, Texas and New Mexico in coming weeks. They have played Illinois and Iowa stands.

Program includes the Jeffries, trapeze; McCall's Siberian Huskies; Mike Gasco, flying saucers; George Lerch, wire; Alfredo Landon's Midget, perch and acrobatics; Heerdinks, bars; Bob Parry, comedy trampoline; Allen's Bears; Willard's Elephant; McCall, pony acts; Tony Ridolo, comedy ladder; Lerch, juggling; Betty Tilton, rolling globe; Mary and Tony Ridola, and Don Paige, unicycle. Don Rey and Jimmy Goff supply the music and Rey is announcer. Bobo Barnett will join April 27.

Pawtucket Sets Shriners' Dates

PROVIDENCE, April 23.—Palatine Temple's 32d annual Shrine Circus will be held July 25-30 at the Narragansett Race Track in Pawtucket, R. I. The show is under the direction of Earl C. Weldon, who has been chairman of the event since its inception.

King Battles Mud, Miles; Crowds Good; Rider Hurt

NASHVILLE, April 23.—King Bros. & Cole Bros.' Circus got its first dry day of the season here and played to good business. This followed a string of stands thru Georgia and Tennessee in which the show bucked rain, miles and a wreck.

Atlanta, Ga., on Tuesday (12) followed a 102-mile jump and pulled a near-full afternoon and full night house with Shrine club auspices. Schools were dismissed. The parade drew well and the matinee was about 30 minutes late.

Decatur, Ga. (13), was rained down to a one-quarter afternoon house and heavy weather continued at night, when attendance hit three-fourths. Rain began just as the parade returned to the lot. Grounds were muddy, delaying departure.

Afternoon show at Dalton, Ga., Thursday (14), was lost because of the late arrival from Decatur, but the street parade was given, and the night house, under Legion auspices, was a turnaway.

Conleys Fall At Chattanooga, Friday (15), Anita Conley, of the Riding Con-

Carnival Routes

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(Routes are for current week when no dates are given. In same instances, possible mailing points are listed.)

- A-1 Am.: Chicago 25-May 10.
- American Beauty: De Soto, Mo.; Leadwood May 2-7.
- American Eagle: Stigler, Okla.; Spiro May 2-7.
- Amusements of America: Crum Lynne, Pa.
- Beam's Attractions: Johnstown, Pa.
- B. & H.: Great Falls, S. C., 25-May 7.
- Blue Grass: Owensboro, Ky., 28-May 7.
- Bogle, F. C.: Emporia, Kan.; Manhattan 30-May 7; El Dorado 9-14.
- Burdick Greater: Gatesville, Tex., 28-May 7.
- Burke, Harry: Baton Rouge, La.
- Burkhart: Flat River, Mo.; Bowling Green May 2-7.
- Capital City: La Grange, Ga.
- Cavalcade of the West: Redding, Calif.
- Central States: Great Bend, Kan.; Dodge City May 1-8.
- Chanos, Jimmie: Muncie, Ind., May 2-7.
- Coleman Bros.: Middletown, Conn.
- Continental: Kingston, N. Y.
- Crafts Expo.: Santa Paula, Calif., 27-May 1; (Fair) Lone Pine 5-8.
- Crafts 20 Big: Ontario, Calif.
- Davis Amusement Co.: Sutherlin, Ore., May 3-8.
- Down River Amusement Co.: River Rouge, Mich.
- Drew, James H.: Marmet, W. Va.
- Dumont: Cedartown, Ga.; Rome May 2-7.
- G. & B.: Ravenswood, W. Va.; Buckhannon May 2-7.
- Gen City: Hannibal, Mo.; Belleville, Ill., 30-May 7.
- Gentsch, J. A.: Gulfport, Miss.
- Georgia Am. Co.: Gainesville, Ga.
- Gladstone Expo.: Batesville, Miss.; Humboldt, Tenn., May 2-7.
- Glades Am. Co.: Conway, S. C., May 2-7.
- Lake City 9-14.
- Gold Coast: Campbell, Calif.
- Gold Medal: Athens, Ga.; Cleveland, Tenn., May 2-7.
- Grand American: Moberly Mo., 28-May 7.
- Great Southern: (Carroll & Grant Sta.) Beaumont, Tex.
- Hale's Shows of Tomorrow: Kansas City, Kan.
- Happy Attractions: Massillon, O.; Alliance May 2-7.
- Heller's Acme: Wycoff, N. J.
- Hill's Greater: Lubbock, Tex.
- Hottel, Buff, No. 1: New Orleans.
- Imperial, No. 2: St. Clair, Mo.; Greenville, Ill., May 2-7.
- Interstate: Clarksville, Tenn., 29-May 7.
- Keynote: Iva, S. C.
- Lagasse Am. Co., No. 1: Lawrence, Mass., 29-May 7.
- Lagasse Am. Co., No. 2: Woonsocket, R. I., May 6-14.
- Lagasse Am. Co., No. 3: Dover, N. H., May 2-7.
- Lone Star: Pickett, O.; Lucasville May 2-7.
- Manning, Ross: High Point, N. C.; Newbern May 2-7.
- Merry Midway: Linden, Tenn.
- Metropolitan: Montgomery, Ala.
- Midway of Mirth: Centralia, Ill.
- Mighty Hoosier State: Jeffersonville, Ind., 22-May 7.
- Milliken Bros.: Lancaster, S. C.; Spencer, N. C., May 2-7.
- Nolan Am. Co.: Zanesville, O.; Weirton, W. Va., May 2-7.
- Norton's Rides: Buffalo, Okla., 15-27.
- Page Bros.: Springfield, Tenn.; Bowling Green, Ky., May 2-7.
- Parada: Pawhuska, Okla.
- Penn Premier: Glen Burnie, Md.; Burlington, N. J., May 2-7.
- Powelson Greater: (Valley St.) Dayton, O., May 1-7.
- Raley Expo.: Columbia, S. C.
- Rocky Mountain Empire: Grand Junction, Colo.
- Rohr's Modern Midway: Abingdon, Ill.; Hanna City May 4-7.
- Rose City Rides: Pottsville, Mo.
- Royal Expo.: Harlem, Ga.; Augusta May 2-7.
- Royal Midwest: Charlestown, Ind.; Madison May 2-7.
- Schafer's Just for Fun: (Inwood Shopping Center) Dallas.
- Southern Valley: Pine Bluff, Ark.
- Southland: Alexandria, La.
- Southwest Am.: Albuquerque, N. M.
- Star Am. Co.: Judsonia, Ark.
- Stephens, C. A.: Dallas, Ga.; Loudon, Tenn., May 2-7.
- Strates, James E.: Philadelphia 25-May 7.
- Sunset Am.: Excelsior Springs, Mo., 28-May 7.
- Tatham Bros.: Clinton, Ill.
- Tennessee Valley Am.: Central City, Ky.; Elizabethtown May 2-7.

Circus Routes

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- Beatty, Clyde: Pasadena, Calif., 26-27; Azusa 28; Corona 29; Corona 29; Riverside 30.
- Bailey-Cristiani: Galveston, Tex., 26; Texas City 27.
- Cole, Geo. W.: Moran, Kan., 26; Girard 27; Lamar, Mo., 28; Eldorado Springs 29; Osceola 30; Windsor, May 1; Warsaw 2; Versailles 3; California 4; Fayette 5.
- Davenport, Orrin: Grand Forks, N. D., 28-June 2; Winnipeg, Man., May 7-13.
- Hagen Bros.: Topeka, Kan., 26; Leavenworth 27; Atchinson 28; St. Joseph, Mo., 29; Chillicothe 30.
- Hamid-Morton: Pittsburgh 26-30; Altoona, Pa., May 1-7; Montreal 14-21.
- Hunt Bros.: Hammon, N. J., 26; Egg Harbor 27; Pleasantville 28; Swedesboro 29; Bridgeton 30.
- Kelly-Miller: Checotah, Okla., 26; Tablequah 27; Siloam Springs, Ark., 28; Springdale 29; Rogers 30; (mat.) Cassville, Mo., May 1; Branson 2; Harrison, Ark., 3; Mountain Home 4; Mountain Grove, Mo., 5; West Plains 6; Thayer 7; (mat.) Doniphan 8; Poplar Bluff 9; Fredricktown 10.
- Kelly-Morris: Thomasville, Ala., 27; Livingston 28; Tuscaloosa 29; Jasper 30; Savannah, Tenn., May 2; Jackson 3; Union City 4; Mound City, Ill., 5.
- King Bros.: Terre Haute, Ind., 26; Decatur, Ill., 27; Springfield 28; Peoria 29; Bloomington 30; Champaign May 1; Danville 2.
- Lewis, Nat: Brantford, Ont., May 2-3; London 5-7; Dundas 9-10; East Toronto 11-14; Tillsonburg 14.
- Mills Bros.: Wapakoneta, O., 27; Mansfield May 2; Kenton 3; Urbana 4; Xenia 5; Troy 6; Richmond, Ind., 7.
- Polaek Bros. Eastern: Lansing, Mich., 27-30; Austin, Tex., May 4-7.
- Polaek Bros. Western: Sacramento, Calif., 28-May 8; Marysville 9-10.
- Ringling Bros. and Barnum & Bailey: New York 26-May 8; Boston 10-15.
- Von Bros.: Washington, Va., 26; Marshall 27; Luray 28; Elkton 29; Bridgewater 30; Timberville 2; Woodstock 3.
- Ward-Bell: Kamloops, B. C., 26; Penticton 27; Trail 29; Nelson 30; Spokane, Wash., May 6-10.

Ice Shows

- Holiday on Ice, International, No. 1: Bozano, Italy, 26-May 4; Milano 6-22.
- Holiday on Ice of 1955: Lafayette, La., 26-29; Baton Rouge 30-May 3; Corpus Christi, Tex., 5-10.
- Ice Capades: Denver 26; San Francisco 28-May 4; Los Angeles 5-22.
- Ice Vogues of 1955: Owensboro, Ky., 26-30; Jackson, Miss., May 2-6; Hattiesburg 7-11.
- Shipstads & Johnson's Ice Follies: Spokane, Wash., 27-May 3; Vancouver, B. C., May 5-11.

Miscellaneous

- Hollywood Productions: Big Springs, Tex., 27-28; Midland 29-30; Odessa May 1-2; Hobbs, N. M., 4; Tucumcari 5; Las Vegas 6.
- Merchants Free Circus & Palace of Wonders: Eastland, Tex., 26; Cisco 27; Meridian 28; Gatesville 29; Hamilton 30.
- Thomas Joyland: Logan, W. Va.
- Tidwell, T. J.: Brownwood, Tex.
- Tivoli Expo.: Neosho, Mo.
- Trailway: Whitmore, S. C.; Lancaster May 2-7.
- 20th Century: Fort Smith, Ark., 24-May 7.
- United States: Elkin, N. C.
- Virginia Greater: Pocomoke City, Md.; Crisfield May 2-7.
- Wallace Bros.: Shows of Canada: Simcoe, Ont., Canada.
- Warwick, S. W.: Piedmont, Mo., 30-May 7.
- West Coast: Los Banos, Calif.; Richmond May 2-8.
- West Coast Expo.: Stockton, Calif.; Chowchilla May 4-8.
- Wolfe Am. Co.: Lincolnton, N. C.; Salisbury May 2-7.

Fan Wally Ahlberg, St. Paul, writes that he and his wife are heading for New York in June and then will make the CFA convention with Hunt Bros. in Newark, June 11-13.

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N. Y. Squabble Over Kid Park Up for Edict

NEW YORK, April 23. — Residents' objections to a proposed Brooklyn kiddie park backfired on Monday (18) at a hearing before Herbert Koehler, deputy commissioner of licenses in Brooklyn. It was brought out that none of the complaining groups or political figures, altho having campaigned against the fustpot on the grounds it would foster juvenile delinquency, had done any research into what William and Joe Belzer intend to erect on their lot.

The Belzers' attorney, Seth Rubenstein, drew these admissions and further introduced petitions with 1,600 names supporting the park.

The case has been widely covered in the daily papers and all of the publicity has been unfavorable for the Belzers. William Belzer, for nine years an operator of truck rides on the city's streets, bought a tract along Linden Boulevard

(Continued on page 64)

Talent Line-Up Keeps Growing For Glen Echo

WASHINGTON, April 23. — Manager Jerry Price says Glen Echo Park's weekend business is substantially ahead of last year's, and looks for a good season based on returns so far. The park will again be emphasizing ballroom attractions this year.

Ralph Flanagan is expected to be booked in with his band in May, and the Les Elgart group has already been signed for June 15. The ballroom will feature the local bands of Johnny Powers and Washey Bratcher beginning next weekend.

Jimmy Dean and His Texas Wildcats, local WARRL radio and WMAL-TV performers, begin their Friday night "Hillbilly Jamboree" on May 6, and Little Jimmy Dickens of the "Grand Ole Opry" has been booked in for Friday, May 13.

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STORIN CLAN MAKES LIKE THE OLD MAN

SPRINGFIELD, Mass., April 23.—Riverside Park publicist Harry Storin had to look to his laurels last week. Mrs. Storin chairmanned and ballyhooed Our Lady of Providence Orphanage dinner and netted \$1,000 for the charity. Harry Jr. tub-thumped for the Nassau County (N. Y.) Miss America prelims. Son Paul took over a key advertising-promotion job with P. Ballantine & Sons, Newark, N. J., brewers. Daughter Joan, home from New Rochelle (N. Y.) College, pitched in at the park and helped Daddy. Noting the goings on, son Matthew, age 12, published the first edition of Neighborhood News, a hand-set paper with ads, yet.

Playtown Off To Good Start

PHILADELPHIA, April 23.—Playtown Park, suburban Delaware County's only amusement park, opened its fourth season with two days of summer weather last weekend. The park, located on Baltimore Pike near Springfield Pool, Springfield, offers free parking and no admission charge. Amusements include 12 rides, Penny Arcade and a miniature golf course. It will remain open Saturdays and Sundays until May 28, when a daily schedule will be maintained. The miniature golf course and Arcade are now open every night, however.

STRIPED M-G-R POLES

Olympic Sets Opener; Rotor to Kennywood

IRVINGTON, N. J., April 23.—There will be little change in the prices, operation or outward appearance at Olympic Park this season, which is scheduled to begin next Saturday (30). A notable omission from the ride lineup, however, will be the Rotor, which was not renewed and which was moved by its owners to Kennywood Park in Pittsburgh. Its location will be occupied by the Caterpillar which is now being shifted. The growing popularity of pizza pie has spread to this part of the State and good concessions this year will include the tidbit, Manager Bob Guenther says.

Refurbishing was nearing completion early this week with rides being assembled and fresh paint applied to the huge picnic grove, built years back as a beer garden. It still retains the old appearance, with its acre of tables surrounding the elevated bandstand at which

Lush Preems Bolster Outlook For New England Operators

Stone, Paragon, Re-Elected Pres.; 29th Convention Is Well Attended

By JIM McHUGH

BOSTON, April 23.—Record crowds and lush spending have marked the weekend operations of New England's amusement park to date. Accordingly, the tone at the 29th annual convention of the New England Association of Amusement Parks and Beaches at the

Weather Spoils Jantzen Start

PORTLAND, Ore., April 23.—Jantzen Beach Park bucked steady rain to pull only fair crowds here opening weekend, Friday (8) and Saturday (9). Erle G. Swanson, park manager and president of Hayden Island Amusement Company, said the gate was far below that of a year ago, when good weather prevailed.

In the park's ballroom, Billy May's orchestra drew about 1,000 Friday (8) night at \$2 each and 1,300 Saturday (9) night at \$2.40.

Park will continue weekend operation until May 14, when daily operation will begin and the pool will be opened.

A new ride this year is a miniature race track with gasoline cars for kiddies. Ride prices remain at 25 cents, unchanged from a year ago with the exception of the Dipper, which was reduced from 30 cents. Ten-cent admission policy continues.

Parker House here Wednesday (20) was one of optimism.

Many of the member units got open and established new records over the Easter weekend. Perfect weather prevailed on the heels of a rather dismal period to create turnaway crowds in some instances. Some parks have attained a remarkable working ratio for the season by getting good weather on five out of six days.

Operators happily noted that spending was good and regarded this as the best sign of the times. The economic situation in the area was regarded as good despite the fact that there are some strikes and threats of other work stoppages. But apparently the public has shed some of the uncertainty it seemed to be shackled with a year ago. The operators are looking for attendance to continue good and spending brisk. If they are right it is likely that the season, which won't get into full swing until Decoration Day weekend, will be one of the best in several years.

Last year the weather got in

many licks against the fun centers. This year the operators have a head start on their principal bugaboo. The wet weather will catch up with them, they know, but every good day they pack away now cuts down the possible percentage of loss on the season.

Lawrence Stone, of Paragon Park, Nanasket Beach, Mass., was re-elected president. Russell Jones, William Berry Company, Boston, was named first vice-president; Augustus Manghi, Ocean Beach, New London, Conn., second vice-president; Wallace St. C. Jones, treasurer, and Fred L. Markey, secretary.

Three new directors were elected. They are Carl Broun, Lakeview Park, Dracut, Mass.; Henry Barthomeless, Ocean Grove Park, Fall River, Mass., and Frank Sterner, Hippodrome, Revere Beach, Mass.

The happy reports on business experiences and outlook were brought out at the past presidents panel conducted by Henry G.

(Continued on page 64)

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Weather, Contest Build Jackpot for Riverside

AGAWAM, Mass., April 23.—The unbeatable combination of perfect weather and perfect promotion gave Riverside Park a jackpot Easter Sunday (10). The park was snowed out the first Sunday (3) of the current season.

Owner Eddie Carroll reports it was the best Easter on record and gives added emphasis to his opinion that a big season is in the offing.

The 14th annual Easter parade, an idea developed by Harry Storin, publicist, continues to grow. A crowd of 15,000 was reported on hand. At the height of the play

traffic was stretched a mile down the road.

Storin introduced more than 500 contestants by name. The event ran for more than two hours and culminated in the selection of "Miss Riverside of 1955."

Carroll reported the new units held up to expectations. They are the Ferris Wheel, glass pitch, novelty and gift shop, Racing Car ride and Kiddie Auto ride.

Park will continue weekend operations thru May 1, adding Friday thereafter and going on a daily schedule over the Decoration Day weekend.

TO PUSH MILK SALES

'All You Can Drink for Dime' Promotion Is Set by St. Paul

ST. PAUL, April 23.—The 94th annual Minnesota State Fair, scheduled for August 27-September 5 (Labor Day), will be pretty much like last year's exposition, with a few changes, Douglas K. Baldwin, fair board secretary, said here Thursday.

One of the new promotions will be a Minnesota version of the Wisconsin Fair at Milwaukee last year—"drink all the milk you want for a dime." Baldwin said reports of the promotion's success in Milwaukee prompted the fair board here and the dairy industry to agree on a similar plan for the Minnesota exposition.

As presently lined up, the Minnesota annual will include Barnes-Carruthers revue before the night grandstand; Royal American Shows, on the midway; Aut Swenson's Thrillcade, stock and big car racing by Auto Racing, Inc.; championship motorcycle run by the American Motorcycle Association.

Honor Educators

For the third straight year the fair will honor educational leaders, concentrating this year on veteran school administrators who will be guests of the fair board. Last year school board veterans were honored; the year before, teachers.

The horse show will run as in 1954, with the addition of a Thursday matinee in the Hippodrome when cattle champions will be honored at a special program in conjunction with the show.

Thru a joint agreement with managers of the Iowa State Fair, judging of swine at the two expositions, running day and date, will

be handled in such fashion as not to conflict, Baldwin said. Breed judging at the two fairs will be done on different days, he explained.

A fair preview is scheduled for Friday (26) when the gates will be open without charge. Big car time trials will be conducted that afternoon, as will preliminaries in the State drum majorette contest. The midway will be open for preview Friday night.

Baldwin said that already commercial and concession space is 98 per cent sold for this year's exposition and that sales are far ahead of the same period in 1954.

He said Defense Department show is yet to be arranged, but that final details will not be ready

for some time because of the uncertainty of the world situation. The secretary reported that he was planning for greater participation by both the Army and Air National Guard units than ever before.

The fair has no new building program going this year, but a \$100,000 rehabilitation program is underway, Baldwin said. Included in this are overhead doors on the Arcade and perimeter of the 4-H club which now have canvas openings; completion during the winter of an artesian well for fish feeding and current installation of new fish tanks in the Conservation Department Building, more stalls for the horse barn, additional street lights and sidewalks and general repainting.

See Big Turnout for N. C.'s Short Course

RALEIGH, N. C., April 23.—Virtually every phase of fair management will be gone into during the Short Course of the North Carolina Association of Agricultural Fairs, a new endeavor to be held Thursday and Friday (28-29) in the Union Building of State College.

All fair managers and their department superintendents have been invited to the event, which will feature talks and discussions to last a day and a half, and indications are that perhaps 50 of the association's 60-odd annuals will be represented. There is a \$5 registration fee per person, which has been labeled by NCAAF president Norman Y. Chambliss as "a fine investment for you a fair."

At least one representative from each of the following fairs will be in attendance: State Fair, Pitt County, Warren County, Rocky Mount, Winston-Salem, Caldwell County, Wilson County, Beaufort County, Reidsville, Charlotte, Cleveland County, Catawba, Tri-County of Leaksville, Golden Belt of Henderson, Davidson County and Union County. Applications were still coming in thru last night.

Registration will be taken care of at the lobby beginning at 9 a.m. Thursday, following which the morning program will get under way under the chairmanship of Curtis A. Leonard. Dean D. W. Colvard, of State College, will deliver the welcome address. Speakers will be L. Y. Ballentine, Commissioner of Agriculture, on "The Present Status of Agricultural Fairs in North Carolina"; Leonard, manager of the Davidson County Fair, on "Fair Management," and Max Culp, county agent from Lenoir, and Mrs. Martha Thompson, Lexington home demonstration agent on "Building a Premium List."

Lunch at noon will be followed by a panel discussion on agricultural exhibits with C. F. Parrish as chairman. Other participants will be as follows:

Livestock—Dr. J. W. Pou, head of the State's Department of Animal Industry.

Poultry—C. F. Parrish, extension poultry specialist.

Home exhibits—Miss Pauline E. Gordon, extension home management and house furnishing specialist.

Youth exhibits — L. R. Harrill, State 4-H Club leader, and A. L. Teachey, State supervisor of vocational education.

Horticulture—Henry A. Covington, extension horticulture specialist.

Agronomy — Dr. E. R. Rollins, extension agronomy specialist.

Friday's program, with R. W. Shoffner as chairman, will begin with a talk by D. S. Weaver, director of the State Agricultural Extension Service. There will then be an open discussion period conducted by Shoffner, assistant director to Weaver, at which any question from the floor relative to fair management will be honored.

Closing talk will be by Dr. J. S. Dorton, manager of the State Fair, on "The Relation of County and Community Fairs to the State Fair." The Short Course committee consists of Curtis A. Leonard, of Lexington, chairman; Earnest P. Batten, of Wilson, and W. K. Lanier, of Warrenton.

70% of Sacramento Commercial Space Already Sold

SACRAMENTO, April 23.—Approximately 70 per cent of the total commercial space at the 1955 California State Fair & Exposition here in September has already been contracted, Ted Rosequist, assistant manager, said. At this time last year, sales covered 35 per cent of the area to be offered.

An expenditure of \$266,597 for ground improvements was approved by the Assembly Ways and Means Committee. Largest single project will be the expansion of main cafeteria at a cost of \$22,837.

SPORTS REVUE BOOKED

Morristown to Begin Paid Grandstand Show

MORRISTOWN, N. J., April 23.—The Morris County Fair will offer a paid grandstand show this fall for the first time, it was learned yesterday. Directors and Manager Swante Swenson awarded the contract to William Shilling, who will provide a full-length sports show along the same pattern as those he has been booking for years into arenas throught the U. S. and Canada.

The annual, held in nearby Troy Hills, has been offering free acts in recent years but has not sold seats in its small grandstand except

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.

Kansas
Elkhart—Morton Co. Fair Assn. Sept. 29-Oct. 1. William Sipes, Manter.

Maryland
Fair Hill—Cecil Co. Breeders Fair. Sept. 10. William Shelton, Elkton.
Leonardtown—St. Mary's Co. Fair. Sept. 23-25. Lester Mattingly.
Parkton—Hereford School Jr. Farm Fair. Aug. 27. Leib McDonald.

North Carolina
Asheville—October Fair. Sept. 26-Oct. 1. Joe McKennon.

Burlington—Alamance Co. Vet's Agrl. Fair. Sept. 5-10. Joe Coble.

Charlotte—Southern States Fair. Oct. 4-8. J. S. Dorton Jr.

Charlotte—Piedmont Colored Fair Assn. Oct. 18-22. Lem Leno.

Durham—American Legion Fair. Oct. 24-29. R. Zach Long.

Drexel—Drexel Comm. Fair. Aug. 24-27. Dr. Wm. M. Riggs.

Enfield—Firemen's Agrl. Fair. Sept. 26-Oct. 1. W. B. Burchett.

Fayetteville—Cape Fear Regional Fair. Oct. 3-8. R. H. Smith.

Greensboro—Greensboro Agrl. Fair. Oct. 4-8. Mrs. Clyde Kendall.

Hickory—Catawba Fair. Sept. 26-Oct. 1. Corbin Green.

High Point—High Point Agrl. Fair. Oct. 10-15. T. C. Potts.

King—King Legion Livestock Show & Stokes Co. Agrl. Fair. Oct. 3-9. H. Glenn Asheburn.

Kings Mountain—Beth-Ware Comm. Fair. Sept. 14-17. Myers Hambricht Jr.

Leaksville—Tri-County Agrl. Fair. Sept. 19-24. C. M. Roberts.

Laurinburg—Scotland Co. Agrl. Fair. Oct. 17-22. M. M. Laurin.

Monroe—Union Co. Fair. Oct. 18-22. M. W. Williams.

Madison—Madison Agrl. Fair. Sept. 12-17. W. N. Schultz Jr.

Mt. Airy—Greater Mt. Airy Fair. Sept. 19-24. James R. McNeil.

Roanoke Rapids—Halifax & Northampton Fair. Sept. 19-24. T. B. Glover.

Salisbury—Rowan Co. Agrl. & Ind. Fair. Sept. 12-17. David S. Clay.

Statesville—Iredell Co. Agrl. Fair. Sept. 26-Oct. 1. Clyde Smyre.

Trenton—Jones Co. Agrl. Fair. Oct. 24-29. Mrs. J. K. Dixon Jr., Pollockville.

Winston-Salem—Western Carolina Colored Fair. Oct. 25-29. E. C. Hill.

Zebulon—Zebulon 5-Co. Fair. Oct. 10-15. R. Vance Brown.

Pennsylvania
Dallastown—Dallastown Fair Assn. Aug. 8-13. John H. Kell.

Red Lion—Red Lion Fair Assn. July 18-23. R. M. Spangler.

South Dakota
Aberdeen—Brown Co. Fair Assn. Aug. 28-Sept. 1. Richard L. Baily.

West Virginia
Sutton—Braxton Co. Fair Assn. Aug. 29-Sept. 3. Earle Morrison.

CANADA
Ontario
Peversham—Osprey Agrl. Soc. Sept. 14-15. Mrs. Russ Hudson.

Saskatchewan
Alameda—Alameda Exhn. July 6. A. W. Young.

Bengough—Bengough Exhn. June 16. Mrs. L. Giblett.

Bounty—Bounty Exhn. July 21. R. A. Stewart.

Broadview—Broadview Exhn. Oct. 29. T. E. Singular.

Canora—Canora Exhn. June 30-July 1. Wm. Tokaruk.

Canduff—Canduff Exhn. July 26-27. W. A. Prith.

Colgate—Colgate Exhn. June 18. Mrs. P. J. Ward.

Foam Lake—Foam Lake Exhn. July 26-27. A. James Reid.

Goldburn—Goldburn Exhn. July 27. Mrs. W. J. Kline.

Grenfell—Grenfell Exhn. Oct. 26. Mrs. J. E. Kent.

Kelvington—Kelvington Exhn. Aug. 10. R. H. Boyes.

Maryfield—Maryfield Exhn. July 29. Wes. Goldsmith.

Nipawin—Nipawin Exhn. Aug. 16-17. Mrs. S. Robison.

Shaunavon—Shaunavon Exhn. July 26-27. Mrs. M. B. Jensen.

Smeaton—Smeaton Exhn. Aug. 10. A. Able.

Stoughton—Stoughton Exhn. July 7. Peter Kreil.

Swift Current—Swift Current Exhn. June 30-July 2. I. Hansen.

Turtleford—Turtleford Exhn. Aug. 10. L. Proctor.

Vandura—Vandura Exhn. May 26. C. N. Morrow.

Angels Camp Signs Line-Up Of Attractions

ANGELS CAMP, Calif., April 23.—The Calaveras County Fair and Jumping Frog jubilee is shooting the works entertainment-wise during its three-day run here starting May 20, Carl T. Mills, secretary-manager, revealed.

The program will include, in addition to the Alex Freedman Fair Time Shows on the midway for the entire run, a thrill show, vaudeville performance, rodeo, jumping frog competition, firing of a simulated atomic bomb, and a fireworks display.

Joie Chitwood and His Auto Daredevils are slated for Saturday afternoon (21). The night grandstand show, booked by Isabelle Whall, of Fun Unlimited, San Francisco, will feature the Mandarins, Oriental balancing act; Leo Diamond, harmonica; Ken Card, comedian; the Carlsons, jugglers; Toni LaRue, xylophonist and dancer; Johnny Matson, comedy monologist; the Starlets, five-girl line; Dr. Giovanni, pickpocket novelty, and Phil Arden, organist. Arden also serves as special events director for the three days.

Sunday's program will be highlighted by the jumping frog competition and the firing of the simulated atomic bomb, which will give the flash, detonation and mushroom cloud without the radiation effects.

The rodeo stock will be supplied by Christensen Bros., of Eugene, Ore. Because of demands for increased purses by the Rodeo Cowboys' Association, this event was only recently approved.

The bomb "explosion" and fireworks are to be supplied by Suffolk Novelty Fireworks Company, Bellport, L. I.

Hamby Elected Ala. Assoc. Pres.

HUNTSVILLE, Ala., April 23.—Riley L. Hamby, Attalla, was elected president of the Association of Alabama State Fairs at the recent annual meeting here.

Other officers elected were J. D. Warren, Childersburg, vice-president; Marie Dickson, Huntsville, secretary-treasurer, and D. C. Finney, Huntsville; R. H. McIntosh, Birmingham; Christie W. Summers, Jasper, and L. J. Lunsford, Dothan, directors.

State Aid Up in N. H.

CONCORD, N. H., April 23.—Gov. Lane Dwinell has signed a bill that will raise the State tax on Rockingham race track 1 per cent. Subsidies for agricultural fairs are obtained thru the tax of 6 per cent on gross wagers. It is expected to raise an additional \$420,000 per year.

tuna tussle comedy stunt, tub racing in water, Beebe's Hollywood Bears, Bob O'Laughlin's retrieving dogs, Sandy the Seal, and Chief White Cloud's troupe of five Indians doing archery, rifle marksmanship and knife throwing. He will provide a tank 60 feet by 30, with a four-foot catwalk all around. Dates of the fair are August 15-20.

Morristown has made several changes under management of Swenson, who took over the reins last season succeeding Alexis Clarke. Besides instituting the new grandstand show he had the midway contract awarded to Reithofer Rides after another organization's long-term contract ran out. In addition the fair has taken over the rental of much of the concession space.

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Mike Krekos Tests TV Spots at Opener

West Coast Shows Study Reaction To Video Pitch at Bakersfield Bow

BAKERSFIELD, Calif., April 23.—Starting its 28th year, West Coast Shows, the No. 1 unit of the Mike Krekos organization, played thru its tenth year here for the Harold Brown Post of the Veterans of Foreign Wars. The seven-day engagement ended Sunday (17).

The show, according to E. W. Coe, business representative, used television for the first time to advertise the date. The spots were on three times in the late afternoon at one hour intervals. Coe said that the pulling power of this media was being watched and plans call for its future use, also to be studied. Newspaper space along with stories were used.

Royal Canadian Opening Stand Is Hit By Rain

NEW WESTMINSTER, B. C., April 23.—The Royal Canadian Shows lost two days to rain in its opening four-day stand on Central Park lot, Barnaby, last week but finished with a fair gross for the engagement.

The new Round-Up topped business. Another new ride, the Jolly Caterpillar, was scheduled for arrival here this week. The show is breaking in a new lot at Kingsway and 13th Avenue, about 30 blocks east of the Central Park lot.

A Snake Show and a Five-in-One Show owned by Woody Kirby were slated to join here. Alberta Slim was also expected to join with his circus here.

Jerry Crawshaw, Royal Canadian manager, says that over 50 per cent of the stands to be played this season will be at fairs and rodeos.

Show Staffers

Besides Crawshaw, other show staffers are Dick Crawshaw, assistant manager; George Crawshaw, office manager; Jim McAllister, general agent; Herb Swanson, transportation, and Bill Mohan, electrician and maintenance, who is in charge of the shows' own lighting plant and five light towers.

Ride and show personnel includes L. Sandey, Merry-Go-Round; Lloyd Davis, Ferris Wheel; Wally Costinack, Octopus; Jerry Rockford, Round-Up; Tex Whit-

(Continued on page 65)

Weather Poor But Coleman Opens OK

MIDDLETOWN, Conn., April 23.—Coleman Bros. Shows got off to a good start here Thursday night (21) altho the weather which greeted the season opener was cold and damp. In contrast, the weather on the opening a year ago was clear and warm.

Grosses for the bow presentation were down some 25 per cent from a year ago but owner Dick Coleman said the earnings this year were regarded excellent in view of the weather. There were indications, he said, that the season would be a good one.

Toward week's end improvement in the weather was noted. Clear skies are expected to prevail today and tomorrow. Since the show will operate on two Sundays here the weather on those days is regarded as the most important. Operations are scheduled to begin after noon both today and tomorrow.

WCS played on its usual lot, which is part of the old Kern County Fairgrounds. However, this time the show was set back farther from the road because of the recent construction of a baseball park. One game was played during the run on Saturday night. Kid days were featured Saturday and Sunday afternoons from 1 to 5 with admission thru the gate free upon presentation of an ad clipped from the Bakersfield Californian. Rides during these hours were 10 cents.

Second Unit

West Coast Exposition Shows, the No. 2 attraction, opened its 1955 season concurrently in Modesto. Debut was one day later, the show getting in a six-day stretch in that city and also closing Sunday (17).

Management of the company, which includes the two shows and Kiddielands, are Mike Krekos, general manager; Harry Myers, manager of operations; Louis Leos, secretary and manager of the Exposition unit, and Bobby Cohn, general agent. Mrs. Barbara Hellwig, now secretary on the No. 1 unit, also served as assistant to Leos during the pre-opening time.

For this date West Coast had nine major rides with Mrs. Lillian Schue booking on four kid rides. Five shows were featured and about 40 concessions made their appearances here. Complement of rides, shows and concessions is held flexible with equipment being

(Continued on page 65)

Harry Kahn's Show To Open April 28; Adds Tilt-a-Whirl

SPRINGFIELD, Mass., April 23.—The New England Amusement Company, which has its permanent headquarters here, will open its season Thursday (28) in Athol, Mass. In preparation, C. M. McGinnis, ride superintendent, and his crew have been busy in quarters, winding up the reconditioning and painting of equipment. A new Tilt-a-Whirl is scheduled to be delivered for the opening stand.

Owner Harry Kahn is optimistic over the season's outlook. The route has been bolstered by the addition of the Berkshire County Fair. A July 4 celebration at Gloucester, Mass., also holds the promise of being a big date, Kahn said.

Concessionaires booked include Tony Vita, who will be back for the second season, and John Davies, who will have the popcorn for the ninth year.

The show made a good appearance with all units refurbished and the rides, in particular, showing the recent work done in winter quarters.

Show features included Earl Meyer's Side Show, Johnson's Wild Life, Doc Jones' Girl Show, Jack Faircloth's Motordrome, Stanley's Girl Show, Geyer's Mechanical Show and Al Hausen's Arcade.

There were 16 adult and kiddie rides on the lot and the front end was populated by more than 400 concessions. A Bill Jones bingo unit is included in the lineup as is Dorothy Finnerty's ball game.

The power plants have all been overhauled and two new trucks have been added to the transportation department.

Coleman is aided in the management of the shows by his sons, Francis and Bob, his wife, and his daughter-in-law, Betty.

SOCIABLE CHAT COSTS AIRLINE \$40 PER MIN.

NEW YORK, April 23.—A telephone call from agent Bob Conto to thrill show operator Jack Kochman cost some \$40 a minute recently. Knowing Kochman's plane was to leave at a certain time from Indianapolis and wanting to confirm a couple of show dates, Conto called the airport there. The taxiing plane was halted, a jeep was sent out to rush Kochman to the phone, and while \$40 worth of fuel was being consumed as the transport idled in wait, Kochman grabbed the instrument and wanted to know what was so important. "Nothing," Conto said, "what's new?"

NEW BANQUET SITE

NSA Winds Up in Flurry of Business

NEW YORK, April 23.—The National Showmen's Association wound up its social season at Wednesday night's (13) meeting, with a long list of business accomplished during the evening. Included were the following items:

Taking of blood for the NSA Blood Bank.

Taking of pledges of money for the revitalized Linderman Fund.

Donating of prizes for this year's award activity.

Naming of stewards to represent the NSA fund and membership drives on shows and at stationary locations.

Announcement that the annual banquet will be in the Hotel Commodore.

Nine Pints Taken

There were nine pints of blood accepted by the Blood Assurance Program, and 13 persons were rejected for various medical reasons for blood donor purposes. Altho the number was less than anticipated, it was viewed by Dr. Jacob Cohen, club medic, as an encouraging start. Anyone living either inside or out of New York City can learn how to participate in the program by inquiring of the club.

On the dais with president John S. Weisman were Gerald Snellens, first vice-president; Morris Batal-sky, second vice-president; Dr. Cohen; Jeff Harris, secretary; Sam Prell, president of the Miami Showmen's Association, and Louis (Dada) King, chaplain. King deferred to Phil Cook, former executive secretary of the Miami club, for the invocation.

The Linderman Fund will start anew this year with more than

Reid Signs DeBelle, Ups Selling Effort

Two Billing Cars, More Paper Slated To Ballyhoo Expanded Show, Route

MONTPELIER, Vt., April 23.—King Reid, operator of the shows bearing his name, announced here yesterday that he had signed Starr DeBelle, veteran publicist, to handle the entire promotion program for his organization during the coming season.

Reid said the signing of DeBelle would mark the start of an expanded publicity-promotion program tailored to fit the needs of his growing organization and fair route. For the first time the organization will use two bill cars and triple its use of paper, an

advertising medium that is expected to be particularly effective in Canada.

DeBelle, who was last with Mills Bros. Circus and has headed up press departments for such organizations as the James E. Strates, World of Mirth and Cetlin & Wilson shows, is the first experienced publicist to be hired by the Reid on a full-time basis. In the past advance agents have handled the advertising and publicity chores and at one time Reid tried the novel approach of having an advertising agency handle this department by remote control.

14 Fairs

With 14 annuals, including several which rank high in the major category, Reid has considerably bolstered his back end. Big, wagon-type features will require considerable selling, he says, in outlining plans for increased exploitation. All available media will be used, he said. Wally Pollack and Art (Dock) Miller will handle the advertising cars.

Reid announced that the principle

(Continued on page 65)

Two Civic Groups Bid to Operate Petersburg Fair

PETERSBURG, Va., April 23.—Two civic clubs, the Optimists and Lions, have put in applications to the city council to operate the Petersburg Fair when the present lease of the Petersburg Fair Association expires January 1, 1956. The clubs in their initial bids claimed the present fair organization is a private money-making enterprise that has been using the grounds virtually rent free for years.

The fair has been sought by large carnivals over the years since its dates could be juggled to fit between other engagements. The Cetlin & Wilson Shows, which winter on the grounds, have not played the fair for some years, tho they have played spring still dates on the site. The Lawrence Shows had the fair for a number of years. Johnny Denton's Gold Medal Shows played it last year and have the contract for this year.

Lagasse Nails, Ends Dickering For Top Cele

LOWELL, Mass., April 23.—Awarding of the coveted Fourth of July date here to the Lagasse Amusement Company ended booking maneuvering that has been going on for some time.

The date, limited to three days of activity ending with July 4, is one of the biggest in the East. The World of Mirth Shows, major railroad unit which has played the stand twice in the past, reportedly grossed close to \$40,000 for the short term engagement.

The last date was last held by Jeff Harris, Boston promoter. Harris was again interested in the date and was understood to have participated in the booking.

Strates on New Lot In Wilmington, Del.

WILMINGTON, Del., April 23.—The James E. Strates Shows used a new location here this year. The lot is located at the foot of Madison Street, in close proximity to the shipyards.

The new lot is not judged as good as the Prices' Corner lot used in the past, and which the Ringling circus will again play this year, but business was reported fair. Altho the weather has been chilly and on the damp side there was no rain during the show's operating hours during the first three days. The outlook for fair weather for the windup sessions today was good.

About 700 newsboys affiliated with The Journal-Every Evening and The Wilmington Morning Sentinel were show guests Tuesday night (19). The show management revived a policy of extending invitations to newsboys after a lapse of several years.

Publicity Breaks

Mae S. Hong scored an unusual feat in having double-column art

appear in The Journal-Every Evening on two different days, despite the ban on publicity pictures imposed by the local papers several years ago. Pictured Saturday (16) were daredevils standing in front of the thrill arena, and Monday (18) the three Di Corsi Brothers from Jack Norman's Broadway to Hollywood Revue.

The visit of the newsboys also resulted in pictures. Other publicity included a food article featuring the culinary art of Mrs. Strates and a hit on WDEL-TV.

The show trained here from Washington where it caught cold weather for its opening, rain thru the middle of the run and good weather for the two closing days. The closing business was reported good with large crowds. Earlier business was sparse.

Concessions in Washington were reported limited to straight sales. Consequently, the date fell far below expectations since the usual five-figure real estate earnings accruing to the office at the spot were lacking.

Reid Names Pat Finnerty Bus. Manager

MONTPELIER, Vt., April 23.—P. J. (Patty) Finnerty will handle the front end of the King Reid Shows during the coming season, it was confirmed at the show's winter quarters here this week.

Finnerty will have about 11 stands of his own for the show's trek thru Eastern Canada and fairs in this country. About 50 concessions in all will be carried by the shows, according to owner King Reid.

Finnerty served in a similar capacity with Prell's Broadway Shows for many years before ending the association last season. It had previously been announced that he would be associated this season with Mullins Royal Pine Shows.

20
FAIRS AND
CELEBRATIONS

WALLACE BROS. SHOWS INC.

20
FAIRS AND
CELEBRATIONS

OPENING MEMPHIS COTTON CARNIVAL (BEALE AVE. LOT)—FRIDAY, MAY 6

MANITOWOC, WIS., FAIR
ELKHORN, WIS., FAIR
DARLINGTON, WIS., FAIR
MONROE, WIS., FAIR
JANESVILLE, WIS., FAIR

MADISON, WIS., FAIR
BEAVER DAM, WIS., FAIR
WAUSAU, WIS., FAIR
DARLINGTON, WIS., FAIR
WOODSTOCK, ILL., CELEBRATION

APPLETON, WIS., CELEBRATION
DELAYAN, WIS., CELEBRATION
MEMPHIS, TENN., CELEBRATION
EL DORADO, ARK., FAIR
YAZOO CITY, MISS., FAIR

KOSCIUSKO, MISS., FAIR
JACKSON, MISS., FAIR
MILWAUKEE, WIS., CELEBRATION
CLEVELAND, MISS., FAIR
MADISON, WIS., JULY 4 CELEBRATION

WANT

LOT MAN
MATINEE PROMOTER
BANNER MAN
BINGO CUSTARD POPCORN

WANT

FOR SALE CHEAP
40 ARCADE MACHINES
SOME NEW

WANT

L. M. HIGGS WANTS
AGENTS FOR BUCKETS, PIN STORE, PAN
GAME, BALL GAME, ENGLISH POOL,
HANKY PANK AGENTS.

SHOWS

CONCESSIONS

HELP

10-in-1 (Low Alter, Milo Anthony, write), Glass House, Fun House, Mickey Mouse, Drome, Mechanical Show, Illusion Show.

Custard, Bingo, Age, Scales, Ball Game, Buckets, Six Cats, Shiv Rack, Swinger, Break-the-Record, Long Range and Short Range, Fish Pond, Jewelry, Blower, Bowling Alley, Fish Bowl, Pronto Pups, Snow and Floss, Grab, Coke Bottles, all Hanky Panks.

Want Foremen and Second Men for Tilt, Ferris Wheel, Caterpillar, Spitfire, Merry-Go-Round, Little Dipper, Kiddie Rides, Light Towers. Also want Assistant Mechanic and Electrician (Sparks, coll).

PHONE: 9:00 A.M. to 6:00 P.M. 5-9276
After 6:00 P.M. 3-7644

ALL REPLIES TO: E. E. FARROW, MGR., BOX 1184, JACKSON, MISS.

PRELL'S BROADWAY SHOWS INC.

50 CAR RAILROAD SHOW MOTORIZED
BROADWAY AT YOUR DOOR

Want for Opening, Greenwood, S. C., May 7-14. Salisbury, N. C., to Follow

CONCESSIONS: All kinds Hanky Panks, Age-Scale, Novelties, Short Range Gallery, Derby Racer. Want two Girl Shows, Operators with or without equipment, Snake Show, Manager for Monkey Show, Help for Monkey Show. BOB HOLMES, CONTACT. WANT SCENIC ARTIST & PAINTER FOR FULL SEASON. Want Ride Help for all Rides, Canvasmen for Shows. Will book Pony Ride, Octopus or any new Ride not conflicting.

All answer: SAM E. PRELL, PRELL'S BROADWAY SHOWS
PHONE: 99933. GREENWOOD, S. C.

BE WITH A POWELSON UNIT

Opening Dayton, Ohio, May 2

CONCESSIONS—Novelties, Age and Scales, Arcade, Glass Pitch, Mug Outfit, Bingo, Ball Games, Custard, Shooting Gallery, Jewelry. No gift.

SHOWS—All kinds, Motor Drome, Fun House, Grind Shows. This will be an 8-ride show. First week—Valley Street Show lot.

POWELSON AMUSEMENTS

Box 125 Coshocton, Ohio Phone 1088M

Nolan Amusement Company

Zanesville, Ohio, April 25 to 30, Downtown, Waterman Lot by A & P Store;
Weirton, W. Va., May 1 to 7, Downtown at Community Center.

Want Concessions, Shows, Ride Help; want Foremen for Wheel, Chairplane, Loop-o-Plane; Second Men on all Rides. Want to buy complete 5-in-1, must be A-1 for cash.

FRED NOLAN

c/o Western Union, Zanesville, Ohio

BARNEY TASSELL UNIT SHOWS

FOR OPENING OF REGULAR SUMMER SEASON, WANT FERRIS WHEEL, MERRY-GO-ROUND, ROLLOPLANE, DIPPER OR ROLLER COASTER AND ONE MORE KIDDY RIDE NOT CONFLICTING. All this on account of circumstances beyond our control.

FOR QUANTICO, VA., WEEK OF MAY 2 AND REST OF SEASON. THIS DATE HAS 3-IN-1 PAYDAY WHICH COMES ONCE A YEAR . . . MARINES, OFFICERS & CIVILIANS

This show plays Virginia and Maryland, mostly all Government payday dates. Small jumps and no gate admission. So join that Big Little Show. Can place strictly legitimate Concessions, including Popcorn and Candy Apples, Sno Cone, Floss, Frozen Custard, Long and Short Range Galleries, Hoop-La, Ball Games, Basketball, Photos, Jewelry, Age and Scales, Novelties, etc. Shows of merit, including Monkey, Snake and Ten-in-One. Can use Ride Help of all kinds, must drive semi-trailers. Write or wire after Wednesday, April 27, c/o Western Union, Quantico, Va.

CALL—GOLDEN WEST SHOWS—CALL

ALL PERSONS CONTRACTED REPORT TO RED WING, MINN., MAY 8

CONCESSIONS SHOWS RIDES
Can use Bingo Caller and Counter Help, Lead Gallery, Ice Cream, Scales, Ball Game, Foot Longs, Glass Pitch, Hi-Striker, Novelties, Bumper Car, Venny Moore not with this show. Hanky Panks only, no Flats. Harry Gretz, get in touch.
Can use 10-in-1, Snake, Monkey Show, Fun House, Mechanical, any Show except Girl or Athletic.
Will book Live Pony Ride, Dark Ride, Roll-o-Plane. Don't need any Ride Help.
WIRE—WRITE—CALL
Ken Charlesworth, Jay Burke, Golden West Shows, Route 1, Rosemount, Minn.; after May 8, Red Wing, Minn.

MOTOR STATE SHOWS

WANT FOR OXFORD, MICH., MAY 2-7; AND FOR LONG SEASON OF 23 FAIRS AND CELEBRATIONS.

Hanky Panks all types, Photos, String Games, Scales, Novelties, Sno, etc. Second Men on Rides, must drive. Foreman on new Rock-o-Plane. All replies 2263 NEWTON ST., DETROIT, MICH., UNTIL APRIL 30.

WHITESIDE CONCESSIONS

Want 1 Count and 1 Peek Store Agent. Capable Agent for my table. Skillo Agent after next week. Sober, reliable Help. Freddie, contact. Newbern, N. C., next week; then north. Replies to

A. R. (DUTCH) WHITESIDE
Ross Manning Shows, High Point, N. C., this week.

JOHN H. MARKS SHOWS

MILE
LONG
PLEASURE
TRAIL

Opening May 2, Richmond, Virginia

CAN PLACE

CONCESSIONS—Legitimate Merchandise Concessions of all kinds except food. SHOWS—Any Grind Show of merit, with or without equipment. RIDES—Octopus, Tilt-a-Whirl or any other novel ride. HELP—Experienced Ride Help. Top salaries. Also useful Carnival Help in all departments.

