

# The Billboard

MAY 7, 1955

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

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## Lure of North Looks Even More Alluring

Canada Expects Solid Outdoor Business; U. S. Economy, Salk Shots Plus Factors

By HERB DOTTE

OTTAWA, April 30.—Prospects for amusement parks, fairs, exhibitions, Kiddielands and touring carnivals and circuses this year in Canada are looking up.

Public confidence, fired by the sustained upturn in the U. S. economy, is on the rise; employment is edging higher and the end of polio and its blighting effect is within sight.

Slightly lower income tax rates, which become effective July 1, are expected to loosen purse strings for outdoor amusements, more because of their psychological effect than by the actual dollars-and-cents relief they will bring.

One of the most beneficial changes in public thinking will stem from Salk vaccine as it will end polio fears thruout Canada and free parents to permit their children to attend large public gatherings.

### Vaccine Benefits

The vaccine is being made available in Canada in amounts relative to those in the U. S., and in one major city, Vancouver, B. C., the vaccine already is being administered. Elsewhere thruout the country plans are being completed for the immunization of children.

A survey of Canada's major centers finds unemployment is no greater in any instance than last year. Most cities report rising employment, together with indications that his trend will continue.

Of all the provinces, Ontario holds the brightest promise. To long-time observers of the business scene, this comes as no surprise. Actually, they point out, Ontario invariably trails the U. S. in its economic ups-and-downs by some six months to a year. Ontario, they add, now has pulled out of the recession which earlier hit the States and is now heading back up.

Toronto is pacing Canadian cities in the upturn. Employment in that city has been rising steadily. Reflecting this, new car sales in recent weeks have been at a brisk pace. By mid-summer, observers

## Free Car Nix Clouds Exhib

VANCOUVER, B. C., April 30.—A ruling that bans automobile giveaways in British Columbia is the only thing that clouds the otherwise bright outlook for the '55 Pacific National Exhibition here.

The PNE, thanks in a large measure to the giveaways last year, stowed \$217,000 in its till before it opened its annual run. Five single admission tickets, regularly priced at 50 cents, sold for \$2, with each of the ducats entitling its holder to a crack at four automobiles and other prizes worth \$12,000 in all.

There's still a chance that the '55 PNE will be able to carry on the giveaway advance sale which it has used for more than 20 years, V. Ben Williams, exhibition manager, says. A plea to this effect is now being weighed by the Lottery Commission at Ottawa.

maintain, business in Toronto will be even better.

Toronto's big annual fair—and the world's largest—the Canadian National Exhibition is figuring on a bigger year than last. One reason is the improved economic picture. Still another is a move by the CNE to upgrade still further its attractions and to beat its publicity drum harder and over a greater area.

Again, this year the CNE will offer a swim across Lake Ontario—a swim of truly international flavor—and the establishment at the exhibition of Canada's own Hall of Fame for its athletes, both sure-fire springboards to much publicity.

### Conklins' Views

The Conklin brothers, Patty and Frank, Canada's midway biggies, also are counting upon a bigger season than in '54.

"We believe that our amusement rides and midway shows at the Canadian National Exhibition will go well over \$500,000 and top last year's total by 10 per cent," Patty said in Montreal, where he and his brother have a battery of 24 rides at Belmont Park.

In Patty's opinion, the province of Quebec, of which Montreal is a

## CAESAR TOSSES SUMMER SALAD FULL OF STARS

NEW YORK, April 30.—Sid Caesar's summer replacement show on NBC-TV will be an hour situation comedy with music about a dance band on tour, with "Show of Shows" alumnus Bill Hayes playing the band's singer, comic Phil Foster as its manager and a different gal guest each week in the role of the orchestra's vocalist.

Bobby Sherwood will probably be the leader of the band, while Charlie Andrews is writing the scripts. Altho on vacation, Caesar will retain his identification with the time-slot (Monday 8-9 p.m.) by introducing each show either live or on film. He is also producing the summer series, which tees off July 4.

"Show of Shows" graduate Carl Reiner (who regularly appears on the current Caesar series) will direct the summer show. It's his first network directing job.

part, offers the second best prospects of the Canadian provinces. In Ontario, the Conklins have substantial interests at Crystal Beach and also at Sunnyside Park, adjacent to the Canadian National Exhibition grounds.

In British Columbia, at the extreme west end of Canada, business continues generally good. [\(Continued on page 52\)](#)

## Pop Record Public Blesses New Faces With Ready Dollars

Artists From Obscurity (or Next to) Hit 27 of 48 Best Sellers So Far in 1955

By PAUL ACKERMAN

NEW YORK, April 30.—The pop record buying public is exercising a wider range of selectivity, and it is more prone now to accept new artists, than at any period within recent memory.

This trend has been gaining headway consistently during the past year, and a detailed analysis of the best-selling charts for the past four months reveals an almost phenomenal listing of new talent.

### 27 on Charts

Out of a total of 48 records appearing on the best-selling singles chart since the first of the year, 27 were made by artists whose pop acceptance was nil or minor a year ago. Some of these artists had made a prior splash in a limited category—such as rhythm and blues, country or Latin-American, but their significance in the present listing is their salability as pop talent.

Of the 27 disks Decca Records contributed the following hits by new artists: The Cowboy Church Choir with "Open Up Your Heart";

Lenny Dee, "Plantation Boogie"; Crazy Otto, "Smiles" and "Glad Rag Doll," and Caterina Valente, "The Breeze and I."

The Epic label registered with the De John Sisters with "No More"; the Four Coins, "I Love You Madly"; Somethin' Smith and the Redheads, "It's a Sin to Tell a Lie," and Roy Hamilton, "Unchained Melody."

### Mercury-RCA

Mercury scored with Dave Carroll's "Melody of Love," the Crew Cuts' "Don't Be Angry" and "Ko Ko Mo" and the Laurie Sisters' "Dixie Danny." RCA Victor came up with Stuart Hamblen on "This Ole House"; Perez Prado, "Cherry Pink," and Jaye P. Morgan, "Danger, Heartbreak Ahead."

Columbia's record of new-star hits shows Peggy King with "Make Yourself Comfortable" and Fess Parker with "Ballad of Davy Crockett." And with one each on the scoreboard is Coral's McGuire Sisters with "It May Sound Silly," Atlantic's Laverne Baker, "Tweedle Dee"; DeLuxe's Charmis, "Hearts of Stone," and Sound's Gloria Mann, "Earth Angel."

Also chalking up a hit apiece are Capitol's Five Keys with "Ling Ting Tong," Duke Record's Johnny Ace on "Pledging My Love," Cadence's Bill Hayes on "Ballad of Davy Crockett," Dot's Pat Boone with "Two Hearts" and Savoy's Nappy Brown version of "Don't Be Angry."

The above list, covering only the past four months, illustrates how extensively the younger and newer group of artists have moved into the pop market.

A quick analysis of the past 12 months would add considerably to the newer artist line-up above. Names which must be included are Cadence's Archie Bleyer and the Chordettes, Dot's Billy Vaughn, Columbia's Joan Weber, Dootone's the Penguins, Atlantic's the Chords, Abbott's DeCastro Sisters, Majar's Denise Lor and Label "X's" Richard Maltby.

The established artists, however, [\(Continued on page 24\)](#)

## Score's 90% These Days

NEW YORK, April 30.—Highlighting the fact that new talent and "comeback" talent have moved strongly into the pop record market is the current list of best-selling pop singles. This week, nine of the first 10 disks on the list (page 38) were cut by artists who were either nowhere or dormant in the pop field 12 months ago.

The artists, in order of the standing of their disks on the chart, are Perez Prado, with "Cherry Pink"; Bill Hayes, "Davy Crockett"; Georgia Gibbs, "Dance With Me, Henry"; Les Baxter, "Unchained Melody"; Johnny Maddox, "Crazy Otto Medley"; Al Hibbles, "Unchained Melody"; Fess Parker, "Davy Crockett"; Tennessee Ernie, "Davy Crockett" and Georgia Gibbs again with "Tweedle Dee."

## NEWS OF THE WEEK

### Predict Much More Drama on TV As Movie Firms Enter Picture . . .

The TV network program schedules may show a definite evolution in the direction of increasing amounts of dramatic fare, as the major movie companies move into video. The picture companies have placed far greater emphasis on drama than on comedy, which is the chief type of TV programming today. Now that they have found they can't lick TV but must join it, they may bring their theories along with them. [Page 2](#)

### In Surprise Move Columbia Cuts List Price of 78's—Entire LP's . . .

In a surprise move, Columbia Records this week cut back the "suggested list price" of its 78 r.p.m. records to 89 cents, effective May 1. Simultaneously, the company cut its subsidiary Entire LP line from \$2.98 to \$1.98 per 12-inch disk. "The shellac business is still there," according to Columbia sales execs. [Page 25](#)

### Radio Receives 500,000 LP's Annually From Record Firms . . .

Major record companies ship 250,000 LP's to radio stations annually on subscription to meet growing demands for music programming. Free LP's, plus distribution by other manufacturers and distributors locally, would swell the total to a half-million. [Page 24](#)

### TV Stations Using More Film Packages in Daytime . . .

TV stations are more and more making film library packages a staple of their daytime programming diet. MCA-TV leads other distributors in moving its "Famous Playhouse" strip into this area of the local programming schedule. [Page 10](#)

### Ballroom Booking Circuit Formed in New England . . .

Six New England amusement center-ballroom operators have formed a new booking circuit to aid themselves in securing top talent. Will offer artists an uninterrupted week's work requiring but a single rehearsal session. [Page 58](#)

### Record Stars Booked For Indiana, Michigan Fairs . . .

Two of the larger State fairs, both long-time users of name talent, this week announced their 1955 selections. The Michigan State Fair, Detroit, has signed Frankie Laine, Joni James and Ella Fitzgerald to head its show. Indiana State Fair, Indianapolis, also signed Laine, plus Nat (King) Cole, Tennessee Ernie and the Russ Morgan orchestra. [Page 52](#)

### No Half Price For Kids On Ringling This Year . . .

An age-old tradition was abandoned by the Ringling-Barnum circus with its announcement that there will no longer be a half-priced ticket this year for children. Henry Ringling North also confirmed that all advertising during the season will be placed thru a New York agency rather than direct by representatives of the show. [Page 66](#)

### NBC Mulls Return Match of MOA, ASCAP Debate on Copyrights . . .

Interest generated from last week's debate on the juke box copyright exemption between spokesmen for both Music Operators of America and ASCAP touches off NBC consideration of another match on the airwaves. [Page 80](#)

### Coca-Cola Goes to Cups In New Vending Machines . . .

Coke will be available in cups in the Coca-Cola Company's new vending machines for the first time, when its new vending program gets under way. [Page 76](#)

### DEPARTMENT AND FEATURES

Amusement Games . . . 14	Magic . . . . . 51
Burlesque . . . . . 41	Merchandise . . . . . 49
Carnival . . . . . 40	Music . . . . . 24
Circus . . . . . 46	Music Charts . . . . . 36
Classified Ads . . . . . 22	Music Machines . . . . . 40
Coin Machines . . . . . 25	Parks & Fairs . . . . . 48
Coin Machine Market . . . . . 27	Pipes . . . . . 49
Coming Events . . . . . 39	Railry . . . . . 24
Drive-In Theaters . . . . . 58	Review Dept . . . . . 21
Fairs & Republics . . . . . 49	Shows . . . . . 48
Film Circuit . . . . . 41	Showshow Reports . . . . . 48
General Outlook . . . . . 52	Soups . . . . . 53
Home Ball of Fire . . . . . 26	Television . . . . . 2
Lydia . . . . . 31	TV-Film . . . . . 6
Lost Routes . . . . . 23	TV Reviews . . . . . 5
Letter Line . . . . . 71	Vending Machines . . . . . 76

## Hollywood Influence Presages More TV Drama Programming

NEW YORK, April 30. — With the acceleration of TV activity by major Hollywood studios, some significant changes in video network program emphasis now is being anticipated by informed industry quarters.

Where the evening hours on the webs have been dominated by comedy and situation comedy programs in the past, the entry of the film firms is expected to bring with them the influence of Hollywood thinking, in which dramas are believed to be the best box office. Even tho it's not expected that the major studios' web offerings will fill more than a small percentage of total network evening time during the coming season, there's some feeling that the psychology behind these efforts may carry weight beyond the mere tally of time slots filled.

Already some independent program producers are weighing these facts in their planning. Wilbur Stark, who heads the Stark-Layton package firm, has had an extensive study made of the differences between the types of shows turned out for the TV networks and for motion picture release. The study bears out the conclusion reached by various other industry execs, to the effect that movie men are sold on the sales appeal of dramas.

### Comparative Figures

By comparison, according to Stark's survey, the 1954 efforts of 12 top movie producers show 70.6 per cent of their product devoted to dramas (including melodrama, adventure and mysteries), as against 26.8 per cent of the same type on the TV webs in the evening hours, as tallied from the December Nielsen reports. Conversely, the webs devoted 33.5 per cent of their shows to comedies and situation comedies compared with 10.4 per cent of the movies made by the dozen film makers.

Westerns (including children's

shows) accounted for 13.4 per cent of web evening shows, and for 10.8 per cent of feature films. Music and musical shows were most nearly even, with 4.5 of the TV web efforts and 5.7 per cent of feature films. Others, including sports and news, ran fully 21.8 per cent on the webs, but only 2.5 per cent of the features.

Recent network experiences seem to bear out the contention that drama is good box office. Dramatic anthology shows usually hit ratings between 20 and 35, which may not equal the peak of top comedy efforts but means a healthy audience on a cost-per-thousand basis. NBC has flourished with happy dramatic clients such as Philco-Goodyear and Kraft while its "Producers' Showcase"

super-dramas generally have done better than the musical spectacles. U. S. Steel got its money's worth on ABC, altho preceded and followed by weaker shows. NBC apparently feels the public pulse responding and is adding 90-minute dramatic extravaganzas featuring George Bernard Shaw and Shakespeare on Sunday afternoons next fall.

### Ample Backing

That this trend has ample bank-roller backing may be seen from the fact that the movie majors themselves are making their initial network TV bows via dramatic formats, as witness the Warner deal with ABC and the Twentieth Century-Fox contract with General Electric via CBS. Their feeling is

(Continued on page 3)

## TRUMAN TABBED AS SUBJECT ON 'LIFE' VIDCAST

CHICAGO, April 30.—Former President Harry S. Truman, during his stay here this week, was informed that Ralph Edwards was interested in doing the story of his life on "This Is Your Life." Truman said he was definitely interested.

Edwards plans to drop the surprise element of the show for the Truman episode in deference to his position. Plans call for doing the show in Chicago June 8, when Truman once again will be in town, this time to attend the Truman Library Fund Dinner. Truman, after approving the idea, said he would inform Edwards in the near future if it can be done.

## BOTV Adjusts Staff for New TV Venture

NEW YORK, April 30. — Box Office Television, Inc., one of the two leading independent closed circuit TV firms, has sharply cut its staff and is preparing to embark on a new venture in the TV field. However, William P. Rosensohn, president of the firm, said this week he will continue to be active in putting on commercial closed-circuit telecasts.

Rosensohn denied reports circulating in the field that BOTV is closing up shop. He stated that he is definitely scheduled to produce another closed-circuit telecast in the near future, but he said he was not at liberty to divulge the client or the date of the telecast.

Rosensohn refused to comment on reports that Milton Mound and other backers who helped form the firm a year and a half ago will no longer be associated with the enterprise. Among the original backers are Max Liebman, Sid Caesar, Abram Chasins and Bill Hobin.

### Full Revamp

Indications are that the Rosensohn will continue to be active in the closed-circuit field, the present BOTV set-up is being completely re-organized by Rosensohn into a different venture, which probably will assume a different corporate name.

Rosensohn is turning over his present offices to National Affiliated Television Stations, Inc. He said he will move to new headquarters in the near future, where he will be engaged in a new operation. The new business will be that of an experimental TV studio, which will serve agencies and producers in putting together TV commercials and other similar work. The firm's closed-circuit activities will be supplementary to the studio operation, Rosensohn said.

## SPONSORS GRAPPLE FOR TIME

# Instant Coffee and Paper Tissues Peeling Greenbacks

NEW YORK, April 30.—With planning already well along for the coming season, the competitive battle for customers is certain to be reflected in greatly amplified TV spending for at least two products — instant coffee and paper tissues.

General Foods, which dominates the jiffy coffee market with its instant Maxwell House, is expected to up its budget for the product from \$3,000,000,000 this year to \$5,000,000, next year.

In the paper fields International Celucotton is beginning to make its move for its Kleenex division to challenge the strong position built up by the Scott Paper Com-

pany because of its use of video. Kleenex has bought alternate weeks of three summer half hours on the NBC-TV network for nighttime slotting. It has also made a major purchase of a fall show, Perry Como, on the same network. The buy was for one-third of the program every other week. Indications are that another fall purchase, perhaps an alternate week on a half-hour show is also in the wind for Kleenex, a strongly established brand name which has been under considerable pressure recently from Scott.

Scott Paper is not resting on its laurels. It has contracted for "Father Knows Best" next season and may renew "Omnibus" next season. Its big plunge, however, next season or even before, will be into daytime. NBC-TV this week piped a color closed circuit show into the board room of the Scott Paper Company to present its available daytime programming. The result may be an order for three quarter-hour segments of different Wednesday daytime stanzas on the web. The buy would be made on Wednesdays so as to give Scott contiguity with "Father."

### Other Competitors

Other competitors in this same line are not taking a back seat. Johnson & Johnson has been using

TV film programming for its "Yes" tissue, and Doeskin has been buying spots on "Tonight" in addition to other TV activity. In a related line of paper products, Hudson napkins is said to have increased its share of napkin sales from 21 per cent to 48 per cent thru use of daytime TV.

The catalyst plunging instant coffee makers into heavier video expenditures is the report that The Great Atlantic & Pacific Tea Company will market an instant coffee of its own. Since the A.&P. brand coffee has already become such a major in that line, the instant coffee makers feel that they will have to meet the competition with stronger advertising.

Borden's already uses "Justice" for its instant coffee and other products. Nestle's has already bought the Dorsey brothers on CBS-TV for next season. It now owns one-third of Gleason, which indicates its budget for TV is being upped. The company markets two types of jiffy coffee, Nescafe and instant coffee. Chase & Sanborn, another instant coffee maker, has gone back into TV to plug the merits of its product. It has used film series and heavy spot TV campaign. And the smaller coffee makers have spent plentifully for

(Continued on page 3)

## Fight Over Toll TV Grows More Heated

By BEN ATLAS

WASHINGTON, April 30.—The battle over fee TV is gathering steam at the Federal Communications Commission, but it is more certain than ever that oral arguments on the issue will not be held before next fall—if hearings are staged at all.

A public relations drive by proponents and foes of subscription television is showing results in an unending stream of comments pouring into the FCC from groups and individuals. Some 3,000 letters and post cards have arrived at the FCC.

The bulk of the mail is from individuals apparently inspired to write after hearing arguments or reading literature circulated by the highly articulate protagonists and antagonists of toll TV.

### Industry Comments Missing

Comments from major industry participants in the struggle for and against subscription service are conspicuously missing in the mail pouring into the FCC. The bulk of industry comments are expected to be withheld until sometime closer to the June 9th deadline for filing.

The FCC will not reach conclusive action on the issue for months. There will be time for filing of counter-arguments after the June 9th deadline. Any possibility that oral arguments or hearings will be scheduled immediately afterwards has been ruled out by the FCC's announcement this week that the Commission will not schedule hearings or oral arguments on any issue during the entire month of August, which has been set aside for vacations by members of the

Commission on a rotating basis and by FCC staffers.

Significantly, a growing volume of mail is reaching Capitol Hill as well as the FCC on the controversial subscription TV issue. Copies of several score letters reaching the Hill have been referred by congressmen to the FCC without comment from the lawmakers.

An overwhelming majority of individuals who have written to the FCC and to their congressmen on the subject are in favor of toll TV. About 1,200 of these have made known their views on post cards. The growing pile-up of mail includes comments from a wide variety of occupational groups, including doctors, lawyers, teachers, manufacturers, clothing store owners, salesmen, scrap-iron dealers and jewelers.

### SBA in Favor

Among comments this week was one from the Small Businessmen's Association, Inc., of Illinois, which went on record in support of fee TV. The SBA cited the Zenith phonevision experiment in Chicago in 1951 as being successful. The SBA said, "The question is not whether to authorize (Toll TV) but how soon it can be tried."

Also among comments this week was one from Commander E. F. McDonald, president of Zenith Corporation, protesting against circulation of an anti-toll TV piece of literature which McDonald described as "the most vicious and unfair tactic that I have ever seen in the course of consideration of a public issue." McDonald declared that Zenith is investigating the source of the literature and will bring the facts to the FCC.

## NBC Maps Big Show, Talent Building Plan

CHICAGO, April 30.—A multi-million dollar talent and show development program, including an international search for new performing and writing talent for NBC, was outlined Friday (29) by Sylvester L. Weaver Jr., president of NBC, in an address before the Chicago Executives' Club at the Morrison Hotel.

The project, which would be aimed at uncovering new sources of writing, comedy, dramatic, dancing, singing, direction and production talent, was said to represent an expression of NBC's faith in the future of television and an indication of its determination to keep the medium alive, fresh and exciting in the years ahead.

The first step in the new project would be the comedy development plan, according to Weaver. This was organized nationally to discover, develop and bring to maturity comedians of the future. Also off the planning boards and already in the development stage is the music plan. NBC is already negotiating with Rogers and Ham-

merstein to do an original opera for television. Weaver added that the noted Broadway collaborators are excited and want to do similar works.

### Closed Circuit Use

Also under consideration by the web is a more elaborate utilization of its closed-circuit facilities, or interconnection as NBC calls it. The idea is to use the closed circuit as an audition cable, which will permit programming executives to showcase new acts and programs developed by local stations with local talent for possible network use. This idea, if brought to maturity, could well become the handiest showcase and reference tool available to all segments of the entertainment industry as far as TV talent pools are concerned.

Another NBC idea may well bring network TV at its best down to a local-national level with almost the same impact as the timely punch of scoop newsreel coverage. This plan calls for producing local shows of top caliber on the net-

(Continued on page 3)

## The Billboard

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# CBS Makes Program Moves; Sales Quieter

NEW YORK, April 30.—Sales action at CBS-TV this week was at a minimum, with several decisions, however, having been made on the programming front. The web has definitely slotted "Gun-smoke" in the Thursday 8-8:30 p.m. time period for next season and is out looking for a client.

It has also made a decision on three of its five kid shows in the 7:30-8 p.m. strip. "Cochise" goes in Wednesdays, Quaker Oats' "Sergeant Preston" Thursdays and "Flicka" on Fridays. Whitehall Pharnacal has placed an order for Tuesday nights, 7:30-8 for an un-

designated show, and Chesterfield has an option on Mondays. The web has no shortage of clients for the strip, seven of them having already offered their business.

Sheaffer and Maytag have bought Tuesday evenings 8:30-9 for an unselected show, the choice probably being a comedy. And the network is still trying to find an important advertiser to share sponsorship of the Phil Silvers show, which moves into the Tuesday 8-8:30 p.m. time period next fall.

The network's programming brass are still trying to whip "Mardi Gras" into shape. The show which is tagged for the Saturday 10-11 p.m. time period was considered too elaborate in its kine.

## NBC Talent Plan

Continued from page 2

work, possibly on a monthly schedule, originating the shows from their regular station facilities. Other projects outlined by Weaver include the providing of scholarships for graduates of dramatic schools, assisting Broadway producers in casting their plays with an eye to eventual utilization in television of the talent, and the use of radio as an added showcase for testing performers for eventual use in television.

Weaver was quick in pointing out that a project such as this could only be supported by profits of other broadcasting operations, and to date, these profits have not been as large as those in other industries. He went on to describe how this project will bring about better television in the long run and how profits in the TV medium can only be counted in intangibles. He cited the success of various other gambles such as "Home," "Today" and "Peter Pan." Weaver predicted that thru the use of automation it is conceivable that sets in 1975 will reach 90 per cent saturation.

## DIG THAT CRAZY NBC TREASURE

NEW YORK, April 30.—NBC-TV is playing around with a wacky new daytime programming idea. Two packagers have submitted a show based on a plot of ground in Miami which is called Treasure Island. The program will feature people digging for treasure—mink coats, small and large appliances, diamond rings and other such prizes—on the island. The web figures the idea is crazy enough to catch the fancy of the public.

## RESTLESS PEOPLE

John R. Hurley, formerly account supervisor for Manning Public Relations, has moved to the Detroit office of Batten, Barton, Durstine & Osborn as public relations manager. . . . Herb Coleman and Al Wallace at Talent Associates are producing "A Moment for Mother," a new live video package featuring Robin Chandler, TV personality. . . . David O. Alber, flackery firm, is moving to larger air-conditioned headquarters at 44 East 53d Street, New York. . . . Hilly Elkins, former William Morris exec who recently joined Henry C. Brown talent agency, flew to the Coast this week to conclude some TV deals. . . . Television writer Mann Rubin has been selected as the most promising young American playwright by the Theater Club, Inc., which will present him with an award next Tuesday (3) at a Hotel Roosevelt, New York, luncheon. Rubin's newest TV script will be aired on "Studio One" on May 9.

Bert Hochman, former night city editor of the now defunct Brooklyn Eagle, has joined the public relations division of Lever Brothers Company as publications editor. . . . Samuel Chotzinoff, producer of the NBC Opera Theater, left for Europe on April 27 for a six-week trip. . . . TV producer Tony Ford has been signed by Mercury Artists Talent Agency to head up the agency's TV department. . . . Bud Coulson, for the past five years public relations director for the Don Lee radio-TV operation, will join the public relations department of Disneyland on May 9. . . . Emil Mogul, prexy of the agency bearing his name, left this week for a six-week combined business and pleasure trip with his wife to Israel, Greece, Turkey and other lands.

David Reque, of Brooklyn, has been named radio and television editor for The Washington Daily News (26). Reque succeeds Bernie Harrison, who has joined The Washington Evening and Sunday Star as radio and TV editor.

zoomed out of nowhere to its present affluent place in the business. And it was TV that was predominantly responsible, with its 9:30-10 p.m. time period on CBS-TV one of the chief contributing influences.

Scott is another unparalleled success story. The company, realizing the potentialities of the medium, has made astute use of it with a product that never was of any consequence as an advertising factor on radio. This has helped to contribute greatly to the growth of the company which has been unmatched in its recent years. Both companies want to stay on top and both will spend heavily to see that their positions are not shaken.

## NTA Outlines 'Fabulous 40' Sales Drive

NEW YORK, April 30.—National Telefilm Associates, wasting no time in getting its new "Fabulous Forty" feature package to the sales block, this week formulated a sales campaign which includes a pitch to stations on how they can draw local merchants in as bank-rollers of the features.

NTA's suggestion to stations is that they tag the package "Main Street Theater" (or whatever the name of the major thoroughfare in the community) and tie in merchants whose stores are located on the main street. In this way, NTA feels, the station would give the feature film show a community flavor.

Included in the ammunition NTA is providing its salesmen for selling the "Fabulous Forty" package is an 80-minute film, consisting of 40 two-minute trailers on each feature. Station film buyers who view this film, it's felt, would get a complete picture of what the package contains.

In addition to the "Fabulous Forty" package, NTA is readying a sales drive on 26 new episodes of "China Smith" and also on "Police Call."

## Sponsors Grapple

Continued from page 2

spots. They include G. Washington, Savarin, Martinson's Ehlers and other brands.

TV's dynamic selling power in both lines of products is evident in what it has done for leaders in both fields. Within several years Maxwell House's instant coffee has

# ABC Stiffens Fall, Summer Line-Ups

NEW YORK, April 30.—ABC-TV's programming arm this week pulled in a major new property in the person of Bishop Fulton J. Sheen for the fall, and its sales arm busily racked up three sales that will hike the web's billings for this summer.

New bankrollers brought into the firm this week were Miles Laboratories, which will take on the Monday, Wednesday, Friday segments of John Daly and the News starting July 1; Geritol, which will replace Remington Rand as co-sponsor of "Masquerade Party," and Dodge, which will take over the Saturday 9-10 p.m. slot for a Lawrence Welk musical stanza. The bankrollers, of course, may continue with these stanzas into next season.

Acquisition of the Sheen show for the Thursday 8-8:30 p.m. time slot starts the ball rolling on ABC's build-up of its Thursday night roster for next fall. Admiral, which sponsored Bishop Sheen for two years on Du Mont, reportedly will not bankroll the show on ABC. ABC, it's also understood, is pitching the Sheen show to bankrollers willing to pick up sponsorship both on TV and radio.

Miles' buy of John D. the question of what Oil, which currently show Mondays, Wednesdays and Fridays in a limited spread of 20 or so markets, will do. ABC would like Tide Water to switch over to the Tuesday and Thursday segments.

The Lawrence Welk show that Dodge will sponsor on the ABC web will be similar in format to the high-rated Welk stanza that the firm has been bankrolling locally on KTLA, Los Angeles, for several years. Dodge will continue bankrolling the local KTLA stanza.

In another programming move, ABC-TV this week tagged Cyril Ritchard as star of "Devil's Theater," on which it will shoot a kine for pitching to potential fall bank-rollers.

The Bishop Sheen show will be the fifth Du Mont stanza that ABC-TV has acquired within the past year. The others that have made the shift from Du Mont to ABC are "Dollar a Second," "20 Questions," the Monday night Eastern Parkway Arena boxing bouts and "Johns Hopkins Science Review."

## Hwd. Influence

Continued from page 2

understood to be that they have pulled millions of people into theaters, past box offices, mainly with dramatic fare, and that a switch in media does not affect basic values, for the play is still the thing.

This philosophy could well permeate other quarters in the TV industry. Stark-Layton, for example, on the basis of its survey, is now placing its packaging accent on dramas. It is currently airing NBC-TV's top-rated daytime show in the dramatic serial, "Modern Romances," and now is building an hour-long prestige anthology show for evening airing.

The pro-drama elements in the industry point out that the dramatic show generally is the most consistent in delivering for its bankroller, for several reasons. If done well, it will hold viewers' interest thruout, even for a full hour. It maintains a higher standard on a week-to-week basis and with less wear and tear. As a series it has greater longevity because it is not forced to rely on a single group of characters whose activities may pall. And it maintains interest while attracting new following by being able to change pace thruout or switching to various types of drama, including comedy.

So altho the movie makers, having been unable to beat TV may now be joining it, they may also bring to the newer medium their own brand of thinking on what the public wants.

# NEWS IN BRIEF

## POLITICOS GET MINUTE, 5-MINUTE NBC TIME . . .

NBC-TV has made one-minute and five-minute time periods available to political parties for the 1956 presidential campaign. The proposal is expected to result in amplified and better organized use of the medium by the Democrats and Republicans for the next presidential race.

## NBC-TV WEIGHS LONGER "SCHOOL," "HOME" TIME . . .

NBC-TV is weighing a major daytime move. The web will most likely fill the 10-12 a.m. strip with two shows, "Ding Dong School," and "Home," by lengthening them each a quarter of an hour across the board. "Ding Dong" would run from 10-10:45, and "Home," 10:45-12 a.m. Both are practically sold out. Sheilah Graham and "Way of the World" will be moved out, with the latter expected to be axed.

## TENNESSEE ERNIE TO GET MISS COCA'S TIME . . .

NBC-TV expects to give Tennessee Ernie his big chance in nighttime TV. The hillbilly comic is slated to replace Imogene Coca next fall on Saturday 9-9:30 for her sponsors. Ernie has won the respect of the web's programming brass by his daytime work.

## REYNOLDS EYES 'FRONTIER' AND 'ROBIN HOOD' PIC . . .

Reynolds Metals is playing around with two shows for its Sunday night 7:30-8 on NBC-TV slot next fall. The advertiser will

most likely go with Worthington Minor's "Frontier" but is also considering Official Films' "Robin Hood," which stars Richard Greene.

## DORMEYER ENTERS COMO LINE-UP IN SWITCH . . .

Perry Como's line-up of sponsors changed again this week. His newest client is Dormeyer small appliances, which replaces Tums and shares one-third of the show with Kleenex. Noxzema is also in for a half of one-third, and Lambert Pharnacal has bought one-third. Only a half of one-third of the Saturday 8-9 p.m. show remains available.

## GE BUYS ALTERNATE FRI. FOR 'PHOEBE' . . .

General Electric has bought the alternate Fridays 9:30-10 p.m. on NBC-TV for next season for its major appliance division. The advertiser already shares the time period with Campbell Soup for the summer. GE is bullish on "Dear Phoebe," the series in the time slot.

## NBC TO RELEASE FORT WAYNE STUDY . . .

NBC-TV is getting ready to release the details of its \$250,000 Fort Wayne (Ind.) study. The network made a pilot study of the city in September 1953, three months before TV came to town; then three months afterwards, in the spring of 1954. The study reveals that the medium caused great changes in the habits of Fort Wayne's citizens, particularly in relation to printed media.

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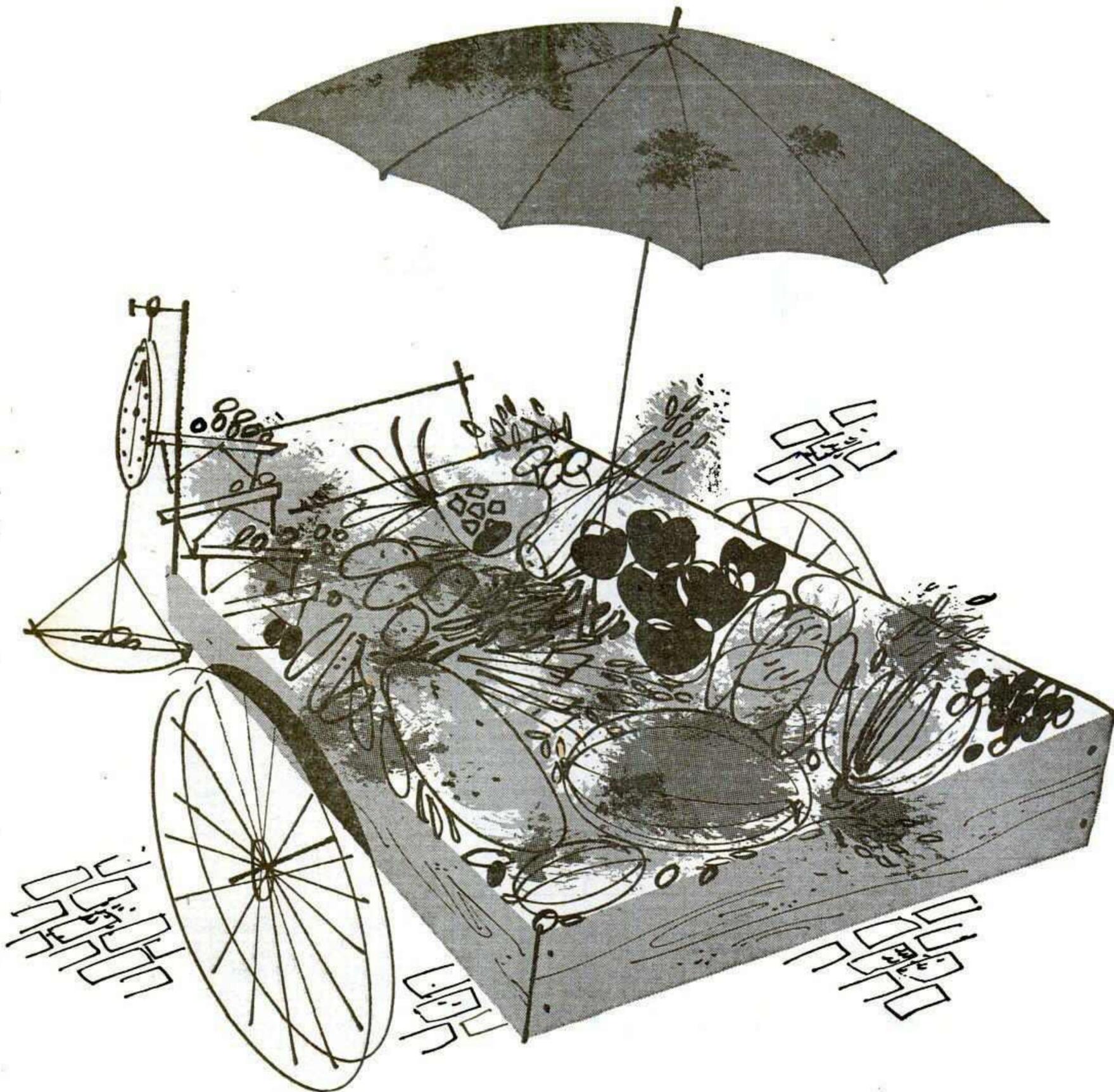
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... from pushcarts to supermarkets . . . the mighty merchandising methods of the Crosley Stations have always been recognized for making every day moving day at the point of sale. And here's the latest proof—

## The Billboard

First Place Award for Merchandising Promotion  
Voted to WLW-T (BY 254 EXECUTIVES IN TELEVISION AND ADVERTISING)

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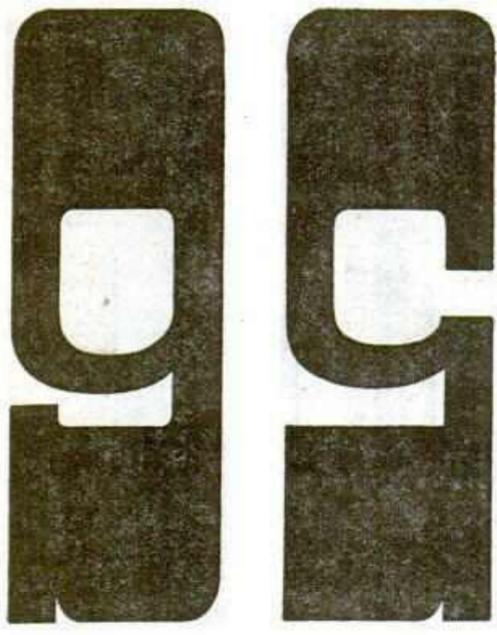
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*these feature pictures*

**NOW**

*the first time on television.....*

*Hand-picked, top budget,  
hour-long (53 min. 20 sec.)  
Republic Pictures  
Corporation feature films  
starring Gene Autry  
and a cast of top  
supporting players.*



**hour-long features**

*are immediately available  
for local, regional or  
national sponsorship from*

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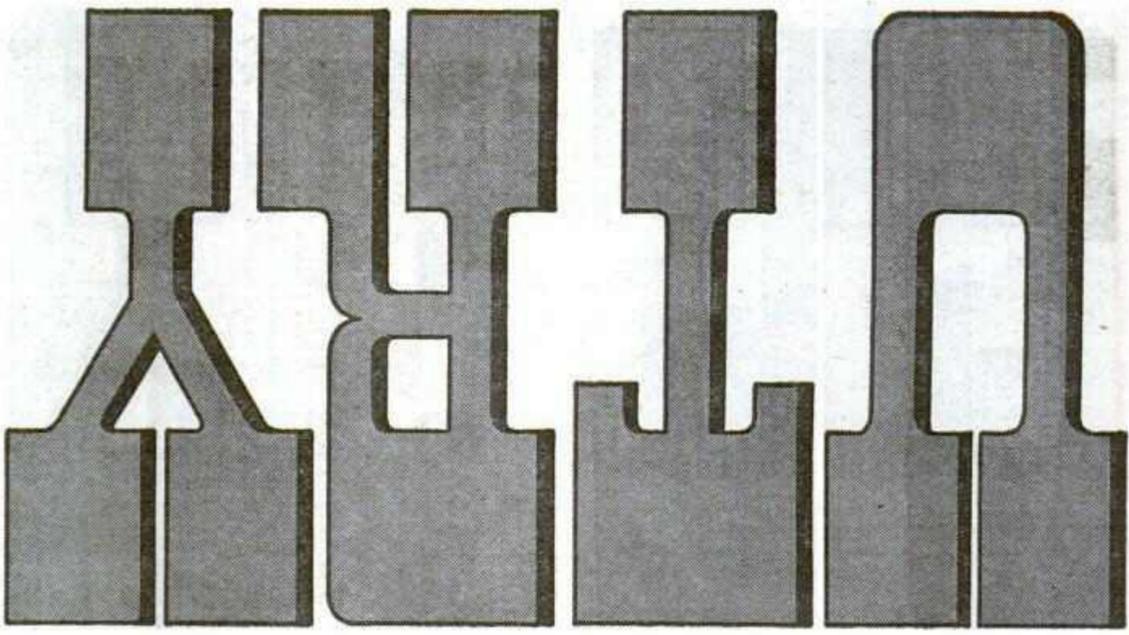
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*never before on television.....*

*These hour-long  
(53 min. 20 sec.) Republic  
Pictures Corporation  
high-budget productions  
star Roy Rogers and  
feature a well-known  
supporting cast.*

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for local, regional or  
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NEW ORLEANS • NEW YORK • PHILADELPHIA • PITTSBURGH • ROANOKE • ST. LOUIS • SALT LAKE CITY • SAN FRANCISCO • SEATTLE • TORONTO • LONDON • PARIS

## Daytime TV Leans Heavily On Library Film Packages

NEW YORK, April 30.—Increasing evidence of a growing appetite for syndicated library packages as a daytime programming staple by local TV stations is indicated by recent purchases from MCA-TV, CBS-TV Film Sales and several other distributors. MCA-TV has already sold daytime strips to 27 out of the top 39 markets, and is in well over 100 markets with such shows. CBS-TV, on the basis of sales of Gene Autry and "Range Rider," is in nearly 20 markets with daytime strips. And both Television Programs of America, with "Ramar of the Jungle," and Guild Films with Liberace have also racked up numerous daytime purchases.

The NBC-TV survey reported in The Billboard several weeks ago stated that an overwhelming number of their affiliates asked for women's feature films for their day-

time programming schedules. The network is trying to work several large moving picture packages free. In lieu of them, however, the rerun product is taking up the slack at many outlets.

Such syndicated films can be bought at a reasonable enough

## NARTB Bid to Vidfilmmers, Syndicators?

WASHINGTON, April 30.—The National Association of Radio and Television Broadcasters' TV Code Review Board will meet here next week (3, 4) to examine the possibility of inviting TV film producers and syndicates to become official subscribers to the industry's TV code.

If the TV Code Review Board recommends this action, it would be one of the broadest steps yet undertaken to widen recognition of the TV code and to spur industry-wide support. Under present code regulations, only operating stations and networks can become subscribers to the code. Administration of the code by NARTB's Code Review Board is supported financially by dues-paying subscribers.

Consideration of how to stimulate code recognition in films at the production level was among many points discussed during testimony at recent hearings of the Senate Juvenile Delinquency Subcommittee on TV program fare for children.

John E. Fetzer, WKZO-TV, Kalamazoo, Mich., chairman of the code board, will preside at next week's meeting which will also study results of the board's recently

price, where enough episodes are available and have worn out their nighttime welcome, to bring in a profit to the stations. Local stations who hustle can sell enough participations to advertisers to rack up impressive grosses in comparison to what they can make from network business. The fact that NBC affiliates are not supplied with commercial programs by the web also compels them to take the library packages and produce local revenue with them.

MCA-TV is in such tough markets as Indianapolis, Providence, St. Louis and New Haven with its daytime strips. Its program sales division has sold mainly its "Famous Playhouse" anthology series, the occasionally a "Hollywood Mystery Playhouse" is bought.

MCA-TV now has 241 half hours of the former series available, plus another 156 recently acquired from United Television Programs thru its recent buyout. Stations consequently can run this show for more than 70 weeks without using any reruns. This, of course, does not include other MCA-TV anthology programs now on the network which ultimately are destined for inclusion in the "Famous Playhouse" library.

Because many of these shows, available for daytime stripping have been programmed on the network, and on nighttime TV locally,

(Continued on page 21)

## Two New Series Being Readied By Screen Gems

NEW YORK, April 30.—Screen Gems added two new TV film properties this week for pitching to national sponsors, possibly for airing this fall.

The new shows, both to be co-produced by Herbert Leonard who currently produces "Rin Tin Tin," are "Tales of the Bengal Lancers" and "Circus Boy." The properties will bring to four the number of shows Screen Gems currently has available for national sale. The others are "You Can't Take It With You" and "Jungle Jim."

The "Lancers" series will have its setting in a border town in India in the early 1900's and will revolve around the adventures of two Bengal Lancers.

"Circus Boy," which is a property that Leonard created from a book in partnership with Norman Blackburn, will feature the adventures of a 10-year-old boy traveling with a circus during the early 1900's. Circus acts, including acrobats, clowns and animals, will be made an integral part of the series.

(Continued on page 18)

## 2 More Up for Syndication

HOLLYWOOD, April 30.—Two new properties became available for the syndicated market this week. First is "Frankie Fontaine Show," being distributed by Studio Films. Second is "Hey, Mulligan," Mickey Rooney starrer seen over NBC-TV this year, which the William Morris agency is attempting to place with a distributor.

Fontaine show, previously titled "Showtime Musical Varieties," consists of Old Snader Telescriptions hooked together, with Fontaine acting as emcee to bridge the gaps. First reports are that the series turned out surprisingly good.

"Hey, Mulligan," which went on the air last fall, was received with mixed reviews and never was able to get off the ground against Jackie Gleason. Situation comedy deals with experiences of a page boy.

## WESTERN TV DEAL

# Fox Reaps \$1-Mil, Stock From C. & C.

NEW YORK, April 30.—Details of the Cantrell & Cochrane Super Corporation deal with Matty Fox's Western TV for its library of 800 features this week came to light in its recent report to its stockholders. Fox in essence received \$1,000,000 plus 1,000,000 shares of C.&C. stock and an option to pick up another 600,000 shares over a period of five years.

The company is paying for the pictures which give it \$10,000,000 worth of time on 260 stations with its stock. Shares will be increased from 8,000,000 to 10,000,000, if the stockholders approve.

A key figure in the deal is William Zeckendorf, the much-publicized Webb & Knapp real estate operator. It was he who turned over 23 shares of Western TV stock to C.&C. in return for 575,000 shares of the corporation and an option to buy 400,000 more over a five-year period.

To acquire the 23 shares of Western, Zeckendorf paid Matty Fox the \$1,000,000. Altogether there are 40 shares of Western stock, a privately owned company. Fox, of course, turned over his 17 shares to C.&C. for stock in that company.

Walter Heller

Another important party to the deal is Walter Heller, the Chicago factoring company. Heller advanced Fox \$2,900,000 on June 24, 1954, in exchange for a chattel mortgage on the films. He has been paid off a substantial sum

since then, but will continue to be paid back at an estimated rate of \$50,000 monthly by C.&C. which assumes Fox's obligations.

The deal was made by C.&C., which is headed by Walter Mack, the former Pepsi-Cola magnate, to get into TV in a big way. The company makes a canned soft drink but is different from its competitors in that it does not license local

(Continued on page 21)

## TWO-FOLD MOVE

# Official Gets Rerun Properties, Secures Solid Toe Hold in Britain

NEW YORK, April 30.—A move, which will provide it with several new properties and give it a strong toe hold in England's commercial television operation, was made by Official Films this week.

The firm has acquired three new properties, all of them to be produced by Sapphire Productions in London. Official's decision to add three more British-produced properties to its roster was probably made with one eye cocked on the new market that will be opened up by the establishment of commercial TV in England.

There's little doubt that a series produced in England will be easier

to sell there than would an American-made stanza. The firm already has two British made stanzas—"Robin Hood" and "Scarlet Pimpernel" set for release in the next few weeks.

The three new properties are "Mr. Pastry," a situation comedy starring Dickie Heme, a comedian and pantomimist who reportedly is a popular favorite with the British public; "Tangiers," an adventure series whose exterior will be shot in North Africa, and a dramatic anthology stanza about the lives of famous people.

Deals on the new properties were consummated by Hal Hack-

## THE BILLBOARD SCOREBOARD

### • Top 25 Vidfilms Among Men

and Their Pulse Multi-Market Ratings

Rank Order	Title and Distributor of Series	Men per 100 Homes	Avg. March Rtg.
1.....	Inner Sanctum (NBC Film)	89	7.6
2.....	Biff Baker, U. S. A. (MCA-TV)	88	3.6
3.....	Boston Blackie (Ziv-TV)	88	11.8
4.....	Colonel March of Scotland Yard (Official Films)	87	4.5
5.....	Foreign Intrigue (Official Films)	86	10.2
6.....	The Falcon (NBC Film)	85	12.6
7.....	Dangerous Assignment (NBC Film)	84	7.4
7.....	Eddie Cantor (Ziv-TV)	84	13.3
7.....	International Police (NTA)	84	6.6
10.....	City Detective (MCA-TV)	83	11.5
10.....	Ellery Queen (TPA)	83	13.3
10.....	Mr. and Mrs. North (ATPS)	83	6.2
13.....	I'm the Law (MCA-TV)	81	4.7
13.....	I Led Three Lives (Ziv-TV)	81	15.5
13.....	Mr. District Attorney (Ziv-TV)	81	13.7
13.....	The Whistler (CBS Film)	81	15.5
17.....	Captured (NBC Film)	79	6.4
17.....	China Smith (NTA)	79	3.3
17.....	Douglas Fairbanks Presents (ABC Film)	79	16.6
17.....	Facts Forum (Facts Forum, Inc.)	79	2.1
17.....	Waterfront (MCA-TV)	79	15.1
22.....	Amos 'n' Andy (CBS Film)	77	11.5
22.....	Death Valley Days (Pacific-Borax)	77	13.6
22.....	Files of Jeffrey Jones (CBS Film)	77	4.7
22.....	Man Behind the Badge (MCA-TV)	77	9.6

## 15 New Markets Order Autry-Rogers Westerns

NEW YORK, April 30.—The MCA-TV cash register is playing a merry Western tune. Sales of 123 Gene Autry-Roy Rogers pictures have already racked up a gross of \$3,000,000 in 13 cities, with firm orders in from another 15 cities which will bring the total to about \$4,500,000.

Biggest single purchase, for about \$1,500,000, was by the General Teleradio Group for its four stations, but since then orders have come in from outlets KSD-TV, St. Louis; WTNJ-TV, Milwaukee; KPHO-TV, Phoenix; WOW-TV, Omaha; KCMO-TV, Kansas City,

Mo.; WCCO-TV, Minneapolis; KPRC-TV, Houston; KTNT-TV, Seattle, and a Portland, Ore., station. All are two-year deals.

It was initially thought that most of the stations wanted the Westerns to take the measure of ABC-TV's "Mickey Mouse Club." This however, has not proven the case. They will be used on Saturday and Sunday morning schedules, in addition to other weekday afternoon slots. And on ABC-TV affiliates which have bought the package, it will be placed before or after the "Mickey Mouse Club."

Interestingly enough MCA-TV decided to throw the package into syndication in spite of several juicy offers from national sponsors. The feeling was that giving the property to one network sponsor would provide certain hazards. The show would be tied up for a long time and the distributor felt that TV conditions are so unpredictable that it would be wiser to throw it into syndication immediately. There are 56 Autry and 67 Rogers pictures. Lou Friedland is in charge of MCA-TV's station sales division.

## ABC-TV to Go To Vidfilm If Need Arises

HOLLYWOOD, April 30.—ABC-TV will begin producing television film at its Television Center here if the program needs of the coming season so dictate, Earl Hudson, vice-president in charge of the network's Western division, said this week.

Conversion to TV filming would present a considerable problem, Hudson stated, despite the fact that the present plant was once a mo-

(Continued on page 18)

## Nielsen Exec Reports Film Equal to Live

NEW YORK, April 30.—The TV film industry's long-standing contention that film is in no way inferior to live telecasts in ability to attract audiences was given strong support this week by George

(Continued on page 21)

## M-G-M TOPPERS TALK TV FIELD

NEW YORK, April 30.—Metro-Goldwyn-Mayer toppers this week began a series of meetings concerning TV, with the return of Nicholas M. Schenck, its president, from Florida. M-G-M production chief Dore Schary stated that the meetings were just talks. Reports in Hollywood, however, were that the film company would announce its entry into the TV film field at the conclusion of the confabs.

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"MR. ACTION"  
HIMSELF!**



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SYNDICATION, INC.

The hottest *new* TV film show you can buy! There are 78 films all told, with Fairbanks himself as your host-producer for every show...and star of one out of every four. And does he do things for sales? Just ask his satisfied sponsors... they're not hard to find!

**OTHER TOP TV  
FROM ABC FILM  
SYNDICATION, INC.**

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(PASSPORT TO DANGER)  
THE PLAYHOUSE  
KIERAN'S KALEIDOSCOPE)

**RHEINGOLD SPONSORS  
FAIRBANKS  
3rd YEAR IN ROW**

Rheingold Beer is currently in its third successive year of regional sponsorship of "Douglas Fairbanks Jr. Presents." And if that sounds like a success story...it is!

**VARIETY SHOWS  
FAIRBANKS  
TOP-RATED AGAIN**

Variety's ARB Film Chart of February 9, 1955, shows "Douglas Fairbanks Jr. Presents" on top again in New York with a hefty 20.0 rating, 43% share-of-audience. Average ARB rating for 1954: 18.5.