Address BOX 771, RICHMOND, VIRGINIA

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

POCOMOKE CITY, MARYLAND, This Week; CRISFIELD, MARYLAND, May 2-7

WANT exclusive on Custard; exclusive on Long Range Gallery (best route for Long Range Gallery), Novelties, Age and Scales; exclusive on Photos, Basket Ball, Hi-Striker, Little Cigarette Gallery, Duck Pond, Bumper. WANT Wildlife Show, Monkey Show, Unborn. Kid Drifty wants Minstrel Show People. Rusty Rogers wants Working Acts for Side Show.

All mail and wires to

WM. C. (BILL) MURRAY

DAVE PICARD WANTS AGENTS

FOR AN AMUSEMENT PARK AT RUSSELLS POINT, OHIO

Blower and Bucket Agents. Also Agents for several Hanky Panks. ("Bobbie," contact me.) Can also use several Kiddie Rides that do not conflict. Can place Scales and Age. Address Hotel Lincoln, 1816 No. Clark St. (Phone: Mohawk 4-3040), Chicago, Ill.

SPRING OPENING, MAY 23

PIKETON, OHIO, ON THE STREETS, NEAR THE ATOMIC PLANT

Want one small Show, Glass Pitch, Basket Ball. Want small Cookhouse, Ball Games, Long and Short Range, other Hanky Panks. Want Wheel and Merry-Go-Round Foremen who drive. Second Men on all Rides.

HOWARD BROS.' SHOWS

ATHENS, OHIO

GEORGE W. NELSON SHOWS

Open Monroe, Iowa, May 26. This is a Seven Ride Show playing two and three Celebrations per week in Iowa, Minnesota and Nebraska. First opening in seven years for Popcorn, Carmel Corn, Peanuts, Candy Floss or Candy Apple Trailer; must be flaky and willing to work on a percentage basis. Opening for few non-conflicting Hanky Panks, any Show of merit except Girl and Athletic. All replies to:

GEORGE W. NELSON, Farrar, Iowa

DICK WILCOX SHOWS

Opening Mechanic Falls, Maine, May 7 thru May 14. Eight big days including two paydays. Everybody working here. Want Shows—Monkey, Snake, Wild Life, Fun House, any Show worth while; low P.C., you pay committees. Want two or more Kid Rides; will give X on same. Can book a few more Hanky Panks. No Flats or Mitt Camps. Want Octopus, Roll-o-Plane or any Ride not conflicting. Cookhouse Rip, contact at once; Fonzie Sam Edline, contact. Al Lefebvre needs Agents for Grind Stores. Will be on lot May 5; until then all replies:

DICK WILCOX, Welchville, Maine

GRAND AMERICAN SHOWS

Want for 2 Big Dates, May 7 Thru 21—Ottumwa Shrine Carnival and Muscatine, Iowa, on River Front. Want Grind Shows with own equipment. Girls for two office-owned Girl Shows. Want Hanky Panks, Grind Stores that will work for 25¢ or 50¢ and put out stock. Want Second Ride Help who drives semi trucks. Write or wire

L. O. WEAVER
MOBERLY, MO., UNTIL MAY 7

FLOYD O. KILE SHOWS

FOREMEN who can and will, for the following rides: Wheel, Merry-Go-Round, Caterpillar, Super Roll-o-Plane and Swings. All rides overhauled, clean and ready to operate. Good treatment, wages and bonus. Must drive and stay sober. Also want Second and Third Men on all Rides, including Spitfire and Kid Rides. Need you May 2. Contact quick or come on. Jimmy P. Collins, Johnnie Jones. SHOWS: Ray Murray, unable to reach you; write me. Entire back end to man with four or more attractions. Must be neat. CONCESSIONS: Few choice Concessions open; Stock Stores, Ball Games. All replies to FLOYD O. KILE, Clinton, La.

World of Mirth Opens Quarters In Richmond

RICHMOND, Va., April 23.—Full-time refurbishing activity is scheduled to begin at the World of Mirth Shows winter quarters here Monday (25). Considerable building is scheduled and this accounts for the comparatively early start for this organization which does not open its season until May 27 in Plainfield, N. J.

Owner Frank Bergen has sketched out the work program. His nephew and assistant, Jim Bergen, arrived here over the weekend from New York where he has been active thruout the winter with show representative Gerald Snellens. Snellens will remain in New York until the first of next month, completing plans for the publishing of the show's magazine.

Lagasse Books Three Events

HAVERHILL, Mass., April 23.—Lagasse Amusement Company, which winters here, reports the signing of three additional dates, all of which have been hefty attendance pullers in the past. They are the Lowell (Mass.) Common Fourth of July Celebration; Green Mountain Exposition, a four-day sportsmen show held over Decoration Day holidays in White River Junction, Vt., and St. Peter's Fiesta, a pre-Fourth of July event at Gloucester, Mass.

The Lowell date, which is sponsored by Post 87, American Legion, has drawn 500,000 in the past. Shows, rides and concessions are being contracted for the spot. Green Mountain Expo will have as attractions Dick West, of the "Range Rider" and "Buffalo Bill Jr." TV shows, and Kit Carson, of Boston's Channel 7, all booked by E. J. Byron Jr.

St. Peter's Fiesta, rated the second largest in Massachusetts, is expected to draw a crowd of over 100,000.

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

HOROSCOPE PITCH WORKERS



HOROSCOPES—ASTROLOGICAL READINGS
Complete line of astrological forecasts and readings. Also different stars and signs. Graphology, Palmistry, Charts, Dreams, Crystal Gazing, Psychical Books. Color. 153 Pg. Illustrated Catalogue of Horoscopes. P. P. 30c.

NELSON ENTERPRISES 336 S. HIGH ST. COLUMBUS, OHIO

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.
Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.



Strange and Weir Attractions
Devil Child, Wolf Boy, Many others, Shrunk Heads at reduced prices. Closing out sale. Free Folder. Write TATE'S CURIOSITY SHOP
3858 E. Van Buren St. Phoenix, Arizona

General Agent Wanted

who can do promotional work. State experience, ability and all particulars in first letter. Send late photograph. Must be reliable and sober at all times.
BOX A-162, The Billboard
6000 Sunset Blvd. Hollywood 28, Calif.

MIDWAY CONFAB

Juanita Strassburg reports that her husband, Ed, is in Mercy Hospital, Miami, where he is being treated for a coronary heart condition. Friends are invited to write. The Strassburgs have made Ohio fairs with shows, kiddie rides and concessions since 1929. . . . Joseph Lehr, spot worker, infos from Philly that the card he received from Mr. and Mrs. Charles Roth told that they were due to open with the King Reid Shows at Glens Falls, N. Y., with their two concessions May 2. . . . P. J. Finnerty is in Newark, N. J., where he is waiting to take out the No. 2 unit of Heller's Acme Shows.

Milo Anthony, Side Show operator, has discarded his crutches and is getting around with the aid of a cane. Anthony is recuperating from a broken ankle suffered some-time ago. . . . M. W. Shanon, who had a good year with his 10-in-1 on Tivoli Exposition Shows last season, infos from California that he won't be out this year.

Lloyd Burge and Sol Solomon are all tanned up as result of a recent fishing trip as the guests of George Hesse, Robert Bryant and Joseph F. Leibante, of the United Fruit Company. Catch included a large number of grouper and red snapper and Burge hooked himself a 31-pound barracuda. . . . James Cash has been signed to handle the ride superintendent chores on Turner Scott's rides at Daytona Beach, Fla. The spot is operating at full blast, Turner writes.

Marvin Keyes, concessionaire, is back in his home town of Detroit after wintering in Miami.

J. C. Weer writes from Miami that he's on the mend after being on the sick list most of the winter. Says he will be up and around again soon but will remain off the road this season.

Ed Perls, long-time Pronto Pups concessionaire, has framed a new trailer from which he will dispense his coated dogs. Along with many other novel features it has a hydraulic operated retractable wheel mechanism that permits the trailer to be lowered to the ground, and a telescoping roof that drops to counter height when on the road. New trailer will have its premiere on Royal American Shows midway at the Memphis Cotton Carnival.

Alberta Slim Edwards plans to have his circus with the Royal Canadian Shows until the Royal American Shows enter Canada, at which time he will join that show, remaining with it until it winds up its tour of Western Canada. After that he expects to join the Jimmy Wallace World's Finest Shows. . . . The Gayland Shows, a Nichols-Greenway operation, caught cold weather in its three-day opening stand at Kelowna, B. C., its home base. The unit is set to play a number of sponsored dates in Vancouver. . . . Vancouver is due to see a flock of shows this season, according to present indications. Besides Gayland, other carnivals due in are Royal Canadian, Baddley's, Pop Lewis' Shamrock Shows, and Ralph Meekers' show. Agents for the Clyde Beatty Circus, Odysseus and the Ward Bell Circus have been at work recently, trying to set up dates in Vancouver.

John Moran, former ride superintendent for the World of Pleasure Shows, and his wife, Frances Moran, who is president of the Ladies' Auxiliary of the Michigan Showmen's Association, left Detroit recently for Dallas, where he will work as stagehand-electrician for the Civic Opera during the summer season. . . . Louis Brown, Jack Zeman and Clifton Smith, Detroit-based concessionaires, left the Motor City recently for Rockaway Beach, N. Y., where they will operate for the summer.

Octogenarian Edgar Neville is a patient in a Paris, Tex., hospital following an operation for the removal of cataracts. Neville holds one of the longest service records of any concession secretary. He was secretary for the C. A. Wortham Shows, later for the Beckman &

Gerety Shows, with which he continued until they folded, and then was in charge of the concession wagons on the Cavalcade of Amusements while O. J. (Whitey) Weiss and Archie Wagner were the show's concession managers. He has made Paris his home thru his many years, always wintering there. He has been out of the business since the Cavalcade of Amusements folded.

Joe Prell visited the Strates Show in Wilmington, Del., last week. He will shortly join his father and brothers in Greenwood, S. C., where Prell's Broadway Shows will open on May 7.

Jack Wilson spent a few days in New York last week on business for his Cetlin & Wilson Shows. . . . Mrs. Dorothy Halpert is the new secretary for James E. Strates, operator of the shows bearing his name. She hails from Elmira, N. Y. . . . Mrs. Wayne Kingsley, of the Strates Show, is recuperating from an eye operation.

Joe Denton, son of Mr. and Mrs. Johnny Denton, recently spent his furlough from the Castle Heights Military Academy, Lebanon, Tenn., visiting his parents on their show, the Gold Medal Shows. . . . Bobby Cooper opened the season on the Gold Medal Shows with a cook-house, foot-long grab joint and popcorn trailer. His wife and three children assist in the operation. Red Kelly is his chief cook.

Sky Hi Lee, the wrestling giant who has been campaigning in Western Canada recently, is the former Tiny Lee, who worked pit shows with the Jay Gould circus, Reynolds & Wells carnival, and Williams Bros.' carnival. Lee ate fire and glass, did an electric chair stunt and was a human pincushion. Television has boosted his stock as a wrestling box-office draw thruout Canada.

Dallas E. Duncan, former legal adjuster with Wolfe Amusement Company and author of "I Flew the China Clipper," has retired from showbiz to push his latest novel, "Why Kick the Habit?" published by Doubleday. . . . Leo LaSalle has signed with the Silk City Shows. . . . Mrs. Katherine Wyble, wife of Glen D. Wyble, owner of the Hiawatha Shows, underwent surgery April 13 at Riverside Hospital, Toledo. She is presently convalescing at her home in Moroni, Mich. . . . Line-up of Mitzi Rogers' Side Show, which opened to good business with Virginia Greater Shows at Suffolk, Va., recently, includes George V. Ice, front talker; Eugene Wilson, No. 1 ticket box; Jerry Morris, No. 2 ticket box; Rusty Rogers, inside lecturer; Prince Andree, fire eater; Joseph Mains, Hindu fakir; Allo, alligator boy; Linda Wilson, electro; Jo Ann Rogers, blade box; Ike Matina, midget magician, and Princess Zorina, mentalist. Miss Rogers is working the annex under Dennis Denise.

Peggy Minden, concessionaire, and her husband, escaped serious injury when their car and trailer overturned when forced off the road near Woodbridge, Va., April 13. Both car and trailer were extensively damaged. The couple were en route to Pennsylvania to join the Reithoffer Shows. . . . Frankie Shafer, West Coast concessionaire, caught Penn Premier Shows and Amusements of America in Baltimore recently.

William Boyd, concessionaire, has been named assistant manager of the Royal Princess Shows, according to Stan Wrisley, owner-manager. Other personnel with the Immokalee, Fla., based org are Louise Wrisley, secretary; M. H. (Bill) Gardner, electrician and mechanic; Marguerite Boyd, cook-house, and Janet Sullivan, The Billboard agent. The show will open the middle of May in Mississippi and will play American Legion and FVW-sponsored dates in the Midwestern States. . . . Leaving Immokalee, Fla., recently were Lou Pease, Girl Show operator, to join Wolfe Amusement Company; Lee Houston, who had been work-

(Continued on page 63)

FOR 3 GREAT ONTARIO FAIRS

The CONKLIN SHOWS

WILL PLACE

A SET OF MODERN, UP-TO-DATE RIDING DEVICES. HAVE SPECIAL PROPOSITION FOR GOOD SIDE SHOW. CAN PLACE LEGITIMATE MERCHANDISE CONCESSIONS.

- Peterborough—August 1-6
- Leamington—August 8-13
- Belleville—August 15-20

Midway will consist of Independent Attractions and Conklin Units

Proven results are here for capable operators

Address FRANK R. CONKLIN, P. O. Box 31, Branford, Canada



CALL CALL CALL

OPENING ALLENTOWN (EMMAUS), PA., SATURDAY, APRIL 30.
CELEBRATIONS AND CONVENTIONS START IN THREE WEEKS.

- WANT RIDES** Comet, Whip, Caterpillar and Ridee-O.
- WANT SHOWS** Manager with equipment for office-owned Side Show, Manager for office-owned Motordrome. Also Man to handle and drive our Funhouse. Will book independent Grind Shows of all kinds, Snakes, Monkeys, Wildlife, Mechanical. No time to write, telephone and come on.
- WANT CONCESSIONS** Custard, Photos, Hats, Jewelry, Hanky Panks, Basketball, String Games, Fish Pond, Six Cats, Derby, Darts, Ball Games. Ben Herman can place two Wheels and two Grind Stores, Buckets and Swinger.
- WANT HELP** First Men on Ferris Wheels, Octopus (Whitey, telephone) and Chairplane. Second Men on all other Rides come on, will place you. Drivers preferred.

All replies to Morris Hannum. Telegrams to Americus Hotel, Allentown
Telephone calls to either above hotel or to Philadelphia, Pa.—Chestnut Hill 7-8176



HUMBOLDT, TENN., STRAWBERRY FESTIVAL, May 2-7
15 FAIRS 15 FAIRS

Want Concessions—Hanky Panks of all kinds, Age and Scales, Custard, Diggers, Basket Ball, Hi-Striker, Ball Games, Balloon Dart, Glass Pitch, Fish Pond, Pitch Win, Cork Gallery, Long Range, Under and Over, Pan Game, Rat, Arcade, Swinger, etc. WANT RIDES—Kiddie Autos, Pony, Swings, Boats, Carts. Will give ex to party with two or three nice Kiddie Rides. WANT SHOWS—Fun House, Monkey Show, Horror, Girl, Sideshow, any Show with own equipment. Twenty-five per cent. WANT HELP—Ride Help on Wheel, Jenny, Tilt, Octopus, Swings, etc. Pete Landers wants Agents. Grant Freeze and Tommy Smith, call at once; important. Chuck Alexander wants Agents for Six Cats, Buckets, P.C. Tables, Penny Pitch, Nickel Roll, etc.

BATESVILLE, MISS., ALL THIS WEEK; HUMBOLDT, TENN., NEXT WEEK.

F. O. POOLE
Owner

JACK OLIVER
Bus. Mgr.



Featuring CAPT. BILLY SHAFER on the World's Highest Sway Pole Act.

Want for Opening May 6 to 16, Indianapolis, Indiana

Corner of Howard and Reiser Sts., in West Side business section. Plenty of people in boom section of Indianapolis. 50,000 merchant tickets passed out by merchants for Big Kids' Day, Saturday, May 7. Sponsored by West Side Exchange Club.

SHOWS—None wanted for this date. Space too limited, can use you on next spot starting May 20 on main route to Indianapolis Speedway over May 30.

CONCESSIONS—Clean Hanky Panks of all kinds (except Bingo, Popcorn, Floss, Cook House, Glass Pitch, already booked for season); Jewelry and Photos still open. Concessions with me at Ft. Sq. Last call, don't miss this one. Privilege, \$46.50 for 11 days. Hanky Pank Agents wanted for office outfits.

If you people who claim to want to book on a clean Show are interested, here is your chance. I carry no girl shows, flats or gypsies at any time. Booked solid till October 2 in Illinois and Indiana and South till December. Will be on lot May 4. All wires answered. No phone calls.

RIDE HELP—Must be licensed Semi Drivers—if you booze or chase, don't bother me as I don't need you. You get your pay each week, no bonus promises, or meal tickets. Rickey Darnell, contact or come on. Man and Wife wanted for Kiddieland, new factory Rides.

Mail Address: RT. 1, BOX 45, CAMBY, INDIANA Wire c/o WESTERN UNION, INDIANAPOLIS, INDIANA
PAUL T. ROBERTSON, Owner

FOR SALE

8 Cars, 5 Fire Truck Rides. Complete with fence and ticket box, push-button starter, A-1 condition, \$1,000.00. Popcorn Trailer, complete, plate glass and awning all around, like new, \$900.00.
M. T. GORDEN
2821 N. 58th St., Milwaukee, Wis.
Telephone: UPTown 3-2230

STOCK TICKETS

1 Roll \$ 1.50
5 Rolls 4.50
10 Rolls 8.25
25 Rolls 19.75
50 Rolls 24.00
100 Rolls 44.00
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Double Coupons
Double Prices
No C.O.D. Orders
Size: Single Tkt., 1x2

We Manufacture TICKETS

of every description
Wheel tickets carried in stock for immediate shipment.
THE TOLEDO TICKET CO.
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SPECIAL PRINTED

Cash With Order, Prices
Roll or Machine
2,000 \$ 6.90
4,000 7.80
6,000 8.70
8,000 9.60
10,000 10.50
30,000 15.50
100,000 33.00
500,000 123.00
1,000,000 250.00
Double coupon, double price

CLUB ACTIVITIES

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, April 23.—The regular meeting was held Friday (15). Officers present included President Charlotte Porter, Third Vice-President E. S. Fitzgerald, Treasurer Oscar Mattley and Recording Secretary Bonnie Townsend.

It was decided that meetings during the summer would be returned to Monday nights.

May Griffith, now in Parker's Rest Home, Novato, Calif., is reported in critical condition.

Among the visitors present after long absences were Mr. and Mrs. Kenneth Collins, Harry Sandler, and Carmencita.

Word was received from Marjorie Latiker that 36 names now appear on the luncheon cloth she is preparing for the Ladies' Bazaar. Names are being embroidered on the luncheon cloth for \$1 apiece, with the proceeds to go to the Ladies' Bazaar.

Miami Showmen's Association

1799 N. W. 28th St., Miami, Fla.

MIAMI, April 23.—The final meeting of the season was held on April 4 with an attendance of approximately 150. Enthusiasm ran very high for the coming season and many pledges were made by those in attendance to bring in more funds and members this year than ever before. President Samuel E. Prell returned from a trip up North to preside that night and seated on the dais with him were Ben Weiss, third vice-president; Cliff Wilson, secretary; William J. Tucker, assistant treasurer; William B. Moore, past president; Eddie Edwards, former secretary, and Bob Morrison, past president of the Michigan Showmen's Association.

The former executive secretary, Phil Cook, has returned from a trip up North and he reports that he has investigated many propositions that were offered to him, and is undecided as to which one he

will accept. He will make an announcement shortly as to his commitments for the coming season, but will not be affiliated with Harry Illions at New Liberty Park in Buffalo.

The membership committee's slogan for this coming year will be: "Every member get a member." Shep Blumberg, chairman of the ways and means committee, announced that 10 gross of Award Books have been distributed to the members of the various shows and a great drive will be made for the raising of funds this year. He also announced that all show owners and managers will be urged to stage a jamboree or bingo party for the benefit of the club.

Cliff Wilson, secretary, reported on the curtains to decorate our stage. He said that work on them will start in a couple of weeks.

Ben Weiss and Dutch Whiteside, chairman and co-chairman of the Year Book committee, announced that the plans have made greater progress this year than ever before. Special sheets have been devised by Dutch Whiteside for those who cannot fill up the large sheets, and many of the smaller sheets have already been filled and handed in to the secretary's office. A great drive for Booster names will be made this year. Phil Cook reports more than \$600 in ads for this year's Year Book.

Sydney Daniels announced that a jamboree will be held for the benefit of the club at the circus in Philadelphia during Decoration Day week. Willie Lish will cooperate with Daniels in the staging and has pledged a few donations for the affair.

Most of the members have now left the city to join their shows on the road, and it is requested that the members please keep the office informed of their address or the show they will be with this coming season. Lots of mail has accumulated here and it is very necessary that those members who have mail at the club notify the secretary where to forward their letters.

William Tara, chairman of the blood bank committee, says two beautiful blackboards have arrived at the clubhouse and will be installed on the wall in a week or two, with the names of all donors put on it.

President Samuel E. Prell asked a few of the members to address the assembly, and the following were called upon: Max Sharp, Bob Morrison, Eddie Edwards, Johnny Canole, Ben Weiss, William B. Moore, Charles Wright, Pat Finerty and Sydney Daniels.

Mel Dodson, treasurer, sent a letter to the office informing the membership that his health was not of the very best, and that he is looking forward to returning to Miami shortly.

Lyman Truesdale and Bill Bryant, co-chairmen of the sick and relief committee, reported the following sick: Duke Brownell, Jackson Memorial Hospital, Miami; Bob Conner, Batten State Hospital, Rome, Ga.; John DeVaney, Florida State TB Hospital of Lantana, Fla.; Robert Hazzard, U. S. Veterans Hospital, West Haven, Conn.; George McLean, McDill Air Force Base Hospital, Tampa; Otto (Mack) Magendand, Lantana TB Hospital, Lantana, Fla.; Carl E. Mantye Jr., 127 Hart Street, New Britain, Conn.; Pete Richardson, 2027 West Grace Street, Richmond, Va.; Joe Vernick, Veterans Hospital, Rutland Heights, Mass.; Al Weinberg and Ed Yeastedt, Veterans Hospital, Coral Gables, Fla. Sam Weiner was in the clubhouse the other day and looked good.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, April 23.—Secretary Joe Streibich today was reported "doing well" in Alexian Brothers' Hospital, following an operation early in the week.

Hank Shelby, a patient in St. Luke's Hospital, was reported

LINE-UP READIED FOR VA. GREATER OPENER

SUFFOLK, Va., April 23.—Virginia Greater Shows, as with other Eastern units planning to open last weekend, eyed a discouraging picture of rain thru most of the week. The show is on a good location on the North Carolina highway at the edge of town here and was ready to go in plenty of time.

The sponsoring Elks Lodge committee set its fish fry in the cookhouse for Thursday night (14) with many local officials among the invited guests. Postmaster Sam Stallings was the toastmaster and Manager Rocco Masucci turned over the cookhouse to the Elks for the occasion.

Concessionaires set up for the opening included Hap Arnold and wife, two concessions; George and Pat Rector, 2; Buddy and Betty Monroe, 4; Tom A. Pierce and Lee Eglori, 2; Johnny Gambino, 4; George West, 1; Herbert Clark, French fries; Mr. and Mrs. Eddie Schultz, bingo; Bob and Ida Rubin arrived to handle the under-7 and pea pool; Fred Holcombe and wife will operate office-owned hanky panks; Sam Cooper and wife, mitt camp; show cookhouse, managed by Earl Jackson.

Winter Quarters

Grain Belt

FULLERTON, Neb., April 23.—Activities are running ahead of schedule. Everett Adams has the Merry-Go-Round decorated and is now painting the trucks. Fred Ratcliff has his Octopus painted and is working on the lighting, and Marvin Bloyd has his Tilt-a-Whirl set up and is repainting it. Show's Ferris Wheel and Kiddie Auto ride are being painted under the supervision of Louis Draheim.

Clarence Jensen reports that his Train, Airplane and pony ride are ready for the June opening. Mr. and Mrs. J. F. Flanigan write that they have returned from Arizona and are getting their games ready at Seward, Neb. Mr. and Mrs. Frank Robinson report from Oklahoma that their dart balloon is in operation on a show playing that territory, and that they'll be heading for the June opening.

Chuck Rudisill is busy at quarters readying his concessions. He'll have an over 12, roll-a-ball and slum spindle. He was recently visited by Pop Sanders, who plans on being with the concessions this season. Leon Walker reports from Kansas that he's busy getting his Arcade ready. Mr. and Mrs. Bill Hoffman have their two ball games painted and outfitted with lights.

Ray Stoesser's popcorn trailer is due in quarters. Marvin and Christine Bloyd have their photo outfit and hi-striker set. Mr. and Mrs. Barney Gage will join in time for the opening with their duck pond, scales and age, and add-up darts.

Chuck Rudisill is working on exploitation and has prepared press material. He info's that Grain Belt is now a member of the Fullerton Chamber of Commerce. Show's window cards and one sheets are being printed and the advertising department is due to go into operation soon.

factory progress in recovering from a recent stroke.

Charles Miles is confined to Alexian Hospital with several fractured ribs sustained when he slipped and fell in a bathtub.

Thursday's (21) meeting was chaired by President Ned E. Torti. Also on the rostrum were Maurice Ohren, first vice-president; Al Sweeney, second vice-president; Jack Duffield, third vice-president, and Henry Polk, acting secretary.

Members present after long absences were Nat Green, Al Rossman, Ed Sopenar, Dave Picard, Andy Kassin, Babe Boudinot, Hadji Delgarian and Harry Russell.

An enthusiastic reaction has been received from the membership from the Cadillac project, the ways and means committee reported.

Final meeting of the season will be Thursday, April 28.

Johnny Gambino and Pete Catalino will operate two girl shows, Kid Drifty will operate and manage the Cotton Club Revue, Wally White, Snake Show, Rocky Rogers managing the Circus Side Show. Wally White will have his pony ride on the show.

Show will open with 9 rides, 5 shows, and about 25 concessions. Staff consists of Rocco Masucci, general manager; Mrs. Rocco Masucci, secretary and treasurer; Bill Murray, general agent; Hap Arnold, mailman and The Billboard; Ernest Robinson, electrician with Clyde Robinson, assistant; Hoover (Slim) Byrum, mechanic. Ride help includes Leo Matina, kiddie rides; James Bowser, Ferris Wheel; T. Randall, Merry-Go-Round; Clyde Robinson, Octopus; Tennessee Slim Gillespie, Chairplane; George Russell, Chairplane; James Hubert, Octopus. Rocco made a trip to New Jersey and returned with Mrs. Masucci.

The date here ends April 23, and will be followed by three weeks in Maryland. There is considerable new canvas on the show, it is reported, much of gotten from Bill Sanders' Norfolk Tent Corporation thru his representative G. C. Mitchell, who is a regular visitor here. New canvas supplied this week includes a Merry-Go-Round top and sidewall, Pepsi-Cola top for cookhouse, sidewall for Circus Side Show and Jungle-Land Show, marquee top and sidewall, and five tops and sidewalls for office hanky panks.

Three Iowa Celes Are Contracted By Grain Belt

FULLERTON, Neb., April 23.—Grain Belt Shows have signed to provide the rides, shows and concessions at three more Iowa celebrations, Charles K. Rudisill, general manager, announced. Rudisill recently returned here from a trip that included bookings and visits to the winter quarters of Merriam's Midway Shows and the W. A. Thomas Shows base.

The events signed include the Correctionville Centennial, July 22-23; Lewis Homecoming Celebration, June 27-29, and the Carson Annual Pow-Wow, July 26-27. Early June dates are still pending, Rudisill said.

With the route now set, the general manager is busy lining up an advertising and promotion program. Already planned are window cards, one-sheets and heralds. Radio will be used and at some celebrations it is expected television may be utilized. Pony and bicycle giveaways are also on the schedule along with ladies' nights and kid matinees.

FROM THE LOTS

Raley Expo

COLUMBIA, S. C., April 23.—Show opened April 4 to fair business. Harold Raley, owner, purchased a new trailer and Cadillac, and Frank Dickerson, booking agent, a trailer and Buick.

Personnel includes Jessie and Mary Brown, Girl Show; Frank Allen, Side Show; Tinnie Orlando, Girl Show; Red and Doris Jernigan, cookhouse; Dick Palmiter, 2; Hoffman, 2; Osca White, 2; Charlie Walpert, 2; Fred Clark, 1; Babe Goodrich, 1; George Wertz, 1; Fred Burns, Merry-Go-Round; Workman, front gate; Larry Horn, electrician, and Ethel Raley, secretary.

DUE TO LAST MINUTE DISAPPOINTMENT

Can book Tilt, Octopus, Spiffire or Looper for park at beach. Have for sale or trade—Gasoline-Driven Train, 40x60 Track and Smith and Smith Chairplane.

NELSON FERRIS
Seashore Park, Box 317
Carolina Beach, N. C.

METROPOLITAN SHOWS

OPENING ON BELL STREET LOT, APRIL 29, OPPOSITE MAXWELL FIELD

2 Saturdays and 3 More Alabama Big Payday Towns to follow.

CONCESSIONS

Custard, Age and Scale, Novelties, Candy Floss. Will sell exclusive on Glass Pitches. Want Swinger, Buckets, 6 Cats and P.C. open. Also all legitimate Concessions, very reasonable privileges. Man to operate office-owned Popcorn and Candy Apple Concessions. Working Men on Concessions. Johnny Reed wants Grind Store Agents.

SHOWS

Have complete outfit for Side Show. Need Manager and Inside. Fun House Operator; Geo. Cromer, get in touch. Also Monkey Show Operator. Have monks. Also want complete Wildlife and Arcade. Gene Padgett wants to hear from Joyce James, Agnes Price, Catherine and John and others who have worked for me, please contact. Want Second Men on all Rides. Capable Lot Man who can handle railroad show. Want Canvasmen for big tops. Eddie Knapp, waiting on you. Charlie, my canvas man, come on. Want Train Help and Help in all departments. Want Publicity Man who can handle kid matinees.

METROPOLITAN SHOWS, Winter Quarters, 222 May St., Montgomery, Ala. Johnny Reed, Greystone Hotel—Montgomery, Ala.—Shirley Levy, Exchange Hotel

7-BIG NIGHTS-7

MARINE CORPS MEMORIAL CELEBRATION

JUNE 5 TO 11, LACKAWANNA, NEW YORK

(This steel town is booming)

WANT CONCESSIONS OF ALL KINDS

No flats, grifters or gypsies. Positively no gambling.

Reply to FRED V. CATUZZA

54 JACKSON AVENUE

LACKAWANNA 18, N. Y.

Want-AGENTS-Want

Two Count Store Agents, 6-Cat Crew, Working Men to up and down Concessions, Hanky Pank Agents and P.C. Agents. Opening Friday, April 29, with Metropolitan Shows.

EDDIE STEELE, c/o EXCHANGE HOTEL, MONTGOMERY, ALA.

P.S.: Frank Bland, please contact.

GLADES AMUSEMENT COMPANY

WANT FOR CONWAY, S. C., IN THE HEART OF THE COLORED SECTION, WEEK OF MAY 2; LAKE CITY, S. C., COLORED LOT, WEEK OF MAY 9.

Will book set of Kiddie Rides. Honky Panks that work for stock only. All contact

JERRY SADDLEMIRE

RALEY BROS.' SHOWS

Want for 3 choice lots in COLUMBIA, S. C., and all PAY ROLL towns to follow

Can place all Stock Concessions. Have tops for Shows that don't conflict. All address: General Delivery, Columbia, S. C., this week.

AMERICAN EAGLE SHOWS

WANT CONCESSIONS

Popcorn, Snow, Photos, Arcade, Hanky Panks, American Palmistry. Also Man to take charge of Bingo. Center of town locations.

E. J. MORRIS, Owner—R. J. RANDI, Mgr.

Stigler, Okla., now; Spiro, Okla., next week; then east.

Wanted for Best Kansas Route

Cookhouse at once, Hanky Panks, Shooting Gallery, Hi-Striker, Scales, \$15.00 per week. SHOWS with own equipment. Committee burr on all except Girl and Athletic. Still better deal to strong Bally Shows such as Side Show, Drome, etc. HELP: Ride Men, come on; you will be placed. Salary, all you are worth.

Contact Manager, BOGLE SHOWS

Emporia, Kansas, April 25 to 28; Manhattan, Kansas, April 30 to May 7; El Dorado, Kansas, May 9 to 14.

ATOMIC CONSTRUCTION PAYROLLS **Royal Midwest Shows** ATOMIC CONSTRUCTION PAYROLLS
BIGGEST SPRING DATE IN THE NORTH—MADISON, IND., MAY 2-7
\$175 MILLION ATOMIC CONSTRUCTION.
Want Jewelry, Glass Pitch, Long or Short Range, Stock Concessions of all kinds. Monkey, Wildlife or any Grind Show. Live Pony Ride, Ride Help.
ROXIE HARRIS **Charlestown, Indiana**

MIDWAY CONFAB

Continued from page 61

ing his Snake Show at Florida fairs, to join Gooding Amusement Company, and Don Todd to catch Page Ferris Shows in Savannah, Ga.

Prof. Willie J. Bernard, of Hancock, N. H., infos that he is again going to sell tickets on the Playtime Shows in Manchester, N. H. . . . Personnel with King Shows, Ltd., this season includes Jim Porter, manager; Mrs. Gladys

Frank A. Hoyle, 61, Ex-Concessionaire, High Diver, Dies

COLUMBUS, O., April 23.—Frank A. (Red) Hoyle, 61, concession operator in recent years with the Gooding Amusement Company and who formerly was a high diver, died April 3 in a hospital here following an automobile accident in which he was dragged 30 feet.

He had been in outdoor show business for 46 years, starting at the age of 15, when he was billed as Captain Hoyle. He made dives from a high ladder. During World War I he served in the Intelligence Department of the Army and subsequently was with the Sells-Floto, Sells Bros. and the Hagenbeck-Wallace Circus as a high diver. Later he organized a tumbling act, the Hoyle Sisters, in which three of his daughters, Dorothy, Frances and Ruth, appeared.

He is survived by two sons, David and Freddie, and six daughters, Mrs. Dorothy McDonald, Mrs. Frances Pope, Mrs. Ruth Sterling, Mrs. Leona O'Rayan, Mrs. Marion Kunz, and Mrs. Virginia Hartman; a brother, William, all of Columbus, and two sisters, Mrs. Catherine Shapiro of Boston and Mrs. Marion Latlip of Charleston, W. Va., and 14 grandchildren.

Burial was in St. Joseph's Cemetery, this city.

Pitcher, office and tickets; Mrs. E. Murray, cookhouse, candy apples and floss; L. Alberts, p. c.; F. Fray, stock wheels; Mrs. A. Porter, ball games and balloon darts; Bert Andrews, pitch-till-you-win and fish pond; Bill Mackey, hoops and short range; Sandy Backus, glass pitch and watch-la; Jack Joyes, high striker and duck pond, and Howard Jones, bingo. Rides are under the management of Johnny Parent. In the back end are King and Marleau, monkey speedway, wild horses and pigmy cattle, and Rodeo Rae, trained horses and dogs.

Recent visitors to the Miami club were Stretch Rice, Cliff Wilson, Harry Matisoff, Phil Cook, Keeler, Fred Holtzman, Harry Bouck, William J. Tucker, Bennie Weiss, James Stabile, William B. Moore, Sydney Daniels, Jack Rose, Bill Cowan, Russell Erdwell, Fred Barrett, William Tara, George Lewis and Harry Meyers. . . . The National Showmen's Association in New York has been visited recently by Max Miller and Morris Gustow of the Ringling circus, Shrimpy Rappaport, Joseph Baizman, Joe Prell, Louis Nuskind, Morris Black, Herman Moskowitz, Edward Dubin, Edward McKeon, David Solomon, Louis Kronenberg, Abraham Steinberg, Aaron Katzen, Harry Schwartz, A. J. Merrill, Joe Agule, Sam Rothstein, Hy Silverman, Jack Harris, Leo Nacht, Joe Bellinger, Herbert Pincus, Morris Saul, Al Keating, Eddie Elkins, Jack Agree, Morris Brown, Dan Thaler, Saul Seligson, Ed and Jack Allen, Mark Rosen, Harry Joffe, Frank Blatzky and others. Milton Nathan is a newlywed. Leo Willens just applied for membership, sponsored by Morris Batalsky.

Harold Hunting recently assumed the duties of mailman and The Billboard agent on the Crafts 20 Big Shows No. 1 unit. Hunting also manages the popcorn and candy concessions. . . . Harold Mook, secretary of the Crafts No. 1 unit, is recuperating in the Community Hospital, San Bernardino, Calif., from a fractured hip and would like to hear from old friends. . . . Eldon Short, concession manager for the Crafts shows, is being told that he can look forward to a life of ease as his wife recently recorded another hit tune for the Imperial Recording Company, of Los Angeles, and already has received her first royalty check.

Aransas Pass, Tex., home base for about a half dozen shows, including Hill's Greater Shows, the Central States Shows and Byers Bros.' Shows, recently elected R. G. (Pat) Kindle as mayor. Kindle is a good friend of show people and is a partner of Jack Edwards, until two years ago general agent for a number of carnivals, in the operation of a hunting-fishing store, the Gulf Coast Trading Company, in Aransas Pass. Edwards had general-argued such shows as the Greater United Shows, the Tidwell Shows, the Hames Shows and Hill's Greater Shows.

Among those in town for Elmira, N. Y.'s recent Pioneer Parade were Blinks (Dick Lee), the clown; his manager, Jerry Higgins; Carnival Joe, King Cole and Happy Bonhan. Lee and Higgins joined Reithoffer Shows recently. . . . Morris Vivona reports from Washington that those there preparing for a tour of Canada with Wallace Bros.' Shows of Canada include Little Man Stiener, geek; Stash Gray, alligator boy; Bill McHugh, strong man; Art (Dimples) Frazier, annex attraction; Whiz Bang Seigel, Broadway Sam, Hot Half Harry, Harry Spitzer and Ralph Decker, concessions; Stanley Levy, legal adjuster, and Little Man MacDonald. They are slated for a May opening.

THE MIGHTY GEM CITY SHOWS

HANNIBAL, MO., UNTIL THURSDAY, APRIL 28, THEN THE BIG SOLDIERS' PAY DAY AND SPRING FESTIVAL OPENING SATURDAY, APRIL 30, THRU MAY 7, BELLEVILLE, ILL.—8 Big Days—2 Saturdays. For those who can't get on lot until May 2, we will reserve space. This date followed by "First-In" at 8 other large Illinois, Wisconsin and Indiana cities. Then the big SOLDIERS' FAIR and 4TH OF JULY CELEBRATION inside Fort Campbell for 8 big days and nights. Followed by one of the finest Fair routes in show business, including such Fairs as Belleville, Ill.; Davenport, Ia.; Du Quoin, Ill. (State Fair); Rome, Ga.; Tuscaloosa, Ala., and Albany, Ga., State Fair.

Concessions Wanted—Pitch-Till-You-Win, Custard, High Striker, Coke Bottles, String Games, Long and Short Range Galleries, Scales and Age, Novelties. Shows Wanted—Side Show with own equipment (Hall and Leonard, call me), Monkey, Snake, Mechanical, Fun House, Glass House and other well-framed Shows. Rides Wanted—Rock-o-Plane, Roll-o-Plane, Spitfire, Eli #5 Ferris Wheel and other Rides not conflicting.

MOTORDROME MANAGER
Want Man that can handle well-framed Drome, must have riders, offering good proposition and exceptional route to right man.

SCOOTER FOREMAN
Want Man that can handle new Scooter framed this year. Good proposition, top salary for reliable, sober man.

Following people contact: Frank Gross call James (Mississippi) Coulter, also Dutch, Lew Barber, Bill Anderson.
Ride Help—Have some openings for Foremen and Second Men that drive, must be sober and reliable. Those who have worked for us before, get in touch. No gypsies—no racket.
Contact THOMAS D. HICKEY, Owner, or SAM GRECO, Con. Mgr.
Hannibal, Mo., until April 28, or call Don Graco, Maryland Hotel (Phone 4100), Hannibal, Mo., until April 28; then contact at Belleville Hotel, Belleville, Ill., until May 7.

LAS VEGAS, NEVADA

ELKS' HELLDORADO and RODEO

MAY 12-15 INCLUSIVE

4—BIG DAYS AND NIGHTS—4

UPTOWN LOCATION—100,000 ATTENDANCE

NOW BOOKING SHOWS & CONCESSION SPACE

\$7.50 PER FOOT

Wire-Write or Phone **CRAFTS 20 BIG SHOWS** 7283 Bellaire Ave., No. Hollywood, Calif. Phone POPular 5-0909

PENN PREMIER SHOWS

worlds * cleanest * midway

BURLINGTON, N. J., MAY 2-7

CONCESSIONS	Can place Age, Scales, Novelties, Grab, Glass Pitch, Short Range, Fish Pond, Dart Balloons and all other legitimate Concessions.
SHOWS	Can place any Show not conflicting. Can place Talkers and Grinders. Also Working Acts for Side Show.
RIDES	Can place Live Ponies, Train or any other Rides not conflicting.
HELP	Can place immediately Foremen for Octopus and Tilt-a-Whirl. Second Men for Tilt and other Rides. Must drive semis and have licenses. Long season. Pay every week. Jenks, Red and Bill, come on.
REWARD	Will pay reward for information as to the whereabouts of Lewis Willis Garner. Wire collect.

Address All Mail and Wires to:
Lloyd D. Serfass, Owner-Gen. Mgr.
PENN PREMIER SHOWS
Glen Burnie, Maryland

All Phone Calls to:
Harry (Buster) Westbrook, Bus. Mgr.
Mt. Royal Hotel, Baltimore, Md.

Royal Exposition SHOWS

WANT FOR AUGUSTA, GA., MAY 2-7; BAMBERG, S. C., CENTENNIAL, MAY 9-14; TWO PAYDAYS TO FOLLOW. BEAUFORT, S. C., MEMORIAL CELEBRATION, MAY 30-JUNE 4; CHARLESTON, S. C., TO FOLLOW.

CONCESSIONS—Hanky Panks of all kinds, \$21.25 a week. Custard and Candy Floss open. Short and Long Range Galleries.

Also want Operator for Schiff Roller Coaster. Oscar Southern, answer. Want Operator for Smith and Smith Chairplane.

SHOWS—Animal or Side Show. Notice—Speedy Merrill no longer connected with this show. All answer ROYAL EXPO SHOWS, Harlem, Ga., this week; then per route.

"SPLINTER" ROYAL

General Agent Wanted
For clean Truck Show, principally Illinois. Preter one able to promote Celebrations and Special Events. State experience, all particulars in first letter. Must be sober and reliable.
BOX 430, c/o Billboard Pub. Co. 390 Arcade Bldg. St. Louis, Mo.

WILSON FAMOUS SHOWS
OPENING CANTON, ILL., SATURDAY, MAY 14—TWO SATURDAYS
Want Ride Men who drive for 10 office-owned RIDES. Also experienced BINGO Help. SCOTTIE KILPATRICK, come on over. Can use a few more Concessions including Cook House. Shows with own equipment. For Sale—One 8-Car Kiddie Auto Ride built on Trailer. One 18-Car Streamline Caterpillar with or without transportation. Replies to RAY WILSON, Wilson Famous Shows, Astoria, Ill.

AGENTS CONTRACTED
CALL ME IMMEDIATELY
RAY BONNER, ROMEO NICKOLS, JIMMIE WAGES, METCALFE. Show leaves Simcoe May 3, opening May 7. All Agents must be in Simcoe April 30. Contact
EDGAR G. HART SR.
Norfolk Hotel (Phone 159), or c/o Wallace Bros.' Shows of Canada, Simcoe, Ont., Canada.

MAURICE HELMAN WANTS
FOR BELLEVILLE, ILL., APRIL 30-MAY 7, and Per Route of the Gem City Shows. OPERATOR FOR KIDDIE MERRY-GO-ROUND. MUST DRIVE SEMI. ALSO WANT HANKY PANK AGENTS. FOR SALE—2 Abreast 15-Ft. Merry-Go-Round, new top and sidewalk last year, can be seen on above show, \$975.00. The following can be seen at Phil's Statuary, New Hammond Highway, Baton Rouge, La.: 24-Seat Smith and Smith Chairplane, Wisconsin 4-Cylinder Motor, with KB-7 International Tractor, 23-Ft. Carter Trailer, \$650.00. Also 1 AC 20-Kw. Light Plant, 1 DC 16½-Kw., both in first-class condition. Address as above.

DUMONT SHOWS
WANT SHOWS—Girl Show and Side Show with own equipment.
Want Bingo, Custard, Long or Short Range Gallery, all Hanky Panks. Want Kiddie Rides. Have for sale, Moon Rocket Ride, A-1 condition, Hardy Brady wants two capable Agents. All address
LOU RILEY
Cedartown, Ga., April 25 to 30; Rome, Ga., May 2 to 7.

STRANGE AND WEIRD ATTRACTIONS
Shrunken Heads, Ape Boy, Wolf Boy, Devil Child and many others. Your ideas made up. Write for free folder.
TATE MANUFACTURING CO.
2641 E. McDowell Rd., Phoenix, Arizona

AT LIBERTY BUSINESS MANAGER
Can furnish about 15 Concessions.
H. N. BOOTH
(Boots, Cutler)
100 Sleepy Valley, Mountain Valley Route Hot Springs, Ark.

WANT TO BUY FOR CASH
2 OR 3-ABREAST ALLAN HERSHELL MERRY-GO-ROUND
Must be in good shape.
SHERMAN HUSTED, c/o Western Union, Atlantic Beach or Morehead City, N. C.

WANTED CARPENTER AND BUILDER
who can do some painting and electric work. Year around job to right man. Must have tools, be sober and reliable. State salary expected, experience and qualifications in first letter. Send late photo.
BOX A-163, The Billboard 6000 Sunset Blvd., Hollywood 28, Calif.

MILLIKEN BROS.' SHOWS
Want for American Legion Celebration in heart of city on paydays—Spencer, N. C., next week, May 2-7; then north, playing only industrial pay-roll cities in Virginia, Maryland and Pennsylvania.
CONCESSIONS: Hanky Panks, Long or Short Range Gallery, Cork Gallery, Heart Pitch, Hoop-La, Penny and Cigarette Pitches, Auto Bumper, Basket Ball, Buckets, Swinging Ball that will work according to instructions. (Giram Beal, contact.)
RIDES: Can place Tilt, Rock-o-Plane or any Major Ride not conflicting. SHOWS: Side Shows, Fun House, Big Snakes and any Grand Shows with own outfit. Address:
MILLIKEN BROS.' SHOWS, Lancaster, S. C., this week; Spencer, N. C., next week.

FOLLOW THE WOLFE ARROW

WOLFE Amusement

THE SHOW THAT GETS UP ON SUNDAY

A WINNER EVERY WEEK
AND MORE TO FOLLOW. LINCOLN, N. C., THIS WEEK; FOLLOWED BY
SALISBURY, ASHBORO, HIGH POINT, N. C., AND BASSETT, VA.

CONCESSIONS
High Striker, Scales, Pitch-Till-U-Win, Block Pitch, Buckets, Swinger, Clothes Pins, Ball Games, Fish and Duck Ponds, Long Range. Good proposition to Bingo and Custard. Any Hanky Panks.

RIDES
Will book on small percentage a Double Loop, Spitfire, Rockplane or any Flat Ride. Special inducement to a set of Kiddie Rides.

Our Still Dates are of the best. Our Fairs start August—till November. Don't wait—get with a winner—wire today.

BEN WOLFE, Lincoln, N. C., This Week

Want—RIDE FOREMEN—Want
—FOR FOLLOWING RIDES—
CATERPILLAR—FLYING SCOOTER
NEW ROUND-UP—NEW TWISTER
—ALSO NEED RIDE HELPERS—

Must be sober, reliable and furnish references.
— Semi Drivers Preferred —
Top Salaries—Sure Pay—Good Treatment
Do not apply unless you can qualify

GOODING AMUSEMENT CO., INC.
1300 NORTON AVE. UNIVERSITY 1193 COLUMBUS 8, OHIO

GOLD MEDAL SHOWS

WANTED WANTED WANTED
FOR CLEVELAND, TENN., DOWNTOWN, WEEK MAY 2
Hanky Panks of all kinds open.

WANT Wild Life, Fat Show, Arcade, Monkeys, Snakes, Glass House, any worthwhile Grind Show.

RIDE HELP—Foremen for Looper, Wheel, Merry-Go-Round.
Roy Lollar, contact Red Hicks.

JOHNNY DENTON, Gold Medal Shows, Athens, Ga., this week.

OPPORTUNITY OF A LIFETIME

To book in
NEW JOYLAND PARK
located at Charleston, W. Va.

Over a half million people to draw from—no other amusement park within fifty miles.

CONCESSIONS—Penny Arcade, Fish Pond, Pitch-Till-You-Win, High Striker, Mirror Maze, Glass House, Fun House, or any other park Concession. **RIDES**—Will book well-framed live Pony Ride; no others wanted. **HELP**—Want Show Carpenter. All replies to

BOB ROBERTSON
General Delivery, Charleston, W. Va.