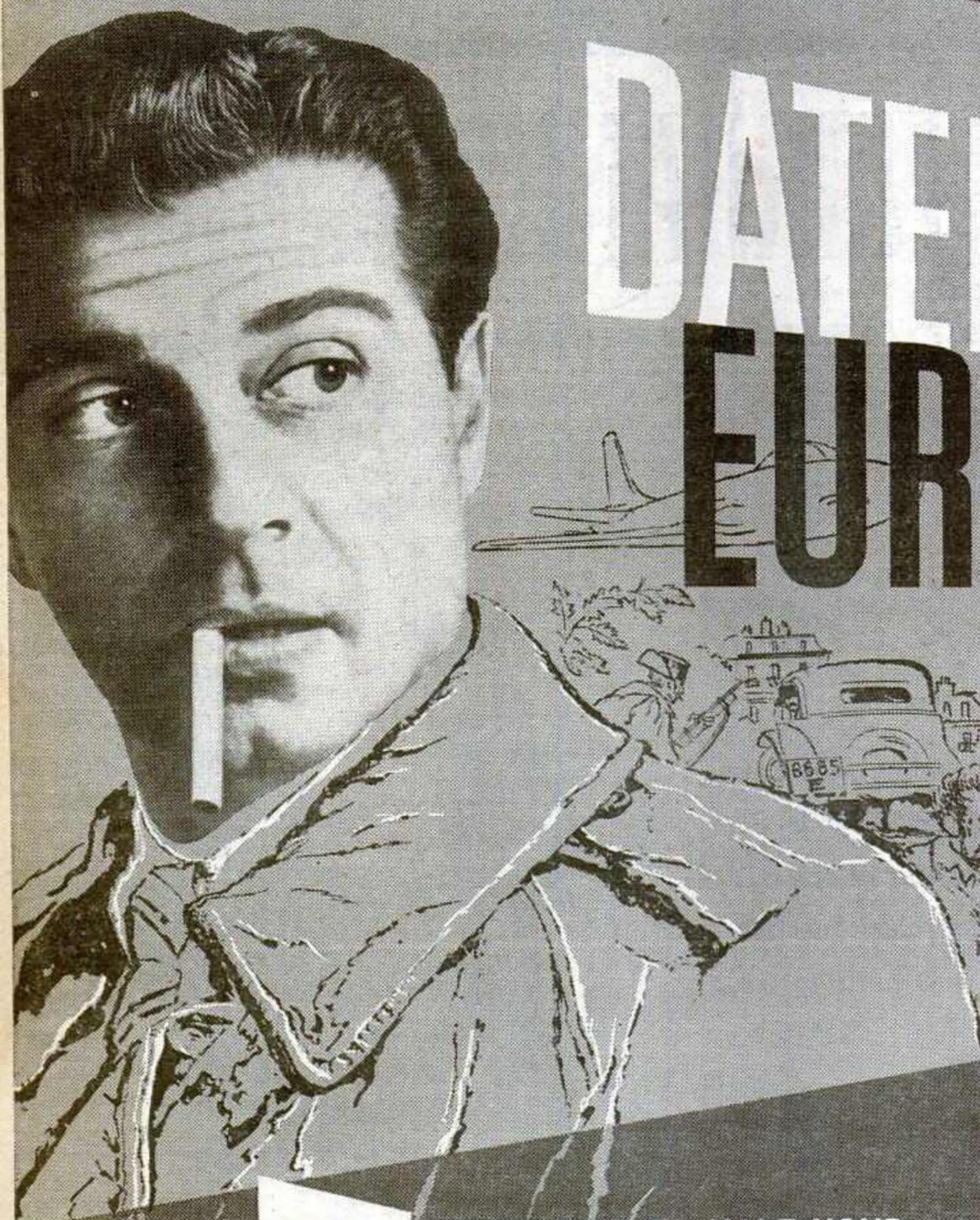
**FAIRBANKS FILMS WIN  
BILLBOARD AWARD**

Billboard's Second Annual TV Award goes to "Douglas Fairbanks Jr. Presents" as the best non-network dramatic film show of the year.

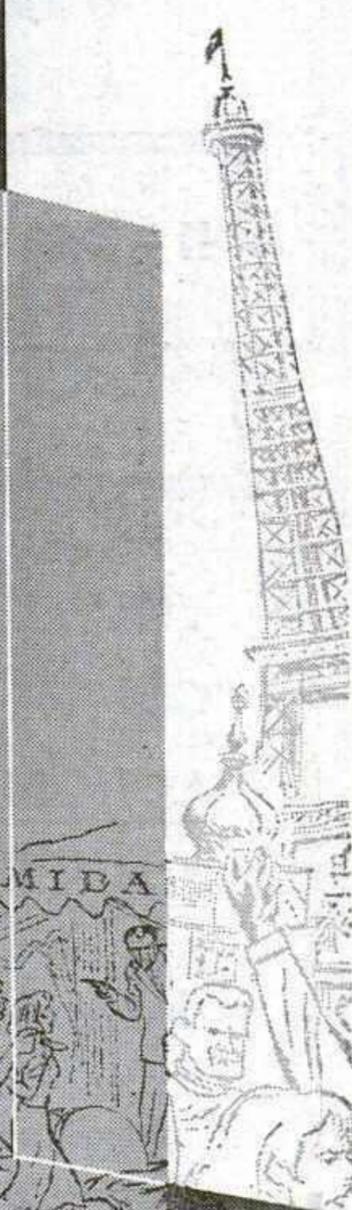
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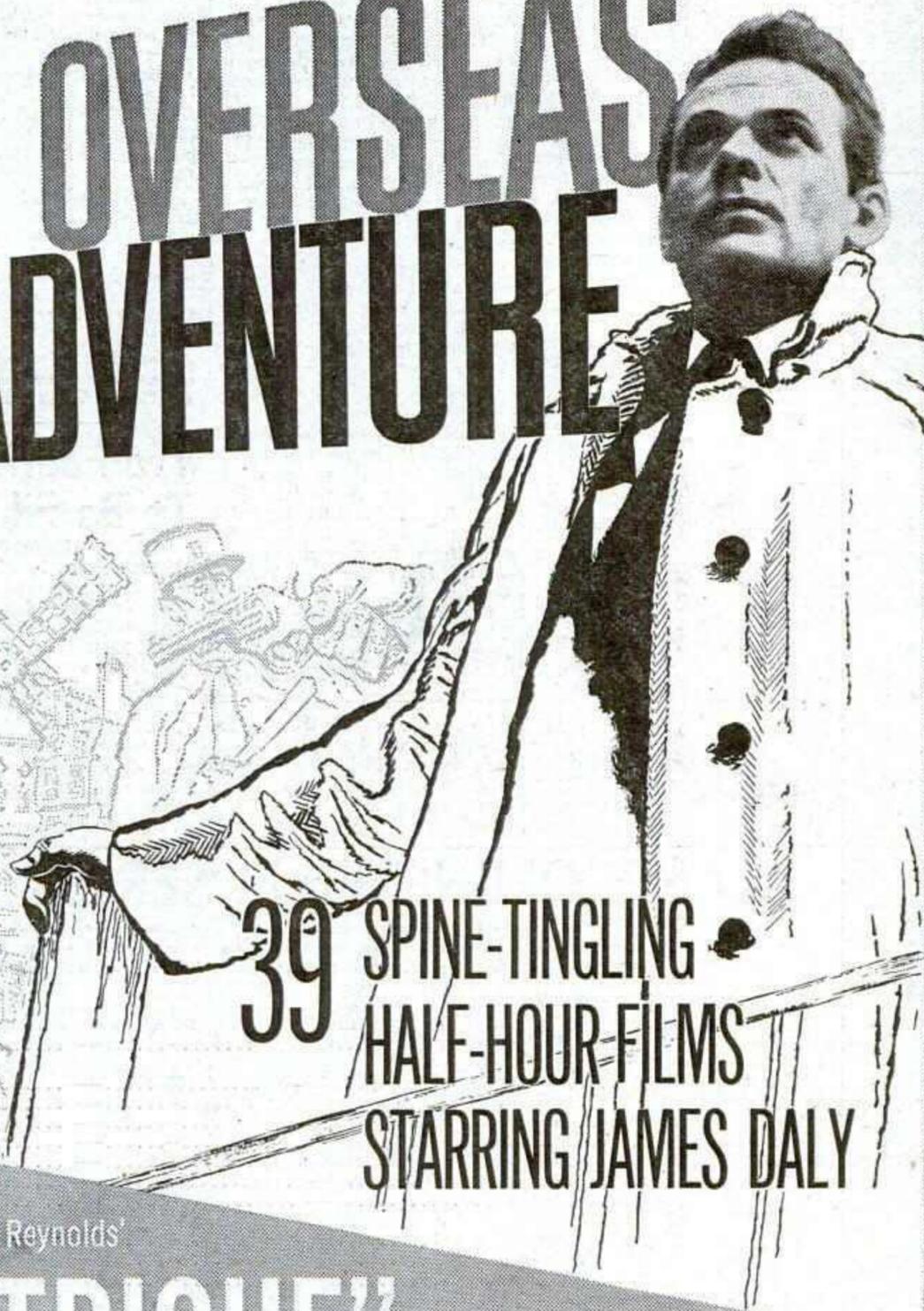


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| Philadelphia—1420 Walnut St.      | Denver—1535 Hudson St.            |
| Chicago—360 No. Michigan Ave.     | Minneapolis—Calhoun Beach Hotel,  |
| Boston—419 Baylston Street        | 2925 Dean Blvd.                   |
| Atlanta—333 Candler Bldg.         | Cleveland—2459 Fenwick Road       |

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- ★ COMEDY
  - ★ DRAMA
  - ★ MYSTERY
  - ★ VARIETY

### *They're Here!*

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- ★ "MY HERO"
- ★ "THIS IS YOUR MUSIC"
- ★ "SECRET FILE, U.S.A."
- ★ "COLONEL MARCH OF SCOTLAND YARD"
- ★ "TERRY AND THE PIRATES"

SHIFT IN FILM TRENDS?

# Desilu's 'Whiting Girls' May Chart Trade Course to Musical Comedy

HOLLYWOOD, April 30.—Desilu Productions, which fostered the trend towards situation comedy with its "I Love Lucy" show, may start the TV industry stampeding into a new type of format—musical comedy—if "Those Whiting Girls" proves a success this summer.

With considerable original music to be included in the series, Desilu is planning to form its own publishing firm and come out with its own record label. This would make it the first telefilm company to become directly involved in the music biz.

In view of Desi Arnaz's background, this a logical development. The Arnaz work will be utilized for the Whiting series.

The Margaret and Barbara Whiting starrer to be produced by Sam Marx is the first musical comedy telefilm series. The musical comedy is one of the staples of the theatrical pix industry, TV producers have so far backed away from it because of high production

costs and the limitations of the television screen.

Previous musical TV programs, such as "Liberace," "This Is Your Music," et al, have all been built around a performer or song, and have had no connecting story line. The spectaculars this year have aired such shows as "Satins and Spurs" and "Burlesque," but these have all been one-shots.

Promotion Bonanza?

Presumably a musical comedy using original songs could prove the biggest promotion bonanza in the history of the industry. The percentage of new tunes introduced on TV that have become hits has been low, there have been significant exceptions, e.g., "Davy Crockett" and "Let Me Go, Lover." Further, until this time there has not been the opportunity to plug a new song for possibly several weeks in a row.

Desilu, in debuting a high-budget show during the summer

season, may lose as much as \$10,000 per episode, but is gambling that it will take over the audience from "I Love Lucy," which it is replacing at 9 p.m., Mondays, beginning July 4. Previous summer replacements for "Lucy," "My Little Margie" and "Racket Squad," both proved hits.

In coming out with their own publishing company and label, Desilu will follow in the footsteps of the theatrical motion picture companies in protecting its investment. Since during the course of a season as many as 40 new songs might be introduced on one musical series—and Desilu is planning two—only a small percentage would have to land in the hit category to make the venture worthwhile.

Situation Comedy

Basically, however, the shows will be situation comedies with music worked in, Margaret Whiting singing two or three songs during each half hour. The first episode (after the pilot) to go into production, for instance, will have Margaret become involved in a comedy situation with a tunesmith who's turned out a new song. Marx is looking for the song, which will be recorded by Capitol, release of film and record to be synchronized.

The second of the musical comedies is the Rosemarie pilot, "Just Off Broadway," which Desilu Executive V-P Martin Leeds has been pitching to agencies in New York for fall airing during the past two weeks. The Joe Yulork was utilized for the pic.

Other pilots along the musical comedy lines are Marterto's "The Four of Us," starring Janis Paige, and the William Morris agency's Carmen Miranda package, which will probably be filmed by Volcano Productions. A third is "A Hundred Girls and a Chef," featuring Lauritz Melchior, which is presently in the planning stage at William Morris.

Still another is "Highway 99," drama being prepared for Allan Jones by Arthur Lyons. Pilot will probably be filmed at either RKO-Pathé or Warner Bros.' studios.

Whether this marks a new trend

# Pic Anthology Would Feature Directors

HOLLYWOOD, April 30.—Top Hollywood directors will be featured in a TV film anthology series if present negotiations between Hal Roach Jr. and the Screen Directors' Guild prove successful. Series of 26 half-hour pix would have 26 different directors, including most of the best-known ones in the industry. The several knotty problems remain to be ironed out, it's believed that the major hurdles have been cleared.

Scheduled for pilot production within the next three weeks is "Point of Crisis," property owned by William P. Rousseau, Herbert F. Margols and Henry F. Greenberg, which they will film in conjunction with Roach. Series dealing with the development of mental problems has the backing of the American Psychiatric Association.

"Challenge," Tony Miner property which is underwritten by the Ford Foundation, will be filmed at Roach Studios on May 21. NBC-TV is scheduled to roll a pilot on the lot on May 8, starring Paul Gilbert and Gigi Young, series to deal with the adventures of a pair of newsreel photographers. Show will include film clips of actual news events.

Combining horse and dog in a pitch aimed at the kids, Flying A Productions is starring Gene Autry's mount, Champion, in a pilot of the same name. Canine being utilized is German shepherd named Rebel, filming getting under way this week.

Connie-Stephens Productions is planning a teleseries called "The Arabian Nights," packaged by Frank Cooper Associated. Pilot script, "Aladdin and His Lamp," is being prepared by Robert Bailey and Hugh King, with shooting scheduled for the Fox Western Avenue lot.

Bobby Ellis, star of Ziv-TV's "Meet Corliss Archer," will become a producer himself when he starts filming "Boss of the House," com-

edy dealing with the world as seen thru a baby's eyes, at Mercury-International Studios on May 15.

edy dealing with the world as seen thru a baby's eyes, at Mercury-International Studios on May 15. Negotiations for "The Phantom," King Features comic strip, are presently under way, with the possibility that Goodson-Todman will package the property for Red Hershon's Rod Productions.

APPROPRIATED?

## Ziv-TV Files Suit Over 'Two Lives'

HOLLYWOOD, April 30.—A show cause and temporary restraining order was issued in Superior Court here this week to stop exhibition of a theatrical film titled "I Led Two Lives" after suit was filed by Ziv-TV alleging that the pic appropriated the title of the company's "I Led Three Lives" TV series.

The suit, which in addition asks \$250,000 damages, contends that until several months ago "I Led Two Lives" was shown in theaters under the name of "Glen or Glenda" or "I Changed My Sex." Pic deals with sex change of a person.

Named as defendants are Harry Farros, Roy Reid, George Weiss and George Weiss Productions.

## Trail Series To Be Filmed

NEW YORK, April 30.—A new TV film series, based on the 10-year-old comic strip character, Mark Trail, is being planned by Clarkson First Features, headed by Robert Clarkson.

Clarkson acquired rights to the property from Ed Dodd, who created the comic strip. A pilot film will be shot this spring by executive producer Drex Hines at Dodd's wooded game preserve in Georgia. The show will stress outdoor action and will be aimed at an adult as well as youth audience.

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## UPCOMING FILM SERIES

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

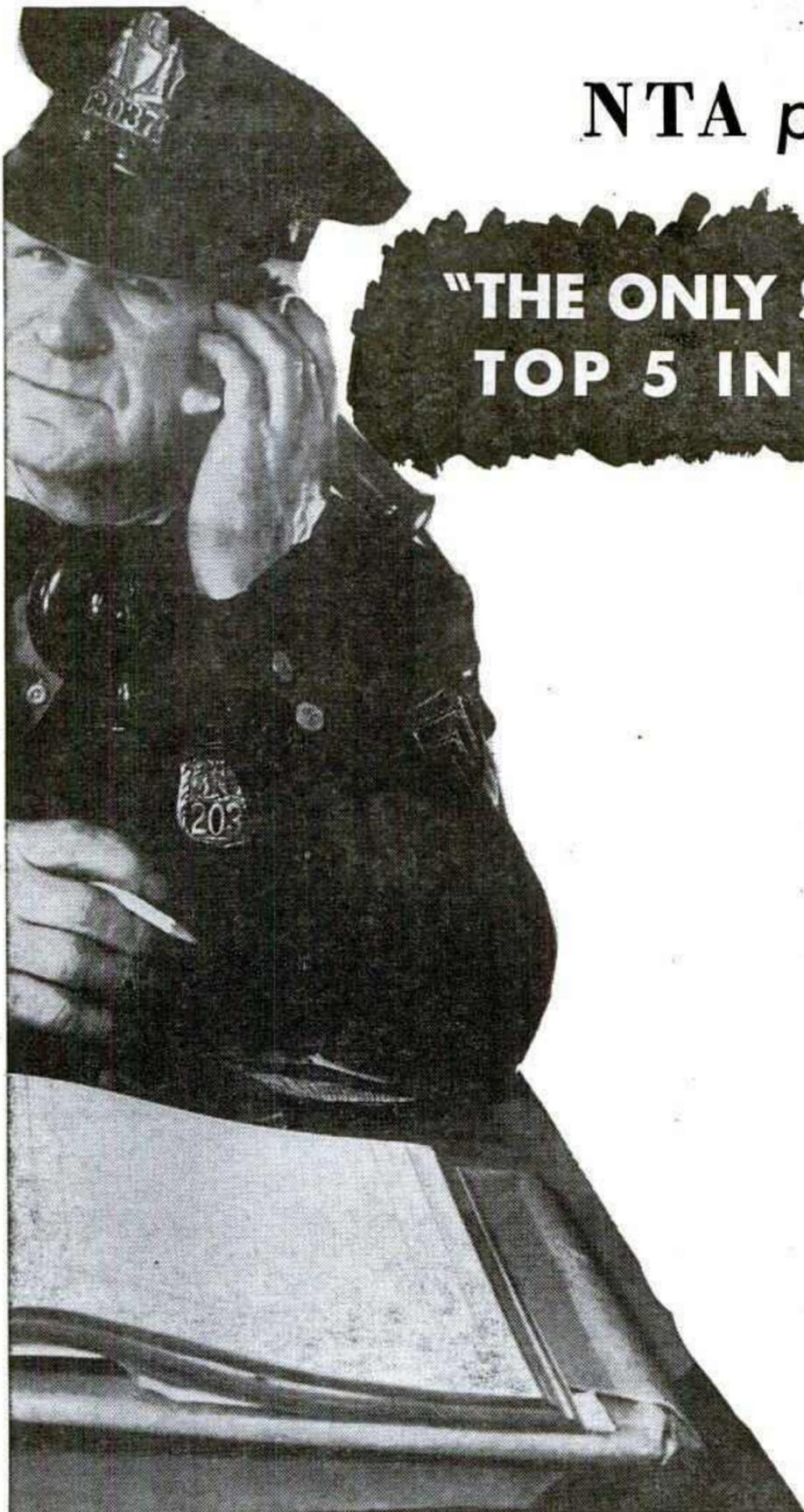
Program (Type)	Producer	Prod'n Date	No. Scheduled	Distributor (If any)	Info in BB Issue
Behind the Scenes (Mys.)	Hollywood TV Service	Current	—	—	4/9
Commando Cody (Science-Fiction)	Hollywood TV Service	Fall '55	26	—	4/9
Dr. Fu Manchu (Mys.)	Hollywood TV Service	Current	—	—	4/9
Untitled Circus Show	Sam Mannis	Current (P)	—	—	4/9
Just Plain Folks	NBC-TV	Shot (P)	—	—	4/9
Indian Agent (West-Adv.)	Mercury-International	Shot (P)	—	—	4/9
Tobor the Great	Dudley Pictures	—	13	—	4/9
Highway Patrol (Adv.)	Ziv-TV	—	—	—	4/16
Sheena, Queen of the Jungle (Adv.)	ABC Film	May '55	—	ABC Film	4/16
The Tracers (Docum.)	Parker-Rodgers	—	—	—	4/16
Yankee Privateer (Adv.)	CBS Film	Shot (P)	—	CBS Film	4/16
Untitled Texas Rangers (Adv.)	Four Star Products	June '55	—	—	4/16
Underground	Ziv-TV	Shot (P)	—	—	4/16
Untitled Mark Twain Story	Filmcraft	Shot (P)	—	—	4/16
The New Adventures of Tom and Huck	MCA-TV	Current (P)	—	—	4/16
Men of the Sky (Air Corps Drama)	Sunset Productions	—	—	—	4/16
Tales of the Bengal Lancers (Adv.)	Herbert Leonard	—	—	—	4/23
Circus Boy	Herbert Leonard	—	—	—	4/23
Hey, Taxi	Robert Erlik	5/16/55 (P)	—	—	4/23
Flight (Aviation Drama)	James Moser and Frank Latourette	—	—	—	4/23
Submarine (Navy Drama)	John Florea	—	—	—	4/23
Skin Diver (Adv.)	Frank Ferrin	June '55 (P)	—	—	4/23
The People's Choice (Sit. Comedy)	Wm. Morris	May '55	—	—	4/23
Carmen Miranda (Sit. Comedy)	Wm. Morris	—	—	—	4/23
My Friend Flicka (Child.)	TCF-TV	—	—	—	4/23
Ina Ray Hutton (Music)	Guild Films	Current	39	Guild Films	4/30
Photography Is Fun (Educ.)	Video View, Inc.	Shot (P)	—	—	4/30
The Great Gildersleeve (Comedy)	NBC Film	5/5/55	39	NBC Film	4/30
Hotel Europa (Drama)	Mort Briskin	5/5/55	—	—	4/30
Richard Dell Sasser (Music)	Bill Deming	5/16/55 (P)	—	—	4/30
Hundred Girls and a Chef (Drama)	Wm. Morris	(P)	—	—	4/30

THE Acknowledged LEADER

- MEET CORLISS ARCHER
- MR. DISTRICT ATTORNEY
- TIMES SQUARE PLAYHOUSE
- YESTERDAY'S NEWSREEL
- I LED 3 LIVES
- FAVORITE STORY
- BOSTON BLACKIE
- THE CISCO KID

- SPORTS ALBUM
- STORY THEATRE
- THE LIVING BOOK
- YOUR TV THEATRE

1529 MADISON ROAD, CINCINNATI, OHIO  
NEW YORK HOLLYWOOD



NTA presents...

**"THE ONLY SHOW AMONG THE TOP 5 IN ALL CATEGORIES"**

**BILLBOARD** says: Bullseye Among Men. "For 22 basic markets . . . **Police Call**—ranks 2nd among Men per 100 viewing homes."

**BILLBOARD** says: Bullseye Among Women. "For 22 basic markets . . . **Police Call**—ranks 4th among Women per 100 viewing homes."

**BILLBOARD** says: Bullseye Among Teens. "For 22 basic markets . . . **Police Call**—ranks 5th among Teens per 100 viewing homes."

# POLICE CALL

**NTA's newest TV film adventure series.**

A shot in the dark . . . a man falls to the ground clutching a wisp of cloth. A phone rings at headquarters and a police sergeant answers. It's the French Surete, Scotland Yard, the Royal Canadian Mounted, the Italian Carabinieri, the famous police forces of the world, all rolled up into a gripping series of thrills and chills!

The stories are developed from actual case histories in international police files. Each show is steeped in the rich atmosphere of the foreign locale in which the case occurred. This is a colorful human interest series, presenting people from every walk of life — a pulsing, fever-pitch of excitement.

Audition Prints upon request.

**26** half-hour dramas ready for regional and local sponsorship.

Call Your NTA Man Today! He's Only Minutes Away!



**National Telefilm Associates, INC.**

625 Madison Avenue, New York 22, N. Y. • PLaza 5-8200

# STEVE DONOVAN,



# WESTERN MARSHAL

**the great new two-fisted TV Western Series**

Brand-new . . . all-new . . . 39 half-hours of rugged action to capture the biggest audience in town. Each episode is packed full of action entertainment as *STEVE DONOVAN*, *WESTERN MARSHAL* brings justice to the Western Frontier. Filmed under the supervision of veteran Western TV producer Jack Chertok, the series offers top quality production for viewers and advertisers alike.

And this two-fisted Western delivers double-action impact—not only on television but also at the point-of-sale. Sponsorship makes available to you an unprecedented barrage of merchandising material, personal endorsements, premiums.

The second most popular program type, Westerns rack up an average 30.0 Nielsen rating—24% higher than the ranking average of all evening programs.\* And Pulse ratings list six out of the top ten syndicated shows as Westerns.\*\*

Now here is *STEVE DONOVAN*, *WESTERN MARSHAL* to beat them all. Excitement and action to capture your audience; powerful merchandising to sell your product—all wrapped up in a single potent NBC FILM DIVISION package.

Get *STEVE DONOVAN*, *WESTERN MARSHAL* on your side in the battle for sales in your markets. Don't delay—your market may be snapped up soon. Write, wire or phone now.

\*Nielsen, 2nd Report—Feb. 1955

\*\*Pulse—Feb. 1955 Multi Market

**NBC Film Division** serving all stations  
serving all sponsors

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



**KTVH WINS BEST AUDIENCE PROMOTION OF TV FILM PROGRAMS AWARD!**

(Billboard . . . April 9, 1955)

"Windy" invites mystery fans to join the "Lone Wolf" for thrills and intrigue.



"Windy" sings the praises of the Ames Brothers Show!

Sports fans are urged to accept "Windy's" invitation to win cash prizes on Mel Allen's exciting sports quiz.



The nation's TV rage, Liberace, is the inspiration for "Windy's" being over-joyed.



A clue to the action-packed adventures of Annie Oakley is given by "Windy's" antics.



Yes, "Windy," the very spirit of Kansas TV, is always on the job for you, your show, and your product—when you enlist the services of KTVH with its dominance of the TV audience in rich mid-Kansas.



**CHANNEL 12**  
240,000 Watts CBS Basic

**SUMMER HIATUS IN-FILM**

**Output Hits a Year's Low But Boom Augured for Fall**

HOLLYWOOD, April 30.—Production at TV film studios this week is the slackest it has been in almost a year, with only a limited number of series still shooting. Most of these are intended for the syndicated market. Nearly all producers filming for nets have finished their commitments for the current season. Despite this fact, TV film production is the highest it has ever been at this time of the year, and a tremendous boom seems ahead for late summer and fall.

Studio owners are utilizing the summer hiatus for new construction, refurbishing and the filming of theatrical features. Some pilot production is also scheduled, but most pilots intended for the fall market have already been completed.

California Studios, which all winter was brimming with Ziv-TV and Gross-Krasne series, except for the filming of commercials, is presently productionless. Three new stages, as well as other facilities, are being built. Mark Stevens and Lew Kerner have scheduled feature pix.

At Motion Picture Center the situation is similar. Only "Willy," which will be completed in mid-May and has already been dropped by the sponsor, is still filming out of a winter total of seven shows. A start will soon be made, however, on two features and on a summer replacement, "Those Whiting Girls."

General Service Studios has four series going, "The Adventures of Ozzie and Harriet," "The Burns and Allen Show," "The Bob Cummings Show," and Jack Chertok's "Steve Donovan, Western Marshal," the latter being for NBC syndication.

Production at Hal Roach Studios has also declined, altho a number of properties are still filming. These are Roach's "Public Defender" and "Passport to Danger," Roland Reed's "Waterfront," CBS-TV's "You Are There" and Arrow-head's "So This Is Hollywood," which has not been renewed by the sponsor. Expansion of facilities is under way.

American National Studios, purchased by Ziv-TV, is an exception. Altho such shows as "Medic" are finished for the season, being shot for syndication are "Meet Corliss Archer," "The Eddie Cantor Theater," "Mr. District Attorney" and "Science Fiction Theater."

Altho three series have concluded at Republic Studios, still filming are Revue's "Pepsi-Cola Playhouse," "Heinz 57 Theater," Sol-

diers of Fortune," "General Electric Theater," Studio City TV's "Stories of the Century" and Don Feddersen's "The Millionaire."

**3 Going at Screen Gems**

At Screen Gems only "Damon Runyon Theater," "Falstaff Celebrity Theater" and "Father Knows Best" are currently before the cameras. At RKO-Pathé, Four Star Productions still has its three series, "Four Star Playhouse," "The Star and the Story" and "Stage 7" going. A round-up of smaller studios finds Jack Denove filming "Cavalcade of America" at Keywest, Family Films shooting "This Is the Life" at KTTV, Frank Ferrin producing "Andy's Gang," Filmcraft rolling "You Bet Your Life," John Guedel filming "People are Funny," and Visual Drama shooting "Gangbusters."

Flying A Productions is still filming "Gene Autry," "Annie Oakley" and "Buffalo Bill Jr." "Schlitz Playhouse" is in production at Goldwyn Studios, Guild Films is rolling "Confidential File" and "It's Fun to Reduce," and Procter TV is shooting "Man Behind the Badge."

Altho the industry will not get back into full-scale production until July, an unprecedented number of shows are scheduled to get under way before the usual starting gun. Among these are Screen Gem's "Captain Midnight," "Jungle Jim" and "You Can't Take It With You," Brewster-Solow's "Dr. Hudson's Secret Journal" at California Studios, Walt Disney's "Mickey Mouse" strip, TCF-TV's "My Friend Flicka" and Warner Bros. "Men in the Sky" and "Warner Bros. Presents."

**KTTV Makes 2-Year 'Ramar' Deal for 80G**

NEW YORK, April 30.—KTTV, Hollywood, this week made a two-year deal costing \$80,000 for "Ramar of the Jungle" with Television Programs of America. The pact is similar to one made last week with WNAC-TV, Boston, by TPA.

Both stations have committed themselves to the tune of an estimated \$200,000 to buy any future product in the "Ramar" series which goes into production this September for 26 more half hours. There are now only 52 shows available in the series.

**'Hollywood' For Theaters?**

HOLLYWOOD, April 30.—"So This Is Hollywood," dropped by Toni on TV last week (Billboard, April 30) may be made into a feature for theatrical release, associate producer-director Richard Bare said today.

Telescoping of two related episodes is being considered, Bare declared, a bridge having already been filmed. Feature would be 65 minutes long. TV program stars Mitzi Green and Virginia Gibson in adventures of two girls in Hollywood.

**CBS-TV Films Skeds Meet**

NEW YORK, April 30.—CBS-TV Film Sales will hold its sales convention here at the St. Regis Hotel on May 17, 18 and 19. The accent at the confab will be on the presentation of new sales technique, research studies of the syndicators market, and on making merchandising more functional for stations.

**ABC-TV Vidfilm**

Continued from page 10

tion picture studio. Construction or overhaul of three stages for pic production would take about six months, he estimated.

Primary consideration as to whether or not to begin filming this year is the program needs of the net, he declared. If live production and outside film production from independent film makers and the major motion picture companies meet that need, then ABC-TV will not set up its own production company for the present.

On the other hand, if it's decided to place more emphasis on film during the coming season and if not enough outside properties are available, then the web will make plans to start shooting on its own.

Hudson believes that construction costs and maintenance overhead will not play too large a factor. He points out that such costs will be roughly equaled by the production savings possible, and that the net will gain from the increased value of its property, plus ownership of the residuals in series.

New pact signed with NABET earlier this month gave the web the right to film at the studio. Survey as to the practicability of such production was completed recently (Billboard, April 23 and 30).

**Trade Mulls the Effect Of Procter Purchase**

NEW YORK, April 30.—What effect the acquisition of Procter Television Enterprises by Everett Rosenthal and Leonard Loewenthan will have on the future status of Procter's TV shows was one of the questions the industry was asking this week.

The sudden and unexpected sale by Procter of his entire enterprise to the two former executives of his firm also aroused speculation on Procter's future plans and on the reason for his sale of his company early this week.

The properties that Procter is turning over to Pyramid Productions, which was formed about two months ago by Rosenthal and Loewenthan, are "Treasury Men in Action" on ABC; "Big Story" on NBC; "Man Behind the Badge," which MCA-TV is syndicating; a share of Chester Erskine's "Reader's Digest Playhouse," which is on ABC-TV. There are also several properties that National Telefilm Associates is syndicating: "Orient Express," "China Smith," "Police Call" and the first 26 episodes of "Schlitz Playhouse of Stars." Additionally, the feature film version of "Treasury Men," which Procter was in the process of preparing, has been taken over by Pyramid.

**Exec Background**

Rosenthal, before the establishment of Pyramid, was executive

producer of Procter Television Enterprises, while Loewenthan, similarly, was vice-president and treasurer of the firm. Loewenthan was Procter's legal counsel and also handled financing for the firm.

Speculation in trade circles this week was that Loewenthan's former close relationship with Procter Television Enterprises' financing had a lot to do with Pyramid's takeover of the Procter firm.

Procter's distribution rights to "TV Reader's Digest," according to reports, will be taken over by MCA-TV.

Whether the current network bankrollers of "Reader's Digest," "Big Story" and "Treasury Men in Action" will renew their present contracts on the shows when option time comes around, now that Procter is no longer associated with the stanzas, is a question only the advertisers can answer.

NBC-TV, meanwhile, this week notified American Tobacco and Simoniz that it wants the "Big Story" Friday 9-9:30 p.m. time slot for next fall.

**Ziv Lands Big Foreign Deal**

NEW YORK, April 30.—Ziv-TV Programs, Inc., this week made its largest single foreign deal when it sold six of its programs to Goar Mestre's CMBF-TV, Havana. Spanish language versions of "Boston Blackie," "Cisco Kid," "Mr. District Attorney," "I Led Three Lives," "The Unexpected" and "Science Fiction Theater" were sold to the station which is said to be the second ranking outlet in Havana.

CMQ-TV, the station's sister outlet on the island, has had marked success with Ziv programs which are lip-synchronized in Spanish. The programs are being dubbed in Mexico. They will be given "A" time slots at CMBF-TV.

**NEW SAG NIX**

**Bans Cuffos On Sponsor Film Shows**

HOLLYWOOD, April 30.—The Screen Actors' Guild this week cracked down on free appearances by actors on commercially sponsored film television programs in order to correct what the Guild believes are abuses that have cropped up.

The SAG order banning such appearances is aimed directly at filmed interview-type programs where, it is felt, actors are or would be under pressure from "persons having influence in the motion picture, television and newspaper business." It is not clear just how this will affect the use of film clips by major studios to plug their pix, or live appearances of actors at the end of telefilm shows for the same purpose, if it does so at all.

In live TV, where the SAG has no control, AFTRA demands that stars appearing on interview shows be paid at least minimum. The SAG edict apparently was precipitated by a Louella Parsons pilot shot by Filmcraft in which several prominent personalities were featured.

**NARTB Bid**

Continued from page 10

expanded monitoring program, including a special survey of children's programming. The board will also review "pitchmen" and "bait" advertising practices.

In addition to Chairman Fetzer, other members of the TV Code Review Board are: J. Leonard Reinsch, WSB-TV, Atlanta, vice-chairman; Mrs. A. Scott Bullitt, KING-TV, Seattle; William B. Quarton, WMT-TV, Cedar Rapids, Ia.; G. Richard Shafto, WIS-TV, Columbia, S. C.

President Harold E. Fellows, of the NARTB, this week announced three new appointees to the TV Code Review Board as follows: Mrs. Hugh McClung, president and general manager, McClung Broadcasting Stations, San Francisco; Richard A. Borel, director of television, WBNS-TV, Columbus, O.; Roger W. Clipp, general manager, WFIL-TV, Philadelphia.

Fellows also announced that Fetzer will be replaced as TV Code Review Board chairman by Shafto.

The newly appointed code board members will take office following the annual NARTB convention May 22-26 here. They will replace the three retiring members who are: Fitzer, Reinsch and Mrs. A. Scott Bullitt.

**GET ACTION ON YOUR TV SLIDES BY SWITCHING TO ANIMATED TV SLIDES ON FILM**

Now get movement on your TV slides for almost the same cost as still slides.

**\$10.00 FOR TEN SECONDS**

Send for sample reel and descriptive literature.

**FILMACK STUDIOS**

1325 S. WABASH - CHICAGO ILL.  
631 NINTH AVENUE - NEW YORK

# WCBS Film Takes Get Better 'n' Better

NEW YORK, April 30. — On WCBS-TV here the situation with feature films keeps getting better and better. For the first quarter of 1955, the gross revenue from the "Early Show" was up 39 per cent over the same period last year. This is partly due to the raise in price to \$900 per participation. But on top of that the feature program has been virtually s.r.o thru most of these three months. There are 50 availabilities a week, and it can gross \$45,000 weekly if sold out completely.

The "Late Show" also had a pick-up in billing this year. But this stanza's best days are still ahead. For beginning next week the "Late Show" for the first time in three years will be firmly anchored at 11:15 p.m. Heretofore, Longine's "Chronoscope," which bows out this week, caused the movie program to have a later sign-on Monday, Wednesday and Friday.

### Saturated Plugs

WCBS-TV is putting a big promotion behind the new firm time for its news and "Late Show." On-the-air plugs will be saturated thruout its schedule. The new time will also be plugged on the station's Broadway spectacular sign and in print.

# Hennock Pitch For Speed in Probe of Nets

WASHINGTON, April 30.—The Senate and Foreign Commerce Committee under Sen. Warren G. Magnuson (D., Wash.) is mulling a plea delivered this week by Commissioner Frieda B. Hennock, of the Federal Communications Commission, urging the committee to speed its pending investigation of TV-radio networks and advising against a separate FCC probe of the same subject.

Sharply dissenting from views filed a month ago with the Magnuson committee by the rest of the commissioners, Miss Hennock assailed as a step toward "delay" a proposal by the rest of the commissioners that the FCC should undertake "an extensive investigation of the broadcast industry like that of 1938-1941." Declaring, "I cannot accept the suggestion of the majority" that the Commission should be authorized to undertake this investigation separately, Miss Hennock said: "This type of protracted investigation would, in my opinion, spell out the doom of UHF."

Commissioner Hennock urged the Magnuson committee to "direct the FCC to institute immediate rule-making proceedings aimed at correcting the monopolistic scarcity of network programming and at equitable availability of such programming to UHF as well as VHF stations."

Miss Hennock declared, "An immediate, vigorous network investigation should be conducted by Congress to get at the monopolistic grip which the networks are exercising over stations, advertisers, programming and talent in television."

Miss Hennock added: "As for the need to obtain full information con-

(Continued on page 21)

**IN 63 MARKETS A SMASH HIT!**

**"Championship Bowling"**

Presenting champions of the bowling world in match elimination tournament.

**WALTER SCHWIMMER CO.**  
75 E. Wacker Drive Chicago 1, Ill.  
Franklin 2-4392

# 'MOBY DICK' 7,000 Ft. of Film to Plug Show on Tele

HOLLYWOOD, April 30. — Enough special color footage has been shot by producer-director John Huston for TV promotion of his theatrical feature, "Moby Dick," for a full one and a half hour show. It's believed the 7,000 feet of film tops even the amount shot by Walt Disney for "Operation Undersea," plugging his "20,000 Leagues Under the Sea."

Huston's footage will be edited into two half-hour shows. It consists of behind-the-scenes activities of how the feature was made. Warner Bros. will release the pic. After initial telecasts of the vid-films they will be edited down to three, four and 12-minute clips. Saturation booking on TV stations is planned.

# Televue Firm Scans Comets As First Pic

PHILADELPHIA, April 30. — With Bill Haley and his Comets the lead-on, a new television film producing firm has been launched by Jimmy Myers, local music publisher head of Myers Music, in association with Julian A. Martin, of New York City. The new company will be known as Televue Productions, and negotiations were concluded this week with Jolly Joyce Agency, local theatrical agency handling the Comets crew, for Haley to headline a series of TV film shorts for the firm.

The contract calls for the Decca recording unit to do a minimum of 13 films designed for quarter-hour segs. In addition, the contract calls for 26 additional film segs within the one year.

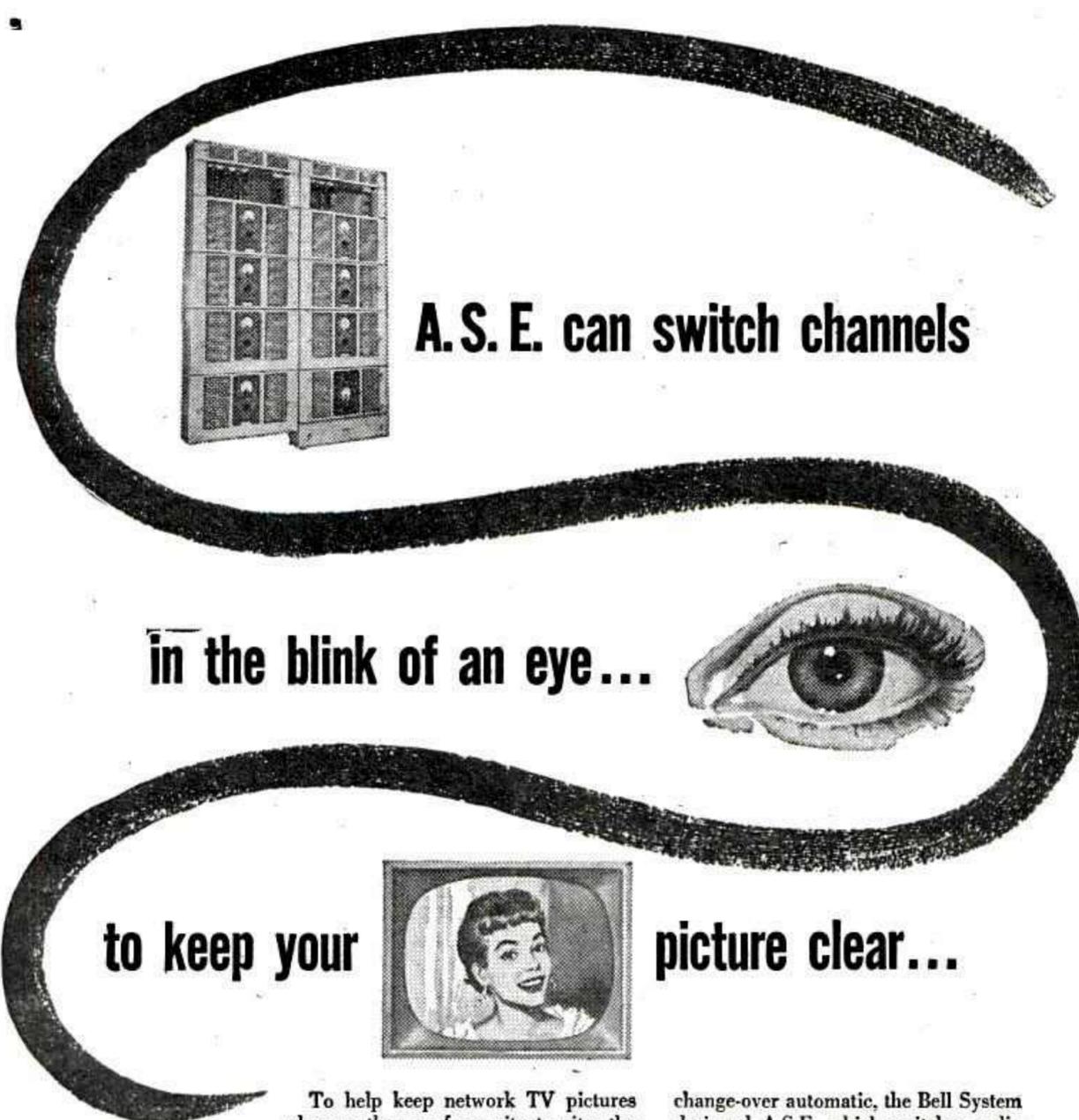
The deal calls for Haley to draw

# FILM SPEC NTA, NBC In 'Hoffman' Negotiations

NEW YORK, April 30.—NBC-TV this week was reported negotiating with National Telefilm Associates for the purchase of Alexander Korda's theatrical feature film "Tales of Hoffman" for use as one of the NBC-TV spectaculars.

NTA last week acquired TV distribution rights to the feature, together with others, from Ilya Lopert. NTA's reported asking price of NBC for the "Hoffman" feature is well over \$100,000.

down \$1,000 for each of the film programs shot, plus 20 per cent of the net profits on each film.



**A.S.E. can switch channels**

**in the blink of an eye...**

**to keep your**



**picture clear...**

To help keep network TV pictures clear as they go from city to city, the Bell System is installing Automatic Switching Equipment (A.S.E.) on all major multi-channel radio relay routes.

Here's how it works:

Even the most carefully engineered microwave radio systems are affected by some fading caused by atmospheric changes. The only way to avoid this interference in television pictures carried from city to city by radio relay is to switch the signals to another path.

Manual switching is not fast enough to beat sudden fades. To make the

change-over automatic, the Bell System designed A.S.E. which switches radio relay channels in a split second.

Now—when fading threatens—it is recognized by an electronic device that sends a warning signal back to the control station. The picture is then switched automatically to a protection channel. The entire operation could take place several times a second without disturbing your program in any way.

Advances of this sort in equipment and technique assure that the television public will have the benefit of the best possible service now and in the future.



**BELL TELEPHONE SYSTEM**

Providing transmission channels for intercity television today and tomorrow

THE BILLBOARD SCOREBOARD—AMERICAN RESEARCH BUREAU RATINGS

The Nation's Top Television Programs

THE TV INDUSTRY'S MOST COMPLETE GUIDE SHOWING TOP 10 PROGRAMS IN EACH CITY AND 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.

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

SOUTHEAST FLORIDA 4 STATIONS

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

Table listing top 10 locally rated programs in Southeast Florida with columns for rank, title, distributor, rating, station, and opposition.

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing all film series airing locally in Southeast Florida in rank order.

NASHVILLE 3 STATIONS

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

Table listing top 10 locally rated programs in Nashville with columns for rank, title, distributor, rating, station, and opposition.

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing all film series airing locally in Nashville in rank order.

MEMPHIS 2 STATIONS

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

Table listing top 10 locally rated programs in Memphis with columns for rank, title, distributor, rating, station, and opposition.

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing all film series airing locally in Memphis in rank order.

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

PHOENIX, ARIZ. 4 STATIONS

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

Table listing top 10 locally rated programs in Phoenix, Arizona with columns for rank, title, distributor, rating, station, and opposition.

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing all film series airing locally in Phoenix, Arizona in rank order.

BOISE, IDAHO 2 STATIONS

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

Table listing top 10 locally rated programs in Boise, Idaho with columns for rank, title, distributor, rating, station, and opposition.

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing all film series airing locally in Boise, Idaho in rank order.

PEORIA, ILL. 2 STATIONS

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

Table listing top 10 locally rated programs in Peoria, Illinois with columns for rank, title, distributor, rating, station, and opposition.

ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

Table listing all film series airing locally in Peoria, Illinois in rank order.



THE BILLBOARD has a greater circulation than the combined total of the next 3 showbusiness trade papers . . . AND IT'S AN AUDITED PAID CIRCULATION.

# TV FILM PURCHASES

By CHARLOTTE SUMMERS

Carnation Milk Company has contracted with CBS Film Sales for "Annie Oakley" to be shown in 12 markets. They are WBEN, Buffalo; WLW-T, Cincinnati; WOC, Davenport, Ia.; WINT, Fort Wayne, Ind.; KSTP, Minneapolis; WTAR, Norfolk; WOW, Omaha; WCAU, Philadelphia; WTHI, Terre Haute, Ind.; KVTU, Sioux City, Ia.; WSPD, Toledo; WIDW, Topeka, Kan. Another "Annie Oakley" sales was to the Pittsburgh market for Ward Baking Company.

CBS also sold "Amos 'n' Andy" to KGBT, Harlingen, Tex., and WJHP, Jacksonville, Fla.; Gene Autry to KKJZ, Fort Worth; "Holiday in Paris" to WFMY, Greensboro, N.C.; "Newsfilm" to XHTV, Mexico City; "Range Rider" to KNXT, Los Angeles, and "The Whistler" to KFDA, Amarillo, Tex.

NBC Film Division sold "Hopalong Cassidy," series A and B, to the Dairymen's Association for viewing in the Cleveland market. "Hopalong," series B, was also sold to KGNC, Amarillo, Tex., and WBAY, Green Bay, Wis. WBAY, Green Bay, Wis., also purchase "Hopalong" series A. Lake Charles Coastal Development, Inc., purchased "The Falcon" to be shown in the Lake Charles market and Elyn Refrigerator and Capital TV purchased "Inner Sanctum," on a split sponsorship basis, to be shown over WIRL, Plattsburg-Montreal.

"The Falcon" was also sold by NBC Film to KLFY, Lafayette, La., and WNEM, Bay City, Mich., and "Inner Sanctum" to WNEM, Bay City, Mich., and KOTV, Tulsa, Okla. KOTV, Tulsa, Okla., also picked up "Captured," "Badge 714," series A, was sold to KLFY, Lafayette, La., and "Badge," series B, to WTAR, Norfolk, for Ford Dealers; WBTV, Charlotte, N. C., for Ford Dealers; WARD, Johnstown, Pa., for Sherer Oil Company and WFMJ, Youngstown, O., on a sustaining basis. Other NBC sales included "Victory at Sea" to WDSU, New Orleans, and KSWO, Lawton, Okla.; "Dangerous Assignment" to KMBC, Kansas City, Mo., and "News Review" to KLFY, Lafayette, La.; WBBF, Rock Island, Ill.; WTVT, Tampa; WDEF, Chattanooga, and KSL, Salt Lake City.

Screen Gems' "Rin Tin Tin" bagged six additional syndicated markets with four sponsors set for the series. The new markets are KSLA, Shreveport, La., for Howard Crumley Chevrolet Dealer; WNAO, Raleigh, N. C., for Pine Star Cleaner; KIMA, Yakima, Wash., for Thriftyway Stores; KOTA, Rapid City, S. D., for Fairmont Foods; KTVA, Anchorage, Alaska, and KTVE, Fairbanks, Alaska. "All Star Theater" was renewed by General Electric Supply Company for continued viewing over WTVO, Rockford, Ill. "Star" was also sold to KOIN, Portland, Ore. The Yakima City Creamery will sponsor "Jet Jackson" over KIMA, Yakima, Wash., and "Disk Jockey Films" will be carried on a sustaining basis over WFLA, Tampa.

"Waterfront," an MCA-TV property, will be shown over WOAL, San Antonio, starting May 4 for the two local Sears Roebuck & Company stores. The San Antonio Savings and Loan Association has signed to sponsor the half-hour "Guy Lombardo Show," another MCA-TV property.

# REVOLVING DOOR

ABC Film Syndication is planning an impressive exhibit for the National Association of Radio-Television Broadcasters convention to be held in Washington from May 22 to 29. . . . Edward Buzzell, former Broadway musical comedy star, has been signed by Screen Gems for the forthcoming TV series, "You Can't Take It With You."

A new TV film series, based on the 10-year-old comic strip character Mark Trail, is being planned by Clarkston First Features, headed by Robert Clarkson. . . . Connie Haines will retire from the Frankie Laine show, produced by Guild Films, to await her baby. . . . Michael Wilding, star of "The Glass Slipper," currently being seen at Radio City Music Hall in New York, is being sought for the title role in a filmed TV series based on the famous "Raffles" character, to be distributed by Ely Landau's National Telefilm Associates.

John Loveton of John W. Loveton Productions, producer of "Mr. and Mrs. North," "Topper" and "Scattergood Baines," will arrive in New York the week of May 2. . . . Stan Smith has joined Official Film's New York sales staff as agency contact. He comes to Official from Ziv-TV and before that was Eastern sales manager of ABC-TV.

Commercial motion picture producers, Lewis & Martin Films, Inc., Chicago, won first award for television commercials in the annual competition of the Art Directors' Club of Milwaukee. The award was given for a series of color commercials for Stark, Wetzel & Company, meat packers, thru Baker, Johnson & Dickinson, advertising agency.

Al Levine, Midwest regional sales manager of Sportsvision, Inc., has picked up "The Jimmy Demaret TV Show," as Midwest representative. The series is a 15-minute golf show.

# Hennock Pitch

Continued from page 19

cerning the rules of the networks, advertisers, agencies, talent, independent film producers and distributors, and other program sources, these are, in my opinion, appropriate fields for intensive investigation by this committee (the Magnuson committee) in hearings conducted under the close cross-examination of all the important witnesses. Among the various reasons why the Congress and not the FCC should conduct the investigation is that legislation is necessary in this field.

Miss Hennock described as "spectacular" the growth in TV's advertising revenues from \$57,200,000 in 1947 to \$809,100,000 last year. The FCC commissioner urged that the Magnuson committee develop this "kind of information" in public hearings on what she described as "the crucial question of the amount of advertising support now available for TV and which may reasonably be expected in the future."

# PRODUCTION NOTES

By BOB SPIELMAN

Tough decision is facing "Waterfront" producers Ben Fox and Roland Reed. Problem is what to do after first 78 segments complete their first run in some markets early next year. For financial reasons both Fox and Reed are anxious to start reruns as soon as possible. At the same time they want to continue with "Waterfront," which is getting top ratings as a syndicated program, but on a national sponsorship basis. In some markets, however, first runs began only recently and will not be completed for nearly two years. One solution may be to change the name of the program to "Harbor Master" or the like for its subsequent first runs, keeping "Waterfront" for the reruns. Another may be for a regional sponsor or sponsors to get together and underwrite the cost of the new segments. Standard Oil Company of California reportedly is considering the latter possibility. Problem of staggered starts is the major one facing a successful syndicated series, Fox avers, and will have to be solved if the future of syndication is to be assured.