WANTED—GIRL SHOW HELP—WANTED

FOR TWO REVUE TYPE SHOWS

Girls with or without experience. We furnish wardrobe and transportation. Also Feature Strip. A-1 Talker, best proposition. (Bernie, "Doc" Crosby, contact.) Will give "EX" both shows to good Candy Man. (Dan Casky, Eli, contact.) Top Canvasmen who can drive semis and stay sober. Ticket Sellers and General Help. Torchy O'Day would like to hear from the following: Beverly Long, Ginger and Henry, Hattie and Paul Reynolds, Gail Watkins. (Jack Cox and Bob McAffie, come on.) Long season, top pay and best of treatment for all.

Contact **JIMMIE JOHNSON**
c/o 20th Century Shows, Ft. Smith, Ark., April 24-May 7.

WANTED

FOR LOUDON, TENN., AND ENTIRE SEASON

CONCESSIONS—Novelties, Balloons, Pitch-Till-You-Win, Hoop-La, Hi-Striker, Long and Short Range. **RIDES**—Place Tilt Foreman, two Men on Tilt and Wheel; all must drive and be licensed. **FOR SALE** or will trade for Octopus or Roll-o-Plane—Bingo, seats 64, new top, frame, 24-ft. Fruehauf Trailer, Chev Tractor; plenty of stock to open. Will place reliable Man and Wife with good credit rating on a pay-as-you-go plan. Going into good bingo territory. Answer:

C. A. STEPHENS
DALLAS, GA., THIS WEEK; LOUDON, TENN., FOLLOWS.

THOMAS JOYLAND SHOWS

WANT WANT

Agents for Swinger and Buckets at once. Can place Photo Gallery, Arcade, Age and Scales, Pitch-Till-You-Win, Ball Game, Cigarette Gallery, Diggers and High Striker. Want Ride Help who drive. Married couples preferred.

Address L. I. THOMAS, Mgr., Logan, W. Va., this week

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co.

SHAMOKIN, PA. DEPT. B

	100,000 \$32.50
10,000 \$10.00	20,000 12.50
50,000 20.00	

Send Cash With Order. Stock Tickets, \$24.00 per 100,000.

Striped Merry-Go-Round Poles

• Continued from page 57

Scooter, Octopus, Aeroplane Swings, Crack Pot, Skee Ball, pool, tavern and bars, and Olympic Amusements, Inc., operates the Roller Coaster. Other rides and amusements are booked in. They are Anthony D'Auria, Miniature Train; Theodore Kapplingaus, Auto Scooter; A. and M. Clarke, Flying Scooter and Tumble Bug; Edward T. Ball, Kiddieland; Charles G. Simon, Pony Track and Dude Ranch; D. Reif and J. Schwartz, Cuddle-Up and Motor Boats, and William Konrad, Looper. Jack Edelstein leases the roller rink.

Concessions Listed

Concessions are Jerry Gargano, shuffleboards and scale; Ben Schwartz, pig slide; Mrs. Charles E. Clark, palmistry; William Erne, lamp stand flasher; Carolyn Sonnabend, white wear flasher; Beryl Young, check room, cotton candy, novelties and wax museum; Greyhound Racer, booked in by that firm; Frank Calello, chicken and eggs flasher; Anthony D'Auria, aluminum flasher and balloon game; George Turner, leather goods flasher; Lulu Myre, African dip; Frank W. Baker, guess your age; Allan Harris, grocery flasher; H. Classen and H. Gottlieb, punk

rack; Henry Glassen Jr., penny pitch; Walter Zolkiewicz, fish pond; Gottlieb and Zolkiewicz, candy and stuffed toys flasher; George Rochedieu, basket fruits flasher and basketball throw; Harry Conti, blankets flasher; Gottlieb, doll flasher; Howard Brown, two Arcades and automatic photo galleries; Constance B. McWilliams, roll-down Pokette; Hyman C. Beber, pitch 'til you win; Edward T. Ball, milk bottle game.

Also, W. Kimmerle and M. Lawrence, miniature golf; Edward Rowe, radio flasher; Anthony Peppe, goldfish bow toss; Evert Silverthorne, two cigarette flashers and hosiery flasher; Henry Guenther Jr., shooting gallery and ice cones; Thomas O'Connell, Wings Fascination; Andrew G. Peters, popcorn, waffles and ice cream; Caffrey and Giuliano, pool restaurant, hamburgers, franks, roast beef, pizza; Steve Weishaar, park restaurant; Steven Kovacs, custard.

Staff is headed by Bob and Henry Guenther, with Albert Fox, secretary; Daniel Pederson, maintenance chief; William Erne, chief electrician; Jack Bedell, pool manager, aided by Arthur Roberge, and Frank Paradise, parking lot superintendent.

Big Preems Bolster Outlook

• Continued from page 57

Bowen, Whalom Park, Fitchburg, Mass.

Edward Carroll, Riverside Park, Springfield, Mass., noted that he had five good days out of the six operated to date. Julian Norton, Lake Compounce, Bristol, Conn., reported that 82-degree weather on Easter Sunday resulted in a record for the day. Bowen reported business at Whalom 50 per cent ahead of a year ago.

Promotion Discussed

Questions for the panel were collected in advance of the meeting.

N. Y. Squabble

• Continued from page 57

from the city late in 1953, for auction price of \$38,000.

A sign was erected stating that Joyland kiddie park was to be erected. Last year in April, PTA groups and others were told by their leaders that the park would contain a gambling concessions, "peep shows" and would remain open all night, thereby corrupting the morals of neighborhood and attracting undesirables to the section. The daily papers quoted these statements. Nobody approached Belzer to check, he says.

First Application Denied

The park's application for a variance was denied shortly thereafter. The strip of property, however, has since been rezoned from residential to unrestricted business and Belzer is now seeking a license to operate, this time armed with a lawyer. Belzer says he has \$75,000 tied up in the amusement venture.

It was brought out at the hearing that Belzer intends to operate a large Carrousel, from 8 to 10 kiddie flat rides and lease out an eating stand, custard stand and possibly novelties. He says he has already taken delivery on a King wet Boat Ride, Pony Carts, Rocket and Train. He has also contracted with Rockaways' Playland, it was learned, for a reconditioned Bischoff Jet Plane and Kiddie Jeep, both with Mangels drives, and a Pinto kiddie Ferris Wheel. There is a possibility Belzer will also buy an old Herschell Caterpillar that Playland has in storage, the park says.

The case is now in the hands of License Commissioner Edward T. McCaffery. Beside the 1,600 signatures Belzer also has a letter of support from the Brooklyn Hebrew Orphan Asylum of which he is an alumnus.

The lot in question stretches back below Linden Boulevard for 550 feet, and is 200 feet wide. North of the boulevard is a city housing development, while the southern strip consists of a string of gas stations and empty lots usually used by carnivals.

A dozen or more subjects were covered. Promotion, the acknowledged key to successful operation, was discussed at length. Principal new effort was reported by George A. Hamid Sr., operator of the Steel Pier, Atlantic City, who will use a million special promotional comic books to ballyhoo his spot.

Ed Carroll, a member of the National Association of Amusement Parks, Pool and Beaches, said that efforts to reduce the premium costs of liability insurance were continuing. His group will meet again with the underwriters within the next six weeks.

Bowling appears to be the best of the off-season operations. Before the decline of dancing, ballrooms earned the most revenue. Automatic pin setters and the creation of league bowling have helped considerably.

W. J. Slagle, operator of Slagle's Restaurant, Boston, noted that food service was the fourth largest industry in the nation. In 1954 food service grossed \$16 billion and employed more help than any other industry, he said. He urged the association to campaign against House Bill 339 which provides a minimum wage of \$1 per hour for gratuity employees.

Stern Outlines Plan

Frank Sterner outlined what he termed a new approach to fire insurance. A co-operative effort could result in considerable savings, he said, and the group requested that he secure complete information.

Alfred Black, head of the Boston advertising agency bearing his name, favored newspaper advertising over all other forms for which a limited budget was called. He said that radio functioned best when used in saturation form, and expressed the opinion that television was too expensive for most operators.

Other speakers included Fred Lea, of the Devoe & Reynolds Paint Company, and representatives of Governor Herter and Mayor Hynes.

About 200 attended the banquet. The entertainment was furnished by the Al Martin Agency, Boston.

WANTED

For 16 Firemen's Celebrations. All Downtown Locations. 32-ft. Merry-Go-Round. Exclusive on Mug Outfit, Coca-Cola, Bear Game, Duck or String Game, Ball Game (Cat or Milk). Small Show. Open May 7 near here. No gypsies. No phone calls or collect wires.

MARTIN LOZIER
Shepherdstown, W. Va.

FOR SALE

12 sections of red-white stripe Sidewall—90 ft. long, 10 ft. high sections, one dollar per ft. Never been used, brand new. Also one 20-20 Marquee, brand new. 273 E. 3rd St., Peru, Ind. Phone: 7394.

HAROLD EUTAH

Wants—Agents—Wants

For Six Cats, Balloon Darts, Fish Pond, Pea Pool, Cigarette Color Block, Basket Ball, String Game, Bear Pitch. Address:

c/o American Beauty Shows
De Soto, Mo., this week; Leadwood, Mo., next week.

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 4-5866 or Mulberry 5-3510

AGENTS

Need Bucket and Hanky Pank Agents, all types. Colonel Bob, answer if available. Paul, what happened? Jim W., holding spot. Opening May 2, Oxford, Mich.; then Rochester, Mich. c/o Motor State Shows.

CHARLES KREKELER
Route 2, Bethel, Ohio, until April 29; then per route.

WANT

Small Carnival—Glendive, Montana,
July 2-3-4
BOX 930
Glendive, Mont.

CARNIVAL MANAGERS

BINGO AT LIBERTY

Can you place large, flashy Bingo?

PAUL BOTWIN

4001 Hickory St. Columbia, S. C.

WANTED

A Carnival for County-wide 4-H Show, July 26 through 30, Carthage, Illinois. Contact

JERRY NUTT JR.

WCAZ, Carthage, Illinois

WANTED

Cars and display of ex-top Gangsters, for exhibit around the Islands of Hawaii. Write to

RALPH DI SOPA

35 North Hotel St. Honolulu, T.H.

SHIPWRECK KELLEY

(WILLARD THORNE)

confined to Salvation Army Men's Lodge with bad hip. Need help. Want to hear from friends. Address:

109 N.W. 5th Ave., Ft. Lauderdale, Fla.

CARNIVAL WANTED

With open dates for Thursday, Friday and Saturday during June or July. Contact

JIM DUVAL

138 Ardmoor Dr. Whiteland, Ind.
Phone: Indianapolis ID-3333

CONCESSION SPACE

AVAILABLE

In world-famous Wisconsin Dells. Inquire at

RIVERVIEW BOAT LINE

Box 10, Wisconsin Dells, Wis.

PARADA SHOWS

Want Foreman for Spitfire. Second Men on all Rides, Man to take charge of Miniature Train. Will book any Concessions—Six Cats and Buckets, Hanky Panks, \$15. Especially want Bingo for season. Will place Shows with own equipment. Agents for office Concessions.

N. C. SWISHER, PARADA SHOWS
Pawhuska, Okla., April 25-30; or per route.

WANTED

A Carnival to play ANNUAL RODEO, June 18 and 19, at Nettinger, N. D. Please contact.

JAMES ECKER

Hettinger, North Dakota

AGENTS WANTED

Six Cats and Buckets. Good route on Badger State Shows, opening Rochester, Minn., May 3. Call or wire until May 2; then per route.

R. T. McLEAN

618 W. Fifth Phone: 1317
Beardstown, Ill.

CARNIVAL WANTED

WORLD'S CHAMPIONSHIP BOAT RACES

Sept. 17, 18, 19. Write

Steve Bellinger

Mount Carmel, Illinois

Royal Canadian

Continued from page 59

ford, Rolloplane; Jerry Rockford, Rocket; Harry Nash, Jolly Caterpillar, and Leo Small, Funhouse. Concessionaires are Mrs. J. Rockford, corks; Slim White, darts; Slim Cameron, balloons; Robbie Robertson, Crown and Anchor No. 1; Grace Robertson, Crown and Anchor No. 2; Bernice Crawshaw, under and over; Stan Korn, hoppers; Pop Reid, fish bowl and hoops; Lucky Lang, bird pitch and swinger; Bobby Gauld, glass pitch and shooting gallery; Mercele Beggin, cats; Peaches Neilson, hit and miss; Bob Parsons, cookhouse; Betty Crawshaw, candy floss; John Kozlowski, novelties; Johnnie Applebaum, diggers, and Mike Smith, derby.

Mike Krekos Tests TV Spots

Continued from page 59

drawn from the Exposition and vice versa when needed.

Loes' Personnel

WCS personnel includes: Office: Eddie Hellwig, manager; E. W. Coe, business representative; Barbara Hellwig, secretary; Joe Wallace, lot superintendent; Danie Wilson, mechanic; Harry Baker, electrician; Paul Herron, assistant; Bill Stathos, watchman, and Nick Krekos, general grounds superintendent. Mrs. Betty Coe, hauled front gate tickets, substituting for Mrs. Isabel Myers, who will take over her usual post soon. James Tipton is assigned to front gate tickets and towers with Henry La-Roe gate ticket taker.

Rides: Ferris Wheels, Jack Hardin, foreman; Ivan Smith, Eddie Williams, second men; Barbara Pitcock, cashier. Merry-Go-Round: Byron (Blackie) Holz, foreman; William Johnson, second; Rose Young, cashier. Tilt-a-Whirl: Volver Knight, foreman; James Gibson, second; Virginia Herron, cashier. Octopus: John (Sporty) Young, foreman; Francis Carrigan, second; Marie Ramirez, cashier. Rolloplane: James Closs, foreman; Juan Ramirez, second; Virginia Wilson, cashier. Rockoplane John Oliver, foreman; Dave (Spud) Pitcock, second; Maynard Carlson, third; Hazel Ward, cashier. Flying Saucer: Michael Jorgensen, foreman; Robert McCoy, second and cashier. Ponies: Grace and Oscar Scarbery, owners.

Food Concessions

Cookhouse: Johnny Miller, operator; Gus Anders, chef; Virgil Weaver, griddle; Richard Parker, waiter; Ted Allen, second cook; James Clark and Francis O'Holleran, waiters. Dog-on-a-Stick: Johnny Miller, operator; Mary and George Sides. Popcorn, peanuts, candied apples: Jack Christensen, operator; Virginia and Klon Grubb.

Novelties, guess-your-age: Edwin Kemp, also mail and The Billboard. Shows: Side Show: Don Gilbert, manager; Ronnie Salerno, sword swallower; Nick Salerno, human volcano; Pat Paris, electric chair, flame box and assistant to Jingaling, impalement; Sis Cook (Hill), penguin girl; Julius, pinhead; Linda Lee, annex; Tom Welborn and Ben Hill, tickets, and Gilbert, openings. Girl Show: Jeanine Winter, manager; Buster Odle, talker; Dixie Gibson, dancer; Louis McCauley, tickets. Fun House: Lee Turnbow. Snake Show: Barbara and George (Red) White. Crime Show: Charles Greiner, Howard Crayton. Dope Show: Charles Greiner, Betty Greiner, Betty Carter.

Kid rides: Little Dipper, Boat ride, car ride, and airplane ride; Lillian Schue, owner; Larry Stoner, James Turkovich, Arnold Tilson, Benny Backstrom.

Games Line-Up

Game Concessions: Short Range, Clayton Phelps. Darts: Hunter Farmer, owner; Perk Daly, Frank Nay. Clothespins: Farmer; Tommy Lane, Kenny Thorsnes, Max Tratch. Tag Darts: Gloria Tratch, Dan Ballard, agent. Shooting gallery: Harry Cohen. Fish Pond: Ruth Korte, operator; Jimmy Phoenix, agent. Dart game and spindle: Eloise and T. E. Syster. Bolito and

DeBelle to Reid

Continued from page 59

pal girl production will feature Edith Dahl in the Las Vegas Revue. The striking club and theater personality who will be making her first full season in the outdoor field, will have six girls in the line and a band.

Negotiations were recently completed with Charles A. Taylor to present the Club Ebony revue. The minstrel show will carry 22 people, Reid said. Features will include Audrey June and the Val Tones, a quartet. A six-girl line, tap dancer and emcee are included.

Another feature, the Motor-dome, will headline Capt. Cotton Harris and His Motorcycle Maniacs. It will be the first appearance of this unit in New England and Eastern Canada, Reid said.

The show will open May 2 at Glens Falls, N. Y. Equipment will include 18 rides, 12 shows and about 50 concessions, Reid said.

Roll ball: Art Andersen, operator; Marshall Brown, Paul Hobson, Harry Shreve, agents. Balloon darts, add-a-ball, cork gallery: John Ristick, operator; Brownie Ristick, Lillian White, George Brown, Johnny Garcia, Frank Ristick, Steve Ristick, agents. Mitt camp: Steve Ristick. Derby: Lillian Schue, operator; Roy Hoaglund, Bob Fetters, agents. Pan and duck games: Lou Korte, operator; Freda Brown, Charles Crowell. Hi striker and jewelry: Lyle Anders, operator; Charles Lamb, agent. Add pan, bottle, bird wheel, bird pitch, toy pitch and glass pitch: Cecchini & Levaggi, operators; Ernest Hoblit, manager; Paul Laurell, Lee Cole, George Truman, Roy Lewns, agents. Coke pitch and merchandise booth: Sam Dolman, operator; Charlie Crouse, Max Hillman, Kenny Nugent, Freddie White, agents. Picture pitch: Marie and Bob Nist.

Banquet Site

Continued from page 59

Wolfe, Arthur Campfield and Weisman.

Limits of loans will be \$50 for a showman in need, and \$100 if the committee feels it is an emergency. If the committee feels at the end of a year that the borrower is not acting in good faith in meeting his obligation, it has the power to take legal action thru the club attorney. Joe McKee, former custodian of the fund, has written several delinquent borrowers of the original fund, saying their names will be publicized unless they show evidence of faith shortly. Several have made repayments as a result of this, it was reported.

This year's awards exceed last year's both in bonds and merchandise, it was brought out. With other prizes still to come, the following were donated at the meeting: \$200 apiece in U. S. bonds from George A. Hamid, John Weisman and I. T. Shows; \$100 bond apiece from Joe McKee, Vince Anderson, Max Miller and Morris Batalsky; \$50 bond apiece from Jeff Harris, Sam Peterson and Dan Thaler; cultured pearl necklace from Joe Gilbert, Sherco watch from Irving Sherman, case of Scotch whiskey from Bill Uran and Harry Flanagan; a gift, unlisted yet, from David Baker; diamond ring from George Ross, and the following from Gerald Snellens: two Columbia bicycles, case of Camels, Gilbert train of \$125 value and Philco TV set.

It was announced that Palisades Amusement Park will hold a weekly drawing for the NSA this season, supervised by Joe McKee. It was also announced by Prell, in addressing the membership, that when tenure as MSA prexy ends he will devote a greater amount of energy toward fund-raising and that the National Showmen's Association will come in for a sizable share of the amount raised.

Cook NSA Fund-Raiser

The following men were named stewards: Gerald Snellens for the World of Mirth Shows, Frank (Shrimpy) Rappaport, Mullins Royal Pine; Charley Davenport, I. T. No. 2; Al Howard, I. T. No. 1; Vince Anderson, Savin Rock Amusement Park; Abe Rapps, Rocky Point Park, Providence; Harry Rosen, Coney Island; Richard Geist, Rockaways Playland; Joe Weissman, Palisades; Frank Capell, Amusements of America (Vivona) No. 2 unit; Isidore Biscow, Virginia Beach; Harry Schreiber, John H. Marks Shows; John Christopher, New York City; Phil Cook, representative at large; Bill Moore, Cetlin & Wilson Shows; James Sullivan, Canadian representative, and Jeff Harris, New England fairs.

It was announced that the Hotel Commodore would be the site of this year's annual banquet and ball. As usual the affair will be on Thanksgiving Eve. Tickets will be \$11 per person, including tax and gratuities.

A third reading to an amendment made if official that from now on any member securing 500 booster names for the annual Year Book be awarded a gold life membership card.

Calif. State Fair Rescinds Contract With West Coast

Bids to Be Reconsidered in Wake Of Finance Director's Objection

SACRAMENTO, April 23.—Contract of the West Coast Shows to play the California State Fair & Expositions here in September was rescinded Thursday (21) by the fair's board of directors, who set Wednesday (27) for the reconsideration of contracts already submitted. The meeting is scheduled for 11 a.m.

The West Coast Shows were contracted for the 1955 State Fair, which starts its 11-day run Sep-

tember 1, at a board meeting March 17. Prior to the awarding of the deal for one year, the show's three-year contract was rescinded.

John M. Peirce, State finance director, who approves all contracts for the fair before they are signed, objected to the West Coast Shows proposal of 11.11 cents per capita with an \$86,000 guarantee. This same bid was submitted on the three-year contract. The finance director pointed out that the bids submitted by Crafts Shows for 12.25 cents per capita with a minimum guarantee of \$80,000 and that of Frank W. Babcock's United Shows for 12 cents even would be worth \$9,000 and \$7,000 more respectively to the State. Peirce said the minimum guarantee clause was inoperative and of no significance because the estimated attendance would put the payment figure beyond the guarantee.

Bobby Cohn, general agent for the West Coast Shows, which played the State Fair for the first time in 1954, objected to the Peirce proposal and strongly urged that the board's previous action be upheld.

Peirce declared that the board's earlier action in selecting West Coast was that the association was friendly and the board wanted it to continue. He added that in the event there was any thought of a carnival not carrying out its prescribed duties, a strong forfeiture clause was suggested. The finance director added that in a meeting with the concession board Friday (15) it was agreed that the contract go to Crafts, highest per capita bidder.

Caravans Mark 11th Anniversary With Supper-Party

CHICAGO, April 23.—A total of over 30 members of Caravans, Inc., turned out for the club's recent 11th birthday celebration in Bamboo Gardens in the Chinese section of Chicago.

Heading the list was President Eva LeRoy and Vice-Presidents Marianna Pope and Agnes Barnes, and Secretary Wanda Derpa. Others on hand included Agnes Banti, Isabell Brantman, Betty Broderick, Mabel Davis, Marie Dornfield, Anna Graebert, Nora Heglund, Lucille Hirsch, Helen Hoffmeyer, Lillian Lawrence, Mary Martin, Martha Marts, Pearl McGlynn, June Milcezy, Gladys Pivor, Marie Broughton, Susan Coomes, Veronica Potenza, Mollie Raymond, Frieda Rosen, Anna Schmidt, Claire Sopenar, Mae Sopenar, Mary Stutzke, Estelle Swaider, Jeanette Wall and Helen Wettour.

Claire Sopenar left for a Florida vacation, where she will visit, among others, Mr. and Mrs. Ray Oakes. Ann Sleyster and husband are also in Florida, and Ann Roth is leaving for Jackson Beach to open her hotel. Charlotte Wright received a gold membership card for obtaining 50 new members.

Billie Billiken is recuperating at home following a heart illness. Jeanette Wall suffered a broken foot. Eva Shine and Mary Martin are also on the sick list. Alice McLaughlin's mother, Mrs. Charles Correll, is in Kimball Sanitarium, LaCrescenta, Calif., and Edith Streibich's husband, Joe, is confined to Alexian Bros.' Hospital, Chicago.

FOR SALE Complete Cookhouse on 25 foot trailer. 2 cook stoves, 1 large steam table, electric icebox, sink, hot water heater, 50 gallon water tank, 4 closets for dishes, pots and food covered grill, 2 soda boxes, 2 coffee urns, one large built-in juice dispenser, 12 stools with platform, 5 uplifts, 5 counters, trailer, 4 wheels, all aluminum. Almost used 3 months. Dishes, pots and pans. Price, \$3,750.00 cash. MRS. MARIE SCOTT 74 South Main St., Phillipsburg, N. J.

Last Call for SHORTER'S SHOWS The show that knows where to go. Playing two and three spots a week. Want Hunky Panks of all types. Agents for office-owned Concessions. Rides—Will book any non-conflicting, especially want to buy, book or lease Ferris Wheel Shows—Animal, small Freak Show. Help—Bob Marlon needs Bally and Dancing Girls. Top pay. Can place Husband as Ticket Seller. Bea Tittle, answer. Second Men on Rides. Route 2, Waterloo, Iowa. Phone: Colfax 6-2920.

INTERSTATE SHOWS

Want for Clarksville, Tenn., April 29-May 7, catching Fort Campbell payday. All first-in choice Still Dates to follow. SHOWS: Any non-conflicting Grind Shows, small percentage; will give attractive proposition to Side Show with or without own equipment. Have good opening for Penny Arcade, Motordrome, Fun House, Glass House. Want organized Minstrel Show with not less than twelve people including band. RIDES: Will book any Flat Ride not conflicting with what we have. RIDE HELP: Foremen and Second Men on all Rides; semi drivers preferred. CONCESSIONS: All legitimate 10-cent Concessions open, all Popcorn, Photos, Jewelry, Novelties, Age & Weight, High Striker, Glass Pitch, Water Games, American Palmistry, Six Cat, Buckets, Swinger. Want Manager or Caller for up-to-date Bingo, also Countermen and Checker for Bingo. Want Painter and Scenic Artist to join on wire. Want experienced Mechanic with tools to join on wire. Don't misrepresent. Replies to

H. B. ROSEN

CARE WESTERN UNION, CLARKSVILLE, TENNESSEE

ANCHOR TENTS

The Showman's Choice Finest Materials—60 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

LONE STAR SHOWS

LUCASVILLE, OHIO, MAY 2-7 CONCESSIONS—Ball Games, String Game, Hoop-La, Glass Pitch, Short and Long Range, Cork Gallery, etc. All Hunky Panks open. Rose and Russell Gallagher, contact. RIDES—Can place set of Kid Rides, Octopus, Chairplane, Coaster or any Major Ride not conflicting. SHOWS—Illusion, Big Snake, Ten-in-One or any Show of merit with own outfit. HELP—Can place all around Ride Help who can drive semis and have license. Address all mail and wires to DICKIE MACSPADDEN, Piketon, Ohio, this week.

W.G. WADE SHOWS OPENING MONDAY, MAY 16 Baffle Creek, Michigan Emmett St. Show Grounds Followed by KALAMAZOO, MICH., No. Burdick St. Show Grounds, and JACKSON, MICH., new downtown location. NOTICE: All persons contracted please acknowledge your arrival for opening date. (Pops, the Pony Man, please contact me. Lost your address.) CAN PLACE TWO OR MORE SHOWS. Grind or otherwise. Wire what you have. Excellent route for same. Still need good Side Show for season WITH OWN EQUIPMENT. Can also use Motor or Monkey Drome, Snake (Chuck Renton, still waiting to hear from you), Glass House, Freak Animal, Wildlife, etc. (Frank Bombino, call me at once.) CAN PLACE LEGITIMATE GAMES of all kinds. Will sell "X" on Glass Pitch. Photos and Names on Hats. CAN USE RIDE FOREMEN for Wheel, Tilt, Coaster and Dodgem. Must be semi drivers. D. Wade, Gen. Rep. W. G. WADE SHOWS Detroit-Leland Hotel, Detroit 26, Mich. W. G. WADE SHOWS C.P.O. Box 1488, Detroit 31, Mich.

WANTED ORGANIZED CARNIVAL Week June 27 through July 2 for American Legion Annual Home-Coming, Mercer, Pennsylvania. Contact H. H. MacMILLAN Phone Mercer 493

WANT Tilt Foreman and Second Man at once. Report Piedmont, Mo., April 27. Can also use a few more Hunky Panks. S. W. Warwick Shows Piedmont, Mo., April 30-May 7

WANT Arcade Mechanic on all type machines. Top salary. Apply AL DORSO c/o Cetlin & Wilson Shows Petersburg, Va.

HAVE EXCELLENT OPPORTUNITY For Man with Ferris Wheel or any good High Ride or Merry-Go-Round for immediate placement in and around Columbus, Ohio, working a group of twelve multi-million dollar shopping centers in conjunction with my set of Kiddie Rides which have been running at capacity afternoons and evenings the past three weeks. PORTER WALDRON, 87 North Sixth St., Columbus, Ohio.

WANT FOR 20th CENTURY SHOW Side Show Talker who will bally. Freak to feature. Place Tattooer, 25%. Fire-eater, Pin Cushion, Bally Girls, Oakie, Larry, Paula, come on. Show opens Saturday, April 30, Ft. Smith, Ark. All reply CLAUDE BENTLEY Side Show Mgr.

SEARCHLIGHT CARBONS For Sale: 60" Searchlights, Generators, Arc Lamp Assemblies, Lamp Assembly Feed Boxes and all replacement parts. \$3.75 per can PUBLICITY SEARCHLIGHT CO. 52 W. 53rd St., N. Y. 19, N. Y. Plaza 5-6980

WANTED Hunky Panks of all kinds. Ride Help for Wheel and Jenny. Open College Park, April 28 to May 7. Bazaar Company. MARTIN E. BARRY, Owner-Manager College Park, Maryland Lot will be laid out Wednesday. No phone calls accepted.

Mills Starts Tour, Unveils Performance

Opening Banquet Draws Officials, Fans; Bulgaras, Nemedils, Nelsons in Program

JEFFERSON, O., April 23.—The 16th annual tour of Mills Bros. Circus began here Saturday (16) with a capacity house for the afternoon performance and a banquet attended by civic leaders and circus fans.

The Mills brothers—Jack, general manager, and Jake, producer of the show—unveiled a program marked again with newly imported acts, clowns and ballet. It also shows a strong core of returning veterans of the Mills organization.

Opening was sponsored by the Ashtabula County Fair Board, on whose grounds the show had wintered, and it had the support of the Chamber of Commerce and The Jefferson Gazette. The newspaper carried a full page of circus features and pictures plus good wishes ads. A camera crew for a television program filmed action on the show grounds for future broadcasting.

Official Speaks

Lt. Gov. John W. Brown of Ohio attended the first performance and was the principal speaker at the banquet which followed. The Rev. Harold Wilman gave a prayer at the show and invocation at the banquet. E. W. Lampson, president of the fair board, was honorary chairman. E. C. Lampson, editor of the newspaper, blew the whistle to start the first show and was chairman of the banquet committee. John Creamer, secretary of the fair, presided at the banquet.

Staff for the circus performance included Jake Mills, producer; Paul Nelson, equestrian director; Joseph Rossi, bandmaster, and Peggy Baker, choreography. Vicky Cox is publicity director for the circus.

The Bulgara Troupe, newly arrived bar act, attracted favorable attention. The same group doubling as the Flying Comets, flying return,

Trouper's Death Brings Tragedy, Drama to Circus

MACON, Ga., April 23.—Highly dramatized film and TV versions of investigations on circuses had a true-life portrayal here Friday (9) at the dress rehearsal performance of the King-Cole Circus.

Willard Isley, 57, circus musician and performer, who had been engaged to lead the clown band,

(Continued on page 68)

Columbus Ends Even With '54

COLUMBUS, O., April 23.—Orin Davenport's circus, playing here for the Shrine, scored big business for weekend performances, and this served to bring the gross up to par with last year's. Midweek attendance was down some.

Packs Adds Southern Stands To Route; Opens June 10

ST. LOUIS, April 23.—The Tom Packs Circus will start its summer tour June 10 at Jackson, Miss., it was announced this week. The new date will be under Shrine auspices.

At the same time, Packs revealed that his annual engagements in Natchez, Miss., and Baton Rouge, La., will be scheduled for August this year. Heretofore, they have been played just prior to the show's New Orleans stand in November and now will be switched to the summer route in order to win better weather. They are outdoor

ran into difficulty which resulted from trying to adapt their foreign rigging to the Mills top. This upset timing in the act. Full program included:

Display 1—Spec, "Fiesta De La Argentine," with new wardrobe. 2—Walter Bixler, concert announcement. 3—Alverados, leaps over elephants. 4—Juggling Bakers and Drouguets. 5—Sandor Beketow and Alabama Campbell, pony drills. 6—The Sanchez Sisters, trapeze, and Bluey Brazon and Christine Mays, loop-the-loop. 7—Marjorie Butcher and Edith Beketow, dog acts, and Aldo Cristiani's educated horse. 8—Harry Baker, producing clown, with Buck Leahy, the Dewsburys, Pickles, Merry Herbert and Eddie Kendal. 9—The Bulgara Troupe, bars; Lintners and Internationalists. 10—Concert an-

(Continued on page 68)

Paul Kelly Announces Plans For Animal Farm at Peru, Ind.

PERU, Ind., April 23.—Paul Kelly, owner of menagerie animals and the former Cole Bros. winter quarters property near here, said this week he expects to set up a circus museum and wild animal farm on the property.

He recently bought the St. Louis Zoo's five elephants and they are at the quarters, where they will be used for an act and for riding. Other major animals are being added to the string that Kelly bought some time ago from Cole Bros. His hippo has been leased to the Jay Gould Circus for the season, but will be at the Peru set-up before and after that show's season.

One of the elephants, 5-year-old Judy, walked away from the quarters Sunday night (17) and roamed the countryside for 13 hours before being rounded up. Sheriff Arthur Johns, a former circusman

Substitute Movie For Delayed Acts On By Gosh Circus

BURNSVILLE, N. C., April 23.—Byron Gosh's All-American Indoor Circus, first here in nine years, played to full and three-fourths houses in the 1,900-seat gymnasium. Because some acts were delayed on the jump thru the Smoky Mountains and missed the show, Gosh added a motion picture to the performance. Same program was repeated in Hot Springs, N. C.

Show played 75 Alabama towns between October and April, with Albertville, Gadsden and Oxford among the most successful. Columbus was best of the Mississippi route earlier. Rome, Ga., was highly successful.

dates and New Orleans is played indoors.

Plans for greatly extending the Packs route have been suspended, according to Jack Leontini, Packs executive. He said the organization lined up an extended route of important cities but that the show and the sponsors were dissuaded because of conflicts with major State fair dates.

Show owner Tom Packs was in Nashville recently to complete the contracts for his show's appearance there this summer. He was commissioned a colonel on the staff of Gov. Frank C. Clement.

CLOWN STUNT AIDS RAYMOND

NEW YORK, April 23.—Ringling clowns parlayed the number 13 into a lucky combination last week, in a fund-raising activity which should net over \$1,500 for Ed Raymond, blind clown who resides in Cleveland. Thirteen of the joeys appeared in costume on the "Strike It Rich" TV show on the 13th and won \$500 with their answers plus more than \$1,000 in the separate "Heart Line" fund. Those who appeared were Otto Griebing, who conceived the idea; Ernie Burch, Dennis Stevens, Albert White, Chuck Burns, Gene Lewis, Frankie Saluto, Charlie Bell, Johnny Grady, Jackie Gerlich, Jim Armstrong, Ronald Daniels, and Joe PaPlant. The stunt benefitted everyone concerned, getting cash for Raymond, a national chunk of publicity for the Big Show, and one of the best "Strike It Rich" programs in some time, according to emcee Warren Hull.

Ringling Gross Up But Shy of Record

NEW YORK, April 23.—Ringling show business, at high pitch since the show opened on March 30, started slicing this week as usual following the Easter period. Altho there was a record advance sale drummed up by very heavy use of newspaper advertising, most of this fell during the holiday stretch, traditionally the Big One's strongest period at the Madison Square Garden engagement.

Total gross probably will again fall in the \$2,000,000 class and last year's figure should be surpassed, it is understood, possibly by about \$100,000 or so. It is not expected that any record will be set.

Following the premiere performance there was a poor Thursday (31) before the holiday spread began. For two weeks the show enjoyed good crowds ranging from two-thirds to a couple of turnaways. One of these was on Saturday (16) when a three-a-day offering proved successful. The regular matinee was a turnaway, the night show was close to a full house, and the 9:30 a.m. "early-bird matinee" was better than half full.

Top balcony was almost empty of \$1.50 seat-holders for the a.m. performance but better-priced seats were comfortably filled, with a turnout of some 8,000 people.

Usual Slack Sets In Matinees during the holiday were the strength of the New York engagement, as is customary. Starting last Monday (18) the night and matinee business fell off, with the huge arena taking on an empty appearance at a couple of night shows.

In addition to the 10 per cent federal admissions tax, the circus shells out an additional 5 per cent in city taxes here. During the week in Canada, in late June, provincial taxes will figure into the picture.

around Peru, whose office will sponsor Mills Bros. next month, and Kelly led the chase. There was no damage except to a few fences, and no important injuries. The elephant reportedly shied while being exercised at the farm.

Plans call for the animal farm to be built into something similar to such spots as the Benson Wild Animal farm in the East. Kelly said his will include a picnic grove, kiddie rides, concessions, and probably a model circus display.

Many of the old Cole Bros. baggage wagons are at the quarters and will be kept as museum attrac-

(Continued on page 68)

Gil Gray Awaits Tulsa Date; Line-Up of Talent Revealed

TULSA, Okla., April 23.—The Gil G. Gray Circus today completes its annual engagement here. Earlier it made Springfield, Mo., and Muskogee, Okla.

Performance of the Gray show this year includes three specs, "Jungle Drums," "A Thousand and One Nights" and "Derby Day." The latter is the finale and includes a giant American flag which is un-

furled at the pay-off. Show has an organ and drums in place of a band this season.

Acts include Jackson Aerial Bars; the Gibson Trio, high trapeze; the Jim Wong Troupe, Oriental; Gaona Troupe; Kinko's clown car; Joannides, juggling on the slack wire; Reynolds' Seals (2); the Three Arturos, high wire, and the Flying Malkos, return.

Joe Horwath works the show-owned wild animal act, in which a puma has replaced a key lion. Hazel King works the show's Liberty horses and Ed Martin is superintendent of ring stock. Johnny Herriott works the show's elephant act, the pony drill and the Gray combination camel and llama turn.

Cleo Plunkett is announcer and vocalist. Mickey McDonald is producing clown.

Three Dozen Joeys Listed On R-B Roster

NEW YORK, April 23.—There are 36 clowns on the Ringling roster this year, seven of whom were not with the show in 1954. Gags were all produced by Paul Jung.

This year's midget contingent consists of Frankie Saluto, Jimmy Armstrong, Carl Stephen, Jackie Gerlich, Paul Horompho, Harry Klima, Joe Novack, Paul Alpert, and new members Little Angelo and Ronnie Daniels.

Rest of the clown list has Emmett Kelly, Otto Griebing, Felix Adler, Paul Jung, Frank Crowell, Myron Giton, Harry Nelson, Waiter Guice, Freddie Friedman, Charlie Bell, Paul Wenzel, Billy Rice, Johnny Grady, Eugene Lewis, Lorne Nagy, Albert White, Ernie Burch, Bill Hanlon, Fred Hanlon, Chuck Burns, Harry Ruster, Joe LaPlant, Dennis Stevens, Red Concola, Duffy McQuade and Arthur Burson. Added this year were Wenzel, Rice, Grady, Burns and Stevens.

There is a 10 per cent tax in Ontario, and 12½ per cent in Quebec.

Credit for the large New York advance sale goes to the practice of applying a huge slice of the advertising budget for newspaper space, much of the increase being at the expense of outdoor billing, which was a relatively minor thing here. There was liberal use of outdoor space in the Times Square district, tho, with additional space taken in subway terminals.

Many of the large display ads contained clip-out coupons for mail sales, with a 25-cent handling charge being imposed. The emphasis on more newspaper advertising and less billing will continue on the road, as one of the programs of promotion chief Milton Pickman.

WEDDING BELLS

Timely Vows By Kelly Aid R-B Publicity

NEW YORK, April 23.—The Ringling circus got a first-class publicity break just when it needed it most, on Thursday (21) when business at Madison Square Garden dropped off sharply following the peak Easter period.

All local papers and news services, plus network radio and TV, played up the marriage of clown Emmett Kelly to Elveria Gebhardt, one of the Four Whirlwinds acrobatic troupe. It was the third marriage for Kelly, 56, and the first for his 22-year-old bride.

The clown stove gag was taken out of the matinee and replaced with a clown charivari. Kelly and his bride were driven around the arena as Merle Evans led the band in a wedding march, then the joeys burst out en masse to the tune of "Hail, Hail, the Gang's All Here," and a period of fun-making was followed by the couple departing as the band played "The Prisoner's Song."

Pat Valdo was the best man and Ursel Muller, of the Four Whirlwinds, the bridesmaid for the civil ceremony that morning before Mayor Francis J. Murphy of Cliffside Park, N. J., in the home of Joseph A. Skelly, registrar of vital statistics in Edgewater, N. J. The couple's honeymoon will have to wait until season's end, Kelly said.

LITTLE ROCK, April 23.—Polack Bros. Circus will play the Shrine date here this year as usual, it was stated this week by the Shrine and show. It was erroneously stated last week that Rogers Bros. played under Shrine auspices. The Rogers show played for a unit of Al Hassan Temple, Knights of Pythias.

Ben Davenport's Free Show Plays Mart Stand in Texas

HARLINGEN, Tex., April 23.—B. C. Davenport's new enterprise, the Merchants' Free Circus, appeared here April 11-12, with auspices of John McKelvey, owner of McKelvey Industries, and set up at the Laurel Park Shopping Center, owned by McKelvey.

The organization is presented as a free attraction, and was well advertised in advance. Capt. Fuzz Plunkett appeared on TV with his trained animals. Davenport's steam calliope, completely repaired since it last was used on Wallace Bros. Circus, is used with good results. Player is Abe Main.

Walk-thru, the Palace of Wonders, is open about an hour before each performance, and displays

Side Show oddities and numerous animals. Five concession stands are under direction of Jim Plunkett.

Main show, which is free, has Davenport's Palomino Liberty Horses; dog act; Captain Fuzzy's Trained Chimp; trained seal; Ben's Bouncing Boxers, dogs; pick-out pony; menage horses; the Wonder Elephant, worked by Capt. Dennis Price; several aerial numbers; web and trampoline. Elephant is carried in a new truck which doubles as a display place in which the bull is safe, altho unattended, and yet close enough for children to feed it. Trucks have been thoroely refinished in red with gold lettering.

Free part of the show runs about 90 minutes.

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UNDER THE MARQUEE

By TOM PARKINSON

Col. Harry Thomas is set with Kelly-Miller, where he will work with Dick Scatterday. . . . Red Sonnenberg, circus man who has been with the Ballet Russe, is back home in Prophetstown, Ill. . . . Poodles Hanneford reportedly closed with Bailey-Cristiani. . . . Johnny Herriott, who has been with Gil Gray, now is with Clyde Bros.

Henry Bros. opened April 11, returned to Gainesville, Tex., quarters and plans to start again Monday (25). Glen Henry and family have joined the Todd Henrys in the show. . . . The Ed Widamans arrived in Gainesville prior to making Canadian dates. . . . The Bruce Helfrichs, Herman Quiniuses and Bette Leonard, all of Wichita, Kan., caught the Gainesville Circus Round-Up (20) and George W. Cole Circus. . . . A. Morton Smith, Gainesville, caught George W. Cole, Hagen Bros., Henry Bros. and Bailey-Cristiani circuses at recent Texas stands, being joined on some of the trips by Grady Littlejohn, of Ward-Bell; Bob Stevens, Bailey-Cristiani agent, and H. B. Newberry, Gainesville fan.

Morgan Berry has arrived in Seattle by ship from Asia with seven baby elephants. . . . Mr. and Mrs. Jethro Almond, the J. F. Almonds and the Jim Hodges caught Von Bros. and visited with Henry Vonderheid. Almond visited with performers who had been on his Wheeler & Sautelle and Jethro Almond circuses.

Phil D. Phillips Jr., Spencer, W. Va., caught Polack Eastern and Ringling-Barnum. . . . Wire services carried stories about a Pennsylvania business man, Rufus K. Dyer, an amnesia victim found working as a clown with Ring Bros.' Circus under the name of David E. Carey. . . . Sunny Jim Snell writes that his cousin, Dr. C. H. Snell, Cleveland, known to show people, died Wednesday (13).

Paul Van Pool, Joplin, Mo., visited with Ward-Bell Circus agents in Joplin and saw Bill and Jackie Wilcox, ahead of George W. Cole, at Lamar, Mo. . . . Ben Holmes, former show agent, is in the kennel business at Williamsport, Pa. . . . Homer Cantor presides over the Clyde Beatty pie car. . . . Bert C. (The Little Old Man) Wakelee is in a hospital at Browns Mills, N. J.

Bob Orth, Venice, Calif., caught the Beatty show and visited with other former troupers on the lot, including Charlie Clarke, guest of the Hanneford Family; George Perkins, former clown, and Alec Lowande, of the well-known bareback act of years ago. He reports Norman (Luke) Anderson had his hippo pit show on the midway.

Feting Orrin Davenport at a surprise pre-birthday party in Columbus, O., were Ray Wagenhorst, Forrest Wilson, Earl Creeger, Dolores and Francisco, Mickey McDonald, Earl and Harriet Shipley, Jack Joyce, Nick Carter, Elly Ardely, Dorita Konyot and the Shyrettos.

R. Roy Coates, Memphis, writes that his newly published march, "Under the Big Top," written especially for Joe Basile, has been played several times by Basile on TV and twice by Paul Lavalley's Band of America.

Francis Kitzman's billing crew on the Clyde Beatty advance is two and three weeks ahead and includes Larry Nathan, Dewey Shannon, Robert Boatman, Joe Schelhorn, Joan Schelhorn, Elsie Kitzman, Bennie Fink, Jack Marcus, Mose Gaskins, Allyn Pierson, L. R. Reynolds and Herb Wilson. Harold McAnally, with Tom Godfrey, handled Los Angeles snipe. Show is using paper from Majestic Poster Press, Los Angeles.

The Denver Harmon chimps are booked for Canadian sportsmen's shows at Edmonton and Calgary, Alta., and Vancouver and Victoria, B. C., during May and most of June. The act then begins Boyle

Woolfolk agency fair dates lasting thru September.

Visitors at the King-Cole opening included Harry Anderson and Harry Anderson Jr., Enquirer Show Printing Company; the Johnny Weikels, J. W. Wiggins, the Charles K. Blaums, Ted and Fred Brown, Paul Stevenson, Lester and Norman McGee; Splinter Royal, of the Royal Exposition Shows; Peazey Hoffman, of Rosen's Interstate Shows; Tex Rollins, who has a movie business in South Georgia; Chief Ben T. Watkins and Capt. Ralph Gober, of the Macon Police Department, the auspices; Red Dangler, who formerly was with the show, and Bill DeArment, ex-bandman, who now has a sandwich shop in Macon. The Macon mayor, B. F. Merritt Jr., addressed the circus personnel just before the first show and invited the circus back to Macon for next winter.

Stanley Book, aerialist, writes that he won't be able to leave Detroit in time to open with the Henry Bros.' Circus but that he now plans to be with the Nat Lewis Circus in Canada working trapeze, tight rope, slide and foot juggling. . . . Johnny Fulghum has closed with the King Bros. billing crew and returned to the Marks carnival where he will be in charge of the advance.

Emmett Kelly has been invited to return to Houston, Mo., his home town, for the spot's annual Old Settlers' Reunion, August 10-13. Kelly told Lane E. Davis, of The Houston Herald, he would be on hand if it could be fitted in with his circus schedule.

George Bodo, of the Bouncing Bodos, trampoline act, was recently featured in the "Ripley Believe It or Not" strip for a new feat he perfected on the trampoline.

The Hartford (Conn.) Times recently ran a feature story on Elmer C. Lindquist, frequent performer as clown at the Shrine Circus in that city. Mention was made of his 25 hand-sewn costumes, all made by Lindquist.

Clowns Tad Tosky, Leo Francis, Grover O'Day and Bozo Harrell worked the Syracuse Shrine Circus April 18-24.

J. C. Patterson's Patterson Bros. Indoor Circus will play Mansfield, O., on April 23, with a Sandusky stand ahead of that. . . . Ring Bros. Circus opened Wednesday (13) in Pensacola, Fla.

At Chicago's Atwell Club meetings at the Sherman Hotel recently were M. D. (Doc) Howe, F. A. (Babe) Boudinot, Dave Friedman, Alex Irwin, Nat Green, Frank Davis, George Johnson, Earl Shipley and others.

Umberto Schichtholz-Bedini, European agent for the Ringling-Barnum show, was in New York for the show's opening.

A. F. (Red) Davis, CFA; William Delligatti and E. E. Merideth, the latter formerly of Hagenbeck-Wallace, caught Polack Eastern at Clarksburg, W. Va., visiting with Henry Kyes and other show people as well as with fans from other cities.

Chuck Burns is clowning with the Ringling show. . . . Fritz Dude, last year with Cetlin & Wilson Shows, is with Bailey Bros. & Cristiani Circus this time around. He is doing magic. . . . Harry Shell, steam calliapist, will play the Memphis Cotton Carnival, May 10-15, with future dates at Kalamazoo, Mich.; Missouri State Fair and Indiana State Fair, plus others.

Visitors to the George W. Cole Circus at early stands included the Bob Couls family, Little Bob Stevens and family, Tex Maynard and family, the Brad Berrys, Frank Yagla, Buzzy Potts, Violetta Rennee, Bill Wynn, Red Bentley and Cal and Torchy Townsend, all of Hagen Bros.' Circus; Obert and Mary Miller, Dale and Kelly Miller, Karen K. Miller, D. R. and Isla Miller, Ione Stevens, Tommie Bentley and A. D. MacIntosh, all of the Kelly-Miller Circus, and the Percy Osborns and Tommie Randolph, CFA members.

Los Angeles members of CFA, meeting at the Harry Chipman home in Alhambra, saw Tom Carroll's color slides and Gordon Border's model wagons. About 30 members attended. Chipman also was visited by Fan Joe Ward recently.

Jean Allen, formerly with circuses and now living in Houston, visited the Tom Scaperlandas in San Antonio recently. . . . M. F. (Curley) Goff, former bull man, caught Polack Western at Odessa, Tex., and visited with the Mac McDonalds, George Keller, Dwight Pepple, Justus Edwards, Louis Stern, the Chaludis and Harold Barnes.

Old-timer Doc Lovell figures it would be worth while for shows to spend more money and effort in decorating their equipment. . . . Kelly-Morris Circus was booked to play Prichard, Ala. . . . R. M. Harvey, veteran general agent, was in Chicago and at the Atwell Club, Hotel Sherman, recently, looking fit after an illness.

Brookfield Zoo, Chicago, took delivery on a baby African elephant and The Daily News is running a contest to name the bull. Cliff Jones is elephant superintendent at the zoo. . . . The new Kelly-Miller herald includes a deal in which a local TV dealer will give tickets to kids who can name the animal in a picture.

Father Sullivan was a visitor to Madison Square Garden for a few days during early stages of the Ringling engagement. . . . Bob Dover, assistant to Pat Valdo, is out of the hospital following an emergency appendicitis operation, and is recuperating at the Belvedere Hotel. . . . Ronnie Daniels, Little Angelo and Frankie Saluto are drawing laughs with their rabbit-out-of-the-egg-shell gag.

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Queen Contest Set for RSROA New York Meet

NEW YORK, April 23.—A roller queen contest will be featured along with the dance, figure and speed skating events when Eastern Parkway Arena, Brooklyn, hosts the 1954 New York State RSROA championship meet, May 12-15.

According to the rink's professionals, Mary and Vince LaBriola, each member rink will be permitted to enter three girls in the State meet and the top three will advance into the Northeastern Regional, scheduled for June 17-19 at Empire RollerDrome, Brooklyn.

Eastern Parkway's own elimination, to select pretties for the State meet, is scheduled for tomorrow evening during the regular Sunday night public skating session.

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MRROA MEET Minneapolis Site of April 25 Gathering

RUSH CITY, Minn., April 23.—The spring meeting of the Midwest Roller Rink Operators' Association will be held at Ordemann's Roller Rink, Minneapolis, April 25, it was announced recently by Warren Moulton, association secretary-treasurer. As in the past, there will be a morning session devoted to visiting and informal discussion and a business meeting in the afternoon.

At the same time it was announced that the association's skating meet, scheduled for June, had been canceled. At a recent meeting of the association's executive committee and skating meet committee in Minneapolis, it was decided that the best interests of the association could be served by combining the meet with the annual queen contest. Date for the combo affair will be announced later.

In Minnesota, Johnny Schneider, who formerly operated in Gaylord, recently opened a rink in Waseca. It was also reported that Mr. and Mrs. Don Sternke, of Kokato RollerDrome, have sold their spot to an unnamed Minneapolis operator. N. A. Vogel announced recently that he was building a new rink which he expected to be in operation about April 15. Five of the sites at which Roll Along rinks operated during the past seven years were sold during March to Vernon Oltman, of Glencoe. Mr. and Mrs. Paul G. Steinkopf will continue to operate the Shakopee Rink, which had been part of the Roll Along chain.

Curtains for West Farnam; Browne to Make Skating Tour

OMAHA, Neb., April 23.—West Farnam Roller Rink here is closing late this month. The building is to be demolished and replaced by an office structure to accommodate a new medical center which is under construction.

Jack L. Brown, West Farnam pro, has planned a trip from Omaha to Mexico City on which he will give skating exhibitions at rinks. Already 53 rinks have been put on his itinerary.

Babb's in Operation

HARTFORD, Conn., April 23.—Babb's, Congamond Lake, West Suffield, Conn., went on a spring roller skating schedule April 15, with skating Friday afternoons thru Sunday nights.

Skating Shows Draw Well at Gotham Spots

NEW YORK, April 23.—Amateur roller revues, running approximately an hour, proved good draws this week at Fordham Skating Palace, the Bronx, and at Eastern Parkway Arena, Brooklyn. The Bronx offering produced by professionals Jim and Millie Ferris drew 1,300 customers on Wednesday night (13) and the Eastern Parkway edition attracted 1,500 over two nights, Saturday (16) and Sunday (17). The Fordham show was the rink's first in a decade and featured a cast of 100; Eastern's had half as many but starred four-time American senior dance champs Bobby and Joan LaBriola.

Both productions were colorfully costumed and offered line numbers as well as solo and team specialties.

H'sack Takes Speed Honors In AOW Meet

ELIZABETH, N. J., April 23.—Hackensack (N. J.) Arena racers, in taking 29 points toward the club trophy in the America on Wheels chain's annual skating championships, April 11-15 at Twin City Arena here, took top honors in the racing division of the competitions, according to Jack Edwards, AOW director of speed.

In second place, with 17 points, was Peekskill (N. Y.) Arena, followed by Twin City Arena, 11; Paterson (N. J.) Arena, 11; Boulevard Arena, Bayonne, N. J., 10; Alexandria (Va.) Arena, 10; National Arena, Washington, 7, and Mount Vernon (N. Y.) Arena, 5. Shut out in the speed contests were Capitol Arena, Trenton, N. J.; Bladensburg (Md.) Arena and Levittown (L. I.) Arena.

Trouper's Death

made the initial spec and had returned to clown alley to change props when he was seized with a fatal heart attack.

When he was found dead slumped over his trunk, authorities took charge. Other clown performers were permitted to enter the big top and do their acts, but the body was not removed until arrival of Coroner Lester H. Chapman and the coroner's physician, Dr. Leonard Campbell, about 40 minutes later. After questioning several of the show's personnel, the coroner ruled that death was due to natural causes. It was in typical detective-story fashion.

The big crowd in the tent was not aware of the tragedy until the close of the performance, when Col. Calvin (Curley) Miller, equestrian director, spoke a brief memorial. Isley, whose home was in Orange, Calif., for the last eight years, played solo cornet with Vic Robbins' band on the Clyde Beatty Circus. He drove from his home to Macon, arriving two days before dress rehearsal. His body was sent to California Sunday (10) for funeral services and burial.

Paul Kelly's Plans

Continued from page 68

tions. Kelly said he would continue to stress a circus connection because of the long-standing circus tradition Peru has. The animals will be displayed zoo-fashion at the quarters, and they will be available for rentals and sales.

Kelly pointed out his location is within an hour's driving time of Indianapolis, Fort Wayne, South Bend, Kokomo and other population centers. He said that Bert Pettus had helped him move the elephants from St. Louis and that Kelly expects to work the bulls himself.

ROADSHOW REP

THE 70TH ANNUAL tour of the Silas Green From New Orleans show opens April 27 at Valdosta, Ga., and succeeding stands the outfit will play Cordele, Dublin, Greensboro and Athens, all Georgia dates. In the line-up this year are Dinah Scott as Silas, Snookum Nelson as Savannah; Vicky Blue, singer; Chuck Johnson, tap dancing; Sikia, fire dancer; Sasprella, comic; an eight-girl line and an eight-man band under the baton of T. H. Jones. Costumes have been supplied by John Morgan, New York; shoes, the Joan Shop, Valdosta, Ga.; scenery, Dean Pitright, Chicago, and props, Sperman Brewing Company. The show is moving on Ford trucks and busses, 14 units in all. The 1955 staff includes W. P. Jones, owner-manager; Blanche Jones, reserve tickets and secretary; Mary Ann Carter, wardrobe mistress; Fred Durruh, tickets and transportation manager; S. H. Dudley, producer and assistant manager; George Fields and Holloway, music arrangements; John Robin-

son, boss canvasman, and Floyd Fisher, in charge of trucks. Plans are to tour the show over the entire Southeastern Seaboard, with the closing tentatively set for late February, 1956. . . . Dr. G. J. Coleworthy reports business slow in the Hibbing, Minn., area. Coleworthy works a solo lecture and musical program and is assisted by his wife. "This mining section is way off from what I found in past years," says Coleworthy, who works with local sponsors. . . . Neal Cannon writes the following from Cody, Wyo.: "Have been trying to work a solo show in small towns in this area, but March was a tough month, with storms and cold weather. Some dates that I thought were sure, having played them the past two years, even fizzled out on account of the weather." Cannon reports having met the Wright Family Players in Evanston, Wyo., recently. They had been laid up a week due to the weather. The Wrights are on their way east. Cannon plans a long jump north and a gradual trek eastward.

Drivin' 'Round the Drive-Ins

LEM LEE, prexy of a half dozen drive-ins in the Denver area, recently added the Lakewood Theater, an indoor house, to his chain. Last fortnight the chain celebrated its fifth anniversary by featuring five full features for a nickel. . . . Stratford (Conn.) Planning and Zoning Board has rejected drive-

in theater applications filed by Albert M. Pickus, owner of the Stratford Theater, and James Sniffen, local businessman. A town ordinance prohibits construction of a theater without four walls and a roof. . . . A half-million dollar shopping center and twin drive-in theaters will be built in the Reidville section of Waterbury, Conn., by Robert Schwartz and Mrs. Florence Musman, who operate the Ville and Lake Drive-In theaters, Waterbury; the Park, Thomaston, and the Center Derby. . . . Connecticut outdoor theater interests focused attention on the Pine Drive-In, Waterbury, the night of April 13 when a Waterbury radio disk jockey, Les Davis, WWCO, was invited by theater manager Frank McQueeney to spend 24 hours on a specially erected eight-by-eight-foot platform atop the newly installed CinemaScope screen, equipped with telephone, sleeping bag, meals and microphone, to report to Connecticut radio audiences on DIA, the catchline used for weeks by McQueeney in newspaper teaser ads. DIA is an abbreviation of a McQueeney slogan, Drive-In Atmosphere. The promotion was geared to installation of a new screen, 122 by 72 feet.

Mills Starts Tour

Continued from page 68

nouncement. 11—Sandor Beketow, dressage riding. Display 12—Clowns. 13—Acro Cubans, Millet Girls and Aldo Trio, acrobatics. 14—Clowns. 15—Edith Beketow, Paul Nelson, Jinx Nelson, waltzing horses. 16—Maurico, juggling; Linderman Boys and Schmitz Brothers, hand balancing. 17—Concert announcement. 18—The Reynosa Trio, iron jaw. 19—Web number. 20—Clowns. 21—Jinx Adams, Roman standing riding. 22—Sanchez Sisters, bounding rope; Acro Maniacs; Rebecca, barrel kicking. 23—Clowns. 24—The Flying Comets, flying return. 25—Menage and jumping horses. 26—The Namedils, high perch. 27—Clowns. 28—Mills Bros. Elephants, worked by Capt. Sagraves.

Members of the show's troupe of ballet girls and acrobats include Patricia Jameson, Kathleen O'Reilly, Ann Cooke, Lee Penney, Josephine Rankin, Lillian Blake-man, Edna Sharp, Margaret Wot-ten, all from England.

Banquet Guests

Among those taking part in the banquet at the Jefferson High School were Helen Irby; Jack, Jake and Harry Mills; Starr De Belle, Vicky Cox, Ann Weatherston and the Rev. Robert W. George, as well as those named earlier.

Guests at the show and banquet included:

Henry Varner, Gaylord Hartman, Ed Feldbauer, Ray Frisco, Paul H. Bowers, Clyde Callender, Bob King, Dr. J. N. Kiebel, Art McCall, Ivan E. Myers, Walter Charles Thomas, Harry Tennyson, John W. Jamison, George L. Green, Leo Winters, John W. Boyle, Gerald W. Harshman, John C. Wyatt, F. L. McClintock, Bob Senhauser, Ralph Stevenson, Myron D. Gandee, Wilbert D. Bender, Stanley G. Graham, Curt McClelland; John, Mike, Betty and Herbert Schwartz; Harry L. Webb, Don C. Fosgate, George Benaman, David E. Tull, Frank Mark, Mr. and Mrs. M. M. Hoon, Mr. and Mrs. Harold Rupp, Debby Ann Coberly, Marceylyn Coberly, Paul Coberly, Albert Conover, Ray P. Markle, Lloyd W. Bender, Richard E. Conover, Norman G. Senhauser, W. Young, Mrs. Hazel Young, Harold J. Hosteter, Thomas Sangston, Edward R. Feldbauer, Henry Van Loan, William Bronk, Mrs. O. S. Wallace, Julie Ann Wallace, O. C. Wallace and Charles E. Hart.

City and county officials from Jefferson, Ashtabula, Ashland County and elsewhere who attended included Sheriff Ion Pasula and Mrs. Pasula, City Manager Ned Callender, Fire Chief Richard S. Judd and Mrs. Judd, Police Chief James Pouska, Police Chief Leo J. Kane, State Rep. H. V. Shaylor, E. P. Hoodley, Mayor R. W. Gates, Arthur Rinto and James Garwick. Mr. and Mrs. Albert E. Haas, of Kansas City, attended. Among those unable to attend were Floyd Gooding, of Gooding Amusements, and George Duffy, CPA.

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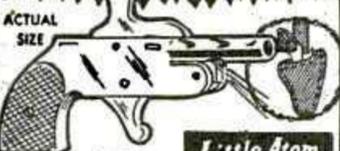
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MERCHANDISE TOPICS

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.

L'Argene Products Company, New York, is coming out with a new line of popular priced perfumes for the exclusive use of jobbers, distributors and wholesalers, according to Paul Fisher, firm vice-president in charge of sales. The perfumes come in three packages and are displayed in open-faced acetate boxes providing eye and sales appeal. The products are endorsed by Mme. Jolie Gabor, internationally known beauty. Four-color display cards, featuring the Gabor, accompany orders. In addition, the firm has an exclusive distributorship of a copy of Mme. Gabor's \$2,000 earrings. They consist of 16 simulated pearls faithfully reproduced from the original. Inquiries from the trade are invited.

Arthur C. Barnett, Chicago producer, has introduced an item which should be of interest to pitchmen, demonstrators and concessionaires. This item is the only dog training phonograph record on the market. The record features Willy Necker, dog showman and trainer. The record is entitled "How to Teach Your Dog to Obey," and has been nationally advertised and sold for \$1.29. However, Barnett is offering it at 50 cents each (minimum order, one dozen). Samples may be obtained for \$1. Record is enclosed in a colored cardboard case which sells on sight.

Latest addition to the long list of "ramas" is Premi-o-Rama, a permanent trade showing of premium items being operated by Gordon Gold in Chicago. Designed as a one-stop shopping center for premium users, space is available for 186 exhibitors. All booths are of a standard size, 8 feet high by 5 feet wide by 18 inches deep, and rent at \$600 per year. Rental includes utilities and cleaning services as well as use of conference facilities, listing in an exhibitors' directory and a weekly list of buyer-visitors for follow-up. Show hours are from 9 a.m. to 5 p.m. on Mondays, Wednesdays and Fridays

and from 9 a.m. to 9 p.m. on Tuesdays and Thursdays. An executive advisory committee has been organized, including Bob Ferguson, Henri, Hurst & McDonald; Sherman Tucker, Tucker Lowenthal Company; Earl Butler, Green Duck Company; Bob Singer, Olian Advertising Company; H. B. Reed, Delrich Margarine Company, and Gold, who represents Premium Specialties.

Adler Sales Company, one of Chicago's largest wholesalers of novelty and specialty merchandise, is featuring many jewelry closeouts for the spring season. Hundreds of other jewelry sets are being sold at below factory prices, according to the firm. Adler Sales' long experience in the wholesale merchandise field makes it familiar with operations of wagon jobbers, pitchmen, concessionaires, carnival men, auctioneers, etc. Catalogs will be sent on request, featuring hundreds of nationally advertised brands. The following is only a partial list of items on hand: Clocks, aluminumware, billfolds, novelties, umbrellas, electrical appliances, tools, children's games and toys, costume jewelry, binoculars, blankets, cutlery, watches, lamps, kitchen utensils, glassware, hardware, radios, chinaware and fountain pens. Write for your copy today.

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PIPES FOR PITCHMEN
by BILL BAKER

S. R. McCLAIN . . . like I'm going to lose my last whizzes thru the following dope from Blue Field, W. Va.: "B. V. (Spud) Mangum and I are working out of here to fairly good returns. Mangum is on the water wagon at the present time but there is no telling when he will fall off. We would like to read some pipes from E. C. Pardee, Horace Brazille, Clyde Forkner and Doc M. J. Lockey. D. L. Dunlap has still got the X on Charlotte, N. C., and he says that he still has a 10-year lease on it. Mangum has bought himself a Western style summer suit and all the other gismos that go along with it, including a 10-gallon lid. Spud figures that if you're going to work the stockyard sales you might as well look like the rest of the cow punchers. What has ever happened to Al Harvey? I never hear about him any more."

WE'RE HAPPY TO . . .
note that the names of some of the real old timers in the business are showing up in this corner in ever-increasing numbers. The latest gent to step up and lay the news on the line is Chet Greeley. Pencil from South Liberty, Mo., Chet reports that while working trade papers in the New England area he had an opportunity to make the New York and Boston sport shows. He also says that he recently ran into Jimmy Flynn and Walker Hamilton, both of whom appeared to be doing pretty good for themselves.

REPORTS HAVE IT . . .
that Weeping Jack Cleary, the former paperman from Farmingdale, Me., is now selling extract.

IN HIS FIRST FLASH . . .
of the year from Ruskin, Fla., our old friend, Chief Gray Fox, reports that he has his outfit all painted and ready to roll. "We had a fine winter," admits the Chief, "visiting with Byron and George Beaver and their wives. Doc Bishop dropped by and said hello. It looks

MARY E. RAGAN . . .
postals that Madaline Ragan is in Ward 1A, General Hospital, Indianapolis. The report seems to indicate that she'll be there for quite some time, so all the folks in pitchdom can spread a little cheer around by dropping her a card.

MRS. T. E. SKINNER . . .
of Crownpoint, N. M., is trying to locate Tex (Slim) Collins. She writes, "When I last heard of Mr. Collins he was said to be living in a small town a short distance north of either Cincinnati or Columbus, O. I don't know whether he was, at that time, still in show business or not. He would now be in his early seventies, if still alive. He was at one time a wild west showman and I understand he later had a whip and roping act. I contacted an old friend of his, Oklahoma Curley Roberts, who has been trying to help me locate Tex Slim but up to date neither of us has had any luck. I would appreciate anything you might be able to tell me about Mr. Collins' location. If you do know of this man, could you possibly refer me to someone who might have known him." (Editor's note: We don't have any idea where Senor Collins is hanging out at the present time so if anyone can shed any light on the mystery, pipe in or contact Mrs. Skinner at Crown Point, N. M.)

COMING EVENTS

- Continued from page 55
- Dallas—National Home Show, April 30-May 8. Grover Godfrey, 102 Walnut Hill Village, Dallas.
 - Dayton—FPA Livestock Show & Rodeo, May 5-7. A. W. Rigby.
 - Port Hood—Fort Hood Carnival, April 30-May 4. J. A. McDonald, c/o Special Services Office.
 - Galveston—Home & Do-It-Yourself Show, May 4-8. Patrick J. O'Toole, Casa de Palmas Hotel, McAllen.
 - Gladewater—Gladewater Dairy Day, May 5. Herman Williams.
 - 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 Wellborn.
 - Utah
 - Delta—Millard Co. Jr. Livestock Show, May 20-21. Ward Nielsen.
 - Ephraim—Sanpete Ramboulet & Jr. Pat Stock Show, May 21-22. Geo. Beal.
 - North Salt Lake City—Intermountain Jr. Pat Stock Show, June 2-3. Merrill Parkin.
 - Perron—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.
 - Vermont
 - Hartland—Green Mountain Expo., May 27-30.
 - Virginia
 - Ettrick—Jamboree, May 16-21. R. E. Nugent.
 - Richmond—Rose Show, May 10-15.
 - Winchester—Shenandoah Apple Blossom Festival, April 28-29. J. Pinckney Arthur.
 - Washington
 - Enumclaw/Enumclaw Jr. Dairy Show, May 21. Martin J. Teeter.
 - 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.
 - 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.
 - Wyoming
 - Casper—Rocky Mountain Oil Show, June 23-26. Darrell Booth.
 - Lander—Pioneer Days, June 28-July 4.
 - CANADA
 - Alberta
 - Calgary—Sportsmen's Show, May 21-28.
 - Roy Lisogar, 7 McDougal Court, Edmonton, Alta.
 - Edmonton—Sportsmen's Show, May 7-14.
 - Roy Lisogar, 7 McDougal Court.
 - British Columbia
 - Vancouver—Sportsmen's Show, June 3-11.
 - Roy Lisogar, 7 McDougal Court, Edmonton, Alta.
 - Victoria—Sportsmen's Show, June 14-18.
 - Roy Lisogar, 7 McDougal Court, Edmonton, Alta.
 - Ontario
 - London—Miss Canada Pageant, June 26-July 2.
 - London—Centennial, June 30-July 9. Tom Ringler, City Hall.
 - Ottawa—Ottawa Tulip Festival, May 15-19.
 - Toronto—International Trade Fair, May 30-June 10.
 - Toronto—Intl. Air Show, June 4-5.
 - Saskatchewan
 - Saskatoon—Pat Stock Show & Sale, May 27-28.

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Allen, Geo. L.
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Armand, Bill
Armstrong, Matthew
Ayer, Joe G.
Azbell, Albert

Babbs, "Speedy"
Baggett, Jim
Baker, James W.
Bares, Tony & Mrs.
Barlow, Harrison
Baron, Saul
Barth & Maier
Bates, Mrs. Paul
Bauman, Robt.
Bays, Dick
Beard, Blackie
Beery, Tom
Bellew, Jim
Bennett, Sam W.
Bentley, Claude E.
Bernard, Victor Jos & Lula M.

Bishop, Lou
Bjornberg, Martin E.
Bloom Jr., Jimmie L.
Bolaski, Helena
Broeffle, Mrs. Anna
Broeffle, Sonny
Broeffle, Harry J.
Brooks, Mrs. Stella
Brown, Carl L.
Budd, Charlie
Burkhardt, Melvin & Mrs.

Burrell, Mrs. Jerome
Burrell, Mrs. Viola
Burridge, Ed
Burridge, Frank
Burton, Howard
Byrders, Paula
Carter, John Y.
Cashin, Frank
Cassidy, Mrs. Kay
Cawley, Raymond R.
Cenna, Eddie
Chalmers, Edw. R.
Chapman, Earl
(Circus Promoter)
Chastain, Wm.
Christensen, Geo. & Mrs.
Christensen, Mary
Christy, Eugene
Cinereski, Leonard F.
Clemens, Mrs. Donna
Clemens, Donnie J.
Cole, Wiley & O.
Collins, Jimmie (Nail Store)

Conklin, Lolla
Conti, Alfred
Crawford, Jack
Cunningham, Mrs. B. C.

Curles, Irene Winner
Curtis, Date & Mrs.
Daleske, David & Mrs.
Danovich Jr., Dan
Davis, Fred
Davis, V. A.
DeWalt, John & Mrs.
Decker, Robt. C.
Deibert, Ed
DeLong, G. E.
DeWald, Bonnie
Dean, Mrs. Marion E.
Deard, Bert & Corrinne

Deckman, Robt. P.
DeWeller, Art & Mrs.
Dillon, Mrs. L. L.
Dold, Calvin Milton
Doneho, Frances
Dorsay, Dara (Johnson)

Duffy, John
Dunn, David B.
Dye, Wm. (Hindo)
Edwards, J. D. (or Eddy)
Edwards, Mrs. Joye
Elliott, James
Eversor, Edw. C.
Ewell, Peggy
Ewing, L. C. & Mrs.
Exler, Joe
Fenner, Leroy W. & Betty

Ferguson, Danny
Fisher, Jerry
Fishier & Graham
Flower, Mildred
Forester, August
Foster, Gerald L.
Franklin, Chick
Friedhelm, Isabelle
Fullerton, Dewey
Gainer, W. L.
Gardone, Felix
Garner, Mrs. Cora
Gates, O. A.
Gayer, Archie
Gee, Robt. H.
Genualo, San
Gentry, Mrs. Dorothy
Gerard, Mrs. Florence E.

Gilmer, Sherman E.
Goodwin, D. L.
Gordon, Miss Pat
Gore, Mrs. Bob
Gore, Mrs. Jackie
Grainger, Dr. M. C.
Green, W. R.
Greeno, Eddie
Greiner, Lucille
Gunter, Bill

Gutherman, Eddie
Guyden, Paul
Guynn, Ben H.
Hackett, E. J.
Hale, D. D.
Hale, Zack
Hall, Jim Osborn
Hall, Ward & Leonard
Hammond, Bill (Jelly)
Harrington, Jim
Harrington, (Red) & Joan
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Harrison, Harry & Mrs.
Hatchett, Billy & Mrs.

Haynes, Wm. H.
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Hendry, R. C. & Mrs.
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Hester, Irene
Hill, Eddie
Hillards, Eddie
Hinkle, Fred
Hoeye, Homer E.
Howard, Bert
Howard, C. D.
Howard, W.
Hubbard, Betty
Hunt, A. (Pressy)
Hunt, Al (Whitey)
Jackson, Legr. Wm. J.
Jenkins, R. A. (Doc)
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Johnson, Burt
(Williams & Lee)
Johnson, James & Mrs.
Johnson, James D. & Mrs.
Johnson, Johnnie R.
Johnson, Johnnie & Millie

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Kar, Kay
Keller, Lester
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Kerka, Harry
Kessler, John J.
King, Rusty
Kings, Harry
Kline, Charles & Peggy
La Morris, W. F.
Lail, Ben
Lance, Jack
Lange, Joe
Laurish, Matt & Mrs.
Ledson, Clyde A.
Leslie, Mrs. Edward
Levine, Harry
Lewis, Dixie
Lewis, John F. (Jack)
Lilly, Millie
Lippincott, Mrs.
Lippincott, Maxine
Littlefield, N. F. & Mrs.

Lo Bombard, Victor
Longinett, Jr. Jess
Lydick, George

McCormack, Jack
McDugold, R. P.
McKay, Mrs. Florence
McLane, P. J.
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Madam Melba
Maden, Bill
Malone, Jack
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Melba, James
Metcalfe, William
Milan, Alan
Miller, Whitey
Millsap, Miles J.
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Mittell, Len
Moffett, Len
Mose, Fred
Myers, Fred
Nahales, Charlie
Neal, Ruby
Nix, Mrs. Joan
O'Connell, Daniel B.
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O'Day, Wm. H.
O'Flaherty, Bill
O'Hearn, William D.
O'Satyrda, Major & Ollis, Paul
Older, Harry Allen
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Pearman, Mike
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Pelon, Vernon
Pesanello, Pasquale
Petiet, Steamer
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Pinelli, S. J.
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Poyl, C. Chint
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Prechack, Mike
Pugh, Garnet or Gettus

Rae, Ginger
Rasmussen, A. S. & Mrs.
Reese, Mrs. Carol
Reilly, Charles E.
Reyno, H.
Rhodes, Charles A.
Rhoades, (Swing Boat)
Rice, Mrs. Virginia
Richards, F. B. (Buddy)
Riddick, Johnnie
Ridings, W. T.
Riffle, Lewis
Riggins, D. N.
Riley, Donald E.

Ritchie, John
Rivero, Fernando S.
Roach, Jerry
Roberts, Paul
Rooks, Jesse
Rooks, Francine
Royal, Lucine

Rumsower, Artie
Rumsower, Mrs. Marie
Ryan, Ralph & Mrs.
Ryan, W. C. (Bill)
Ryder, Mickie
Sales, Bill
Saunders, Heavy
Sauner, Harry
Schnepel, E. W.
Scott, Paul
Seifer, H. L.
Sexton, Maudine
Shaffer, Freddie
Shaffer, Mrs. Marie
Shaw, Charlie
Sharp, Charlton
(Parky)
Shock, F.
Shoemaker, Duke
Showalter, H. E.
Sider, Helen
Simons, Homer & Lois

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Smith, Bill & Mrs.
(Cookhouse)
Smith, Eunice
Smith, H.
Spahr, William E.
Solis, Fred (Tex)
Sparkman, Mrs. Jean
Spillman, Donald
Spina, Frank
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Stevens, Arthur L. & Edith M.

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(Biondie)
Stokes, Leonard
Story, Ray
Stuart, Susan
Sutherland, Joseph
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Tate, Julie
Taubert, Bruno
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Tobin, D. E.
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Thompson, Carl F.
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Ulseth, Norman
Uncle Joes Amuse. Co.

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Walker, Chuck
Walker, James & Mrs.
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Wayrnen, M. E.
Weaver, James Henry
Weir, Louise
West, Curtis E.
Whitaker, Tom R.
Williams, Diane
Williams, Harry
(Slim)
Williams, John B.
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Woodward, Ted
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Nation, Lee
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Gilmore, Mr.
Gleason, Robert
Good, Nadine
Good, Olan S.
Goode, W. L.
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Grissom, Jackie
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Hall, Louis J.
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from MEXICO (Solingen) ENGLAND (Sheffield) FINLAND JAPAN ETC.

No. 5
10CS Wholesale and Retailers. Write Today for Catalog.

GUTMAN CUTLERY & HARDWARE CO.
Dept. 55 N. Y. 32
2136 Amsterdam Ave.

JUST IN!

DUD FIRE CRACKERS

New, hot novelty sensation that's sweeping the nation. 3 dozen—3" red "fire crackers" on display card. Each cracker is cellophane packaged with 5 extra fuses.

Card of 3 doz. \$2.25
Gross Crackers 8.00

Minimum Order \$5.00—Include Postage with Order. 25% Deposit Required on C.O.D. Orders

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Wholesale Distributors Since 1880
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FREE BOOK Shows You How

World's largest merchandiser of Carded Necessities will start you in profitable wholesale business in your territory, calling on stores of every kind. Eye-catching counter displays automatically sell famous Laymon's Aspirin, novelties, hundreds of other daily demand repeat items at 5¢ to 55¢.

Nationally Advertised Line. You and merchants make long profits. Sales helps and deals push your income up. You deal with AAI firm, pioneer in the field. Valuable book FREE. Write to P. M. Laymon, Sales Manager, today.

World's Products Co., Dept. 8-C, Spencer, Ind.

"GAS SHAVERS"

Greatest gag gimmick yet!
\$1.00 Retailer—Dealer's Cost \$6.75 Doz.
Send \$1.00 for sample postpaid.
Jobbers, distributors, write, wire or phone for quantity prices.

★ G. & S. MFG. CO., Dept. "8" ★
Nashville, Tennessee

FREE Wholesale CATALOG

Containing Ladies' and Men's Nationally Advertised Watches, Watch Bands, Identification Bands, Bracelets, Diamond Rings, Gruen and Benrus Watches.

YORMARK SALES CO., Dept. B
131 W. 46 St. N. Y. C. 36, N. Y.

DIRECT FROM MANUFACTURER at lowest prices ANYWHERE!

THESE NEW FAST SELLING ITEMS:

MEN'S RHINESTONE RINGS—\$3.00 per doz. in display tray.
MEN'S ONYX-CARVED RINGS—\$3.00 per doz. in display tray.
LADIES' ADJUSTABLE RHINESTONE RINGS—\$3.00 per doz. in display tray.
EARRINGS—New spring and summer deluxe styles included—\$3.00 per doz. 144 assorted styles.
SCATTER PINS—New styles—\$3.00 per doz. (boxed).
NECKLACE AND EARRING SETS—\$9.00 and \$10.00 per doz.
NECKLACE, BRACELET, EARRING SETS—\$2.00 per doz. (boxed). Other sets at \$15.00, \$18.00 and \$24.00 per doz.
EXPANSION IDENTIFICATION BRACELETS for Men, Boys, Ladies—\$5.25 per doz.—Rhodium; \$4.50 per doz.—Gold Plate.
PHOTO IDENTs WITH EXPANSION BANDS—\$7.20 per doz.—Rhodium; \$8.50 per doz.—Gold Plate.
ROPES—Fancy deluxe—summer styles included—\$7.20 per doz.
MIRACLE PRAYER CROSSES—\$4.50 per doz. (boxed). 2 other deluxe styles—\$9.00 and \$15.00 per doz. 25% deposit on C.O.D. orders.
ALSO LARGE VARIETY of 100 other money-making jewelry items. All items carried in stock FOR IMMEDIATE DELIVERY!

Send for Illustrated Catalogue!

PACKARD JEWELRY CO.
48 West 25th St., New York 10, N. Y. Dept. F
CH 2-0863

"COME-ON" SLUM PRIZES

To get More Folks to Ride Your Rides, Play Your Games, Dig in Your Diggers, Eat Your Eats and Drink Your Drinks, get them listening, interested and active—by OFFERING THEM FREE "COME-ON" GIVEAWAYS

The cost of "COME-ON" GIVEAWAYS is peanuts, but the RESULTS in Tickets Sold and Sales Made is tremendous.

We have the biggest variety-assortment of Low-Priced "COME-ON" SLUM GIVEAWAY PRIZES to choose from. We'd like to send you our Catalogue and Free Samples. Write to:

CARNIVAL DEPARTMENT

SAMUEL EPY & CO., INC.
91-15 144th Place Jamaica 35, L. I., N. Y.

World's FIRST and LARGEST GIMMICK, KEYCHAIN & CHARM MANUFACTURER.

BRAND-NEW BLUE-STEEL
.22 cal. Blank Cartridge GERMAN

AUTOMATIC
Clipload 6 shot Repeater. NO PERMIT REQUIRED

Latest model, not a clearance item. Gun is fully automatic, has positive safety catch, self-ejecting clip. Adjustable firing spring. Machined with all the care and precision of West German's finest gunsmiths. Ideal for sporting events, theatrical performances, etc. 4" long, perfectly balanced. Satisfaction guaranteed. Send check or money order and save C.O.D. charges. DEALERS: Write for discounts on quantity orders.

BIG THREE, Inc.
Dept. B, 1109 Sixth Ave. New York 26, N. Y.

\$7.95 postpaid

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A Market Place for Buyers and Sellers

ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 15c a word—Minimum \$3

DISPLAY-CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATE: \$1 per agate line—\$14 per inch
(unless credit has been established)

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.
When using a Box Number in care of The Billboard allow for six additional words.
On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

CASH WITH ORDER **CASH WITH ORDER**
(unless credit has been established)
FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

Pittsburg MASTER PAINTERS PRODUCTS

Formula with titanium inside, outside, out 1 day, 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 carton lots only; \$1.35 per gallon 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 6 gallon cans to carton. Sold in carton lots only. \$1.40 per gallon 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—\$5c each in lots of 50 or more. In dozen lots, 60c 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. \$6.00 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. \$4.00 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.

ACTS, SONGS & PARODIES

ALWAYS A HIT "COMEDY NOTE-BOOK." The entertainer's all purpose file. Bits, adlibs, parodies, double gags, etc., \$3. Write for free info. Showbiz Comedy Service, Dept. A-20, 513 East 29th Street, Brooklyn 29, N. Y.

20,000 PROFESSIONAL GAGS, ROUTINES, DOUBLES! 1500 page! For free comedy catalog, write Robert Orben, 73-11 Bell Boulevard, Flushing, N. Y. my14

ANIMALS, BIRDS, REPTILES

"RED Tailed" Boas, Anacondas, Rattlesnakes, 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," Slidell, La. Call 322 day-my7

BABY FOUR FOOT FEMALE ELEPHANTS \$3,000. Python, \$200 up. Berry, 8615 Meridian, Seattle, Wash.

BOAS, IGUANAS, RATTLESNAKES, NON-POLSON SNAKES, MONKEYS, ANACONDA REPTILE FARM, 2214 North San Gabriel Blvd., South San Gabriel, Calif. my7

CHIMPANZEE MOTHER AND 8-WEEK-OLD baby, \$1,000 for set; chimpanzee, cage animal, males and females, weighing from 36 to 60 pounds, excellent training stock, \$450 each. Orang-utans, special babies to half grown. Prices on request. Java Monkeys, \$25 each. Mother and baby Rhesus Monkeys, \$75 set. Trefflich, 228 Fulton St., New York.

FOR SALE—1 PAIR LARGE BLACK Canadian Bears. C. B. Kugler, Culbertson, Nebr.

GREATER INDIAN HILL MYNAHS, \$30; Ringtails, \$32; Spiders, \$28; Woollys, \$75. Many birds, animals, Tropicals, \$25. 2324 Amsterdam Ave., New York 33, N. Y. Wadsworth 7-7400. my21

KIDDIE ZOO ATTRACTIONS—BABY Goats, Sheep, Pigs, Calves, Ponies, Burros, Goslings, Ducklings, Chicks, Piggeons. The Zoo Farm, New Milford, N. Y.

LIONS, THREE TO SIX MONTHS OLD, \$250 each; female Nigala, eight months old; Zebu Calf, \$150; European Red Deer, \$250 each; Spotted Fallow Deer, \$150 each; White Fallow Deer, \$150 each; Guanaco, \$300 pair; young Polar Bears, \$1200 each; 2 Black Leopards, 2 months old; 1 Hyena, three months old; Kodiak Bear prices on request. Write for list on animals, birds, snakes, etc. Trefflich, 228 Fulton St., New York.

PLENTY HEALTHY SNAKES—ALL KINDS: Horned Toads, Black Iguanas, Green Iguanas, Alligators, Armadillos, Coati-mundis, Armadillo, mother and babies; young Puma, Peafowl, White Doves, Kangaroo Rats, etc. Skunks, Phone 141, Otto Martin Locke, New Braunfels, Tex. my28

PLENTY SNAKES, ALL KINDS—ALSO Alligators, Horned Toads, Armadillos, Coati-mundis, Kangaroo Rats, Agoutis, White Ear-tailed Rabbits, White Doves, Peafowl Monkeys, white and spotted Rats, deodorized Skunks, Wild Cats, Guinea Pigs, Peccaries, Parakeets, Goats. Otto Martin Locke, Phone 141, New Braunfels, Tex. my28

FOR RENT—CAROLINA BEACH, N. C.

Concession stands suitable lunch, photo, Arcade, snowball, games, etc. Center amusements. Four stands left. Rents reduced, \$300 season. Contact immediately, Sidney Abrams, Conway, S. C. my7

GAME STORE FOR RENT—SUITABLE FOR Funk Rack, Roll Down, Balloons or Dart game. Choice location. Long Beach Boardwalk. For information: Herbert Kirschner, 170 East Broadway, Long Beach, Long Island. Call LO 6-7294.

KIDDIE LAND RIDES, SKATING RINK operators, have best show property waiting for you. No competition; will book first or percentage for 1955 season with option. No junk. Contact Al Porter, 2515 Central, Dubuque, Ia. my7

"MAIL GAZETTE," LEADING MAIL-ORDER magazine; hundreds money-making opportunities, profitable occupations, business services, wholesale sources. Copy, 10¢. Hamilton, 288-MC, Marietta, Ohio. ap30

MAKE MONEY AT HOME—MAIL LETTERS featuring select merchandise. Get \$10 orders in every mail. 100% profit. Everything furnished. Write: Nu-Way Enterprises, B-Box 747, Detroit 31, Mich.

MUSIC-ACCORDION STUDIO—SELLS musical instruments, good sales volume, large studio, office building, Pennsylvania town, 68 students at present; fine reputation, owner leaving State. Price \$8,000. Apple Co., Brokers, Cleveland, O.

NOW! ADVANCE RELEASE! "THE REAL Secret of Mail-Order Success." Tells inside proven method for profitable mail-order selling that pays off in cash! Order your copy today. Postpaid, 10¢. Nestor Necessities, 7412-CHS, Asheville, N. C.

PAINT SIGNS WITH MASTER PATTERNS. Set 14" to 12" with supplies, sent prepaid, \$2 Sample 3¢. Everly, BB-53, Newport, Iowa. ap30

STUDIO OR HOME—MAKE DIRECT positive photograph enlargements in color. 90% profit, big demand everywhere. Write Warren, Blackville, S. C. my7

TRADE-BUSINESS MAGAZINES HELP YOU get ahead. Late single copies. More than 5,300 publications in all fields. Current list free. Commercial Engraving Publishing Company, 34H North Ritter, Indianapolis 19, Ind.

YOUR OWN BUSINESS—OPERATE FROM home, no capital required. Very profitable, dignified. Write Box 280, Elgin, Ill. my7

AGENTS & DISTRIBUTORS

A BRAND NEW ITEM—COPYRIGHTED, registered. Exclusive. First time anywhere. Not sold in stores. Buy direct from manufacturer, 100% profits. Begin earning big cash first day. Details free. "Husk" O'Hare, 5732 North Kenmore, Chicago 40, Ill. ap30

AAA AMAZING CLOSETS

Ropes, all beads, asst. dz. \$ 4
Ropes, chain & beads, asst. dz. 2.50
Tailored earrings, asst. gr. 15
Tailored pins, asst. gr. 15
Stone Earrings, asst. gr. 15
Stone Pins, asst. gr. 18
Rhinstone neck & earrings, boxed, dz. 9
Bracelets, round & link, asst. gr. 30
Tailored ties & cufflink set, asst. 5
Sample dozens reg. price 20% deposit, balance N.O.D.

NEW ENGLAND JEWELRY Prov., R. I.
124 Empire St.

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-mp

ELECTRIC BINGO BLOWERS—DIRECT from the manufacturer. Write today! Lipka Mfg. Co., 617 E. 11th St., New York 9, N. Y. ap30

ELECTRIC BINGO BLOWERS—\$49.50, complete with ping pong balls. It's the famous Tra Velette Bingo Blower that you carry around like a "Pullman Suitcase." Brand new; weighs 27 pounds; AC-110 volts. Fully guaranteed! Money back immediately! Free circular. Lipka Mfg. Co., 617 East 11th St., New York 9, N. Y. my21

FAMOUS MFR. CLOSEOUTS

Beautiful Summer Assortment \$3.50 dz.
White Necklaces, asst. 2.75 dz.
Children's White Necklaces, asst. 2.00 dz.
Asst. White & Colored Earrings 2.00 dz.
Tailored or Stoned Earrings 2.00 dz.
Asst. Earrings, boxed 1.50 dz.
Scatter Pins, carded 1.75 dz.
Cufflinks, carded 1.95 dz.
Cufflinks, boxed \$3, \$4 & \$5 dz.
Neck & Earrings, boxed 9.00 dz.
Lord's Prayer Necklace, boxed \$3.50 dz.
Beautiful Ropes, asst. \$3, \$4 & \$5 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

SAMUEL SILVERMAN & CO.
1820 Westminster St. Providence, R. I.
JOKERS FUN SHOPS—FULL CREDIT allowed on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. ap30

MAGIC SIGN LETTERS—SELL LIKE crazy to merchants everywhere. Colorful plastic. Magically self-sticking, changeable. Free samples. Gary Enterprises, Ventura, W. Tarzana, Calif. ap30

SEND FOR OUR BIG COMPLETE SNAKE SHOW

only \$49.50. One large Boa, 2-3 feet size, Alligator, Tropical Turtle, Rat King, Diamond Natrix with 20 large Reptiles.

MOWRER'S
Phone 67323 Springfield, Mo.

TAME CINNAMON-WHITEFACE RING- tails, \$32; Spiders, \$30; Squirrel Monkeys, \$25; Owls, \$22; Marmosettes, \$25. Agoutis, \$25. Free illustrated catalog. Mowrer's, 149 Port George, New York 40, N. Y. Lorraine 9-0940. my14

TIGER—10 MONTHS OLD SUMATRA, very gentle, can be handled, male, \$1500; Kangaroo, very tame, collar and chain broken, \$650; 1 pair Malaysian Tapirs, full grown, excellent specimens, \$3500; female Grant Bear, \$1000; Elephants, female, Indian, four to four and half feet tall, \$3,500; Leopard Cubs, six months old, \$350 each; deodorized Skunks, up to 24 feet long, feeders, prices on request. May 1 delivery. Trefflich, 228 Fulton St., New York.

WILDLIFE SHOWS—SNAKE DENS, \$25 and \$50. We are located center United States which allows faster and cheaper deliveries. You get fresh, clean stock. Alligators, Monkeys, Raccoon, Wild Cats, Bear, Deer, Fox, Wolf, Ocelot, Agoutis, Pacas, Capybaras, Birds, Everything for your Restaurant, Picnic, or Zoo. Bill Allen, Fredericktown, Mo.

2 TRAINED BUFFALO—15 YEARS OLD, fat and slick. Been in 3 different studios on TV. Waterman, Deansboro, N. Y.

COSTUMES, UNIFORMS, WARDROBES

BALLY CAPES, \$5—DERBIES, \$2; STRIP, Girl Show, Minstrel, Clown Costumes, Wigs, Cheap, Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

CHARITY THRIFT SHOW HAS MANY donations. Costumes and evening clothes; shoes for both men and women, suitable for show people. Very reasonably priced. Open daily 10-5. Nearly New Shop, 802 Ninth Ave., N. Y. my7

DERBIES, \$2; BALLY CAPES, \$5; CLOWN, Girl Show, Minstrel, Costume, Wigs, cheap, Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

500 SETS OF CHORUS WARDROBE, 10, 12, 14 in set. Some novelty numbers with props. Also Black Light for sale. Williams and Lee, 464 Holly Ave., St. Paul, Minn. pp

FOOD AND DRINK CONCESSION SUPPLIES

PRE-POPT POPCORN "READY TO EAT," May 1. New Poppers vending machines, Warmers, popcorn one bag to carload. National Popcorn Supply Co., 107 Commonwealth, Buffalo 16, N. Y. ap30

SNO-BALL FLAVORS PREPARED, \$5.50 GAL- lon. Sample, 40¢. Send for complete price list. Stuchey 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 630, Chicago 1, Ill.

FOR SALE SECOND-HAND GOODS

ABOUT ALL MAKES OF POPPERS—CARA- me, Corn, equipment, Floss Machines, replacement rollers for all Poppers. Krissy Korn, 129 S. Halsted, Chicago, Ill. my14

FLOSS MACHINES—USED, \$75 TO \$135; new, \$159.50. New Nichrome Ribbons, 4 for \$10. Jones Equipment Co., 330 Mattison Ave., Ambler, Pa.

FLOSS MACHINES—SUPER WIZARD double head, hardly used, \$225. National \$50. Stand \$50. Teiford, 6158 S. Karlov, Chicago 29, Ill.

FOR SALE—STEEL FOLDING CHAIRS, NO junk. Must be sold. Box 62, Rt. 2, Central Point, Ore.

FOUR ELECTRIC PITCH BASEBALL MA- chines, New Netting for two cages, Bats, automatic Coin Boxes and 6x8 Neon Sign with flashing man hitting ball; very colorful plan. Very reasonable. Write to John F. Simon, R. D. 3, Easton, Pa. ap30

FOUR KIDDIE RIDES—1 RENNESLEAR Train, Kiddie Chair Plane, Aero Plane, Elephant Ride. Have transportation for same. Best offer. Jack Valley, 111 Central St., Somerville, Mass.

FOR SALE—SECOND-HAND SHOW PROPERTY

ABT RANGE—6 METERED GUNS, EXTRA guns, parts, tubes, shd. targets, Chra drive, heavy duty compressor, \$300. Arcade sign, park, store; 3'x20" "Playland," neon on steel, wood outline, good paint, Flashy, \$100. W. Long, 301 S.W. Third, Richmond, Ind.

ALLAN HERSCHELL CAROUSEL—PER- fect condition; aluminum top, electric fluid drive, \$9,500. Utica Funland, 308 Utica Ave., Brooklyn, N. Y. EV 4-7179. ch-my7

ARCADE FOR SALE—LOCATED IN PARK; all good games. Will sell at low price to Archie Meitz, 1905 Garden St., Duluth, Minn.

A TRIAL ORDER WILL CONVINC 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** For MEN and WOMEN

Original Gold-Filled Expansion Band, 95c extra.

WEINMAN'S 182 So. Main St., Memphis, Tenn.

ACME Combination Tool

Fastest selling all purpose sharpener and glass cutter

New Warehouse: Raymond Mfg. & Sales 98 Frelinghuysen Newark 5, New Jersey Bigelow 3-7200

Raymond Mfg. & Sales Corp., 1201 So. Myrtle Ave., Monrovia, Calif., Elliot 8-9572

Order from either address. Direct all inquiries to main office, Monrovia, Calif.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hossacks, 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:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:
 REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard 2160 Patterson St. Cincinnati 22, Ohio

Please insert the above ad in..... Issue.

I enclose remittance of \$.....

Name

Address

City

MAKE \$25 DAILY SELLING ALL-WEATHER

plastic gasoline station Pennants. Write today for full information. Central Flag, Rossmoyne 5, Ohio. my7

MAKE EXTRA MONEY—SPARETIME! selling New Nameplates and Desk Signs to homes, schools, banks and other institutions. Free selling kit. Northeast Engraving Company, P. O. Box 469, Cohoes, N. Y. NEW 7x11" ULTRA-BLUE SIGNS, 7¢, retail 50¢. 2,000 different slogans. Sample free! Lowry, 812 Broadway, Dept. 852, New York 3. my7

SHIMMIE SHADOW DANCER—SELLS fast everywhere you show it. Put before light, she will wiggle as you desire. \$2 hundred postpaid. Cosmo Service, 370 Beach St., West Haven 16, Conn.

SOCIAL SECURITY WORKERS' NEW deal. We stamp names and number return all complete. No investment. Samples particular 25¢. Send name and number. C. Gamewiser, 64-74 Saunders St., Rego Park 74, N. Y. Y. my7

SOCIAL SECURITY BRASS PLATES, \$10, 100¢. No name and number stamped. 50¢. Bonomo, 54 Jefferson St., Brooklyn 9, N. Y. my7

SPECIAL LOW PRICE—RETRACTABLE Ball Pens, assorted colors, 14¢ each in hundred lots postpaid. Dozen, \$2. Samples, 5¢. Crescent Sales Co., 150-B2 Broadway, N.Y.C. 38.

SPECIAL INTRODUCTORY OFFER—SEND \$2, get 1 dozen one strand graduated Pearl Necklaces, postpaid. Herliem, 100 Summit Ave., Brookline, Mass.