Fenton Earnshaw, president of the TV branch of the Writers' Guild, last week was signed to his fourth yearly contract as Revue Productions' only staff writer. In another notable signing, director Jerry Thorpe was inked to a four-year pact by Desilu Productions, which is attempting to tie all of its top creative personnel to long-term contracts.

Puzzle of the week is why NBC sent a make-up man to Las Vegas for the atom bomb coverage.

Writer Bill Rousseau, who'll produce "Point of Crisis," is sure the show will find a ready audience. Rousseau has a record of hits, having been associated with "Dragnet" and "Medic" at their inception. "Crisis," which has the backing of the American Psychiatric Association, will use the documentary technique, deal with development of mental illnesses but steer clear of presenting cures.

ABC-TV Vice-President Earl Hudson believes that the shortage of talent and personnel in television at the moment will force the major studios to restrict themselves and go slow their first year in the medium. He thinks both Warner Bros. and 20th Century-Fox have already taken on their full load for this season, and that the others will test the water carefully before jumping in.

"Waterfront" director Tex Post will have a youngster take over his job on Tuesday (3) as part of the celebration of Boys' Day.

Most of the interest in the new "Great Gildersleeve" series is centering around pert, 21-year-old Stephanie Griffin, who's playing one of the featured roles and is being billed as a second Terry Moore.

Television hula style almost caused a major crisis at ABC-TV when Station KULA-TV, Hawaii, started booking spots in the middle of "Disneyland" despite the fact that program was being paid for by regular Stateside sponsors in the Islands. Situation has now been resolved and spots eliminated.

# Daytime TV

Continued from page 10

advantageous deals can be made for them. They are proven properties, which usually feature names and which have track records. They do not need screening. Price is the prime consideration, and that can be shaved by a generous inclusion of reruns and by long-term deals. The syndicator thus is enabled to slice his selling cost to a minimum, his print rotating charges are lessened, and other incidentals are also kept under control.

The CBS-TV Film Sales story indicates that many daytime viewers seemingly never tire of Westerns. The Autry series is in its 17th run in many situations, and its ratings are now better, in some places, than on its first-run network ride. These shows are especially desired by Western stations, but they do as well, or better, in cities such as Chicago. CBS-TV Film Sales has come to the conclusion that it must have more than 26 half hours of a show before it can offer it for daytime because the program would have to go into rerun after the fifth week.

The problem of getting film se-

ries expressly produced for daytime TV is still far from being licked. Until such stanzas can be brought in for \$10,000 or less per quarter-hour strip, syndicators feel their production provides tremendous financial pitfalls. New technical developments may provide the answer, but until they do library packages will continue to carry the ball in the daytime area of programming.

# Western TV Deal

Continued from page 10

bottlers. It has plants scattered all over the country and will be nationally distributed shortly.

C.&C., of course, is not in a position to challenge such tough competition as Pepsi and Coca-Cola by going network TV. It hasn't the financial resources, according to the trade. But with the barter deals owned by Western TV and now by C.&C., the company will be in a strong position to ballyhoo its product on local video stations this summer when it will make its move to cut down its competitors to size. The deal made by C.&C. does not affect the distribution agreement Guild Films has with Matty Fox.

# Two-Fold Move

Continued from page 10

on sales ventures are Leslie Harris of CBS Television Film Sales, and Ralph Cohn and John Mitchell of Screen Gems.

According to Hackett, the "British government has imposed no quota on American product, but the talent unions have indicated that only 20 per cent of station time can carry foreign TV films. A careful estimate indicates that there is an opportunity for U. S. distributors to sell approximately 20 half-hour film shows a week to fill this quota."

# "Foreign Intrigue"

Hackett, while in Europe, also closed a deal with Sheldon Reynolds for Official to take over the first 39 "Foreign Intrigue" episodes, starring Jerome Thor. These will be added to the 39 Jerome Thor "Foreign Intrigue" episodes Official acquired last month (The Billboard April 9) and will market as "Date-line Europe." The firm also has 39 James Daly "Foreign Intrigue" episodes, which it's selling as "Overseas Adventure."

The heavy step-up in Official's new property acquisitions in recent

weeks is still continuing. The firm is currently negotiating to take on distribution of the reruns of "My Little Margie" and the Stu Erwin show, which are ending their network runs. Producers of the series, Hal Roach Jr. and Roland Reed, are said to be asking a guarantee of \$10,000 per episode against a percentage of distribution income.

# Nielsen Exec

Continued from page 10

Blechta, vice-president of the A. C. Nielsen Company.

Speaking before a National Television Film Council luncheon meeting Thursday (28), Blechta said that Nielsen, on the basis of its research, "has not been able to find any basic difference between a film show and a live show" in attracting viewers.

Blechta also reviewed Nielsen's research study of last year (The Billboard, January 30, 1954), which showed that reruns of network film shows during the summer get just as good an audience as a new summer replacement.

The Nielsen study helped usher in the trend toward increased use of film reruns by advertisers during the summer months.

Rank Among Films	Title (Type) and Distributor	March ARB Rating	Station, Day, Time	Top Opposition & Rating
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## RICHMOND, VA. . . . . 2 STATIONS

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

1. You Bet Your Life, WTVR.....65.1	6. Kraft TV Theater, WTVR.....58.1
2. Dragnet, WTVR.....61.6	7. The Medic, WTVR.....57.6
3. Comedy Hour, WTVR.....61.2	7. Life of Riley, WTVR.....57.6
4. Milton Berle, WTVR.....58.8	9. TV Playhouse, WTVR.....56.7
5. Robert Montgomery Presents, WTVR.....58.7	10. Big Story, WTVR.....55.7

### ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. Star and the Story (Drama), Official Films.....51.3	WTNR-W, 8:30-9:00.....Godfrey and Friends, 5.0
2. Mr. District Attorney (Mys.), Ziv-TV.....51.3	WTNR-F, 8:00-8:30.....Mama, 2.7
3. Mayor of the Town (Drama), MCA-TV.....44.5	WTNR-Su, 7:00-7:30.....Ozzie and Harriet, 1.5
4. Superman (Adv.), Flamingo Films.....34.3	WTNR-T, 6:00-6:30.....What's My Line?, 0.4
5. Wild Bill Hickok (West.), Flamingo Films.....31.2	WTNR-W, 6:00-6:30.....Superman, 1.3
6. Cisco Kid (West.), Ziv-TV.....27.3	WTNR-Th, 6:00-6:30.....Cisco Kid, 0.4
7. Stu Erwin (Comedy), NTA.....25.4	WTNR-Su, 5:30-6:00.....Omnibus, 0.4
8. Death Valley Days (West.), Pacific Borax.....24.9	WTNR-W, 10:30-11:00.....Blue Ribbon Bouts, 6.4
8. The Whistler (Mys.), CBS Film.....24.9	WTNR-S, 6:30-7:00.....Willy, 1.3
10. Racket Squad (Mys.), ABC Film.....24.3	WTNR-M, 10:30-11:00.....Studio One, 2.6
11. I Led Three Lives (Adv.), Ziv-TV.....23.8	17. Superman (Adv.), Flamingo Films.....1.3
12. Range Rider (West.), CBS Film.....22.5	17. Meet Corliss Archer (Comedy), Ziv-TV.....1.3
13. Town and Country Time (Music), Official Films.....7.7	17. Eddie Cantor (Comedy), Ziv-TV.....1.3
14. Badge 714 (Mys.), NBC Film.....3.1	22. Liberace (Music), Guild Films.....0.9
15. Mayor of the Town (Drama), MCA-TV.....2.6	22. Your Star Showcase (Drama), TPA.....0.9
16. I Led Three Lives (Adv.), Ziv-TV.....1.7	22. Death Valley Day (West.), Pacific Borax.....0.9
17. Wild Bill Hickok (West.), Flamingo Films.....1.3	25. Ellery Queen (Mys.), TPA.....0.4
17. Mr. District Attorney (Mys.), Ziv-TV.....1.3	25. Playhouse 15 (Drama), MCA-TV.....0.4
	25. Range Rider (West.), CBS Film.....0.4
	28. Cisco Kid (West.), Ziv-TV.....0.4

Rank Among Films	Title (Type) and Distributor	March ARB Rating	Station, Day, Time	Top Opposition & Rating
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## CHARLOTTE, N. C. . . . . 2 STATIONS

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

1. I Love Lucy, WBTV.....78.7	6. Climax, WBTV.....63.1
2. I've Got a Secret, WBTV.....69.2	7. Godfrey and Friends, WBTV.....62.9
3. Mama, WBTV.....65.4	8. December Bride, WBTV.....62.4
4. Toast of the Town, WBTV.....64.6	9. Death Valley Days, WBTV.....61.0
5. The Millionaire, WBTV.....63.2	9. Private Secretary, WBTV.....61.0

### ALL FILM SERIES AIRING LOCALLY, LISTED IN RANK ORDER

1. Death Valley Days (West.), Pacific Borax.....61.0	WBTV-T, 8:30-9:00.....Twenty Questions, 0.5
2. I Led Three Lives (Adv.), Ziv-TV.....52.0	WBTV-Th, 9:30-10:00.....Ponds Theater, 0.5
3. Passport to Danger (Adv.), ABC Film.....51.7	WBTV-T, 8:00-8:30.....Life Is Worth Living, 1.1
4. Mr. District Attorney (Mys.), Ziv-TV.....51.4	WBTV-Th, 8:00-8:30.....Soldier Parade, 0.5
5. Favorite Story (Drama), Ziv-TV.....46.2	WBTV-T, 9:30-10:00.....WQMC Presents, 0.5
6. Badge 714 (Mys.), NBC Film.....42.6	WBTV-Su, 10:00-10:30.....Break the Bank, 0.5
7. Foreign Intrigue (Adv.), Official Films.....40.7	WBTV-F, 9:30-10:00.....The Vice, 1.1
8. Superman (Adv.), Flamingo Films.....37.9	WBTV-T, 5:30-6:00.....Howdy Doody, 2.2
9. Annie Oakley (West.), CBS Film.....37.4	WBTV-Su, 2:00-2:30.....None, —
10. Range Rider (West.), CBS Film.....36.6	WBTV-M, 5:30-6:00.....Howdy Doody, 2.3
11. Ramar of the Jungle (Adv.), TPA.....36.3	15. Crusader Rabbit (Child), Consolidated TV Sales.....12.3
12. Janet Dean, R.N. (Drama), UM&M.....33.3	16. Stu Erwin (Comedy), NTA.....2.7
13. Yesterday's Newsreel (Docum.), Ziv-TV.....31.3	
14. Wild Bill Hickok (West.), Flamingo Films.....30.2	

**LEGIT**

## 'The Honeys' Bee Hive Of Murder Pretty Dull

By **BOB FRANCIS**

This reporter is not familiar with Roald Dahl's particular brand of macabre humor in his New Yorker mag yarns. He has been told that it is brilliant. However, the sample that Cheryl Crawford brings to the Longacre Theater, which is his first effort at dramatizing them for the stage, leaves this pew-sitter exceedingly cold. It just makes for wondering how three such fine players as Hume Cronyn, Jessica Tandy and Dorothy Stickney wanted to concern themselves in such proceedings.

"The Honeys," for such is the married name of two ladies mar-

**Irwin Corey**  
**Ruban Bleu, New York**

At the risk of sounding repetitious, this reporter can think of no comic who better suits an intimate room than **Irwin Corey**. This is probably why **Julius Monk**, canny showman that he is, has made him a hardy perennial at the **Ruban Bleu**. Corey, whether he is giving his absurd professorial lecture or is on his Shakespearean kick, ties your correspondent into belly-laugh kinks. He'll do it to you, too, if you stop in at the room.

Also a returnee to the agenda from last year is the highly personable chantress **Susan Johnson**. The lass projects elegantly both ballad and specialty-wise. She has good arrangements and obviously knows how to deliver them.

New to this reporter are the **Mascots**, male instrumental-vocal quartet. The group sells well for newcomers and will doubtless improve with seasoning. It's the sort of act that **Monk** has brought in before, which suddenly can get hot as a dollar pistol.

As usual, **Norman Paris** and his two assistants cut the show admirably. **Francis**.

**Danny Thomas**  
**Sands Hotel, Las Vegas**

Returning this week to the **Sands Hotel Copa Room** is the top comic draw in **Jack Entratter's** stable of regulars, **Danny Thomas**, who gets more mileage out of the same old gags than anybody in the business.

Easily the most popular funnyman playing the **Strip**, **Thomas** is starred in a presentation called "Spring Fever" for no apparent reason, except that it gives the chorus line a chance to prance around in fetching scanties with as springtime flavor.

Backing up **Thomas** are the rubber-jointed **Clark Brothers**, whose acrobatic dancing is always a crowd pleaser in the **Copa Room**. The regular opening act on the show is dispensed with to give the audience more of the star—a wise decision and a welcome one in the budget department.

Choreography is by **Bob Gilbert** and **Renee Stewart**, and orchestrations are by **Albert Sendrey**. Music is by **Antonio Morelli** and his **ork**. **Oncken**.

**Tony & Sally DeMarco**  
**Hotel Statler, Los Angeles**

Despite the fact there's little more than any team of ballroom and dance exponents could possibly offer, current show at the plush **Statler Terrace Room** is a lack luster affair. **Tony and Sally DeMarco**, the latter the latest in veteran **Tony's** long line of **terp** partners, accomplish the seemingly impossible in their 25-minute stint via a series of pluperfect routines. There's mambo, tango, charleston, time-steps and a routine sans music—all of which are dramatically effective. Repartee of both **Tony and Sally** leaves more to be desired. In fairness to the **DeMarcos**, the bill could have been heightened with the addition of an

ried to twin stinkerish brothers, has to do with the demise of the latter at the hands of their wholesomely fed-up spouses. It is, purportedly, a comedy. An obvious parallel may be drawn from "Arsenic and Old Lace," but where those elderly murderesses of "Arsenic" were immensely and wackily funny, **Dahl's** sisters-in-law are involved in situations that are not only far from amusing, but by the time they make their final arrangements for widowhood, a tepid start plus a continued conversation piece anent their respective husbands' demise, this reviewer didn't care much one way or another.

Via what seemed a somewhat abortive sense of humor (albeit this may be very funny indeed), one lady left her inelegant mate to starve while stuck in the family elevator. He escaped to be fatally brained by a greasy leg of lamb. His brother, likewise a louse, eventually succumbed to a medicinal dose of chopped tiger whiskers. This left the widows and a suburban gal friend who has pushed her spouse out of a window in uniform fine fettle.

Unfortunately, the play is as dull as this reviewer makes it sound. Naturally, when such actresses as **Miss Tandy** and **Miss Stickney** are playing the prospective widows, matters are better stage-wise than they really are. And with **Cronyn** doubling as the utterly loathsome twins, it is hard to have sympathy for his double demise. **Mary Finney** assists as the neighboring widow who looks at husband mayhem with a lissome eye.

But despite a pleasant production by **Cheryl Crawford**, **Ben Edwards'** good settings and **Motley's** costumes, "Honeys" has more vinegar than sting.

opening act. **Skinny Ennis** **ork** cuts the show and works the dance sets in typical yeomanlike fashion. **Friedman**.

**Stan Freeman**  
**Black Orchid**

**Stan Freeman**, pianist-comic, offers comedy that is new, fresh and highly entertaining. His routine makes the best of nearly all the already published material. He offers a new slant on a player piano and its manipulator and does a hilarious half hour of song and take-offs. His reception was tops.

**Dr. Arthur Ellen**, hypnotist, as usual does an excellent job of proving hypnosis, if done right, can be entertaining and educational. **Kitty White**, new Mercury chirper, does more than okay on her round-up of pop tunes and sophisticated chanting. She, too, got a warm reception. **Schickel**.

**Paul Gilbert**  
**Mocambo, Hollywood**

**Paul Gilbert's** show at the **Sunset Strip** nitery proves once more that the comic's best friend is his writer. When **Gilbert's** material is

**NIGHT CLUB**

## Miss Traubel, Water Share Spot

By **ED ONCKEN**

Opening **Las Vegas'** eighth **Strip** resort hotel, the **Royal Nevada**, is robust operatic diva **Helen Traubel**, who, however, must share starring honors with **Hans Hasslach's** **Dancing Waters**, the most spectacular and different presentation ever seen in **Las Vegas, Nev.**

**Miss Traubel** charms throngs in the **Crown Room** with a Viennese medley, an operatic medley, highlights from "Song of Norway" and a few widely varied numbers like "I Believe," "St. Louis Blues," "Bill Bailey" and **Brahms'** "Lullaby."

The second spot on the show is

**BROADWAY SHOWLOG**

Performances Thru  
April 30, 1955

**DRAMAS**

All in One	4-19, '55	15
Anastasia	12-29, '54	141
Anniversary Waltz	4-7, '54	445
Bus Stop	3-2, '55	69
Champagne Complex	4-12, '55	23
Cat on a Hot Tin Roof	3-24, '55	43
Inherit the Wind	4-21, '55	12
Lunatics and Lovers	12-12, '54	160
Tea and Sympathy	9-30, '53	660
Teach Me How to Cry	4-5, '55	31
The Bad Seed	12-8, '54	164
The Bamboo Cross	2-21, '55	80
The Desperate Hours	2-10, '55	92
The Honeys	4-28, '55	4
The Seven-Year Itch	11-20, '52	1,022
The Teahouse of the August Moon	10-15, '53	647
Witness for Prosecution	12-16, '54	156

**MUSICALS**

Ankles Aweigh	4-18, '55	16
Can-Can	5-17, '53	820
Comedy in Music	10-2, '53	607
Fanny	11-4, '54	204
Pajama Game	5-13, '54	398
Phoenix	4-23, '55	9
Plain and Fancy	1-27, '55	108
Silk Stockings	2-24, '55	75
The Boy Friend	9-30, '54	244
The House of Flowers	12-30, '54	140
The Shoestring Revue	2-28, '55	72
Three for Tonight	4-6, '55	29

**CLOSED**

Guys and Dolls	4-20, '55	15
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**COMING UP**

South Pacific	5-4, '55	
Damn Yankees	5-5, '55	

good, he's great. When the stuff is so-so, not even he can do much with it. It's to his credit that despite some blank spots the over-all audience reaction is socko.

**Gilbert** has been compared to **Bob Hope**, **George Gobel** and **Red Skelton**. **Mr. Magoo** could just as well be added to the list. The truth of the matter is that **Gilbert** adjusts himself to his material, and if it's **Gobel-like** material, then **Gilbert** sounds like **Gobel**.

When he's given the lines **Gilbert** is undoubtedly one of the funniest guys in the business, and his greatest need at the moment is to develop a style of his own. Tho his monologs have the crispness of **Gobel** and his asides can keep pace snide by snide with **Hope**, his primary forte are sketches. **Spielman**.

**Sibyl Bowan**  
**Palace Theater, New York**

Better than half the bill are new faces at the **Palace**, altho most of them are well known around and about. Of course, **Sibyl Bowan** is making one of her perennial sock appearances of impersonations in next-to-closing. Again she adds up to exactly what a No. 7 vaude slot ought to be.

New to this reporter is a good opener by the **Skating Regals**; the virtuosity of young **Jerry Rogers** on vibraharp, drums and piano; fine dramatic chanting from **Joan Dexter**, a lass of both looks and voice and definitely someone with a future; some excellent ballroom stepping from **Floyd and Marianna**, which will get better if they speed up their routines, and **Sid Stone's** pitchman comicalities, which have become something of a TV standard.

Back on the agenda are the oversold **terp** eccentricities of duo **Cook and Brown**, and for a closer the top acrobatics of **Fred and Herman Nevelle**. **Francis**.

**LEGIT**

## Nancy Walker Stars Anew in 'Phoenix '55'

By **JUNE BUNDY**

Brightly paced, witty and unpretentious, "Phoenix '55," a musical revue pegged on a topical theme, is a rare species of downtown theater. The show's humor is highly literate, yet never becomes precious nor self-consciously intellectual.

The best performance is given by comedienne **Nancy Walker**, who has been hiding her wondrous comedy lights under **Milton Berle's** video bushel for the past few months. She's always been a funny gal, but in this production she reflects a new polish, and a sharper awareness of comedy characterization.

In a series of hilarious sketches by **Ira Wallach**, **Miss Walker**, satirizes a hammy cake contest winner, an actors' lab ingenue, modern ballet, and amateur yachtsmen. She scores highest in a devastating commentary on, of all things, the rising birthrate. Latter is fantastically funny, and never offensive.

**Harvey Lembeck**, **Joshua Shelley**, **Louise Hoff**, **Kenneth Harvey**, and **Marge Redmond** provide able support for **Miss Walker** in the sketches, while **Rain Winslow**, **Bob Bakanic**, **Shellie Farrell** and **Jerry Fries** whip up an excitingly paced **terp** session for "This Tuxedo Is Mine!"

Pretty blonde **Elsie Rhodes** and sultry **Elton Warren** are fine in the thrushing department, but the over-all score lacks the zingy originality of other elements in the

**Jill Corey**  
**Blue Angel, New York**

New singer **Jill Corey** looks and sounds like a comer. The gal has a provocative, ingenuous approach and knows how to make the most of pleasant vocal equipment. **Pianissimo** ballad projection is particularly winning.

Comic **Charles Manna** likewise scores handsily. The lad has excellent material via his handkerchief and bear story bits, but his blood corpuscle routine runs a little heavy handed. Over-all he looks like another **Angel** discovery.

**Artie Johnson**, who is doubling from the local "Shoe String Revue," continues a sharp hold-over. **Johnson** has a fresh and original brand of nonsense, notably his Russian soap opera satire and his double talk fable, which is sock with customers.

**Blond Virginia De Luce's** booking on this agenda is something of a mystery to this reporter. The gal works terrifically on specialty chant material, but results come across negligibly. The gal is out of her class in this running. **Francis**.

**Bill Hayes**  
**State Theater, Hartford, Conn.**

**Bill Hayes** is undoubtedly drawing audiences here mainly on the strength of his best-selling record, "The Ballad of Davy Crockett," but the applause on his local bow-off is sparked by the sock showmanship of his over-all perform-

show. Costumes are attractive, and the sets are models of tasteful simplicity.

The show's unusually high percentage of hits in the sketch department is undoubtedly due to the perceptive direction of **Marc Daniels**, who was the guiding hand behind the early "I Love Lucy" TV film successes. All in all, **Phoenix Theater** is closing its 1954-'55 season with one of its most showmanly contributions.

ance, with "Crockett" only a contributing factor and not the whole act.

The ex-"Show of Shows" telestar has a warm, relaxed mike manner which establishes an immediate rapport with his audience. In spite of his current popularity with the coon-skin cap set, he sells best visually on swingier material.

**Mercury's** singing trio, the **Gaylords**, scored likewise with their hit record ditties "The Little Shoemaker" and "From the Vine Came the Grape." Comic **Don Cummings** also carried on in too sophisticated a vein for the small-fry "Davy Crockett" fans in the house, altho his monolog spot was a welcome relief on a bill over-loaded in the vocal department.

**Bundy**.

**Ella Fitzgerald**  
**Chicago Theater, Chicago**

Three record names and a supporting bill of **Larry Best** and **Los Gatos Troupe** indicate the house has again taken up options for a full house for the next two weeks. Little need be said about **Ella**, who as usual did an excellent job and reaped heavy response. **Eddie Fontaine**, who leaped to fame via his **Label "X"** recording of "Rock Love," got heavy response, but showed only too well that ofttimes fame can come too fast. He goofed the intro to his first number by putting too much emphasis on himself rather than his work. His voice and his singing are adequate, but time should be spent on his stage presence. The **Three Chuckles**, also **Label "X"** talent, come off as a top stage act. Their routine is perfected, they have stage presence, and their voices and repertoire are tops. **Schickel**.

**Tex Beneke Orchestra**  
**Hotel Statler, New York**

**Tex Beneke** is booked into the **Statler** for five weeks and, judging by well-filled room on the Tuesday (19), business should be more than satisfactory during the engagement. **Beneke** plays a smooth, dancable brand of music, with emphasis on standards played in a swingy foxtrot tempo.

The band has been streamlined down to 13 men (as compared to 19 in 1950) but it sounds better now than it has for some time. **Beneke** now tends to play down the **Glenn Miller** style, but he still draws the best audience reaction when he warbles his old **Miller** hits. **Blonde** canary **Lois Blaine** dresses up the bandstand and does an okay chirping job. **Bundy**.

## DRAMATIC & MUSICAL ROUTES

**Baker, Josephine:** (Geary) San Francisco.  
**Dark Is Light Enough,** with **Katherine Cornell:** (Colonial) Boston.  
**Dear Charles:** (Biltmore) Los Angeles.  
**Guys and Dolls:** (Her Majesty's) Montreal.  
**King and I:** (Shubert) Chicago.  
**Kismet:** (Auditorium) Rochester, N. Y.  
**Once Upon a Tailor:** (Walnut Street) Philadelphia.  
**Pajama Game:** (KRNT) Des Moines May 2.  
**Pajama Tops:** (Elm Street) Worcester, Mass.  
**Plaf, Edith:** (Royal Alexandra) Toronto.  
**Rainmaker, The:** (Erlanger) Chicago.  
**Seven-Year Itch:** (WRVA) Richmond, Va.  
**Seventh Heaven:** (Forrest) Philadelphia.  
**Solid Gold Cadillac:** (American) St. Louis.  
**Tea & Sympathy:** (Blackstone) Chicago.  
**Teahouse of the August Moon:** (Currao) San Francisco.  
**Tender Trap:** (Harris) Chicago.

# A Million Thanks To Twenty-One Yanks ❄

**FOR MAKING THE FIRST THEATRICAL PRESENTATION  
OF "PACIFIC STARS" BREAK ALL RECORDS IN  
THE HISTORY OF AUSTRALIAN SHOW BUSINESS!**

## ❄ THE SPIKE JONES SHOW

As reprinted from the Kings Cross Advertiser,  
Sydney, Australia, March 31, 1955

★ The largest advance ticket sale  
of any attraction ever to play in  
Australia

★ Spike Jones played to 77,000  
people in 5 nights in Sydney

★ Spike Jones played to 21,000  
people on Saturday, April 2, 1955,  
in Sydney

### PACIFIC STARS

Melbourne, Victoria,  
AUSTRALIA

associated with

### ARENA STARS, Inc.

366 N. Camden Drive,  
Beverly Hills, CALIFORNIA

## "SPIKE" JONES IS CRAZIEST, MADDEST SHOW EVER HERE

The craziest show ever seen in Sydney—the SPIKE JONES SHOW—thrilled and "split the sides" of more than 16,000 fans who saw the first two performances at the Sydney Stadium on Tuesday night.

Without a doubt this is the maddest, most zany, yet astoundingly clever show ever staged here.

Ever since the amazing and versatile "Spike" cut his first disk, and made his first movie, local fans have been hoping to see him in person in Australia.

Well, the wildly cheering crowd got its first opportunity on Tuesday night.

And they got more than their money's worth, too.

The only pity is that the season is so short and so many thousands of fans who would like to go will be unable to get in.

#### HUGE BOOKINGS

Because the bookings are colossal.

The SPIKE JONES SHOW has been promoted by a new organization—completely distinct from the Lee Gordon set-up.

The new organization is known as "PACIFIC STARS" — a Melbourne-

formed syndicate which includes several big names in the world of sport and theatrical promotion.

PACIFIC STARS plans to bring out plenty more big names.

With the "Spike Jones Show" they have got away to a terrific start.

No words can adequately describe the scenes of madness crossed with musical genius seen at the Stadium Tuesday night.

As Tom Farrell wrote in the "Telegraph":

The National Anthem was the only tune which came out straight in the Spike Jones Show at the Stadium last night.

Jones' musical lunacy and the astonishing versatility of his troupe made it the best of any of the recent American shows.

#### SPIKE JONES SAYS:

"We're Happy  
We Flew

**QANTAS**"

EMPIRE AIRWAYS, LTD.

## Radio Stations Receiving Quarter-Million LP's Yearly

### Subscription Service Operates on Actual Cost Basis to Outlets

By IS HOROWITZ

NEW YORK, April 30.—Major record manufacturers are now shipping more than 250,000 LP's annually to radio stations on regular subscription service, and the flood of vinyl entertainment is due for a sharp spurt as other diskeries prepare to launch similar programs.

This quarter-million figure refers only to LP's sent radio stations by RCA Victor, Columbia, Capitol, Decca and London. Mercury and M-C-M are now completing plans to introduce parallel plans. And the figure also does not include the many LP's sent free to broadcasters by these and other diskeries as part of regular promotion drives. Neither does it include LP's sold at special prices to radio stations by record distributors, upon company authorization, by diskeries large and small.

If all these other sources for radio LP's were added in, the annual total would swell to about a half million, according to industry estimates.

#### Nominal Fees

It should be noted that the subscription services all charge nominal fees, unrelated to the actual cost of the records, but designed to cover handling and shipping costs. In effect, the diskeries consider it a "gratis" service.

The extent of the LP services show a heightened interest in programming material only available on packaged records on the part of radio stations across the country. As recorded music strengthens its hold on AM and FM broadcasting, stations most constantly seek for new material. The LP records they receive cover practically all repertoire categories—pop, classical, jazz, etc.

Each record manufacturer ap-

proaches its LP subscription service differently, and some have recently revised their plans. Here is a run-down of the individual plans of the majors and the extent of their radio distribution:

#### Victor Plan

Victor, which launched its pop LP service last February, after long experience with similar distribution of classical vinyl, now numbers 871 radio subscribers in its pop album service. For \$25 annually, these stations receive

(Continued on page 30)

## BOTTOM TO TOP

### New Faces Hit 27 Of 48 Best Sellers

• Continued from page 1

have also suffered inroads by another artist group—namely, artists who have been in the business a long time and are staging a strong comeback or artists who had previously had a limited appeal.

In this category would be included Mercury's Georgia Gibbs with "Dance With Me, Henry" and previously "Tweedle Dee"; Dot's Johnny Maddox with "Crazy Otto Medley"; the Fontane Sisters with various disks; Mercury's Sarah Vaughan with "How Important Can It Be?"; "Make Yourself Comfortable" and "Lola"; Coral's Johnny Desmond with "Hearts and Flowers"; Decca's Al Hibbler with "Unchained Melody"; Art Mooney's "Honey Babe," and Capitol's Tennessee Ernie with "Ballad of Davy Crockett."

#### Older Names

In the above group, it is to be noted that Sarah Vaughan, for instance, heretofore was a name only in the jazz field, Gibbs had had nothing of import since "Seven Lonely Days" and Tennessee Ernie years ago was a big click as a country artist. All these, in one way or another, have broken out of a limited field to become pop best sellers or have regained original stature as pop talent.

Labels which have scored heavily in the new artist sweepstakes are those which have been most experimental; whereas those which have relied on traditional artists have had the roughest time. Best of the majors, for instance, is Decca, which has been able to develop hits with Hibbler, Crazy Otto, Miss Valente, the Cowboy Church Choir, Lenny Dee, etc. In the independent field, Dot, Cadence and Epic have been notably successful.

One interesting aspect of the picture is the great amount of novelty material cut by these new artists, and this has given rise to speculation as to how permanent or stable will be this newer crop of

artists. It is, of course, too early to tell.

Another interesting aspect of the picture is the respectable number of smash disks derived from foreign sources. These include, of course, the Valente sides, the Crazy Otto sides and such items as Frank Wei's London disk, "The Happy Wanderer," and Eddie Calvert's Essex disk, "Oh, My Papa."

What does it all portend? Several things. As indicated, the pop market is apparently wide open for new talent; the pop record buyers are indicating a wider range of taste. It also portends a rougher future for established artists. And for a.&r. men and labels, the moral is obvious: Complete reliance on old, established artists has become an increasingly diminishing part of the profit picture.

## Mercury Prepares Wing Subsid Label

NEW YORK, April 30.—Mercury Records is setting up a subsidiary label tagged Wing Records, which will be active in all disk categories—classical, pop, children's, rhythm and blues, and country and western.

The new label, scheduled to market its first releases June 15, will be a wholly-owned subsidiary of Mercury and will headquarter in Chicago. However, the line will be handled thru a separate operation with its own artist and repertoire, promotional and sales departments. It will be distributed thru a new set of independent wholesalers.

The exec line-up hasn't been set yet, but Mercury reportedly has discussed the top a.&r. job with Chicago arranger-conductor Lew Douglas, as well as with a.&r. men now with other labels. As soon as Wing's sales manager and field staff is announced, distributors will be named and artists will be signed for a heavy recording schedule in late May and early June.

#### Price Policy

Wing disks will be priced in line with Mercury's current pricing policy, and, according to prexy Irving B. Green, there are no plans at present to introduce a low-priced packaged line on the new label.

The subsidiary label, said Green, is being set up because it is felt that the volume of material available for release on the Mercury line is too great for proper exposure unless some is released thru a separate company. In line with this, he noted that a considerable

## LISTING MISSES LONDON, DECCA JAZZ LEADERS

NEW YORK, April 30.—

Recently, in The Billboard's Jazz Special, one feature was the charting of best selling jazz LP's by record companies. Inadvertently, the best sellers from both Decca and London Records were left out. We hasten to rectify this error and to complete this important dealer service.

Decca Records' best selling jazz LP's are "Jazz Studio 3"—John Graas and Gerry Mulligan (DL 8104); "Just Jazz—Gene Norman Presents"—Lionel Hampton and All Stars (DL 7013); "Jazz Themes from 'The Wild One'"—Leith Stevens (DL 5515); "Jazz Studio 2" (DL 8079); "Satchmo at Symphony Hall"—Louis Armstrong (DX 108).

London Records' top five are "Ted Heath's 89th London Palladium Concert" (LL 802); "Ted Heath's 100th London Palladium Concert" (LL 1000); "Fats Waller's London Suite"—Ted Heath ork (LL 978); "From New Orleans to London"—Ken Colyer ork (LB 904); "Back to the Delta"—Ken Colyer ork (LB 1089).

## Pacific Jazz Sets LP Sale

HOLLYWOOD, April 30.—Pacific Jazz, independent diskery, marked the start of its fourth year in the recording business this week, and for the period from May 1 thru July 1 has dropped the price of its complete 10-inch LP line to \$2.99.

Richard Bock, president of the company, made the announcement here this week. Firm's line of 10-inch package goods will return to its normal \$3.85 list, according to Bock, at the end of the sale. The company's 12-inch line of LP's will

(Continued on page 30)

## Williams Suit Vs. Dootone, Capitol, Others

### Decision May Set Calif. Pattern for Pacts With Minors

HOLLYWOOD, April 30.—An action, the results of which may well prove to be a guide in future songwriter, management and recording artist contracts involving minors in the State of California, was instituted here this week (26) in Los Angeles Superior Court by Curtis Williams against Dootsie Williams, Dootone Records, Dootsie Williams Publications; Capitol Records, Inc.; Criterion Music Corporation; Leow's, Inc.; Broadcast Music, Inc., and six John Does.

Suit, in addition to asking for specific damages aggregating \$110,000, asks for declaratory relief, disaffirmance, cancellation and rescission of minor's contracts, an accounting, reassignment of copyrights, injunction and charges fraud.

Specifically involved is the court's determination of the validity of contracts entered into by Curtis Williams, minor, with Dootsie Williams. Latter held recording, management and songwriter contracts with Curtis Williams, who alleges in his complaint to have canceled same on December 15, 1954.

Williams, leader of the Penguins, (Continued on page 30)

## Rosner Heads New Pop Album Bally for RCA

NEW YORK, April 30.—RCA Victor has created a new pop album promotion department, reflecting the diskery's growing emphasis on pop package merchandise.

Placed in charge of the new department is Ben Rosner. As his assistant Victor has hired Carl Bosler, formerly chief music editor of the "Voice of America." Rosner, whose area of responsibility covers both pop and jazz albums, continues to report to ad chief Bill Alexander.

Victor's heightened interest in pop albums first made itself evident several months ago with the appointment of Ed Welker as artist and repertoire exec in the field. Since the price readjustment in January, the diskery has experienced its greatest percentage increase in pop albums. The stress will continue heavy in the field.

Bernie Miller will continue in charge of pop single promotion.

## INFRINGEMENT?

### H&R 18-Count Suit Versus Apollo, Lloyd

NEW YORK, April 30.—Hill & Range this week filed an 18-count infringement suit in U. S. District Court against Apollo and Lloyd Records, Bess Berman and Bess Music, Inc. The counts, listed in an 80-page complaint, had to do with approximately 20 sacred songs that had been recorded by gospel singer Mahalia Jackson for Apollo Records.

According to H. & R., the diskery had claimed these tunes for its affiliated publishing firm, Bess Music, while actually all of the works have established authorship and belong to Hill & Range. In one specific case, involving the tune "What Then," H. & R.

(Continued on page 30)

## Dupli-Tape Co. Bows in Hwd.

HOLLYWOOD, April 30.—The formation of Audio Dupli-Tape Manufacturing Company was announced here last week by Nate Duroff and Nate Rothstein, owners of Monarch Record Manufacturing Company.

New firm, organized at an investment of \$25,000, is expected to be operating early next month and has been set up for high-speed mass duplication of recorded tape. Major equipment, consisting of an Ampex master duplicator and four slaves, is to be installed this week under the supervision of Bunny Robyn, of Master Recorders.

According to Duroff, new equipment is capable of reproducing four seven-inch reels of tape in four minutes, or approximately 1,200 feet of single-track tape.

Present plans call for the firm to manufacture its own reels, in addition to offering clients a variety of boxing and packaging designs.

Audio Dupli-Tape will reproduce tape for both the home and commercial markets.

## ASCAP Votes Back Old Slate

NEW YORK, April 30.—Stanley Adams was re-elected president of the American Society of Composers, Authors and Publishers Thursday (28) in balloting that returned all incumbents to office.

At the meeting of the ASCAP board the following officers were re-elected: Otto A. Harbach, vice-president; Louis Bernstein, vice-president; John Tasker Howard, secretary; Saul H. Bourne, treasurer; George W. Meyer, assistant secretary; Frank H. Connor, assistant treasurer.

## Columbia in New Piracy Suit Moves Against Indie

By BILL SIMON

NEW YORK, April 30.—Columbia Records sailed against the pirates again this week.

The diskery, in its first major anti-pirating action since the precedent "Jolly Roger" case of 1952, filed suit in New York Supreme Court against Harry Meltzer and Jay Records, who are charged with illegally issuing an LP called "Ruth Etting Sings Again." According to Columbia, this set is copied from Etting records made between 1927 and 1932 by the Columbia Phonograph Company, a predecessor of Columbia Records.

Columbia has asked for both a temporary and a permanent injunction against the manufacture and sale of such records, plus \$50,000 damages.

Meanwhile, it was learned that Jay, an outfit headquartered in Jack Meltzer's Merit Music Shop

here, also has run afoul publishers' agent Harry Fox.

Fox is concerned, not only with the Etting sides, but also with other Jay issues featuring Ethel Waters and the late French guitarist Django Reinhardt. According to Fox, Jay filed a notice of user pertaining to the tunes on these disks, but this was returned inasmuch as the Fox office does not recognize Jay's right to issue these particular recordings.

In the "Jolly Roger" fracas, Fox had entered the action on behalf of his publishers and was awarded royalties plus treble damages, or a minimum of \$250 for each pirated master.

Anti-pirating, as a matter of official concern, received a set-back this week when it was learned that Governor Averell Harriman is unlikely to sign the anti-piracy bill (Continued on page 30)

# AB-PT Negotiating To Acquire Cadence

Archie Bleyer Would Remain A&R Head; Mutual Web Also May Enter Disk Field

By JUNE BUNDY

NEW YORK, April 30.—The American Broadcasting-Paramount Theaters, Inc., and Cadence Records are talking over a deal whereby the former company may take over the disk outfit—lock, stock and Archie Bleyer.

Meanwhile, another network, General Tire's Mutual radio web, reportedly also is exploring the possibilities of entering the record business.

If the AB-PT-Cadence deal jells, it is understood that Cadence's prexy, Archie Bleyer, would remain in the key artist and repertoire spot, while the label's sales topper and co-owner, Sam Clark, would continue to direct the sales end of the operation. Cadence has its own indie distributor line-up, of course, which would automatically take care of the important problem of distribution.

Psychologically, the deal may appeal to AB-PT because Cadence's best-selling disk "The Ballad of Davy Crockett" by Bill Hayes is indirectly tied up with ABC-TV's first really top-rated network show, "Disneyland." However, negotiations between AB-PT and Dot Records were almost as hot before they bogged down a couple of weeks ago, so there's always a chance AB-PT and Cadence will fail to come to terms.

Mitch Miller Rumor

In line with this, a rumor was making the trade rounds this week to the effect that Columbia's Mitch Miller had been approached about heading up Paramount's platter operation. Regardless of the outcome tho, AB-PT executive veepee Bob O'Brien this week said that some decision will be made on the diskery matter by mid-May.

## Pierce Decision Upholds Name, Likeness Suit

NEW YORK, April 30.—A decision of wide interest to show business—inasmuch as it protects the exclusive right to a name and personality—was rendered this week by Justice Cox in Supreme Court, New York County.

The decision was based upon a complaint by Hill & Range which asserted that country singer Webb Pierce had assigned to it the exclusive right to use his name and likeness on folios until August 20, 1955. The defendant, Forrest Music, claimed it had purchased from Pierce a similar right—without having knowledge of Hill & Range's prior contract.

Several folios with the singer's name and likeness have been on the market. Hill & Range published "Webb Pierce—Folios Nos. 1 and 2." Forrest published "Webb" (Continued on page 30)

## London's Offer On Telefunken

NEW YORK, April 30.—London Records is offering Telefunken LP's to dealers at special "get acquainted" prices, in a promotion due to close May 21. The promotion is being handled by London International, the corporation set up recently by the diskery to handle sales of several subsidiary labels direct to dealers, rather than through the firm's distribution net.

Under the special plan, dealers may purchase Telefunken 12-inchers at \$1.85, as compared to the "normal" price of \$2.78, and 10-inchers at \$1.50, rather than \$1.66. Normal prices refer to charges of 38 and 10 per cent off the list price for dealers stocking London International vinyl.

## DISKERIES DO DOUBLE-TAKE ON JAP RHUMBA

NEW YORK, April 30.—The record business witnessed something of an international crisis here this week, when the Warner's Music Publishers Holding Corporation objected to Southern Music's new ditty "Japanese Rhumba" on the grounds that the first eight bars of the song were identical with the old Warner movie tune "Lullaby of Broadway." Rather than risk a law suit, Southern added a few extra notes to the song. Meanwhile, RCA Victor's Joe Carlton had recorded the original version with Audrey and Jayne Meadows. Southern persuaded an indie firm, which already had a version of the tune on the market, to double track the new notes on the original record. However, Carlton wouldn't go for the double-track suggestion. Instead he's shelving the Meadows disk and Tuesday (3) night the sisters will re-cut the tune.

# Col. Cuts 10-Inch 78 List, Entre Line

Diskery's Out to Get Shellac Business; Wants LP's Too for Every Pocketbook

NEW YORK, April 30.—Columbia Records has cut back the "suggested list price" of its 10-inch 78 r.p.m. records from 98 cents to 89 cents, effective Monday (2). Simultaneously, the diskery cut the price of its subsidiary Entre LP line from \$2.98 to \$1.98. Dealer distributor discounts have been adjusted accordingly.

The surprise cut on 78 r.p.m. prices follows the diskery's determination that reports of the demise of the old "standard" speed have been grossly exaggerated. According to one Columbia spokesman, "The 78 business is still there, and we're going to get it."

The Entre move affects a classical LP catalog that has grown to include 73 active items. Under the new structure, about 10 additional LP's will be added every three months. The next big release is scheduled for July 1.

According to Columbia, this Entre adjustment is in line with the diskery's program of producing "an LP for every pocketbook." It makes available to dealers an LP "leader" which is, however, subject to no returns, exchanges or deals. It, in effect, parallels RCA Victor's Camden label, which also retails at \$1.98.

An interesting aspect of the Entre set-up is the fact that the diskery will spice the catalog with top-flight names. The New York Philharmonic, the Philadelphia Orchestra and Sir Thomas Beecham are among those already represented on Entre. In the future, as certain regular Columbia issues drop off in sales or are superseded by new issues, they will be transferred to Entre. Entre doesn't intend to follow the Camden practice of using pseudonyms for name artists.

In January, when Columbia's present price structure for LP's was announced, the company specified that it was guaranteeing prices on all disks listing at \$3.98 and over. Since the Entre and shellac disks don't fall in that category, there will be no adjustments made on present dealer or distrib inventories

## MUSIC IN TELEFILM

# It's a Boon to Publishing Trade, Knotty Problem to Producer of Pix

HOLLYWOOD, April 30.—Television film continues to be a boon to the music publisher fraternity, a legacy that may one day supplement and outshadow existing sources of revenue.

Unlike mechanical usage of music which falls under the jurisdiction of the 1909 copyright law, television film is a bed-partner of theatrical film, and as such is subject to the applicable synchronization and incidental music rates. The latter have generally been determined by publishers and movie studios at the bargaining table, and more frequently as "what the traffic will bear."

The production of TV film musical shows and filmed variety

shows is currently at an all-time high, with a total of 28 shows either in production, planned or currently on the air. All of these filmed shows are likened to theatrical film as far as music publishers are concerned, and, as such, command higher fees for their usage.

### Clearance Problem

The determination of clearances of music for filmed television features currently remains a thorn to a good number of telepex producers, largely so because of their lack of familiarity with the field. Network film packages fare much better than do the syndicated shows, since existing music clearance and continuity acceptance de-

partments are established and have the staffs and means to research a given song, i.e., the Danny Thomas and Ray Bolger shows.

Typical of the problems confronting telefilm producers and music publishers is the determination of right of film ownership of a particular song. Publishers frequently grant exclusive international film usage rights to a motion picture studio for inclusion in a specific film. International rights are given to prevent running afoul of foreign copyright laws which differ vastly from the U. S. statutes, and which, if not included, might prevent the foreign showing of a theatrical release.

Should a publisher grant telefilm usage rights when said film rights are already vested in a studio, or should the TV producer fail to receive proper clearances prior to actual production, in many cases this could mean the complete and total loss of a musical feature in a series.

Clearances of music in the telefilm industry are currently handled by network divisions, the motion picture studios in some cases, and of late by individuals who specialize in the field.

### Brody Specializes

Most active of the latter group in Hollywood is Bernard S. Brody, who currently numbers among his clients Guild Films, Ziv, Television Programs of America and several indie telefilm producers. Brody has cleared the music for such shows as Liberace, Frankie Laine, Florian ZaBach, the Eddie Cantor Show and the upcoming Spade Cooley teleshow. His function chiefly is one of liaison between the music publisher and the TV film pro- (Continued on page 30)

## 'CROCKETT' BONANZA

# Tune's Mdse. Aspects Best Since 'Rudolph'

HOLLYWOOD, April 30.—With 34 licensees manufacturing more than one hundred varieties of toys, clothing, games, books, etc., and more clamoring for rights, Walt Disney's "Davy Crockett" currently shapes up as the biggest windfall a song has received since Johnny Marks turned the trick with "Rudolph the Red-Nosed Reindeer" in 1947.

It is true that "Rudolph" did not have the advantage of a kickoff as did "Crockett" on the "Disneyland" ABC-TV show. The popularity of the "Crockett" song is currently offering tremendous stimulus to the Disney merchandising division.

Tho no accurate figures are available, Disney execs believe the many versions of "Crockett" have sold in excess of four million records, with Simon & Shuster's Little Golden Disk passing the two million mark. Published by Disney subsid Wonderland Music, the song also shapes up as one of the biggest copy tunes of recent years.

### Endless Variety

Disney's merchandising division has licensed manufacturers who are currently working overtime on such products as coon-skin caps, children's pajamas, sweaters, trousers, bathing suits, an electric quiz game, jigsaw puzzles, lunch boxes, dolls, projectors, toy guns, guitars, block construction sets, ad infinitum; all with the Davy Crockett motif and bearing the official imprint of Disney Studios and picture of Fess Parker.

Unusual aspect of the Crockett

merchandising is that the Crockett legend and figure is in the public domain, with no legal barriers to prevent a manufacturer from issuing merchandise similar to that being licensed by Disney. According to Disney execs, tho, no manufacturer has yet done so, with the better stores thus far refusing to handle any Crockett merchandise not bearing the Disney stamp of approval.

### To Keep "Crockett" Alive

As with the repetitive qualities of "Rudolph," Disney execs plan on keeping "Crockett" very much alive this year and well into 1956. (Continued on page 30)

## HASSLE WITHIN A HASSLE

# Songwriters Seek Schulman As Their Lawyer in BMI Suit

NEW YORK, April 30.—A note of dissonance in the Songwriters of America vs. BMI suit was heard this week, when it developed that the attorneys on the songwriter side of the case were in a hassle with regard to the matter of having John Schulman named as the attorney of record, in substitution for Hays, St. John, Abramson & Schulman, who are currently the attorneys of record.

New York Federal Judge Edward Weinfeld, in chambers Thursday (28) reserved decision on a motion filed by John Jacob Loeb, one of the plaintiff songwriters,

asking that the substitution be effected. Arthur Garfield Hays, it will be recalled, died several months ago.

Altho Schulman has been conducting the \$150,000,000 anti-trust case for the cleffers, the original firm claims a lien on the case.

Loeb's affidavit pointed out that on February 24, 1955, he received a letter from the firm of Hays, St. John, Abramson & Schulman stating that Schulman had severed his connection, and adding, "In order that there be no divided responsibility we suggest that the substi- (Continued on page 30)

## Mercury Hits Best Quarter In Its History

Cash Volume Tops First '54 Quarter By 60 Per Cent

NEW YORK, April 30.—Mercury Records chalked up its most successful three-month period in the history of the company for the first quarter of 1955, according to President Irving B. Green. The dollar volume for that period this year, said Green, was 60 per cent higher than for the same quarter in 1954.

EP packages, noted Green, were up 85 per cent over last year in unit sales, and single records were up 43 per cent. In the 12-inch pop LP line, unit sales for the first quarter were up 230 per cent, while the 10-inch pop LP's were up 50 per cent, said Greene. He added that Mercury's kiddie line, Childcraft, showed an increase of 210 per cent.

Meanwhile, Mercury has stepped up its schedule of package releases with five new albums slated to reach the market next week. The quintet includes a 12-inch LP, "Dance Band in Town," by Ralph Marterie's orchestra; a (Continued on page 30)

## Col. Continues Reshaping of Sales Staffers

NEW YORK, April 30.—The realignment of sales personnel at Columbia Records continued this week. Bill Gallagher, who moved in from Philadelphia to become district manager of the New York-Newark market, will take over the newly-created post of Sales Training Director.

Milton Selkowitz, former marketing manager, is now Syndicate Store and Special Market sales manager. George Hayes, general trouble shooter, has been given the full-time chore of merchandise manager of the subsidiary Entre label. Merle Weiss, district manager for the Pittsburgh area, has added to the Philadelphia, Baltimore, Washington areas. Gene Weiss will function as special promotion and sales field assistant to Merle Weiss.

## MAJOR MOVES

## NJBM Gives 2,000 Outlets Free Licenses

NEW YORK, April 30.—National Juke Box Music, Inc., a new music licensing organization sponsored by the Music Operators of America, has sent out gratuitous performance licenses to more than 2,000 broadcasters.

The licensing move is being made concurrently with the release of the first major label record nabbed by the operator-oriented group. RCA Victor has just issued a disk by Sonny Graham, chosen as "Miss Juke Box" several weeks ago at the Chicago convention of MOA. One side of this disk holds the ditty "A Stairway to the Moon," held by NJBM.

Steps taken by NJBM are in line with its original proposal to waive performance rights from broadcasters, as well as from juke box operators, should the latter become subject to performance fees as the result of passage of Copyright Act amendments now being considered by Congress.

NJBM, headed by Barney Young, has been approaching major diskeries with "guarantees" of heavy initial orders on any top artist's records that carry the org's material. Because of MOA's strong backing of the org, it is expected that many operators will feature the Sonny Graham waxing in their machines.

### Louisa Field Exits Cap Copyright-License Div.

HOLLYWOOD, April 30.—Louisa Field, for the past nine years in charge of Capitol Records copyright and license division, has resigned her position. Miss Field,

## TALMADGE GRIN BRIGHT SPOT IN A DARK MOMENT

CHICAGO, April 30.—One of the funniest situations, involving a disk jockey and a record company, took place this week at the Black Orchid during a cocktail party given by Mercury Records for their new artist, Kitty White.

At the party, Dr. Arthur Ellen, hypnotist appearing at the club, managed to get disk jockey Jim Mills under a hypnotic spell. Before awakening Mills, the hypnotist informed his subject, "When I wake you up, you will grab the microphone and tell everybody what a good label Mercury is—you will not remember a thing."

Mills woke up all right and, still in a daze, said: "I don't know why I'm up here, but I feel like I should say something. I want to thank Mercury Records for this party. They are a good record company, even if they copy all the hits. Don't get me wrong, I like Mercury, even if some of their promotion stinks. But I want you to know it's a good company."

Art Talmadge, vice-president of Mercury and a.&r. topper, was standing by and said, "I feel just like Liberace—no matter what they say, I smile all the way to the bank."

widely known thruout the recording industry, will take a brief vacation with subsequent plans to re-enter the business at a later date.

Roland Fribourghouse, with Capitol since 1950 in an administrative position with the firm's artist and repertoire division, has joined the department as supervisor. Miss Field's replacement will be announced at a future date.