WHOLESALE DIRECTORY OF MANUFACTUR- ers, distributors, selling 450,000 nationally known products: Novelties, Appliances, Vitamins, Clothing, etc. Literature free. Carter, Box 6011-TD, Chicago 80.

\$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. my7

80¢ PROFIT ON \$1 SALES—AMAZING Automobile Cleaner. Your name on package. Free sample. Glazite Mfr., Box 572, Dayton 1, Ohio. ap30

ANIMALS, BIRDS, PETS

A BIGGER AND BETTER ASSORTMENT of snakes than ever before for \$25. Harmless or poisonous. State which. McClung, Laplace, La. my7

ALLEN—SNAKES, ALLIGATORS, LIZ- ards, Turtles, Reptile Curios, Skins, Dens, Western Rattlesnakes, f.o.b. Laredo, \$1.25 per lb. Bulletin issued monthly. Ross Allen Wholesale Division, 1112 No. Miami Ave., Miami, Fla. Phone 3-4806. my21

ALLIGATOR SNAPPER, WORLD'S LARG- est fresh water Turtle, three feet long. \$25. Express rates low on turtles. Gopher Tortoise baby to extra large, \$2. Dozen \$15. Babies mailed postpaid. Box Turtles, Doran 55, Fresh Florida Rattlesnakes \$1.50 per foot. Big heavy dens, fresh harmless snakes, \$15, \$25, \$50. Ray Singleton, Rattlesnake, Fla.

BUSINESS OPPORTUNITIES

A CONCESSION FOR RENT AT JERSEY'S amusement park, Venice Amusement Corp., Grant Ave. & Boardwalk, Seaside Heights, N. J. Seaside Park 9-0933. Mr. Eugene Thomas, Mgr. ch

ADVERTISING—YOU TOO CAN MAKE \$100 daily. Entirely different. Patented. Refund price. Electric Ad Clock #2, 616 Orleans, Chicago 10. np

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, 9534-B Lemturner, Jacksonville 8, Fla. my21

A GOLD MINE OF INFORMATION—"THE Concessionaires' and Showmen's Secrets" book. Third edition. Valuable secrets, formulas, ride plans, buyers guide and directory. Postpaid. Supply limited. "Popcorn" Miller, 5525 South Cedar St., Lansing 10, Michigan. ap30

AMUSEMENT PARK—IN A BEAUTIFUL wooded section of Pennsylvania's hills. Large stream of water flowing entire length of the 22 acres. Nineteen buildings including boating, games, concessions, 40 ft. Merry-Go-Round, Kiddie Rides, 80x140 ft. Roller Rink, Arcade Dance Hall, Restaurant, covered picnic tables, ball field, two bridges. All equipped; painted and ready to go. Large modern home. Situated in heart of industrial area, population 3,000,000. Price \$70,000, terms. Write S. M. Shaw, Portersville, Pa.

DUE TO DEATH, NORTHERN INDIANA lake resort, restaurant for sale or lease. Terms. Ruby Langmade, 528 South Council, Muncie, Ind.

EARN \$84-\$168 WEEKLY MAILING, DIS- tributing circulars, cards. Samples, instructions, \$1. Dollars daily mailing, addressing, sorting various items at home. Samples, instructions, \$2. Read Mail Trade magazine, filled with money making ideas. Year's subscription, \$2; sample copies, 25¢. All above free with year's subscription. National, B1, 2441 Patton, Philadelphia 32, Pa.

FOR SALE—RECORD SHOP, DENVER. Excellent location, low overhead, outstanding possibilities. Owner leaving town. Box C-260, c/o Billboard, Cincinnati 22, Ohio. ap30

GET MONEY EVERY DAY BY MAIL— Pleasant home-operated business. New booklet tells how. Only 25¢. A. Spencer, Mokena, Ill.

FOR SALE—STEEL FOLDING CHAIRS, NO JUNK

Must be sold. Box 62, Rt. 2, Central Point, Ore.

FOUR ELECTRIC PITCH BASEBALL MACHINES

New Netting for two cages, Bats, automatic Coin Boxes and 6x8 Neon Sign with flashing man hitting ball; very colorful plan. Very reasonable. Write to John F. Simon, R. D. 3, Easton, Pa. ap30

FOUR KIDDIE RIDES—1 RENNESLEAR TRAIN

Kiddie Chair Plane, Aero Plane, Elephant Ride. Have transportation for same. Best offer. Jack Valley, 111 Central St., Somerville, Mass.

ARCADE FOR SALE—LOCATED IN PARK

all good games. Will sell at low price to Archie Meitz, 1905 Garden St., Duluth, Minn.

Survey Shows Backg'd Music Used by 11% of Nation's Ops

Steady Income, Untapped Market Outweigh Problems; 31% Eye Field

By JIM WICKMAN

CHICAGO, April 23.—Music operators are diversifying their juke box routes with another type of music—the tailored variety, designed for locations where juke box installations have always been impractical or impossible.

Approximately 11 per cent of the nation's operators are currently operating some form of background music, according to a survey made by The Billboard, and, from the reports, they like it.

The path to background music is not always a rosy one, operators admit, but the advantages and opportunities available in this new field soon outweigh any and all disadvantages.

The problems confronting operators interested in background music are cost of investment, programming, service procedure, written contracts and the job of deciding what type of locations should be contacted.

Advantage-wise, operators find steady weekly or monthly income, the opportunity to "crack" locations that have always been closed to juke box installations and a virtually untapped market.

The survey showed that eight out of 10 operators now in background music took the plunge within the past six or seven months. Only one out of 10 reported that they were in background music for more than three years.

The reason for this recent surge of interest in a field that has been around for over 20 years can be traced to improved recording and tape equipment. Years ago, background music was restricted to large cities, and then only after arrangements were made with the telephone company to pipe in the music. Music was played from a central office, usually one program was offered for all users.

Improved Equipment

With the improvement of tape and recording equipment, it became possible for background music operators to offer more than one program and to do away with telephone wires.

The operator who decides to go into background music today can take his choice of a variety of equipment, and can program the music to be played to fit the specific needs of any location.

Both tape and phonograph

equipment can be placed on a location and set for continuous play, both can play for hours without repetition. Tape manufacturers have introduced units capable of playing for eight hours without repeating a song. Phonograph manufacturers, as a result of Extended Play and Long Playing records, can also offer units which play for hours before repeating the cycle.

Of the juke box operators now in background music, only 4 per cent use tape exclusively, while 84 per cent use nothing but records. The other 12 per cent reported both being used.

System Acceptance

The acceptance of background music units installed on location was emphasized in the survey. Every operator polled said that they have some portion of their equipment installed on location. Only 11 per cent reported using telephone lines.

Prospective background music users are found in every city, town and hamlet in the country. Professional offices, hospitals, chain stores, hotels, factories and all civic institutions are but a few of the types of locations that are now being serviced by music operators.

Because of the nature of the service and the type of location, operators have found no problem in getting contracts. Every operator reported the use of contracts in locations where background music is set up.

Variety Stressed

Because the types of locations vary so greatly, a wide variety of

(Continued on page 81)

Boston Distribs Hold Op Classes

BOSTON, April 23.—Music operators here had a chance to brush up on their service techniques this week as Trimount Automatic Sales Corporation, Seeburg distributor, and Redd Distributors, Wurlitzer outlet, held operator schools at their offices. And to keep things rolling, Music & Television Corporation, Rock-Ola distributor, will hold an open house tomorrow when it will unveil the new Rock-Ola Model 1448. Atlas Distributors, AMI outlet, has skedded an operator service session sometime next month.

The Trimount session was conducted by Irwin Margold, sales manager, with technical advice supplied by Bob Moulder, field engineer. A second service school was held this week by the Trimount staff in Providence, where over 25 operators attended.

Redd Distributors held its classes at the Allston plant, with Bob Jones, sales manager, at the helm, and Hank Peteet, field engineer, demonstrating. Out-of-town operators attending the session included Ray Shea, Worcester; Jack Turcotte, Chicopee; Joe Pawelski, Girchburg; Adolpl. Burgas, Webster, and Bill Hammel of Concord, N. H.

Jerry Columbo, head of Music & Television Corporation, spent the entire week preparing for tomorrow's unveiling of the new Rock-Ola model at the Hotel Vendome.

Louis Blatt, head of Atlas Distributors, said that he was preparing for a series of service schools, which will get under way sometime next month.

Phil Levin Elected Chi Assn. Prexy

CHICAGO, April 23.—Phil Levin, head of Caryle Music Company, was elected president of the Recorded Music Service Association here Monday (18). Levin succeeded Ray Cunliffe, who died April 10.

Other officers of the association are Earl Kies, vice-president and treasurer; Carl Green, vice-president; Dan Gaines, vice-president, and Roy Blumquist, secretary. Leonard Miska, Julius Gronner, Andy Omens and Louis Arpai were elected directors.

The next general meeting of the association will be held Thursday (28) at 8:30 p.m. in the Bismarck Hotel, Levin said.

400 Attend Annual Jersey Op Banquet

NEWARK, N. J., April 23.—More than 400 members of the Music Guild of New Jersey and their guests jammed the Elizabethan Room of the Hotel Essex House here Sunday (17) for the 18th anniversary banquet of the Music Guild of New Jersey.

The evening was marked with an absence of speechmaking, with the accent on food, refreshment and shop talk.

Surprise of the evening was the sneak preview by Seacoast Distributors of the new Rock-Ola, to be shown formally to New York and New Jersey operators Sunday and Monday (23-24) at the Seacoast showrooms.

Seacoast Reception

Dave Stern and Bob Slifer quietly rented a reception room adjoining the hat check concession, set up drinks and hors d'oeuvres for the dinner guests, and installed a couple of new boxes for inspection.

The result, from the Seacoast viewpoint, was probably better than it would have been had heavy advance publicity been a part of the program. Virtually every person at the dinner gave the Rock-Ola the once-over before entering the banquet room. On hand to explain the functioning was Charles Reissner, Seacoast service manager. It is estimated that the showing set Seacoast back \$1,900.

Bobby Ramsen emceed the evening's festivities, with Marty Ames and his ork providing the music. The entertainment bill was headed by the McGuire Sisters, and included the following artists:

Recording Artists

Sonny Graham (Miss Juke Box of 1955) RCA; Alfred and Lenore, dance act; Archie Bleyer and the Four Top Hatters, Cadence; the Mambo Aces, dance act; Lee Kane, Capitol; Allen Dale, Coral; Jerry

Russ, Original; Karen Rich, Decca; John Laurenz, Jubilee; Jerry Vale, Columbia; Terri Stevens; Bob Santa Maria, M-G M; the Burton Sisters, RCA; Dori Brooks, Label "X"; the Four Tunes; Danny Capri, Jubilee, and Dorothy Malone, Jubilee.

MGNJ officers are Sam Waldor, president; Cleo Rosazza, vice-president; Robert Harvey, secretary and Harold Chasen, treasurer. The board consists of Waldor, chairman; and the other officers, plus Humbert Betti Jr., Howard Berk, B. J. McFarland, Herman Halperin and Jules Rusoff.

Dick Steinberg is executive di-

(Continued on page 80)

U. S. TO PROBE ALLEGED ANTI-TRUST ACTIVITIES

CHICAGO, April 23.—The federal government opened formal investigation of alleged anti-trust activities in the juke box industry here last Monday with the issuance of subpoenas calling for the books and records of five manufacturers, more than 50 operators and distributors, at least two unions, and the Chicago music operators' association.

The investigation was announced by Earl A. Jinkinson, special assistant attorney general in charge of the Chicago office of the anti-trust division.

Jinkinson said that subpoenas had been served on five juke box manufacturers—AMI, H. C. Evans, Rock-Ola, Seeburg and Wurlitzer—two local juke box unions—Electrical Workers, Local 134, AFL, headed by Mike Boyle, and the Automatic Equipment Coin Machine Operators' Service and Repair Men, also an AFL affiliate—and on the local operators' association, Recorded Music Service Association.

Ops Pledge Aid

Phil Levin, president of Recorded Music Service Association, said "The association and music operators thruout Chicago will co-operate with the federal government to their fullest extent."

Later, Jinkinson said that additional subpoenas had been served on operators and distributors in St. Louis, Cleveland and Detroit.

Hearings before a federal grand jury will be held May 4, 6 and 9. Additional hearings will be scheduled as needed, Jinkinson said. It is expected that the inquiry will take from four to five months.

Mass. Ops Told Solons Will Heed Problems

BOSTON, April 23.—The Eastern Massachusetts Music Operators' Association received strong endorsement on the formation of the group from a prominent Massachusetts legislator at the dinner meeting in the Hotel Hampton Court, Brookline, this week (14), when upward of 150 operators and distributors gathered to hear progress on dime conversion and the Cerebral Palsy Campaign.

Charles Gibbons, former Speaker of the House and now Republican Floor Leader, told the association that this was "the first time in history music machine operators have gotten together behind a charity drive. It was time you organized and tried to protect yourself on Beacon Hill (State House)," he told them. "If you come to Beacon Hill as an organization you will be listened to."

"You needed an organization and you have taken a very wise step," Gibbons continued. "I do not recall when a group of businessmen in this State have taken on such a tremendous job for charity such as you are doing for cerebral palsy," he added.

Dime Play

Reports on dime conversion were given by operators from various sections of the State. Figures ranged from up to 15 per cent in the Metropolitan area to nearly 40 per cent in areas like Springfield and Worcester.

Anthony Grazio, Quincy operator whose locations range as far as Cape Cod, said that while he was encountering some resistance, his over-all picture might go as

high as 30 per cent converted. Dave Baker, Melo-Tone Music, Arlington, assessed his situation somewhere near the same, while Ray Shea, Worcester, and Ralph Ridgeway, Springfield, offered a figure of 40 per cent.

Guy P. DiGiovanni, of Commonwealth Distributors, Boston, reported good business in rebuilding 78's to accommodate 45 EP's and said he was well on his way to clearing out most of his secondary equipment.

\$20,000 Goal

After the speech-making, James Geracos, EMOA president, conducted an "auction" and enthusiastic winners pledged 2,437 cards for CP. Each card counts for \$6, which would add up to \$14,622 already pledged. The group is hopeful of raising at least \$20,000 before the May 31 deadline.

This was the biggest and most enthusiastic meeting of EMOA to date. Those at the head table included, as well as Gibbons, Mrs. Murial Barnes, deputy commissioner of labor; Col. John O'Brien, aide to Governor Herter, who read a message of congratulations from the governor; James Geracos, Dave Baker, Ray Shea, Myron Hillman of New Bedford, and Bill Swartz, Winrox Vending, who heads the committee on cards.

Others among the 150 attending included: Si Redd, Redd Distributors (Wurlitzer); Dave Bond, Trimount Automatic Sales Corp. (Seeburg); Jerry J. Columbo, Music & Television Corp. (Rock-Ola); Louis Blatt, Atlas Distributors (A.M.I.);

(Continued on page 81)

National Coin Machine Distributor Group Re-Activated; Name Officers

NEW YORK, April 23.—Al Schlesinger, managing director of the recently re-organized National Coin Machine Distributors' Association, spent this week here conferring with local game and music distributors. He leaves for Chicago next week to set up permanent headquarters for the organization.

Schlesinger revealed that the group recently held a re-organization meeting in Chicago (it had been inactive since 1950) and elected the following officers:

Harold Lieberman, Lieberman Music Company, Minneapolis, president; Gilbert Kitt, Empire Coin Machine Exchange, Chicago, vice-president; Irvin Blumenthal, General Vending Sales Corporation, Baltimore, secretary, and J. D. Lazar, B. D. Lazar Compay, Pittsburgh, treasurer.

Elected to the board of directors were David Bond, Trimount Coin Machine Company, Boston; Leo Weinberger, Southern Automatic Music Company, Louisville; Louis Wolcher, Advance Automatic Sales Company, San Francisco; W. S. Redd, Redd Distributing Company, Boston; Louis Morris, Morris Novelty Company, St. Louis; Ron Rood, Rood Distributing Company, Orlando, Fla.; Harry Hurwich, Hurwich Bros., Birmingham; John Bilotta, Bilotta Distributing Company, Newark, N. Y., and Barney Sugerman, Runyon Sales, New York.

Schlesinger said that 38 game and music distributors have joined the organization and that all distributors of recognized lines will be asked to join.

He is currently special representative for the Music Operators of America, but is expected to resign soon to take up full-time duties with the NCMMA. Schlesinger is a former Poughkeepsie, N. Y., operator and was prominent for years in the New York State Operators' Guild.

Bridge Gap

His current tour, which recently took him to Baltimore and Miami, is to explain the functions and purposes of the distributor group. Schlesinger feels that the organization can help bridge the gap between manufacturer and operator and work closely with both factions.

The Chicago office is set to open May 1. The location will be announced within the next week.

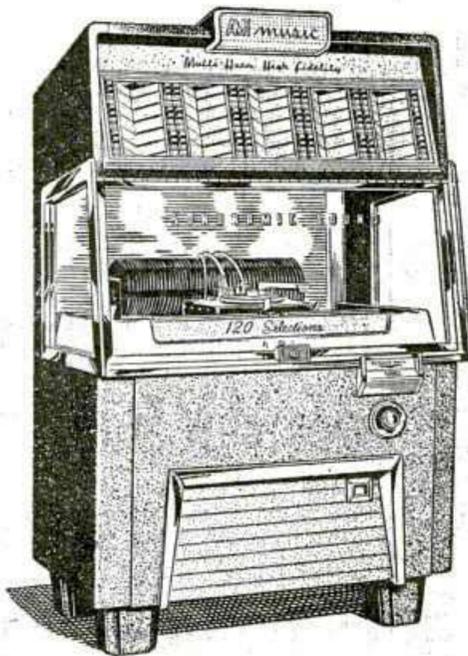
120

HIGH FIDELITY

Renditions

You get "selections" by putting records on the machine and typing title strips.

But to get 120 FULL RANGE HIGH FIDELITY *RENDITIONS* you must go to AMI Model "F," the only modern juke box with Multi-Horn equipment and Sonoramic Sound.



The better the rendition, the more it's worth!

The more value you give, the more sales you get—and

THE MORE MONEY

YOU MAKE FROM 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

The rain and wind storm last Monday night (18) made things tough for local coinmen traveling to and from the Chicago Automatic Phonograph bowling league meet that night. In auto accidents that eve were Johnny Oomens and his wife, Is, Gil and Fred Losasso, and Marian Siposa, sister-in-law of Fred Siposa, of the Singer One-Stop, Chicago. None was injured.

Mexico Coin Trade Faces Obstacles

MEXICO'S coin machine industry sees expansion only with a complete change in laws governing the coin field, a better arrangement among machine distributors and a boost in the national economy to stimulate the business.

The juke box business here is a direct sales operation, distributor selling to location owners. A location landed by an operator can be lost overnight by such a direct machine sale to the location. Service on machines is distributor controlled. Prohibitive initial cost of machines plus high taxation further discourage trade.

Vending machine operations suffer for lack of a law which would punish slug users or damagers of machines on location. Beverage venders distributed by the beverage firms themselves have in few cases shown a profitable return.

Pinball games, novelty games and fortune-telling units are generally either disapproved by law or over-taxed. It is estimated that there are less than 200 pinball games in all of Mexico.

Most authorities here feel that business will drift along the way it has on a direct sales basis unless an attractive offer as to financing and privilege is set up to encourage operating firms. Some feel that the tax laws could be fought if the industry had better organization, others regard the return so low for an operator that it is better left alone.

A year after the devaluation of the peso the juke box industry is still suffering from problems of high duties, cost of importation of parts and machines and increased labor and record costs.

Altho distributors cut costs in every possible way, all makes of juke boxes reach the buyer at exactly twice the cost inside the United States. Most machines are maintained as a service to the public.

One bright note on the juke box scene is the recent purchase by Abraham Grinberg, former distributor for H. C. Evans Company in Mexico, of the entire phonograph division of that manufacturing firm.

Plans are to ship all manufacturing tools, dies, jigs, inventory to Mexico City, where production will begin. All equipment is to be moved out of the H. C. Evans plant in Chicago within the next six months.

Vending machines, excepting weighing machines, are virtually unknown in Mexico. There are no operators or distributors, and the occasional machine operated is owned by the location as an attraction more than a money-maker. Some attempt has been made to operate cigarette machines at the border in Juarez, Nuevo Laredo and Matamoras, but most of the units have been withdrawn.

Dime Play Gets Memphis Start

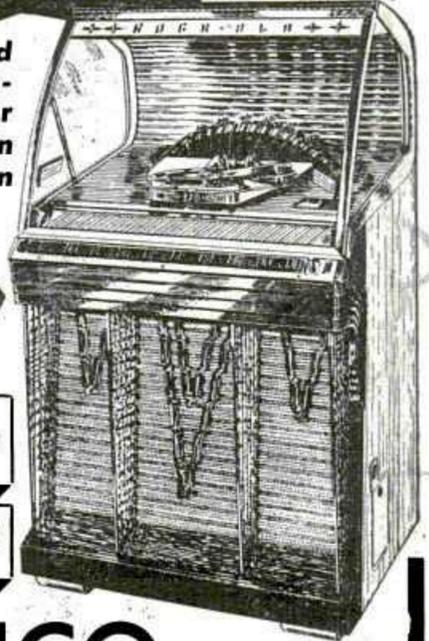
MEMPHIS, April 23. — Dime play in the Memphis and Shelby county area got under way this week and, according to Alan Dixon, head of the Memphis Music Operators' Association, will soon hit most of the 2,000 juke boxes in the area.

Dixon said the MMOA covers 17 of the 25 operators in the area. As in New York, the movement started on a block-by-block basis. Two local one-stops, House of the Blues and Popular Tunes, are selling EP kits to operators planning conversions. About 20 to 30 per cent EP selections are being placed on converted boxes.

Visit the FRANCO Distributing Showrooms for the BIGGEST BUYS in the South!

ROCK-OLA Model 1448

The Most Talked About Phonograph in Our History. Come In and See It in Action!



SPECIALS For This Week!

- 1436 ROCK-OLA 120 Selection \$329.50
- 1250 WURLITZER \$229.50

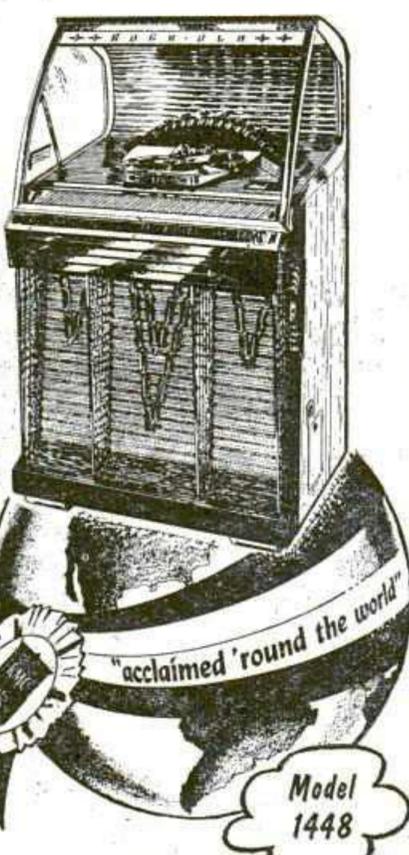
FRANCO DISTRIBUTING CO.

24 North Perry Street Montgomery, Alabama
"For the BIGGEST BUYS in the South!"

GET INTO THE BIG MONEY WITH THE WURLITZER 1800

ROSS-ROCK-OLA

Specials!
HELP US CELEBRATE THE ARRIVAL OF THE ALL NEW MODEL 1448 ROCK-OLA



ROCK-OLA 120 Selection HI-FIDELITY Phonograph

CHECK OUR SPECIALS LISTED BELOW!

Visit Our Showrooms and See It Now!

- ### GUNS
- Williams**
JET FIGHTER Write
SAFARI Write
POLAR HUNT Write
SKY GUNNER Write
- United**
DE LUXE JUNGLE \$395.00
DE LUXE BONUS Write
DE LUXE CARNIVAL 350.00
- Exhibit**
DALE 6-SHOOTER \$ 35.00
SPORTLAND SHOOTING GALLERY 325.00
SHOOTING GALLERY 175.00
- Genco**
WILD WEST GALLERY Write
BIG TOP \$395.00
SKY GUNNER 95.00
- Seeburg**
COON GUN \$179.50
BEAR GUN 125.00
- ### ALLEYS
- United**
LIGHTNING Write
MARS Write
MERCURY Write
CLIPPER Write
BANNER \$365.00
CLOVER 125.00
10th FRAME 115.00
4 PLAYER STAR 45.00
11th FRAME Write
- Genco**
SHUFFLE POOL \$110.00
MATCH POOL 175.00
4 PLAYER SKEE BALL Write
- Chicago Coin**
CRISS CROSS TARGET Write
MATCH BOWLER \$95.00
- Keeney**
TEAM BOWLER \$100.00

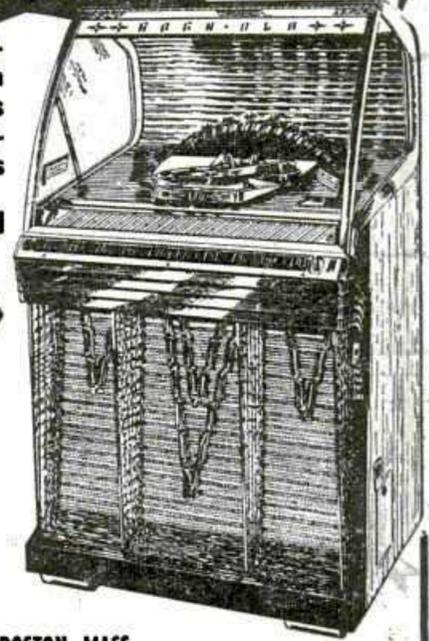
- ### PINS
- Williams**
SKYWAY Write
SPITFIRE Write
DEALER \$95.00
GUN CLUB 95.00
SILVER SKATES 54.50
9 SISTERS 95.00
PARATROOPER 25.00
TWENTY GRAND 49.50
STRUGGLE BUGGIE 95.00
ARMY & NAVY 45.00
DREAMY 15.00
NIFTY 15.00
MR. BOSTON 15.00
ST. LOUIS 25.00
CONTROL TOWERS 240.00
SCREAMO 150.00
SHOO SHOO 19.50
PINKY 20.00
ARCADE 45.00
RAG MOP 15.00
- Gottlieb**
GRAND SLAM \$45.00
SKILL POOL 50.00
QUINTETE 79.50
ROSE BOWL 35.00
CROSS ROADS 45.00
NIAGARA 39.00
ROUND UP 10.00
ALL STAR BASKETBALL 20.00
MINSTREL MAN 25.00
CORONATION 45.00
JUST 21 10.00
SELECT-A-CARD 10.00
- ### ARCADE
- Genco**
BASKETBALL \$225.00
- Williams**
SUPER PENNANT BASEBALL \$155.00
ALL STAR BASEBALL 225.00
SUPER WORLD SERIES 95.00
- Mutoscope**
GRANDMA PREDICTS Write
- ### MUSIC
- Chicago Coin**
HIT PARADE (NEW, in original crate) \$89.50
HIT PARADE (Used) 75.00

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3401 N. W. 36TH ST., MIAMI, FLORIDA
CALL 65-2531

Thank You, Operators . . . for the wonderful reception you gave the new ROCK-OLA, Model 1448 at MUSIC & TV CORP., BOSTON!

ROCK-OLA Model 1448

It was our greatest showing in years. Operators came from hundreds of miles around us . . . And We're Glad They Did!



Members of the trade and the working press were equally impressed with this new phonograph. If you didn't get here, get moving.
Don't Miss It! MUSIC & TV CORPORATION
1119 COMMONWEALTH AVE., BOSTON, MASS.

WIRED MUSIC

30 stations of AMI telephone wired music equipment (juke boxes) complete—ready for operation. \$100.00 per station.

MELODIES, INCORPORATED
11 No. Pearl St. Albany, New York
Telephone Albany 4-3511

INSURANCE

All Risk for Juke Box Operators

BROADWAY BROKERS CORP.
150 Broadway, New York 38
REctor 2-2195

AUDITED PAID CIRCULATION

THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers . . . AND IT'S AN AUDITED PAID CIRCULATION.

ROCK-OLA

MODEL 1448

SETS THE PACE!

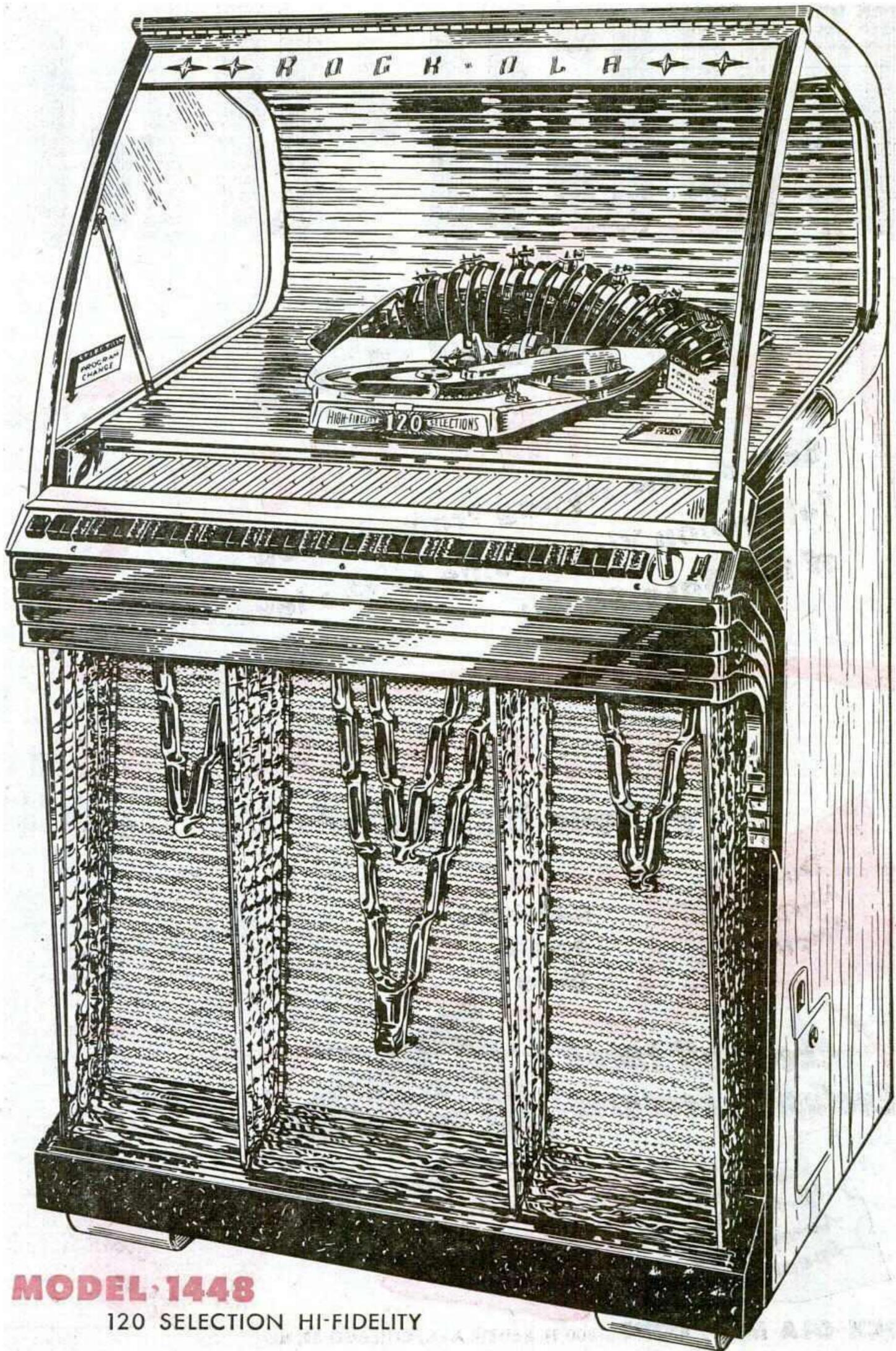
Brand new styling from the top of the full-vision Vista-Dome to the levelers of the Base Skids!

SEE...COMPARE...BUY...
at Your Distributor's Showrooms Now!

Check all these Exclusive Features!

- Tru-Tone Hi-Fidelity Amplifier
- Revolving Record Drum
- Hi-Speed Selector Panel
- Built-in Receiver
- Easy to read Popularity Meter
- Play Proven Accumulator
- Robot Record Arm
- True-Tone Hi-Fidelity Companion Speakers

ROCK-OLA MFG. CORP. 800 N. KEDZIE AVE., CHICAGO 51, ILL.



MODEL 1448

120 SELECTION HI-FIDELITY

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

MUSIC MACHINES

AMI	Issue of April 23	Issue of April 16	Issue of April 9	Issue of April 2
Model C 40.....	\$115.00	49.50 115.00	\$115.00	99.50 100.00
Model A.....				115.00
Model B.....	150.00	150.00	169.00	169.00 195.00
Model C.....	150.00 165.00	150.00	189.00	175.00 189.00
Model D-40.....	245.00 275.00	275.00(2)	275.00 300.00	275.00 300.00
Model D-80.....	375.00 450.00	375.00 395.00	375.00 450.00	350.00 375.00
Model E 120.....		595.00 645.00	650.00	650.00
		650.00		675.00(2)
ROCK-OLA				
Comet.....	675.00		725.00	725.00
Comet 1438.....	650.00	675.00	675.00	675.00
46.....	60.00	60.00		
1422.....		59.50	59.50	49.50
1426.....		79.50	79.50	89.50
1428.....	125.00	125.00	150.00(2)	150.00
1432.....			250.00	
1434.....		299.50 320.00	295.00 299.50	
1434 Rockets.....	325.00	325.00	325.00	300.00 325.00
1436.....	375.00	375.00	335.00 395.00	395.00
1436-A, 45 RPM.....		325.00		345.00
1436-A, 75 RPM.....		275.00		275.00
SEEBURG				
46.....	65.00	65.00	44.50 65.00	
47.....	75.00	75.00	54.50 75.00	
H-146-Hideaway.....	50.00	50.00	50.00	50.00
H-147-Hideaway.....	65.00	65.00	65.00	65.00
H-148-Hideaway.....	75.00	75.00	75.00	75.00
HM 100-A Hideaway.....	275.00	275.00	275.00	275.00
M 100-A (78 RPM).....	325.00 349.50	325.00 335.00	325.00 349.50	325.00
	375.00 395.00	349.50 375.00	375.00 425.00	349.50(2)
				350.00 375.00
				425.00
M 100 B.....	525.00(2)	525.00 545.00	525.00 569.50	525.00 550.00
	550.00 569.50	525.00 569.50	575.00	569.50 575.00
M-100-BL.....	575.00	575.00	600.00	595.00 600.00
M-100-C.....	685.00	585.00 645.00	685.00	
		685.00		
146.....	89.50	89.50	87.50	49.50
147-M.....	125.00	125.00	125.00	125.00
148.....	109.50 139.50	109.50 139.00	109.50 159.00	159.00
148 ML.....				
WURLITZER				
1015.....	69.50 99.50	69.50 75.00	64.50 69.50	54.50 95.00
		95.00 99.50	99.50 100.00	99.50 75.00(2)
		100.00	100.00	100.00
1100.....	150.00	150.00 135.00	150.00 175.00	125.00
		175.00		150.00(3)
				175.00
1217 Hideaway.....	139.50	149.50	149.50	
1250.....	179.50	189.50	189.50	195.00 199.50
1400.....	325.00 385.00	325.00(2)	325.00 385.00	295.00
		385.00		325.00(2)
1450.....	325.00	325.00	325.00	325.00
1500.....	395.00(2)	375.00	395.00	375.00
		395.00(3)		395.00(2)
				425.00(2)
				445.00
				495.00(2)
1500-A.....		445.00 495.00	445.00 495.00	
1550A.....	445.00 475.00	475.00		
1550.....	395.00	395.00 545.00	425.00	545.00
1650.....	395.00	395.00	425.00	425.00

FAR EAST FAD

Pachinko-Jap Pinball Game 'Crazy' Sport

NEVER before has a fad swept Japan and caused so much excitement and confusion as has Pachinko—the Japanese version of pinball.

Pachinko has reportedly brought in more money annually than all of the country's department stores.

It was named "co-respondent" in eight divorce cases last year.

It has caused strikes, and it has been a source of Communist fundraising activity.

The play of the game that has captured the fancy of the Far East is simple. If one has a yen to play (no pun intended), he purchases metal balls, feeds them into the game, shoots a plunger and watches the balls zip up over the playfield.

If they slip thru the maze of deflecting brass pins and end up in high-scoring holes, player wins more metal balls exchangeable for prizes.

Japanese husbands and wives have complained that their mates spend too much time and money at the game, resulting in the break-up of a number of Nippon homes. Police moved in on pachinko after learning that the game was helping to aid the Communists. Making the most of the game's popularity, Communist racketeers moved in to levy a "protection tax" on each pachinko parlor.

Three years ago the Wakayama prefecture was in an uproar over one weekend because all the pachinko operators went on strike. Taxes were too high and the operators closed their doors in protest. Pressure applied by angry fans moved officials to promise an early reduction in game tax.

Reports from Japan estimate that there are anywhere from 1 to 4 million pachinko games in parlors thruout the country. Japanese manufacturers have considered shipping pachinko games to Southeast Asian nations.

400 Attend

Continued from page 74

rector, with Maurice Schapira counsel and Humbert Betti trustee. The secretarial staff consists of Frances Yanowitz and Leroy S. Record.

Harold Chasen was general chairman of the affair, with Herman Halperin and Harry Goldman on the entertainment committee. Rudy Leitgeb and Carl Procope served on the arrangements committee. On other committees were:

Reservations, Humbert Betti Jr., Jules Rosoff and B. J. McFarland. Tickets, Herbert Brauch, Howard Berk, Ray Kitzler, Frank Alge, Jack Kronberg, Allen Waldor and Sam Matty. Directory, Joe Lederman, Robert Harvey and Babe Kaufman. Reception, Cleo Rosazza, William Brower, Barney Simon, John Stanczyk, Ernest Krauter, Harry Knowles, Joe Lubin, Al Russo, Mary DiManno and Manny Ehrenfeld.

The program consisted of a 40-page directory listing juke box distributors, title strip manufacturers, record distributors, one stops and MGJ members.

Waldor Absent

Absent for the occasion was Sam Waldor, for eight years MGJ president, due to a death in the family.

All the New York and Newark juke box distributors were represented. Also present was one of the real old timers in the area, Mike Rimsky, Rim Amusement, Plainfield, N. J. Rimsky has been an operator for more than 25 years.

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.

May 2—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

May 9-13—National Restaurant Association, annual convention, Navy Pier, Chicago.

May 10—Westchester Operators' Guild, fourth annual banquet, New Parkway Casino, Tuckahoe, N. Y.

May 10—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

May 11—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

May 14-15—National Automatic Merchandising Association, regional meeting, Region VIII, President Hotel, Kansas City, Mo.

May 16—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

June 4-5—National Automatic Merchandising Association, regional meeting, Region I, Sheraton-Plaza Hotel, Boston.

June 5-9—National Confectioners' Association, annual convention, Conrad Hilton Hotel, Chicago.

June 9—New York State Operators' Guild, Inc., annual banquet, Concord Hotel, Kiamesha Lake, N. Y.

June 15—United Jewish Appeal, annual banquet, Sheraton-Astor Hotel, New York.

June 18-19—National Automatic Merchandising Association, regional meeting, Regions X, XI, XII, Ambassador Hotel, Los Angeles.

June 19-20—South Dakota Phonograph Operators' Association, quarterly meeting, Pierre.

July 15-17—National Association of Bulk Vendors, annual convention, Conrad Hilton Hotel, Chicago.

Chi Ops, Radio Station Pool Forces Via DeeJay

CHICAGO, April 23.—Juke box operators in the Chicago area will soon have a radio show, "Juke Box Matinee."

Thru a promotional tie-in between Recorded Music Service Association and radio Station WAAF, a new disk jockey program will be aired daily, Monday thru Friday, from 3 to 4 p.m., beginning May 1.

Hal Fredricks, popular deeJay of St. Louis, will conduct the Chicago show, which in addition to being a regular disk jockey program will also make monthly "Hunch Tune" selections.

According to Phil Levin, president of RMSA, the "Hunch Tunes" will be determined according to play meters on the city's juke boxes. Levin said that after a tune is selected it would be given the No. 1 spot on all juke box selection panels. The selected tune will also be plugged daily over the radio program.

Tie-In Set-Up

The way the tie-in now stands, the radio station will plug the juke box association and operators in Chicago for the up-to-the-minute job that is being done, and RMSA, thru member operators, will place decals on approximately 7,000 juke boxes located thruout the city.

The decals, Levin said, would

be placed inside the domes of juke boxes and would call attention to the WAAF program, "Juke Box Matinee." The decals will be supplied to operators by the radio station, Levin added.

Another possible drawing card for the show, which has been discussed in some detail, Levin said, is a giveaway contest—a used juke box or possibly records then being featured on most of the city's juke boxes.

Levin said that the program will go a long way in improving local juke box public relations.

D. C. Music Ops Elect Griffith Guild President

WASHINGTON, April 23.—Officers were elected at the last meeting of the Washington Music Guild, with Evan Griffith being named president; Roger Squitro, vice-president; Myron Loewinger, treasurer, and John Cokinos, secretary.

Squitro, of the Hirsh Coin Machine Corporation, who acted as spokesman for the group, said that the guild would continue to aid in the fight against juvenile delinquency thru juke box donations to youth clubs, and that a public relations program would soon get under way for the benefit of all operators.

The guild will also continue its policy of inviting disk jockeys and juke box distributors to meetings to exchange ideas for improving the entire music business, Squitro said.

Currently, 85 per cent of all operators in this area are members of the guild, and Squitro said that he believed a membership drive soon to be launched would increase this percentage considerably.

Phono-Vend Opens Houston Branch Office

HOUSTON, April 23.—Phono-Vend of Texas, Rock-Ola distributor with headquarters in San Antonio, opened a branch office here this weekend at 1048 Jefferson Street. Frank De Barros has been named manager.

The opening of the new offices were timed to coincide with the introduction of the new Rock-Ola phonograph, Model 1448.

MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the Music Department up front in this issue of The Billboard are:

RECORD MANUFACTURERS NOW RATE the West Coast as the second largest disk market. If rate of growth continues it may soon rate the No. 1 spot.

HERMAN DIAZ IS NAMED to pop a.&r. department at RCA Victor. His Perez Prado waxing of "Cherry Pink and Apple Blossom White" is now No. 1 on the pop best selling chart.

RECOTON SUES COLUMBIA RECORDS, Electrovox, and Dorosin for allegedly forcing it out of needle distribution.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

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ROCK-OLA
120 Selection
HI-FIDELITY
Phonograph

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Phone: Verglade 4-2300

Chicago

Communications to:
Ken Knauf
Central 6-8761

R. W. COAN JOINS KEENEY VEND DEPT. . . .

R. W. Coan has been appointed to the J. H. Keeney & Company sales department, vending division. Coan was formerly general manager of Coan Manufacturing Company, Madison, Wis., and has had much experience in the vending field. His first assignment is scheduled in the Shreveport, La., area, where he will meet with coffee machine dealers.

Ed Levin, Chicago Coin Machine Company, reported this week a new baseball game in production at the plant. David Rosen was a visitor at Chicago Coin on his way to the grand opening of the Riviera Hotel in Las Vegas.

Jack Burns, new traveling representative for Empire Coin Machine, is hitting the road thru

COINMEN YOU KNOW

Michigan this week. Joe Robbins and Jerry Bremner, meanwhile, are filling orders on United's Clipper and Venus games.

Art Weinand, Williams Manufacturing Company, says he is shipping games by air to Texas. This, he says, is in response to demand for the new four-player game, Race-The-Clock, in production at the plant.

Clayt Nemeroff, Monarch Coin Machines, took a swing thru the State, visiting operators during the week. Charley Pieri was busy handling games brought in by operators for the conversion unit installations Monarch is making.

Arcade operations at Riverview Amusement Park begin May 18, reports Herb Tekip, who has added about 45 new machines and a new

Arcade with a plastic front to the park set-up.

Herb Perkins, Purveyor Distributing Company, has installed a new Keeney coffee vender at Purveyor headquarters, so he and Monte West, as well as visiting operators, won't have to hop out for java. Perkins is planning a St. Louis trip this week, and might journey on to Miami.

Herb Perkins, Purveyor Distributing Company, says the spring gun game business is going good in resort areas. Monte West has been making the Chicago rounds talking with operators about the Keeney games and coffee vender.

New York

Communications to:
Aaron Sternfeld
PLaza 7-2800

Atlantic-NY Has Service Schools . . .

Atlantic-New York, local Seeburg distributor, will hold service schools at 525 West 45 Street each Saturday until May 21. John Stuparitz, from the factory, will be in charge of the sessions, assisted by A-NY's two crack shopmen, Tom Borcello and Elmer Johnson.

Mrs. Art Herman, wife of the Boro music operator, is back home after an operation. John Benfari is also out of the hospital, where he had been for two months as the result of an accident.

Visitors at Mike Munves' show-

rooms were Herman Murray, Lake George, N. Y.; Arthur Price, Baltimore; Owen Brides, Nantasket Beach, Mass.; Lou Captell, Norumbega Park, Mass., and Harry Stern, from the Williams factory. Joe Munves is in Pennsylvania, Ohio and New York State racking up Arcade orders.

Harry Berger, West Side Distributors, reports production in his Prize Bowler conversion unit is 20 a day, with most of the games going to resort locations. Max Munves says Exhibit's vaccumatic card vender is selling well to Arcades.

Harry Leighton, who purchased part of Sam Antonoff's game route, has joined the Associated Amusement Machine Operators of New York and the Coin Machine Employees' Union.

The mother of George Holtzman, Supreme Automatic Music, died in Florida April (9). She was 67. Harold Henry, employee of the local juke box union, is back at the office after a stretch of illness.

Survey Shows

Continued from page 74

music must be offered. Here again, new equipment has made this possible. Whether operators use tape or records makes little difference—both can be programmed to fit any location. Soft music for a doctor's office, after-dinner music for a fashionable restaurant, or peppy music for a factory—they are all available to the operator.

An interesting fact regarding background music, according to operators, is that 50 per cent of the locations using the service want diversified music, rather than one specific type. The other 50 per cent is divided between pops, semi-classical and instrumentals.

Unlike servicing a juke box, operators have found that background music programs do not have to be changed so often. The majority of operators said that they change a location's program about every 30 days—compared to once and twice a week on a phonograph. Only a few reported that they change programs more often than once a month, all others reported that from two to four months would be closer to their change schedule.

Background Markets

Where does an operator start to look for a background music location?

According to operators now in the field, supermarkets and hotels rank as the best prospects. Restaurants are the next choice, with private offices, factories, cocktail lounges and institutions following in that order.

Factories and supermarkets rate equally high on the preferred list. In both of these, a greater number of speakers (the general basis for service charges) are used than in the others.

Where does background music go from here? No one knows. However, it is safe to say that it is going to grow. Of the operators contacted, 22 per cent of the non-users said that they were studying the possibilities of background music and intended to enter the field sometime this year. Another 9 per cent said they were undecided, but that there was a good chance that they would.

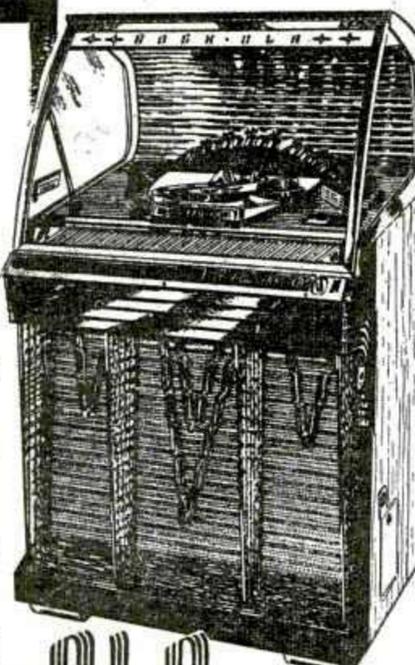
The largest percentage of operators contacted, 69 per cent, said they did not think they would enter the field. In almost every case, the reason was given as high cost of investment. Perhaps by the end of this year tape and phonograph manufacturers will find new methods to cut costs which would alter the immediate outlook considerably.

One fact is certain: Music operators in the background music picture find it an important part of their operation and are in it to stay.

Mass. Ops Told

Continued from page 74

Irwin Margold, Trimount; Bob Jones, Redd Distrib; Marion Sutcliffe, Boston operator; Oscar and John Lazar, both of Manchester, N. H.; Pat D'Amico, Lawrence, and delegations from Providence, Fall River and other New England points.