## S-C, Dynamics In Merger; No Change in Mgt.

ROCHESTER, N. Y., April 30.—The Stromberg-Carlson Company, manufacturer of phonographs, television and communications equipment, this week was merged with the General Dynamics Corporation by a vote of the directors of both concerns.

The merger is subject to the approval by stockholders of both companies. Shareholders of record as of May 31, 1955, will vote on the merger June 28.

No change in the management of either corporation is contemplated. Stromberg-Carlson will retain its name and organizational structure, except that it will operate within General Dynamics as the Stromberg-Carlson division. Robert C. Tait, president of Stromberg-Carlson, will continue as president of the division and will also serve as a senior vice-president of General Dynamics. Tait, Wesley M. Angle, chairman of Stromberg-Carlson's board, and Bernard E. Finucane, a member of Stromberg-Carlson's board, will all become members of General Dynamics' board.

### Expansion Planned

Tait said that so far as Stromberg-Carlson's board was concerned, the merger was wholeheartedly approved. He added that it was not only the intention of all concerned to keep the Stromberg-Carlson operations in its plants in Rochester, but to expand them substantially. The move is hoped to add strength and diversification to both companies.

General Dynamics has three other divisions and a Canadian subsidiary, and employs approxi-

## R.&B. GROUPS TO ANCHORAGE

HOLLYWOOD, April 30.—The rhythm and blues craze knows no borders, not as far as Ben Waller's local booking agency is concerned at any rate.

The domestic popularity of r.&b. may have slowed some in recent weeks, Waller this week was literally besieged with requests for talent from beyond these shores.

The Roy Milton band, to be followed by Eari Bostic and the James Moody orchestra, have been booked for a schedule of dates, starting May 3, in Anchorage, Alaska.

mately 55,000 people. One division is the Convair division, aircraft manufacturer, with plants in San Diego and Pomona, Calif. Another is the Electric Boat division of Groton, Conn., manufacturer of submarines. This division built the first atomic powered submarine, already has started construction on a second and has orders for a third. Three more orders are pending before Congress. The third division is Electro Dynamic, Bayonne, N. J., manufacturer of motors. The subsidiary is Canadair Limited, Montreal, the largest aircraft builder in Canada.

Stromberg-Carlson besides manufacturing sets, also builds telephone equipment, and is the owner of three broadcasting stations in Rochester—WHAM-AM, WHAM-TV and WHFM. The transfer of these licenses, of course, is subject to the approval of the Federal Communications Commission. Upon approval of the merger, it was reported that shareholders of S-C common stock will receive one share of General stock for each share of S-C stock. Preferred stock will be converted.

## Staff Alignment Jells Merger of Haydn-Urania

NEW YORK, April 30.—The partial merger of Haydn Society and Urania Records, reported here last month, jelled into more definite form this week as Tom Crowder, Haydn prexy, was named vice-president of Urania and took over active management of the combined operation.

The two independent diskeries have blended their sales, promotion and production departments, altho the labels will continue independent existence. Irv Katz, is over-all sales manager, with Doug Duer, Willie Lerner and Abbott Lutz on his staff. Victor H. Cohen is office manager and recording engineer. Louise Goodman is production manager. Rudolph Koppl, of course, remains president of Urania.

The main purpose of the move is to effect economies, much of which, it is said, will be passed on to dealers. A large part of the output of both labels will be sold direct to dealers, bypassing distributors.

The sales policy of the new set-up will be to play down list prices, letting dealers set their own lists based on "competitive" dealer prices of Haydn Society and Urania vinyl. The firms will stress local co-op advertising programs in the future.

### Mercury Inks Cherney, Skeds Early Session

CHICAGO, April 30.—Guy Cherney has been inked to a Mercury Records contract and will do his first session for the label in Chicago next week. Cherney was formerly with Tiffany Records and has just finished a 14-week engagement at Las Vegas.

# WE ARE RED HOT—

## HOTTER THAN EVER BEFORE!!

### WITH THESE BIG HITS...

ABBOTT  
#3003

"BOOM BOOM BOOMERANG"

"LET YOUR LOVE WALK IN"

The De Castro Sisters

FABOR  
#4003

"MY HEART HAS A CONSCIENCE"

"WE'RE GONNA BOP"

The Abbott Sisters

Proudly Introducing  
FABOR RECORD CO.'S  
NEW  
DELORES SHARP on  
2 Great Sides

FABOR #4004

"SINTOO"

DELORES SHARP  
with the Sky Boys

"I'LL HOLD YOU CLOSE"

DELORES SHARP

We have outdone ourselves on these great releases making top sellers thruout the nation. Operators, don't sell these numbers short. Our Disk Jockeys report them well received by the public. All are being greatly requested thruout the nation on our great Disk Jockey programs. All are moving fast toward the top. Thanks to the DJ's and the Operators.

# ABBOTT AND FABOR RECORDS

6636 HOLLYWOOD BLVD., HOLLYWOOD 28, CALIF.

distributed in Canada by QUALITY RECORDS, Ltd., Toronto

## RCA, Decca Map 'Kelly's Blues' Albums

HOLLYWOOD, April 30.—Record dealers can expect several albums from the forthcoming Warner Bros. film, "Pete Kelly's Blues," starring Jack Webb, Peggy Lee and Ella Fitzgerald.

RCA Victor will issue an album of instrumentals from the film, a majority of them jazz standards. Name musicians scoring the film have been at work here for several weeks recording the songs.

Decca will release an album by Peggy Lee, with one by Miss Fitzgerald also reported in the offing. Film is scheduled to receive an extensive promotion campaign by both Warner Bros. and Webb's music publishing firm, Mark VII Music. Latter has two original tunes, penned by Arthur Hamilton, in the film. Webb is slated to leave on a month-long promotion tour prior to the bow of the picture, along with Hamilton and Herm Saunders, latter head of the publishing company.

## Cadence Inks Europe Deal

NEW YORK, April 30.—Cadence Records has made a deal for English Decca to handle all of its foreign distribution with the exception of South America and Canada. English Decca has handled some Cadence releases abroad but henceforth will handle all of the line on an exclusive basis.

The deal was set for Cadence by national sales manager Sam Clark.

## Chi Music Trade Promotes 'Juke Matinee' on WAAF

CHICAGO, April 30.—The Chicago Juke Box Operators' Association, the Recorded Music Service Association, and Station WAAF have joined forces in a new promotional effort which will take the form of a disk jockey show.

The show, "Juke Box Matinee," will be helmed by deejay Hal Fredericks and will air Monday thru Friday from 3 to 4 p.m., beginning May 1. The Recorded Music Service Association will sponsor the show as well as tie-in promotion. The association will plug the show via decals which will be placed on all juke boxes, which according to the group constitutes a total of approximately 7,000 now on location.

The show, besides being a regular disk jockey show, will also make a periodic selection of what will be called "The Hunch Tune." Carl Green, a member of the juke box operators' association, will help in the selection of the hunch tune. The winning tune will be plugged via the program every day, as well as being placed in the No. 1 slot on all juke boxes. The title card on this tune will note that it is a WAAF hunch tune. Fredericks, who was selected by the group to helm the show, has only been in Chicago a few months. He was formerly a disk jockey in St. Louis for over 10 years and is widely known in radio circles.

## Hal Webman Buys 3 Wilson Catalogs

NEW YORK, April 30.—Music publisher Hal Webman last week closed a deal with Tony Wilson to acquire about 30 copyrights contained in Wilson's Caravan, Park Lane and Cambridge catalogs. Webman also acquired the Cambridge firm itself, while Wilson retained the Caravan and Park Lane tags.

Since Park Lane and Cambridge are Broadcast Music, Inc., affiliates, the copyrights therefrom will go into Webman's Emperor Music, Inc. The Caravan copyrights, cleared thru the American Society of Composers, Authors and Publishers, go into Marguerita Music Company, Inc.

Wilson currently is employed by Sheldon Music.

## CLOONEY WINS KID POP POLL

HOLLYWOOD, April 30.—Rosemary Clooney notched another honor this week in coping first place in a small fry popularity contest conducted among 50,000 youngsters under eight years of age.

Poll, run by the moppet teleshow, "North Pole Revue," KRCA, Los Angeles, showed Miss Clooney as the winner, with Kitty Kallen a close second. Frank Luther and Gene Autry lead in the male division of the poll, with Eddy Arnold a runner-up.

## Mercury Opens Boston Branch

BOSTON, April 30.—Mercury Records this week set up a company-owned distribution branch in the Boston area, following an amicable parting agreement from the A.B.C. Distributing Company, which heretofore handled the label here.

The new branch, tagged Mercury Record Distributors, Inc., has taken over the premises, stock and staff of A.B.C. and will continue to operate from the same location. Mercury's distributor, field representative Arnold Silverman, has moved to Boston to operate the new branch on a temporary basis. Once the operation is set up, a permanent new manager will be appointed.

Meanwhile Gordon Dinerstein, who has been managing A.B.C. for its owner, Sam Clark, moves over to Clark's Music Suppliers of New England and will henceforth act as manager for that firm. Altho A.B.C. will not be dissolved, record lines distributed by A.B.C. in the past (Clef, Norgran, Vanguard, Little Golden, Good Time Jazz, etc.) will now be handled thru Music Suppliers.

Under the new set-up, Clark will be free to devote more time to his duties as sales manager for Cadence Records, which headquarters in New York City.

## Printed Circuits For Amplifiers by Webster-Chicago

CHICAGO, April 30.—The first use of printed circuits by Webster-Chicago will be announced by Norman C. Owen, president, at the firm's annual stockholders' meeting.

Owen claims that more than 75 per cent of all amplifiers made by Webcor in 1955 and 1956 will utilize the printed circuits. The firm reports that some production on these new adaptations has already begun and it is hoped that some models will be in shipment before the end of the week.

Printed circuitry represents a further step in Webcor's systematically planned automation program for its five plants, according to Owen. He says printed circuits are beneficial in the speeding of production and the reduction of manufacturing costs. They also are said to be a big factor in the insurance of uniform quality of the sets.

Also at the meeting, Owen will report that the first quarter of 1955 broke all previous sales records for the firm. The first quarter showed an increase of over 20 per cent over last year. Owen projected that the future of 1955 sales was good.

## VICTOR ARTISTS TO DOUBLE-DATE

NEW YORK, April 30.—RCA Victor artists will be Double - dating next week when only three pop singles are being scheduled for release. Two name artists will be featured on each of the three platters. Disk mates will be Jaye P. Morgan and Perry Como, Eartha Kitt and Perez Prado, and Eddy Arnold and Hugo Winterhalter.

## New Features Launch 20th Thesaurus Year

NEW YORK, April 30.—RCA Thesaurus over the years has broadened its radio service to include complete shows, weekly continuity and production aids, in addition to recorded music. It is now celebrating its 20th year this week with eight newly - launched features.

Among the new features are the Frank Luther show, a "Do-It-Yourself" seg. "The Grantland Rice Story" as narrated by sportscaster Jimmy Powers, an inspirational series titled "Great Days We Honor," a "Weekend Shoppers Special," a gospel series featuring the Statesmen Quartet and "Concert in the Park," a new series of pop, classical and musical comedy favorites.

The library service has also increased its Sammy Kaye and Freddy Martin shows from three to five broadcasts weekly.

## IPR Adds to Tape Catalog

HOLLYWOOD, April 30.—International Pacific Recording Corporation, producers of the Omega-tape and Jazztape pre-recorded tape lines, increased its catalog substantially this week with the impending release of six new classical packages and three jazz reels.

Classical wax includes the first material by an American recording artist, the Roger Wagner Chorale, in addition to other music by the Concert Artist Symphony Orchestra of London, Mervyn Vicars conducting.

Jazz material features music by the Hi-Los, Laurindo Almeida Quartet and the first volume of instrumental dance music by Bob Keene and his orchestra.

Present plans call for further additions to the rapidly expanding catalog of the firm, the first pre-recorded jazz company on the West Coast.

## Hill-Range Would Restrain London Disking 'Chee-oo'

NEW YORK, April 30.—Hill & Range, showing no abatement of activity, this week obtained from New York Supreme Court Justice William C. Hecht an order that London Records show cause why it should not be restrained from pressing, manufacturing and selling a record titled "Chee Chee-oo Chee." Ditty is an Italian song with English lyrics. H&R obtained assignment to the music from Edizione Musicali Tevere, of Milan, and obtained lyric rights from Peter Maurice Music Company, Ltd. Plaintiff claims it owns common law copyrights in the United States and Canada.

London Records, the complaint charges, obtained from British Decca a recording of the song made in England. If released, this would damage the plaintiff, according to the complaint. Plaintiff has asked London to withhold action on the disk until a future date. London has asked for an extension to answer the motion, during which time the release will be held up. Lewis A. Dreyer handled the case for H&R.

## More Classics In WOOD Schedule

GRAND RAPIDS, Mich., April 30.—Prompted by hundreds of requests over the past several months, radio Station WOOD here has revised its weekly radio program schedule to include an additional four and one-quarter hours of classical recorded music.

Program Director Clark Grant stated: "It's up to radio to fulfill this important programming factor which has proven impractical on television. The station also has hopes of adding even more time to the programming of classical recorded music in the very near future."

## VOX JOX

By JUNE BUNDY

JAZZ JOX: The Billboard's "Jazz Special" issue last month sparked a flood of mail on the subject, including some vehement protests because the feature on jazz jockeys failed to list some of the better-known spinners. Our apologies to the deejays not listed, John McLellan, WHDH, Boston, for instance, has piloted the station's only jazz platter show, "The Top Shelf," for the last four years, and the program (Saturdays, 7-8 p.m.) chalked up the highest Pulse rating in its time period during January and February of this year.

In addition McLellan has hosted "From Storyville" (a live jazz broadcast) for the last three years and also spins many jazz selections on his two-hour late night show, "Cloud Club." Last month he organized a Teenage Jazz Club, a non-profit organization set up to enable youngsters to hear top jazz artists. Incidentally, Stephani Saltman, prexy of the club and a spinner herself at WBMS, Boston, sent in a glowing tribute to McLellan's talent as a jazz deejay.

Other jazz deejays include Bob Armstrong, WCII, Carbondale, Ill., who is "still having difficulty getting jazz releases"; Don Hofmann, whose weekly three-hour Saturday night show, "Jazz Unlimited," features all types of jazz along with guestings by local record collectors who play their own treasured platters; Dick Doty, WHAM, Rochester, N. Y., who pilots "The Merry-Go-Round" from 10:30 p.m. to 1 a.m. Monday thru Friday and features such jazz giants as Getz, Parker, Young, Garner, Brubeck, Basie, etc., and Walter Hill, WJBO, Baton Rouge, La., who programs a few hours of jazz a week and would like to program more but has to buy his own platters because not enough record companies send him jazz releases.

Meanwhile, Will Moyle, WVET, Rochester, N. Y., and Bob Raiford, WBT, Charlotte, N. C. (both listed in the article), send congrats on the jazz special, with Raiford adding, "I, too, am one who deplors the word 'jazz' and its connotation. That one

(Continued on page 48)

## DEALER DOINGS

By GARY KRAMER

DETROIT: Over 20 per cent of the Columbia dealers in records and phonographs within the Southern Michigan and Northern Ohio district qualified for the "Trip to Hollywood" contest sponsored during January, February and March by the local distributor, Buhl Sons, in Detroit. Mitch Miller and other Columbia artists will be on hand at the presentation dinner, May 5, when the winners of each month's contest will be announced. The program for the 60 dealers to be feted is being arranged by Russ Yerge, local promotion director.

The Record Hunter, one of New York's top classical records outlets, has opened a branch in midtown Manhattan on the East Side. Manager of the store is Herbert Baden. . . . The supermarket operated by the Hyde Park Co-Operative Society, Chicago, in the University of Chicago area, is planning to install a phonograph record department. Walker Sandbach, general manager of the co-op, will do the record buying. . . . The theme of an attractive display at the Liberty Music Shop, New York, is "Springtime Is Portable Time." Portables, from the tiniest to the largest, occupy the center of the display, while current LP's line the walls.

DENVER: E. Mironco, whose retail outlet in Denver has been open since the first of February, has been specializing in packaged goods. Mironco does not hesitate to stock and push some of the lesser known firms that are active in this field, even the sales naturally are limited. "Tying in promotion with personal appearances is always a good boost for record sales," he writes. "An example was the recent appearance of the Vegh String Quartet. This brought on a nice spurt of interest in their recordings."

Fox Music House, Charleston, S. C., has sponsored the "A Train" rhythm and blues show on Station WUSN since 1948. Harold I. Fox writes that a series of Saturday night "A Train" broadcasts is now originating from the store, and that they are sponsoring a contest in which the top 10 r.&b. hits each week are given away as prizes. A grand prize—an all-expense paid vacation trip to Florida—will be given in June. . . . Howie Leonard, deejay at radio Station WPOR, Portland, Me., now broadcasts every Saturday morning from the window of a local appliance store. Sponsored by the Portland Philco distributor, he spins current hits and promising new disks between interviews with customers. Each week a mystery tune contest is held, with winners receiving free records and a chance at a free phonograph.

George Silha, of Hollands, Inc., Chicago, opines, "Now that Mercury raised its LP prices to \$4.98, it should offer a special package,"

(Continued on page 50)

## JUKE BOX WRAP-UP

Steve Allen RCA-TV show kindled hot interest thruout the music industry when representatives of MOA and ASCAP locked horns and used video as their battleground. Sidney Levine, MOA counsel, and John Schulman acted as opposing captains. NBC flooded with response.

Rock-Ola unveils its new 120-selection phonograph to operators thruout the country. Distributors in every State hold a two-day open house, leading recording artists assist in greeting guests

Dime play on juke boxes takes a big step forward as operators in Rhode Island, Nebraska and Ohio begin to convert their equipment. New York and Boston well on their way to 100 per cent dime play. Miami ops look to EP's featuring current hit tunes to aid them make the change.

Sentinel Radio Corporation announces drastic changes in cabinet design of combination coin-operated television set and juke box. The unit, called Selectivision, to be off production lines next week. Firm also announces new distributor organization to handle sales.

For full details on these stories see Music Machines Department on Page 80.

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Buck Benson reopened Himmelreich's Grove, Womelsdorf, Pa., Sunday (1), and will again highlight name c.&w. talent on Sundays and holidays thruout the season. One of the oldest hillbilly parks in Pennsylvania, Himmelreich's is now in its 18th year of operation. Benson promotes the park via his daily country music shows on WLBR, Lebanon, Pa., and WEEU, Reading, Pa. . . . Mac Wiseman, featured the last two years on WRVA's Saturday night "Old Dominion Barn Dance," Richmond, Va., skedded for a two-week trek thru Canada soon. He has just concluded a deejay jaunt thru the South and Southwest to plug his Dot recording of "Davy Crockett."

C. H. Phillips, of The Meridian (Miss.) Star, promotion director of the Jimmie Rodgers Celebration to be held in that city May 25-26, urges that all artists who plan to make the event participate in the parade to be held on the afternoon of May 26. Artists who plan to participate are asked to contact Phillips immediately, listing their type of automobile. Phillips also advises that Harry Revell, of the Harry Revell Studios, has been named official photographer for the Rodgers celebration. Capitol Records, thru Dick Linke, New York, and Robert Burrell, Atlanta, last week issued invitations to all their artists to attend the two-day affair.

Leon Miller, of the Miller Bros. band (Four-Star), heard daily over KFDX, Wichita Falls, Tex., played host to Dub Dickerson, Slim Willitt and Little Jimmie Dickens during the latter's recent appearance with the jamboree at the Auditorium there. . . . Don Kidwell and band will be featured at the Boothill Fiesta, free celebration being held at Dodge City, Kan., May 6-8. Roy Rogers will be a fiesta feature on one of the days. . . . Hank Snow set for Wednesday and Thursday (4-5) at Mobile, Ala., and then hops to Birmingham for May 6. He plays Daytona Beach, Fla., May 7; Tampa, 8, and Macon, Ga., 9.

Earl Lindsey, of Melody Ranch Enterprises, Inc., Hollywood, reports that the Gene Autry "Hit Show of 1955," on its recent trek of 32 one-nighters, attracted a paid attendance of 255,722 for a gross of \$333,442.53, the best business the show has registered on one-nighters since its 1952 tour. In addition to Autry, unit carried Gail Davis, TV's Annie Oakley; Pat Buttram, the Cass County Boys, Carl Cotner and His Melody Ranch Orchestra; the Rudells, trampoline; the Villenaves, unicyclists; the Three Strongs, roping and whip-cracking; Frankie Marvin, stogie and steel guitar; Merle Travis, and Audrey Haas, acro dancer.

Webb Pierce, Red Sovine and the Wondering Boys, working under the personal management of W. E. (Lucky) Moeller, are back in Nashville after a successful swing thru Ontario and Upper New York State. During the Utica, N. Y., stand, Pierce and the gang were dinner guests at the home of "Sunshine" Carl Swanson, local deejay. Moeller spent several days in New York on business before returning to Nashville. . . . The Carlises have followed their recent Mercury disk, "Rusty Old Halo," with a novelty tune, "It's Bargain Day (Half Off)" b/w "Nine Have Tried and Nine Have Died."

(Continued on page 44)

# RHYTHM-BLUES NOTES

By BILL SIMON

After taking Brooklyn by storm during his Easter Week stint at the Paramount Theater there, deejay Alan Freed is all set to bring his "Rock and Roll" show into Leow's State, Boston, the week of May 20. Immediately following, the show goes to Providence for three days (May 27-29), and negotiations are in progress for an appearance at the downtown Paramount, New York, in early July. Such a seg would probably run for two weeks with options. Here's the talent Freed is taking up New England way: Dinah Washington, Al Hibbler, Dakota Station, Little Walter, the Moonglows, the Five Keys, Bo Diddley, Nappy Brown and the Buddy Johnson ork with Ella Johnson.

Freed, incidentally, has been picked to be emcee of the r.&b. segment of the colossal Command Performance Concert to be held at the Olympia Arena, Detroit, May 14. This is a benefit affair to fight juvenile delinquency, and one of the highlights of the show will be talent duels between the great gospel stars Mahalia Jackson and Clara Ward, between the Lionel Hampton and Count Basie orks and between the Charms and the Penguins, Dinah Washington and Ella Fitzgerald and many others.

Stan Pat, Trenton deejay and talent manager, is heading up the artists and repertoire department for Grand Records, a Philadelphia label. He'll make his headquarters in New York, however. . . . Star Maid Records of Chicago is the latest label to launch an r.&b. section. The outfit has been strictly country and western up to now.

Jack Angel, Herald Records topper, is very happy about the trade paper response to the new Du Droppers record on Groove. After all, he's manager of the group. Angel's partner, Al Silver, plans to leave May 1 on a two or three-week promotional trip thru the South. When he gets back, Angel will hit the road for the Midwest and the Coast. One of the disks they're working on is a two-year-old platter by the Embers. It seems that their L. A. distrib recently sent the disk around to local jocks, who got the thing started all over again. Meanwhile, the group members have scattered, and any likelihood of reassembling the original unit is remote.

Atlantic's Jerry Wexler and Ahmet Ertegun were in Miami this week cutting a date with Ray Charles. While there the lads went deep sea fishing. Wexler had a whopper on the line and was reeling it in when a yacht raced by, startled the fish and the line snapped. Ertegun swears he saw the well-known navigative owner of another Eastern r.&b. label at the wheel and that the fellow yelled out as he passed, "You guys can't have all the hits!"

Now that Al Hibbler has become such a hot property with his current Decca dishing of "Unchained Melody," Columbia reissued two sides he cut some years back as vocalist with the Duke Ellington band.

# MUSIC AS WRITTEN

## MARSHALL AGENCY

### SIGNS BOB WILLS

Bob Wills, veteran western dance band maestro, has signed an exclusive booking contract with the Reg Marshall agency, effective May 15.

Wills is scheduled to begin his first string of dates under Marshall's aegis on May 14 at Wilcox, Ariz., with his first tour totaling 40 one-nighters thru Arizona, New Mexico, Texas and Oklahoma.

Wills' troupe will return to California at the end of the tour, prior to working one-nighter dates in the Northwest.

## FAIRS SHOW INTEREST IN RECORDING ACTS

Record acts have been getting the big push for inclusion in upcoming fair dates. Some of the bookings already consolidated are Indiana State Fair, by GAC, Nat (King) Cole for four days; Frankie Laine for two days, Tennessee Ernie Ford for two days, and Russ Morgan for four days. The Michigan State Fair has signed Joni James, Roy Hamilton, Frankie Laine, Ella Fitzgerald, the Mills Brothers, the Fontaine Sisters, the Kirby Stone Quintet, and the Honey Brothers. The McGuire Sisters have been signed for the grandstand attraction at the Duquoin (Ill.) State Fair for seven days.

## CADENCE SIGNING EX-GODFREY ACTS

Cadence Records' negotiations to sign ex-Godfrey canary Marian Marlowe were finalized this week and the singer is slated to record for the label in late May. Cadence has also signed a recording contract with pop singer Cindy Lord, who is currently featured on "The Swan Boat Show," a local TV airer in Boston. Meanwhile Cadence is still negotiating with another ex-Godfrey act, the Mariners.

## GARY CROSBY PAIRED WITH PARIS SISTERS

Decca Records, which created one of the greatest pop combinations years ago when it paired Bing Crosby with the Andrews Sisters, hopes to create a similar combination. This time it would be Gary Crosby, Bing's son, who is in the Decca stable. Last week Gary cut a couple of sides with the Paris Sisters, young trio that has been with the label a few months.

## CORAL LABEL SIGNS CAREY AND SEARS

Bob Thiele, artists and repertoire chief of Coral Records, has signed two new artists. They are vocalist Bill Carey, whose first sides will be released in several weeks, and Al Sears, tenor sax man formerly with Duke Ellington. Sears will do both singles and albums.

## CAP AD ACCOUNT TO Y&B AGENCY

Young & Rubicam has been appointed to handle national advertising for Capitol Records, Inc., replacing Calkins & Holden. Dave Fenwick, formerly account executive for C&H, has resigned to accept a vice-presidency with the Elwood Robinson Agency.

## Mel Powell to Cut Gershwin Scores

NEW YORK, April 30. — Jazz pianist Mel Powell will be featured soloist in new recordings of the Gershwin "Rhapsody in Blue" and Piano Concerto to be cut next summer for Columbia Records with Leonard Bernstein conducting the Cleveland Orchestra.

Powell, who has played with Benny Goodman intermittently over the past 12 years, is a former student of Hindemith and a music instructor at Queens College. He is under contract to Vanguard Records, who granted permission for this special recording.

Vanguard recently inked exclusive contracts, for LP's only, with blues warbler Jimmy Rushing and jazz artists Sir Charles Thompson and Vic Dickenson.

## New York

The Bobby Blue accident case, in which the band leader suffered severe injuries in 1951, has been settled out of court. Blue plans to reassemble his ork soon. . . . Weintraub Music has sold all but U. S. rights to Chappell, Ltd., of the eight-minute orchestral display work, "Devil Dance," by composer Meyer Kupferman. . . . Monte Bruce, of Bruce Records, is functioning as an entertainment director for the Children's Cancer Aid Club, of Brooklyn.

The Cy Coleman Trio has been signed for a stint at the Composer Nitery. . . . Sandy Sacks, former deejay promotion man for Times-Columbia, is now an account exec with an ad agency.

Eddy Arnold is lining up acts for a concert tour, scheduled to start May 1 and run thru May 22. The country and western star will do a series of one-nighters thruout Minnesota, Idaho, Montana and Iowa.

Larry Spier and David Whitfield have formed two new publishing firms, Lance and Shiela, with foreign affiliation to be handled by the Spier office in London. . . . George Lee and Mannie Greenfield are joint managers of the Leathernecks, a harmonica group just packed by Coral.

Henry Okun is back from an extension deejay junket plugging recent Art Mooney and Teresa Brewer disks. . . . Kitty Kallen has signed a three-year pact to appear at the Riviera in Las Vegas, Nev., for a minimum of four weeks a year. Total guarantee is for \$136,000. Meanwhile, the thrush is getting ready for her first appearance at the London Palladium May 9.

Gene Goodman's Regent Music has been named selling agent for the ditty "Rollin' Stone," acquired from Ernie Young's Excelloric Music.

## Chicago

Eddie Fisher will spend a week in Chicago beginning Monday (30) on a general promotion tour for Coca-Cola. He will be feted at a cocktail party Tuesday evening by the firm. He will do a guest appearance on "In Town Tonight" sometime during the week and on Ron Terry's show. . . . Record plugger Bob Cole has picked up the new Ka-Hill Records account. . . . The Staffords, who recently signed with Decca, and managed by songwriter Al Trace and publisher Bud Brandom, opened Thursday at the Beritz. . . . Bob Scobey and his band opened a three-week

## Alan Freed Deal With Coral Label Definitely Tabled

NEW YORK, April 30.—The on-again, off-again deal between disk jockey Alan Freed and Coral Records is now definitely off. The rock-and-roller had been reported set with the diskery in a special artists and repertoire capacity, but the deal was canceled by mutual agreement after some deliberation.

Freed, following the Easter Week success of his "Rock and Roll Party" at the Brooklyn Paramount, now is deeply involved in follow-ups, including the forthcoming week in Boston starting May 20, and three days in Providence (27-29). He now feels that his relations with artists and execs of other labels would be restricted if he aligned himself with any one company exclusively. Further, he doesn't have the time to give to a full-scale a.&r. assignment.

Freed intends, however, to continue free-lancing his a.&r. activities among several labels.

## Sombrero to Ship Tape

SAN ANTONIO, April 30. — With the Spanish language Sombrero network now organized on a coast-to-coast basis, radio station KCOR, the local key station, will supply taped program material to all affiliates, including WHOM, New York City, and XELO, Juarez, Mexico.

engagement Wednesday (27) at the Blue Note.

Eddie Matthews, formerly with Howard Miller, and Dick Lapalm or. music promotion, has joined the promotion set-up at Music Distributors, Inc., and James H. Martin Distributors. . . . The new bill at the Cloister Inn features the voices of the Intervals. Another newcomer is pianist Toledo. Lurlene Hunter and Peggy Taft have been held over.

## Hollywood

Mickey Goldson has acquired the rights to the song "I'm Walking Around in a Dream," penned in 1929 by Larry Yoell and Bob Spencer. Tune was a big hit in that era by Ted Lewis and Ruth Etting. . . . Nicholas Brodsky and Sammy Cahn have been signed by M-G-M to write the words and music for eight new songs in the film "Weekend at Las Vegas." . . . Anna Marie Alberghetti joins the list of stars at the annual Police Show, Shrine Auditorium, May 12-25. . . . Stan Kenton, currently at the Crescendo, guests on the Bill Ballance show this week. . . . The Hi-Lo's slated to join Patti Page as a regular on her upcoming television show. . . . Grove Records' artist Sonny Brooks inked for four weeks at Pocatello, Idaho. . . . Jimmy Durante sliced four new sides, three of which are in his publishing firm. Durante Music acquired the catalog of Mack & Orth, consisting of 15 standards penned by Keller Mack and Frank Orth. . . . Publishers of the opera "Carmen" have given special permission for a showing of Otto Preminger's "Carmen Jones" during the Cannes Film Festival this month. . . . Kitty White left for Chicago and her opening at the Black Orchid there. . . . The Johnny Mercer lyric version of "Song of India" has received exclusive clearance for airing in Canada and England, in negotiations completed between Criterion Music and Boosey & Hawkes, Ltd. . . . Milt Deutsch Agency has set a string of headline acts for two-week stands at the State Line Country Club, Lake Tahoe. Inked were the Mills Brothers, Peggy Lee, Nat (King) Cole, Jack Carson and the Ames Brothers. . . . Xavier Cugat ork opens the plush Cocoanut Grove this week, first time the band has worked another hotel location here since the Statler opened.

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all it took was talent!



**THE  
COIN-OPS  
SURE  
CAN  
PICK 'EM!**

Here's the girl who swept the MOA-RCA Victor "Miss Juke Box 1955" Contest ... and here's her first smash hit recording for RCA Victor!



Sonny Graham sings:  
**A STAIRWAY TO THE MOON**



**I DON'T SEE ME IN YOUR EYES ANYMORE**

20/47-6126



A "New Orthophonic"  
High Fidelity Recording

**RCA VICTOR**  
FIRST IN RECORDED MUSIC



## Quarter-Million LP's Yearly

• Continued from page 24

four albums a month. Victor's jazz service costs stations \$13 annually, for which they get two albums

**HEY MR. BANJO**

GUY LOMBARDO - Decca  
MILLS MUSIC, INC.

**"WHEN YOU WISH UPON A STAR"**

\*\*\*  
**"BE SURE, BELOVED"**

BOURNE, INC.  
136 W. 52d Street New York 19

**HEY MR. BANJO**

THE SUNNYSIDERS - Kapp  
MILLS MUSIC, INC.

**LAZY GONDOLIER**

**REMEMBERING**

**MANDOLINS ARE PLAYING**

**BURLINGTON MUSIC CORP.**

539 W. 25 St., N. Y. C., or 5-6060

**HEY MR. BANJO**

THE BANJO BOYS - Capitol  
MILLS MUSIC, INC.

**A BIG ONE!**

**"HONEY BABE"**

by **ART MOONEY**  
MGM #11900

**SAUTER-FINNEGAN**  
RCA 20-47-6025

**M. WITMARK & SONS**

**HEY MR. BANJO**

GENE SHELDON & THE ENCORES - MGM  
MILLS MUSIC, INC.

monthly. There are 461 stations packed for this service at this time. In both cases there are occasional bonus LP's sent out.

Victor's long-time Red Seal service now numbers 730 stations in its subscribers' roster. These have been receiving 75 LP's a year for \$50. A revised schedule, which goes into effect in July will raise the fee to \$65. In addition, new stations signing up may elect to pay \$125 for the 75 LP's, sent as released, plus a basic library of 100 classical LP's.

At the new rate, Victor expects to expand its radio membership. The diskery has held back on accepting new members at the old rate.

### Columbia Method

Columbia has several alternate plans for radio subscribers. About 550 stations buy a combined pop-classical service which nets them 140 LP's annually—80 Masterworks and 60 pops—for a fee of \$60 a year. The first 20 classical disks are selected from catalog. Kostelanetz, incidentally, is classified as pop.

About 20 radio stations buy a Masterworks only service from Columbia for \$48 annually. This nets them 80 LP's. Some 20 stations are signed up for the label's pop-only service, receiving 60 LP's for \$32.

Decca instituted its LP radio service only about a month ago. Already about 150 stations are signed up for a combined classical-pop service giving them 50 classical and 60 pop LP's annually for \$85. Some 100 stations are packed for Decca's classical-only service—50 Gold Labels for \$50—and a similar number for the firm's pop-only LP plan, awarding 60 LP's annually for \$50.

Capitol's LP radio service covers classical vinyl only. Now approaching the 300 mark in subscribers, radio stations receive one copy of each classical Capitol and Cetra LP issued by the diskery for a quarterly fee of \$10. Also included in the approximately 80 LP's a year going out under the plan are selected mood-music and show-score albums.

London has more than 100 radio pactees to its LP service started last January. These stations get 60 new releases a year, plus a bonus of 10 from the catalog, for a \$50 fee. London also makes available a one-shot order service for stations of LP's at \$1 per record.

### Infringement?

• Continued from page 24

charges that the diskery listed Bess Berman and Miss Jackson as writers, while the actual writer is the well-known gospel clefther, Thomas A. Dorsey. Further, the plaintiff claims to have in its possession a signed statement from Miss Jackson in which she denies authorship of the number.

Among the allegedly infringed works are such Dorsey titles as "I Don't Know Why I Have to Cry Sometime," "I'll Tell It Wherever I Go" and "What Could I Do If It Wasn't for the Lord?" Other works included are said to be written by J. W. Alexander, Kenneth Morris, Alex E. Bradford Jr., Virginia Davis and Rev. W. Herbert Brewster.

The plaintiff is asking for an accounting, royalties, triple damages and costs. Lee V. Eastman is the attorney for Hill & Range.

### Music in Telefilm

• Continued from page 25

ducer, co-ordinating the use of music, negotiating in behalf of the producers and channeling proper payment of music fees to the publishers.

With teleshows starring the Ames Brothers, Patti Page, Mel Torme, Connie Haines, Ina Ray Hutton, Lawrence Welk and many others due for airing this summer and fall, the importance of proper clearance of material is bound to be accentuated. Moreso, music publishers can expect revenue from hitherto unseen sources—income that could well make up the difference for today's declining sheet music market.

### ANY SOUND

## Electronic Synthesizer Makes Bow

WASHINGTON, April 30.—The first results of the electronic sound synthesizer developed and recently introduced by the David Sarnoff Laboratories in Princeton, N. J., were heard in a premiere on WGMS, Washington, Wednesday night (27). The electronic synthesizer is a music-making device that its producers claim can originate any sound and any voice. Since its introduction two months ago, musicians and electronics experts have been divided in opinion about its future uses and performances. In electronic programming, credit goes to the sound engineer for "an engineer's conception" rather than to musicians, as in ordinary programming.

Among the musical selections scheduled on the WGMS program were: Brahms' Hungarian Dance No. 1, and engineer's conception with no existing instrument simulated; a Stephen Foster medley simulating a hillbilly band; "Nola," by Arndt, simulating an ultra piano; Irving Berlin's "Blue Skies," simulating a dance orchestra; Adam's "Holy Night" with electric organ simulated, and "Home Sweet Home" in an engineer's conception.

## Capitol Jazz Hypo Via EP, LP Pkgs.

HOLLYWOOD, April 30.—Capitol Records will hypo its jazz catalog this month via an increased schedule of both LP's and extended play packages. New jazz material, due for release during May, includes two 12-inch packages by Charlie Barnet and Sam Donahue, and a series of EP's by Mel Powell, Red Norvo, Eddie Miller and Paul Whiteman.

All of the aforementioned packages are included in the firm's "Classics in Jazz" series, which has been greatly expanded in recent months.

## Col. Piracy Suit

• Continued from page 24

recently passed unanimously by the New York State Legislature. The Governor reportedly feels that he hasn't had proper time to study the situation.

In this respect, he is following the pattern of his predecessor, Governor Dewey, who vetoed the bill twice on the theory that such a law might conceivably extend copyright indefinitely, and that any change in the Copyright Act is a matter for Federal, rather than State legislation.

It is understood, however, that the Record Industry Association of America intends to introduce a new anti-piracy bill in the next State Legislature session.

Columbia's present concern with the Ruth Etting etchings is accentuated by the fact that the diskery itself is releasing an LP of Etting re-issues coincidentally with the release of the Etting bio-flick, "Love Me or Leave Me."

Columbia is represented in its action by attorney Ambrose Doskow of the firm of Rosenman, Goldmark, Colin and Kaye.

## Williams Suit

• Continued from page 24

wrote the hit tune, "Earth Angel," in addition to the songs, "Hey Senorita" and "Love Will Make Your Mind Go Wild." Dootone version of the tune is reported to have sold over one million records, with other versions on Capitol, M-G-M, Mercury and Sound alleged in the action to have sold 500,000 copies.

Action names BMI as the agent for Dootsie Williams Publications, and Criterion Music as the selling agency.

Under California law, minor's contracts must be approved by the courts. Statute was put on the books in the silent film days to guard the rights and property of juvenile film stars.

## Seek Schulman

• Continued from page 25

tution be effected without delay." Loeb's affidavit added that whether Schulman withdrew or the partnership was dissolved is a matter of dispute, but that he discussed the matter with others of the plaintiffs and they agreed that Schulman would represent the writers.

### Case History

Shortly after March 1, 1955, Loeb continued, the writers executed a consent to the substitution—now signed by 16, with others reported agreeable. Loeb adds: "Altho I have never received from anyone connected with the law firm. . . . objections to Schulman continuing to act for the songwriters and altho he has conducted all the pre-trial proceedings, I am now informed that the former partners have refused to execute a stipulation. . . . I am also informed that altho no claim of a lien was made in the letter of February 24, the members of the firm want to assert a lien and seek to serve all questions in regard to it until conclusion of the action."

Affidavit states the arrangement under which plaintiffs hired the firm stipulated that the latter be paid a fixed monthly fee, and their compensation was not to include any additional amount based upon damages which might be received by the plaintiff.

Loeb's affidavit says that any claim of the former partners, if they have one, should be determined now, not later, "when memories are clouded and witnesses may not be available."

## 'Crockett' Bonanza

• Continued from page 25

A full-length theatrical version of TV stanzas, is to be released in "Crockett," edited from the three TV stanzas, is to be released in color this summer. A new "Davy Crockett" series is already being planned for showing on ABC-TV next year. The July opening of Disneyland, multi-million dollar amusement park in Anaheim, Calif., will have extensive acreage devoted to "Frontierland," with Davy Crockett slated to play an important role there.

Recordwise, Disney will follow up "Crockett" with two new songs, "Old Betsy" and "Be Sure You're Right." Both have been recorded by Sons of the Pioneers and Walter Schuman on RCA Victor and by Fess Parker for lease to Columbia.

Disney's forthcoming "Mickey Mouse Club" teleseries on ABC will have a theme song for each of the 12 features thus far planned. Music for these has already been penned, with songs by George Bruns, Jimmy Dodd and Sonny Burke among them. Tunes will be promoted well in advance of their showing, with both the Wonderland (BMI) and Walt Disney Music (ASCAP) firms handling them. First "Mickey Mouse" stanza is slated to bow on October 3.

## Mercury Quarter

• Continued from page 25

12-inch Buddy Morrow LP, "Shall We Dance"; a 12-inch Erroll Garner LP, "Solitaire"; a 12-inch LP of 12 "Academy Award Songs" (including the latest winner "Three Coins in the Fountain") with Jack Shaindlin's orchestra, and a 12-inch David Carroll LP, "Toe Tappers." All of the packages will also be released as EP sets.

## Pacific Jazz

• Continued from page 24

not be affected by the sale and will remain at the current \$4.85 list price.

In its three years in the record business, Bock has established the company as one of the more successful indie jazz ventures. Bock's catalog currently numbers wax by some of the better selling jazz artists, among them Gerry Mulligan, Chet Baker, Russ Freeman, Bud Shank, Bob Brookmeyer and Clifford Brown.

## Pierce Decision

• Continued from page 25

Pierce: Hits of Yesterday and Today."

The court held that the right to the Pierce name and likeness was valid and should be enforced. The disputing parties in the case entered into a stipulation whereby it was agreed to take the Forrest Music folio off the market until expiration of the current contract with Hill & Range. The plaintiff agreed to waive damages, altho several thousand folios reportedly had been sold by Forrest. Forrest expects to re-release the folio in August.

Attorneys in the action were Lewis A. Dreyer for H.&R. and Joseph Diamond for Forrest Music.

**HEY MR. BANJO**

JOHNNY GUARNIERI with Stewart Foster - Camden  
MILLS MUSIC, INC.

**ANOTHER BMI "PIN-UP" HIT**

**THE BREEZE AND I\***

CATERINA VALENTE, Decca  
E. B. MARKS MUSIC CORP.

\*Non-Exclusively Licensed by BMI.

**HEY MR. BANJO**

LAWRENCE WELK - Coral  
MILLS MUSIC, INC.

**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 ROBBINS and DON WINTERS

**ST. LOUIS MUSIC CORP.**

**HEY MR. BANJO**

FRANK YANKOVIC - Columbia  
MILLS MUSIC, INC.



**Recipe For A Hit Record!**

**1**

*Have* **THE  
McGUIRE  
SISTERS**  
**RECORD IT!**

# SOMETHING'S GOTTA GIVE

CORAL RECORD 61423

**2**

*Have* **FRED  
ASTAIRE**  
**PERFORM IT!**  
as he does it in the  
20th Century-Fox CinemaScope Musical  
**"DADDY LONG LEGS"**

**3**

*Have* **JOHNNY  
MERCER**  
**COMPOSE  
IT!**

**4**

*Have* **BOB  
THIELE**  
**SELECT SONG  
AND SUPERVISE  
RECORD SESSION!**

**5**

*Have* **ROBBINS MUSIC  
CORPORATION**  
**PUBLISH IT!**

**6**

*Have* **DISK JOCKEYS**  
**THROUGHOUT THE NATION**  
**SPIN IT!**



# PHONOS—HI FI

By STEVE SCHICKEL

## NEW WEBCOR HIGH-FIDELITY DISKCHANGER . . .

The new G-1127-270 Webcor diskchanger, specially engineered and developed at Webcor, plays all sizes and speeds of records automatically or manually. Wow and flutter is claimed to be limited to less than 1/2 per cent, and hum to less than 40 microvolts. The floating tone arm is engineered for a minimum of torsional and lateral pressure and has a stylus pressure of between six and eight grams. The unit comes equipped with G.E. wide range (between 30 and 15,000 cycles per second) variable reluctance cartridge, diamond stylus for all three speeds, and sapphire stylus for 78's. The motor is a four-pole drive specially designed by the manufacturer. The units will be available in gold lacquer finish and will retail at \$100. Unit is available for immediate shipment.

## CRESTWOOD INTROS NEW 404 TAPE RECORDER . . .

A new tape recorder, Model 404, designed specifically for inclusion in high fidelity units, will be introduced at the Electronic Parts Show by the Daystrom Electronic Corporation's Crestwood division. The magnetic tape recorder is a pre-amplifier only and will play back and record thru existing audio amplifiers and speaker systems. Response is set at 30 to 15,000 cycles per second at the 7 1/2-inch speed. Both speeds can be selected instantaneously. A new feature is the Crestwood Programmer, a unique approach to accurate cataloging of recorded selections. The unit will retail at \$229.50. A companion amplifier and speaker are available at \$100.

## MERCO RECORDING COMPANY'S HI-PHONIC PORTABLE PHONO . . .

Cahn and Weiniger, New York, national sales representatives for the Merco Recording Company, will add the manufacturer's new Hi-Phonic three-speed portable twin-speaker phonograph to their line in May. Also to be added at the same time will be a regular three-speed phono, a hi-fi record changer, and a kiddie-and-game-room console. The new Hi-Phonic, Model 360, is housed in an antique ivory and mahogany two-toned luggage-type plastic case. The unit contains a four-inch speaker, an astatic turn-over cartridge, shock-mounted pickup, and a three-watt power amplifier. The unit will retail at \$59.95. Other units will sell at \$9.95 and \$29.95.

## PENTRON TO BOW NEW TAPE RECORDER LINE . . .

A completely new Pentron tape recorder line will be previewed Friday, May 13, by the 35 representatives of the Pentron Corporation at the firm's home plant here in Chicago. The representatives will

gather at 9 a.m. for a personally conducted tour of the plant by President Irving Rossman. The reps will meet with key officials during the afternoon. A dinner will be held the same evening at the Graemere Hotel. The occasion will permit the reps to have complete information on the new line prior to its debut at the Electronic Parts Show which opens May 16.

## BELL SOUND SYSTEM'S NEW RECORDER LINE . . .

Bell Sound Systems, Inc., Cleveland, is introducing a new line of high-fidelity tape recorders which will retail from \$175 to \$374.90 for immediate availability. Included is a low-priced model, a de luxe model, and a portable battery-operated model. The de luxe unit features a three-speed operation, and a safetylock which prevents accidental erasures. Retail price is \$224.95. The Cub-Corder, a 13-pound portable, will retail at \$374.90. Its batteries can be recharged either thru an automobile cigarette lighter or a conventional 110-volt outlet by use of an inexpensive charger.

## NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

Seven key department heads of the Webster-Chicago Corporation were elected as officers of the company by the firm's directors. Included were Edward R. Johnson, vice-president and treasurer; H. R. Letzter, vice-president and general sales manager; Walter Hermann, vice-president and director of operations; H. D. Von Jenef, vice-president and general manager of the government division; Edward J. Moritz, vice-president and general manager of the laminations division; Charles S. Castle, vice-president and Eastern division manager; Henry Janowicz, comptroller and assistant treasurer. All current officers were re-elected at the same time.

The Webster-Chicago Corporation has appointed John W. Shaw Advertising, Chicago, as its agency. The firm has an annual expenditure of \$1,000,000. The account was formerly held by the Chicago office of Fuller & Smith & Ross. . . . Waters-Conley Company, manufacturers of portable and electronic phonographs, will move its home office and showroom to new quarters at 17 East Chestnut Street, Chicago, on May 1. Gerald H. Rissman, executive vice-president, will remain in charge. . . . Stromberg-Carlson has appointed two new distributors. For Dade County in Florida, the firm has selected Archie Jones, who is located at 925 East Flagler Street, Miami. The Norfolk territory will be covered by the Mechanical Engineering Corporation of 228 Bank Street, Norfolk. . . . Edward F. Hamilton has been named to the newly created post of special representative of the sales department of the Hallicrafters Company.

# LINER NOTES

By IS HOROWITZ

## URANIA READIES HI-FI LP'S, HAYDN INKS GREEN LINE . . .

Urania Records is preparing a new "Professional Engineering" series of LP's for introduction in the fall. The hi-fi specials will list at \$7.50 each. Haydn Society, meanwhile, will soon issue the first disk in its new Green Label line, a series of Continental pop material on the sophisticated side. Haydn is also working on several other series for later introduction. A story elsewhere in this issue details partial plans of Haydn Society and Urania.

## RCA TO DRESS UP SOME OF ITS EARLIEST EP'S . . .

RCA Victor has embarked on a program of updating the art work on some of its earliest classical EP's. In June 16 titles will be turned out to market again with refurbished liners and sporting colorful art. The EP's will be among the most active in the line. Early EP's bore plain covers with only token identification.

## PUCCHINI POPS PERTURB PUB; MAY BE A FUSS . . .

Sudden pop interest in the Puccini aria "O Mio Babbino Caro," from the opera "Gianni Schicchi," has alarmed the publisher, G. Ricordi & Company. Just issued is a version by Tutti Camarata on Decca and one by Ralph Marterie on Mercury. Ricordi has said that it "is bound by its agreements with Puccini to forbid the use of this composer's music

in any form or for any purpose which would alter or distort the dramatic-musical nature of the composition. The Puccini estate is the sole authority empowered to establish whether an arrangement, adaptation, version or modification of any kind is in keeping with Puccini's wishes."

The publisher, therefore, has reserved the right to "grant or refuse license for mechanical reproductions," altho no specific mention is made by Ricordi of the two pop diskings. Could be that another hassle reminiscent of that involving Rachmaninoff's "Rhapsody on a Theme From Paganini" of a couple of years back is in the works.

## MAJOR AND MINOR

Seymour Bernstein, pianist; Kenneth Gordon, violinist, and Richard Kay, cellist, this summer will be the first western artists to make a concert tour of Korea for civilian audiences. . . . NBC radio will start a new series of half-hour concerts Saturday (7) based on recordings by Arthur Fiedler and the Boston "Pops" Orchestra.

An album of Israeli songs, featuring Moshe Nathanson, will soon be released by Metro Records. . . . The Ernest Bloch Society will celebrate the 75th birthday of the composer with a special series of concerts next fall. . . . Leeds Music is making available the score of the Prokofieff opera "War and Peace." . . . Efrem Kurtz has been named conductor of the Liverpool Philharmonic in several recording sessions for HMV.

## 'Gobelues' to Get Popular Treatment

HOLLYWOOD, April 30.—Comedian George Gobel is scheduled to take the plunge into the music business on his May 21 NBC teleshow via the integration of his theme song, "Gobelues" as a pop tune.

Song, penned by music director John Scott Trotter, and published by Trotter and Perry Botkin's Chipendale Music Company, has been used as the opening and closing theme of the Gobel show, and has long been identified with the comic.

A number of major records have

already been set on the song, with release scheduled immediately following the May 21 restriction date.

## Lieberman Sues Mercury for 15G

NEW YORK, April 30.—Gerald (Jerry) Lieberman last week filed suit against Mercury Records, Inc., charging breach of contract and asking \$10,000 in damages, plus an additional \$5,000 for special services rendered to Mercury. The complaint alleges that a 1954 contract specified that the plaintiff was to record a minimum of eight sides, and that Mercury failed to

do this, breaching the pact January 13, 1955. The contract, it is stated, was to run until February, 1955.

Mercury put in a defense and counterclaim for \$1,000, claiming the plaintiff refused to render services. The Mercury defense stated that by error a communication was sent to plaintiff on January 13, 1955, indicating the diskery did not plan to cut additional records. Mercury also stated that upon discovery of the error and before expiration of the pact, it notified the plaintiff that he was required to make four additional sides under his contract.

## Classical Best Sellers (All Categories)

Records are ranked in order of their national sales strength at the retail level, without regard to musical category or date of release, as determined by a survey of classical dealers in all key markets.

1. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1817
2. DVORAK: SYMPHONY NO. 5 ("New World")—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1778
3. BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) . . . . . Capitol P 8271
4. RIMSKY-KORSAKOFF; SCHEHERAZADE — Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4888
5. MENDELSSOHN: VIOLIN CONCERTO; TCHAIKOVSKY: VIOLIN CONCERTO—Francescatti, New York Philharmonic (Mitropoulos) . . . . . Columbia ML 4965
6. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1838
7. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) . . . . . RCA Victor LM 6009
8. THE ART OF THE ORGAN—E. Power Biggs . . . . . Columbia SL 21
9. MAHLER: SYMPHONY NO. 1—New York Philharmonic (Walter) . . . . . Columbia SL 218
10. MENDELSSOHN: SYMPHONIES NOS. 4 AND 5—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1851
11. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1768
12. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1757
13. TCHAIKOVSKY: NUTCRACKER SUITE; ROSSINI: WILLIAM TELL OVERTURE; WALDTEUFEL: SKATERS WALTZ—NBC Symphony (Toscanini) . . . . . RCA Victor LRY 9000
14. RACHMANINOFF: PIANO CONCERTO NO. 2—Rubinstein, NBC Symphony (Golschmann) . . . . . RCA Victor LM 1005
15. MAHLER: SYMPHONY NO. 1—Vienna Philharmonic (Kubelik) . . . . . London LL 1107
16. TCHAIKOVSKY: SLEEPING BEAUTY BALLET—Kostelanetz Orchestra . . . . . Columbia ML 4960
17. MELODIES OF TCHAIKOVSKY — Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4955
18. RACHMANINOFF: SYMPHONY NO. 2—Pittsburgh Symphony (Steinberg) . . . . . Capitol P 8293
19. CALLAS PORTRAYS PUCCINI HEROINES . . . . . Angel 35195
20. MAHLER: SYMPHONY NO. 8 — Rotterdam Philharmonic (Flipse) . . . . . Epic SC 6004

## Reviews and Ratings of New Popular Albums

### VICTOR BORGE: CAUGHT IN THE ACT . . . . . 80 (1-12")

Columbia CL 646  
The last Borge LP some months back was on the unfunny side (speaking relatively, of course, about one of the funniest men in the business). But this one, also taken live from his one-man Broadway show, is loaded with laughs. There are only a few barren spots where convulsed listeners will be permitted to regain their breaths. Perhaps most humorous is the classic phonetic punctuation bit, a guaranteed sales clincher upon demonstration. Bound to be a big seller for lots of dealers.

### DEE-LIGHTFUL . . . . . 78

Lenny Dee, Organ, (1-12")  
Decca DL 8114  
Organ virtuoso Lenny Lee has cut a flock of standards here, including "Laura," "September Song," "Siboney," etc., and, of course, his own smash, "Plantation Boogie." There's a wealth of style and verve in the performances, and Dee manages to get an almost endless number of effects with the instrument. Could be a real big seller.

### JOHNNY MADDOX PLAYS CRAZZO OTTO . . . . . 77 (1-EP)

Dot DEP 1026  
Juke box operators using EP's will find this an attractive disk, for the four tunes—"Crazy Otto Medley," "Down Yonder," "In the Mood," and "Eight Beat Boogie," are rendered in the heavily accented piano style for which Maddox is noted. The package, too, appears at a propitious time for dealers; it follows a spate of piano disks which created a lively market for such material.

### TODAY'S HITS . . . . . 77

Gisele MacKenzie (1-EP)  
Camden CAE 289  
Another in the series of up-to-the-minute Camden EP's, this should continue the fine sales record already established by the bonus 79-centers. The songstress does a fine job on the current clicks, "Unchained Melody," "Two Hearts," "Play Me Hearts and Flowers" and "The Breeze and I."

### SWEET WITH A BEAT . . . . . 75

Jerry Fielding Ork (1-12")  
Decca DL 8100  
Here's a relaxed, danceable package of instrumental fox-trots aptly described by the LP's title. Arrangements are tastefully simple and the 12 selections feature a pleasant blend of such familiar oldies as "These Foolish Things," and "Taking a Chance on Love," along with some refreshingly less-often-recorded standards—"Contented," "When the Red, Red Robin Comes Bob, Bob, Bobbin' Along," etc. Joe Howard scores with a fine trombone solo on "Contented" as does bassist Red Callender. Danceable nostalgia has considerable appeal to most age groups—particularly to mid-thirty buyers—and the cover (a come-hither photo of a beauty in a straw-hat) is an added sales plus.

### HOLIDAY IN ROME . . . . . 75

Michel Legrand Ork (1-12")  
Columbia CL 647  
Michel Legrand etches another memorable musical portrait of a city in "Holiday in Rome," patterned after his recent LP success, "I Love Paris." This package includes 17 Italian ditties—some familiar, others less so—ranging in mood from the happy "Vieni, Vieni" and the gayly paced "Funiculi Funicula" to the haunting "Torna a Surriento" and the traditional gondolier theme "O Sole Mio." The lush, melodic instrumentals are ideal mood music programming for deejays, and the album's theme and striking cover (another wonderful candid photo of a weary but happy workman—Italian this time, of course) provide fine display opportunities for dealers . . . travel poster tie-ups, etc.

### SWEET AND LOVELY . . . . . 73

Lou Stein Ork (1-12")  
Coral CRL 57003  
Pianist Lou Stein and his orchestra play dreamy, romantic music on this LP, which should appeal to deejays in search of first-rate mood music programming for late-night segs. Stein's perceptive, leisurely paced piano work puts the package several notches above the usual mood-music package and gives added meaning to such memorable standards as the title tune, and "Fools Rush In," "Out of Nowhere" and "I Only Have Eyes for You." An attractive cover girl aptly illustrates the album's central theme.

### LAWRENCE TIBBETT SINGS . . . . . 72 (1-EP)

Camden CAE 217  
For the many who still remember Lawrence Tibbett in his prime, this pop package should be very attractive at the 79-cent price tag. Tunes include "Wanting You," from Romberg's "New Moon," and the traditional "None But the Lonely Heart," "Goin' Home" and "Old Black Joe."

### SHE DANCES OVERHEAD . . . . . 71

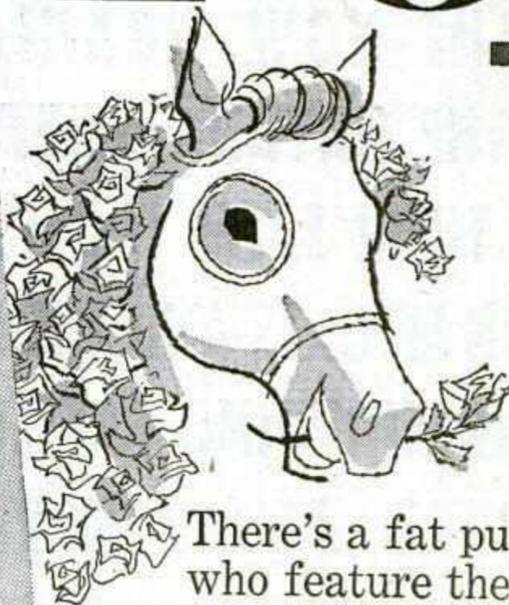
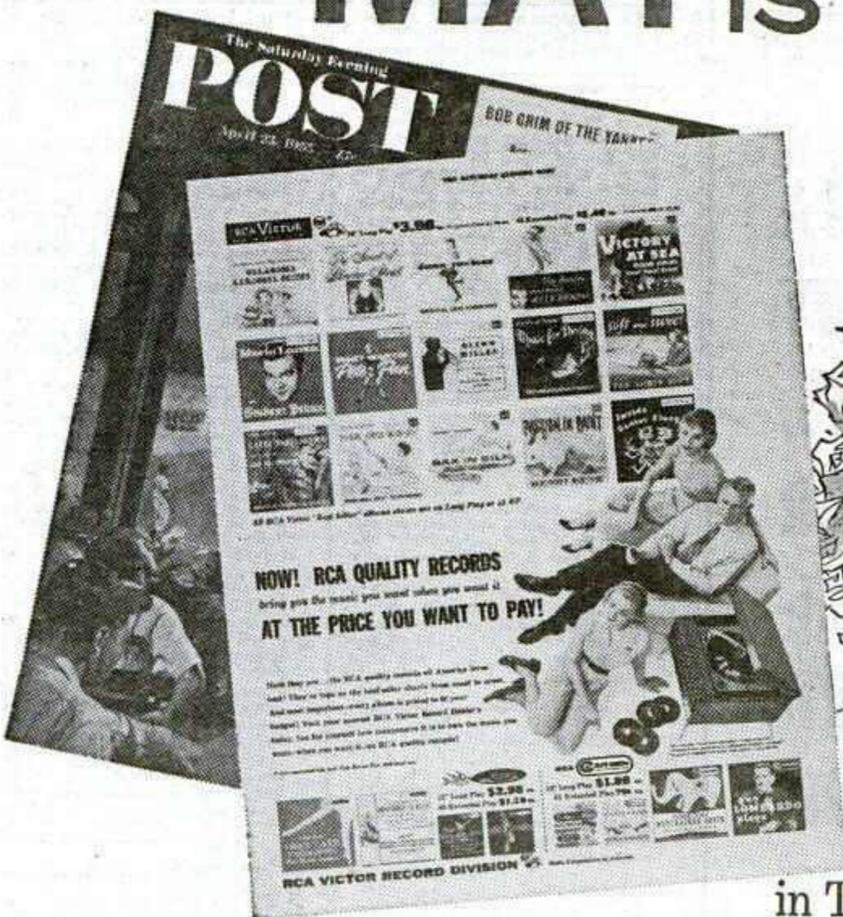
Matt Dennis (1-12")  
Victor LPM 1065  
In this cornucopia of Rodgers and Hart songs—an even dozen, to be exact—Matt Dennis provides the kind of relaxed and intimate program that has made him so popular a fixture of West Coast night life. Besides "Blue Moon," "I Didn't Know What Time It Was" and "Isn't It Romantic," Dennis explores less well-known R&H territory, giving each tune that practiced carelessness which is his trademark. There is plenty of ideal material here for quiet listening that deejays might latch on to for late evening programming.

## Jazz

### CALIFORNIA CONCERTS . . . . . 51

Gerry Mulligan Quartet and Sextet (1-12")  
Pacific Jazz 1201  
In December, 1954, Mulligan temporarily disbanded his quartet. Two of  
(Continued on page 34)

# MAY IS POST TIME



There's a fat purse waiting for dealers who feature these all-time favorites!

Full page ad for RCA VICTOR "Best Sellers" in The Saturday Evening Post May 21!

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- SHE DANCES OVERHEAD** Matt Dennis with Harry Geller's Orch. plays Rodgers and Hart songs in his intimate piano style. LPM-1065 (Long Play), \$3.98; EPB-1065 (45 EP Version), \$2.98.
- PETER PAN** (from the musical "Peter Pan"). Original Cast Album with Mary Martin, Cyril Ritchard and Lloyd Nolan. LOC-1019 (Long Play), \$4.98; EOC-1019 (45 EP), \$4.98.
- GLENN MILLER PLAYS** selections from the film "The Glenn Miller Story". Glenn Miller and his Orchestra. LPT-3057 (Long Play), \$2.98; EPBT-3057 (45 EP), \$2.98.
- MUSIC FOR DINING** Melachrino Strings conducted by George Melachrino. LPM-1000 (Long Play), \$3.98; EPB-1000 (45 EP Version), \$2.98.
- SOFT AND SWEET** The Three Suns. LPM-1041 (Long Play), \$3.98; EPB-1041 (45 EP Version), \$2.98.
- SILK STOCKINGS** Original Cast Album featuring Don Ameche, Hildegard Neff, Gretchen Wyler, others. LOC-1016 (Long Play), \$4.98; EOC-1016 (45 EP), \$4.98.
- SAX IN SILK** Bobby Dukoff, his tenor saxophone and Orch. with the Ray Charles Chorus. LPM-1040 (Long Play), \$3.98; EPC-1040 (45 EP), \$3.98.
- INSIDE SAUTER-FINEGAN** LJM-1003 (Long Play), \$3.98; EJC-1003 (45 EP), \$3.98.

- PASSION IN PAINT** Henri René and his Orchestra. LPM-1033 (Long Play), \$3.98; EPC-1033 (45 EP), \$3.98.

**CLASSICAL BEST SELLERS**

- OKLAHOMA-CAROUSEL SUITES** (Rodgers) Morton Gould and his Orchestra. LM-1884 (Long Play), \$3.98; Oklahoma Suite only. ERA-235 (45 EP Version), \$1.49; Carousel Suite only. ERA-234 (45 EP Version), \$1.49.
- THE SAINT OF BLEECKER STREET** (Menotti) Original Cast Album. LM-6032 (Long Play), \$7.98.
- VICTORY AT SEA** (Rodgers) Robert Russell Bennett and members of the NBC Symphony Orchestra. LM-1779 (Long Play), \$3.98; ERC-1779 (45 EP), \$3.98.
- MARIO LANZA SINGS** the Hit Songs from "The Student Prince" (Romberg) and Other Great Musical Comedies. Mario Lanza with Orch. conducted by Callinicos and R. Sinatra. LM-1837 (Long Play), \$3.98; ERB-1837 (45 EP Version), \$2.98.
- GAITE PARISIENNE** (Offenbach); **LES PATINEURS** (The Skaters) (Myerbeer) The Boston Pops Orchestra conducted by Arthur Fiedler. LM-1817 (Long Play), \$3.98; ERB-1817 (45 EP), \$2.98.
- "A KISS" AND OTHER LOVE SONGS** Mario Lanza with Orch., Ray Sinatra conducting. LM-1860 (Long Play), \$3.98; ERB-1860 (45 EP Version), \$2.98.
- CONCERTO NO. 2 IN F MINOR OP. 21** (Chopin); **CONCERTO NO. 4 IN C MINOR, OP. 44** (Saint-Saëns) The Boston Symphony Orchestra conducted by Charles Munch. Alexander Brailowsky, Pianist. LM-1871 (Long Play), \$3.98; Concerto No. 2 in F Minor only. ERB-51 (45 EP), \$2.98.
- ROSA PONSSELLE SINGS TODAY** with Igor Chichagov at the piano. LM-1889 (Long Play), \$3.98.

- 50 YEARS OF GREAT OPERATIC SINGING** LCT-6701 (5 Long Play Records), \$29.95.

- MY DOG** Raymond Massey reads poetry about Man's Best Friend. ERA-217 (45 EP), \$1.49.

- POET'S GOLD SERIES** Helen Hayes, Raymond Massey, Thomas Mitchell, Geraldine Brooks, Carl Sandburg and Norman Rose read favorite poetry. LM-1812-1813, 1883 (Long Play), \$3.98 ea. ERB-27-28-29-30-31 (45 EP), \$2.98 ea.

**JAZZ**

- MR. MUSIC** Al Cohn and his Orchestra. LJM-1024 (Long Play), \$3.98; EJC-1024 (45 EP), \$3.98.
- SCOTT'S FLING** Tony Scott Septet. LJM-1022 (Long Play), \$3.98; EJC-1022 (45 EP), \$3.98.
- TOM CAT ON THE KEYS** Bob Zurke and his Delta Rhythm Band. LJM-1013 (Long Play), \$3.98; EJC-1013 (45 EP), \$3.98.



For customers who want better sound and outstanding artists.

**CLASSICAL**

- SWAN LAKE** (Tchaikovsky) The Philharmonia Orchestra conducted by Robert Irving. LBC-1064 (Long Play), \$2.98; WBC-1064 (45 EP), \$2.98.
- BALLET MUSIC** Coppélia, Les Sylphides and Dances From Galanta. London Phil. Orch., Sir Malcolm Sargent, Basil Cameron, conds. Royal Opera House Orch., Robert Irving, cond. LBC-1011 (Long Play), \$2.98; WBC-1011 (45 EP), \$2.98.
- SYMPHONY NO. 9, IN C** (Schubert) Sir John Barbirolli and the Hallé Orchestra. LBC-1085 (Long Play), \$2.98.



For customers who want well-known performances at lowest price.

**POPULAR**

- INSTRUMENTAL TOPS IN POPS** "I Love Paris", "Off Shore"; 2 others. Mitchell Ayres and his Orchestra. CAE-122 (45 EP), 79¢.
- TODAY'S HITS** Gisele MacKenzie with Alvy West and his Orch. "Unchained Melody"; "Two Hearts, Two Kisses"; "Play Me Hearts & Flowers"; "The Breeze & I." CAE-289 (45 EP), 79¢.
- SHOW TUNES THAT LINGER, VOL. 1** "If I Loved You"; three others. Harold Coates and his Orchestra and soloists. CAE-229 (45 EP), 79¢.
- MUSIC OF SIGMUND ROMBERG VOL. 1** Medleys from The Student Prince and Blossom Time. Nathaniel Shilkret and his Orchestra with soloists and chorus. CAE-230 (45 EP), 79¢.
- MUSICAL DAYDREAMS** "Star Dust"; three others. Dick Leibert at the Organ with instrumental acc. CAE-231 (45 EP), 79¢.

**CLASSICAL**

- NUTCRACKER SUITE, OP. 71a** (Tchaikovsky); **CARNIVAL OF THE ANIMALS** (Saint-Saëns) Warwick Symphony Orchestra. CAL-100 (Long Play), \$1.98.
- JOHN CHARLES THOMAS SINGS SONGS YOU LOVE** with Orchestra. CAL-208 (Long Play), \$1.98.
- SYMPHONY NO. 7 IN A, OP. 92** (Beethoven) Warwick Symphony Orchestra. CAL-212 (Long Play), \$1.98.
- MARJORIE LAWRENCE IN OPERA AND SONG** CAL-216 (Long Play), \$1.98.
- JOHN CHARLES THOMAS SINGS OPERATIC ARIAS AND OPERETTA FAVORITES** with Orchestra. CAL-199 (Long Play), \$1.98.

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\*High Fidelity  
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**RCA VICTOR RECORD DIVISION**



Radio Corporation of America

TO EVERY RECORD RETAILER WHO KNOWS A MONEY-MAKING PROMOTION PROPOSITION WHEN HE HEARS ONE:

**EFFECTIVE RIGHT NOW, URANIA RECORDS AND THE HAYDN SOCIETY ARE COMBINING THEIR SALES FORCES, THEIR PROMOTION EFFORTS AND THEIR PRODUCTION AND SHIPPING FACILITIES. YOU CAN BUILD SPECIAL SHORT- AND LONG-TERM PROMOTIONS FROM THE COMBINED CATALOGS, USING THE PULLING POWER OF BOTH LABELS. OUR PRICES (AND YOURS, TOO) WILL BE AGGRESSIVELY COMPETITIVE.**

The rumor you have been hearing is true. From now on our two companies will be represented by a single sales force, a single promotion policy and a single price policy. You get the combined selling strength of two catalogs that cannot be matched anywhere for their special titles, their recording qualities and their large and faithful followings.

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We are not announcing any new list prices at this time—because, in spite of all the talk, list prices—all list prices—mean nothing in today's record market. You know it and we know it. We repeat what we said above—our prices will be always competitive.

If you want a reliable proposition in an unreliable market, get in touch with us. We've got some interesting ideas that are selling records right now for some pretty smart retailers.

**URANIA RECORDS and THE HAYDN SOCIETY**  
IRVING KATZ, Sales Manager

Note this address for both companies  
40 EAST 19 STREET, NEW YORK CITY  
ORegon 4-4300

**Reviews and Ratings of New Popular Albums**

Continued from page 32

the last concerts before doing so were recorded, and portions of them are to be heard here. In the first, trumpeter Jon Eardly and bassist Red Mitchell make auspicious debuts with Mulligan. It is as delicately balanced a group as a top longhair chamber ensemble and their music-making is rich in subtleties and unexpected kicks. In the second concert, the mood is more animated and less studied, for the quartet is joined by trombonist Bob Brookmeyer and tenor man Zoot Sims. This LP is one of the finer examples of "West Coast modern" and will be a good seller to all admirers of the idiom.

**OSCAR PETERSON PLAYS HARRY WARREN; HAROLD ARLEN; JIMMY McHUGH.....77**  
(3-12")

Clef MG C 648, 649, 650  
Here are three choice packages for dealers with a jazz trade. Part of Clef's "Composers Series" by the Oscar Peterson Trio, these albums present the noted jazz pianist playing the works of three composers of the golden age of pop music. Smart display of the packages, showing the great tunes, as "Sunny Side of the Street," "Paper Moon," "I Found a Million Dollar Baby," should be a strong merchandising factor. With Peterson on these albums are Ray Brown on bass and Hart Ellis on guitar.

**THE GENIUS OF ART TATUM .....75**  
(5-12")

Clef MG C 2002  
Norman Granz's exhaustive presentation of the Art Tatum repertoire has shaped up from the beginning as one of the jazz impresario's monumental achievements. Last year he issued five 12-inch LP's recapping highlights of the blind genius' disk career of the past 20-odd years. Now he has issued five more disks, with more of the same. This time they're packaged in an attractive box, and a folio of excellent photos is thrown in, though Granz has eschewed the elaborate touches reserved for his limited editions. Tatum fans, and most piano fans in general, will find this an absorbing, sometimes startling, show. His incredible finger facility, imaginative uses of harmony and counterpoint and key shifts must ingratiate him with modernists, even though his rhythm and phrasing belong to the swing era. It's highly cultivated jazz.

**VIC DICKENSON SEPTET, VOL 3 & 4 .....74**  
(1-10")  
Vanguard VRS 8012, 8013  
These are two salable sets of

middle-road jazz in the by now established Vanguard groove. Essentially, it's four-beat swing of pre-war Basie orientation, with rich, aged-in-wood flavor. Balances are not always perfect, with Dickenson's trombone and the muted trumpet sometimes losing out. But the solos, by the leader, by Edmond Hall, clarinet; Shad Collins, trumpet; Sir Charles Thompson, piano, and guest star Ruby Braff, trumpet, are uniformly interesting. The rhythm section—which includes ex-Basieites Jo Jones, drums, and Walter Page, bass, is a veritable rock. Swing and even many traditionalist buyers will like, though modernists may pass it up entirely.

**JONAH WAILS .....71**  
Jonah Jones With Dave Pochonet and His Paris Jazz Festival All-Stars. (1-10")  
Angel 60005

These waxings were made in July, 1954, as a result of Jones' participation in last year's Jazz Festival in Paris. It is not difficult, after listening to this LP, to understand why the clean, crisp horn of this outstanding trumpet man aroused so much admiration there. Certainly, few of his French colleagues on these dates match the technical ease and inventiveness of Jones. The leader of the group, Pochonet, on drums provides a solid, if not a galvanizing, beat. Among the other musicians, however, there is such a variety of style and approach that this attempt at "modern" jazz would certainly be a total loss were it not for the backdrop it provides for the truly wailing Jonah Jones.

**THE MIL-COMBO .....70**  
(1-12)  
Capitol T 579

Here comes a Milwaukee threesome to prove that accomplished practitioners of modern jazz are not confined to the East and West coasts. While the trio offers little that is new or startling, they do have enough talent and showmanship to warrant a generous showcase such as this. From the outset, pianist Ziggy Millonzi's fast fingerwork at the keyboard attracts attention. Samplings of "Pick Yourself Up" and "I Hear Music" indicate Millonzi's advanced technical abilities and the beginnings of an appealing personal style. Gradually, the solid contribution of guitarist Don Momblow asserts itself, not only in the tasty solos in "Small Hotel" and "Yardbird Suite," but in one of his own compositions, "Soft Touch." Connie Milano is the bassist in this group.

**Reviews and Ratings of New Classical Releases**

**GREAT LOVE DUETS (1-12")—Dorothy Kirsten, Soprano; Richard Tucker, Tenor. Columbia ML 4981 .....79**

While this LP is something of a misnomer (how do "Musetta's Waltz," Mimi's Farewell" or the death scene at the end of "Manon Lescaut," all of which are to be found here, qualify as "love duets"?). It will be no disappointment for those opera fans looking for a generous serving of popular excerpts from "La Boheme," Massenet's "Manon" and Puccini's "Manon Lescaut." And the Metopera stalwarts, Kirsten and Tucker, come thru with thoroughly satisfying readings. Fausto Cleva and the orchestra of the Metropolitan Opera provide solid support for the singers. A clearly recorded LP with very good commercial potential.

**STRAUSS: DON QUIXOTE (1-12")—Warwick Symphony. Camden CAL 202 .....78**

Camden, at \$1.98, has one of its most distinguished offerings in this item. In its Victor shellac days, when the artists were properly billed, this was considered an historic issue as performed by the cellist, Emanuel Feuermann, with the Philadelphia Orchestra under Ormandy. The sound was magnificent for its time (about 1941), tho it is something less than that by today's standards. Feuermann manages to transform this into a virtual cello concerto, which many will find an attractive idea, and enough of the Philadelphia richness comes thru to make for a very worth-while disk indeed.

**MUSIC OF VIVALDI, VOL. 4 (1-12")—Virtuoso di Roma; Renate Fasano, Director. Decca DL 9729 .....76**

There is little advice that can be offered dealers at this late date on this most recent entry in a series that has won great critical acclaim and a large record following. Of its type, it is one of the best and most easily sold packages. Suffice it to say that here are finely performed and recorded readings of four Vivaldi concertos. Classical dealers will know what to do.

**TCHAIKOVSKY: SERENADE IN C MAJOR; PROKOFIEFF: CLASSICAL SYMPHONY (1-12")—Rias Symphony; Ferenc Fricsay, Cond. Decca DL 9737. 74**

This package represents a good popular coupling, unavailable on any label at this price. The recording was done abroad by Deutsche Grammophon, and is of high

quality. These factors, together with a sensitive performance under the baton of Fricsay, make this readily saleable merchandise.

**WALTON: FACADE (1-12") — Dame Edith Sitwell, Peter Pears; Anthony Collins, Cond. London LL 1133 .....71**

An entertaining package, superbly recorded. Dame Edith Sitwell and Peter Pears read the difficult and amusing poems with gay virtuosity, and the orchestra plays the spicy Walton score admirably. The poems are printed in complete form in an enclosed booklet, and most listeners will need it to follow the action. This is a good item for sophisticates, and not only those interested in music.

**BARTOK: PIANO CONCERTO NO. 3; MARTIN: PETITE SYMPHONIE CONCERTANTE (1-12") — Monique Haas, Piano; Rias Symphony; Ferenc Fricsay, Cond. Decca DL 9774 .....70**

The two works here may be classed as "mellow modern." Even the Bartok—his last completed work—is a comparatively accessible piece, without the sharp acidity that characterize most of his distinguished output. Yet there is plenty of color, rhythm and engaging thematic material based on Hungarian folk tunes. The Martin work is post-romantic, sometimes reminiscent of Franck in its chromaticism. It's very easy to listen to and could sell if demonstrated.

**RAVEL: MIROIRS; DEBUSSY: REFLETS DANS L'EAU (1-12")—Ellen Glibberg, Piano. Vox PL 8760 .....66**

From an artistic point of view, Vox has issued a good disk here. Competitively, however, this release is up against rough competition, for some of the greatest pianists extant have performed the repertoire on disks.

**BRAMHS: NEW LOVE SONG WALTZES, OP. 65; OTHER SONGS (1-12")—Soloists directed by Nadia Boulanger. Decca DL 9650 .....65**

The "Neue Liebeslieder Walzer" have been recorded before, but not under major label auspices. They are well sung here in studious readings by capable soloists under Miss Boulanger's direction. Also included are another six Brahms songs, ranging from Op. 64 to Op. 112. But lifeless recording limits an already specialized potential.

# A PROFIT-MAKER FOR YOU!

APRIL 23, 1955

The Billboard Music Popularity Charts  
**POPULAR RECORDS**

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

**LES PAUL-MARY FORD**  
No Letter Today  
Genuine Love—Capitol 3108—This could be a two-sided hit. It has appeal for all three markets. "No Letter Today" is a wistful country and western-type ballad sung with appealing sincerity by Mary Ford. "Genuine Love" has a strong r.&b. beat and a catch lyric. Paul's multi-guitar work, of course, is standout on both sides.

**VARIETY Best Bets**

LES PAUL-MARY FORD . . . . . NO LETTER TODAY  
(Capitol) . . . . . Genuine Love

**THE CASE BOX  
DISK OF  
THE WEEK**



LES PAUL & MARY FORD

"GENUINE LOVE" (2:00)  
[Roosevelt BMI—Singleton, McCoy]

"NO LETTER TODAY" (2:29)  
[Peer Inter'l BMI—Brown]

LES PAUL AND MARY FORD  
(Capitol 3108; F-3108)

• Les Paul and Mary Ford team their talents and come up with a captivating new release that's gonna put them right on top of the heap once again. It's a fabulous new piece of rhythm material and it goes under the tag "Genuine Love." A tremendous jumper with a great country flavor. Top grade multiple track job. Flip, "No Letter Today," is a soft and sentimental, penetrating ballad, delivered with feeling. Excellent pairing for big sales results.

# LES PAUL

# MARY FORD

## NO LETTER TODAY

## GENUINE LOVE

RECORD NO. 3108



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 coonskin cap set continued to dominate the charts this week, with four "Ballad of Davy Crockett" disks showing up on the top 30 pop best-seller lists, including the Walter Schumann version making its first appearance on the list in the No. 29 spot.

A floral title mood evidenced itself in the appearance of Alan Dale's "Cherry Pink and Apple Blossom White" and Nat (King) Cole's "A Blossom Fell"—both records on the chart for the first time. The DeCastro Sisters also hit the pop chart for the first time this week with "Boom Boom Boomerang." The disk took a long time to make it, following the leisurely sales pattern of the girls' first hit, "Teach Me Tonight."

Capitol Records made a fine comeback on the charts this week with four records on the top pop 30, three of which made the top 10, giving the label more best-sellers in that group than any other company.

Sales slowdowns in the country and western, and rhythm and blues markets were reflected this week in their best-selling charts, neither of which featured a single new disk.

By contrast, the classical best-sellers chart showed a healthy turnover, with three new albums making the list—Francescatti's Mendelssohn-Tchaikovsky "Violin Concertos" package in the No. 5 spot; Eugene Ormandy and the Philadelphia Orchestra's new LP "Melodies of Tchaikovsky" hitting again for Columbia, and Mahler's "Symphony No. 8" by the Rotterdam Philharmonic, marking one of Epic's rare appearances on the classical chart.

## 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. Davy Crockett.....	1	9
2. Melody of Love.....	2	17
3. Unchained Melody... 6	4	4
4. Cherry Pink and Apple Blossom White.....	4	5
5. Open Up Your Heart..	3	15
6. How Important Can It Be? .....	5	12
7. Tweedle Dee.....	7	12
8. Play Me Hearts and Flowers .....	8	6
9. Dance With Me Henry	15	3
10. Young and Foolish....	12	3
11. Darling Je Vous Aime Beaucoup .....	13	4
12. Whatever Lola Wants.	10	2
13. Pledging My Love... 11	6	6
14. Sincerely .....	8	16
15. That's All I Want From You .....	13	17

# HONOR ROLL OF HITS

## The Nation's Top Tunes

For survey week ending April 27

This Week	Last Week	Weeks on Chart
<b>1. Ballad of Davy Crockett</b>	<b>1</b>	<b>11</b>
By Tom Blackburn and George Burns—Published by Wonderland (BMI) BEST SELLING RECORDS: B. Hayes, Cadence 1256; T. Ernie, Capitol 3058; F. Parker, Columbia 40449. W. Schumann, Vic 20-6041. OTHER RECORDS AVAILABLE: S. Allen, Coral 61368; J. Browne, M-G-M 11941; B. Ives, Dec 29423; R. Draper, Mercury 70555; Sons of the Pioneers, Bluebird BY-25; M. Wiseman, Dot 1240. ELECTRICAL TRANSCRIPTIONS: Paul Smith, Standard; Johnny Desmond, Thesaurus.		
<b>2. Unchained Melody</b>	<b>2</b>	<b>5</b>
By Hy Zaret and Alex North—Published by Frank (ASCAP) BEST SELLING RECORDS: L. Baxter, Cap 3055; A. Hibbler, Dec 29441; R. Hamilton, Epic 9102. OTHER RECORDS AVAILABLE: D. Cornell, Coral 61407; Crew Cuts, Mercury 70598; G. Lombardo, Dec 29509; L. Holmes, M-G-M 11962; Liberace, Col 40455; J. Valli, Vic 20-6078.		
<b>3. Cherry Pink and Apple Blossom White</b>	<b>3</b>	<b>7</b>
By Louiguy and Mack David—Published by Chappell (ASCAP) BEST SELLING RECORDS: P. Prado, Vic 20-5965; A. Dale, Coral 61373. OTHER RECORDS AVAILABLE: G. Auld, Coral 61381; X. Cugat, Col 40474; G. Gibbs, Mercury 5687; G. Lombardo, Dec 29510; C. Lord, M-G-M 11041; V. Young, Dec 29387. ELECTRICAL TRANSCRIPTION: Harry Bluestone, Standard.		
<b>4. Dance With Me, Henry</b>	<b>5</b>	<b>6</b>
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.		
<b>5. Melody of Love</b>	<b>4</b>	<b>18</b>
By M. Englemann, Tom Glazer—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: B. Vaughn, Dot 15247; Four Aces, Dec 29395. OTHER RECORDS AVAILABLE: E. Bostic, King 4776; D. Carroll, Mercury 70516; 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. McCormick, 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.		
<b>6. How Important Can It Be?</b>	<b>6</b>	<b>13</b>
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.		
<b>7. Tweedle Dee</b>	<b>7</b>	<b>15</b>
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, Camdea 263; A. Sears, Herald 448; V. Young, Cap 3008. ELECTRICAL TRANSCRIPTION: David LeWinter, Standard.		
<b>8. Sincerely</b>	<b>8</b>	<b>17</b>
By Harvey Fuqua, Allen Freed—Published by Arc (BMI) BEST SELLING RECORDS: McGuire Sisters, Coral 61323; Moonglows, Shess 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.		
<b>9. Play Me Hearts and Flowers</b>	<b>10</b>	<b>6</b>
By Mann Curtis and Stanford Green—Published by Advanced (ASCAP) BEST SELLING RECORD: J. Desmond, Coral 61379. OTHER RECORDS AVAILABLE: D. Jacobs, Coral 61380.		
<b>10. Whatever Lola Wants</b>	<b>11</b>	<b>2</b>
By Dick Adler and Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORD: S. Vaughan, Mercury 70595. OTHER RECORDS AVAILABLE: G. Gibson, M-G-M 11961; L. Jordan, X 0116; Mello-Larks, Epic 9101; B. May, Cap 3104; G. MacRae, Dec 29472; D. Shore, Vic 20-6077.		

## Second Ten

11. OPEN UP YOUR HEART.....	9	16
Published by Hamblen (BMI)		
12. DARLING JE VOUS AIME BEAUCOUP.....	11	10
Published by Chappell (ASCAP)		
13. PLEDGING MY LOVE.....	13	11
Published by Lion (BMI)		
14. TWO HEARTS.....	14	5
Published by Hill & Range (BMI)		
15. BREEZE AND I.....	17	3
Published by E. B. Marks (BMI)		
16. DON'T BE ANGRY.....	-	1
Published by Crossroads (BMI)		
17. KO KO MO.....	15	15
Published by Meridian (BMI)		
17. HONEY BABE.....	-	1
Published by Witmark (ASCAP)		
19. IT MAY SOUND SILLY.....	17	6
Published by Progressive (BMI)		
20. BOOM BOOM BOOMERANG.....	-	1
Published by Dandelion (BMI)		
20. MOST OF ALL.....	-	1
Published by Robbins (ASCAP)		

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

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

## Tunes with Greatest Radio-TV Audiences

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

Radio
Ballad of Davy Crockett (R) (F)—Wonderland—BMI
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
Danger, Heartbreak Ahead (R)—Robbins—ASCAP
Darling Je Vous Aime Beaucoup (R)—Chappell—ASCAP
Don't Be Angry (R)—Republic—BMI
Dreamboat (R)—Leeds—ASCAP
Heart (R)—Frank—ASCAP
How Important Can It Be? (R)—Aspen—ASCAP
Keep Me in Mind (R)—Famous—ASCAP
Ko Ko Mo (R)—Meridian—BMI
Love Me or Leave Me (R)—Bregman, Vococ and Conn—ASCAP
Melody of Love (R)—Shapiro-Bernstein—ASCAP
Open Up Your Heart (R)—Hamblen—BMI
Play Me Hearts and Flowers (R)—Advanced—ASCAP
Pledging My Love (R)—Lion—BMI
Sincerely (R)—Arc-Regent—BMI
Something's Gotta Give (R)—Robbins—ASCAP
Stowaway (R)—E. H. Morris—ASCAP
Strange Lady in Town (R) (F)—Witmark—ASCAP
Take My Love (R)—Feist—ASCAP
Tweedle Dee (R)—Progressive—BMI
Two Hearts, Two Kisses (R)—Hill & Range—BMI
Unchained Melody (R) (F)—Frank—ASCAP
Whatever Lola Wants (R)—Frank—ASCAP
When You Wish Upon a Star (R)—Bourne—ASCAP
World Is Mine (R)—Paramount—ASCAP
Young and Foolish (R)—Chappell—ASCAP

Television
All of You (R)—Chappell—ASCAP
Ballad of Davy Crockett (R) (F)—Wonderland—BMI
Berry Tree (R)—Miller—ASCAP
Cherry Pink and Apple Blossom White (R)—Chappell—ASCAP
Dance With Me, Henry (R)—Modern—BMI
Dancing at the Stork (R)—Coronado—ASCAP
Danger, Heartbreak Ahead (R)—Robbins—ASCAP
Darling Je Vous Aime Beaucoup (R)—Chappell—ASCAP
Dixie Danny (R)—Southern—ASCAP
Do, Do, Do (What Your Heart Says) (R)—Raphael—ASCAP
Door of Dreams (R)—Roncom—ASCAP
How Important Can It Be? (R)—Aspen—ASCAP
I'm in Favor of Friendship (R)—Garland—ASCAP
If I Love (R)—Beechwood—BMI
Just One More Time (R)—Paxton—ASCAP
Ko Ko Mo (R)—Meridian—BMI
Learnin' the Blues (R)—*—ASCAP
Melody of Love—Shapiro-Bernstein—ASCAP
Open Up Your Heart (R)—Hamblen—BMI
Play Me Hearts and Flowers (R)—Advanced—ASCAP
Silver Moon (R)—Harms—ASCAP
Sincerely (R)—Arc-Regent—BMI
Something's Gotta Give (R)—Robbins—ASCAP
Take My Love (R)—Feist—ASCAP
Tweedle Dee (R)—Progressive—BMI
Unchained Melody (R)—Frank—ASCAP
Wedding Bells (R)—Mellin—BMI
Whatever Lola Wants (R)—Frank—ASCAP
Where Will the Dimple Be? (R)—Rodgers—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.

Stranger in Paradise—Frank (Frank)
Softly, Softly—Cavendish (Sherwin)
Give Me Your Word—Campbell, Connelly (Shapiro-Bernstein)
Cherry Pink and Apple Blossom White—Maddox (Chappell)
Under the Bridges of Paris—Southern (Hill & Range)
Prize of Gold—Victoria (Shapiro-Bernstein)
Let Me Go, Lover—Aberbach (Hill & Range)
A Blossom Fell—John Fields (Shapiro-Bernstein)
Tomorrow—Cavendish (Reis)
If Anyone Finds This I Love You—Michael Reine (Ardmore)
Mobile—Leeds (Ardmore)
Ready, Willing and Able—Berry (Daywind)
Open Up Your Heart—Duchess (Hamblen)
Tweedle Dee—Robbins (Progressive)
The Naughty Lady of Shady Lane—Sterling (Paxton)
Happy Days and Lonely Nights—Lawrence Wright (Advanced)
Unsuspecting Heart—Berry (Teepee)
Majorca—Mills (Eastwick)
Wedding Bells—Mellin (Mellin)
Mambo Italiano—Campbell, Connelly (Rylan)

The No. 1 Artist in France

# Line Renaud

records in America on Capitol!

*magnifique!*

*extraordinaire!*

*une sensation!*

*fantastique!*

If I Love  
.....  
Pam-Pou-De

Record no. 3116



The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending April 27

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	Last Week	Chart
1. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado... Marie Elena Rumba (ASCAP)—Vic 20-5965	1	10	
2. BALLAD OF DAVY CROCKETT (BMI)—B. Hayes..... Farewell (BMI)—Cadence 1256	2	11	
3. DANCE WITH ME HENRY (BMI)—G. Gibbs..... Every Road Must Have a Turning (BMI)—Mercury 70572	3	22	
4. UNCHAINED MELODY (ASCAP)—L. Baxter..... Medic (ASCAP)—Cap 3055	5	5	
5. CRAZY OTTO MEDLEY (ASCAP)—J. Maddox..... Humoresque (BMI)—Dot 15325	4	14	
6. UNCHAINED MELODY (ASCAP)—A. Hibbler..... Daybreak—Dec 29441	8	5	
7. BALLAD OF DAVY CROCKETT (BMI)—F. Parker..... I Gave My Love (BMI)—Col 40449	7	9	
8. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie Ford..... Farewell (BMI)—Cap 3058	6	8	
9. TWEEDLE DEE (BMI)—G. Gibbs... You're Wrong, All Wrong (ASCAP)—Mercury 70517	9	15	
10. DARLING JE VOUS AIME BEAUCOUP (ASCAP)—Nat (King) Cole..... Sand and the Sea (BMI)—Cap 3027	10	10	
11. MELODY OF LOVE (ASCAP)—B. Vaughn..... Joy Ride (ASCAP)—Dot 15247	13	22	
12. UNCHAINED MELODY (ASCAP)—R. Hamilton..... From Here to Eternity (ASCAP)—Epic 9102	14	3	
13. BREEZE AND I (BMI)—C. Valente... Jalousie—Dec 29467	15	5	
14. SINCERELY (BMI)—McGuire Sisters... No More (BMI)—Coral 61323	11	18	
15. WHATEVER LOLA WANTS (ASCAP)—S. Vaughan..... Oh, Yeah (ASCAP)—Mercury 70595	18	3	
16. HOW IMPORTANT CAN IT BE? (ASCAP)—J. James..... This Is My Confession (ASCAP)—M-G-M 11919	12	12	
17. HONEY BABE (ASCAP)—A. Mooney... No Regrets (ASCAP)—M-G-M 11900	19	3	
18. DON'T BE ANGRY (BMI)—Crew Cuts CHOP CHOP BOOM (BMI)—Mercury 70597	22	2	
19. TWO HEARTS (BMI)—P. Boone.... Tra-La-La—Dot 15338	13	6	
20. OPEN UP YOUR HEART (BMI)—Cowboy Church Sunday School... The Lord Is Counting on You (BMI)—Dec 29367	17	19	
21. PLAY ME HEARTS AND FLOWERS (ASCAP)—J. Desmond..... I'm So Ashamed (ASCAP)—Coral 61379	20	7	
22. IT'S A SIN TO TELL A LIE (ASCAP)—S. Smith & the Redheads..... My Baby Just Cares for Me—Epic 9093	21	6	
23. MELODY OF LOVE (ASCAP)—Four Aces..... There's a Tavern in the Town (ASCAP)—Dec 29395	24	16	
24. BOOM BOOM BOOMERANG (BMI)—DeCastro Sisters..... Let Your Love Walk In (ASCAP)—Abbott 3003	—	1	
25. DON'T BE ANGRY (BMI)—N. Brown... It's Really You (BMI)—Savoy 1155	28	2	
26. PLANTATION BOOGIE (BMI)—L. Dee..... Birth of the Blues (ASCAP)—Dec 29360	23	13	
27. BLOSSOM FELL (ASCAP)—Nat (King) Cole..... If I May (BMI)—Cap 3095	—	1	
28. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—A. Dale... I'm Sincere (BMI)—Coral 61373	—	1	
29. BALLAD OF DAVY CROCKETT (BMI)—W. Schumann..... Let's Make Up—Vic 20-6041	—	1	
30. KO KO MO (BMI)—P. Como..... You'll Always Be My Lifetime Sweetheart (ASCAP)—Vic 20-5994	29	14	
30. PLEDGING MY LOVE (BMI)—T. Brewer..... How Important Can It Be? (ASCAP)—Coral 61362	—	2	

• This Week's Best Buys

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

NO LETTER TODAY (Peer, BMI)  
GENUINE LOVE (Roosevelt, BMI)—Les Paul and Mary Ford—Capitol 3108

The duo's latest release is shaping up as a potent two-sided coin-grabber. Because of the country flavor of "No Letter Today," Southern territories have noted particularly favorable reaction on that side. While most Northern territories have been generally slower in moving the disk, action is becoming more lively, especially in New England, Philadelphia, Baltimore, Buffalo, Milwaukee and St. Louis. In time, "Genuine Love" may overcome the edge of "No Letter Today." A previous Billboard "Spotlight" selection.

LOVE ME OR LEAVE ME (B, V & C, ASCAP)  
SOMETHING'S GOTTA GIVE (Robbins, ASCAP)—Sammy Davis Jr.—Decca 29484

Almost all sections of the country are now reporting good to strong action on this disk. In the past two weeks, in particular, the record has moved out in Los Angeles, New York, Boston, Chicago, Detroit, Cleveland and Baltimore. Several areas are doing well with the Lena Horne version of "Love Me." It is on the Los Angeles territorial chart, for example, and also doing nicely in New York. The Sammy Davis Jr. disk was a previous Billboard "Spotlight" selection.

• Most Played in Juke Boxes

For survey week ending April 27

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	Last Week	Chart
1. BALLAD OF DAVY CROCKETT (BMI)—B. Hayes..... Farewell (BMI)—Cadence 1256	1	9	
2. CRAZY OTTO MEDLEY (ASCAP)—J. Maddox..... Humoresque (BMI)—Dot 15325	2	12	
3. DANCE WITH ME, HENRY (BMI)—C. Gibbs..... Every Road Must Have a Turning—Mercury 70572	4	6	
4. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—P. Prado... Marie Elena Rumba (ASCAP)—Vic 20-5965	9	5	
5. SINCERELY (BMI)—McGuire Sisters... No More (BMI)—Coral 61323	3	16	
6. BALLAD OF DAVY CROCKETT (BMI)—Tennessee Ernie Ford..... Farewell (BMI)—Cap 3058	8	4	
7. TWEEDLE DEE (BMI)—G. Gibbs... You're Wrong, All Wrong (ASCAP)—Mercury 70517	5	13	
7. HOW IMPORTANT CAN IT BE? (ASCAP)—J. James..... This Is My Confession (ASCAP)—M-G-M 11919	6	11	
9. MELODY OF LOVE (ASCAP)—B. Vaughn..... Joy Ride (ASCAP)—Dot 15247	7	21	
10. MELODY OF LOVE (ASCAP)—Four Aces..... There's a Tavern in the Town (ASCAP)—Dec 29395	11	17	
11. UNCHAINED MELODY (ASCAP)—A. Hibbler..... Daybreak (ASCAP)—Dec 29441	20	2	
12. KO KO MO (BMI)—Crew Cuts..... EARTH ANGEL (BMI)—Mercury 70529	10	13	
13. PLAY ME HEARTS AND FLOWERS (ASCAP)—J. Desmond..... I'm So Ashamed (ASCAP)—Coral 61379	13	5	
14. DARLING JE VOUS AIME BEAUCOUP (ASCAP)—Nat (King) Cole..... Sand and the Sea (BMI)—Cap 3027	17	19	
14. IT MAY SOUND SILLY (BMI)—McGuire Sisters..... Doesn't Anybody Love Me? (ASCAP)—Coral 61369	19	4	
14. UNCHAINED MELODY (ASCAP)—L. Baxter..... Medic (ASCAP)—Cap 3055	—	1	
14. CHERRY PINK AND APPLE BLOSSOM WHITE (ASCAP)—A. Dale... I'm Sincere—Coral 61373	—	1	
18. UNCHAINED MELODY (ASCAP)—R. Hamilton..... From Here to Eternity (ASCAP)—Epic 9102	—	1	
18. PLEDGING MY LOVE (BMI)—T. Brewer..... HOW IMPORTANT CAN IT BE? (ASCAP)—Coral 61362	—	1	
20. KO KO MO (BMI)—P. Como..... You'll Always Be My Lifetime Sweetheart (ASCAP)—Vic 20-5994	14	13	
20. TWO HEARTS (BMI)—P. Boone.... Tra-La-La—Dot 15338	20	4	

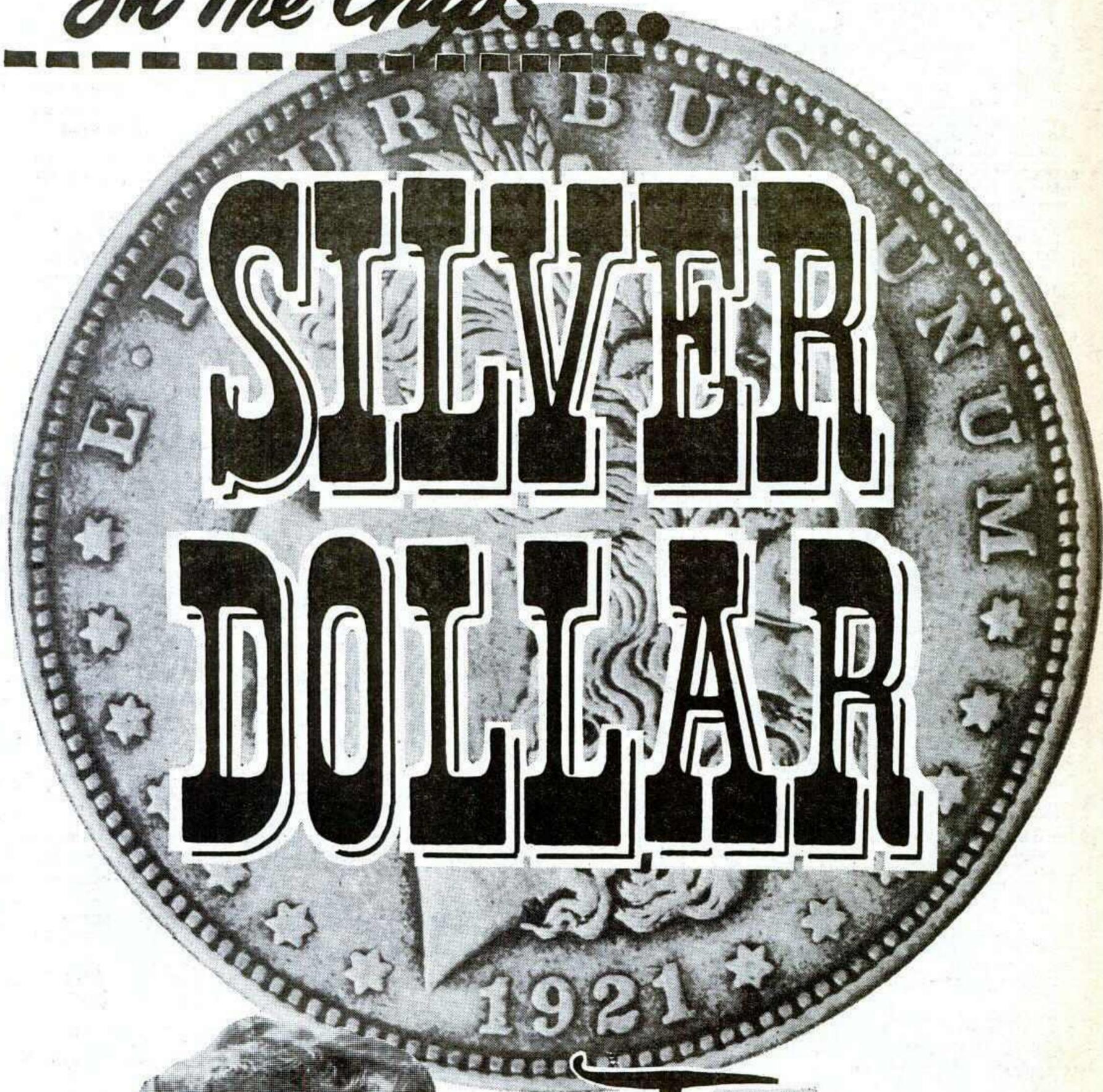
• Most Played by Jockeys

For survey week ending April 27

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	Last Week	Chart
1. BALLAD OF DAVY CROCKETT—B. Hayes..... Farewell (BMI)—Cadence 1256	1	9	
2. UNCHAINED MELODY—L. Baxter... Medic (ASCAP)—Cap 3055	5	5	
3. DANCE WITH ME, HENRY—C. Gibbs..... Every Road Must Have a Turning (BMI)—Mercury 70572	3	5	
4. CHERRY PINK AND APPLE BLOSSOM WHITE—P. Prado..... Marie Elena Rumba (ASCAP)—Vic 20-5965	2	4	
5. UNCHAINED MELODY—A. Hibbler... Daybreak (ASCAP)—Dec 29441	8	3	
6. SINCERELY—McGuire Sisters..... No More (BMI)—Coral 61323	7	17	
7. BALLAD OF DAVY CROCKETT—Tennessee Ernie Ford..... Farewell (BMI)—Cap 3058	10	7	
8. PLAY ME HEARTS AND FLOWERS—J. Desmond..... I'm So Ashamed (ASCAP)—Coral 61379	6	6	
9. HOW IMPORTANT CAN IT BE?—J. James..... This Is My Confession (ASCAP)—M-G-M 11919	4	11	
10. TWEEDLE DEE—G. Gibbs..... You're Wrong, All Wrong (BMI)—Mercury 70517	9	15	
11. MELODY OF LOVE—B. Vaughn.... Joy Ride (ASCAP)—Dot 15247	13	17	
12. BALLAD OF DAVY CROCKETT—F. Parker..... I Gave My Love (BMI)—Col 40449	13	5	
13. CRAZY OTTO MEDLEY—J. Maddox..... Humoresque (ASCAP)—Dot 15325	12	13	
14. BREEZE AND I—C. Valente..... Jalousie (BMI)—Dec 29467	15	3	
14. BALLAD OF DAVY CROCKETT—W. Schumann..... Let's Make Up (BMI)—Vic 20-6014	16	5	
16. WHATEVER LOLA WANTS—S. Vaughan..... Oh, Yeah (BMI)—Mercury 70595	17	2	
17. DARLING JE VOUS AIME BEAUCOUP—Nat (King) Cole..... Sand and the Sea (ASCAP)—Cap 3027	11	10	
18. UNCHAINED MELODY—R. Hamilton..... From Here to Eternity (ASCAP)—Epic 9102	—	1	
19. LEARNING THE BLUES—F. Sinatra... If I Had Three Wishes (ASCAP)—Cap 3102	—	1	
20. IT MAY SOUND SILLY—McGuire Sisters..... Doesn't Anybody Love Me? (ASCAP)—Coral 61369	18	7	

*In the Chips...*

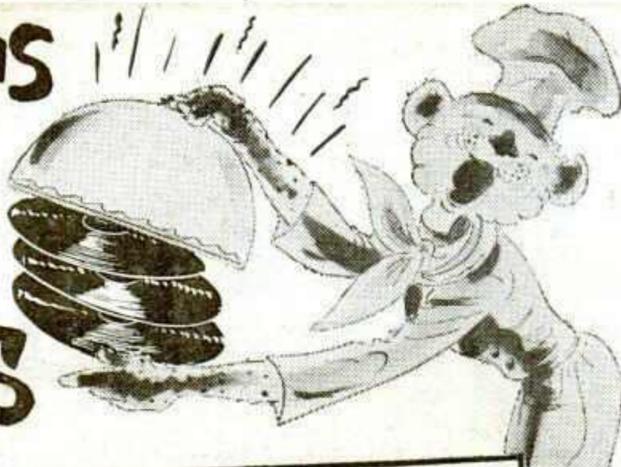


*Teresa  
Brewer*

CORAL 61394 (78 RPM) and 9-61394 (45 RPM)

**CORAL RECORDS**  
*America's Fastest Growing Record Company*  
(A subsidiary of DECCA RECORDS INC.)

# M-G-M'S HOT PLATTERS



**JONI JAMES**

**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**

**HONEY  
BABE**

Billboard  
**BEST BUY**

GO TO YOUR LEFT YOUR RIGHT

from the Warner film  
**"BATTLE CRY"**

**NO REGRETS**

MGM 11900 78 rpm  
K 11900 45 rpm

**CASH BOX  
SLEEPER OF THE WEEK**

**BETTY MADIGAN**

**WONDERFUL  
WORDS**

**I HAD  
A HEART**

MGM 11988 78 rpm • K 11988 45 rpm

**GENE SHELDON**

**HEY,  
MR. BANJO**

and  
**HALLELUJAH!**

MGM 11982 78 rpm  
K 11982 45 rpm

**CASH BOX  
SLEEPER OF THE WEEK**

**BILLY  
ECKSTINE**

**ONLY YOU**

and  
**LOVE ME OR  
LEAVE ME**

MGM 11984 78 rpm • K 11984 45 rpm

**SAM (The Man) TAYLOR**  
on Tenor Sax and his Orchestra

**HARLEM  
NOCTURNE**

and  
**RED SAILS  
IN THE  
SUNSET**

MGM 11977 78 rpm • K 11977 45 rpm

**HANK WILLIAMS**

**MESSAGE TO MOTHER  
MY MOTHER IS GONE**

MGM 11975 78 rpm • K 11975 45 rpm

**CASEY AT THE BAT**

Narrated by  
**LIONEL BARRYMORE**  
with the  
Big League Quartette

5 35 78 rpm  
SK 35 45 rpm

**GINNY GIBSON**

**WHATEVER LOLA WANTS**  
(Lola Gets)

and  
**IF ANYTHING SHOULD  
HAPPEN TO YOU**

MGM 11961 78 rpm  
K 11961 45 rpm

**ART WANER**

**DIPPY DIPPY  
DOODLE  
and SMILES**

MGM 11974 78 rpm  
K 11974 45 rpm

**BUD DECKELMAN**

**NO ONE, DEAR,  
BUT YOU**

and  
**WHAT IS IT, DARLING**

MGM 11952 78 rpm  
K 11952 45 rpm

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Territorial Best Sellers

For survey week ending April 27

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*, A. Hibbler, Dec.
3. *Unchained Melody*, L. Baxter, Cap.
4. *How Important Can It Be?*  
J. James, M-G-M
5. *Cherry Pink and Apple Blossom White*  
A. Dale, Cor.
6. *Sand and the Sea*, Nat (King) Cole, Cap.
7. *Unchained Melody*, Liberator, Col.
8. *Unchained Melody*, R. Hamilton, Epl.