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to see the revolutionary all new **MODEL 1448**

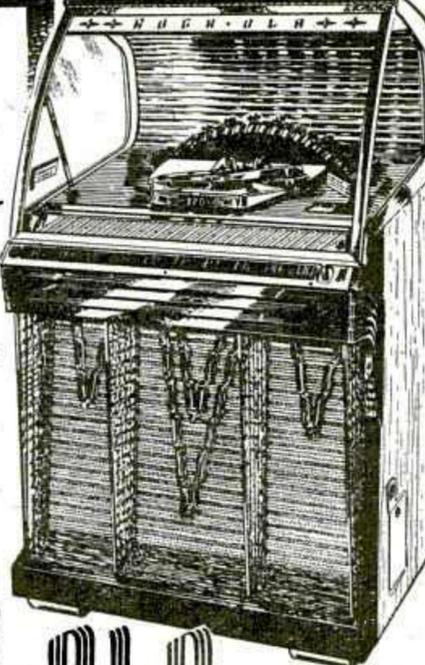
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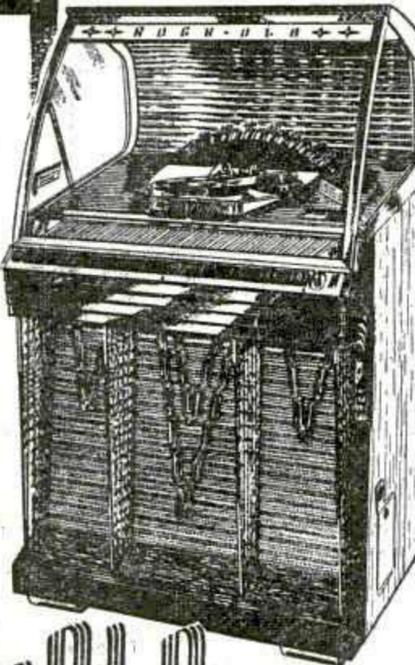
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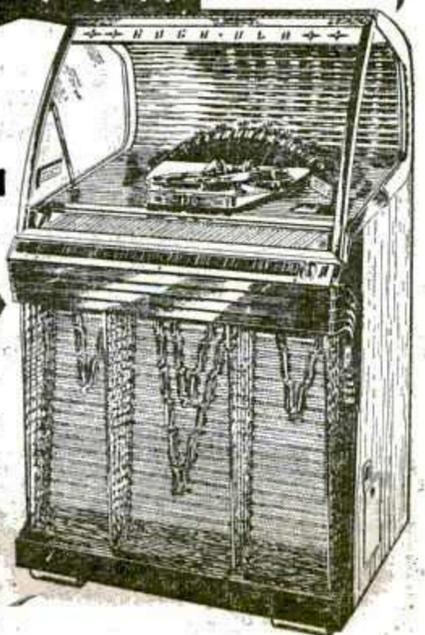
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Visit our showrooms and see the phonograph that's destined to become the **PACEMAKER** of the Industry.

124 Operators Meet at 7th Annual Kwik Kafe Confab

'Today, Not Tomorrow,' Convention Theme; Top Speakers Featured

By AARON STERNFIELD

ATLANTIC CITY, April 23.—About 125 shirt-sleeved, red-suspended coffee operators, representing 100 vending firms, left today (23) for their homes in various parts of the nation as the three-day seventh annual Kwik Kafe dealers' convention at the Claridge Hotel wound up.

The red suspenders, emblazoned with the letters "TNT," symbolized the theme of the convention—"Today, Not Tomorrow." The analogy was that if operators do not practice the sales and operational techniques learned at the meet today, they may be caught with their pants down tomorrow.

Except for controlled coffee breaks, the sessions were virtually dawn-to-dusk affairs, with operators meeting 9:30 a.m. for brunch and thrashing out problems and listening to speakers until 6:30 p.m.

Rudd, Melikian Greet

Opening day (21), the operators were greeted by Lloyd K. Rudd, Rudd-Melikian president, and K. Cyrus Melikian, R-M executive vice-president.

The program got under way with a film, "In Balance," the purpose of which was to guide operators in the allotment of profit to expansion, dividends and employees benefits, and the need to strike a balance.

Lou Grossman, How-Dee Company, Inc., Springfield, Mass., and J. L. Kincaid, Quick Coffee of Carolina, Inc., spoke of "Planned Sales and Expansion." Charles A. Leblanc, vice-president of the research Institute of America, followed with a talk on "How to Overcome Sales Objections."

One of the featured speakers at the meeting, speaking at his third R-M convention, was Dr. W. L. Mallman, professor of bacteriology and public health at Michigan State University, who explained how sanitation and profit work hand in hand (see separate story).

Fred Sarkis, president of K.O.R., Inc., Rochester, N. Y., with an assist from R. H. Bradford, president of Kwik Kafe, Inc., Clawson, Mich., spoke on "The Coffee Cup and the Security of My Business."

C. C. Thomson, assistant sales manager of R-M, explained the firm's trade-in policies; Harrison L.

Todd, a member of the National Association of Real Estate Boards, spoke on "Selling in Tomorrow's Market," and the Thursday business session wound up with a service seminar.

Continental Party

Operators were guests of the Continental Can Company, Inc., and George H. Barker, Eastern divisional sales manager, at a cocktail party in the solarium following the seminar.

At the Friday session, operators were greeted by K. C. Melikian (Continued on page 84)

Cigarette Ops to Stay at 25c, Cut Commissions, Survey Shows

CHICAGO, April 23.—Faced with a new price hike on four leading king-size brands, cigarette vending operators, already plagued with the problem of many brands, will vend both regular and king-size at 25 cents and/or cut commissions in most areas, according to a nation-wide survey conducted by The Billboard this week.

In Chicago, where all cigarette machines are located in industrial locations, most operators are currently selling all brands at 25 cents, some at 24 cents with pennied packs. In locations outside Chicago, where operators are penny-ing, prices on king-sizes will be hiked 1 to 2 cents.

Operators not penny-ing will either jump to 30 cents on king-sizes (which is considered very

unlikely by most), or they will adjust commissions and stay at 25 cents. Operators who now vend regulars at 24 and king-size at 25 cents, will go to straight 25 cents.

New York Prices

In New York, as in Chicago, cigarette vending pricing generally falls into two categories: either regulars are sold at 24 cents with pennied packs, with king-size brands at 25 cents, or all brands are sold at 25 cents, with the operator taking a lesser profit on the kings.

West Coast operators will generally stand pat at 25 cents for king-size brands. Regulars there are currently selling at 23 cents and will continue. Some feel an increase in king-size prices would affect sales.

George Seedman, Rowe Service, Los Angeles, says price hikes on kings will reduce their sale. Guthrie Service, which does not believe sales will be affected, said that an increase in over-the-counter prices may ease complaints against higher-machine prices.

Arch Riddell, Harmony Cigarette Service, Pasadena, Calif., declared:

"Some operators will maintain the price on king-sized brands and absorb the increase in wholesale prices. Some may reduce com-

O'REILLY ADMITS MERGER TALKS—ABC & 3 OTHERS

NEW YORK, April 23.—Merger rumors concerning the ABC Vending Corporation were given official status Tuesday (19), when Charles O'Reilly, chairman of the board, told stockholders that talks are being held with three companies. He did not identify the companies, but he said that progress is being made.

Jacob Beresin, ABC president, said that January and February sales trailed slightly the 1954 figures, but that March sales probably showed an increase. With sales of \$48,188,338 last year, ABC had the heaviest gross in its history. Net earnings—\$1,348,557—trailed the peak year of 1953 by less than \$6,000.

Set Milwaukee NAMA Regional

MILWAUKEE, April 23.—The sixth regional meeting of National Automatic Merchandising Association gets under way here Saturday (30) at Plankinton House. It will wind up Sunday (1).

The meeting, which is for NAMA members of Region VI (Illinois, Indiana, Wisconsin, Minnesota, North and South Dakota), will be chairmaned by Bernard J. Kiley, Airport Vending Service, Inc., Chicago, Region VI chairman.

Speakers on the program will include Frank A. Matheson, Chicago Concessions, Inc., Chicago, "How to Teach a New Man to Do His Job"; Carl M. Millman, Automatic Merchandising Company, Milwaukee, on automatic catering; Robert J. Matheson, Automatic Sales Company, Racine, Wis., a regional report on direct sales to locations.

William Fishman, Automatic Merchandising Company, Chicago, and Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee, will moderate a "Profit Clinic" on reasons for success or failure in automatic selling. C. R. Schreiber, editor and publisher of Vend, will discuss the current outlook in vending. Benjamin Werne, employee-employer relations counsel for NAMA, will speak on employee relations.

A reception Saturday evening will be sponsored jointly by the Fred Hebel Corporation, Addison, Ill., and the Bert Mills Corporation, St. Charles, Ill.

Both NAMA members and non-members are welcome to attend the all-day sessions Saturday. The Sunday session is for members only.

Geiger is making hotel reservations for members coming to Milwaukee for the meet.

The Region V meeting, held in Cleveland at the Hotel Carter April 16-17 drew an all-time high in attendance for NAMA regionals with 213.

John Guthrie, Miller Automatic Sales Company, Louisville, was re-elected chairman for Region V (which takes in Michigan, Ohio, Kentucky and West Virginia).

Greene Named Canteen Exec. Comm. Chm.

CHICAGO, April 23.—Robert Z. Greene, president of the Rowe Corporation, was named chairman of the executive committee of Automatic Canteen Company of America Monday (18).

Nathaniel Leverone, chairman of the board of Automatic Canteen, in announcing Greene's election, also stated that both Greene and Arthur Gluck, executive vice-president and treasurer of Rowe, were elected directors of Canteen. Automatic Canteen recently bought the controlling interest in Rowe.

RUMOR HATH IT, ON WALL STREET

NEW YORK, April 23.—A former vending executive, now associated with a Wall Street securities firm, this week reported that several financial houses are giving serious thought to invading the vending field in the general merchandise line. The official asked that he not be quoted, nor would he give the names of the firms involved. His information is that European equipment will be used, that items sold will be of "the department store variety" and that the scale contemplated will be one of the largest in the history of automatic merchandising.

Venders, Retailers Wage Price War

N. J. Operators Drop Quart Milk Price To 23c; Stores Strike Back With 21c

NEW YORK, April 23.—The first price war between operators of outdoor milk venders and retail grocers is on in Northern New Jersey. It started this week when operators in Bergen and Passaic counties dropped their price to 23 cents. The store price had been 25 cents in neighborhood stores and 24 cents in supermarkets.

The first salvo was fired when a Highland, N. J., operator dropped his price 2 cents from 25 cents. Other operators followed suit. Then the grocers got into the act with a 23-cent quart vend.

Late this week the grocers struck back, and the price dropped to 21 cents in some outlets.

Rapid Development

The development of outdoor milk venders in this area has been rapid during the last year. Most of the units are located on service stations near residential sections.

But this growth has been stymied somewhat by actions of various municipalities. One community, for instance, ruled that outdoor milk vending machines detracted from the gracious living pattern of the town and ordered them banned.

Another ruled that a milk vending machine is a structure, not a piece of mechanical equipment, and hence is subject to the zoning law which required a 40-foot setback from the sidewalk.

Dairymen

Actually, the operators of milk vending machines here are not primarily vending operators, but dairymen who see the outdoor stops

as a means of picking up plus volume without distributing sales in existing outlets. Many of these dairies operate outdoor venders and supply retail outlets as well.

New Jersey has had a long history of price wars, the most prominent of which was the gasoline conflict, which, at one time, saw the gallon price drop 10 cents in a couple of months.

The upshot of this was that the price later rose to a much higher peak than the older price, and authorities are investigating possible price-fixing violations.

It is considered extremely unlikely that this situation will occur with milk.

Sunshine's Sales Remain Constant

NEW YORK, April 23.—Hanford Main, president of Sunshine Biscuits, Inc., disclosed this week that the firm's first-quarter earnings are "a little better" than the \$1,361,289, or \$1.33 a share during the first three months of 1954. He added that sales are on a level with the last two years. In 1954 the firm reported net sales of \$119,231,289.

He predicted stable prices for the biscuit industry this year. Last year, he explained, price cutting in the face of rising labor and ingredient costs was the rule.

Sunshine will spend \$3,000,000 this year to buy bakeries in Dayton, O., and Oakland, Calif., which it previously had leased. It is estimated these purchases will save the firm \$200,000 a year in interest charges.

Proper Sanitation Is Profit Factor

ATLANTIC CITY, April 23.—Dr. W. L. Mallman, professor of bacteriology and public health at Michigan State University, told conventioning Rudd-Melikian operators that proper sanitation in vending machines and ingredients is the handmaiden of a profitable operation.

Dr. Mallman likened proper sanitation to good housekeeping, adding that the most important consideration is not quitting the job until it's finished. He stressed the importance of daily machine cleaning—whether it needs it or not.

He warned operators to see that routemen do not touch the rims of cups, nor the areas near the rims, and warned particularly against adding cream to cream. Milk and milk products, he explained, are particularly susceptible to bacteria.

Lost Sales

Violation of sanitary requirements, Dr. Mallman said, will result in lost sales, as food kept too long and not under proper temperatures gains unsavory flavors. Education of routemen, he added, is a prime requirement.

Ingredients, he said, should be kept at temperatures not above 40

degrees. He stressed the importance of maintaining these temperatures in the plant, in the truck and in the machine.

Dr. Mallman spoke of tests conducted at Michigan State, using Rudd-Melikian equipment, which pointed out that sales dropped when sanitary standards were lowered.

Towel Use

He warned operators against re-using towels in cleaning machines and canisters, suggesting the use of paper towels. When cloth towels are used, he suggested wiping first the parts which come in closest contact with the ingredients.

Dr. Mallman said that any of the home detergents are suitable for canister and vending machine use, but that live steam is the best disinfectant. He advised spraying not only the vender, but the area around the vender.

Insects, he added, should be checked for, with evidences of insects droppings the best assurance that they are there. Dr. Mallman advised the operators to know their local public health officials, seek their advice and work with them.

(Continued on page 95)

NEW LIFE FOR OLD MACHINES

Many OLD-type machines and certain NEW-type machines can only vend Ball Gum and ROUND or ROUND-type CHARMS. We have in mind such machines as ADVANCE, COLUMBUS, SILVER KING, FORD and promotion-type machines made to vend BALL GUM and ROUND or ROUND-type CHARMS.

Rather than have such machines languish in sales or hang around basements, clean 'em up, paint 'em up, put 'em on location with Ball Gum and ROUND or ROUND-type CHARMS.

We have 10 different kinds of Gimmicks and Series that vend, in most instances, in such OLD-TIMER and NEW-TIMER MACHINES.

We have a letter prepared and samples waiting to send you for testing. Write and ask for our "NEW LIFE FOR OLD MACHINES" letter and samples.

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91-15 144th Place
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World's First and Largest Charm Manufacturer

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\$2.40 gross

Hundred gross lot

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Sarkis Cites Advantage Of Smaller Locations

ATLANTIC CITY, April 23.—Fred Sarkis, president of K.O.O., Rochester, N. Y., advised operators at the Kwik Kafe convention here not to put their eggs in too few baskets and to cultivate small locations in addition to the fat ones.

Sarkis admitted that when the Coffee Cub, with limited capacity and designed for small stops, was introduced, he held out for several months, feeling that he was better off concentrating on high-volume stops.

Then Sarkis virtually opened his books to the operators, with the conclusion of his cost and operating analysis that investment dollar for dollar, the Cubs hold their own.

Sarkis pointed out that a small location is easier to get, that there isn't likely to be much competition from a full-line operator, that the operator is in a stronger position to talk commission, that there is less chance of losing the location, and that lesser equipment is required.

Then Sarkis explained, lest the operators misunderstand, that the big ones were still worth the headaches, and that smaller locations are good to supplement a route, not necessarily to be the basis of one.

The problem of competing with the package operator was outlined by Sarkis. He said that while management likes to deal with one firm, the specialist still had a few aces up his sleeve.

He argued that to have one man service carbonated drinks, coffee, milk, candy and cigarettes is not a beneficial arrangement for the location, as the man who specializes in any one of these is in a better position to do a thoro job.

Ky. Reports 10% Drop In Cigarette Sales

FRANKFORT, Ky., April 23.—The State Departments of Revenue and Finance reported that the 3-cent-a-package tax on cigarettes brought in \$5,116,000 during the first eight months of the current fiscal year (July 1-February 28), compared with \$3,753,945 in the same period a year ago.

Altho cigarette taxes are up, because of an increase in the tax imposed by the 1954 Legislature, consumption is down almost 10 per cent, it was explained by a department spokesman.

In fact, he added, most full-line operators do have specialists in products and, in effect, the location has the same situation as with many operators. Many servicemen are running in and out of the plant, and it's academic whether or not they have the same boss.

Where the location insists on having one firm responsible, and making out one commission check, he added that coffee operators could work with vendors of other equipment. In these cases, he said, it is important to make sure the co-operator is reputable and is capable of giving efficient service.

Milk Vender to Be Preemed at Hotel Showing

NEW YORK, April 23.—A new two-selection milk vender, capable of dispensing two selections of either milk, chocolate milk or orange juice in cartons, will be shown to the trade for the first time Monday thru Wednesday (25-27) at Room E, Commodore Hotel.

The unit is being made by the newly organized Milk Vendors, Inc., a corporation formed by two local dairies. Officers of the corporation are Sol Leibowitz, president; Henry Streiffeld, vice-president; Dan Lederman, secretary, and Samuel Goldberg, treasurer.

Bert Gilbert, a spokesman for the concern, said the electrically operated vender has a capacity of 140 quarts, with 70 in reserve. It can also vend pints or half pints.

Dimensions are 67 inches high, 43.5 inches wide and 34 inches deep. Each selection has a separate coin chute and a separate delivery mouth. National Rejector 1-cent changemakers are incorporated into each coin acceptance unit.

Gilbert said the unit is already in production, with a few on test locations. He added that price, additional details of the vender, and background information about the principals will be disclosed at the showings.

Trans-World '55 Game Shipments Up 35%

TRANS-WORLD Trading Corporation, Chicago, has increased amusement game shipments to world markets about 35 per cent the first three months of this year.

Joe Caldron, head of the firm, said he was not able to pin-point the reason for the increase in game business over last year, but said that import license restrictions in the Far East, not counting Japan, have eased this year.

Trans-World Trading Corporation has moved into larger quarters at 185 N. Wabash, Chicago. Jose Rosales has been appointed traveling representative for the company in South and Central America.

Other countries such as Colombia, he said, have slowed down coin machine imports because of stricter license requirements. Latin American markets, Caldron said, dropped off during the Lenten season, but have picked up since Easter.

Caldron singled out South Africa as an area that might open to coin machine products in 1955, and as a potentially big market.

Increases in coin machine exports by the firm this year have been due to a greater demand for pinballs and other games, Caldron stated, while juke box and vending

machine shipments have remained at about the same level as 1954 shipments. Coin-operated pool tables are moving well to international markets, he added.

Top markets abroad for coin machines shipped by the firm thus far this year have been Venezuela, Puerto Rico, Cuba, Guatemala, Ecuador and Paraguay, countries relatively free of import restrictions.

In Philadelphia or Anywhere

FILLED CAPSULES

Immediate Delivery
Write for Lowest Prices

VICTOR'S
5c Baby Grand Deluxe
CAPSULE VENDOR
Immediate Delivery

VEEDCO SALES CO.
2124 Market St., Philadelphia 3, Pa.
Phone: LOcust 7-1448

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1¢ & 5¢ Comb.	\$12.00
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.G.	6.50
Master 1¢ Bulk Porc.	6.50
Master 1¢ & 5¢ Bulk Porc.	6.95
Columbus 1¢ Bulk	6.50
Silver King 1¢ B.G. or Mdse.	7.45
Silver King 5¢	15.00
Exhibit Post Card (Metal)	6.45
Advance #2 1¢ B.G.	5.95
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	.42
Peanuts, Jumbo	.35
Spanish	.35
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs., vac. pk.	.85
Baby Chicks	.32
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Lozenges	.28
Leaflets (similar to M & M), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42
Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	.28
100 ct.	.30
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.48
Beech-Nut, 100 ct.	.48
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	
Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.	
1/3 Deposit, Balance C.O.D.	

NORTHWESTERN SALES AND SERVICE CO.

MOE MANDELL
446 W. 36th St., New York 18, N. Y.
LOngacre 4-6467

EMPTIES MACHINES FASTER!



LEAF Rain-Blo BALL GUM

STANDARD SPECIALTY CO.
5115 E. 14th St.
Oakland 1, California

SAVE MORE MONEY—MAKE MORE MONEY

Subscribe to The Billboard TODAY!



EVERYDAY OPERATORS

More and More

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

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.
Chicle-Vend Ball Gum 40¢ lb.
Chicle-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.

EMPTIES MACHINES FASTER!



Acia Vending & Distributing Co.
2702 West Pico Blvd.
Los Angeles 6, California

GIVE TO DAMON RUNYON CANCER FUND

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., 340 Cap.	130.00
Crusader, 8 Cols., 380 Cap.	145.00
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

SUPER SPECIAL!! ROWE DIPLOMAT CIGARETTE VENDOR

8 Cols., 340 Cap.
VENDS AT 25¢ & 30¢
\$145.00

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 Meserole Street • Brooklyn 6, N. Y. • HEgeman 3-6295

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

MONTHLY FEATURES

- Candy Gum & Nuts
- Beverages
- Tobacco
- New Products
- Industry News
- Market Place
- Articles
- Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!

Fill in—tear-out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio

Yes—Please sign me up for Vend for

1 year at \$4. 3 years at \$8.
(Foreign rate, one year, \$8)

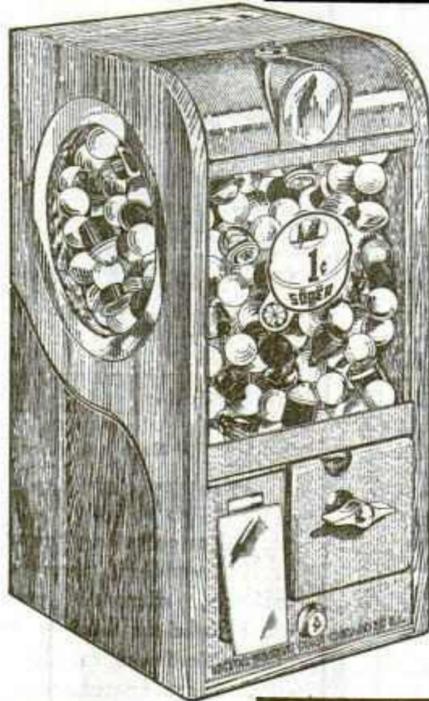
980

Name

Address

City..... Zone..... State.....

Occupation



**YOUR SUPER LOCATIONS
DESERVE THE FINEST
..SUPER V..**

15 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 1c, 5c or 10c Play.

SUPER V
With 100-Count Ball Gum and a few
ROCKET CHARMS
is creating a tremendous customer appeal. The fast turn-over is bringing greatly increased earnings for operators. Capacity 950 100-count Ball Gum. Get started on this proven successful operation NOW.

Contact Your Nearest
VICTOR Distributor at Once

Victor Vending Corp.
5701-13 W. GRAND AVE.
CHICAGO 39, ILL.

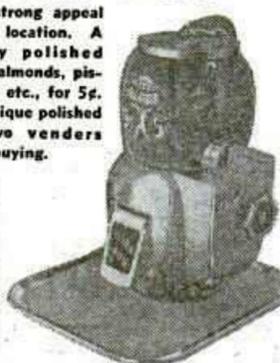
DISTRIBUTORS WANTED

Designed to have strong appeal in any and every location. A sleek styled, highly polished vendor to dispense almonds, pistachios, bulk candy, etc., for 5c. An attractive and unique polished floor stand for two vendors stimulates impulse buying.

Close **FACTORY SUPPORT** and a strong factual **SELLING KIT**, plus a **FINE MACHINE** offer a rare opportunity to distributors who are experienced in selling vending machines.

Write fully, giving experience, references to

AMERICAN PRODUCTS CORP.
P. O. BOX 2749
CLEVELAND 11, OHIO



**IT'S VERSATILE
A "PRICE" SPECIAL
CUFF LINKS**



The kiddies will wear 'em as cuff links & studs, on hats, sweaters, lapels, etc. . . . a versatile item with tremendous appeal.

Sensational charms for Bulk or Capsule vending that will create a new fad!

These new plastic cuff link charms feature sparkling jeweled stones.

**ORDER TODAY
ONLY \$8.50 M**

PAUL A. PRICE CO.
55 Leonard St., New York 13

**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, 1c	\$12.50
Silver Kings, 5c or 1c	8.50
Northwestern Standard	6.95
Cadillac Jr.	6.95
Victor Model V, with B/G Wheel	8.50
Victor V, Cabinet, B/G Wheel	9.50
Northwestern #39, 1c	7.50
Columbus B/G	4.95
Columbus, 5c	6.95
Acorn Cabinet	9.00
Regal, 5c	12.50
2 Col. Hot Nut	25.00
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	17.50
4 Comp. 1c Nut Mach. (New)	5.00
Jewel 2 Compartment, 5c	7.50
Hunters or Penny Back Machs.	10.00

WRITE FOR CATALOG OF NEW AND USED VENDORS & 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

**Great Time-Saving
PENNY WEIGHING
SCALE**



CAPACITY \$10.00
SPRINGS ARE PRECISION CALIBRATED.
HEAVY SHEET METAL BASE.
TIN SCOOP.
DIAL IS GLASS COVERED WHICH PROTECTS POINTER WHEN IN USE.
Skilled hand-workmanship is employed in building this scale to assure reliability and accuracy.

There is sturdiness of construction more durable than is generally found in scales. Finish is black crinkle. Carrying case is made of strong black fibre to meet the hard and constant use that it is subjected to.

\$18.50

ORDER TODAY
1/3 Dep., Bal. C.O.D., F.O.B. N. Y. Distributors, Write for Prices.

J. SCHOENBACH
Distributors of Advance Vending Machines
1647 Bedford Ave., Brooklyn 23, N. Y.

EMPTIES MACHINES FASTER!



LEAF Rain-Blo BALL GUM

SIDMOR VENDING COMPANY
2137 Fifth Avenue
Pittsburgh 19, Pa.

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

GIVE TO DAMON RUNYON CANCER FUND

124 Ops Meet at Confab

• Continued from page 82

who spoke on planning and training for the future. Frank Bettger, sales technique expert, followed with "13 Weeks of Self-Organization."

Operators shared top-secret information with R-M engineers at the "drafting board developments" session, headed by George R. Schollhamer and Leonard Kownurko, R-M chief engineers.

After the controlled coffee break, a film, "The Inner Man," was shown, and W. Thatcher Longstreet, vice-president of Geare-

**MIGRANT UNITS
Op Finds Army Reserve Meets A New Market**

GOLDEN, Colo., April 23.—Military reserve meetings provide a surprisingly good, untapped market for vending operators.

That's the experience of A. N. Frisbee, head of Frisbee Novelty Company here. Frisbee moves machines to the meeting place in a rented truck—up to 15 units at a crack—to operate for as short a time as a single evening, altho weekend meetings are also scheduled.

Frequent breaks between training classes, refreshments for the entire evening, and food for reservists who miss dinners—these are all factors which add up to a profitable picture for the unusual operation.

"It isn't unusual for all of the vending machines to be sold out within two or three hours after they have been rolled into position," Frisbee said.

Machine Line-Up

Machines vending candy, pastries, cigarettes, coffee and cup drinks are all included in the line-up. Each machine is mounted on casters which makes it relatively easy to roll down a ramp from the truck interior and into the location.

Top sales volume attained by these "migrant" vendors go to coffee machines, with candy and pastry units running a close race for second.

Locations include armories, federal buildings, aircraft hangars, field tent installations. In every case, before bringing machines to any military reserve unit's meetings, Frisbee attends at least one meeting to estimate the number of people present so he can supply the right number of machines.

While Frisbee does not deny it is expensive to haul a heavy load of vendors, he points to the fact that "a week's market is concentrated into a few hours time"—a fact which he claims makes the operation fully profitable.

Typical Schedule

A typical week's schedule will find the machines on location with the Air Force reserve on Tuesday or Thursday nights each week, at a naval reservist center on Friday nights, and at a National Guard Armory and a flying field on weekends.

The machines Frisbee selects are those chosen from spots which show low sales and all are immediately returned to their "permanent" locations after the reserve meeting is over.

Frisbee built up his reserve market by first checking with military reserve headquarters in Denver and found that on an average one major meeting was being held every two nights, year-round.

He then checked with military officers in charge at each reserve training center, received permission to deliver the vending machines at a set time, usually picking them up the next morning for delivery back to their original locations or to another military center.

"The reserve center people are very anxious to co-operate, I have found," said Frisbee, "since all of them want to make the evening or weekend meeting enjoyable for the reservists who attend."

Weiner Named Ad PR United Head

NEW YORK, April 23.—The United Metal Cabinet Company, Brooklyn, manufacturer of waste receptacles for vending machines, has named Gerald Weiner director of advertising and public relations.

Weiner has been with United for 11 years. He attended Clemson College, South Carolina and New York University. He makes his home with his wife and family in New Garden Hills, N. Y.

New Delaware Tax

DOVER, Del., April 23.—A bill to repeal the flat \$2 tax on vending machines in Delaware and set up a tax rate on a sliding scale has been introduced by State Senators Behen, Moore and Hoey.

The scale proposed in the measure, Senate Bill 455, is as follows: One dollar for a machine dispensing items costing less than 5 cents; \$2 for a machine dispensing items costing from 5 to 20 cents; and \$10 for a machine dispensing items costing 20 cents or more.

Marston, Inc., spoke on "The Untapped Market."

Grant D. Strohm, R-M credit manager, devoted his stint to instructing the operator how he should approach the bank when he needs financing, stressing how to prepare a presentation which tells the complete story and show it in the most favorable way for the dealer. He maintained that most operators do not present themselves in the best possible light when asking for loans.

Briscoe Ransome discussed "Advertising Media Selection," and Jim Wickersham, R-M advertising manager, explained the R-M advertising program and explained how the operator can identify himself with the firm's advertising. He outlined a forthcoming program which will utilize one of the nation's top comic strip characters with the R-M location pitch.

Comic Relief

Professor Irwin Corey, lecturer and sales training executive, spoke on "How Not to Sell" in a bit of comic relief, and the session wound up with a sales seminar.

Host at the cocktail party that evening was Canada Dry, with Glazebrook, head of the sirup division, in charge.

The final day's session opened with a film, "Selling Quality," followed by a talk of "Trends of Mutual Interest," by Milton C. Smith, vice-president in charge of operation of the Slater Systems. He spoke on developments in infant feeding and automatic merchandising.

Charles Ryan

Also on the program were Charles Ryan, the Reuben Donnelly Corporation, and C. Buehler, who spoke on "Business Housing Designed With Your Profit in Mind."

Participation in a panel discussion on Kwik-Kafe coffee concentrate were Rudolf Dornseifer, vice-president, Kwik Kafe Coffee Processors of America, Inc.; Dr. Frederick Greenbaum, of the same firm; Francis X. McCoy, R-M institutional sales manager, and Raymond Tamowski, K-K sales distribution manager.

Andres Uribe, Colombia's permanent delegate to the United Nations, coffee expert, and author of "Brown Gold," told the operators that coffee shortages and sky-high prices are a thing of the past.

James C. Wickersham, R-M advertising manager, spoke on the firm's institute of controlled salesmanship; W. J. Manning Jr., general sales manager, discussed "The Expanding Market," and K. C. Melikian made the closing remarks. An operations seminar ended the business sessions.

Lily-Tulip and Bill Seldy, head of the Lily vending products department, were hosts at the cocktail party. Award winners at tonight's dinner will be announced in next week's issue of The Billboard.

We Have Newer CHARMS!

Send \$2.50 and receive 100 high quality filled capsules. Contains our complete assortment . . . or send 35c for regular sample kit of charms.

National Sales Agents for ACORN CHARM VENDOR parts and accessories

PENNY KING COMPANY
2538 Mission Street Pittsburgh 3, Pa.

VICTOR'S 5-STAR BABY GRAND

Convertible Vendor—Instant change-over to CAPSULE VENDING ROCKET CHARMS BALL GUM CHOCOLATE CHICKLE 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.

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

HELP YOURSELF TO MORE VENDING PROFITS



Get VENDOR 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 979
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

NOW AVAILABLE
or Immediate Delivery
EW! REVOLUTIONARY!
COFFEE For Only
VENDING \$79.50
MACHINE

Sends the most acceptable cup of coffee in America with an absolute minimum of service.

Operators — Exclusive territorial franchises available.
District Managers wanted. No Promoters. These positions offer a continuing profit on the product dispensed! Write, wire or phone for information today.

UMAKA SALES CORP.
Suite 519, 79 West Monroe St.
Chicago 3, Ill. Financial 6-4878

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
111 Hale Ave. Louisville, Ky.

VENDING NUTS
SALTED FRESH DAILY
BUY DIRECT AND SAVE
DON'T PAY A MIDDLE MAN
Spanish Peanuts 33¢
Blanched Virginia 36¢
Cashew Butts 48¢
Cashews (whole, small) 52¢
Assorted Nuts 53¢
1/3 Deposit. Balance C.O.D.

HUNK-E-NUT
PRODUCTS CO.
231 N. 2nd St. Philadelphia 6, Pa.
2908 Smallman St. Pittsburgh 7, Pa.
1261 E. 6th St. Los Angeles 21, Calif.

VICTOR'S 5-STAR BABY GRAND
Convertible Vendor—Instant change over to: Capsule Vending, Rocket Charms, Ball Gum and Charms, Chiclet Treats, 100-Count Ball Gum.
\$12.50 each less than 25 cases; 25 cases or more.
\$12.00
H. B. Hutchinson Jr.
660 North Ave., N.E., Atlanta, Ga. Emerson 4300

LEAF Rain-Blo BALL GUM
GRAFF VENDING COMPANY
2817 W. Davis St. Dallas, Texas

CTOR SAVES YOU \$\$\$\$
Time by automatically sealing capsules. Also gives you better made for a dollar. Your Victor distributor at your command. World's largest manufacturer of capsules, charms and bulk vendors.
CTOR VENDING CORP., Chicago 39, Ill.

THE BILLBOARD INDEX
ADVERTISED USED MACHINE PRICES
VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of April 23	Issue of April 16	Issue of April 9	Issue of April 2
Acorn Cabinet.....	\$9.00	\$9.00	\$9.00	
Advance D 1c BG.....	6.45	6.45	6.45	\$6.45
Advance No. 11 Mdse.....	5.95	5.95	5.95	5.45
Columbus Ball Gum.....	4.95	4.95	4.95	
Columbus 5c.....	6.95	6.95	6.95	
Cadillac Jr., 5c.....	6.95	6.95	6.95	6.95
Columbus 1c Bulk.....	6.50	6.50		6.50
Columbus Tri-More.....				17.50
Craig Ice Cream Bar.....				125.00
DuGrenier Adams (4 col.) 1c				17.50
DuGrenier Tab Gum (4 col.)	17.50	17.50	17.50	17.50
DuGrenier Tab Gum (6 col.)	17.50	17.50	17.50	17.50
DuGrenier Champion (9 col.)	100.00	100.00	100.00	100.00
DuGrenier Champion (11 col.)	100.00	100.00	100.00	100.00
DuGrenier Model W (9 col.)	90.00	90.00		125.00
Eastern Electric (8 col.)...				115.00
Electro (8 col.).....	125.00			
Exhibit Single Drink.....				15.00
Exhibit Post Card.....	15.00	15.00	15.00	15.00
Hershey.....	5.00	5.00		
Hot Nut (2 col.).....	12.50	12.50	12.50	
Hot Nut (3 col.).....	25.00	25.00	25.00	
Hupp Single Drink.....				110.00
Jewel Vendors, 5c.....	7.50	7.50		
Keeney Electric (9 col.)....	135.00			145.00
Mason Mint Machine.....	5.00			
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.).....				17.50
Mills Adams (6 col.) 1c....				150.00
Mills Single Drink.....				
Mills Tab Gum (6 col.)....	17.50	17.50	17.50	
National 918.....	115.00	115.00		115.00
National 930.....	95.00			130.00
National 950.....	110.00			145.00
Northwestern 39, 1c.....	7.50	7.95	7.50	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	12.50	12.50	12.50
Northwestern Standard.....	6.95	6.95	6.95	6.95
Pop Corn Sez Vendor.....				55.00
Px (10 col.).....	110.00			110.00
Regal 5c.....	6.95	6.95	6.95	
Revco Ice Cream Cup.....				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.).....	175.00	175.00	135.00	135.00
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	130.00	155.00
Rowe President (10 col.)...				155.00
Silver King Hot Nut, 5c...		8.50	8.50	12.50
Silver King, 1c.....		7.45	7.45	7.45
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	7.45	8.50
Silver King Hunter.....	10.00	10.00		10.00
Sneads.....				125.00
Stoner Candy (6 col.)....	135.00	135.00		135.00
Super-Vends, (3-set)....				200.00
Uneeda Model E (6 col.)...	75.00	75.00	75.00	75.00
Uneeda Model E (8 col.)...	92.50	92.50	92.50	92.50
Uneeda Model 500 (9 col.)	100.00	100.00	100.00	100.00
Uneedapak Model 500				
(9 col.).....				135.00
U-Select-It.....	52.50	52.50		52.50
Victor Model V 1c Cabinet...	9.50	9.50	9.50	8.50
Victor Model V 1c Globe...	8.50	8.50		8.00

Price Ready on Cufflink Charm
NEW YORK, April 23.—Paul A. Price, local charm manufacturer, this week went into production of jeweled cufflinks, boys and girls models. The items may be worn on sleeves, used as studs, or pinned on sweaters. Immediate delivery is promised.
Price will go into production of new ring and pin charms during May.

Juicyfruits Now In 10c Package
NEW YORK, April 23.—Henry Heide, Inc., this week announced that it is in production of a 10-cent package of Juicyfruits. The box has been used extensively in vendors as a 5-cent unit.
The new box will be packed in the same manner as the 5-cent box. Packing will be in 24-count boxes and 100-count cases.

Minute Maid Sales May Hit \$125 Mil.
NEW YORK, April 23.—John M. Fox, president of the Minute Maid Corporation, predicted that the firm's sales for the fiscal year ending October 31 may hit \$125,000,000. He added that earnings for the six months ending April 30 will be at least double the \$172,741 earned in the first half of fiscal 1954.
Fox said Minute Maid will soon introduce a frozen concentrate pink lemonade under the Minute Maid and Snow Crop labels. Minute Maid purchased Snow Crop from Clinton Foods, Inc., in December, 1954.

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Deal #2—With 25¢ 100 ct. Ball Gum \$7.50
Deal #3—With 25¢ Chiclet Treats \$1.25
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**INTERNATIONAL
SALES**



**Coin Machine Reports
From Around the World**

Operators and distributors from 18 countries around the world were contacted this week by The Billboard to give on-the-spot reports of the progress and outlooks for the coming year thruout the entire world coin machine industry.

The following reports answer today's big questions in the world's coin machine market.

**Costa Ricans
See Big Gains**

COSTA RICA—One optimistic coinman in this country estimated that all divisions of the coin machine industry would increase approximately 2,000 per cent within the next three years.

Valeriano Miranda Monga, music operator and a Rock-Ola distributor of San Jose, reported sales during the first three months of this year about 25 per cent higher than the corresponding period last year. Monga said that the next nine months of 1955 should see an increase of an additional 50 per cent.

Regarding record sizes, Monga said that about 75 per cent of the equipment was geared for '45's. He also pointed out that approximately \$600 was added to the U. S. sales price to cover shipping costs and import duties.

**Up Guatemala
Restrictions**

GUATEMALA—Jorge Luis Amezcuita, partner and manager of the H. J. Nicol & Cia S.C., of Guatemala City, Rock-Ola distributors here, reports the coin machine business in Guatemala currently suffering from a recent surge of government restrictions and local regulations.

Amezquita said that the Guatemalan government was clamping down on the number of coin machines allowed in the country. In addition, he said, local regulations limiting the number of hours that a juke box can be played is also curtailing the business. He added that operators were optimistic that these restrictions would be eased in the near future.

Currently, however, the coin machine business is reported to be down about 25 per cent during the

first three months of this year, as compared to the corresponding period in 1954.

**Germany Tops
All Records**

GERMANY—Earl N. Reinsel, head of International Services, C.M.B.H., Falkenstein, reported this week that the German coin machine industry was currently undergoing a boom era.

Operating music and games, Reinsel looks to 1955 sales to double, compared to the previous year, which broke all records.

Reinsel estimates that an additional 30 per cent of the sales price is added on imports to handle shipping costs and license fees. Import licenses are required. New juke boxes entering the country, Reinsel said, are practically 100 per cent 45 r.p.m. machines.

**West Indies
In Best Year**

NETHERLANDS WEST INDIES—According to Jules A.

Nieuw, head of the J. A. Nieuw, Aruba, Wurlitzer distributor, the coin machine industry in this country is currently witnessing one of the best years in its history.

Sales from January to April are up about 35 per cent in all divisions, compared to last year, Nieuw said, and the general outlook for the remainder of the year is that they will all climb another 50 per cent.

While there are no government restrictions as to the number of coin machines imported here, the shipping costs and other additional expenses incurred raise the average price of a unit about 38 per cent. Of the new juke boxes being imported, about 80 per cent are geared for 45 r.p.m. disks.

**Guam Imports
No Problem**

GUAM—Unlike other countries importing coin machines from the U. S., Guam has the advantage of being a U. S. territory—no restrictions or licenses imposed.

Most of the equipment here is operated on U. S. Army posts, as a result, nearly 100 per cent of all

EDITORIAL

Why World Trade

World trade has become a major factor in the U. S. coin machine industry.

Shipments of juke boxes, amusement games and vending machines out of this country have increased every year since 1949 until they now represent a sizable part of America's total annual coin machine production.

U. S. manufacturers have developed a sharp interest in the world market and are devoting more time and thought and money than ever before in expanding this market for their products.

Many of these manufacturers have networks of distributor organizations operating in at least 35 countries circling the world; some have separate export divisions—a significant recognition of the importance they attribute to world trade.

Up 'til now, world coin machine trade has been pretty much a one-way street: U. S. exports. These exports, which have enjoyed unprecedented growth the last few years, will continue to do so. At its present rate of development, the U. S. export market will become a key sales counter for U. S. coin machines.

But we think that world competition would greatly accelerate the expansion of the coin machine industry in the U. S. as well as every country trading in coin equipment.

Competition Welcomed

The American coin machine manufacturer, far from ducking competition, welcomes it. Having learned the sound lessons of this country's economy, he knows there is nothing better for his business than good competition.

To support this view, it is significant, we think, that the one country—Western Germany—which now has its own juke box manufacturing firms, is the one country whose U. S. juke box imports have shown the most startling increases—climbing from \$1,210 in 1952 to well over \$2 million last year. And Western Germany last year exported to over 20 countries (see story in this section).

We recognize that there are serious obstacles in the way of the future growth of world trade and U. S. exports. Governmental restrictions, dollar shortages and the economic development of some countries are all factors. There are internal difficulties in the foreign coin machine industry, too, such as the problems of taxation and direct sales—in Mexico, for example (detailed in this section).

But we believe that despite them, continued growth is assured. And we feel that world trade is at least part of the answer.

We welcome world trade. We predict, it will not only speed the large gains in coin machine trade already made by U. S. exports, but that it may well prove to be the biggest stimulus so far to the development of the entire coin machine industry.

imports are made up of new machines.

Collections during the first three months of this year fell slightly, according to George Morion, head of Guam Coin Amusement Company, Agana, but are expected to end the year 40 per cent ahead of 1954's mark.

**Parts Only
Into Mexico**

MEXICO—Government restrictions, which only allow the importation of juke box parts in this country, have cut deeply into the progress of the automatic phonograph industry here. However, in spite of these restrictions, sales are increasing.

David L. Romero, head of Industrias Nacionales de Sonido, S. A., said this week that business during the first three months of this year

has increased about 25 per cent. He added that an additional 50 per cent increase was anticipated during the next nine months.

Romero estimated that about 1 per cent of the equipment now being sold in Mexico is geared for r.p.m. disks.

He added that the recent purchase of the H. C. Evans plant in Chicago, and scheduled to be set up here in Mexico City, will probably force other distributors in the manufacturing end of the business also.

**Belgium Biz
To Continue**

BELGIUM—The general consensus of the coin machine industry here is that it will continue to improve, rising anywhere from 25 to 70 per cent before the year is over.

Maison Bleuc, head of the S. Luxor Company, Brussels, estimates that sales have climbed about 25 per cent during the first three months of this year and should climb another 20 per cent during the next nine months.

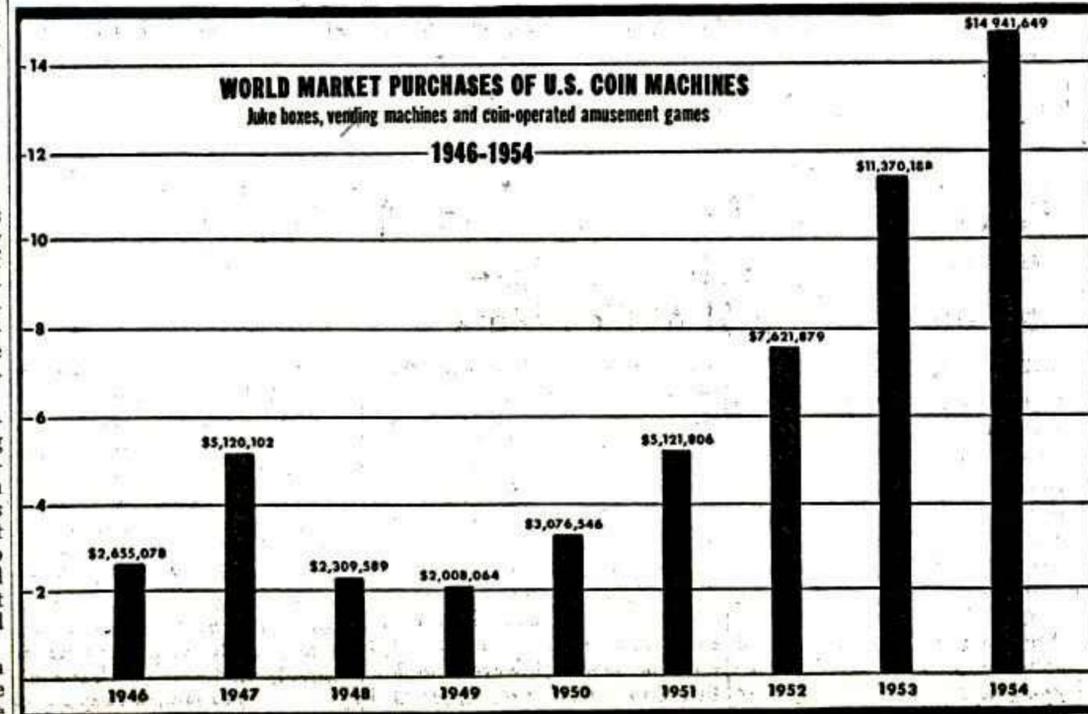
Alex A. Wilms, head of European Amusements Company, Awerp, takes a more optimistic viewpoint, predicting juke box sales in 1955 to be from 60 to 70 per cent above last year's totals. Wilms reported that sales for the first three months ran nearly 60 per cent higher than the corresponding period last year.

Import licenses are required in Belgium, but offer little problem to operators and distributors.

**Coffee Prices
Hit Colombia**

COLOMBIA—Heavy government restrictions, a drop in coffee prices, local taxes and a shortage of dollars have dampened the outlook for the Colombia coin machine business, with a decrease in sales and imports predicted.

(Continued on page



J. S. Coin Machine Exports Increase 700% Since 1949

International Market Buys 64,182 Units for \$14,941,649 in 1954

THE international market for U. S. coin machines—juke boxes, games and venders—shot up a \$2 million annual business nearly \$15 million in just six years and it continues to expand at a record clip.

At its present rate of expansion is estimated that within two years the world market will absorb one-quarter of America's production of juke boxes and coin-operated amusement games plus a sizable chunk of its vending machine output.

A total of 64,182 American-made coin machines, valued at \$14,941,649, were shipped out of the U. S. last year.

1955 Outlook

Altho official U. S. Department of Commerce figures for the first three months of 1955 have not yet been released, it is estimated that this year's dollar volume will at least equal and most likely exceed 1954's.

Of the total dollar volume of

U. S. coin machine shipments last year, juke boxes accounted for 70 per cent or \$10,655,504 worth (see separate story in this section). U. S. coin-operated amusement game exports topped \$3 million for the second consecutive year in 1954 (see separate story in this section).

Sales Overseas

A total of 20,014 U. S. vending machines were sold to overseas buyers for \$1,098,058 last year (see separate story in this section).

The accompanying chart showing world purchases of U. S. coin machines graphically outlines the expansion history of the international market since World War II.

The history of the growth of the world market for U. S. coin equipment, detailed in stories in these pages, reflects an enormous change in the world coin machine picture.

Reasons for Growth

There are numerous reasons for this tremendous growth. The most significant are:

1. The extent to which American

manufacturers and distributors have worked to sell to other countries.

2. The extent to which importing countries have either blocked or encouraged coin machine trade.

3. The extent to which the people of a foreign country are able financially to support heavy coin machine importation.

4. The extent to which business people in other countries with money to invest are willing to invest it in coin machines, rather than in government subsidized projects, buildings, stores, roads and other necessities of life not classified in the import classification of "luxury" as coin machines are in many countries.

Future Healthy

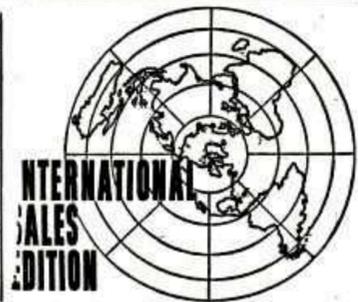
The future for international coin machine trade looks healthy.

Manufacturers in Western Germany and Denmark are producing juke boxes and plan export sales to the U. S., Canada and Mexico.

It is expected that firms in both

Mexico and England will soon be making juke boxes and that the export market will be an important one in their sales plans.

Distributor organizations for U. S. coin machines in the world market look forward to increased sales during 1955, according to a survey conducted by The Billboard, the complete results of which are published elsewhere in this section.



U. S. Juke Boxes Join The Internat'l Set

\$10,000,000 in Exports Makes Music Machines a Byword in 40 Countries

• Continued from page 1

the Diplomat to the U. S., Canada and South America.

For both U. S. and foreign record firms, the juke box export boom is sure to touch off a boom in record sales. For example, Telefunken, a large German record firm which furnishes much of the music for machines in Germany, has shown rapid growth in the last handful of years.