#### Balti.-Wash.

1. *Dance With Me*, Henry, G. Gibbs, Mer.
2. *Unchained Melody*, L. Baxter, Cap.
3. *Cherry Pink and Apple Blossom White*  
P. Prado, Vic.
4. *Ballad of Davy Crockett*, B. Hayes, Cdc.
5. *Unchained Melody*, A. Hibbler, Dec.
6. *Ballad of Davy Crockett*, F. Parker, Col.
7. *Don't Be Angry*, N. Brown, Sav.
8. *Crazy Otto Medley*, J. Maddox, Dot
9. *Sand and the Sea*, Nat (King) Cole, Cap.
10. *Blossom Fell*, Nat (King) Cole, Cap.

#### Boston

1. *Ballad of Davy Crockett*, B. Hayes, Cdc.
2. *Whatever Lola Wants*, S. Vaughan, Mer.
3. *Unchained Melody*, L. Baxter, Cap.
4. *Cherry Pink and Apple Blossom White*  
P. Prado, Vic.
5. *Most of All*, D. Cornell, Cor.
6. *Dance With Me*, Henry, G. Gibbs, Mer.
7. *Honey Babe*, A. Mooney, M-G-M
8. *Unchained Melody*, R. Hamilton, Epl.
9. *Tweddle Dee*, G. Gibbs, Mer.
10. *How Important Can It Be?*  
J. James, M-G-M

#### Buffalo

1. *Ballad of Davy Crockett*, B. Hayes, Cdc.
2. *Unchained Melody*, A. Hibbler, Dec.
3. *Cherry Pink and Apple Blossom White*  
P. Prado, Vic.
4. *Tweddle Dee*, G. Gibbs, Mer.
5. *Dance With Me*, Henry, G. Gibbs, Mer.
6. *Crazy Otto Medley*, J. Maddox, Dot

#### Chicago

1. *Ballad of Davy Crockett*, B. Hayes, Cdc.
2. *Cherry Pink and Apple Blossom White*  
P. Prado, Vic.
3. *Unchained Melody*, L. Baxter, Cap.
4. *Dance With Me*, Henry, G. Gibbs, Mer.
5. *Honey Babe*, A. Mooney, M-G-M
6. *Unchained Melody*, R. Hamilton, Epl.
7. *Whatever Lola Wants*, S. Vaughan, Mer.
8. *Plantation Boogie*, L. Dec, Dec.
9. *Unchained Melody*, A. Hibbler, Dec.
10. *Unchained Melody*, J. Valli, Vic.

#### Cincinnati

1. *Dance With Me*, Henry, G. Gibbs, Mer.
2. *Cherry Pink and Apple Blossom White*  
P. Prado, Vic.
3. *Ballad of Davy Crockett*, B. Hayes, Cdc.
4. *Honey Babe*, A. Mooney, M-G-M
5. *Unchained Melody*, L. Baxter, Cap.
6. *Unchained Melody*, A. Hibbler, Dec.
7. *Unchained Melody*, R. Hamilton, Epl.
8. *Tweddle Dee*, G. Gibbs, Mer.
9. *Melody of Love*, B. Vaughn, Dot
10. *It's a Sin to Tell a Lie*  
S. Smith & the Redheads, Epl.

#### Cleveland

1. *Ballad of Davy Crockett*, B. Hayes, Cdc.
2. *Don't Be Angry*, N. Brown, Sav.
3. *Unchained Melody*, L. Baxter, Cap.
4. *Unchained Melody*, A. Hibbler, Dec.
5. *Dance With Me*, Henry, G. Gibbs, Mer.
6. *Boom Boom Boomerang*  
DeCastro Sisters, Abb.
7. *Bo Diddley*, B. Diddley, Che.
8. *Honey Babe*, A. Mooney, M-G-M
9. *Darling Je Vous Aime Beaucoup*  
Nat (King) Cole, Cap.
10. *Dixie Danny*, Laurie Sisters, Mer.

#### Dallas-Fort Worth

1. *Cherry Pink and Apple Blossom White*  
P. Prado, Vic.
2. *Unchained Melody*, L. Baxter, Cap.
3. *Boom Boom Boomerang*  
DeCastro Sisters, Abb.
4. *Ballad of Davy Crockett*, B. Hayes, Cdc.
5. *Two Hearts*, P. Boone, Dot
6. *Ballad of Davy Crockett*, T. Ernie, Cap.
7. *Ballad of Davy Crockett*, F. Parker, Col.
8. *Melody of Love*, Four Aces, Dec.
9. *Dance With Me*, Henry, G. Gibbs, Mer.

#### Denver

1. *Cherry Pink and Apple Blossom White*  
P. Prado, Vic.
2. *Tweddle Dee*, G. Gibbs, Mer.
3. *Ballad of Davy Crockett*, T. Ernie, Cap.
4. *Crazy Otto Medley*, J. Maddox, Dot
5. *Dance With Me*, Henry, G. Gibbs, Mer.
6. *Ballad of Davy Crockett*, F. Parker, Col.
7. *Sincerely*, McGuire Sisters, Cor.
8. *Unchained Melody*, L. Baxter, Cap.
9. *Melody of Love*, B. Vaughn, Dot
10. *Unchained Melody*, A. Hibbler, Dec.

#### Detroit

1. *Unchained Melody*, A. Hibbler, Dec.
2. *Breeze and I*, C. Valente, Dec.
3. *Don't Be Angry*, Crew Cuts, Mer.
4. *Dance With Me*, Henry, G. Gibbs, Mer.
5. *Dixie Danny*, Laurie Sisters, Mer.
6. *Whatever Lola Wants*, S. Vaughan, Mer.
7. *Ballad of Davy Crockett*, B. Hayes, Cdc.
8. *Honey Babe*, A. Mooney, M-G-M
9. *If I May*, Nat (King) Cole, Cap.
10. *Opus One*, Mills Brothers, Dec.

#### Kansas City

1. *Cherry Pink and Apple Blossom White*  
P. Prado, Vic.
2. *Dance With Me*, Henry, G. Gibbs, Mer.
3. *Ballad of Davy Crockett*, T. Ernie, Cap.
4. *Two Hearts*, P. Boone, Dot
5. *Unchained Melody*, A. Hibbler, Dec.
6. *Dixie Danny*, Laurie Sisters, Mer.
7. *Don't Be Angry*, Crew Cuts, Mer.
8. *Boom Boom Boomerang*  
DeCastro Sisters, Abb.
9. *Unchained Melody*, L. Baxter, Cap.
10. *Learnin' the Blues*, F. Sinatra, Cap.

#### Los Angeles

1. *Cherry Pink and Apple Blossom White*  
P. Prado, Vic.
2. *Crazy Otto Medley*, J. Maddox, Dot
3. *Ballad of Davy Crockett*, F. Parker, Col.
4. *Tweddle Dee*, G. Gibbs, Mer.
5. *Breeze and I*, C. Valente, Dec.
6. *Unchained Melody*, L. Baxter, Cap.
7. *Ballad of Davy Crockett*  
W. Schumann, Vic.
8. *Birth of the Boogie*, B. Haley, Dec.
9. *How Important Can It Be?*  
J. James, M-G-M
10. *Love Me or Leave Me*, L. Horne, Vic.

#### Milwaukee

1. *Unchained Melody*, L. Baxter, Cap.
2. *Cherry Pink and Apple Blossom White*  
P. Prado, Vic.
3. *Breeze and I*, C. Valente, Dec.
4. *Ballad of Davy Crockett*, F. Parker, Col.
5. *Dance With Me*, Henry, G. Gibbs, Mer.
6. *Ballad of Davy Crockett*, B. Hayes, Cdc.
7. *Tweddle Dee*, G. Gibbs, Mer.
8. *Play Me Hearts and Flowers*  
J. Desmond, Cor.

#### Mpls.-St. Paul

1. *Ballad of Davy Crockett*, F. Parker, Col.
2. *Unchained Melody*, L. Baxter, Cap.
3. *Crazy Otto Medley*, J. Maddox, Dot
4. *Cherry Pink and Apple Blossom White*  
P. Prado, Vic.
5. *Dance With Me*, Henry, G. Gibbs, Mer.
6. *It's a Sin to Tell a Lie*  
S. Smith and the Redheads, Epl.
7. *Ballad of Davy Crockett*, T. Ernie, Cap.
8. *Melody of Love*, B. Vaughn, Dot
9. *Ballad of Davy Crockett*, B. Hayes, Cdc.
10. *Tweddle Dee*, G. Gibbs, Mer.

#### New Orleans

1. *Cherry Pink and Apple Blossom White*  
P. Prado, Vic.
2. *Ballad of Davy Crockett*, T. Ernie, Cap.
3. *Unchained Melody*, L. Baxter, Cap.
4. *Unchained Melody*, A. Hibbler, Dec.
5. *Ballad of Davy Crockett*, F. Parker, Col.
6. *Dance With Me*, Henry, G. Gibbs, Mer.
7. *Honey Babe*, A. Mooney, M-G-M
8. *Melody of Love*, B. Vaughn, Dot
9. *Not Yet*, S. Hunter, Dec.
10. *I Belong to You*, R. Flanagan, Vic.

#### 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. *Whatever Lola Wants*, S. Vaughan, Mer.
6. *Unchained Melody*, A. Hibbler, Dec.
7. *How Important Can It Be?*  
J. James, M-G-M
8. *Learnin' the Blues*, F. Sinatra, Cap.
9. *Melody of Love*, B. Vaughn, Dot
10. *Tweddle Dee*, G. Gibbs, Mer.

#### Philadelphia

1. *Crazy Otto Medley*, J. Maddox, Dot
2. *Ballad of Davy Crockett*, B. Hayes, Cdc.
3. *Unchained Melody*, A. Hibbler, Dec.
4. *Cherry Pink and Apple Blossom White*  
P. Prado, Vic.
5. *Ballad of Davy Crockett*, F. Parker, Col.
6. *Darling Je Vous Aime Beaucoup*  
Nat (King) Cole, Cap.
7. *Don't Be Angry*, N. Brown, Sav.
8. *Dance With Me*, Henry, G. Gibbs, Mer.
9. *Unchained Melody*, R. Hamilton, Epl.
10. *Sand and the Sea*, Nat (King) Cole, Cap.

#### Pittsburgh

1. *Ballad of Davy Crockett*, B. Hayes, Cdc.
2. *Unchained Melody*, L. Baxter, Cap.
3. *Whatever Lola Wants*, S. Vaughan, Mer.
4. *Dance With Me*, Henry, G. Gibbs, Mer.
5. *Darling Je Vous Aime Beaucoup*  
Nat (King) Cole, Cap.
6. *Ballad of Davy Crockett*, T. Ernie, Cap.
7. *Whatever Lola Wants*, D. Shore, Vic.
8. *Tweddle Dee*, G. Gibbs, Mer.
9. *Unchained Melody*, R. Hamilton, Epl.
10. *Cherry Pink and Apple Blossom White*  
P. Prado, Vic.

#### St. Louis

1. *Dance With Me*, Henry, G. Gibbs, Mer.
2. *Cherry Pink and Apple Blossom White*  
P. Prado, Vic.
3. *It's a Sin to Tell a Lie*  
S. Smith & the Redheads, Epl.
4. *Ballad of Davy Crockett*, B. Hayes, Cdc.
5. *Honey Babe*, A. Mooney, M-G-M
6. *Unchained Melody*, L. Baxter, Cap.
7. *Unchained Melody*, R. Hamilton, Epl.
8. *Blossom Fell*, Nat (King) Cole, Cap.
9. *Tweddle Dee*, G. Gibbs, Mer.

#### San Francisco

1. *Ballad of Davy Crockett*, F. Parker, Col.
2. *Cherry Pink and Apple Blossom White*  
P. Prado, Vic.
3. *Crazy Otto Medley*, J. Maddox, Dot
4. *Unchained Melody*, A. Hibbler, Dec.
5. *Tweddle Dee*, G. Gibbs, Mer.
6. *Melody of Love*, Four Aces, Dec.
7. *Sincerely*, McGuire Sisters, Cor.
8. *Rock Around the Clock*, B. Haley, Dec.
9. *Whatever Lola Wants*, S. Vaughan, Mer.
10. *Dance With Me*, Henry, G. Gibbs, Mer.

#### Seattle

1. *Unchained Melody*, A. Hibbler, Dec.
2. *Ballad of Davy Crockett*, F. Parker, Col.
3. *Cherry Pink and Apple Blossom White*  
P. Prado, Vic.
4. *Maybe*, Four Coins, Epl.
5. *Dance With Me*, Henry, G. Gibbs, Mer.
6. *Ballad of Davy Crockett*, B. Hayes, Cdc.
7. *Crazy Otto Medley*, J. Maddox, Dot
8. *Breeze and I*, C. Valente, Dec.
9. *Tweddle Dee*, G. Gibbs, Mer.
10. *Open Up Your Heart*  
Cowboy Church Sunday School, Dec.

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT

**A SMASH BY ACTUAL SALES!**

**'Oh My Beloved Daddy'**

(O MIO BABBINO CARO)

BY

**RALPH MARTERIE**

AND HIS ORCHESTRA WITH STRINGS

COUPLED WITH A GREAT FLIP

**'Ciribiri Mambo'**

MERCURY 70614



**STARTING TO ROLL!**

**'I Love To Dance With You'**

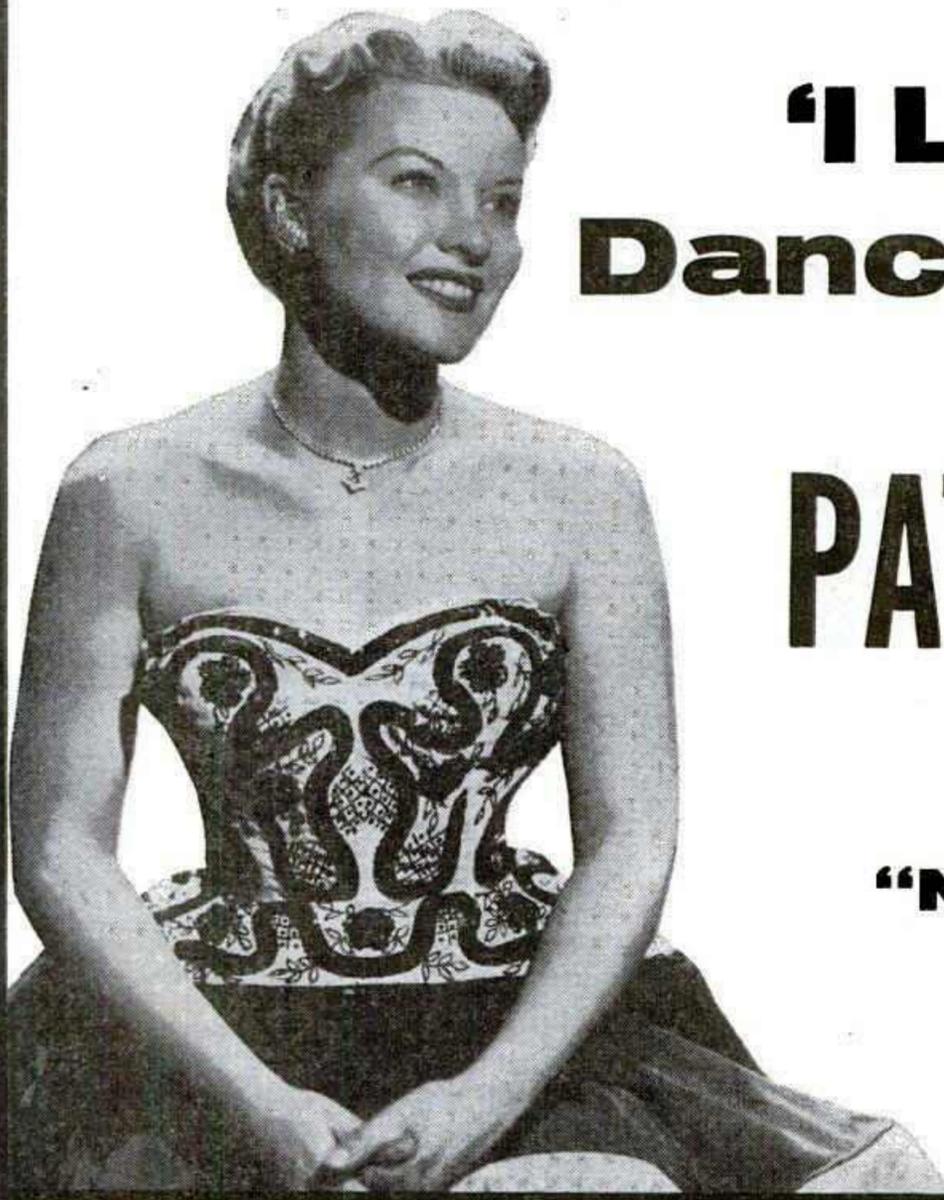
BY

**PATTI PAGE**

COUPLED WITH

**"Near To You"**

MERCURY 70607



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## EDWARD B. MARKS MUSIC CORPORATION

is proud to welcome

# ARNOLD SHAW

as its

GENERAL PROFESSIONAL MANAGER

*Blowing up a Record Storm!*

ERNESTO LECUONA'S

## THE BREEZE AND I

Recorded (in English) by the

"MALAGUENA" girl

CATERINA VALENTE

(Decca)

EDWARD B. MARKS MUSIC CORPORATION

RCA BUILDING • RADIO CITY • NEW YORK

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Review Spotlight on . . .

#### RECORDS

##### FONTANE SISTERS

Rollin' Stone (Regent, BMI)  
Playmates (Joy, ASCAP)—Dot 15370—The girls have a great two-sided disk here. "Rollin' Stone" is a fast-paced, happy sounding ditty with a fine beat, while the oldie "Playmates" is wrapped up with a brand new rhythm and blues flavor. The Fontanes have a swingy, appealing style all their own and they are at their best with lively material like this. The disk should grab plenty of action.

##### MILLS BROTHERS

Smack Dab in the Middle (Roosevelt, BMI)—Decca 29511—Here's another hard-driving rhythm novelty by the Mills boys, marking one of their rare excursions into the r.&b. field. The brothers sing out with admirable vitality, humor, and style, while the band sets an infectious beat from start to finish. Jukes and jocks should give it considerable play. Flip is "Kiss Me and Kill Me With Love" (Chappell, ASCAP).

### • Reviews of New Pop Records

#### JOHNNY MADDOX

Johnny's Medley . . . . .86  
DOT 15365—A Billboard "Spotlight" 4-30-'55.  
The Whistlin' Piano Man . . . . .84  
A Billboard "Spotlight" 4-30-'55.  
(Randy-Smith, ASCAP)

#### THE McGUIRE SISTERS

Something's Gotta Give . . . . .85  
CORAL 61423—A Billboard "Spotlight" 4-30-'55. (Robbins, ASCAP)  
Rhythm 'n' Blues . . . . .76  
Fabricated rhythm side has the beat and a novelty touch, but it's unlikely to sustain interest over the long haul. (Tee-Kay)

#### THE MODERNAIRES

Wine Women and Gold . . . . .79  
CORAL 61412 — Infectious hand-clapper moves at a merry pace. Side has immediate appeal in this strong performance, and it could go a long way. Great juke box wax.  
Sluefoot . . . . .75  
The Modernaires are joined by Bob Crosby here for a gay reading of the dance novelty from "Daddy Long Legs."

#### THE AMES BROTHERS

Gotta Be This or That . . . . .79  
VICTOR 6117—Cute oldie is sung brightly, with the ork support by Winterhalter bouncing along gayly. This could do business on the jukes and over sales counters. (Harms, ASCAP)  
Southern Cross . . . . .75  
Pretty ballad is handed a nostalgic reading, the smooth piping of the boys blending easily with ork and Hawaiian guitar. Good seasonal wax that should attract many spins. (E. H. Morris, BMI)

#### ROSEMARY CLOONEY

Love Among the Young . . . . .78  
COLUMBIA 40498 — This side's a ballad, pretty in verbiage and sensitive in thought. The thrush's tender reading is supported by the Mellomen and the Buddy Cole quartet. Nice for deejays. (Meridian, BMI)  
A Touch of the Blues . . . . .76  
Slow, bluesy item, with thrush Clooney doing her usually fine reading, backed by tasteful orchestration under Percy Faith. (Roger, ASCAP)

#### RUSTY DRAPER

That's All I Need . . . . .78  
MERCURY 70619—Rusty Draper is heard in a lusty performance of the pop r.&b. ballad. It's one of his most convincing waxings in a long time and could do much to restore him as a strong sales contender. (Raleigh, BMI)  
Eat'n' Goober Peas . . . . .75  
This is the Civil War tune generally associated with Burl Ives. Catchy march-tempo litter swings along at a merry pace. Happy listening. Side should grab many spins. (Pure, BMI)

#### RICHARD HAYMAN ORK

Gobelues . . . . .78  
MERCURY 70616—Pleasant instrumental has a swaying beat, and Hayman's harmonica sounds out strongly. This is George Gobel's walk-on music. Good spin stuff. (Longridge, ASCAP)  
Celeste . . . . .74  
Hayman has a real pretty side here, with the title instrument providing tonal contrast to the ork leaders' fine solo on the harmonica. Another side due for frequent deejay spins. (Jungnickel, ASCAP)

#### THE FOUR COINS

Promises, Promises . . . . .77  
EPIC 9104—A side that should add to the growing popularity of the group. The clever lyrics and suggestion of r.&b. styling of this material add up to potent stuff. (Wemar, BMI)  
That's the Way . . . . .75  
In a more old-fashioned vein, with a happy banjo-flavored backing, the Coins sing out this lilting extrovert tune with infectious charm. Two pleasant sides. (Rush, BMI)

#### WERNER MULLER ORK

The Elephant's Tango . . . . .77  
DECCA 29515—Novelty instrumental is played to a turn by the polished German ork. It's a lilting side that has great listening appeal and it's

certain to pull a great many jockey spins. (Emerson, BMI)

#### Caminito . . . . .73

Another fine instrumental, this of the tango standard. More spins due here. (P. D.)

#### DON CORNELL

Unchained Melody . . . . .76  
CORAL 61407 — A characteristic Cornell chant of the hit ballad. It's taken from an EP and in this single form could pull some extra sales. (Frank, ASCAP)

#### All of You . . . . .76

Another manly warble, also excerpted from an EP. This sexy material from Cole Porter's "Silk Stockings" will intrigue Cornell fans. (Buxton HM, ASCAP)

#### LEROY HOLMES ORK

Land of the Pharaohs . . . . .76  
M-G-M 11973—A haunting interpretation of the exotic movie tune with effective choral work and an exciting tempo. Good mood music programming for deejays. (Remick, ASCAP)

#### The World Is Mine . . . . .76

A beautiful instrumental arrangement of an equally beautiful ballad from the movie, "Strategic Air Command." Mary Mayo provides some listenable (no words, just sounds) vocal effects in the background. Another good deejay side, and one that is bound to get plenty of play when the movie is released across the country. (Famous, ASCAP)

#### BUNNY PAUL

Leave My Heart Alone . . . . .76  
CAPITOL 3109—A blues with a good lyric, smart musical production and a solid vocal by Bunny Paul. Watch it. (Raleigh, BMI)

#### Two Castenets . . . . .75

A change of pace. A lilting ditty with good lyric idea. Frank DeVol's backing is excellent. (Golden Bell, ASCAP)

#### EDNA McGRUFF

Pledging My Love . . . . .75  
BELL 1093—The rich-voiced thrush offers handsome coverage of this hit for both pop and r.&b. markets. At 39 cents it's an excellent buy for anyone. (Lion, BMI)

#### Dance With Me Henry . . . . .75

Altho late with both covers, this fine waxing should do very well at the bargain price. The thrush could build a strong jockey partisanship. (Modern, BMI)

#### JILL COREY

Come to Me For Ev'rything . . . . .75  
COLUMBIA 40502—The young warbler projects well on this nicely conceived ballad. The backing by Percy Faith is particularly fine. (Paxton, ASCAP)

#### That's All I Need . . . . .74

Here's the r.&b. ditty, belted out with plenty of rhythm, but the style deviates more toward the pop norm. Interesting wax for deejays. (Raleigh, BMI)

#### VAUGHN MONROE

Roses and Revolvers . . . . .75  
VICTOR 6118—An amusing tongue-in-cheek reading by Monroe on a bouncy novelty with a pseudo country and western flavor. Good juke wax. (E. H. Morris, BMI)

#### I Turned It Down . . . . .73

Another country and western type ditty by Monroe with a South of the border rhythm. Tune is featured in the movie, "Robbers' Roost." (Manchester, ASCAP)

#### SUSAN HUNTER

Not Yet . . . . .75  
DECCA 29512—The new canary has a rich show-wise delivery on this ingratiating novelty with a cute lyric. The tune and the disk received a big send-off on co-writer Milton Berle's TV show last week, which should help the platter grab off plenty of plays from jockeys and jukes.

#### Was That the Right Thing to Do . . . . .73

The gal thrushes prettily with perceptive phrasing on an appealing ballad. However, flip will probably get more plays because of the big TV push behind it.

#### GUY LOMBARDO ORK

Hey, Mr. Banjo . . . . .75  
DECCA 29516—Lombardo wraps up  
(Continued on page 44)

*the Novelty hit of the Year!*

**CORAL HAS  
THE HITS!**

# the McGuire Sisters

# "RHYTHM 'N' BLUES"

(Mama's Got the Rhythm—Papa's Got the Blues)

CORAL 61423 (78 RPM) and 9-61423 (45 RPM)



*the Big Ballad of '55*

# I DON'T WANT TO BE LONELY TONIGHT

Sung by

# TERESA BREWER

CORAL  
61394 (78 RPM)  
9-61394 (45 RPM)



**LAWRENCE WELK** and His  
Champagne Music

Play

# LOVE ME OR LEAVE ME

CORAL 61408 (78 RPM) • 9-61408 (45 RPM)

**BILLY WILLIAMS QUARTET**

Sing

# FOOLS RUSH IN

(Where Angels Fear to Tread)

CORAL 61346 (78 RPM) and 9-61346 (45 RPM)



**PAUL WHITEMAN** and His  
Orchestra

# JUKIN'

Dance created by the Fred Astaire Studios

CORAL 61403 (78 RPM) and 9-61403 (45 RPM)

# CORAL RECORDS

*America's Fastest Growing Record Company*

(A subsidiary of DECCA RECORDS INC.)

# NEW STUFF

**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!  
KING 1447

**LUCKY MILLINDER**  
IT'S A SAD, SAD FEELING  
OW!  
KING 4792

DISTRIBUTED BY  
**KING RECORDS**

**HEY MR. BANJO**  
THE SANDPIPERS with  
MITCH MILLER & ORCH. - Golden  
MILLS MUSIC, INC.

Lowest Priced!  
V-M  
920  
by  
Voice of Music

Will be bigger than  
"THE BREEZE"  
Trudy Richards  
"PROMISES, PROMISES"  
and  
"DON'T RUSH ME"  
Jubilee 5197  
JUBILEE RECORD CO., Inc.  
315 W. 47th St., N. Y., N. Y.

Coming Up!  
**NEAL HEFTI**  
ORCHESTRA  
**BUTTERCUP**  
b/w Moon Nocturne  
Epic Record 9103 (5-9103)

## The Billboard Music Popularity Charts

### Reviews of New Pop Records

Continued from page 42

the current hit ditty in his usual danceable style. The original has a head start, but Lombardo will undoubtedly corral his usual sizable share of plays. (Mills, ASCAP)  
**Marty**...72  
An attractive group vocal treatment of the movie theme, which may garner some extra spins on the strength of the picture. (Cromwell, ASCAP)

**TRUDY RICHARDS**  
**Rich to Rush**...75  
JUBILEE 5197—The thrush dubs in her own harmony and responses for a convincing performance of a spin-worthy ditty. (Warock, ASCAP)  
**Promises, Promises**...72  
Similar ingredients add up to a rather desperate effort on this face. (Wemaz, BMI)

**PAUL WHITEMAN ORK**  
**Three o'Clock in the Morning**...75  
CORAL 61403—A dreamy slow-paced instrumental version of the waltz oldie, keyed to the trend for romantic re-caps of standards sparked by "Melody of Love." Good mood music programming for jockeys and jukes. (Feist, ASCAP)  
**Jukin'**...71  
Pleasant vocalizing by the New Rhythm Boys on a swingy little ditty with a nice beat, and considerable juke appeal. (Bregman, Vocco & Conn, ASCAP)

**STAN KENTON**  
**Dark Eyes**...74  
CAPITOL 3110—The traditional melody in Latin dress. Kenton's arrangement is an interesting tour de force which will appeal to deejays looking for out of the ordinary instrumentals. (Anton, ASCAP)  
**Casanova**...73  
A song picture of the noted lover, Ann Richards, Kenton's thrush, sings the ballad with full voice. (Laurel, ASCAP)

**WINIFRED ATWELL**  
**Let's Have a Ding Dong**  
(Part I and II)...73  
LONDON 1560—The slick British pianist follows the "Crazy Otto" trend with an appealing medley of standards ranging from "Yes, We Have No Bananas" to "I'm Forever Blowing Bubbles." Nine tune excerpts in all.

**ALAN MARTIN**  
**Twilight Time**...73  
DOT 15354—Pleasant-voiced warbler and chorus turn in an appealing lyric version of the Three Suns' trade-mark. Should get plenty of air spins, and could do well generally. (Porgie, BMI)  
**What a Sweetheart**...72  
Martin does another good job on a bright, exuberant ditty. (Porgie, BMI)

**KATHY NOLAN**  
**Till Forever Ends**...73  
UNIQUE 306—Kathy Nolan, who played Wendy to Mary Martin's Peter Pan, wraps her sweet girlish pipes around a lovely folk song by Tom Glazer. The tune received a big sendoff a couple of weeks ago, when the canary sang it thruout "The Elgin Hour" dramatization of "Midsummer Melody" on ABC-TV. Should grab off extra spins because of it. (Joy, ASCAP)  
**If You Don't Want My Love**...70  
Delicate thrushing on a pretty ballad, but flip is side to watch. (Von Tilzer, ASCAP)

**LAWRENCE WELK ORK**  
**Hey, Mr. Banjo**...73  
CORAL 61408—Welk fans will undoubtedly go for this cover. It's a catchy tune and well-suited to the band's danceable tempo. (Mills, ASCAP)  
**Love Me or Leave Me**...70  
A likable instrumental fox trot version of the standard, featured in M-G-M's forthcoming Ruth Etting bio-film of the same title. (Bregman, Vocco & Conn, ASCAP)

**SONNY BURKE ORK**  
**Cha-Cha-Cha**...72  
DECCA 91488—A catchy Latin-American instrumental is wrapped up with a great dance beat by Sonny Burke. Both sides are from his popular LP "Let's Mambo." Jockeys will give this one plenty of spins as will juke operators. (Marks, BMI)  
**Mambo Holiday**...72  
Same comment. (Rossmere, BMI)

**BILLY HOLIDAY ORK**  
**Stormy Blues**...72  
CLEF 89141—Billy sings very tasteful blues here. It's wax for the connoisseur, with quiet, moody instrumentation adding to the effect. (Malabar, BMI)  
**Willow Weep for Me**...72  
Diko. (Bourne, ASCAP)

**DAVE (TICO) ROBBINS QUINTETTE**  
**Silvana Mangano Mambo**...72  
M-G-M 11981—A catchy mambo "inspired" by Italian movie star Silvana Mangano's new movie, "Mambo." The platter is packaged in a special sleeve, featuring a sexy photo of the actress and a capsule outline of the picture plot. The mambo is a run of the Latin-American mill type of ditty, but the big film push should help hyps plays, particularly with jocks. (Paramount, ASCAP)  
**Saturday Night Mambo**...72  
Another routine mambo, backed by picture promotion. The tune is featured in the dance hall sequence of the new sleeper hit film "Marty." However, the flip will probably get

more play, since the push is mainly behind it. (Cromwell, ASCAP)

**MALCOLM MITCHELL ORK**  
**Debut**...72  
LONDON 1555—Great arrangement, recording and performance put this British up-tempo jazz riffer in a class with some of the better Les Brown efforts.  
**I Can't Believe That You're in Love With Me**...71  
A fine instrumental dance version of the standard; leisurely paced, swinging and well recorded.

**JERRY COOPER-JOHNNY GUARNIERE SWINGTET**  
**Nobody's Sweetheart**...72  
ANCHOR 26—An easy-going, ingratiating reading by Jerry Cooper of a great standard, with bright backing by Johnny Guarneri. (Mills, ASCAP)  
**I Ain't Got Nobody**...71  
Same comment. (Mayfair, ASCAP)

**GENE SHELDON**  
**Hey, Mr. Banjo**...72  
M-G-M 11982—An okay treatment of the click song, with Sheldon's stand-out banjo work and a group vocal by the Encores. The disk is bound to get some play, but it's a bit late to catch up with the first version. Background music by Dick Stabile. (Mills, ASCAP)  
**Hallelujah!**...69  
Tasteful banjo soloing by Sheldon on the great oldie, recently revived in the M-G-M movie, "Hit the Deck." Picture tie-up may hypo spins. (Harms, ASCAP)

**MARY MEADE FRENCH**  
**Volez Vous**...71  
LIBERTY 5503—Tasteful wax. Miss French sings a pretty ballad with sincerity, to the backing of lush strings.  
**Flamingo**...71  
A mood piece, with good instrumental backing for Miss French.

**LEE LAWRENCE**  
**You Still Mean the Same to Me**...71  
LONDON 1529—Lawrence's Tony Martin-like tones make for an effective slice of sentimental wax. This side is a somewhat lachrimose ballad.  
**Lights of Paris**...70  
The big-voiced bari engages in an imposing production-type number a la "Valencia." An okay disk show opener.

**THURL RAVENSCROFT**  
**Dr. Geek**...71  
AARDELL 1—A showmanly reading of a novelty with lyrics that are frequently hilarious in the Charles Addams vein of grisly humor. The gent of the title is an African head shrinker whose bodiless patients are all silent. This one may not get by on radio, but it should get plenty of juke spins. (Cadenza, ASCAP)  
**I'll Pay as I Go**...69  
A sprightly vocal job by the bass singer on a novelty with some bright march tempo pacing. (Cadenza, ASCAP)

**NEAL HEFTI ORK**  
**Buttercup**...71  
EPIC 9103—Hefti gives a quiet, old-fashioned swing to this composition of his. A relaxed dance instrumental. (Cromwell, ASCAP)  
**Moon Nocturne**...67  
This prettily arranged instrumental captures a nocturnal atmosphere and makes excellent background music. (Barton, ASCAP)

**ART LUND-JOHNNY LONG ORK**  
**Sidetracked**...70  
CORAL 61405—Lund warbles nicely on a country and western ditty with a catchy beat, and appeal for both markets. (Springfield, BMI)  
**Those Texas Women**...70  
Same comment. (Marguerita, ASCAP)

**MITZI MASON**  
**Me!**...70  
M-G-M 11978—M-G-M's new canary has a cute coupling of pronoun-title tunes on her new disk. This side features a catchy Irving Berlin ditty, with nice thrushing by Mitzi and the Naturals. (Berlin, ASCAP)  
**You, All You**...69  
An okay vocal on a rhythm novelty with a hand-clapping spiritual beat. (Riviera, BMI)

**DANNY CAPRI**  
**Don't Make a Liar Out of Me**...70  
CAPITOL 3111—Capri has just the right touch for this lilting ditty. His smooth, relaxed projection of the lyrics indicates that he could do a good selling job with stronger material. (Hill & Range, BMI)  
**Angelica**...66  
Lush strings and fancy arrangement don't help Capri much in this run-of-the-mill material. Capri's voice is agreeable enough and deserves deejay attention. (Robert Mellin, BMI)

**NORMAN KNUTH AND HIS STARLITERS**  
**Too Many Doors**...70  
NEWTONE 2010—A cornball comedy vocal duo on a novelty tune with a funny door-slammng sound gimmick. Good off-beat deejay programming and for jukes. (Mellin, BMI)  
**Let Me Love You Once Again**...65  
An okay vocal by Carl Paradiso on a slow-paced ballad. (Concert, ASCAP)

**CATHY CARR**  
**I Never Really Stopped Loving You**...69  
FRATERNITY 712—A personable

## POPULAR RECORDS

### FOLK TALENT AND TUNES

Continued from page 28

R. Elmer Yates, former circus promoter, has made a deal with WSM, Nashville, for a series of shows using "Grand Ole Opry" talent. Yates will hopscotch the country, putting on shows once a month. His first, presented April 24 at Municipal Auditorium, Charleston, W. Va., under auspices of the local fire department, proved a winner. Talent line-up included the Duke of Paducah, the Carter Sisters and Mother Maybelle, Cowboy Copas, Ernie Tubbs and His Texas Troubadours, Bill Monroe, Lew Childre and Sleepy Jeffers. Last named is a regular on WTIP, Charleston.

Jess Rogers, Philadelphia western singer, introduces a new tune and new style on the M-G-M label in "Impatient Heart," which he wrote in conjunction with his wife, Sally Starr, who has her own disk jockey show on WJMJ in Philly. On the flip side is the old Wayne King fave, "The Waltz You Saved for Me." . . . Jay Bennett, KGAR, Garden City, Kan., has disbanded his band, the Radio Ranch Boys, with the group moving to KGNO, Dodge City, Kan., where it is backing Don Kidwell. Bennett is now doing a single and has a new manager in Russ Hamby. Meanwhile, he continues to work a 15-minute transcribed show with another band over KGAR.

Three of Atlanta's major movie emporiums are playing c.&w. music on turntables in their booths before and after the movie programs. . . . Big Jim Wilson, now spinning the country ditties at WAVE, Louisville, set for guest slot on "Circle Theater Jamboree," Cleveland, May 14. . . . Betty Huskey, wife of Ferlin Huskey, and their son Danny will visit Betty's family in San Diego, Calif., early in May when Ferlin makes that territory on personals. . . . Jimmy Newman,

vocal job on a plaintive ballad. (Rush, BMI)  
**Warm Your Heart**...69  
Same comment. (Progressive, BMI)

**THE BON BONS**  
**That's the Way Love Goes**...69  
LONDON 1569—The girls do well here, too, on this reading of the patter ditty. Side should win some exposure.  
**Make My Dreams Come True**...68  
Nearest that the label has come to the r.&b. idiom, this rhythm side by the new femme group has a bright sound.

**MILT HERTH TRIO**  
**Echo Tango**...69  
M-G-M 11971—A pleasant instrumental version of a catchy tune, with excellent organ solo work. Good juke wax. (Pickwick, ASCAP)  
**Booga Da Woog**...68  
Same comment. (Pickwick, ASCAP)

**PARIS SISTERS**  
**Huckleberry Pie**...69  
DECCA 29488—A pert vocal duet on a bouncy novelty. This is the girls' second Decca disk. (Starrite, BMI)  
**Baby, Honey, Baby**...67  
An okay thrushing job on a novelty ballad, but flip is the better showcase. (Gold Medal, ASCAP)

**ROSEMARY BELLAN**  
**Dig That Crazy Oom-Pah Man**...68  
BELLE 7777—A lively vocal on a polka novelty with some okay tuba soloing. (Highland, BMI)  
**Summer Kisses**...65  
Appealing thrushing by the canary on a rather pallid ballad. (Highland, BMI)

**CARL COCCOMO**  
**The Rigatoni Song**...65  
STARLINE 1362—Novelty about an Italian dish is handily set forth by the baritone. (Jonathon, BMI)  
**When You Come to Me**...57  
Legit style ballad and interpretation is listenable, though limited in commercial potential. (Jonathon, BMI)

**MURRAY KAUFMAN**  
**The Crazy Otto Rag**...62  
FRATERNITY 714—An okay version of the nickelodeon ditty, but there are better ones around and they've already grabbed off most of the coin.  
**Out of the bushes**...55  
Deejay Kaufman tries too hard on this novelty and the results are more frantic than funny. (American Academy, ASCAP)

**DAVE BURGESS**  
**Down, Down, Down**...59  
TAMPA 104—Brisk patter item is projected well by Burgess, whose given Dixieland backing here. (Ridge-way, BMI)  
**Don't Turn Your Back on Love**...58  
Another okay effort. (Johnstone, Montel, BMI)

of "Louisiana Hayride," and Sonny James, of "Big D Jamboree," Dallas, jumped into Des Moines April 24 for an appearance on Smokey Smith's deejay show on KRNT.

Blue Grass Music, New York, has acquired from Vokes Music, New Kensington, Pa., the publishing rights to "Tears at the Grand Ole Opry," written by Wanda Jackson and Cowboy Howard Vokes and cut for Decca by Miss Jackson. Tommy Jackson, fiddle; Chester Atkins, Spanish guitar, and Jerry Byrd, steel guitar, backed Miss Jackson on the Decca session. . . . The Pine Valley Boys are doing a weekly show on WKPA, New Kensington, Pa. . . . Balin-Wire Bob Stack, of KWKH, Shreveport, La., slated to make a trip to Pittsburgh soon to cut four sides with Matt Furin and Cowboy Howard Vokes and band. A major label is reported interested.

Martha Carson and Bill Carlisle are playing for Bill Plant thru Minnesota, Iowa and South Dakota, May 8-18, and from May 29-June 3 will work thru Texas along (Continued on page 48)

2 No. 1 HITS  
**1. THE HILLTOPPERS**  
featuring great voice of  
JIMMY SACCA  
"THE DOOR IS STILL OPEN"  
"TEARDROPS FROM MY EYES"  
DOT #15351  
**2. THE FONTANE SISTERS**  
"MOST OF ALL"  
"PUT ME IN THE MOOD"  
DOT #15352  
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# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## • Best Sellers in Stores

For survey week ending April 27

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. <b>IN THE JAILHOUSE NOW</b> (BMI)—W. Pierce.....	1	14
<i>I'm Gonna Fall Out of Love With You</i> (BMI)—Dec 29391		
2. <b>MAKING BELIEVE</b> (BMI)—K. Wells.....	2	9
<b>WHOSE SHOULDER WILL YOU CRY ON?</b> (BMI)—Dec 29419		
3. <b>LIVE FAST, LOVE HARD AND DIE YOUNG</b> (BMI)—F. Young.....	3	6
<i>Forgive Me, Dear</i> (BMI)—Cap 3056		
4. <b>YELLOW ROSES</b> (BMI)—H. Snow.....	6	5
<b>WOULD YOU MIND?</b> (ASCAP)—Vic 6057		
5. <b>BALLAD OF DAVY CROCKETT</b> (BMI)—Tennessee Ernie.....	4	7
<i>Farewell</i> (BMI)—Cap 3058		
6. <b>I'VE BEEN THINKING</b> (BMI)—E. Arnold.....	5	14
<i>Don't Forget</i> (BMI)—Vic 20-6000		
7. <b>MAKE BELIEVE</b> —R. Foley & K. Wells.....	7	10
<b>AS LONG AS I LIVE</b> (BMI)—Dec 29390		
8. <b>IN TIME</b> (BMI)—E. Arnold.....	9	3
<b>TWO KINDS OF LOVE</b> (ASCAP)—Vic 20-6069		
9. <b>ARE YOU MINE?</b> (BMI)—G. Wright & T. Tall.....	11	14
<i>I've Got Somebody New</i> (BMI)—Fabor 117		
10. <b>IT TICKLES</b> (BMI)—T. Collins.....	14	2
<i>Let Down</i> (BMI)—Cap 3082		
11. <b>LOOSE TALK</b> (BMI)—C. Smith.....	8	27
<i>More Than Anything Else</i> (BMI)—Col 21317		
12. <b>IF YOU AIN'T LOVIN'</b> (BMI)—F. Young.....	10	24
<i>If That's the Fashion</i> (BMI)—Cap 2953		
13. <b>KISSES DON'T LIE</b> (BMI)—C. Smith.....	12	16
<i>No, I Don't Believe I Will</i> (BMI)—Col 21340		
14. <b>DAYDREAMING</b> (BMI)—J. Newman.....	13	3
<i>Crying for a Past Time</i> (BMI)—Dot 1327		
14. <b>MAKING BELIEVE</b> (BMI)—J. Work.....	—	8
<i>Just Like Downtown</i> (BMI)—Dot 1221		

## • Most Played in Juke Boxes

For survey week ending April 27

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of country and western records. When significant action is reported on both sides of a record, points are combined to determine position on the chart.

This Week	Last Week	Weeks on Chart
1. <b>IN THE JAILHOUSE NOW</b> (BMI)—W. Pierce.....	1	13
<i>I'm Gonna Fall Out of Love With You</i> (BMI)—Dec 29391		
2. <b>MAKING BELIEVE</b> (BMI)—K. Wells.....	3	6
<b>WHOSE SHOULDER WILL YOU CRY ON?</b> (BMI)—Dec 29419		
3. <b>LIVE FAST, LOVE HARD AND DIE YOUNG</b> (BMI)—F. Young.....	5	5
<i>FORGIVE ME, DEAR</i> (BMI)—Cap 3056		
4. <b>I'VE BEEN THINKING</b> (BMI)—E. Arnold.....	2	11
<i>Don't Forget</i> (BMI)—Vic 20-6000		
5. <b>LOOSE TALK</b> (BMI)—C. Smith.....	4	23
<i>More Than Anything Else in This World</i> (BMI)—Col 21317		
6. <b>ARE YOU MINE?</b> (BMI)—G. Wright & T. Tall.....	6	12
<i>I've Got Somebody New</i> (BMI)—Fabor 117		
7. <b>BALLAD OF DAVY CROCKETT</b> (BMI)—Tennessee Ernie.....	10	3
<i>Farewell</i> (BMI)—Cap 3058		
8. <b>ARE YOU MINE?</b> (BMI)—M. Lorrie & B. DeVal... 10	7	
<i>You Bet I Kissed Him</i> (BMI)—Abbott 172		
9. <b>PLEASE DON'T LET ME LOVE YOU</b> (BMI)—H. Williams.....	10	2
<i>Faded Love and Winter Roses</i> (ASCAP)—M-G-M 11928		
10. <b>MAKING BELIEVE</b> (BMI)—J. Work.....	7	11
<i>Just Like Downtown</i> (BMI)—Dot 1221		

## • Most Played by Jockeys

For survey week ending April 27

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

This Week	Last Week	Weeks on Chart
1. <b>IN THE JAILHOUSE NOW</b> —W. Pierce.....	1	14
Dec 29391—BMI		
2. <b>MAKING BELIEVE</b> —K. Wells.....	3	9
Dec 29419—BMI		
3. <b>LIVE FAST, LOVE HARD, AND DIE YOUNG</b> —F. Young.....	2	6
Cap 3056—BMI		
4. <b>ARE YOU MINE?</b> —G. Wright & T. Tall.....	4	17
Fabor 117—BMI		
5. <b>I'VE BEEN THINKING</b> —E. Arnold.....	6	15
Vic 20-6000—BMI		
6. <b>LOOSE TALK</b> —C. Smith.....	6	27
Col 21317—BMI		
6. <b>WOULD YOU MIND?</b> —H. Snow.....	9	4
Vic 20-6057—ASCAP		
8. <b>IF YOU AIN'T LOVIN'</b> —F. Young.....	—	24
Cap 2953—BMI		
9. <b>CUZZ YO'RE SO SWEET</b> —S. Crum.....	5	3
Cap 3063—BMI		
10. <b>YELLOW ROSES</b> —H. Snow.....	11	2
Vic 20-6057—BMI		
11. <b>BALLAD OF DAVY CROCKETT</b> —Tennessee Ernie. 15	3	
Cap 3058—BMI		
12. <b>WHOSE SHOULDER WILL YOU CRY ON?</b> —K. Wells.....	8	5
Dec 29419—BMI		
13. <b>AS LONG AS I LIVE</b> —K. Wells & R. Foley..... 13	11	
Dec 29390—BMI		
14. <b>DAYDREAMING</b> —J. Newman.....	9	5
Dot 1327—BMI		
14. <b>KISSES DON'T LIE</b> —C. Smith.....	—	7
Col 21340—BMI		
14. <b>MAKE BELIEVE</b> —K. Wells & R. Foley.....	—	1
Dec 29390—BMI		

# COUNTRY MUSIC AT ITS BEST

# Johnnie & Jack

Singing

## NO ONE, DEAR, BUT YOU

c/w

## WE LIVE IN TWO DIFFERENT WORLDS

VICTOR 20/47-6094

The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

• This Week's Best Buys

NO ONE, DEAR, BUT YOU (Acuff-Rose, BMI)  
 WE LIVE IN TWO DIFFERENT WORLDS, DEAR (Milene, ASCAP)  
 —Johnnie and Jack—RCA Victor 6094

Southern markets are experiencing very good action with this record. On the Nashville territorial chart this week, Richmond and Atlanta also report heavy sales. Principal action has been on "No One, Dear, But You," with a strong minority report in favor of the flip. A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .  
 RECORDS

RED FOLEY

You Little So-and-So (Skidmore, ASCAP)  
 Plantation Boogie (Copar, BMI)—Decca 29517—On the "So-and-So" side, Foley has come up with a light, infectious charmer with a toe-tapping rhythm. The flip, of course, is his vocal version of the Lenny Dee smash on the same label. It could take on a new strength via this vocal, and certainly Red figures to cut in on the play almost immediately. It's Foley's best coupling in several issues.

JUSTIN TUBB

My Heart's Not for Little Girls to Play With (Tubb, BMI)—Decca 29498—Tubb has found himself an unusually happy ditty here that could help break him thru into the star bracket. The title line is a real catcher and it's braced by well-conceived verses thruout, set to a bright, contagious beat. Flip is "I'm Sorry I Stayed Away So Long" (Tubb, BMI).