Besides making its own records, about 80 per cent of the firm's business consists in taking American disks and repressing them for the German market.

Favorite tunes in Germany include U. S. pop, jazz and rhythm and blues music.

Why Growth

What are the factors responsible for this phenomenal growth and interest in the juke box? No pat answer is possible. But any adequate answer would have to include the easing of import restrictions in certain countries, greater attention paid to export by U. S. manufacturers and distributors, improved distributor operations.

American tourists and the U. S.

serviceman have done much to promote the juke box.

But despite the growth, there are problems to be overcome in many countries before the juke box becomes a familiar part of the domestic scene instead of a curiosity. A shortage of dollars, government restrictions and lack of electrification fall into this category of problems.

In small towns in South America, juke boxes are sold with small electric generators because of the lack of electricity. About 20 per cent of Mexico's machines are operated in this way. Import restrictions bar U. S. juke boxes from Argentina, Brazil and India.

One large U. S. exporter estimated that Brazilian imports alone would double the size of the already great South American market. India has been mentioned as a good market, still untapped. Oddly enough, Indians make good juke box mechanics and many are employed by operators in Malaya.

The juke box is an important part of the native way of life in many countries and is used as an integral part of local customs.

In San Jose, Guatemala, for example, outdoor dancing to juke box music is the rage, the fiestas lasting from Friday thru Sunday night. The "dance hall" consists of a landscaped area fenced off by shrubbery where about 50 couples can dance.

African Entrepreneur

Native enthusiasm for juke box music is not limited to Latin America: it is evident even in the depths of Africa. In Basutoland, near the southern tip of Africa, one enterprising native operator bought up about 50 records of African tribal music and visited the neighboring tribes playing the music on a juke box. He made little in cash takes but always walked off well paid in stock animals and other native merchandise.

In Europe, machines are not regarded primarily as revenue producers but rather as business stimulants. In many clubs—types would have bands in the U. S.—dancing is to the tune of juke box records.

In the Far East, the Philippine Islands provide a good example of a potentially strong U. S. juke box market. Complete juke boxes are no longer shipped to that country—parts are shipped there and assembled in Philippine-made cabinets.

The Filipinos make some of their own records, but also import the latest U. S. 45 r.p.m. releases which come in by air in 100-record batches.

Some U. S. export firms have taken to the air in speeding music machines to their overseas destinations. A good example in The Bush Distributing Company, Miami. Bush flies its machines to South American countries in C-47's fitted to accommodate the juke boxes. Speedy service and personal contact is stressed.

The specialty of giving "same day service" in the matter of parts for machines has warned the firm to many new customers in South America. On a rush order for phonographs or parts going to Lima, Peru, for example, delivery can be made to the Miami International Airport at midnight and the merchandise will be in the customer's hands 18 hours later.

JUKE BOX MARKET

German Production Scores Rapid Gains

ALTHO German juke box manufacturers have a long road ahead of them before they can catch up with their American competitors, production wheels are turning in Western Germany and at a rapid clip.

The progress of Germany's juke box business within the last three years is staggering. Considered a novelty as recently as 1952, today the juke box is as common in Berlin or Frankfurt as it is in Chicago or New York.

Juke box purchases from America indicate how rapidly the business has taken hold. In 1952 imports from the U. S. totaled \$1,210,000; the following year they climbed to \$209,777; last year the total jumped to \$2,120,248, the largest J. S. juke box volume ever purchased by a single country in one year.

Production Speed-Up

But all juke boxes found in Germany are not purchased from the U. S. Four local manufacturers are turning out equipment as rapidly as they can, and production schedules are being accelerated nearly every month.

And in addition, European countries—France, Denmark and England—heading the list—are also finding Germany a ready market for juke box sales. All in all, there are 15 juke box manufacturers selling equipment in Germany.

The ninth annual Coin Machine Fair in Frankfurt showed clearly that juke boxes were moving to the foreground in Germany. Nine manufacturers—four from the U. S., three from Germany and one from Denmark and France—displayed their equipment during the five-day show.

No less than seven German newspapers covered the event.

Frankfurt Fair

Interesting to note at the last Frankfurt Fair was the number of buyers from other European coun-

tries, another market for German manufactured juke boxes.

During the first six months of

1954 Germany exported juke boxes to 23 countries, a 50 per cent increase compared to the corresponding period of 1953. Customers included buyers in Australia, Denmark, Ireland, England, Turkey and France. And recently it was announced that export shipments might soon be going to the U. S.

But regardless of the future speed of German juke box production, one thing is certain: skeptics have been converted.

Leading World Markets U. S. Juke Box Sales

3-Year Comparison

	1952		1953		1954	
	No.	Value	No.	Value	No.	Value
W. Germany.....	20	\$ 1,210	348	\$ 209,777	3,044	\$ 2,120,248
Belgium.....	1,281	491,317	2,796	880,795	3,272	1,445,691
Venezuela.....	1,598	1,080,782	1,838	1,263,096	1,817	1,265,335
Canada.....	2,329	714,186	2,008	811,742	2,206	1,107,814
Colombia.....	179	88,470	1,567	675,712	2,701	1,050,705
Mexico.....	1,967	550,236	1,346	499,100	1,954	871,168
Netherlands.....	312	81,637	628	190,701	2,080	739,007
Cuba.....	1,580	529,942	818	331,800	1,152	452,822
France.....	325	60,923	876	381,425	461	277,284
Switzerland.....	175	84,843	137	81,289	384	236,370
Salvador.....	147	98,870	254	169,743	296	190,303
Peru.....	81	21,239	143	72,807	384	170,843
Japan.....	71	43,782	215	102,677	146	160,973
Philippine Rep.....	83	25,332	108	41,655	211	121,037
Nicaragua.....	69	36,776	137	80,189	159	95,725
Panama.....	67	43,098	168	123,164	141	93,078
Other Countries.....	617	295,580	802	401,861	1,275	317,104
TOTALS.....	10,901	\$4,248,223	14,189	\$6,317,533	21,683	\$10,655,504

Juke Boxes: Big Business Booms Around the World

'54 U. S. Exports Hit \$10,655,504; 5 Countries Top \$1 Million Mark

THE juke box business is rapidly becoming big business around the world.

The number of automatic phonographs in Europe, Asia and North and South America is increasing yearly. Nowhere is this more clearly reflected than in the number of juke boxes exported annually by the United States.

According to Department of Commerce figures, 21,683 juke boxes, priced at \$10,655,504, were

exported during 1954, over three times the volume recorded in 1951 when 8,442 units were shipped with a price tag of \$3,058,749.

U. S. Exports

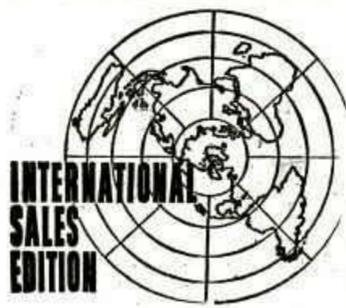
In 1952 U. S. shipments rose to 10,901 units, valued at \$4,248,223, and in 1953 the totals were 14,189 machines, priced at \$6,317,533.

The bulk of U. S. juke box shipments goes to a handful of countries, only eight purchased 1,000 units or more. However, no less than 40 countries were represented

in the list responsible for the staggering \$10 million total.

Western Germany led all other countries in juke box purchases, buying 3,044 units at a cost of \$2,120,248 during 1954, the largest number ever purchased in a single year.

But Western Germany's juke box business does not begin and end with its purchases from the U. S. At least eight manufacturers are currently producing juke box equipment. (Continued on page 96)



Leading World Markets U. S. Vending Machines 1954

	No.	Value
Canada	12,344	\$ 819,988
Venezuela	903	81,805
Philippine Republic.....	79	55,381
Belgium	3,636	37,080
France	256	32,098
TOTALS, including other countries....	20,014	\$1,098,058

An Exporter's Tips On Global Selling

By O. O. MALLEGG

Editor's Note: O. O. Mallegg, president of O. O. Mallegg, Inc., Chicago representative of American industries in foreign markets, has been allied with the coin machine export field since 1938.

THE SHIPMENT of U. S. new and used amusement games and juke boxes to international



O. O. MALLEGG

markets is yet in its infancy—great developments lie ahead.

In the last few years big steps were made in coin machine shipments to Venezuela, then in Cuba, then in Germany. Other countries, too, are going to begin importing games and jukes, with Peru and

Ecuador likely to make such move in the near future.

There is a vast market for ever juke box, pinball and shuffle game made in the United States. Business around the world has had an ever-increasing respect for American products, to the extent that American made units will often be purchased at a price higher than the cost of a like product available from other countries, such as juke and games manufactured in Germany.

Exports Expanding

We can continue our efforts to export with the assurance that sooner or later the business will be large enough to justify a regular export department right at the factory or at the headquarters of every large distributor.

International sales is a very delicate and interesting business. The exporter has, first of all, to be in touch with all foreign buyers, operators as well as potential distributors. Lists can be obtained from various organizations but probably one outstanding source of lists are advertisements published in trade magazines.

An operator abroad always writes in to the firm that has the most appeal and while many American firms throw these inquiries away, others follow them up and eventually get an order.

For purposes of foreign coin ma-
(Continued on page 93)

Dollar Shortage and Red Tape Sire French Coin Machine Mfg. Industry

Girod Buys Some Williams, Gottlieb Parts, Makes Others; Pinball Production on Way

By AARON STERNFIELD

A SEVERE shortage of dollars, coupled with miles of Gallic red tape in the importation of U. S. coin machines, are the father and mother of the infant French coin machine manufacturing industry.

The import situation in regard to amusement games is fairly simple. The French economy is such that money to pay for the games could not leave the country without curtailing seriously funds needed for equipment necessary to essential manufacturing.

The demand is well ahead of the supply—but there appears little chance of satisfying this demand with coin units of American manufacture. To complicate the situation even more, the French don't have the manufacturing background to fabricate their own games—other than the manually-operated, soccer-type Arcade pieces.

May Have Answer

Suren D. Fesdjian, head of the Mondial Commercial Corporation, a New York firm specializing in

the exportation of U. S. coin games to Europe, may have the answer.

Mondial is European distributor for Williams and Gottlieb games, but, with French import restrictions, the firm hasn't been importing much of late.

Fesdjian's solution is to have Mohammed come to the mountains—in this case the Jura Mountains near the Swiss border—to the Girod factory in Morbier, where 300 to 400 American-type pinball games will soon come off the assembly lines each month.

Parts Imported

The Girod factory is neither an assembly plant nor is it a factory in the conventional sense. With operation just underway, about 40 per cent of the parts are imported from Williams and Gottlieb, with the remainder made in France.

Plans call for the percentage of French manufacture to be upped sharply in the next few months, with a goal of 75 per cent of the parts to be made in Morbier by the end of the year.

If the Girod plan materializes, Fesdjian feels that France will not only be able to satisfy the needs of its own operators, but will build up considerable trade thruout Europe, particularly in Italy, where the demand is great and the supply scarce. According to Fesdjian, the French market is not big enough to absorb 400 units a month.

Stays in Country

As far as the French authorities are concerned, the making of French games under Williams and Gottlieb licenses does not run counter to the law governing exports. Most of the manufacturing, and all of the assembly, will be done by French workers, with most of the money remaining in the country.

The manufacture of juke boxes has begun on a limited scale in France, with several small plants
(Continued on page 95)

World Game Markets Import \$3 Mil in U. S. Units in '54

WORLD markets, accounting for a boom trade in coin-operated amusement games shipped from the United States in 1953, continued the surge thru 1954—the second straight year game shipments topped a \$3 million volume.

International sales for U. S. coin games hit \$3,188,087 the past

year; set a record of \$3,960,181 in 1953. With more than 40 countries grabbing a chunk of the 1954 U. S. game exports, and with most of these countries posting a demand for more, indications point to a continued swing upward this year.

Since 1951 U. S. game sales to world markets have been million-

dollar annual volumes. From \$1½ million in 1951 overseas business increased to \$2½ million in 1952 to \$3½ million in 1953 and remained atop the \$3 million mark in 1954.

Commerce Figures

A dozen nations, U. S. Depart
(Continued on page 96)

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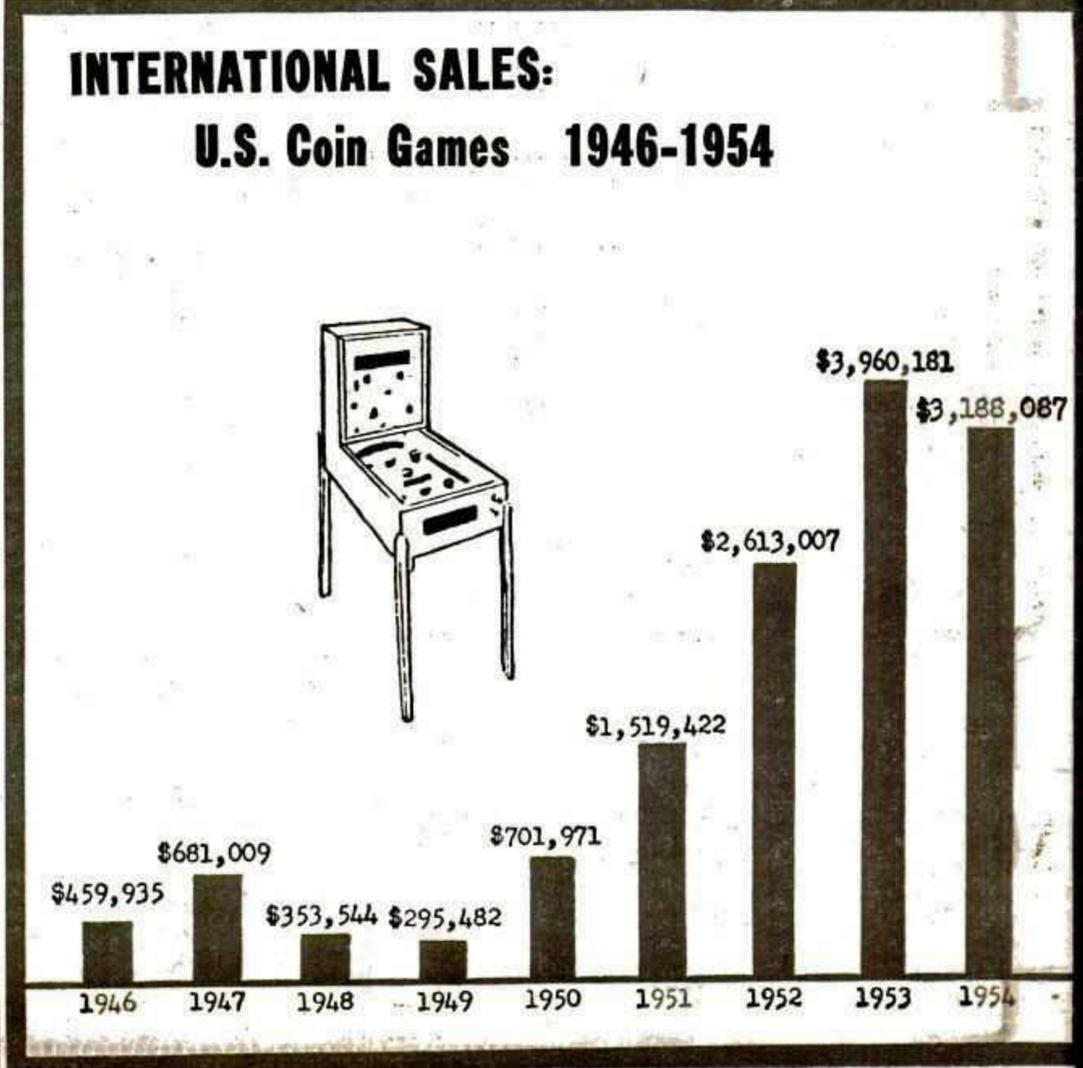
Ideal for All Outdoor Locations
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Specifications:

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- 24" base diameter
- Telescope 27" long
- 135 lbs. net weight
- Tilts 30 degrees down, 30 degrees up
- 10¢ coin chute
- 3-minute timer
- Two-tone grey with red ladder

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Chicago 30, Ill.



20,000 U. S. Venders Shipped Around the Globe in 1954

WORLD purchases of U. S. vending machines cleared a new record in 1954 for the seventh straight year with 20,014 units valued at \$1,098,058, an increase of less than \$5,000 over 1953.

Canada completely dominates this picture, accounting for \$819,988 worth of the total with 12,344 machines imported by Canadian firms.

The boom in Canada's young vending industry, coupled with the reluctance of Canadian manufacturers so far to enter vending, accounts for the country's near-monopoly of the U. S. vender export market.

Exports Rise

U. S. vender exports have increased each year since 1948 (see figures below). In each of these years, Canada has held uncontested first-place position, with five Latin American countries accounting for the bulk of the remainder—Venezuela, Mexico, Co-

lombia, Cuba, Salvador. European entries in the U. S. vender export field are Belgium, France, West Germany and Italy.

The unit-dollar volume figures for 1954 indicates reverse in the trend to exporting newer, larger and more expensive machines. In 1952, 38,350 venders exported brought a total dollar volume of \$1,073,708 or an average price per machine of approximately \$28. In 1953, just 16,122 venders shipped brought about the same dollar total (\$1,093,474) for an average machine price of about \$68, following a trend of increasing average machine prices.

However, the average price dropped to about \$47 for 1954's vender exports, indicating that more used and more smaller machines were being exported, an overwhelming percentage of bulk vender machines.

Future Good

The future of U. S. vending machines looks good. American manu-

facturers are producing at capacities for the domestic demand and therefore have not concentrated on world markets. However, some are beginning to investigate these markets, as for example, Elmer F. Pierson, chairman of the board of The Vendor Company, who ex-

pects his firm to increase its exports considerably in coming years (see separate story).

The pattern of increasing U. S. vender exports has been consistent since 1948. Here are the dollar volume figures:

1948	\$ 332,059
1949	451,923
1950	501,843
1951	543,635
1952	1,073,708
1953	1,093,474
1954	1,098,058



Monthly U. S. Juke Box Exports

3-Year Comparison First Quarter

	No.	1952		1953		1954	
		No.	Value	No.	Value	No.	Value
January	924	\$ 264,439	943	\$ 462,409	1,251	\$ 519,949	
February	852	379,573	1,183	589,334	1,644	809,999	
March	813	334,527	953	448,978	1,184	546,722	
TOTALS	2,589	\$ 978,539	3,079	\$1,500,721	4,079	\$ 1,876,670	

Second Quarter

April	706	\$ 294,625	953	\$ 401,040	2,214	\$ 1,255,932
May	760	319,857	1,170	544,147	1,692	814,365
June	988	320,226	1,065	447,832	1,597	789,393
TOTALS	2,454	\$ 934,708	3,188	\$1,395,019	5,503	\$ 2,859,690

Third Quarter

July	967	\$ 394,214	955	\$ 404,794	1,766	\$ 970,788
August	684	203,871	942	405,809	1,850	773,326
September	959	383,083	1,144	482,665	1,942	1,115,600
TOTALS	2,454	\$ 934,708	3,041	\$1,293,268	5,359	\$ 2,859,714

Fourth Quarter

October	1,268	\$ 516,413	1,366	\$ 544,686	2,064	\$ 1,053,802
November	902	382,379	1,912	812,621	2,453	1,096,476
December	1,098	454,246	1,603	771,218	1,814	909,152
TOTALS	3,268	\$1,353,038	4,871	\$2,128,525	6,331	\$ 3,059,430
YEAR TOTALS	10,901	\$4,248,223	14,189	\$6,317,533	21,683	\$10,655,504

Leading World Markets U. S. Amusement Games 1954

	No.	Value
Canada	7,971	\$1,424,142
Netherlands	1,333	230,369
W. Germany	944	192,855
Japan	613	191,830
Venezuela	916	173,225
Belgium	3,922	160,763
France	371	117,845
French Morocco	304	75,509
Mexico	407	54,631
Colombia	921	54,392
Switzerland	181	39,073
Panama	449	37,488
TOTALS including other countries	22,485	\$3,188,087

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M 100 B L	\$575	E 40	525
M 100 B	550	D 80	425
M 100 C	625	D 40	350
M 100 A	350	C 40	250
148	125		
147	75		
CHROME 3WI WALL BOX	60		
WURLITZER			
1650	\$450		
1500	395		
1250	225		
1100	175		
1015	75		
5204—WALL BOX	42		
ROCK-OLA			
1426	\$ 79		
1428	150		
1436—FIREBALL	375		
1544—WALL BOX	45		

GUNS

Exhibit SHOOTING GALLERY	\$195
Genco BIG TOP	325
Genco SKY GUNNER	150
Williams SAFARI	450
Genco RIFLE GALLERY	325
Un. CARNIVAL GUN	350
United BONUS GUN	450

5-BALL AMUSEMENT GAMES

ARABIAN KNIGHTS	\$160
BIG BEN	200
BUTTONS & BOWS	49
CORONATION	85
DAFFY DERBY	295
DAISY MAE	175
DRAGONETTE	175
FLYING HIGH	95
GOLD STAR	225
GUYS-DOLLS	85
GRAND SLAM	85
GREEN PASTURE	175
HAWAIIAN BEAUTY	185
JOCKEY CLUB	160
JOKER	49
LOVELY LUCY	175
LULU	250
LADY LUCK	225
MARBLE QUEEN	150
MYSTIC MARVEL	160
POKER FACE	150
PIN WHEEL	130
QUEEN OF HEARTS	85
QUARTETTE	75
STAR POOL	230
SKILL POOL	75
STAGE COACH	250
SKYWAY	220

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SOUTHERN AUTOMATIC MUSIC COMPANY, Inc.

Arcades to Up Spring Takes With New Games, Remodeling

CHICAGO, April 23. — The country's amusement game Arcades appear ready to do a brisk business this spring with new and remodeled locations, new games and special attractions aimed at bigger profits.

Arcades in Chicago, New York, Boston, and around the nation report efforts to increase takes.

On the Chicago scene, Herb Tekip, Arcade manager at River-view Amusement Park, has torn down one of three Arcades in operation there and replaced it with a new 60 by 50-foot Arcade with a transparent front of colored plastics. Multi-colored electric lights to the tune of 20,000 watts sparkle from behind the front to attract customers.

Added Attraction

Trick mirrors from the Funhouses at the park have been moved into the Arcades as an added attraction.

Gottlieb Ships Sluggin' Champ, Baseball 5-Ball

CHICAGO, April 23.—Sluggin' Champ, a new five-ball game based on baseball, was shipped to distributors this week by D. Gottlieb & Company.

The game is equipped with the new Gottlieb De Luxe cabinet and set to operate on dime play.

Object of the game is to score "runs" by hitting targets on the playfield and to light up the names of Major League baseball teams on the backglass.

Replay Scores

When the player lights up all of the teams in either the National or American League, one of two ball-holes on the playfield lights up for replays. Both holes light up when both leagues completed.

Targets score one run when hit by the first ball, two on the second ball, and so on, thru the five balls the player shoots. Rollover switches and contact buttons on the playfield representing each of the leagues, help to light up team names on the backglass.

Replays are awarded for a high score in runs-batted-in, as well as for landing balls in the special ball holes when lighted.

While set for dime play, Sluggin' Champ is also available for nickel play.

N. Y. Coinmen Discuss Plans For UJA Fete

NEW YORK, April 23.—Committee members for the coin machine division of the United Jewish Appeal of Greater New York met Friday (22) at the headquarters of the Music Operators of New York to discuss plans for the annual dinner honoring Joe Young, Wurlitzer Distributor, to be held June 15 at the Sheraton-Astor.

To date, 100 reservations have been received. Entertainment will be limited to four or five top recording stars, and Miss Juke Box of 1955 is expected to attend.

J. Cameron Gordon, regional Seeburg representative, was announced as a member of the 500 executive committee. His name had previously been omitted on the letterhead due to a typographical error.

The group meets again May 6 at MONY headquarters.

Some 45 new games, including .22 rifle units, a large Williams bull-dozer game, a Mutoscope Drive-Mobile, as well as new Exhibit card venders, have been added to bring the total of units in operation to 300. Older machines were sold to make room for the new units.

With this array of attractions, Tekip can well afford to be "optimistic" for the coming season, which will start when the park opens May 18.

At the American Arcade, on State Street in the heart of Chicago's Loop, co-owner Sam Greenberg has enlisted a special "free ticket" plan to bring in additional customers. For \$2 "Fun Fair" tickets can be bought, giving customers a variety of entertainment, including free movies, free rides, and 10 free plays on any of the amusement games at the Arcade.

Out of some 50 games in operation at Fun City, Randolph Street Loop Arcade, about 15 are gun games. This is indicative of the trend these games have established in Chicago and other cities across the country. The location is used by manufacturers, according to operators Gene Wilhelm and Bob Bear, to test newly designed rifle games before they are mass produced at the factory.

New England Spots Guns and Shuffles

BOSTON—Guns and shuffle bowlers are reported to have the best prospect, for getting coins in New England this summer. More guns are being installed in Arcades than in any previous year with the volume up in 10-cent play all over the area. Take also are gaining in every location where shuffle bowlers have been put in.

The day of the "penny Arcade" is a thing of the past here. Locations are featuring equipment ranging from 10 cents to 50 cents with some novelty items selling up to \$2. Gifts ranging around a dollar are big sellers in many spots while souvenir items roll up big takes.

About all that is left in most Arcades here to remind anyone of the penny business are items like the Gypsy Wheel and weighing machines. Even the poppets in the section seem to have cash and most would spurn the penny trade anyhow, it is pointed out.

Hub distributors such as Trimount Automatic Sales Corporation and Redd Distributors are finding the greatest demand in years for new games. Irwin Margold, of Trimount, reports a brisk

(Continued on page 94)

NY Arcade Season Should Top 1954

Schaffer Sees Heavy Gun Game Interest Symbol of Times; Rockaways Addition Set

NEW YORK, April 23.—Early spring grosses indicate that the Arcade business in the metropolitan New York area should top 1954 totals, with the greatest upswing of interest in gun games.

Max Schaffer, king of the Times Square Arcademen, has an explanation for the heightened gun game interest, and, in terms of world peace, it's not a very reassuring one.

Schaffer pointed out that the best eras in the history of gun games came in 1917 and 1941, with 1955 bidding fair to top those years. His explanation is a simple one: In times of war-or-peace insecurity, youngsters are more aware of firearms, and are more likely to test their skills on gun games.

400 Units

During periods of calm, gun games don't get too much play, he added. Schaffer, with more than 400 pieces of equipment in five Times Square Arcades—two of them acquired during the last year—now has three times as many gun games as he did a year ago, and, at 10 cents a play—they're running ahead of all amusement devices except Pokerino.

Rides have pretty much laid an egg at Schaffer's Arcades, primarily because the trade is mostly adult. Pokerino is a big grosser, with prizes aiding the takes. Shuffleboard, too, earns well, with prizes providing the incentive.

Schaffer says that grosses this year are running about the same as in 1954, but he feels that earnings will begin pulling ahead of the previous year soon.

Steady Customers

About 30 per cent of the trade is tourist, and a goodly percentage of the remainder represents steady customers.

At Rockaways Playland, Queens amusement park, Dick Geist is in the throes of an expansion move. The Arcade there contains 7,260 square feet of floor space, with a 1,620-foot L-shaped addition currently under construction.

Geist always has 250 pieces in operation, with 100 in reserve. The rebuilding and renovation of coin machines is always in progress,

and as soon as one piece is in shape for the floor, another one goes to the shop.

Geist figures that business is running from 20 to 25 per cent ahead of 1954. New units ordered this spring include gun games, baseball games and photo machines. Gun game play is reported heavy.

Kiddie rides are operated by Capitol Projectors, with four units currently on location and seven more due for spring installation.

About half the amusement devices operate on 5 cents, with about 15 per cent—guns, rides and Drivemobile—at 10 cents, and most of the balance at 2 cents. Photos, of course, are 25 cents.

Banner Fetes Pa. Ops At All-Day United Meet

PHILADELPHIA, April 23.—More than 70 operators from Eastern Pennsylvania were dined, wined, entertained and instructed at the Banner Specialty Company here Tuesday (19) at an all-day session conducted in co-operation with the United Manufacturing Company.

Purpose of the meeting was to introduce the operators to the new Venus Shuffle, a three-way convertible game, and to conduct sessions on the workings of the Manhattan and Bingo. Al Gregg, field engineer from the Chicago factory, presided at the sessions.

Al Rodstein, Banner vice-president, played host, as the operators lunched on roast beef and chicken Mulligatawney soup, dined at the Latin Casino, and were entertained by Jackie Miles and Johnny Desmond.

Banner Greeters

On hand to greet the operators, in addition to Rodstein, were Ben Backer, regional sales head for United, and the following Banner officials: Fred Walter, sales manager; Ed Stern, service manager; Moe Bayer, sales representative;

FACTORY METHODS

Govt. Production Ideas Aid Coin Game Mfrs.

CHICAGO, April 23.—Since World War II, when most of the coin machine manufacturing companies were engaged in war work for Uncle Sam, manufacturers have found that government ideas have been a big help in the improvement of coin machine production.

Fulfilling government contracts requiring precise product specifications has led to more efficient manufacturing methods—this has been the experience of a number of coin machine manufacturers.

The J. H. Keeney & Company, manufacturers of amusement games and vending machines, is an example of a firm that has used government methods to its advantage in manufacturing its own products.

Inspection Procedures

Since 1942, Keeney has had both prime and subcontracts with the government. Working on these, following government specifications, tolerances and inspection procedures, has prompted the firm to apply these same requirements to amusement games and vending machine products.

According to John S. Conroe, Keeney vice-president and general manager, the government specifications have developed a smoother coin machine production run, made more parts interchangeable, improved functioning of the parts and thus eliminated much of the work on the production lines.

It is in the inspection of the product and the parts that make up the product all along the production line that the government specifications have their greatest effect.

This inspection is carried out in the machine shop, receiving department and assembly lines on a quality control system. Inspection of the parts that go to make up the finished product is done on a sampling basis. The samples determine whether the parts are accepted or rejected. A 2 per cent allowable rejection is the criterion for passing or holding back most items. Some items, however, are not allowed more than 1 per cent rejections per lot.

Quality Control

Using this quality control system, according to Dick Bukowski, Keeney chief inspector, makes it possible for the firm to do the same work with 10 over-all inspectors that used to require 50 inspectors, before the system was instituted.

A breakdown on how this system

is applied in the various departments of the plant was pointed out by Bukowski:

In the machine shop the inspection requires that all set-ups be approved on first-piece inspection. After approval, there is a five-piece sample taken every hour and averaged for critical dimensions. The average of five pieces determines how the particular machine is running—if this is above or below the set limit the machine is shut down and corrected. Close tolerances are checked by graph charts. Besides determining what the high and low tolerances are for each part, indicating when to close down a machine, the charts are used to record every lot that goes thru machine.

Precision Equipment

A 14-inch Jones-Lamson optical comparator is employed along with the usual precision equipment used in conjunction with surface plate to check the parts. All machine parts—those coming from the drill press, riveting, hammering, welding and other sections, are checked in this same manner.

Of equal importance is the in

(Continued on page 94)

Race-the-Clock New Williams 4-Player Game

CHICAGO, April 23.—Williams Manufacturing Company shipped this week the first of a new line of four-player five-ball games, Race-the-Clock.

From one to four players can compete in the same game. Scores are registered on metal scoring drums on the backglass.

A multi-tilt feature eliminates only the score of the player tilting the game, allowing other players to continue their play.

Commenting on the new Williams four-player line, Art Wein and, sales manager, said, "Our distributors have demanded a four-player game. The games will go out equipped for dime play and should help to establish a trend toward dime five-ball play."

Clock Scoring

In the Race-the-Clock game each time the player hits rubber ball-bumpers on the playfield he advances the "clock." When the clock has made one complete circuit the scoring value of roll-over lanes, ball-targets, ball-bumpers and other score features increase in value and replays are earned by the player.

Race-the-Clock is equipped with two ball-bumpers, two kicker mechanisms and two ball-flippers operated by buttons on the sides of the cabinet. It has dime and three-for-quarter chutes and is available with a single dime chute.

Williams is currently shipping besides the Race-the-Clock five ball, the Sidewalk Engineer kiddie game, and the Polar Hunt rifle game.

Chi Coin Preps Baseball Game

CHICAGO, April 23.—Chicago Coin Machine Company was readying this week a new coin operated baseball game, Bi League Baseball.

Ed Levin, director of sales, said the game has features used for the first time on a baseball game produced by the firm. Details of the game will be released in the near future, he announced.

(Continued on page 94)

Juke Box Distributors: Outlets Circle the World

ere's an up-to-date listing of J. S. juke box manufacturers' distributor outlets. Every effort made to list all authorized distributors as of April 15.

COSTA RICA—Reuben & Co. (AMI), Apartado 547, San Jose.
COSTA RICA—Valeriano Miranda (Rock-Ola), Apartado 1893, San Jose.
CUBA—Importadora de Mecanismos Musicales S. A. (AMI), Ayesteran No. 170, Habana.
CUBA—Roberto Ros (Rock-Ola), Apartado, 107, Santiago.
CUBA—Equipos Musicales (Rock-Ola), San Rafael 874, La Habana.
CUBA—Bush Distributing Cia. (Wurlitzer), Nuevo Distribuidora Internacional de Musica, S. A. Calle Zadaja de Ayesterea 401, Havana.
DENMARK—Oscar Siesbye A/S (AMI), 5 Palajsgade, Copenhagen.
DOMINICAN REPUBLIC—Caribbean Motors Co., C. por A. (Wurlitzer), Apartado No. 52, Ciudad, Trujillo.
DOMINICAN REPUBLIC—Ing. Ignacio Agramonte (Rock-Ola), P. O. Box 672, Ciudad Trujillo.
ECUADOR—German Proano (Rock-Ola), Apartado 2224, Quito.
ENGLAND—Automatic Musical Instruments (Great Britain) Ltd. (AMI), London.
FRANCE—Automatic International (AMI), Paris.
FRANCE—Franco Americaine, Distribution Automatique (Wurlitzer), 32 rue Rodier, Paris.
FRENCH MOROCCO—Casablanca Amusement Co. (Wurlitzer), 15 rue de Lille, Casablanca.
FRENCH MOROCCO—Azrive Hermann Co. (Rock-Ola), 228 Semperstrasse 26, Hamburg 39.
GERMANY—Gustav Huseman (Wurlitzer), Komodienstr. 32/34, Kohn/Rhein.
GUAM—Guam Coin Amusement Co. (Rock-Ola), P. O. Box 466, Los Angeles, Calif.
GUATEMALA—A. Sandoval De Niçol (Rock-Ola), Ra Avenue y 10A Calle, Guatemala City.
GUATEMALA—M. A. Mena (Wurlitzer), 11 Calle Oriente No. 4, Guatemala City.
GUATEMALA—Zaid, de Loen & Cla. S. C., 7a (AMI), Ave. Notre No. 10-B, Guatemala City.
HAITI—General Trading Co., S. A. (AMI), Port-au-Prince.
HAITI—Frank W. Wilson (Wurlitzer), P. O. Box 1323, Rue des Casernes, Port-au-Prince.
HONDURAS—Yude Cananuati (AMI), San Perdo de Sula.
HONDURAS—Curacao Trading Co., S. A. (Rock-Ola), P. O. Box 62, Pedro Sula.
HONDURAS—Juan Kawas & Co. (Rock-Ola), Apartado No. 95-99, La Ceiba.
HONDURAS—Casa Carlos A. Zuniga (Wurlitzer), Tegucigalpa.
HONDURAS—Santiago Castillo (Wurlitzer), P. O. Box 69, Belize.
ITALY—Societa per las Distribuzione in Italia, dei Pradotti Wurlitzer, Piazza Barbarini 52, Rome.
ITALY—Musicalradio (Wurlitzer), Via delle Convertitie 22-23, Rome.
JAPAN—Dunham & Smith Inc. (Wurlitzer), Nikkatsu International Bldg., Central P. O. Box 1041, Tokyo.
MEXICO—Bolivar Radio (AMI), Bolivar 14, Mexico, D. F.
MEXICO—Mills Panoram S. de R. L. (AMI), Rep. de Chile no. 14, Mexico 1, D. F.
MEXICO—Industria Nacionales de Sonido, S. A. (Rock-Ola), Calzada Mexico Xochimilco No. 4861, Mexico 22, D. F.
MEXICO—Casa Riojas (Wurlitzer), Rosas Morena No. 87, Mexico 4, D. F.
NETHERLANDS WEST INDIES—A. D. Nieuw (Wurlitzer), Kerkstraat 28, Willemstad, Curacao.
NETHERLANDS WEST INDIES—J. A. Nieuw (Wurlitzer), P. O. Box 84, Oranjestad, Aruba.
NETHERLANDS—Klaas Roos (Wurlitzer), Insulindestraat 208, Rotterdam.
NICARAGUA—Miguel C. Hernandez (AMI), 5a Calle S. W. No. 504, Managua.
NICARAGUA—J. C. Martinez y F. A. Mendieta Cia. (Rock-Ola), Apartado 74, Managua.

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MEXICO—Mills Panoram S. de R. L. (AMI), Rep. de Chile no. 14, Mexico 1, D. F.
MEXICO—Industria Nacionales de Sonido, S. A. (Rock-Ola), Calzada Mexico Xochimilco No. 4861, Mexico 22, D. F.
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NICARAGUA—J. C. Martinez y F. A. Mendieta Cia. (Rock-Ola), Apartado 74, Managua.

PANAMA—Agencia Panamusic, Ltda. (AMI), Panama City.
PANAMA—Guardia & Cia., S. A. (Wurlitzer), Apartado Postal 481, Panama City.
PERU—Panamusic, S. A. (AMI), Lima.
PERU—Peschiera Hnos. Cia., Ltd., S. A. (Wurlitzer), Avenida Mariscal Benavides 1013, Lima.
PHILIPPINES—Suter, Inc. (AMI), Manila.
PHILIPPINES—Felipe Yupangco & Sons (Wurlitzer), Bonifacio Drive at 13th St., Port Area, Manila.
PUERTO RICO—J. Romero, Inc. (AMI), Ponce de Leon 1663, Parada 24½, Santurce.
PUERTO RICO—R. Quiles Santiago (Rock-Ola), Calle San Juan No. 912, Santurce.
PUERTO RICO—Borinquen Music Corp. (Wurlitzer), 308 Salvador Brau St., San Juan.
SALVADOR—Distribuidora Electrica (AMI), Ruben Dario No. 32, San Salvador.
SALVADOR—Almacen Las Americas, S. A. (Rock-Ola), Edificio Las Americas, San Salvador.
(Continued on page 95)

EXPORT SPECIALS

SHUFFLE GAMES		MISCELLANEOUS	
Keeney CENTURY \$325	Un. OLYMPIC \$135	Un. CARNIVAL RIFLE \$37	Seeburg COON HUNT 250
Keeney DOMINO 145	Un. CLOVER 125	Gen. RIFLE GALLERY 295	Seeburg SHOOT THE BEAR 145
Keeney CARNIVAL 135	Un. CASCADE 120	Ex. SIX SHOOTER 125	Ex. JET GUN 110
Keeney 10 PLAYER 125	C.C. GOLD CUP 145	TELEQUIZ with film 100	Wurlitzer 1015 100
Un. TEAM 275	C.C. DBLE SCORE 125	Wurlitzer 1100 175	AMI E-120 650
Un. LEAGUE 265	C.C. CROWN 145		
Un. ROYAL 210	C.C. STAR LITE 320		
Un. CLASSIC 145	Gen. SHUF. POOL 145		

BINGOS	
Hi-Fi \$325	DUDE RANCH \$265
SURF CLUB 350	BEACH CLUB 250
ICE FROLICS 315	YACHT CLUB 125
PALM SPRINGS 310	CONEY ISLAND 80

PURVEYOR DISTRIBUTING COMPANY

4322-24 N. WESTERN AVE. CHICAGO 18, ILLINOIS
 PHONE: JUNIPER 8-1814

SPECIAL Bally Spot Life, \$69.50

FACTORY CLOSEOUT

PEEK SHOW MACHINES, counter models, showing 15 colored views for 5c. List price \$275.00 each. Close out price \$50.00 each, or in lots of five or more \$45.00 each.

KING AMUSEMENT CO.
 Mt. Clemens, Mich.

Panoram Operators! FOR SALE

Overhauled Projectors for Spares. We carry a full line of Panoram Parts.

Phil Gould
 Newark, N. J.
 283 Market St. Market 2-4275

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

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REGULAR CLASSIFIED ADS	DISPLAY CLASSIFIED ADS	IMPORTANT INFORMATION
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps. RATE: 15¢ a word—Minimum \$3.00. CASH WITH ORDER	Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted. RATE: \$1.00 a line—\$14.00 per inch. CASH WITH ORDER unless Credit has been established.	In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

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THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

ADVANCE 25¢ MACHINES—\$23.55 EA. LOT of 50. Merchandise lowest prices. McDonald Distr. Co., 2416 W. Davis St., Dallas, Tex.

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save! steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. 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-jed

10 VENDING MACHINES—NEVER USED. For popular brand facial tissue packs. A bargain. P. Kohne, 9218 Phillips Ave., Chicago 17, Ill.

ATTENTION, BULK CHARM BUYERS

Factory wholesale prices, finest varieties. Send 50¢ for sample kit that will be credited toward your first purchase. Shelton Sales, Inc., 881 Main St., Buffalo 3, N. Y. my7

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. LOcusf 7-1448. ch-ap30

Routes for Sale

ESTABLISHED SCALE ROUTE—Kentucky, Tennessee, 150 pieces, good condition, \$8250. Service twice a year; good income, no headaches. G. W. Nation, Orange City, Fla. my7

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell?
MACK H. POSTEL
 2952 Milwaukee Ave. Chicago 18, Ill.

CIGARETTE MACHINES—DU GRENIER

7 col. \$45; 7 col. V. \$50; 9 col. W. \$55; Rowe Imperial, 6 col., \$45; 8 col., \$50; Unedapak E. 6 col., \$45; 8 and 9 col., \$55. Quarter operation, refinished, ready for location. One-time deposit required with order, balance c.o.d. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia, Pa. Evergreen 6-4244. ch

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. ap30

ROWE IMPERIALS—PERFECT OPERATING

condition, no damaged cabinets, 25¢ operation, one king-size column, need painting only, 6 column, \$20; 8 column, \$25. Freshly painted green hammertone if desired for \$10 additional. Cash, f.o.b. Cambridge, Mass. Cigarette Service Co., Inc., 179 Bridge St., Cambridge 39, Mass.

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin vendors; DAV razor blade vendors. Advance 23C's, National #5, National #15 and other flat package sanitary vendors. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES

Dept. B-4, 4307 W. Lawrence Av., Chicago 38

TWO LATE ROCK-OLAS, PERFECT! 12 Record Rock-Ola counter model with stand and large speaker, Mills Empress, 25-30 Packard, Wurlitzer and Seeburg Wall Boxes, three Amplifiers, extra parts. All for \$250. Half down, balance c.o.d. ABC Coin Machine Co., 2509 S. Presa St., San Antonio, Tex.

VENDING HEADQUARTERS—SEND FOR

free confidential price list. Reconditioned bulk vendors, 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 price. Box 673, The Billboard, Chicago 1, Ill. ch

MACHINES WANTED—WE BUY ALL

types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake, 609-C Spring Garden St., Philadelphia 23, Pa. ch

MILLS PANORAMS, ALL TYPES OF

arcade equipment, Mills Violano Virtuoso, and other types of pneumatic coin-operated Musical instruments. Walbox Distributing Co., 3909 Main St., Dallas, Tex. my7

WANTED TO BUY—POPCORN SEZ

Vending Machines, regardless of condition. Quote price wanted, number of machines. John Groves Popcorn, Carlene Popcorn, 39 Skyline Drive, Duquesne, Pa. ap30

THIS IS A 10-LINE AD

For only \$10 you can buy this space to profitably buy or sell Used Machines Routes, Parts, Supplies or Services.

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.
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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 _____

SPECIAL

SPOT LIGHT \$42.50
 STAR 39.50
 LEADER 42.50

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
 CALL (ASCME)—BE 5-6770

ALL STATE COIN MACHINE EXCHANGE
 2317 North Western Ave.
 Chicago 47, Illinois

Seaway to Boost Chicago as World Coin Machine Port

Exporters See St. Lawrence Waterway Increasing International Coin Trade

THE ST. LAWRENCE SEAWAY will speed shipment of U. S. coin machines to international ports, increase trade, and cut costs.

That's the opinion of Chicago coin machine exporters, who will begin shipping under the new navigation facilities in 1959.

Coin machine shipments from Chicago will move thru the Great Lakes, on to Montreal and Quebec on the St. Lawrence, and out to the Atlantic for ports in Europe, South America, and around the world.

According to an independent study, a prospective St. Lawrence River traffic of 36½ million tons of shipments, including coin machines, is expected in 1959, compared to a present 10 million tons.

Principal Boon

The principal boon to coin machine shipments on the St. Lawrence will be the speed with which shipments will arrive at their foreign destinations.

One exporter pointed out that

it now takes 21 days to ship machines from Chicago directly to Stockholm, Sweden, while it takes only 10 days to ship from New York. Machines are often transported from Chicago to New York, then overseas. Steamers leave Chicago ports once or twice a week now, he said, but might leave daily with the opening of the new seaway facilities.

Joe Calderon, head of Trans-World Trading Corporation, Chicago, stated that the new waterway would cut cost of transportation of coin machines, and therefore bring more coin machine orders from world markets to Midwestern exporters.

Export Saving

Phillip Tomaszewski, American Oceanic Forwarding Company, Chicago, says that exporters can save an average of \$19 per juke box by shipping directly from Chicago, rather than from Chicago to New York, and then abroad.

The waterway, he said, would speed shipments from the Windy City and pave the way for more shipments directly from this city. Export prices for coin machines would thus be decreased, he said, and dealers could step up sales.

New port facilities on the St. Lawrence route when completed, are expected to service many more ships flying foreign flags—several times the present number of over 200 sailings annually from Chicago.

More Harbors

Development of Chicago's harbor and waterways, according to Lewis G. Castle, St. Lawrence Seaway administrator, will foster construction of additional harbor facilities; building of utility and manufacturing plants adjacent to the seaways, providing an economic stimulus to the export and import business.

Arthur C. Rutzen, general export sales manager of Wurlitzer, commented: "With the seaway completed, manufacturers, distributors and exporters will be handed a new selling aid in overseas markets: Prompt delivery."

Rutzen stressed the time element. He explained that because the coin machine business was so competitive, customers were likely to buy equipment from other sources if delivery wasn't fast and prompt.

Altho the United States is an exporting nation, it does not ship as much per capita as eight other countries, including Denmark, the United Kingdom and Canada.

The effects of the St. Lawrence Seaway will stimulate an entirely new economic development thru-out the Great Lakes region, and benefit all industries, certainly the coin machine industry.

Canada Dry Unites Firm's Beverage Ads

NEW YORK, April 23.—Canada Dry has launched a new advertising plan which is designed to promote its entire line almost as a unit, instead of advertising individual products.

W. S. Brown, vice-president and director of advertising, points out that the firm now feels ready to declare itself as a "national, general-line beverage house." The company is now able to offer a wide line of flavors, soft drink favorites and mixers, in all sizes and packages, in sizable markets thruout the country.

TRAVEL REPORT

World Market Up For U. S. Venders

THE world market for U. S. vending equipment, despite its unprecedented growth since the end of World War II, has a potential that has been barely scratched.

Thus does Elmer F. Pierson, board chairman of The Vendo Company, sum up a three-month trip around the world from which he returned this month.

During the trip, Pierson conferred with financiers, retailers, importers and investigated currency matters, tax programs and the economic problems of several key areas where future planning is being considered by his firm.

Commenting on the present world outlook, he declared: "We no longer feel concern over the possibility of international strife for at the present time the world is enjoying comparative peace and the over-all situation should improve with the coming months. These conditions enhance the possibilities of a wider and more profitable export trade in which we at Vendo hope to participate."

During the trip Pierson visited Europe, Egypt, India, Indonesia, the Philippines, the Crown Colony of Hong Kong and Japan.

Business Upswing

The Vendo chairman was pleased with the upswing of business and industrial activity in the Philippines and said that Vendo "hopes soon to be manufacturing equipment over there." Pierson declared, "The prospects for business relationships (in the Philippines) are excellent, with the government encouraging new industries by offering tax relief. The Filipinos are full of good will for the U. S."

Pierson said he found many indications of a strong potential for vending machine exports. He said he even found some of his firm's coin-operated soft drink machines on location in Egypt and at two places in Bombay, India, as well as the Philippines, indicating that in some areas a level of prosperity had reached a high mark.

"Of course," he said, "the whole idea of automatic merchandising presumes that there is an abundance of that product. In addition, the people must be able to afford small luxuries, and there must be appropriate coinage."

Pierson pointed out the case of India for example: "In India, with its 360 million people, the average income is about \$57 per year, so that only 15 per cent or about

50 million people are potential customers. In spite of that, I believe the future of automatic merchandising is good in that country."

"In Bombay, one of our vending machines is at the railroad station and at a movie house; the latter sells about 10 cases a day, sometimes as high as 20."

Currency Problems

Touching on currency difficulties, Pierson said that many countries which have only paper currency—such as Italy and Egypt—get around it by purchasing shunters from his firm for exclusive (and legal) use in the machines. "The shunters are available at industrial and other sites, and in spite of the fact that labor abroad is universally cheap, these machines operated this way do represent a successful operation."

A widely traveled businessman Pierson feels very deeply about the necessity of travel in a particular country in order to understand problems, and as a businessman he believes that a straightforward policy of "selfish" humanitarianism is the only solution for keeping the world free.

"We must continue our help to other countries," he said. "We have no choice. The world is so small that if we do not, those countries will be behind the Iron Curtain and we will have lost potential friends and customers. My hope is that more Americans will travel abroad, for it is only by talking to people in their own countries that we can learn first hand of their problems."