TALENT

ANN JONES AND JIMMY PATTON

Careful (R & R, BMI)  
 Guilty (Dandelion, BMI)—Sims 103—Jones and Patton as a team on the top side, and Patton alone on the flip—there's a load of talent represented here. Their harmony is of a down-home brand, rich and full-bodied, and their individual voices are loaded with character. The material here is better than average too, and the artists invest it with great sincerity.

• Reviews of New C & W Records

JIMMY WORK

That's What Makes the Juke Box Play . . . 85  
 DOT 1245—A Billboard "Spotlight" 4-30-'55. (Acuff-Rose, BMI)  
 Don't Give Me a Reason to Wonder Why . . . 85  
 A Billboard "Spotlight" 4-30-'55. (Acuff-Rose, BMI)

FARON YOUNG

Where Could I Go? . . . 85  
 CAPITOL 3107—A Billboard "Spotlight" 4-23-'55. (Stamps-Baxter, BMI)  
 God Bless God . . . 84  
 A Billboard "Spotlight" 4-23-'55. (Bradshaw, BMI)

HANK THOMPSON

Breakin' in Another Heart . . . 85  
 CAPITOL 3106—A Billboard "Spot-

light" 4-30-'55. (Texoma, ASCAP)

Wildwood Flower . . . 78

An attractive instrument version of the traditional ditty, with outstanding solo guitar work. (Brazos Valley, BMI)

ANN JONES-JIMMY PATTON

Careful . . . 78  
 SIMS 103—This team comes up with some rich, tearful harmony on a touching philosophical tune from the back country. If it can get circulation, it may do quite well. (R. & R., BMI)

Guilty . . . 78

This isn't the well-known pop standard, but a well-built country tune that Patton solos to good effect. A

fine hunk of warbling talent here. (Dandelion, BMI)

SONS OF THE PIONEERS

Tennessee Rock and Roll . . . 76  
 VICTOR 6123—The group has gone to the r.&b. field for a "rock and roll" beat and they kick up a storm of excitement with it. The infectious rhythm makes up for a rather weak lyric. All in all, it is one of the group's best recent disks.

The Three of Us . . . 75

A tastefully harmonized cry-ballad that shows the craftsmanship of the group at its best. The delicate guitar work in background adds to the effect.

LEFTY FRIZZELL

I'll Sit Alone and Cry . . . 76

COLUMBIA 21393—A warm vocal performance of a moving weeper with effective lyrics. Jukes should play. (Heartline, BMI)

Moonlight, Darling, and You . . . 74

Frizzell warbles with appealing sincerity on a pretty ballad with wistful lyrics. (Hill & Range, BMI)

HERB HENSON-JOYCE YOURS

Out of Line . . . 75

ABBOTT 179 — Henson and Miss Yours say they are indifferent to the gossip of the town about them. They have a catchy tune here with a bouncy beat that ought to spark good action if given enough exposure. (Dandelion, BMI)

The Birds and the Bees . . . 74

Henson solos on this side, and in this witty lyric he appears to have just found out what love is all about. He gives a smooth reading that will appeal to many deejays. (Dandelion, BMI)

MELVIN PRICE

The Pace That Kills . . . 75

STARDAY 186—Price warns against a fast life in this well-paced weeper with a beat. This could do some business. (Starrite, BMI)

Maybe It's Because I Love You . . . 73

Another fine entry, this, a tender romantic warble. (Starrite, BMI)

JIM EDWARD BROWN-

MAXINE BROWN

Do Memories Haunt You? . . . 75

FABOR 122—Attractive weeper has a quick waltz beat and it's sugary by the twosome in close harmony. Mighty pleasant listening. (Dandelion, BMI)

Jungle Magic . . . 73

Jim Edward sings this one solo. He does a good job, tho the happy Latin beat is the main attraction. (Dandelion, BMI)

ELTON BRITT

Absent-Minded Heart . . . 74

VICTOR 6093—Britt sings a strong weeper here, with a catchy lyric idea for the refrain. Nice wax. (Summit, ASCAP)

I Almost Lost My Mind . . . 74

Interesting a.&r. work here. The ditty is the Ivory Joe Hunter blues tune, and Britt does it with plenty of heart. (St. Louis, BMI)

ROY ACUFF

That's What Makes the Juke Box Play . . . 74

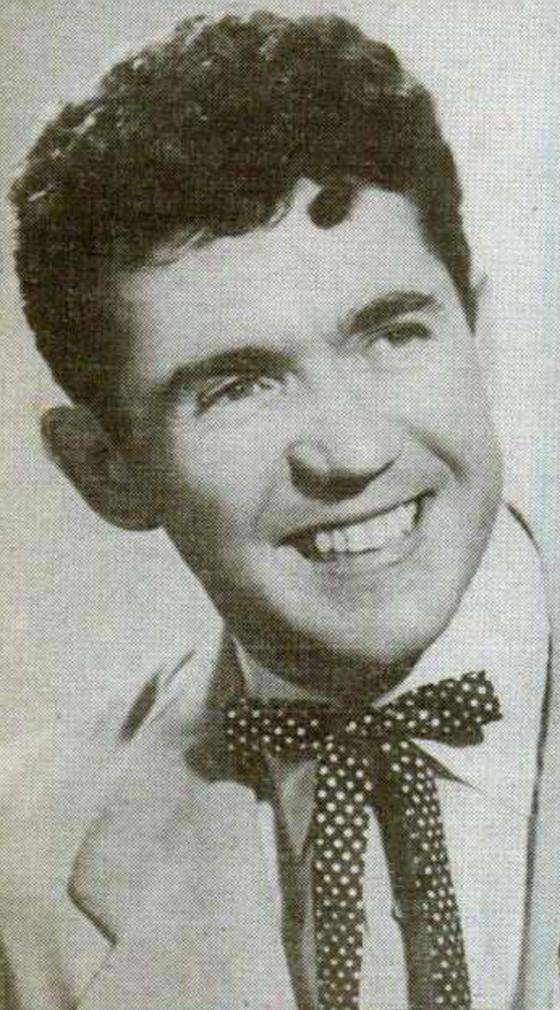
CAPITOL 3115—The veteran country balladeer has an exceptionally good piece of material in this tear-jerker. (Continued on page 48)

SONNY  
 JAMES

DECEIVE ME ONCE  
 AGAIN

AIN'T GONNA TAKE  
 NO CHANCE

RECORD NO. 3112



The Closing Date Is Coming Fast for  
 The Billboard May 21

COUNTRY & WESTERN  
 SPECIAL ISSUE

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FABOR 117 GINNY WRIGHT and TOM TALL  
**"I'VE GOT SOMEBODY NEW"**  
GINNY WRIGHT

**"DRAGGIN' MAIN STREET"**  
FABOR 118 **"YOUR LOVE IS WILD AS  
THE WEST WIND"**  
JIM EDWARD BROWN and  
MAXINE BROWN

**"THERE I STOOD"**  
FABOR 119 **"SUGAR BOOGER AVENUE"**  
VONNIE FRITCHIE

**"IT MAKES ME SO MAD"**  
FABOR 120 **"THE BIRDS AND THE BEES"**  
DUSTY ROSE

**"BOOM BOOM BOOMERANG"**  
FABOR 121 **"OUT OF LINE"**  
GINNY WRIGHT and TOM TALL

**"DO MEMORIES HAUNT YOU"**  
FABOR 122 JIM EDWARD BROWN and  
MAXINE BROWN

**"JUNGLE MAGIC"**  
JIM EDWARD BROWN

**"ARE YOU MINE"**  
ABBOTT 172 MYRNA LORRIE and  
BUDDY DE VAL  
**"YOU BET I KISSED HIM"**  
MYRNA LORRIE

**"DO DEE OODLE DEE DO  
I'M IN LOVE"**  
ABBOTT 176 **"WE'RE GONNA BOP"**  
ALVADEAN COKER and  
THE COKERS

**"I'M YOUR MAN"**  
ABBOTT 177 MYRNA LORRIE and  
BUDDY DE VAL  
**"UNDERWAY"**  
MYRNA LORRIE

**"DRINKING TEQUILA"**  
ABBOTT 178 **"RED EYED AND ROWDY"**  
JIM REEVES

**"OUT OF LINE"**  
ABBOTT 179 HERB HENSON and  
JOYCE YOURS  
**"THE BIRDS AND THE BEES"**  
HERB HENSON

A BRAND NEW RELEASE

FABOR 123 **"GOLDIE JO MALONE"**  
**"UNDERWAY"**  
TOM TALL

We have outdone ourselves on all these great releases making top sellers thruout the nation. Operators, don't sell these numbers short. Our Disk Jockeys report them all well received by the public. All are being greatly requested thruout the nation on our great Disk Jockey programs. All are moving out fast toward the top. Thanks to the DJ's and the Operators.

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# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## Reviews of New C & W Records

Continued from page 46

It competes with other recordings of the same tune, however, that are bound to be bigger sellers. Acuff could in for second money and get a sizable slice of the melon.

**The Night Spots of the Town...** 73  
With considerable relish, Acuff describes the pitfalls of honky-tonking. This up-beat, solidly rhythmic material has above-average appeal and contributes strength to the disk.

**KENNY ROBERTS**  
**Tennessee Spelling Bee**.....74  
DOT 1246—Lively novelty gets a strong vocal by Roberts. Fine deejay

program material. (Central Songs, BMI)  
**I'm Unwanted**...73  
Smooth warbling by Kenny Roberts on this weeper. (Frederick, BMI)

**TOMMY SOSEBEE**  
**Time**.....74  
CORAL 61406—Sosebee gives a full, warm warble to a strong philosopher. With proper pushing, this stands a chance of breaking thru (Harpeh, BMI)  
**That's What I Call Love**...70  
Another fine warble on a pleasant, light tune. (Acuff-Rose, BMI)

**CHET ATKINS**  
**Unchained Melody**.....74  
VICTOR 6108—Atkins' sure, straightforward guitar plucking of the big hit should score with his regular country fans, and could also do well with pop buyers and deejays. (Frank, ASCAP)  
**Hey, Mr. Guitar**...70  
This, of course, is "Hey, Mr. Banjo," and the Anita Kerr Singers help out. "Mr. Ivories" gets a nod, to be unlikely to catch the Sunnysiders' version, but Atkins fans will buy it. (Mills, ASCAP)

**HAWKSHAW HAWKINS**  
**Pedro, Gonzales, Tennessee Lopez**...73  
VICTOR 6103—Country novelty of the Tennessee lad who went to Mexico. Likely to get some deejay spins. (Tannen, BMI)  
**How Could Anything So Pretty Be So Doggone Mean?**...71  
Country novelty adequately done. (Tree, BMI)

**SONNY JAMES**  
**Deceive Me Once Again**.....73  
CAPITOL 3112—Pretty tune is a little on the fancy side, but could do well in James' potent rendition. (Travis, BMI)  
**Ain't Gonna Take No Chance**...70  
James offers an engaging little ditty of his own composition. Nothing startling here. (Travis, BMI)

**JAMES BROWN**  
**The Berry Tree**.....70  
M-G-M 11987—Brown, who plays the human lead in the TV film series "Rin Tin Tin," warbles with appealing simplicity on the infectious folk ditty from the M-G-M movie "Many Rivers to Cross." However, Bill Hayes' version has been out for a few weeks, and if the tune is going to take off, it will probably show up first in the pop field. (Miller, ASCAP)  
**I Lost When I Found You**...68

A pleasant vocal job on an attractive ballad with a pretty melody. (Blue River, ASCAP)

**TEX DANIELS AND BOYS**  
**Give Your Heart a Chance**.....69  
BLUE HEN 206—A pleasant warbling job on an appealing ballad with a lazy tempo.  
**Always in Love**...68  
Same comment.

**DARRELL GLENN**  
**Run Little Echo**.....69  
VICTOR 6107—Nothing too unusual in this country echo tune, which is, of course, a waltz. (Leeds, ASCAP)  
**Banjo Mambo**...68  
This hybrid, with much more vocal than banjo, and very little mambo, might have trouble finding its market. (Redd Stewart, BMI)

**THE WESTPORT KIDS**  
**Mama, I Won't Rock It**.....68  
WESTPORT 41—Bobby Ruf, the kid who sings the vocal, tells mama he won't rock the cradle holding the new baby. Some novelty value. (We, BMI)  
**Yearning-Praying**...65  
A weeper with a recitative. (We, BMI)

**JERRY DOVE AND HIS STRINGBUSTERS**  
**Stand Still**.....67  
TNT 122—Looking at his girl, vocalist Bob Martin is so carried away that he'd like to see her remain that way in his mind forever. Martin has some listenable material here and does a fair job. (TNT, BMI)  
**You're Wasting Your Time**...65  
On this side, Martin gives the hotfoot to an unfaithful girl who wants to return to him. The material and backing provided by the Dove aggregation are only so-so. (TNT, BMI)

**LONE JACK BOYS**  
**That Ugly Girl of Mine**.....66  
GENIE 1302—These Missourians just signed by the label put on a humorous show with this novelty, and are personable enough, tho the material is slight. They have talent, and might do well with stronger tunes. (Eastern, ASCAP)  
**Australian Ho-Down**...64  
A wild instrumental with a real "down home" (or perhaps more aptly, "down under") quality. The expert guitar playing, the lively beat and the unusual "sound" might spur some interest. (Eastern, ASCAP)

**JIMMY DALLAS**  
**Good Intentions**.....63  
WESTPORT 127 — A lively, bluesy piece of material to which the singer does justice. (We, BMI)  
**I'm No Good for You Anymore**...61  
Dallas has gotten his rejection slip and he bemoans his fate. Pretty routine stuff, tho the singer does his best. (We, BMI)

## C & W Territorial Best Sellers

For survey week ending April 27

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. Live Fast, Love Hard and Die Young, F. Young, Cap.
4. Silver Bells, H. Snow & C. Atkins, Vic.
5. Ballad of Davy Crockett, T. Ernie, Cap.
6. Are You Mine?, G. Wright & T. Tall, Fab.
7. I've Been Thinking, E. Arnold, Vic.
8. Don't Forget, E. Arnold, Vic.

### Charlotte

1. Making Believe, K. Wells, Dec.
2. In the Jailhouse Now, W. Pierce, Dec.
3. As Long As I Live, K. Wells & R. Foley, Dec.
4. Are You Mine?, G. Wright & T. Tall, Fab.
5. Whose Shoulder Will You Cry On?, K. Wells, Dec.
6. Loose Talk, C. Smith, Col.
7. Make Believe, K. Wells & R. Foley, Dec.
8. Live Fast, Love Hard and Die Young, F. Young, Cap.
9. Yellow Roses, H. Snow, Vic.
10. Ballad of Davy Crockett, T. Ernie, Cap.

### Cincinnati

1. In the Jailhouse Now, W. Pierce, Dec.
2. Live Fast, Love Hard and Die Young, F. Young, Cap.
3. Would You Mind? H. Snow, Vic.
4. I've Been Thinking, E. Arnold, Vic.
5. Loose Talk, C. Smith, Col.
6. 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. Would You Mind? H. Snow, Vic.
5. Yellow Roses, H. Snow, Vic.
6. Are You Mine?, G. Wright & T. Tall, Fab.
7. Live Fast, Love Hard and Die Young, F. Young, Cap.
8. It Ticks, T. Collins, Col.

### Houston

1. Daydreaming, J. Newman, Dot
2. In the Jailhouse Now, W. Pierce, Dec.
3. Making Believe, J. Work, Dot
4. Forgive Me, Dear, F. Young, Cap.
5. Ballad of Davy Crockett, T. Ernie, Cap.
6. Drinking Tequila, J. Reeves, Abb.
7. Two Kinds of Love, E. Arnold, Vic.
8. Annie Over, H. Thompson, Cap.
9. Hold Everything, G. Jones, Sdy.
10. There She Goes, C. Smith, Col.

### Memphis

1. In the Jailhouse Now, W. Pierce, Dec.
2. Live Fast, Love Hard and Die Young, F. Young, Cap.

3. Please Don't Let Me Love You, H. Williams, M-G-M
4. You're a Humdinger, Farmer Boys, Cap.
5. It Ticks, T. Collins, Cap.
6. There She Goes, C. Smith, Col.
7. I Feel Better All Over, F. Huskey, Cap.
8. In Time, E. Arnold, Vic.

### Nashville

1. Live Fast, Love Hard and Die Young, F. Young, Cap.
2. In the Jailhouse Now, W. Pierce, Dec.
3. Ballad of Davy Crockett, T. Ernie, Cap.
4. Whose Shoulder Will You Cry On?, K. Wells, Dec.
5. I've Been Thinking, E. Arnold, Vic.
6. Are You Mine?, G. Wright & T. Tall, Fab.
7. Making Believe, K. Wells, Dec.
8. No One Dear, But You, Johnnie & Jack, Vic.
9. In Time, E. Arnold, Vic.
10. It Ticks, T. Collins, Cap.

### New Orleans

1. Ballad of Davy Crockett, T. Ernie, Cap.
2. Making Believe, K. Wells, Dec.
3. Live Fast, Love Hard and Die Young, F. Young, Cap.
4. In the Jailhouse Now, W. Pierce, Dec.
5. As Long As I Live, K. Wells & R. Foley, Dec.
6. Yellow Roses, H. Snow, Vic.
7. It Ticks, T. Collins, Cap.
8. Are You Mine?, G. Wright & T. Tall, Fab.
9. Make Believe, K. Wells & R. Foley, Dec.
10. Are You Mine?, R. Sovine & G. Hill, Dec.

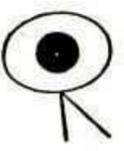
### Richmond, Va.

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. Yellow Roses, H. Snow, Vic.
6. I Wanna, Wanna, Wanna, Wilburn Brothers, Dec.
7. Making Believe, K. Wells, Dec.
8. Home Sweet Home, H. Johnson, CIL
9. In Time, H. Snow, Vic.
10. One Broken Heart, R. Price, Col.

### St. Louis

1. It Ticks, T. Collins, Cap.
2. Live Fast, Love Hard and Die Young, F. Young, Cap.
3. In the Jailhouse Now, W. Pierce, Dec.
4. Two Kinds of Love, E. Arnold, Vic.
5. Rusty Old Halo, Carlisle, Mer.
6. Daydreaming, J. Newman, Dot

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## VOX JOX

Continued from page 27

poison word has done more to hold good music back than any other combinations of forces." . . . Altho WGAW, Gardner, Mass., follows a middle-of-the-road musical policy, Program Director Durham Caldwell reports enthusiastic audience response to the station's new Friday night "Gems of Jazz" show, which features an hour of Dixieland one week, modern jazz the next, etc.

**JOX JUVENILES:** The music field has always been a "young" business, and it seems that the deejays are breaking into the profession at a younger age every year. Many are getting experience by acting as "guest deejays" on veteran spinners' shows. Jockeys giving junior deejays a break in this fashion include Ted Johnson, KMAC, San Antonio; Russell Sansbury, WMIB, North Manchester, Ind.; and Gordie Baker, WSPR, Springfield, Mass.

Others get their start right at the stations. High school junior Lou Despres, WMMW, Meridan, Conn., was hired as office boy, but soon talked himself into a spot on the air with his own hour-long Saturday morning show, "High School Hits." Enterprising Despres — unable to get big name artists up to the station for interviews — now travels around the country to local theaters and tapes chats with recording talent. Last week, for instance, he trekked to the State Theater, Hartford, Conn., and taped an interview with Cadence's Bill Hayes.

Seventeen-year-old Terry Sands, WKID, Urbana, Ill., has been a spinner since he was 14, and at present is doubling between his studies as a high school junior and a daily record show directed at teen-agers. . . . Another 17-year-old deejay, Bobby Jones, is a staffer

at WAML, Laural, Miss. . . . Ron Reynolds and Don Wilson — the latter 17, the former 18—wonder if they are the youngest deejays running a show after midnight. "No manager, no engineer, no nothing!" write Ron and Don. "We both have our radio telephone operators' permit." Ron and Don have also been spinning 'em since they were 14.

College junior Bill Hardin (an "older man" at 20) has a big high school and college following for his three-hour nightly show, "Gad About Town," over WGAJ, Gadsden, Ala., while Elbert Greenway, WFDD, Wake Forest, N. C., a college senior, is getting a B. A. (with a major in English and a minor in music) and gaining experience as a deejay at the same time over campus station WFDD.

### YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

- MAY 5, 1945:
1. My Dreams Are Getting Better - All the Time
  2. Candy
  3. I'm Beginning to See the Light
  4. Sentimental Journey
  5. Dream
  6. Laura
  7. Just a Prayer Away
  8. There! I've Said It Again
  9. A Little on the Lonely Side
  10. All of My Life
- MAY 6, 1950:
1. If I Knew You Were Coming I'd've Baked a Cake
  2. Third Man Theme, The
  3. My Foolish Heart
  4. It Isn't Fair
  5. Dearie
  6. Music! Music! Music!
  7. Daddy's Little Girl
  8. Sentimental Me
  9. Bewitched
  10. Hoop-Dee-Do

## FOLK TALENT AND TUNES

Continued from page 44

with Elvis Presley. The package of Martha Carson, Bill Carlisle and Ferlin Huskey played to a full house for Ramblin' Lou Schnier in Niagara Falls, N. Y., recently, and chalked similar business for Sally Starr in Philadelphia. Miss Carson's unit billed as the Country Gentlemen, consists of George McCormick, Earl Aycock, Joe Edwards and Rudy Lewis. . . . The tune, "Neon Love," which Rangeland Melodies recently shifted to Gail Music Company, has been transferred back to Rangeland. The ditty has been recorded on Coral by Milt Dickey, and on Decca by Jimmie Davis.

Ozark Red Murrell is currently featured every Sunday night at the Hitching Post, Oakland, Calif., as well as mike-side six nights a week over KYA, San Francisco.

Murray Nash Associates, Inc., Nashville, which recently had its first effort in the publishing field, "I Must Have Drove My Mules Too Hard," recorded on Capitol by Dub Dickerson, has landed a second, "Matrimony Ridge (Is a Hard Row to Hoe)," on the RCA

Victor label. Waxing was done by Grandpa Jones and Minnie Pearl. . . . Paul Dillely has dropped his booking service in Maytown, Ky., to concentrate on management and promotions for Bob Swoyer, formerly of WEEU, Reading, Pa., and Ked Killen, of WTCW, Whitesburg, Ky. . . . Joe Penny, country platter whirler at WJPS, Evansville, Ind., made his debut as live artist in the territory by appearing as guest artist with a "Grand Ole Opry" unit at the Coliseum there recently. Show was headlined by Bill Monroe and His Blue Grass Boys, the Carter Sisters and Mother Maybelle. Between shows, Monroe and his road manager, Carlton Haney tape-recorded an interview plugging his latest waxings, "Cheyenne" and "Wait a Little Longer, Please, Jesus." Penny played the record on his "Hoedown Party" on WJPS the following night.

Westport Enterprises, Inc., Kansas City, Mo., has just concluded another recording session, with the firm slated to release two more disks under the Westport Wagon

(Continued on page 51)

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# The Billboard Music Popularity Charts

# RHYTHM & BLUES RECORDS

## • Best Sellers in Stores

For survey week ending April 27

RECORDS are ranked in order of their current national selling importance at the retail level, as determined by The Billboard's weekly survey of dealers throughout the nation with a high volume of sales in rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. MY BABE (BMI)—Little Walter.....	1	9
Thunder Bird (BMI)—Checker 811		
2. WALLFLOWER (BMI)—E. James.....	2	12
Hold Me, Squeeze Me (BMI)—Modern 947		
3. I'VE GOT A WOMAN (BMI)—R. Charles.....	3	15
COME BACK (BMI)—Atlantic 1050		
4. DON'T BE ANGRY (BMI)—N. Brown.....	7	4
It's Really You (BMI)—Savoy 1155		
5. WHAT'CHA GONNA DO? (BMI)—Drifters.....	5	6
Gone (BMI)—Atlantic 1055		
6. UNCHAINED MELODY (ASCAP)—A. Hibbler.....	8	3
Daybreak (ASCAP)—Dec 29441		
7. FLIP, FLOP AND FLY (BMI)—J. Turner.....	4	7
Ti-Ri-Lee (BMI)—Atlantic 1053		
8. UNCHAINED MELODY (ASCAP)—R. Hamilton...	9	2
From Here to Eternity (ASCAP)—Epic 9102		
9. PLEDGING MY LOVE (BMI)—J. Ace.....	6	16
No Money (BMI)—Duke 136		
10. DOOR IS STILL OPEN (BMI)—Cardinals.....	11	3
Misirlou (BMI)—Atlantic 1054		
11. MOST OF ALL (BMI)—Moonglows.....	12	4
She's Gone (BMI)—Chess 1589		
12. CLOSE YOUR EYES (BMI)—Five Keys.....	10	9
Doggone It, You Did It (BMI)—Cap 3032		
13. TWO HEARTS—Charms.....	13	6
First Time We Met (BMI)—DeLuxe 6065		
13. YOU DON'T HAVE TO GO (BMI)—J. Reed.....	15	10
Boogie in the Dark (BMI)—Vee Jay 119		
15. THAT'S ALL I NEED (BMI)—L. Baker.....	—	1
Bop Ting a Ling (BMI)—Atlantic 1057		

## • Most Played in Juke Boxes

For survey week ending April 27

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country, as determined by The Billboard's weekly survey of operators using a high proportion of rhythm and blues records. When significant action is reported on both sides of a record, points are combined to determine position on the chart. In such a case, both sides are listed in bold type, the leading side on top.

This Week	Last Week	Weeks on Chart
1. I'VE GOT A WOMAN (BMI)—R. Charles.....	2	15
Come Back (BMI)—Atlantic 1050		
2. MY BABE (BMI)—Little Walter.....	1	8
Thunder Bird (BMI)—Checker 811		
3. PLEDGING MY LOVE (BMI)—J. Ace.....	3	14
No Money (BMI)—Duke 136		
4. FLIP, FLOP AND FLY (BMI)—J. Turner.....	5	7
Ti-Ri-Lee (BMI)—Atlantic 1053		
5. YOU DON'T HAVE TO GO (BMI)—J. Reed.....	6	6
Boogie in the Dark (BMI)—Vee Jay 119		
5. BO DIDDLEY (BMI)—B. Diddley.....	—	1
I'M A MAN (BMI)—Checker 814		
7. WALLFLOWER (BMI)—E. James.....	4	10
Hold Me, Squeeze Me (BMI)—Modern 947		
8. DOOR IS STILL OPEN (BMI)—Cardinals.....	7	4
Misirlou (BMI)—Imperial 5340		
9. WHAT'CHA GONNA DO? (BMI)—Drifters.....	9	6
Gone (BMI)—Atlantic 1055		
10. DON'T BE ANGRY (BMI)—N. Brown.....	—	1
It's Really You (BMI)—Savoy 1155		

## • Most Played by Jockeys

For survey week ending April 27

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

This Week	Last Week	Weeks on Chart
1. WALLFLOWER—E. James.....	2	12
Modern 947—BMI		
2. WHAT'CHA GONNA DO?—Drifters.....	7	6
Atlantic 1055—BMI		
3. PLEDGING MY LOVE—J. Ace.....	1	16
Duke 136—BMI		
4. MY BABE—Little Walter.....	4	9
Checker 811—BMI		
5. FLIP, FLOP AND FLY—J. Turner.....	3	8
Atlantic 1053—BMI		
6. DON'T BE ANGRY—N. Brown.....	12	2
Savoy 1155—BMI		
7. DON'T YOU KNOW?—F. Domino.....	—	5
Imperial 5340—BMI		
8. TWO HEARTS—Charms.....	8	6
DeLuxe 6065—BMI		
9. COME BACK—R. Charles.....	14	14
Atlantic 1050—BMI		
10. MOST OF ALL—Moonglows.....	10	5
Chess 1589—BMI		
11. CLOSE YOUR EYES—Five Keys.....	5	10
Cap 3032—BMI		
12. DOOR IS STILL OPEN—Cardinals.....	—	4
Imperial 5340—BMI		
13. YOU DON'T HAVE TO GO—J. Reed.....	6	4
Vee Jay 119—BMI		
14. UNCHAINED MELODY—R. Hamilton.....	—	1
Epic 9102—ASCAP		
15. LOVING YOU—L. Fulson.....	—	1
Checker 812—BMI		

## • Reviews of New R & B Records

**RUTH BROWN**  
As Long As I'm Moving .....85  
ATLANTIC 1059 — A Billboard "Spotlight" 4-30-'55. (Progressive, BMI)

**I Can See Everybody's Baby....80**  
A change from the flip. This side presents Miss Brown in another facet of her talent. The side is slow in tempo and bluesy in mood. She sings here with great heart. (Progressive, BMI)

**SAM (THE MAN) TAYLOR ORK**  
Harlem Nocturne .....80  
M-G-M 11977—A tasteful instrumental version of the haunting oldie with Sam (The Man) Taylor scoring with some brilliantly conceived and sensitively executed tenor sax solo work. Jocks and jukes will spin this one and the side could easily go pop. (Shapiro-Bernstein, ASCAP)  
Red Sails in the Sunset...77  
A fine instrumental rendition of the pop standard with standout tenor sax contributions by Taylor. However, flip is the better side. (Shapiro-Bernstein, ASCAP)

**THE REGALS**  
Got the Water Boiling .....79  
ATLANTIC 1062—A driving rhythm marks this blues. It's got a lyric with a novelty appeal and a honking background. Swell for the boxes. One to watch. (Progressive, BMI)  
I'm So Lonely...74  
A change from the flip. This is quieter harmonizing, and the lads sing with sincerity. (Progressive, BMI)

**THE DREAMS**  
I'll Be Faithful.....79  
SAVOY 1157—The touching standard is treated to an old-fashioned Ink Spots go, with high tenor lead and bass recitation. (Robbins, ASCAP)  
My Little Honeybun...76  
Group has spirit and ideas. (Savoy, BMI)

**THE SPANIELS**  
Don'cha Go .....77  
VEE-JAY VJ 131—A highly effective group vocal on a plaintive weeper with standout work by the lead singer, who packs considerable emotion into his warbling. Good juke wax. (Tollie, BMI)  
Do-wah...76  
Same comment. (Tollie, BMI)

**THE COOKIES**  
Precious Love .....77  
ATLANTIC 1061—Here's a fresh. (Continued on page 50)

## • This Week's Best Buys

**I'M GONNA RUIN YOU** (Tollie, BMI)  
**PRETTY THING** (Tollie, BMI)—Jimmy Reed—V-J 132  
This disk has been starting off quite a bit faster than Reed's "You Don't Have to Go," which was a long time in getting to the charts, but then proved hard to force off. Southern territories have been the first to respond to this disk, with excellent reports now coming back from Atlanta, Nashville, Durham and St. Louis. It is picking up nicely in Chicago, Detroit, Cleveland and Philadelphia and has excellent potential in most areas of the country. A previous Billboard "Spotlight" pick.

## • Review Spotlight on... RECORDS

**THE CLOVERS**  
Love Bug (Progressive, BMI)—Atlantic 1060—The Clovers have an appealing side in this rockin' blues, which has cute lyrics and a wonderful beat. The boys warble the rhythm-novelty with their usual charm and humor. The disk should click big with jukes and jocks. Flip is "In the Morning Time" (Progressive, BMI).

**CHARLIE AND RAY**  
Dearest One (Angel, BMI)  
Certainly, Baby (Angel, BMI)—Herald 454—Charlie and Ray stirred up sales excitement with their last record and this one could be the big one. The boys chant with attractive vitality and interesting phrasing on "Dearest One," a well paced Latin-American-styled ditty with a merengue rhythm. "Certainly, Baby" receives a spiritual treatment, with Charlie and Ray staging a swingy question and answer vocal session.

**MUDDY WATERS**  
I Want to Be Loved (Arc, BMI)  
My Eyes (Arc, BMI)—Chess 1596—Waters shouts and wails a couple of real down-to-the-soul items here that should register especially strong in the South, and wherever the Sounthern style is relished. He gets his points over without wasted words and the weird instrumental combo provides a truly effective backdrop. Both sides here bear watching.

## TALENT

**THE JACKS**  
Here's a new vocal group on the RPM label (RPM 428) with an unusually polished style and a standout bass-baritone. The boys sing out with plenty of enthusiasm and a fine driving beat on the infectious new novelty "Smack Dab in the Middle" (Roosevelt, BMI). They also contribute a warm, sincere warbling job on the ballad "Why Don't You Write Me" (Golden State, BMI), but the novelty side is a better showcase for their exuberant vocal talents.

**A JUKE BOX "NATURAL"**

BY

**"BOBBY BLUE" BLAND**

**"IT'S MY LIFE BABY"**

B/W

**"TIME OUT"**

DUKE #141

---

**THE "DAPPERS"**

CRASHING THROUGH WITH

THEIR FIRST RELEASE

**"COME BACK TO ME"**

B/W

**"MAMBO OONGH"**

PEACOCK #1651

---

**A SENSATIONAL SPIRITUAL**

BY

**THE SENSATIONAL NIGHTINGALES**

**"I'M SERVING THE LORD"**

B/W

**"GO WHERE JESUS IS"**

PEACOCK #1739

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

R & B Territorial Best Sellers

For survey week ending April 27

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.

R & B

Atlanta

- 1. My Babe, Little Walter, Che.
2. Wallflower, E. James, Mod.
3. What'cha Gonna Do? Drifters, Atl.

Los Angeles

- 1. Don't Be Angry, N. Brown, Sav.
2. Bo Diddley, Bo Diddley, Che.
3. My Babe, Little Walter, Che.

Balti.-Wash.

- 1. I've Got a Woman, R. Charles, Atl.
2. Unchained Melody, R. Hamilton, Epl.
3. Door Is Still Open, Cardinals, Atl.

New Orleans

- 1. Flip, Flop, Fly, J. Turner, Atl.
2. When It Rains It Pours, B. Emerson, Sun
3. Wallflower, E. James, Mod.

Charlotte

- 1. Wallflower, E. James, Mod.
2. Don't Be Angry, N. Brown, Sav.
3. What'cha Gonna Do? Drifters, Atl.

New York

- 1. Unchained Melody, R. Hamilton, Epl.
2. Don't Be Angry, N. Brown, Sav.
3. Pledging My Love, J. Ace, Duk.

Chicago

- 1. Unchained Melody, A. Hibbler, Dec.
2. Chop Chop Boom, Danderliers, Sta.
3. I've Got a Woman, R. Charles, Atl.

Philadelphia

- 1. Unchained Melody, R. Hamilton, Epl.
2. Door Is Still Open, Cardinals, Atl.
3. Don't Be Angry, N. Brown, Sav.

Cincinnati

- 1. Chop Chop Boom, Danderliers, Sta.
2. Door Is Still Open, Cardinals, Atl.
3. Unchained Melody, A. Hibbler, Dec.

St. Louis

- 1. My Babe, Little Walter, Che.
2. Unchained Melody, A. Hibbler, Dec.
3. Unchained Melody, R. Hamilton, Epl.

Detroit

- 1. Unchained Melody, A. Hibbler, Dec.
2. I've Got a Woman, R. Charles, Atl.
3. My Babe, Little Walter, Che.

Essex RECORDS

THE LABEL WITH A FUTURE... 3208 So. 84th St. Philadelphia 42, Penna.

A Double Header for Miss Rhythm! AS LONG AS I'M MOVING and I CAN SEE EVERYBODY'S BABY RUTH BROWN Atlantic RECORDING CORP.

A BEST BUY! FATS DOMINO "AIN'T IT A SHAME!" #5348 Imperial Records 6425 Hollywood Blvd Hollywood-28, Calif

DEALER DOINGS

Continued from page 27

such as a cellophane insert or a double jacket as other firms do. In fact, all companies should give special care to the packaging of LP's, as customers are getting pretty fussy.

Barry Ware, owner of the Ware House of Music, Seattle, has quickened the normal time lapse between delivery from a distributorship into a dealer's shelves by classifying records as they are received in a new Volkswagen truck.

3 Twins Release First By New Kahill Diskery

CHICAGO, April 30.—A new record company, Kahill Recording Company, of 732 Center Street, Des Plaines, Ill., made its debut this week with a release by the Three Twins.

The firm is headed by Betty Kummerle, who has been a song writer for many years. The new label has set up a schedule to issue a new release every two weeks.

Reviews of New R & B Records

Continued from page 49

new sound in groups. Young, appealing and school-girlish, there's nothing like this on the market. Watch it. (Monument, BMI)

CHARLIE CALHOUN ORK

Smack Dab in the Middle... M-G-M 11989—Charlie (Jesse Stone) Calhoun's first disk for M-G-M offers an amusing vocal treatment on one of his own tunes.

Why the Car Won't Go... Calhoun warbles another one of his own tunes. The ditty has amusing lyrics which are sung with appropriate bounce and humor.

THE DIABLOS

Daddy Rockin' Strong... FORTUNE 516—Lead Nolan Strong sings out in front of the group as the chanters take a solid cut at a weirdly harmonized effort.

Do You Remember What You Did?... This side also has a strong beat. It builds to a wild close and should do okay on the coin boxes.

THE ROAMERS

Chop Chop Ching a Ling... SAVOY 1156—Altho the content here is thin, the group serves up some infectious rock rhythm that could register.

Never Let Me Go... The lads generate a good-enough beat here on a very routine rock blues.

BABS GONZALES

Half Dressed Women... CRAZY 1002—The warbler advises chicks not to talk in front of the "wig-frying women," or their business will be all over the street.

Rockin' and Rollin' the Blues... Gonzales, who dubs in as a group, serves up a novel good-rockin' blues built on rock and roll hit titles.

L. C. MCKINLEY

She's Five Feet Three... VEE-JAY VJ 133—McKinley recites the vital statistics of his sweetie in personable fashion on this okay Southern blues side.

Strange Girl... Fine Southern blues warbling on a haunting little ditty composed by singer McKinley.

RUDY GREENE

Highway No. 1... CLUB '51 103—An appealing "traveling blues" based on traditional material. Sung by a talented shouter and given a solid rhythm backing, this makes quite listenable wax.

You Mean Everything to Me... A quiet, sentimental ballad in which Greene gets a tastefully harmonized backing from the Four Buddies.

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BOBBIE JAMES

Baby I'm Tired... CLUB '51 104—The songstress expresses her disillusionment with men in this wailing blues. Her voice has a pleasing dark quality that seems cut out for this type of song.

I Need You So... Miss James brings out the sentiment of this ballad with believable emotion. Again her sobbing lower tones make an impression.

LEE AUSTIN

For Once in Your Life... MERCURY 70615—In a style that lies somewhere between pop and r.&b., Austin pretentiously spins out the simple vocal line of this ballad into something so overly decorative that it almost loses sense.

Your Hurting Heart... Here again, Austin, who has plenty of capability, tortures the melody into such an exaggerated line that it becomes exhausting after the first lines of the first chorus.

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THE JAC-O-LACS

Cindy Lou TAMPA 103—Group hymn to Miss Cindy has a brisk beat. (Webster, BMI) Sha-ba-da-ba-doo... Nonsense ditty has the boys trying hard. (Webster, BMI)

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SAVOY RECORD CO., INC. 58 Market St., Newark, N. J.

CHECKER #814 "I'M A MAN" b/w "BO DIDDLEY" by BO DIDDLEY CHECKER RECORD CO. 4218 S. COTTAGE GROVE AVE., CHICAGO 16, Ill. PHONE: KTWOODS 8-2424

\$\$\$\$\$ HERE THE PENGUINS' NEW HIT "OOKEY OOK" On Dootone Record & Mercury Record By LOYLA DEE Dootsie Williams Publications 9512 So. Central Ave. Los Angeles, Calif.

BREAKING BIG! "TRULY" ARTHUR LEE MAYE AND THE CROWNS RPM #424 RPM RECORDS 9317 W. Washington Blvd. - Culver City, Calif.

A GOOD PAIR TO CASH IN ON Vee-Jay #132 "I'M GONNA RUIN YOU" b/w "PRETTY THING" with JIMMY REED Billboard Spotlight Review, 4-30-55 Spirited performance on two exciting Southern blues. Both sides are coin-grabbers. VEE-JAY Records, Inc. 4747 Cottage Grove Ave., Chicago Phone: WAGner 4-2828

# HOCUS-POCUS

By BILL SACHS

**T**HE MARSHALLS, Frances and Jay, who hopped to London recently for the Magic Circle's international convention, leave England for the Continent this weekend. They are carded to fly back to the States June 1. "Jay has had a most exciting and thrilling success here," writes Frances. "He could actually have several years' work ahead over here and in South Africa and Australia just by giving the nod. But the money is not good enough for the two of us and, too, it would mean neglecting our Chicago business. Jay plans to come back here or go to Australia for them next year." Frances and Jay have prepared for us an interesting series of articles on their experiences abroad. First of the series will begin in this column next week. . . . **George Schindler**, finding things dull magicwise in the New York area, has settled down at the Sands, Miami Beach, Fla., for a several weeks' sojourn. He reports that club dates and his gag-writing business have made for a fairly successful season in the Big Town. . . . **Bobby Bell** reported going like a house afire with his gag-juggling stunt at the San Su San, Mineola, N. Y. . . . **Jimmy Hume**, president of the Los Angeles Assembly, Society of American Magicians, entertained assembly members and their wives at a turkey barbeque party at his home in Encino, Calif., last week. As a result of Jimmy's efforts, the SAM's annual magic show held in L. A. last Saturday (30) played to a sold-out house. On the bill were **Aubry, Chop Chop and Charlene, Chaudet and Company, Phil Bauer, Merv Taylor, Ray Muse and Company, and Frank Herman**, emcee. . . . **Prince Julian**, who has been working as a demonstrator at Macy's, New York, has returned to Hubert's Museum on New York's 42d Street after a six-month absence. He's doing his comedy magic and serving as assistant lecturer. . . . **Friends of Joan Brandon** may wish her well. The magic looker has just bought an interest in several oil wells. Miss Brandon closed a six-day run at the Audi-

torium, Winnipeg, Man., last Saturday (30). . . . **MacKNIGHT the Hypnotist**, one of the last of the old-school stage hyp workers, has been hospitalized for the last four years in Spokane, Wash. MacKnight trouped for over 30 years with his one-man show, mostly in North-western territory. His last appearance was with one of the International Harvester units, on which he was assisted by his wife, Della, who makes her home at 2802 West Boone Avenue, Spokane. MacKnight is not in want and is receiving the best of hospital care since suffering a stroke some time ago. . . . **Paula Dolan** continues to give magic a big boost in the Boston sector. She recently appeared on the "Swanboat" TV show on WBZ-TV in the Hub City and plans are afoot to launch her on her own kiddie TV'er under the name of **Magic Princess**. . . . **Maldon** is busy signing talent for the Pacific Coast Association of Magicians and Society of American Magicians' convention, to be held in Santa Barbara, Calif., in June. **Art Baker**, of TV fame, and **Dante**, now living in retirement in California, are among the many notables slated to attend the conclave. **Skeets Minton**, vent, current at Ciro's in Hollywood, also is skedded to appear on the convention bill. He closes a four-week stand at the Desert Inn, Las Vegas, June 6, just in time to appear on the PCAM big show June 9. . . . **Chop Chop (Al Wheatley)** is keeping busy on club dates in the Los Angeles area. . . . **Johnny Paul** is reported slaying the customers with the Phony Phone gag up around Chicago way. . . . **Sorcar**, the great Hindu trixter, spares no expense when it comes to frolicking with the magic fraternity. He recently made the flight from Calcutta to London for the London Magic Circle's big international gathering. His last visit to the United States was in 1950, when he flew over for the combined SAM-IBM convention in Chicago. His round-trip plane ticket on that occasion set him back \$1,581.90.

# BURLESQUE BITS

By UNO

**Rita Cortez**, chaperoned by her new Australian Dingo dog, **Suzie**, picked the Hudson, Union City, N. J., and the Empire, Newark, N. J., as two advantageous spots to return for featured engagements after five years' absence. She will be near her husband, **Bob Hassan**, with whom she is a partner operating the Side Show of freaks and oddities in the Ringling Bros. and Barnum & Bailey Circus current at the Madison Square Garden, New York. On May 10 Hassan and his wife move to Memphis to renew carnival work, joining the Royal American Shows where they will operate another similar Side Show. This one will be with their own equipment. Another carney job for them will be producing and supervising of two girlie shows for the Prell family. . . . **Comic Lifty Lewis** moved from Hirst units to two weeks at the Troc, Philadelphia, and then for a return of 10 weeks at the Wedge nitery in the same city. . . . **Pete and Yvonne DeCenzie**, of the El Rey, Oakland, Calif., are recovering from poison oak picked up at their Clear Lake cabin. Their dog, **Jack Pot**, is a victim of athlete's foot. . . . **April Vale**, a first timer on the Hirst wheel, did her initial strip at the Fox, Indianapolis, where she started as a parade girl. Originally she hails from Buffalo and later Chicago niteries. . . . Strip features booked for the Hudson, Union City, N. J., during May include **Evelyn West**, the week starting May 15;

**Rose LaRose**, May 22, and **Eartha Quake**, May 29. . . . **Hank Henry**, comic, for a long time at the Silver Slipper, Las Vegas, Nev., is testing for the late **Wallace Beery's** role in producer **Edward Small's** TV version of "Tugboat Annie." They bill Henry at the Slipper "The Funniest Man in the World." **Jessica Rogers**, fully recovered from a recent illness, opened April 22 at the Club Samoa, New York, for four weeks. Her air trip from her home town in Tampa almost resulted unpleasantly when engine trouble developed, forcing a return and a change in planes. . . . **Bob Goodman** has unearthed a new find for his booking activities out of the Milt Schuster Chicago office in **Penny Wolfe**, an Indian princess at present playing at the Club Alary in St. Paul. She next goes to the Frolics in Minneapolis. Another Goodman discovery is **Siri**, The Dutch Doll, now at the Roxy, Cleveland. Still another is **Grip Heard**, one-legged male dancer who moves from the Palace, Buffalo, to the Apollo, New York. . . . **Ann Curtis**, another new strip and talking woman in Hirst houses and a former stock player at the Avenue, Detroit, celebrated a birthday April 25. A surprise party was given her on April 23 back stage of the Hudson, Union City, N. J., by the cast including **Harry Clexx, Lifty Lewis, Al Baker, April Vale and Larry Kane**. Following her current tour, she becomes a stock and co-featured member of the company playing the Troc, Philadelphia. . . . **Ellie O'Connell** scored the heaviest applause and was the winner over two other entries in the chorus girls' contest for strip tease principal honors at the Hudson, Union City, N. J., week of April 17. Her opponents were **Babs Paulette and Mitzi Cordell**.

# FOLK TALENT AND TUNES

Continued from page 48

Wheel label soon. First, according to **Dave G. Ruf**, Westport president, will feature **Jimmy Dallas** on two of the latter's original tunes, "I'm No Good for You Anymore" b.w. "Good Intentions." Second platter will feature the **Westport Sweethearts and Davie** on "Yearning-Praying" b.w. "Mama, I Won't Rock It." The **Westport Kids**, juve western unit, now doing several shows a week while attending school, will make an extended swing on personals when the school year ends in June, Ruf says.

## With the Jockeys

"I agree with **Carrol Wynn**, of KXAR, Hope, Ark., says **Bill Gregor**, WMLV, Millville, N. J. "Seems as the record companies just forgot about the small stations, but keep the big ones well supplied. A few months ago I was getting a few of the new releases, but now, nothing, and I do mean nothing. Have the record companies forgotten that the trend is towards recorded music on radio? If a deejay gets the records, he'll spin 'em. And that means greater sales to listeners."

**Buddy Wright** has moved from WJBC, Bloomington, Ill., to WPEO, Peoria, Ill., where he is doing a morning show, and Friday and Sunday night barn dances featuring "Grand Ole Opry" talent. The **Oklahoma Wranglers**, who joined the station recently, and **Wright** are doing the "Kuntry Gent" show daily over WPEO. The **Willis Brothers**, formerly with **Red Foley's** ABC-TV show and **KWTO**, Springfield, Mo., are doing two 30-minute TV shows over **WTVH**, Channel 19, Peoria, according to **Wright**.

**Little Jimmie Dickens** and **Dale Woods** visited **Al Stokes** at the latter's turntables at **WARN**, Fort Pierce, Fla., recently. . . . **James Mask** and the **Country Young'uns** are now doing a stint over **WBIP**, Booneville, Miss., each Saturday at 10:30 a.m., infos **Lynn McDowell**, who airs the c.&w. wax over the station. **Hayden Thompson** and the **Southern Melody Boys, Freeman Hardin** and the **Mississippi Valley Boys**, and **Jimmy and Bobby and Their Blue Sky Buddies** are regular features on "Dixieland Jamboree," programmed every Saturday, 7:30-10 p.m., over **WBIP**. The show, which is a Dixie Talent Production, is broadcast from the stage of the Von Theater in downtown Booneville. . . . **Hank Harvey**, who spins 'em at **KVMA**, Magnolia, Ark., says: "D. Houston is big news here. Got a high, clear **Slim Whitman**-type voice and the gals are wild about the guy. Watch him!"

**Ralph Wayne** has left **KBOE**, Oskaloosa, Ia., and joined **WMRI**, Marion, Ind., April 1 as program director. **WMRI** is a new 1,000-watt, indie, AM-FM station. . . . **Smiling Jim Flaherty**, **WHAY**, New Britain, Conn., opines: "I find that the younger set, folks 13 to 20, are taking more and more to country music here in New England, which means that the music is in for a long and healthy stay hereabouts."

**Carl Smith**, **Marty Robbins**, **Tommy Collins** and **Hank Locklin** appeared in New Orleans April 1, scribes **Jolly Cholly Stokely**, **WWEZ**, New Orleans. **Stokely** emceed half the show, and **Bill Stanley** worked the other half. **Stokely** also reports that **Werly Fairburn** and the **Delta Boys, Harmonica Al, Texarkana Slim** and he played to a packed house at the Star Theater in Covington, La., recently. . . . **Bill Bentley**, **KSTV**, Stephenville, Tex., typewrites: "This is more of a message to the recording artists. Fellows and girls, let's have more just plain, good old-fashioned, country-style music. I am glad to see that the country field put a halt to the copying of rhythm & blues recordings. What this field really needs are more artists like **Webb Pierce, Eddie**

# THE FINAL CURTAIN

**ANDREW—Jess**, 66, president of the International Livestock Exposition, Chicago, April 23 in Lafayette, Ind. (Details in General Outdoor section.)

**ANTHONY—Luther B.**, 78, dramatic instructor, writer and "play doctor," April 19 at his home near Easton, Pa. He was an adviser to such theatrical notables as **David Belasco**, the **Frohman brothers** and the late **Brook Pemberton**. Surviving are a son and three daughters. Services April 23 in Easton, with burial in Easton Cemetery there.

**BONK—Frank J.**, 67, retired theater man, April 23 in Ripon, Wis., of a heart attack. A few hours before his death he was preparing to join the **Circus Fans Association**.

**CHEST—James Vincent**, former circus bandman, recently in **Imogene Bassett Hospital**, Cooperstown, N. Y. A tuba player, he traveled with the **Griswold Shows, Ringling Bros.** and **Barnum & Bailey Circus** as well as several rep and minstrel shows. At one time he was soloist with the **Republic Band of Alma, Mich.** and the **Buick Band of Flint, Mich.** He was a resident of **Canajoharie, N. Y.** Survived by his widow, a one-time performer with the **Ringling show**, and eight children.

**COLLIER—Constance**, 75, actress, producer, director, writer and leading dramatic coach, April 25 in New York. Born **Laura Constance Hardie**, she made her debut at the age of three in "A Midsummer Night's Dream," and two years later was featured in "The Silver King." After a stint in the chorus of light opera and subsequently with the **Gaiety Girls**, she gained notable acting success in "One Summer's Day," which led to a seven-year association with **Sir Berbohm Tree's Shakespearean company** in London. Her Broadway debut came in 1908 in "Samson," and thereafter she divided her career between the U. S. and London. Among the plays in which she scored successes were "Our Betters," "Peter Ibbetson," "Dinner at Eight" and "Aries Is Rising." Besides a stage career, she began work in motion pictures in 1915 in "Intolerance." In other theatrical capacities **Miss Collier** was the co-author of "The Rat" and "Down Hill" and produced "Camille," "Peter Ibbetson," "Hay Fever" and "Happy Families." She also wrote "Harlequinade," reminiscences of her stage life. Besides playing in and producing "Peter Ibbetson," she collaborated with **Deems Taylor** in adapting the play into an opera libretto. Her husband, actor **Julian L'Estrange**, died in 1918.

**DI RIEGO—Joseph**, 71, former trumpeter who was a soloist with the **Creator's Band** for many years, April 25 in Methodist Hospital, Philadelphia. Surviving are his widow, **Emily K**; two sons and two daughters. Services April 28 in Philadelphia, with burial in Holy Cross Cemetery there.

**KEITHLEY—E. Clinton**, 74, retired songwriter and vaudeville performer, April 27 at Tampa. One of his songs, "A Garland of Old-Fashioned Roses," written in 1911, sold more than 5,000,000 copies. He played organ and sang in vaude, many years and also played trumpet with traveling orchestras. He had been an **ASCAP** member since 1930.

**Arnold, Slim Whitman and Hank Snow**. Their records always make hits, and most of them always have at least one record among the top sales around the nation. That, in itself, ought to be an example of what the buyers of country music want. Also, let's have less of these off-color lyrics. They don't sell and they certainly aren't played on the air.