Native Resentment

Pierson said he noticed a feeling of resentment from the natives during a brief visit to Indonesia. He said that the Indonesians do not yet appear to be ready for self-government and eye visitors suspiciously. "The third richest area in the world, Indonesia is much in sympathy with China and Russia and looks with disfavor on anyone going to their island who is not Communist."

The value of propaganda is not fully utilized in the Far East in order to let people know of the help streaming in from U. S., Pierson said. The Russians, on the other hand, are quick to proclaim their assistance in every minor matter. Even in India, the Russian influence could be felt, he said.

"If Southeastern Asia, including

(Continued on page 9)

EXPORT BUYERS!
 You can always depend on **FIRST-Class Equipment!**
 Finest Reconditioning! Greatest Values!
WE EXPERTS IN EXPORTS!

TARGET GUNS
 Exhibit SHOOTING GALLERY \$225
 NEW Exhibit MODEL 500 Genco WILD WEST
 FIRST-Conditioned
 Genco BIG TOP \$410
 Keeney SPORTSMAN 385
 Exh. SPORTLAND 335
 Un. CARNIVAL 345
 DE LUXE 345
 Genco RIFLE GAL- 295
 LERY 295
 YOU SHOOT (Remington 22 with live ammo) 345
 Seeb. COON HUNT 215
 Seeb. SHOOT THE BEAR 150
 Exh. JET GUN 125
 Seeb. CHICKEN SAM 95
 Exh. SIX SHOOTER 95
 Exh. DALE GUN 65

SHUFFLE GAMES
 NEW Chicago Co'n HOLLYWOOD FIRST-Conditioned CHICAGO COIN
 FLASH BOWLER \$385
 STARLIGHT 325
 SUPER FRAME 325
 TRIPLE SCORE 155
 CROWN 155
 DOUBLE SCORE 125
 UNITED—Match
 MARS DeLUXE. WRITE! MERCURY, D.L. \$425
 BANNER 385
 ACE 345
 TEAM 295
 IMPERIAL 235
 CLASSIC 150
 OFFICIAL 95
 UNITED—High Score
 SPEEDY \$375
 CHIEF 265
 ROYAL 225
 OLYMPIC 145
 SUPER 145
 DELUXE 75
 KEENEY
 BIKINI \$285
 DOMINO 155
 CARNIVAL 135
 6 PLAYER, Jumbo PINS with Formica. 75
 BIG LEAGUE BOWLER 55
 GENCO
 SHUFFLE MATCH POOL \$185
 SHUFFLE POOL 145
COUNTER GAMES
 NEW
 M & T Zig Zag \$29
 Bink's Zipper 35
 Kicker & Catcher 49
 FIRST-Conditioned
 ABT Challenger \$25
 Best Hand 19

5 BALLS
 WRITE FOR NEW LIST!

Chicago Coin **BAND BOX** (Animated Orchestra) \$155

FIRST COIN MACHINE EXCHANGE
 Joe Kline & Wally Finke
 1750 W. NORTH AVE. • CHICAGO 22, ILLINOIS • Dickens 2-0500

HERE'S HOW
 You'll look to your toughest competitor

Install KEENEY'S New Bowler . . .
3 BOWLERS—in-one for the price of one!

SAVE MORE MONEY MAKE MORE MONEY
 Subscribe to The Billboard TODAY!

Groenteman Sees '55 Best Year for Exports

PHILADELPHIA, April 23.—Sol Groenteman, partner in International Amusement Company and the Scott-Crosse Company, coin machine export firm, predicted that 1955 will be the best European market year since World War II.

Groenteman bases his opinion on the comeback of the economies of the Western European nations and the fact that more dollars are now available for the purchase of U. S. coin machines.

While restrictions on the importation of U. S. games are still severe in most of Europe, Groenteman pointed out that these restrictions are often circumvented by transshipment, mostly thru Belgium and Holland, where the importation of coin machines is a relatively simple matter.

West Germany

Western Germany, he said, offers the greatest potential for juke boxes, altho the legality of a form of slot machine there dampens the interest in American games.

The infant German juke manufacturing industry is showing signs of strength, he added, as two firms are turning out 100-plate 45-r.p.m. boxes.

Nevertheless, he said, the demand for U. S. music machines is still great. Some kiddie rides, Groenteman said, are made in Germany.

As far as U. S. games are concerned, pinballs have the great appeal in Europe, with not much demand for shuffle alleys, he said. The Bally Bingo is in great demand.

Most of the firm's European business is conducted on letters credit—actually, cash on the barrel—but a few accounts are on sight drafts or on accounts.

Italy, said Groenteman, is a difficult country to ship games to, but there is some hope, as a few import licenses are now being granted. He feels that once the Italian market opens up, the advertising volume will make a considerable difference in the export picture.

Gilchrist Skeds New Toronto Quarters June 1

TORONTO, April 23.—The R. C. Gilchrist Company, Ltd., Seeburg distributors thruout Canada, will move its headquarters to a new building located on Dundas Street in the center of the downtown area on or about June 1.

Reg Gilchrist, head of the firm, said that the shipping department alone was enough to accommodate a semi-trailer and that parking space was available for 58 cars. Gilchrist said that the building cost over \$200,000.

Exporter's Tips on Selling

Continued from page 88

chine trade, we can roughly divide the world into three parts: First, the areas like the United States, where business can be done easily; next, areas where exchange permits are necessary and business can be had with some difficulty; finally, the territories that are practically inaccessible trade-wise, because no exchange licenses are granted. Among the countries where no exchange license is granted are particularly England, Australia, New Zealand; we can also include probably India, Argentina and Brazil.

The Russian complex of countries is of course "off limits," but it bemuses the writer to think that Russians and their satellites possibly would do well to manufacture juke boxes and pinballs because it does not offer any political implications and would give their people something interesting and agreeable to do.

Relations Improve

Relations between U. S. export houses or distributors and international customers have improved considerably over the past 10 years. Years ago several big distributors in the United States got very big orders from foreign markets, slapped the shipments together and put it in carloads because they had the money here and did not care what the customer got for his money and how he received it.

One large operation in Chicago, long since extinct, shipped used juke boxes completely unfinished to the extent that there was often no speaker in the machines, and there was money left in the cash box when the foreign customer received the shipment. Similarly, there were companies in Eastern cities which shipped carloads and gave American business ethics a bad eye. We have not heard of any such operations since shortly after the last war.

Know How

There are a number of technicalities necessary in exporting to foreign markets: First of all, we have to know which countries are free for coin machine trade. We find countries like Cuba, Puerto Rico, Guatemala, Salvador, Venezuela and may others operating without exchange restrictions. Since international customers in the juke box and game business are often not well known in the United States, they generally have to send the money directly with the order for coin machines, or if a large firm is involved, they may enclose a satisfactory letter of credit.

The American firm has to prepare well the shipment, it must be cleaned up and put in working order. Second, it must be knocked down and boxed for export. Third, it must be shipped to an airfield or a seaport.

Consular Invoices

An ocean bill of lading must be obtained, an insurance certificate must be written, consular invoices of the country where the goods are going have to be filled out and legalized by the consul. Formalities of the letter of credit have to be fulfilled, essentially consisting of drawing a draft in accordance with specifications, making

out an invoice and certifying it, making out a U. S. customs declaration and notarizing it, preparing a certificate of origin when necessary, establishing the ocean sailing date which has to be within the terms of the letter of credit. Caution must be used to assure that the letter of credit does not expire before all these documents can be obtained and presented to the bank for payment to the supplier.

This process is relatively simple in shipping to countries where coin machines are imported freely and permitted. Countries like Colombia, Argentina, Nicaragua, Costa Rica, Spain, France, Germany, Norway; also Indonesia, North Africa, the Straits Settlements, Hong Kong, Japan and others, have to obtain also an exchange permit, a dollar exchange license and an import license: all this must be done before the American goods can be shipped.

Import License

The import license is a very difficult thing to get in several countries. We would like to refer to a few practices that have occurred in shipping to South America to circumvent the granting of an import license. Some people have shipped for instance, 10 juke boxes packed in one case and marked "Agricultural Goods." Others have invoiced the goods at no charge to get around the exchange permit but not the import license. Still others ship to various private people under importation that is sometimes granted to individuals. Such instances point up the great demand for U. S. games and juke boxes.

In the group of countries headed by England and comprising mainly the British Empire, but also some countries like Argentina and Brazil, import licenses are not being granted. The only thing we can do in these countries is manufacture the goods abroad under license and supply them with only the most necessary parts from the United States; something in which we have much experience and they have none—such as the manufacture of record changers for phonographs or the principal working parts of a pinball game or shuffle game.

Mfrs. Fees

The license fee that these firms might pay an established United States manufacturer is 5 to 10 per cent of the manufacturing value of the finished product. They will also pay some engineering fees, and, of course, samples of completed machines can be imported. It is well to send one man from the States, who knows most of the manufacturing problems. In this way a good business can be established which is not subject to U. S. income taxes.

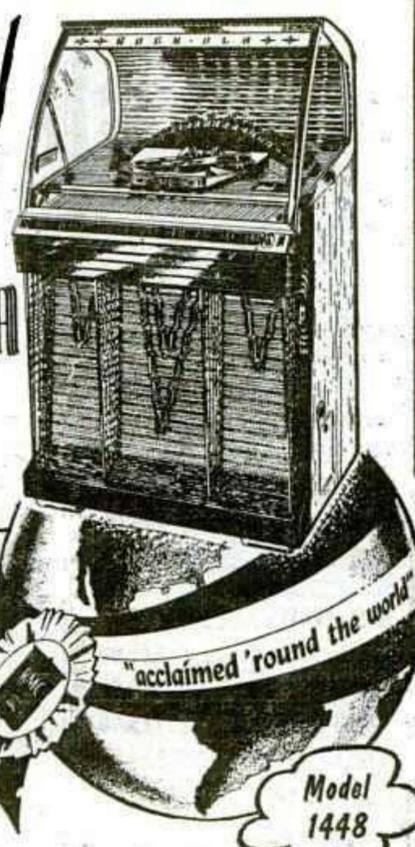
In other words, if a manufacturer goes to England, Australia, South Africa, or Brazil, and establishes there with foreign capital a manufacturing operation of pinballs, juke boxes, or whatever the case may be, he will have built up a good income.

This aspect of the international markets is being studied carefully because it is sought by firms which handle goods that are freely sold abroad, by companies that sell goods into restricted countries where import licenses are difficult to get, and especially by manufacturers who want to establish several manufacturing operations abroad and take advantage of U. S. manufacturing experience and skill.

New Texas Operator

HOUSTON, April 23.—The Sun Distributing Company, a new firm operating games and rides, opened for business here April 15. The firm, owned jointly by Berry W. Langford and Howard Rhodes, has 150 kiddie rides.

It's here!
... the all new
ROCK-OLA
120 Selection
HI-FIDELITY
Phonograph



Visit Our Showrooms and See It Now!

acclaimed 'round the world

Model 1448

ATTENTION!
FOREIGN BUYERS!

We have available for immediate delivery the following guaranteed rebuilt machines. Our machines are checked, cleaned and refinished and are ready for location.

BINGO GAMES		SHUFFLE ALLEYS		
VARIETY	\$450.00	Bally Victory Bowler	\$300.00	
HI-FI	300.00	Chicago Coin Hi-Speed Triple	Score Bowler	125.00
SURF CLUB	325.00	United Classic	125.00	
ICE FROLICS	275.00			
PALM SPRINGS	275.00	PHONOGRAPHS		
DUDE RANCH	225.00	Rock-Ola Fireball, 78 rpm	\$250.00	
YACHT CLUB	110.00	Seeburg Model B, 45 rpm	500.00	
BEACH CLUB	225.00			
BEAUTY	175.00			

For good, clean, guaranteed equipment at low prices you can't beat the above.
Terms: 1/3 deposit with order, balance C.O.D. or sight draft.
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SHAFFER SPRING SPECIALS

SEEBURG	WURLITZER
M-100-B (45 r.p.m.) ... \$569.50	1500 (104 Sel.) \$389.50
M-100-A (78 r.p.m.) ... 349.50	1250 (48 Sel.) 169.50
HIDEAWAYS	WALL BOXES
WURLITZER	
1217 (48 Sel.) \$139.50	4820 (Wurlitzer 48 Sel.) \$17.50
1017 (24 Sel.) 89.50	5204 (104 Sel.) 34.50
Seeburg (78 r.p.m.) 100 Sel. Hideaway..... \$249.50	

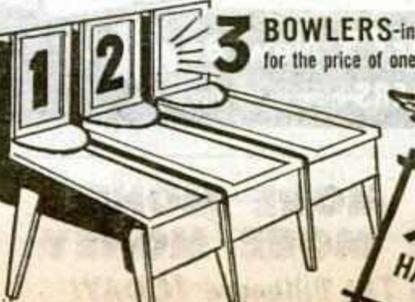
Write Today for Your Free Copy Of Our New Illustrated Catalog Of Recent Model Phonographs

Shaffer Music Co.

Cincinnati, Ohio 1200 Walnut St. MAin 6310	Columbus, Ohio 849 N. High St. KLondike 4614	Indianapolis, Ind. 1327 Capitol Ave. MElrose 4-3571
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BE WISE!

1 2 3 BOWLERS-in-one for the price of one!



Keeney HAS IT AGAIN!

Travel Report

Continued from page 92

India, is lost," the Vendo chairman said, "The U. S. will be cut off from much of the wealth of the world and it will work an economic disaster."

Pierson stressed the value of a simple, friendly approach in meeting peoples abroad. In Bali, for instance, he said, he and his wife attended a native cock fight set in a clearing in a wooded area. Arriving a few minutes before the scheduled event, Pierson said he became aware that they seemed to tower over the natives and that the men were eying them with distrust. He passed cigarettes and candy, showed that he was very much interested in the fight. He said the hostile attitude changed to one of warm friendliness and the men began showing him the birds.

Smuggling Concern

The British authorities in Hong Kong appear to be genuinely concerned about preventing strategic materials from passing that port on the way to Red China, he said. He mentioned a fine of \$50,000 levied on anyone caught smuggling.

Of the Asian countries he visited, Pierson said Japan has progressed the most in industrial activity. "In Japan at the present time they have only the bare necessities, but it is only a matter of time before they will be much better off. Their major cities are almost completely Western in appearance."

Europe, Pierson says, has come long way since his last visit six years ago. U. S. help in Europe, he said, is a necessity at the present time, he feels, but in all probability will not need to be continued long. "The feeling everywhere, he said, was one of vitality and strength. In Genoa, for example," he said, they were building ships for other countries as well as for Italian delivery.

"American help and American ingenuity are helping raise the standards of people all over the world. It is a slow business and no one can predict the future with certainty but this much is certain: there is considerable reason for optimism and hope."

Lou, Meyer and Dave Gensburg, former owners of Genco, will have the grand opening of their new Riviera Hotel in Las Vegas April 1. Many of their old friends and acquaintances in the coin machine industry plan to be present at the fair.

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Arcades to Up Spring Takes

Continued from page 90

business especially for new items at beach locations. Guy DiGiovanni, of Commonwealth Distributors, readying shipments for beach Arcades, finds equipment of good secondary quality scarce after last season's hurricanes. His men are working overtime to meet demand, he says. At Norumbega Park, Louis Captell, Arcade operator, sees prospects for a good summer. Captell's location has the benefit of Friday night dancing at the Totem Pole and a good teen-age and adult crowd to draw on. After May 1 the concession will be open the full week and a high level of business is expected.

Along city thoroughfares, Arcades are thriving. Weather makes slight difference in the take and many of the kid customers are spending almost as much as the adult and military personnel, giving these locations a big play.

Southwest Arcades Up Spring Takes

HOUSTON — Arcades in the nation's Southwest are generally getting improved takes.

Berry W. Langford, owner of Houston's largest downtown Arcade, reported this year's business as well ahead of the same months for last year.

His Penny Arcade, under direct management of George Wildman, currently operates an average of 90 pieces of equipment. The bulk of the machines operate at 5 and 10 cents, several at quarter and penny play, and two at 35-cent play. Panoramic movies are the backbone of the trade, followed by the regular amusement games and Arcade devices. New equipment is constantly added. Twelve new movie machines will be installed when the service shop has been rearranged to make room. Another step in expansion was the acquisition of a snack bar and soft drink place where certain types of Arcade equipment will be located.

Langford said air conditioning had been a boost for his business and predicted that convenience would soon be a must in South and Southwest Arcades.

Joe Young, manager of Houston Playland Park Arcade, reported business thus far has been about the same as last year. He blamed unfavorable weather for the lack of an increase over the same period of last year.

Playland Arcade operates about 100 pieces of equipment, generally with 5 and 10-cent chutes, some quarter play and quite a few for penny operation. Replacements are made on a routine year around basis to keep inventory at normal working level. The Arcade is open weekends from Labor Day until Easter and every day from Easter to Labor Day.

Milwaukee Arcade Gets New-Look

MILWAUKEE — Despite strict regulations on operations, this city is giving good support to downtown Arcades here.

Remodeling is under way at the Avenue Arcade on Wisconsin Avenue, with about 25 per cent more space being added.

Owners and operators Doug Optiz and Ken Kulow have set a date in early May for completion of the work. Blueprints call for increasing room dimensions to 60 by 30 feet. In addition, a complete paint job inside and out, a new floor and a neon sign are in the works.

Equipment-wise, according to Kulow, at least a dozen new pieces are being added to the present inventory of 40 items, leading off with a new rifle range, some gun games and a group of baseball

units. A new Photomatic was installed several months ago in anticipation of this spring's spruce-up work.

Spring and summer prospects, according to Kulow, look bright. The best period of the year, according to the Avenue Arcade records, is the summer season. At that time the area's youngsters congregate downtown in greater numbers and the Beer City goes slightly daft over its Milwaukee Braves. The Arcade gets heavy weekend traffic from the nearby Great Lakes Naval Training Station in Waukegan.

While Milwaukee's police regulations are considered strict in comparison with other large cities, the Arcades maintain harmonious relations with the law by not using sexy or burlesque-type film viewers and games prohibited by statute. No pin games are used, and the heaviest play comes via the rifle ranges, gun games, baseball and photo machines.

Friedman to Hold Bally Op School At Savannah, Ga.

ATLANTA, April 23.—Fried Amusement Company here sponsor a Bally Manufacture Company service school at Savannah, Ga., May 3-4.

Bob Breither, Bally field engineer, will conduct the school at the Chatham Room of the De Hotel, Savannah.

Jake Friedman, of Fried Amusement, will be on hand greet operators and services from the surrounding area.

Breither will explain how Bally Gayety pinball mechanism permits the player to jump from hole to hole on the playfield. The two new Bally shuffle bowl Gold Medal and Blue Ribbon, also be covered.

Harry Jacobs Sr., of the United Inc., Wurlitzer organization, spending the final weeks of vacation in balmy Florida.

Government Ideas Aid Mfrs

Continued from page 90

speciation made in the receiving department. All materials entering the plant pass thru here and are identified against the purchase order and drawing. All materials manufactured in the Keeney machine shop and parts on which plating, paint finishing, heat treatments, or other processing work must be done, must in addition pass thru the receiving inspection for final designation and check.

Among the instruments used in making checks is a Rockwell superficial hardness tester, used to test hardness of metals, or a scleroscope, which does a like job, depending on the type of reading required. Degree spacings are checked on a Moore rotary turntable, accurate to within two seconds of a 360-degree radius.

Assembly line inspection begins when finished parts, drawn out of stock, are built up in sub-assemblies. These are checked for operational functioning, assembled into units, then undergo a final game-by-game inspection. The final inspection starts with a strict visual inspection, is followed by a check for proper clearances and adjustments, and completed with an electrical-operational test. Each piece is stamped "inspected," and directed to the stockroom.

While the Keeney plant is producing shuffle bowling games, gun games, coffee and cigarette vending machines, using government manufacturing procedures, government projects are similarly "in the works."

One of the principal Keeney governmental projects, still under way at the plant, is the subcontracting work on Army tank 90mm. gun trainer units. Some 432 parts for this unit, used in instructing tank crews in turret gunnery and com-

munications, are made at the Keeney plant. The Army has found that a team trained in this type of unit, compared to a crew trained in a tank itself, has a 2 per cent better combat rating.

Government Personnel

Government personnel are project engineers for work of this type. The Navy has set up a resident office at the Keeney plant, making inspections on all government material. Reciprocally, Keeney engineers such as William Ryan, a assistant mechanical engineer, and Leo Gary, assistant electrical engineer, are sent to Fort Knox, Ky. Army tank training center, to instruct Army officers in setting up operating and maintaining training units. Officers, in turn, instruct Army personnel in the use of the trainers.

Other government projects have included work on an Air Force F-84 jet plane trainer, when a complete F-84 was brought into the plant as a production guide; Army Signal Corps parts; telephone switchboard trainer; Browning Automatic Rifle training device; rifle marksmanship trainer, and Navy teletype communications work.

When radar came into prominence during World War II, says Conroe, "the coin machine industry was one of the outstanding contributors to the field, donating engineering know-how to radar engineering." Coin machine engineers did much, according to Conroe, to make radar effective and were among the basic radar manufacturers during the war.

Banner Fetes

Continued from page 90

and John Neithamer, Jack Harley; Frank Donovan, Leco Vending; Dominic Scarpa and Herbert Hurwitz, Bluebird Amusement; Don Stevens, Henry Gavin and Bill Beard, B&G Novelty; William Eagle, Harold Yergely; Sam Litt and Dave Greene, L&G Vending; Fones Perry; Ralph Spagnolia and Ralph Spagnolia Jr.; Joseph Bradish and Jack Bradish, Bradish Sales; John Batula, McAdoo Vending, and Gilbert Bradley, Bradley's Music.

And Bob Moor, Eastern Shore Amusement; Harry Aronovitz, Park Music; John Sofchek and John Sofchek Jr., High Grade Music; Marvin Miller and Gil Stein, Robert Stein; Bill Frost and Mrs. Alma M. Frost, Fairplay Amusement; John Dallas and Anthony Del Bono, Norristown Amusement; Meyer Frank, Philadelphia Coin Machine; Ed Leopold, National Vending; Lee Weiner; Sal Celotto; Bill Slawe and Marvin Heisman, Model Vending; Art Herb; Jerry Silvern, S&S Amusement, and Joe Reddy, Central Pier Amusement Arcade.

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\$ Shortage and Red Tape

Continued from page 88

turning out 100-play boxes for floor use and 20-play boxes for counter use. All are 45 r.p.m.

However, none of these manufacturers are producing in any quantity, and Fesdijan feels that U. S. juke box makers have too great a lead for any French firm to overtake.

Parking Meters

Another semi-manufacturing effort to be attempted by Girod will be parking meters, with some of the work being done by Karpark, Cincinnati, and some in France. Girod already has the go-ahead from the French government on this.

Currently, about 350 French operators run some 15,000 games and 5,000 juke boxes. Commissions run 50-50 on games and from 10 to 20 per cent on music. Most juke boxes are 78's, but the demand now is for 45's exclusively.

American pin games are popular, but, of course, scarce. Gun games have a limited appeal, mostly in Arcades. Fesdijan feels that four-player games represent the greatest potential in France.

Cig Vending NG

Cigarette vending is pretty much of a dead issue in France, as smokes are rigidly controlled by the government and sold in government tobacco stores.

Juke Box Distributors:

Continued from page 91

- SALVADOR**—Josw Gadala Maria Hijos & Co. (Wurlitzer), Santa Ana.
- SWEDEN**—Aktiebolaget Serano (AMI), Tullinge (Stockholm).
- SWITZERLAND**—Padorex S/A (AMI), Saint Martin 12, Lausanne.
- SWITZERLAND, SWEDEN, NORWAY**—Nova (Rock-Ola), Barmberkerstrasse 26, Hamberg 39, Germany.
- SWITZERLAND**—Pianohaus Eckenstein (Wurlitzer), A. G. Nadelberg 20, Basel.
- VENEZUELA**—Mercantil Lara S. A. (AMI), Carera 21, No. 25-81, Barquisimeto.
- VENEZUELA**—Cades C. A. (AMI), Medero a Bucare No. 148, Caracas.
- VENEZUELA**—Comercial Rodriguez (AMI), Abanico a Socorro 51-2, Caracas.
- VENEZUELA**—Distribuidora Jasalco C. A. (AMI), Edificio Villa Blanca, El Conde, Caracas.
- VENEZUELA**—Almacenes D'Elia (AMI), El Tigre.
- VENEZUELA**—Comercial Cestari (AMI), Carretera Negra, Puerto La Cruz.
- VENEZUELA**—Sr. German Pacheco (AMI), Maracaibo.
- VENEZUELA**—H. S. Rincon (AMI), Maracaibo.
- VENEZUELA**—S. A. Comercial Antonio Hidalgo (AMI), Calle 98 No. 97-44, Valencia.
- VENEZUELA**—La Commercial Prosperi (Rock-Ola), Barceñas a Rio, Building "SADIA," Caracas.
- VENEZUELA**—Bechofer Bros., Inc. (Wurlitzer), 25 Beaver St., New York City, New York.
- VENEZUELA**—Bechofer Bros., Inc. (Wurlitzer), Monzon a Barceñas 126 C., Caracas.
- VENEZUELA**—Commercial Jaeger S. A. (Wurlitzer), La Casa del Radio, Apartado No. 228, Maracaibo.

A recent development in the French coin machine picture has been the emergence of strong pressure groups—with newspapers and clergymen as spokesmen—berating the industry on the morality issue.

These groups maintain that amusement games are gambling devices and should be banned by the law.

PR Effort

The French coin machine industry is not taking this lying down. A concerted public relations effort is underway, the purpose of which is to depict coin games as wholesome entertainment and relaxation.

Recently, Gilbert Montels, head of Universal Amusement, a Paris import-export firm, appeared on television to explain how pinball games operate. With him on the program were Jacqueline Pierreaux, popular French actress, and Leo Ferre and Philippe Clay, stars of the French stage.

The European export picture hasn't changed much during the last year, and it's not too bright a picture. Generally, the desire is present, but the dollars are lacking.

Belgium OK

Belgium is one of the few European countries where economic recovery has reached the point where dollar restrictions are relatively mild.

However, Belgium is not a large country, and the market has long been glutted with U. S. games and juke boxes. Most of Belgium's consumption will be limited to replacement of existing equipment. However, with the dollars to buy U. S. games and juke boxes, the nation still serves as an important trans-shipment base, supplying coin machines all over Europe.

Western Germany, too, is getting on its feet economically, and has some dollars to spend for American games. However, a rather complicated form of Bell Fruit—the game must take at least 10 seconds a play, and the payoff must not be more than 10-1—is legal there. And the Germans prefer slots to pins.

U. S. Boxes Lead

As in France, there is some juke box manufacturing, but American music machines still have a good, long lead.

In French Morocco, particularly in Casablanca and Rabat, games and juke boxes are going strong, and the import restrictions are not as severe as they are in the mother country.

England, of course, hasn't been a market for many years, and Italy issues few import licenses because of a severe dollar shortage. Switzerland is a market, but a small one. Virtually no machines are going to the Scandinavian countries.

Ops Stay at 25c

Continued from page 82

effected by converting the machines to take 30 cents, pennyng the 2 cents. This would affect all king-sizes in the area except Cavaliers.

Price increases were announced last week by American Tobacco Company (Pall Mall and Herbert Tareytons), P. Lorillard (Old Golds), Liggett & Myers (Chesterfield) and Philip Morris. New prices are pegged at \$9.50 a thousand, up from \$9.10 a thousand for Pall Malls, Tareytons and Chesterfields, and from \$9.35 on Old Golds and Philip Morris.

Charter Game Firm

COLUMBIA, S. C., April 23.—Smitty's Amusement Company, Inc., this city, has obtained a State charter to rent and repair coin-operated and other amusement devices. Authorized capital stock was listed at \$10,000. Egbert Smith is president.

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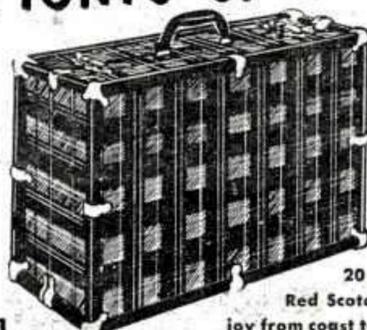
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| Keeney Pacemaker... 200.00 | Yacht Club 150.00 | Rock-Ola 1434 Rocket, 78 rpm, 50 select. . 325.00 |
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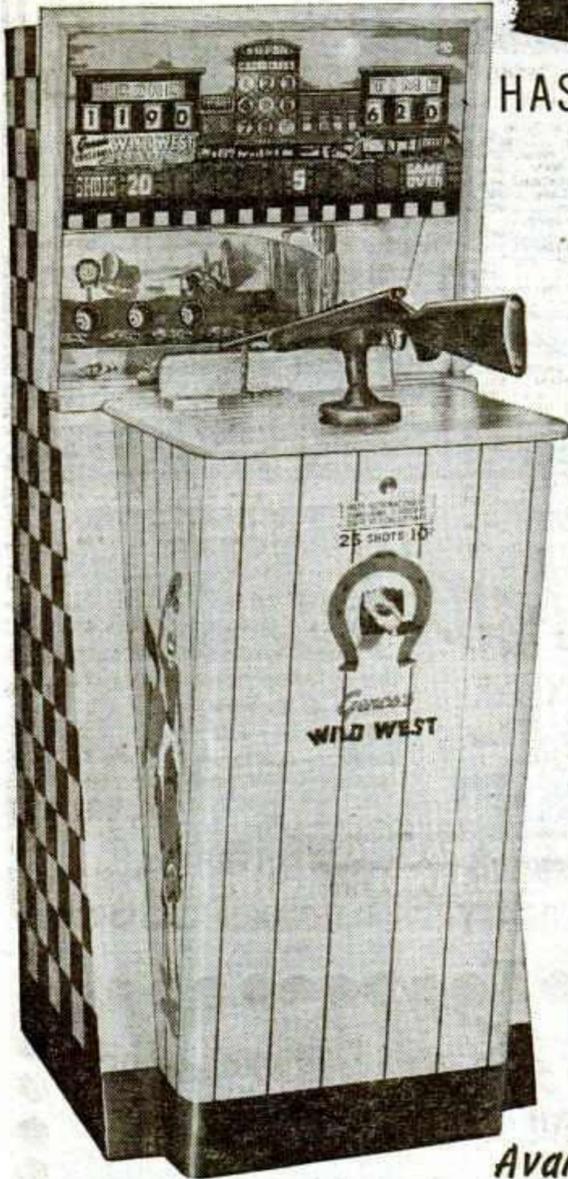
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Juke Boxes: Big Business

Continued from page 87

ment in Germany and purchases are also being made in Denmark.

Belgium ranked as the No. 2 country on the U. S. export list, purchasing 3,272 machines at a cost of \$1,445,691. Five countries, including Western Germany and Belgium, purchased equipment valued at over \$1 million. The others were Venezuela, with \$1,265,335; Canada, with \$1,107,814, and Colombia, with \$1,050,705.

Average Prices

The average unit price of equipment exported from the U. S. has also climbed steadily, indicating more new machines are being shipped. Average unit price of phonographs purchased in 1951 was \$362, rose to \$387 in 1952, \$439 in 1953 and jumped to \$464 last year.

Of the top five importers of U. S. juke box equipment, it is interesting to note that both Western Germany and Venezuela purchased equipment at an average unit price of over \$690. Venezuela hit the highest average price with \$696, Western Germany's purchases averaging \$693. Both figures indicate a much larger percentage of new equipment being purchased.

Nine countries purchased equipment valued in the six-figure bracket. Mexico led the list with purchases totaling \$871,168, just short of the million-dollar mark. Other countries purchasing over \$100,000 were the Netherlands, \$739,007; Cuba, \$452,822; France, \$277,284; Switzerland, \$236,370; Salvador, \$190,303; Peru, \$170,843; Japan, \$160,973, and the Philippine Republic, \$121,037. (See World Market chart in this section for three-year comparisons.)

Of the leading juke box countries, Western Germany chalked up biggest gains in recent years. In 1952 Western Germany purchased 20 machines from the U. S. at a cost of \$1,210. The following year purchases rose to 348, valued at \$209,777; jumped 10 times that amount last year.

Belgium doubled its purchases two years running; Venezuela, leading U. S. juke box buyer from 1949 to 1953, has also boosted its dollar volume but not as rapidly as either Western Germany or Belgium; Canada, like Venezuela, has made

increased purchases, but at a slower pace; Colombia, the fifth leading purchaser last year, climbed from the bottom of the list to the top in just four years, from \$35,880 in 1951 to \$1,050,705 last year.

Mexico, always a leading purchaser of U. S. coin equipment—music, games and vending—has held relatively steady during the past three years. However, juke box activity in Mexico has never been greater. Just one month ago the H. C. Evans phonograph distributor in Mexico City, Abraham Grinberg, purchased the entire phonograph division of the Evans firm in Chicago and announced that the plant would be moved to Mexico where production would be carried on.

The purchase of the H. C. Evans Company was traced directly to government restrictions and high import duties which do not allow the shipment of juke boxes south of the border. The Mexican government permits only the importation of mechanisms.

But the outlook for lightened embargoes and improved export procedures all point to a healthy juke box business around the world.

Markets Import

Continued from page 88

ment of Commerce figures show, did more than a \$35,000 trade in U. S. game shipments last year. Canada stood out above other markets, doing a \$1,424,142 trade. Canada was followed by the Netherlands with \$230,369; West Germany, with \$192,655; and Japan, with \$191,830. Three other countries, Venezuela, Belgium and France also passed the \$100,000 mark. (See accompanying chart.)

Indicative of the quality of games shipped from the U. S. last year is the \$3,188,087 listed value for 22,485 units shipped—an average of close to \$142. This tops the per-game averages of about \$135 for each of the years 1952 and 1953. While 1953 topped 1954 in dollar volume, 28,439 units were included to set the mark.

Healthy Sign

A healthy sign for amusement game international sales is the report from several large export firms in the U. S., that new and expanding markets are opening up in both European and Latin American nations. There is little doubt that a record boom in game sales abroad would follow this year if trade restrictions were lifted in such countries as Argentina, Brazil, Great Britain and Australia, and if American dollars were made more available to importers in Germany, France, Venezuela and a host of other countries.

With increased output of new amusement games by American manufacturers the last few years used games on the U. S. market are rapidly replaced by newer models. This has led U. S. export houses and distributors dealing in games to look to international markets for added sales, and firms that have not done export business in the past are realizing that profit can be made in this field. Their efforts to ship games abroad is expected to further expand game sales on the international as well as domestic scene.

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Scope.....	125.00			150.00
Photo.....				1,850.00
J-A-Way (Mutoscope).....				175.00
el Roll (Jennings).....	125.00	125.00	125.00	
eball (Scientific).....	79.50	79.50	79.50	79.50
a-Score (Evans).....	165.00	175.00	165.00	175.00
A-Score (Senior).....	65.00	65.00	65.00	65.00
ing Practice (Scientific).....				95.00
Hand.....				19.00
inning (Bally).....	125.00(2)	150.00	150.00(2)	125.00
League (Williams).....	395.00	395.00	395.00	395.00
Top.....	450.00	395.00	450.00	395.00
hival Rifle Gallery (United).....		355.00	355.00	355.00
hival Gun (United).....	350.00	375.00	375.00	385.00
icken Sam (Seeburg).....	99.50	99.50	99.50	99.50
on Hunt (Seeburg).....	179.50	275.00	179.50	225.00
ounty Fair.....	75.00	250.00	295.00	250.00
ie Gun (Exhibit).....	50.00(2)	55.00	50.00	55.00
luxie Post Card (Exhibit).....	65.00	89.50	65.00(2)	89.50
erby, 4 Player (Chi. Coin).....	195.00	195.00	195.00	195.00
rive Mobile (Mutoscope).....	165.00	165.00	165.00	165.00
uck Hunter.....	20.00(2)	20.00	20.00	20.00
ash Hockey (Coinex).....	75.00	75.00	75.00	75.00
tying Saucer (Mutoscope).....	149.50	149.50	149.50	149.50
offee (Chicago Coin).....	95.00	99.50	99.50	100.00
randma Fortune Telling.....	125.00	100.00	100.00	100.00
ripper.....		125.00	125.00	
ian Patrol (Exhibit).....	150.00(2)	150.00	150.00	150.00
heavy Hitter (Bally).....	40.00	40.00	40.00	40.00
ti-Ball (Exhibit).....	75.00	75.00	75.00	75.00
ockey (Chicago Coin).....				75.00
Home Run, 6 player (Chicago Coin).....	250.00			
et Gun (Exhibit).....	125.00	95.00	110.00	110.00
145.00(2)	125.00(2)	125.00(2)	125.00(2)	125.00(2)
145.00(2)	145.00(2)	145.00(2)	145.00(2)	145.00(2)
265.00	275.00	195.00	265.00	265.00
360.00	365.00	365.00	365.00	365.00
Jumbo Super.....		395.00	275.00	395.00
35.00	49.50	49.50	49.50	49.50
75.00	75.00	75.00	75.00	75.00
20.00	20.00	20.00	20.00	20.00
150.00	150.00	150.00	150.00	150.00
250.00	260.00	275.00	250.00	275.00
125.00	185.00	185.00	185.00	185.00
175.00	175.00	175.00	175.00	175.00
575.00	575.00	575.00	575.00	575.00
199.50	145.00	199.50	150.00	199.50
325.00	350.00	350.00	350.00	350.00
20.00	20.00	20.00	20.00	20.00
375.00	395.00	395.00	395.00	395.00
595.00(late)	595.00(late)	595.00(late)	595.00(late)	350.00
185.00	185.00	185.00	185.00	545.00(late)
85.00	90.00	95.00	99.50	65.00
99.50	95.00	99.50	95.00	99.50
145.00	145.00	145.00	145.00	145.00
175.00	175.00	175.00	175.00	175.00
90.00	95.00	95.00	95.00	95.00
75.00	75.00	75.00	75.00	75.00
295.00(2)	295.00	310.00	295.00	315.00
325.00	335.00	325.00(2)	310.00(2)	325.00(2)
365.00	335.00(2)	335.00(2)	335.00(2)	335.00(2)
365.00	365.00	335.00(2)	345.00	360.00
365.00	365.00	365.00	365.00	365.00
375.00	375.00	375.00	375.00	375.00
125.00	125.00	125.00	125.00	125.00
24.50	24.50	24.50	24.50	24.50
139.50	145.00	129.50	129.50	145.00
150.00(3)	145.00(2)	150.00(3)	150.00(2)	150.00(2)
165.00	150.00(3)	175.00	175.00	175.00
35.00	49.50	35.00	49.50	35.00
225.00(2)	175.00	195.00	175.00	195.00
250.00	225.00	235.00	225.00	235.00
275.00	250.00	275.00	240.00	245.00
310.00	275.00	325.00	250.00	275.00
325.00	310.00	275.00	325.00	325.00
95.00	95.00	95.00	95.00	95.00
95.00	95.00	95.00	95.00	95.00
345.00	275.00	325.00	325.00	350.00
385.00	385.00	375.00	375.00	375.00
89.50	89.50	89.50	89.50	89.50
315.00	325.00	250.00	295.00	245.00
325.00	325.00	325.00	300.00	325.00
295.00(2)	295.00(2)	295.00(2)	295.00(2)	200.00
275.00	275.00	275.00	275.00	275.00
115.00	150.00	100.00	115.00	100.00
115.00(2)	115.00(2)	115.00(2)	115.00(2)	115.00(2)
119.50	199.50	199.50	199.50	199.50
20.00	20.00	20.00	20.00	20.00
150.00	150.00	150.00	150.00	150.00
125.00	125.00	125.00	125.00	125.00
375.00	395.00	375.00	495.00	395.00
495.00	495.00	495.00	495.00	495.00
20.00	20.00	20.00	20.00	20.00
345.00	345.00	345.00	345.00	345.00
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World Coin Machine Reports
• Continued from page 86

range from 10 to 50 per cent below last year's totals.

Elieees Velasco, head of Foto /alasco, Barranquilla, pointed out that importing equipment depended upon local authorities as much as government officials. Velasco said that the drop in coffee prices would be felt most acutely in this area, resulting in a decrease of anywhere from 40 to 60 per cent in the coin machine business this year, as compared to 1954.

Alfredo Rizo, of Importadores Aliados Limitada, also predicted a drop in coin machine activities during the coming year. However, Rizo gauged the decrease to be about 10 per cent.

Import Laws Favor Swedes

SWEDEN—Evert Jorvall, of the Aktiebolaget Serano juke box distributing firm, Stockholm, reports his sales free of government restrictions, have increased 400 per cent the first quarter of this year.

Duties on juke boxes bring the average price of machines imported to \$800. About 70 per cent of machines purchased are new machines.

Jorvall expects sales this year to increase from 300 to 400 per cent over 1954. Jukes set for 45 r.p.m. play account for more than half of the firm's stock.

Swiss Firm Ups Business

SWITZERLAND—Padorex S. A., juke box and vending machine distributors in Lausanne, have increased sales 35 per cent thru March, 1955, compared to the same months last year.

M. Verdier, managing director of the firm, reports practically free traffic in juke boxes and vending machine imports.

In addition to purchase price of machines, an average of \$200 per machine imported is paid for shipping costs.

The firm operates and services music and vending machines, with 60 per cent of juke boxes handled set for 45 r.p.m. play. Verdier expects sales in 1955 to double over last year, with good business forecast for the trade.

Chile Bans Coin Imports

CHILE—Coin machines, classified a luxury item in Chile, cannot be imported, Nicolas Chapanos Moraitis, head of Nicolas Chapanos, Santiago, reported.

"Government regulations and the narrow margin of our exchange budget do not allow us to import this type of merchandise. Since the beginning of 1954 to date it has been impossible for me to obtain import licenses for coin-operated equipment."

Prices Hurt In S. Africa

SOUTH AFRICA—The Union of South Africa could absorb 400 juke boxes annually if and when import restrictions are lifted, according to R. Ball, director of the Kiwi Novelty Company, Ltd., Durban.

Ball, who operates 200 amusement games, estimates that there are approximately 1,000 juke boxes now operating in the country. He said both juke boxes and parts are very high priced at present because of import restrictions.

Ball reported that only five-ball machines are permitted and that gun games are very popular.

Philippines' Controls Hurt

PHILIPPINE ISLANDS—The Philippines are under strict import controls and coin-operated equipment which used to be under a restricted non-essential category is now banned, altho special licenses can be obtained for the importation of one or two pieces of equipment at a time.

That's the coin machine picture in the Philippines summed up by William J. Suter, general manager of Suter, Inc. (Morcaim Company, Ltd.), Manila.

Suter reported: "The current outlook for the coin machine industry in this country is very gloomy. The more so for the future if import controls are not relaxed."

Commenting on the cause for the strict controls, Suter explained: "Due to a desire of the authorities to cut the importation of gambling machines (bingos and one-balls), all coin-operated equipment was put on the "Banned Items" list to the prejudice of legitimate coin machines, such as juke boxes and legitimate five-ball flipper-action pinballs. Unless Philippine authorities can make a definite distinction to gambling and non-gambling coin-operated devices, it appears that importation of juke boxes will tend to decline. . . ."

Suter also mentioned that under the Laurel Langley agreement, soon to take effect, importations from the U. S. would be subject to a duty that gradually increases in accordance with a yearly schedule.

Suter, AMI distributor in the Philippines, buys 98 per cent new

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Puerto Rican Juke Trade Up

PUERTO RICO—A continued increase in business is expected in Puerto Rico, where there are possibly more juke boxes located per square foot of area than any other country.

With sales of coin machines generally slow until July of the year, Puerto Rican firms reported varied sales rates in the first three months of 1955, ranging from a 10 per cent decrease from the same months last year, to a 100 per cent increase.

Jose Romero, Incorporated, juke box operators in Santuce, pay \$10 every 45 days to the government for operating licenses, and an import tax of 26.4 per cent of factory price on new machines. Borinquen Music Corporation, San Juan, similarly pays added import costs of 30 per cent above original purchase prices.

All firms contacted predicted an increase in 1955 business over last year.

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LATEST HOLLY CRANES, Closed Chute \$165

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Turf King	\$35.00
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PHONOS

Seeburg '46	\$44.50
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Rock-Ola '46	39.50
Wurlitzer 1015	59.50

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Atom Jets, Top Condition	\$25.00
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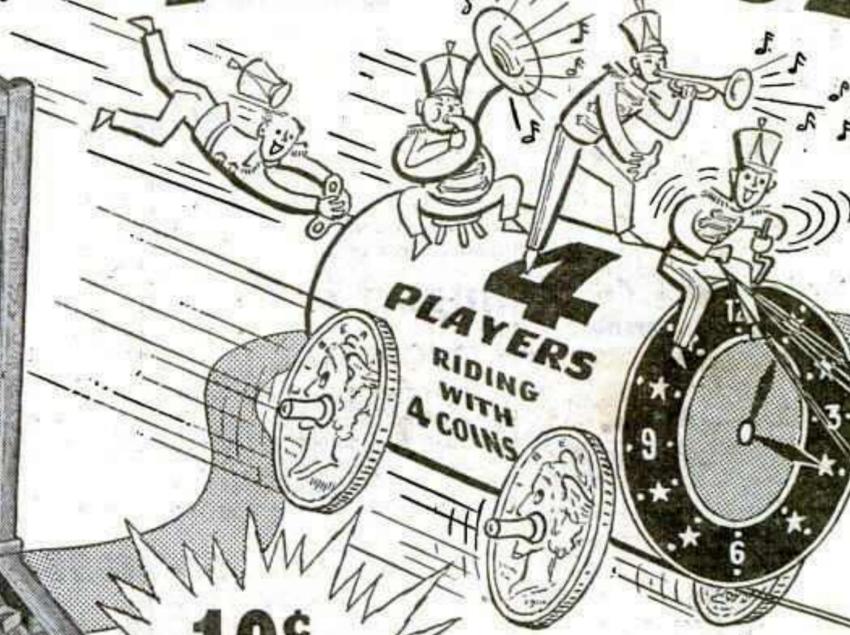
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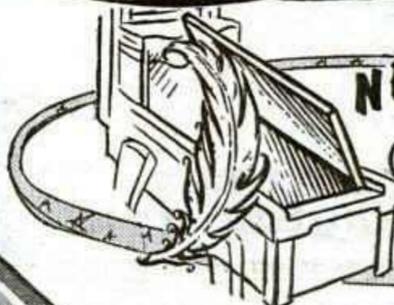
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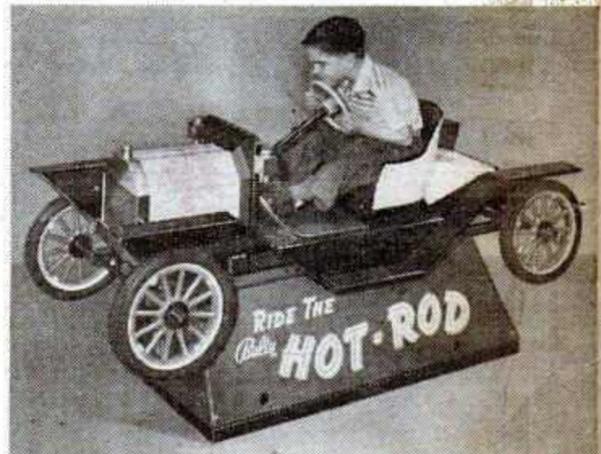
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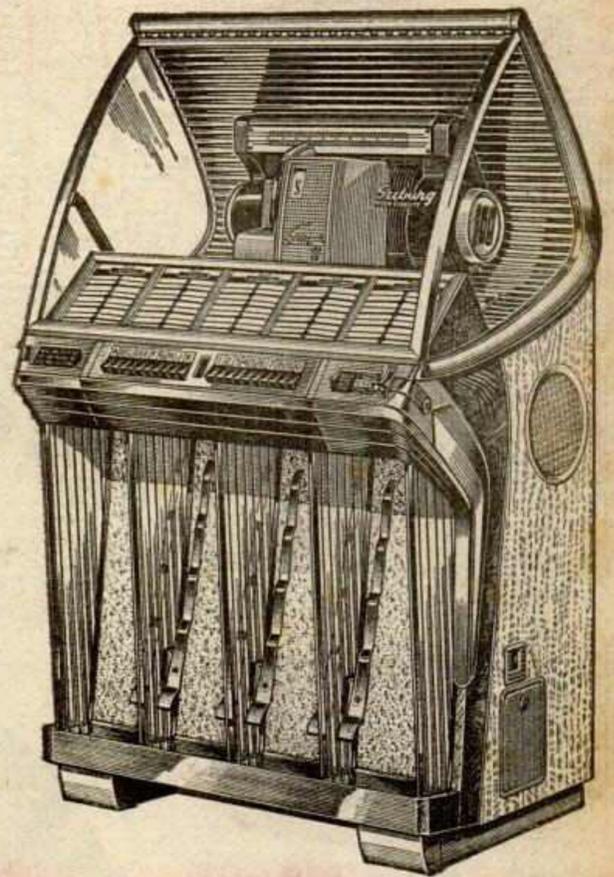
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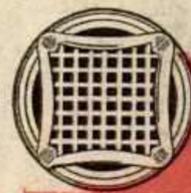
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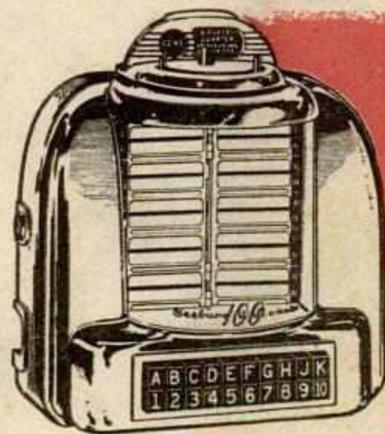
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