"Thanks a million for the recent plug in your column," writes **Uncle Nate (Nathan Street)**, **WKSJ**, Pulaski, Tenn. "I received a whole batch of Capitol releases and a few Mercury disks. Just goes to show you that we all, jockeys as well as artists, read your column. If there were any slackers, I'll still plug their records if they'll oblige by sending me a copy."

**Jimmy Work** was a recent guest on **Ralph Emery's "Tennessee Hayride"** over **WSIX**, Nashville. . . . **Elwin Cross**, performer-deejay at **KYNO**, Fresno, Calif., and the **Lucky Stars** are playing each Friday night at **Hoedown Hall**, that city. . . . **Al Roberts' "Saturday Jamboree"**, two-hour segment of country platters aired over **WPAW**, Pawtucket, R. I., has been changed to a new time slot, 10 a.m.-12 noon. . . . With the help of **Bob Neal**, **WMPS**, Memphis, **Mike Michael**, **KDMS**, El Dorado, Ark., staged a jamboree which drew a full house at the **El Dorado High School auditorium** recently. Artists appearing were **Elvis Presley, Scotty and Bill, T. Tommy and Band, Betty Amos and Onie Wheeler**.

**Jim Reeves**, on his second tour thru the Northwest recently, was the guest of **Banana Belt Bob Adkins** over **KLER**, Lewiston, Idaho. "The whole gang, with **Dido Rowley**, guested on my two-hour 'Western Request' show," writes **Adkins**, "and a few weeks earlier, **Hank Penny** and **Sue Thompson** joined me.

**LITEL—Mrs. Ruth**, 60, former musical comedy performer and wife of **John Litel**, film and TV actor, April 26 in Hollywood. She met her husband when both were appearing in the musical "Irene" and retired from the stage when the show closed. Two sisters also survive.

**McKINZIE—Archibald**, 83, former magician and ventriloquist, April 22 in Wheeling, W. Va. During his many years in show business he played in vaudeville and traveled with various carnivals and other shows. Survived by three daughters, **Mrs. Steven Becker**; **Mrs. Everett Ostrander** and **Mrs. John Becker**, all of Wheeling; three brothers, **Leo, George and Walter**, all of Pittsburgh, and two sisters, **Mrs. Salie Campbell**, Pittsburgh, and **Mrs. Mary Stanley**, Sacramento. Burial in **Mount Calvary Cemetery**, Wheeling.

**MORRIS—DAVID (Plain Dave)**, 81, veteran concessionaire and brother of the late **Milton Morris**, of **Morris & Castle Shows**, March 24 in Los Angeles. At one time he worked on the **Worham** and **C. W. Parker** shows. More recently and until his retirement two years ago he was with **Santa Anita Race Track, Arcadia, Calif.** Survived by his widow, **Marie**. Burial March 28 in **Pacific Coast Showmen's Rest**, Los Angeles.

**MOTZ—Martin**, 61, tenor singer known professionally as **Happy Thompson**, April 21 in **Veterans' Hospital**, East Orange, N. J. He sang with the **Emmet Welch** and the **Dumont Minstrels** in Philadelphia in the early days. Surviving are his widow, **Matilda**; a daughter and a son. Services April 26 in Philadelphia, with burial in **Holy Sepulchre Cemetery** there.

**NOBLE—Mrs. Ralph (Mike)**, 67, at Joplin, Mo., April 23. She was a life-long circus troupier and widow of a boss canvasman and general superintendent. Burial at **Joplin** April 25, arranged by **Paul Van Pool**.

**NORTH—Genevieve Russell**, 79, former stock actress, April 19 in Hollywood. For many years she performed as leading lady for the **North Bros. Stock Company** in which her late husband, **Sports North**, had an interest. Survived by her son, **Ted North Sr.**, Hollywood; a brother, **Dr. E. J. Diefenbacher**, Beaumont, Tex.; a sister, **Mrs. Lillian Lightfoot**, Houston, and a grandson, **Ted North Jr.**, known in the motion picture industry as **Michael North**. Burial April 21 in **Hollywood Hills Cemetery**, Hollywood.

**PARKER—Robert**, former radio newscaster on **Station WLW**, Cincinnati, April 29 in New York. A noted foreign analyst and a recognized expert on Middle East affairs, he was a member of "World Front," a network panel show which originated at the Cincinnati station. He was also the author of the book titled "Headquarters Budapest" which became a best seller during World War II. Survived by a son, **Robert Jr.**, and two daughters, **Lucia** and **Daphne**.

**POLGAR—Alfred**, 81, German-language dramatist, essayist and critic, April 26 in Zurich, Switzerland. As a drama critic, he was known as **Europe's Alexander Woolcott**, serving for the **Berliner Tageblatt** and **Das Tagebuch**, the **Prague (Czechoslovakia) Tageblatt** and the **Neue Zurich (Switzerland) Zeitung**. Besides writing many essays, he wrote, with **Egon Friedell**, a cafe entertainment called "Goetha." He was the author of the play, "The Absconders," and translated **Ferenc Molnar** dramas into German, as well as the plays by **John Van Druten—"Voice of the Turtle"** and "Bell, Book and Candle." He became a U. S. citizen in 1946 and worked in Hollywood for two years for **M-G-M** and **Time** magazine. At his death he was literary adviser to the **Theater in der Josefstadt**, Vienna, formerly the **Max Reinhardt Theater**. His widow survives.

**ROSENBERG—Murray**, 71, former owner and operator of the **Cameo Palace**, amusement machine Arcade in **Bridgeport, Conn.**, recently in that city. After retiring from the Arcade business, he later operated several vending machine routes thruout **Southern Connecticut**. Survived by his son, **Leonard**, serving with the U. S. Navy, and two daughters, **Marion** and **Justine**, both of **Miami Beach, Fla.** Burial in **Eintracht Cemetery**, **Fairfield, Conn.**

**STEVENS—Walter A.**, 72, veteran circus musician and bandmaster, April 20 in **Atchison, Kan.** He was with circus bands for 40 years and, until two years ago, he was with the **Al G. Kelly & Miller Bros. Circus**. Survived by his widow, **Walter Jr.** and **Dana W.**, both of **Wichita, Kan.**, and a daughter. Burial in **Smith Center, Kan.**

**SULLIVAN—John**, 77, former opera singer, April 28 in Paris. Born in **County Cork, Ireland**, he began singing with the **Paris Opera Company** in 1914. He appeared thruout **Europe and South America**, sang with the **Chicago Opera Company** during the 1919 season and retired in 1937. Writer **James Joyce**, a close friend, described him as the only tenor who could sing the complete tenor role of "William Tell," difficult because of its many high notes.

**VAN SURDAM—Mrs. Beulah Munson**, 77, former concert singer, April 26 in Brooklyn. Her husband survives.

**WALKUP—Roscoe**, 80, of the **St. Louis Insurance firm** of **Walkup & Wohlberg**, April 28 in St. Louis. (Details in Carnival section.)

# BIRTHS

**McGUIRE—** A daughter, **Dawn**, to Mr. and Mrs. **Mac McGuire** April 12 in Philadelphia. Father is disk jockey on **Station KYW**, that city.

**MORTON—** A son, **William Thomas**, to Mr. and Mrs. **William S. Morton** April 2 in **Lincoln General Hospital**, **Lincoln, Nebr.** Father is widely known magician.

**THOMAS—** A son, **Gary Leska**, to Colonel and Mrs. **Harry Thomas** March 5 at **Dallas**. Father is equestrian director with **Orrin Davenport** and other shows. Mother is a circus performer.

**GOOD NEWS**  
For TV Performers or any other Performers needing apparatus for just one or two performances, we now have available for special effects on a rental basis. Information submitted on request.

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## Ringling to Abandon Half-Price Kid Ducat; Blues to Be Reserved

Plan New Ticket Scale; Trim Track Boxes; Garden Contract Up; Claim No Pass Cut

NEW YORK, April 30. — The traditional half-priced seats for kids will no longer be available for Ringling Bros. and Barnum & Bailey Circus performances once the show begins its under-canvas run in Baltimore May 17. Elimination of the policy was one of several changes discussed yesterday by Henry Ringling North. Other new methods involve inside selling, advertising and seat prices.

North added that while the customary minimum-maximum prices will prevail, that is, \$1.50 to \$4, there will be a different price scale and that every seat under the big top will be reserved this year. Prices have been \$1.50 for general admission, \$3 and \$4. The new scale is \$1.50, \$2, \$2.50, \$3.50 and \$4.

In previous years all 3,000 bleacher seats with general admission prices have gone for 75 cents for children but this will no longer be the case. North said that the new price policy would not materially increase the potential gross from a full house, and that the reserved seat policy would result in "a more efficient and economical business operation."

In line with economy and efficiency he pointed out that inside selling of tickets on an exchange basis, which has required up to six booths in the past, would hardly be needed this year. Should any customers desire to pay the difference and receive a better seat, tho, there will be a single booth available inside to accommodate these customers. The age-old exchange practice, as in other forms of amusement, has been for the patron to get on an exchange line or to forego this and take his problem up with an usher.

It was stressed that the circus is merely falling into line with other major forms of amusements which do not have much emphasis on inside selling. "The circus," it was said, "is the only place where a patron buys a general admission ticket and then makes a bee-line to an inside exchange booth." In another reference to the new policy, North said the all-reserved idea will be an incentive to advance sales, especially since the customer will know he will not have to buck any ticket lines, and will not have to battle for choice seating in the blues.

The increased advertising budgets for newspapers, radio and TV are expected to increase sales and at the same time offset any effects of opposition billing. Conceding that situations might arise where another show might paper up a town heavily, North was confident that the strength of the Ringling name would deter people from yielding to the lure of other shows' paper. He noted that much expense and effort over the years has gone into institutionalizing the show name, to make it synonymous with circus.

Altho advertising at major dates has been handled by agencies in the past this will be the first time that an agency will do the chore throuth the entire route. The Monroe Greenthal organization, which numbers many film organizations

### Soo Locks Fete Pact Awarded O. Fireworks

BELLAIRE, O., April 30.—Ohio Fireworks Manufacturing Company here has been awarded the pyro contract for the Soo Locks Centennial, July 1-August 9, at Sault Ste. Marie, Mich., according to Ohio's president, Veto J. Presutti. The contract calls for 25 displays, Presutti reported.

## Miss America Ruling Denied For Promoter

NEW HAVEN, Conn., April 30.—Superior Court this week ruled against promoter Alfred Patricelli, who had sought \$10,000 damages and an injunction against the Connecticut Junior Chamber of Commerce for using the title "Miss America Pageant."

Judge John R. Thim said the claim was based on Patricelli's theory that he had acquired property rights to the phrase, when in reality he had not.

Patricelli said he bought the phrase from an individual in 1946 for \$3,000 but the court held that he did not prove this. The promoter held the franchise thru 1953, but last year the sponsoring Atlantic City corporation awarded it to the Jaycees. They held the eliminations in Connecticut, and Patricelli sued.

among its clients, has been placing all ads for the Madison Square Garden engagement and will continue the practice thru Boston, Baltimore, and on thru the whole season. The ads will be placed out of New York by mail, and it is not expected that anyone from the agency will go along on the show train. The show is thus dropping the old practice of having the contracting agent assume the advance advertising responsibility on the road.

One exception to the agency's handling all ads will be in Montreal, where the custom in recent years has been for Bill Slade of

(Continued on page 66)

## INDIANA STATE FAIR PACTS LAINE, COLE

Tennessee Ernie, Russ Morgan Ork To Be Featured in Coliseum 4-Day Run

INDIANAPOLIS, April 30.—Frankie Laine, Nat (King) Cole and Tennessee Ernie will head up the Coliseum show of the Indiana State Fair this year, it was announced this week. Bookings were handled by the General Artists Corporation and also include Russ Morgan and his orchestra.

Cole will be in for the four days of the show in the big building. Laine will be the feature the first two days, September 1-2, while Tennessee Ernie will move into the top spot for the following two days. The Morgan ork will play the entire show and will also provide the music for the fair's horse show which occupies the Coliseum for the rest of the fair's run.

The Hoosier annual this year will expand its name attraction pol-

### Ohio Stands Prove Spotty For Mills Bros.

OTTAWA, O., April 30.—Mills Bros.' Circus was lambasted by weather here Tuesday (26). This came after the show played to good crowds in several spots.

At Painesville, O., Wednesday (20), the show gave two matinees in order to handle the crowd of youngsters. Seven show trucks were delayed by two collisions, leaving the show short on seats.

In Wooster, O., Friday (22), Mills Bros. played to a pair of strong houses. Fremont, O., Monday (25), came up with a near-full afternoon, while schools were out, but the night house was held to half by rain. Ottawa drew attendance of 110 and 300 in wind, mud and rain.

### Martin Sets Canopie Lake Sports Show

CANOPIE LAKE, N. H., April 30.—A sports show will be held at this resort for the first time May 26-30. Contracts were set a week ago by Maurice Holland, operator, with Al Martin, head of the Boston talent agency bearing his name.

Talent already set includes Sharkey the Seal and Chief White Cloud. Other features will be added. Seating is being planned to form an arena for the acts.

icy, which has long been a feature of the Coliseum, to include its grandstand show. The latter, booked thru Music Corporation of America this winter, will include the Ted Weems orchestra, Tex Ritter and either Martha Wright or the Fontane Sisters.

Supporting these headliners will be Hubert Castle, wire walker; Denver Group, knives and hatchets; Marcellos, comedy, and either Bobby Winters or Francis Brunn, and a 24-gal line.

## Outlook in Canada Takes Upward Turn

• Continued from page 1

province's economy has been experiencing growth for many years, thanks to the development of the oil industry, natural gas and a number of industrial plants. Vancouver, its key city, is benefiting greatly from the expansion, and is a strong beneficiary of a huge aluminum plant now going up at Kitimat, some 70 miles north of it, at a cost running into the hundreds of millions.

The Pacific National Exhibition at Vancouver has been matching the growth of British Columbia with its own growth, and it has become one of the "top 10" fairs on the North American continent. V. Ben Williams, the PNE manager, this week said current business conditions in the area point to another strong run for the exhibition.

In the so-called prairie provinces, Alberta, Saskatchewan and Manitoba, business conditions are on the whole rated as good and in some cases better than last year. Of the three, Alberta is enjoying the greatest prosperity, due mainly to the continued development of the oil industry. Calgary and Edmonton are the two leading cities, and the outlook for the Calgary Stampede and the Edmonton Exhibition, their principal annual outdoor events, are rated highly.

#### Wheat Crop

Saskatchewan and Manitoba rely in the main upon the wheat crop, which in turn hinges upon the weather. Last year there was a bumper wheat crop, so big that part of it which couldn't be stored went to waste. The sale of the crop had to be controlled.

Both Alberta and Saskatchewan

this year are marking the 50th year of their incorporation as provinces with year-long anniversary events. Of the two Saskatchewan has the more ambitious program. Both provinces are tying in their anniversary observances strongly with their fairs, and this should provide an added hypo to fairs of various sizes.

U. S. shows which go into Canada this year will find the Canadian dollar valued at close to the American dollar. Currently, there is a premium of 1½ cents on a Canadian over the U. S. dollar. This contrasts with three years ago, when a U. S. dollar was discounted 10 cents.

#### Invites U. S. Shows

Canada continues inviting to U. S. carnivals and circuses and to grandstand shows. For carnivals, most of the fairs in the country are early ones that run before the fair season in the U. S. is in full swing, and these early Canadian fairs, particularly in the prairie provinces, have long been good for solid grosses. The Maritime provinces, to the east, on the other hand, have proved good for still dates, those held without sponsorship of a fair or some local organization.

This year the number of U. S. shows that will cross the border will be about the same as in recent years. The Ringling-Barnum Circus is to come in for two weeks, which it will play in the provinces of Quebec and Ontario. This routing by the Big One points up the general belief that Ontario and Quebec of all the provinces offer the best prospects for outdoor amusements generally in Canada.

## Detroit Fair Inks Laine, Joni James

Coliseum Show Net Totals \$46,750; Sign Ella Fitzgerald, Fontaines

DETROIT, April 30.—The Michigan State Fair, which has for the last four years featured name recording artists in its Coliseum show, this year will again go strong for this type of entertainment. And the total tab will be \$46,750, fair officials announced.

Joni James and Roy Hamilton will head up the first segment of the show September 2-5. Frankie Laine and Ella Fitzgerald will be the features September 9-11. Supporting talent, which will be in for both runs September 2-5 and 9-11, will include the Mills Brothers, Fontaine Sisters, Kirby Stone Quintet and the Honey Brothers.

Other attractions, in addition to the W. G. Wade Shows on the midway, will be a 10-day rodeo in front of the grandstand to be provided by the Val Campbell Agency, and a thrill show Sunday evening, September 11.

Donald L. Swanson, new secretary-manager, said that only a few changes, those designed to build family interest, would be made in the attraction program. A children's barnyard has been added as a tie-in with a six-horse hitch and space ship that operated last year on a cuffed basis for kids.

Staff members due to return this year include Don Ridler, director of entertainment; Graham Overgard, supervisor of music and parades; Dick Frederick, publicity and advertising, and Polly Luers, home arts.

The fair management is still working on a bill before the Legislature which is intended to change the dual control of the fairgrounds. Administration of the grounds is now divided between the fair board and the Department of Agriculture. Under the proposed

legislation, an independent State Fair Commission would have full control of the property all year around.

### TO SPARKLE

## Davy Crockett Craze Spreads To Pyro Biz

DALLAS, April 30.—It's finally happened. Davy Crockett, hero of the frontier legend, the Alamo and television, will be depicted in fireworks. Appropriately enough, the pyrotechnical portraiture will take place first in Texas, where the King of the Wild Frontier won immortal glory.

Art Briese, executive vice-president of Thearle-Duffield, Inc., of Chicago, producers of display fireworks, said that Walt Disney—who made Davy famous on TV—had given Thearle-Duffield exclusive rights to use the "Ballad of Davy Crockett" as background music for a Crockett set-piece.

The new fireworks piece will be presented at fireworks shows in the Dallas Cotton Bowl July 3-4 and also in the Los Angeles Coliseum July 4, Briese said. Disney also has made Fess Parker, who played Davy in the TV series, available to sing the ballad live at the L.A. show.

Briese plans to elaborate on the Crockett theme for fireworks to be presented at the 1955 State Fair of Texas, with set-pieces of the national capitol and the Alamo as well as a picture of Davy himself.

## Allan Herschell Sells Five New Kid Auto Rides

NORTH TONAWANDA, N. Y., April 30.—Five sales of the recently announced new Kiddie Auto Ride manufactured by the Allan Herschell Company, this city, were reported this week by company officials.

Buyers were Gooding Amusements, Columbus, O.; K. H. Porter, Cary, Ind.; Lincoln Beach Corp., Littlewoods, La.; Maurice Amazon, Circle Fairyland, Latham, N. Y., and the Columbus (O.) Zoo.

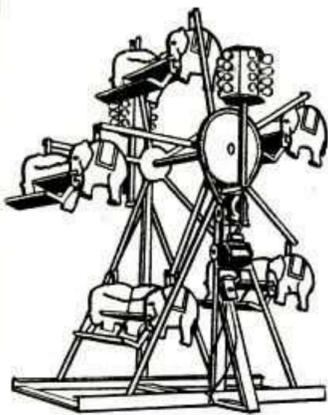
Four recent sales of Jolly Caterpillars also were announced. Purchasers were George Douglas, Audubon Park, New Orleans; Westlake Kiddie Park, Westlake, O.; Playland, Inc., Stamford, Conn., and Maurice Amazon.

## Ernie Young Signs Grand Forks Fair For Vaude-Act Bill

CHICAGO, April 30.—The Ernie Young Agency, this city, has been awarded the contract to provide the night grandstand attractions at the 1955 Greater Grand Forks State Fair, Grand Forks, N. D. Ernie Young announced this week. The contract, a new one for the Young office, calls for an all-vaude type program.

Young also announced that he had signed to provide the night grandstand show at the Montgomery County Fair, Dayton, O.

**KIDDIE FERRIS WHEEL**



This beautiful new Ride has a capacity of 15 kiddies. Requires floor space of 7'x9', has over-all height of 10'.

**FULL PRICE \$1,095.00**

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**MINIATURE TRAINS**  
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**★ MERRY-GO-ROUND 3** abreast-children & adults  
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★ **ELEPHANT RIDE**  
★ **TANK RIDE**

All rides complete, including fences, electric signs, ready to operate. Terms arranged. Illus. circular free.

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**THE ORIGINAL GARBRICK**  
**MAJOR FERRIS WHEEL**  
TALLER THAN A 3 STORY BUILDING  
12" Square Towers; Interchangeable Spokes and Rim Irons; easily loads 3 to a seat; set-up time 2 hrs.; loads on an 18 ft. truck. Precision built, 25 years' experience. Write for circular. Ph.: Empire 4-1489.  
**V. H. GARBRICK**  
Centre Hall, Penna.

**HORSE RACE GAMES**

**FOR SALE**

Have 3 Used Games, all 20 units. Priced \$1,000.00 to \$3,500.00; exceptionally well built, complete, stools, mikes, counters, etc.

**C. F. RAWLINGS**

P. O. Box 1945 Long Beach, Calif.

**ILLINOIS FIREWORKS**

**WORLD'S LARGEST**  
**MANUFACTURERS AND EXHIBITORS**

Known everywhere. Catalogue mailed upon request. Write or call Box 792, Danville, Ill. Ph. 1716

**BOOST BIG DAY**

**Dallas Fair Forms Negro Committee**

DALLAS, April 30. — A new State-wide advisory committee has been set up by the State Fair of Texas to boost the exposition's Negro Achievement Day.

The event was established following World War II to give recognition to the accomplishments of the Negro race in Texas and throughout the nation.

The new committee, vastly expanded over previous years, was organized at an unprecedented meeting in Dallas attended by more than 100 Negroes prominent in their own communities from all over Texas. An 88-county area, in which most of the State's Negroes live, was represented. Fair execs were elated at the response to invitations. Of 123 invitations mailed, 110 Negroes signified their willingness to serve on the committee and 101 made reservations for the organizational meeting.

**Name Chairman**

Dr. Willette Rutherford Banks, former president of Prairie View A&M College and recipient of the State Fair's 1954 Distinguished Negro Citizen Award, accepted the chairmanship of the State-wide committee.

In accepting the post, Dr. Banks said he would work to build attendance on Negro Achievement Day to over 200,000 in 1955. Attendance was 178,068 in 1954.

"Some people try to say that Negro Achievement Day is a segregation thing," Dr. Banks said. "It isn't any such thing. There's no segregation issue involved. Negroes can attend the State Fair of Texas on any of its 16 days."

**Stewart Welcomes**

James H. Stewart, executive vice-president and general manager of the fair, also assured the group that the annual welcomes Negroes on any day.

"I have no apologies to make for this day in any event," Dr. Banks added. "Most of us cannot attend the fair but one day anyway."

The meeting was also addressed by R. L. Thornton Sr., mayor of Dallas, and also president of the fair; John W. Rice, secretary-manager of the Dallas Negro Chamber of Commerce; W. Alvin Herold, co-chairman of the general committee for Negro Achievement Day and a director of the fair, and A. A. Braswell, co-chairman representing the Negro Chamber of Commerce.

**Lauds Co-Operation**

The organization of the committee marks great strides in inter-racial co-operation in promoting the State Fair of Texas, General Manager Stewart said following the meeting.

"We were all extremely gratified at the enthusiasm of the group and the spirit of co-operation which was manifested," Stewart declared. "Achievement Day at the Fair was inaugurated with the aim of recognizing the progress and accomplishments of the Negro race in Texas and throughout the nation. It is evident that Achievement Day has now become accepted in that spirit by the leading Negro citizens of Texas."

Rice, who is accepted as representing the thinking of Texas Negro leadership, said that Stewart's expressed views regarding Negroes attending the fair any day was the most forceful made to members of his race in 20 years. It got big play in the Negro press. His statements did not represent a new policy of the fair and, as Stewart pointed out, this has been going on for many years.

**Citizen Awards**

The Distinguished Negro Citizen Award which the fair presents each year on Negro Achievement Day has become nationally recognized as a high honor in the field of human relations. Dr. Banks was the first Texas Negro to receive the award. Others who have received the honor since it was inaugurated in 1949 include: Mrs. Anna Arnold Hedgeman, now assistant to Mayor Robert Wagner of New York City;

Dr. Benjamin J. Mays, president of Morehouse College of Atlanta; Dr. James Edison Walker of Memphis, president and founder of the Universal Life Insurance Company of Memphis; Jesse H. Mitchell, founder and president of the Industrial National Bank of Washington, D. C.; Thomas Monrow Campbell Sr., of Tuskegee, Ala., first Negro employed by the U. S. Department of Agriculture to teach better farming methods in the South.

Delegates to the Dallas meeting were given packets of literature to distribute in their home counties. The literature included a special edition of the State Fair of Texas Bulletin dealing exclusively with Negro Achievement Day and copiously illustrated with pictures of the 1954 Negro Day at the fair.

**Omaha Show Sets Record in New Building**

OMAHA, April 30. — Rink Wright, producer of the Shrine Circus here, said this week the show's first appearance in the new Omaha Auditorium (11-17) resulted in the largest attendance in the date's 26-year history. Friday (15) was a turnaway in the 11,000-seater.

Varro Rhodes, chairman of the building committee, also was chairman of the circus this year. Leo Daly, building architect, worked closely with Wright during construction of the building and installed special equipment and hardware for the circus rigging.

Show used three 40-foot rings in the 225-120-foot arena. The performance included 32 head of horses and 33 girls in the spec. Acts included Tom Packs' Elephants, Frank Noel's Liberty Horses, Francisco's Seals, Arthur and Marie Henry's Dogs and Ponies, Glen Henry's Dogs and Ponies, Stephan Mustafa, Leo Gasca and Josephine, Sue and Lorraine Valentine, the Arrigonas, Leo and Ethel DeArcy, Five Henrys, Wong Troupe, Kinko, Coronas, Honey Girls, Flying Malkos, Constellations and Thompson's White Horse Troupe.

**George W. Cole Plays Kansas**

SEVERY, Kan., April 30.—George W. Cole Circus played to fairly good business as it moved into Kansas. At Prague, Okla. (16), the houses were half and three-fourths of capacity. Cleveland, Okla. (19), gave one-quarter and one-half houses.

Sedan, Kan. (21), had a light afternoon but a near-full night house. Severy houses were half and three-quarters Saturday (23). Sedan and Severy newspapers recalled that Herb Walters, manager of the circus, is known hereabouts for his rep show activities of some years ago.

**Hagen Cancels Kan. Matinee**

LEAVENWORTH, Kan., April 30.—Kansas wind and weather hampered Hagen Bros.' Circus this week. In Fort Scott Saturday (23) the show took its top down because of high winds and lost the afternoon. Tornado warnings, rain and hail continued all day, but the night show drew 800.

Rain in Leavenworth waited until just after the night show broke, and this delayed the show's departure. But it had played to crowds of 1,500 and 2,200 earlier in the day.



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**CRAFTS 20 BIG SHOWS**  
**NO. HOLLYWOOD, CALIF.**

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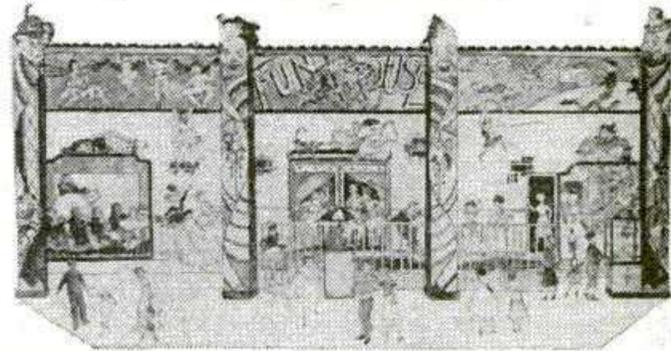
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**PENNANTS**  
 4 COLORS to a Strand.  
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Buy one dozen at a time... **BIG SAVINGS**  
 Sewn on wind-proof tape.  
 25-foot length each 75c.  
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 48 flags on each strand.  
 25% deposit, balance C.O.D., or send check in full and we will pay postage.  
**U. S. STAGALITE CO.**  
 2253 S. Halsted St. Chicago 8, Ill.

**Morton Says Sponsors Complain of Acts on TV**

PITTSBURGH, April 30.—Robert H. Morton, director of Hamid-Morton Circus, said here this week that show auspices are complaining about the televising of full circus acts.

He said recent wide use of the Hamid-Morton name on the "Big Top" television show had increased the urging by Shrine and Police auspices that policies on televising acts be changed.

"Big Top" booking is handled largely thru the agency of George A. Hamid, who is a partner in the Hamid-Morton Circus.

Morton urged that booking agents insist that TV circus shows use only part of each act's routine and that the TV announcer make it clear in the script that only part of the act has been shown.

Pointing to the drop in attendance for Ringling-Barnum in New York, Morton said, "I think Ringling is being hit now (by results of

televising the show) and doesn't know it."

**Early Days Lighter**

Morton said his show's business this year was lighter than usual on Mondays and Tuesdays and that more customers concentrate on weekends when the show isn't able to accommodate the larger crowds. He noted other circuses have reported the same thing, and reasoned that people see so much TV on weekends they aren't interested in other shows early in the week. Important inroads in show business generally will be made by TV if and when money tightens up, Morton predicted.

In Pittsburgh this week the Hamid-Morton show reported being \$10,000 ahead on its advance sale. Last year steel mills were working at 65 per cent of capacity and now production is rated at 101 per cent, Morton said. But he pointed out that early attendance was light, while weekends would bring turnaways. He said the same pattern was observed at Harrisburg, Pa., where the light start and heavy finish put the show's gross right at last year's figure again.

**BUREAU SEEKS EXHIBIT SPACE ON ATOM SHIP**

CHICAGO, April 30.—Carole May and Ira Woodhouse, of the National Bureau for Fairs, this week sought to reserve space for the promotion of United States fairs on the atomic-powered ship that President Eisenhower announced would make a goodwill tour of the world.

In a wire to the Chief Executive, the bureau stated: "We respectfully suggest that exhibits on the traveling atom ship announced today should include a cross section exhibit of American industry, agriculture and living. The sovereign States of this country control the big State fairs. These fairs are mirrors of rural and urban life, of industry and agriculture. They are a natural source for an exhibit as suggested. The National Bureau for Fairs offers its services to implement a cross section exhibit of life in America."

**RECORD EYED**

**Heavy Advance Building for R-B in Boston**

BOSTON, April 30.—Bolstered by increased newspaper advertising and a week's longer advance sale, the Ringling advance for the six-day Boston Garden engagement run was pressing \$150,000 this week. The sale was viewed as extremely high for Boston, especially since top grosses in past years have hovered around a quarter-million dollars for the engagement, last year's being some \$225,000.

The show will play 13 performances in the 14,000-seat arena, and tickets are scaled at \$1.50, \$2, \$2.50, \$3 and \$4. There will be weekday shows at 2:15 and 8:30 p.m. with three on Saturdays at 10 a.m., 2:15 and 8:15, and two shows on Sunday (15).

Arrival is scheduled for May 10, a Tuesday, after the May 8 closing in New York City.

Eddie Powers at the Boston Garden reported sending out 35,000 mail order forms from a list compiled by the Garden for other events. Other mail orders resulting from newspaper ads have surpassed the mail advance of any previous year. Total advance so far indicates a record in the making if front gate business is heavy.

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 Available for vending one or more units per 1c, 5c, 10c or 25c coin.

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 4218 W. Lake St. — Chicago

**Jess Andrew, Chicago Show President, Dies**

LAFAYETTE, Ind., April 30.—Jess C. Andrew, 68, president of Chicago's International Livestock Exposition, died Saturday (23) in a hospital here.

Andrew, who operated the Pines farm at nearby West Point, had been president of the Chicago expo since 1951. He had been serving his eighth consecutive term in the Indiana House of Representatives and formerly had been a member of the Indiana Prison Board for a 20-year period.

Survivors include his widow, Elizabeth; three daughters and one son.

**Dubuque, Ia., Starts Drive For New Plant**

DUBUQUE, Ia., April 30.—A fund-raising campaign, with a goal of \$250,000, is being conducted by the new Dubuque County Fair here in order to finance construction of its new fairgrounds. Robert B. Miller, fair's executive secretary, is heading up the drive.

To be built on the fair's 40-acre plot, according to present plans, are six livestock barns, two 4-H Club buildings, a 3,000-seat coliseum with entertainment area, administration offices and kitchens for use by the public. A half-mile race track is planned with a 3,500-seat grandstand. One livestock barn has already been completed. Fair's maiden run is scheduled for August 16-18.

**Freeport, Ill., Starts Work Over 750G Plant**

FREEPORT, Ill., April 30.—The two-year-old Stephenson County Fair here has launched a long-range building program that is expected to cost upward of \$750,000, with three different groups sharing equally in the expense.

The fair board, the local Chamber of Commerce and the County Farm Bureau will each carry one-third of the over-all cost.

The fair has a 40-acre plot on which it plans to construct 12 livestock barns, 2 of which are already completed, 4 commercial buildings and 4 utility buildings. Roy Hefty is secretary.

**HIT THE DECK** Ideal for Drive-Ins, Parks and other Permanent Locations.



Get your share of BIG profits with this modern money-making Boat Ride. Loaded with appeal for the kiddies—both large and small.

Manufacturers of Adult and Kiddie Chairplanes, Kiddie Space Plane and Atomic Jet Fighter Rides, Ferris Wheels and Trailer Mounted Auto Rides.

Send for details today.

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 SPRINGVILLE, NEW YORK

**Victoria Light For Ward-Bell**

VICTORIA, B. C., April 30.—A three-day stand of the Ward-Bell Circus at Memorial Arena here brought out only fair crowds. Light advertising was blamed locally for the light attendance. Auspices was the Eagles lodge.

Tuesday (19) had only a night show scheduled and it drew a fourth of the 6,000 capacity. Wednesday (20) had one-quarter and one-half houses. Thursday brought a light afternoon and something less than half of capacity for the night effort. Rain fell on Wednesday and Thursday nights.

**Grade Books Convention's Colgate Show**

NEW YORK, April 30.—The Colgate International Circus on Tuesday (3) will be one of the most elaborate shows ever produced especially for a convention audience. Set by Hans Lederer and Arthur Treffeisen, of the Lew & Leslie Grade Agency, the show has been set for the Super Market Institute in Cleveland. The Ted Bates Agency is handling details for Colgate and will supervise the show.

Acts will include Happy Kellems and his clown troupe; six Boginos, acro; Vivian and Tassie, juggling; Linon, tramp slack rope; Les Arrigonis, femme aerialists; Willie West and McGinty, Excess Baggage, and the Four Ramses. There will also be a collection of girls to fill out production numbers.

Joe Basile's band will provide the music and emcee will be Randy Merriman. Topping the show will be the Goofers, name night club comedy musical act, and Betty Ann Grove.

**Detroit Board Elects Garling**

DETROIT, April 30.—Harry Garling, Lake Orion cattle raiser, was elected president of the Michigan State Fair board of managers at its recent meeting here. He has been a member of the board since 1952 and succeeds Mark Crawford in the top office.

Charles J. Wartmen, executive editor of The Michigan Chronicle and a member of the board since 1949, was named vice-president. He succeeds State Treasurer Sanford A. Brown, Bay Port.

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**"Best Buy in Rides Today"**



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Amazing new Kiddie Ride that outgrosses any other Kiddie Rides four to one—Space Cars and Miniature Cadillacs on electrified tracks: A new conception in rides—ask the man who owns one. Park and portable models available.

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**Polack Los Angeles Advance Underway; Set 1956 Schedule**

LOS ANGELES, April 30.—Promotion of Polack Bros.' 15th annual run for the Shrine here is underway, with Sam Ward in charge. The show opens May 30 for seven days.

Unlike last year's, this engagement is clear of conflict with the annual Los Angeles run of the Clyde Beatty Circus. But if the Beatty show follows its usual schedule in 1956, the two shows may clash again, because Polack then will open April 2.

For this year's stand Ward is devoting three months to the date, where he works alone. He is intensifying the drive within the 22,000 membership of the Shrine temple and is pushing block sales for the holiday starting day.

Parley Baer is working radio and TV. Justus Edwards, Polack press chief, will come in about May 20. Joe O'Donnell is working on the San Diego promotion. Ward next goes to Reno.

**Admire Tells Plan For Ball Park Show**

BRAZIL, Ind., April 30.—J. C. Admire, planning a ball park circus to open in late May, said that the show would include the Joe Mix Family, Carl Romig and Minnie Rooney and the Romig-Rooney stock, George and Bessie Geddis, the Eddie Watts Family and the Haveramps. Show will be called Gentry-Mix and will have Ward Gentry as operator. Admire will be agent, with assistance from Max Mauer.

**NEW! KIDDIE RIDES**

- ★ Rodeo Ride
- ★ Choo Choo Ride
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- ★ Kiddie Auto Ride
- ★ Rocket Ride
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- ★ Army Tank Ride
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**WELDON, WILLIAMS & LICK**  
 FORT SMITH, ARKANSAS

**BOSTON JOTTINGS**

**Refreshments Account For 25-30% of Gross**

BOSTON, April 30.—The sale of food and drink at New England's amusement centers accounts for approximately 25 to 30 per cent of gross earnings, members of the New England Association of Amusement Parks and Beaches agreed at their annual meeting here Wednesday (20). It was also pointed out, however, that the net earnings from the sale of refreshments didn't begin to compare with the net earnings from the operation of rides and other amusement devices.

**New Condiment Containers**

W. J. Slagle, restaurant operator, displayed individually packaged mustard, ketchup and other condiments which he picked up recently at another convention. Virtually all condiments are now packaged in their own cellophane envelopes. No refrigeration or special handling is required and he suggested that they would be excellent for park food operators.

**Money Man**

John Dineen, Hampton Beach (N. H.) Casino operator, missed the business sessions of the association for the first time in years. He took time off to be elected vice-president of a bank in Lawrence, Mass. On hand for the evening festivities, John was queried often on the possibilities of floating a loan.

**What's With Colors**

Fred Lea, of the Devoe-Raynolds Paint Company, reported that the three high-style colors this year are charcoal, pink and blue. Queried on what colors would attract and build patronage, he said the paint makers believed that men found blue attractive, and women, red.

**Weather Control**

Father Ed Sullivan, the circus priest and association chaplain, had an answer for all weather woes. "Only thing to do," he said, "is use

the prayer handles," pointing to his knees. Father Ed also had a comment on the effect of television. The summer replacement programs won't hurt at all, he stated flatly.

**Membership Grows**

Membership in the organization has grown to 136, Secretary Fred Markey reported. The attendance was good with about 200 on hand for the banquet and the cocktail hour which preceded it.

**Summer Meeting**

The summer meeting of the association will be held July 26 at Lake Pearl, Wrentham, Mass., it was announced at the banquet. The location is adjudged about as convenient as they come, and a big attendance is anticipated.

**Hurricane Damage**

President Larry Stone noted in his report that hurricanes Edna and Carol really hit the member organizations with Rocky Point, Warwick, R. I., suffering losses up to \$400,000 and Revere Beach \$200,000.

**Fast Opening**

Julian and Irving Norton ran into a snowstorm in attempting to get underway with their Lake Compounce operation at Bristol, Conn., on April 3. Julian said they opened the park at 1 p.m. and closed at 2, going home to watch television.

**R.R., Bus Line Plug Sweeney Futurity Race**

DES MOINES, April 30.—The first futurity auto race to be operated here by National Speedways, Inc., on June 5, will be heavily promoted thru commercial tie-ins, Al Sweeney, race organization's president, announced. The event will be a 100-lap event at the Iowa State Fair track.

Both the Rock Island Railroad and the Greyhound Bus Lines will co-operate with special excursions to Des Moines from points thruout Iowa and will also advertise the event in their depots.

Sweeney has also tied in with the Iowa Dairy Association which is celebrating milk month during June and with the Chrysler Corporation. The latter will provide official cars for the event and will circulate window posters for its dealers thruout the State.

National Speedways some weeks ago closed with the Sinclair Refining Company for a tie-up that will be used here and at other major dates on the schedule.

**Ringling Train Numbers 80; Adding 12 Cars**

SARASOTA, Fla., April 30.—Ringling-Barnum's train this season will include three sections of 24, 29 and 27 cars. The 80-car show train this time compares with 68 back and one ahead last year.

An increase of 12 cars back on the show is being made in 1955. This is accomplished by dropping the advance car and adding six flats, three sleepers, two elephant cars and one stock car. Forty-two of these cars now are in New York with the show. The others will be added at Baltimore, when the show starts its under-canvas tour. Two new flats are being built by a Chicago firm. Another flat was bought from Royal American Shows, and other equipment was available already at Ringling quarters here, altho some of it was rebuilt.

**AUDITORIUMS-ARENAS**

**Cleveland Ups Advance Sale With Direct Mail to Industry**

By TOM PARKINSON

A single mailing to those on the Cleveland Arena's direct mail list of business and industrial employee groups generated \$40,000 in ticket sales for "Ice Follies."

Arena Manager James C. Hendy points out it is easier to maintain a list of employee groups than it is to keep up a list for direct mail to individuals. And once maintained, it is a productive promotional tool.

The arena mails out copies of its monthly schedules for use on about 500 company bulletin boards. Auto races, Gene Autry, Globetrotters, high school track meets—all events are listed. On the schedule sheet is the announcement that readers can reserve good seats for almost any arena events thru their company. There is space for the name of the person or office to contact at the plant.

That person or office is the keystone of the Arena's system. The building obtains his name thru the Chamber of Commerce or similar organization.

Not only is a full quota of advertising and promotional material for each sports or amusement event mailed to him, but also he receives assurance of favored treatment and special opportunities.

For example, certain plants are offered two-for-one tickets good on opening nights. A neat twist is the Arena's ticket service

by Betty Baron. Named for the Cleveland hockey team, Betty is one of a number of arena girls who answer telephone requests for tickets. Hendy points out that Betty Baron has a quota of first-class tickets which are held apart from the full supply for the special use of those who call from employee groups on the mailing lists. This sort of treatment and special service has helped build the effectiveness of the mailing plan.

Window cards, posters, individual mailers and other pieces are sent to employee groups for use and distribution. Careful check is kept on the number of each that an employee representative orders and how many tickets are sold thru that outlet. Those that sell the best percentage are in line for benefits in the future.

For ice show promotions, the Arena buys prepared printed matter from the icer. In the case of a recent "Ice Follies" stand, this order involved 100 24-sheets, 200 four-sheets, 330 three-sheets, 200 two-sheets, 4,000 half-sheet cards and 540 taxi signs.

It also included 144,000 mailers and 70,000 heralds, costing an additional \$2,440. The latter went largely to the industrial mailing list. And the returns added up to a solid portion of the "Follies" \$300,000 after-tax net in Cleveland. The same plan is used for the \$400,000-grossing "Ice Capades."

**COTTER PINS**

BRASS

1/4 x 2" —\$3.50 per 100  
1/4 x 2 1/2" —\$4.35 per 100  
1/4 x 3" —\$5.00 per 100

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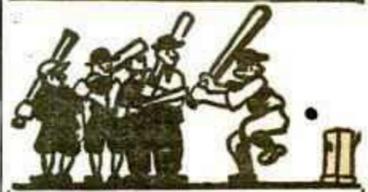
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**Pitchin' Pete . . . \$250**

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NORTHUMBERLAND, PA.

**BROADWAY gallery operator finds EXTRA WHAMMO in REMINGTON AMMO is SMASH BIZ!**

"THE WHAM OF those new Remington 'Spatter-Less' cartridges is a good 'bally,'" says Howard Schork, who often does a 500-tube-a-day business on Broadway in New York City. "We find the louder 'crack' of the new Remington cartridges definitely helps bring in the business," he declares.

Remington gallery cartridges are available in two bullet styles . . . the 15-grain composition bullet with loud report, and the 29-grain lead bullet. Both are "Spatter-Less" for easy break-up, no ricochet. Ask your wholesaler for Remington "Spatter-Less" gallery cartridges. Stock up for spring openings now!

**FREE TARGETS PLUS RIFLE INFORMATION**

For a free supply of Standard Short Range Targets, shown at left, plus free information on the Remington Model 550-2G autoloading gallery rifle chambered for 22 shorts only. Clip and mail this coupon to:

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Remington Arms Company, Inc., Bridgeport 2, Connecticut

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## "Lazy Man" CHARCOAL TYPE BROILING

Here is the Charcoal Broiler that will solve all your headaches in serving delicious, tasty steaks, chops, ribs, hamburgers, etc. With a broiling capacity of 4 to 6 steaks or a dozen hamburgers at one time. The Lazy Man Broiler operates on bottle or city gas . . . always ready to broil . . . no preheating necessary.

**DIMENSIONS**  
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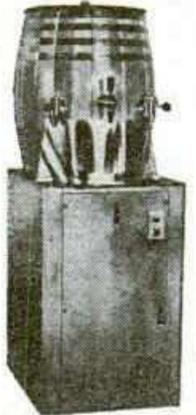
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# COMING EVENTS

- Alabama**  
Birmingham—Better Homes Expo., May 15-22. Pat O'Toole, Town House.
- 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.  
Denver—Antique Show, July 5-8.  
Estes Park—Apalooza Horse Show, July 16. Dr. A. G. Piske.  
Estes Park—Koshare Indian Show, July 21-22.  
Glenwood Springs—Strawberry Days, June 25-26. L. E. Meredith.  
Greeley—Horse Show, June 25-26. Chamber of Commerce.
- Connecticut**  
New Britain—American Legion Carnival, May 23-30.  
New Britain—VPW Carnival, June 13-18.
- Georgia**  
Atlanta—Southeastern China, Glass & Gift Show, July 17-20. Foster B. Steward, 1401 Peachtree St., N. E.
- Illinois**  
Chrisman—Homecoming and Street Fair, July 6-9. Homer Wolfe.  
Chicago—Celebration, July 4. (Soldier Field.)  
Iroquois—Celebration, July 2-4.  
Lexington—Centennial, July 10-17. T. M. Patton.  
Marks—Homecoming, July 1-4. Bruno Biagi.  
Olney—Celebration, July 4.  
Onarga—Celebration, June 30-July 4.  
Palmyra—Terry Park Industrial Fair & Centennial, July 23-28. Oral H. Cooper.  
Salem—Sailors & Soldiers' Reunion, June 20-25.  
Sawyer—Firemen's Homecoming, June 17-18. Al Ondo.  
Vandalia—National Crow Shoot, June 17-19.
- Indiana**  
Montezuma—VPW Community Fair, June 21-25. Frank Willhete.  
North Webster—Mermald Festival, June 28-July 4. Lions Club.  
Madison—Legion Spring Festival, May 2-7. Louis DeCar.
- Iowa**  
Carson—Pow-Wow, July 26-27.  
Correctionville—Centennial, July 22-23.  
Lewis—Homecoming, June 27-29.  
Osceola—Celebration, July 4.  
Riceville—Centennial, May 28-30.  
Iola—Allen Co. Centennial, June 3-7. Edward B. Porter.  
LaPorte City—Centennial, June 6-8.  
New Orleans—La. Boat Festival-Pan American Regatta, June 18-19. I. J. G. Janssen Jr., Box 52, Arabi.  
Woodbine—Celebration, July 18-19.
- Kansas**  
Dodge City—Boot Hill Celebration, May 1-8.  
Kansas City—Antique & Home Decorator Show, June 28-July 1. H. E. Larsen, N. Webster, Ind.
- Kentucky**  
Eminence—IOOP Celebration, June 27-July 4.  
Lexington—Jr. League Horse Show, July 11-16.
- Louisiana**  
Hammond—Southeastern La. Dairy Festival
- Maine**  
Houlton—Celebration, July 4.
- Maryland**  
Baltimore—Pimlico Yearling Show, May 18.
- Massachusetts**  
Charlestown—Celebration, June 13-18.  
Gloucester—St. Peter's Fiesta, June 30-July 3.  
Lowell—Celebration, July 2-4.  
Westfield—Elks Mardi Gras, June 6-11. James T. O'Brien.
- Michigan**  
Petoskey—Mich. Water Wonderland Festival, July 2-4. Chamber of Commerce.  
Mount Clemens—Amvet Fiesta, June 30-July 4. Hugh Lennox, 21337 Cass Ave.  
Port Huron—Blue Water Festival, July 18-24. Floyd B. Walters.  
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.  
Carthage—Jersey Parish No. 1 Jersey Show, June 1-2. Melvin West.  
Carthage—County 4-H Show, July 26-30. Jerry Nutt Jr., WCAZ.  
Eminence—Celebration, July 2-4. Carl E. Chilton, Lions Club.  
Galatin—Jr. Lamb Show, June 9. Geo. H. Schmitt.  
Gerald—4-H Livestock & Home Economics Show, July 3-4. Hugo Schmidt.  
Jefferson City—Lions Club Festival, June 30. David R. Newsam.  
Maryville—County Fat Lamb Show, June 10. Kenneth Walkup.  
Maryville—Northwest Mo. Horse Show, July 21-23. Mrs. Lester Swaney.  
Moberly—Kiwanis Club Jr. Lamb Show, June 15. A. T. Johnson.  
Warrensburg—Centennial, July 3-9. C. L. Park, Station KOKO.  
Springfield—Ozark PFA Lamb Show, June 3. John L. Kirby.  
St. Joseph—Apple Blossom Celebration, May 9-14.
- Montana**  
Plentywood—Celebration, July 2-4.
- Nebraska**  
Broken Bow—75th Anniversary Celebration, July 1-5. Dr. L. R. Wallace, Box 219.
- Nevada**  
Las Vegas—Hellorado Days, May 13-16.
- New Jersey**  
Dover—VPW Celebration, July 4-9.
- New York**  
Haverstraw—Old Home Week, June 6-11.  
Kingston—Hudson Valley Firemen's Convention, June 13-18.  
Lackawanna—Marine Corps Celebration, June 5-11. Fred V. Catusza, 54 Jackson St.  
Cleveland—American Legion Carnival, May 2-7. Bill Franz.  
Fort Recovery—Harvest Jubilee, July 4-9. B. B. Burke.  
Madison—Booster Club Harvest Picnic, July 22-24. Mrs. Norah Austen.  
North Industry—Homecoming, July 19-23. Geo. Marlow.  
Portsmouth—Charity Horse Show, May 28-30.
- Ohio**  
Cleveland—American Legion Carnival, May 2-7. Bill Franz.  
Fort Recovery—Harvest Jubilee, July 4-9. B. B. Burke.  
Madison—Booster Club Harvest Picnic, July 22-24. Mrs. Norah Austen.  
North Industry—Homecoming, July 19-23. Geo. Marlow.  
Portsmouth—Charity Horse Show, May 28-30.
- Virginia**  
Waco—Homecoming, June 21-25. Geo. Marlow.  
Woodville—Celebration, June 30-July 4. Henry Herkel.
- Oklahoma**  
Broken Arrow—Celebration, May 13-14.  
Colgate—80'er Celebration & Homecoming, May 11-14. H. B. Dickson.  
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.  
Pawhuska—International Round-Up Club Cavalcade, July 29-31.  
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**  
Arnold—Old Home Week, July 11-17. David V. Santore.  
Ebensburg—Cambria Co. A. L. Celebration, July 11-16. Roland E. Fisher, 3 S. Market St.  
Mercer—American Legion Homecoming, June 27-July 2. H. H. MacMillan.  
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.  
Bamberg—Centennial, May 9-14.  
Beaufort—Celebration, May 30-June 4.
- 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.  
Canistota—Sports Day, July 14.

(Continued on page 70)

## SNOW BALL Ice Shaver



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# CONEY ISLAND, N. Y.

By UNO

CONEY ISLAND, N. Y., April 30.—Chamber of Commerce members held their 32d annual dinner-dance and installation of 1955 officers at the Hotel St. George in Brooklyn April 26. Col. C. J. Hilbert, local manager of the Consolidated Edison Company, who headed the committee in charge of arrangements, served up an evening of diversion and relaxation for the amusement purveyors and businessmen before the outdoor season gets under way. The festivities started with a reception at 7:30 followed by dinner a half hour later.

Arthur C. Fox, one of the directors of the chamber and manager of the Brighton Beach branch of the Lincoln Savings Bank, officiated as toastmaster. Councilman Edward Vogel, Democratic leader of the 18th Assembly District covering Coney, installed the officers for the ensuing year who were John G. Ward who succeeded Moe S. Silberman, president the past two years; Murray Handwerker, Vincent J. Tesoriero, Gerald Singer, Ralph W. Fouse and Alfred Garms, all vice-presidents; Leonard F. Tria, treasurer; Leo Stein, assistant treasurer, and Joseph W. Murphy, secretary.

Dance music was furnished by Charles Turecano's ork. Nathan and his son Murray Handwerker, of Nathan's famous eatery, received a special note of thanks for their contribution of miniature hot dogs that were passed out in profusion during the cocktail reception prior to dinner. Seated on the dais were representatives from political life, the church, industries and Coney's business sections. Many tables held groups of such well-known orgs as The F. & M. Schaefer Brewing Company, Jacob Ruppert's brewery, Brooklyn Borough Gas Company; Lieberman Breweries, Inc.; New York Telephone Company, Coney Island Hebrew Association, Manufacturers Trust Company,

Lincoln Savings Bank, Sea Gate Association, Dime Savings Bank of Brooklyn, Piel Bros. Brewing Company, Coca-Cola Bottling Company, Coney Island Sports League, Joseph Schlitz Brewing Company and F. Ballantine & Sons brewery.

Larry Rapp, talker and manager for Dave Rosen's attractions, and his wife, Jean Carroll, the Tattooed Lady, celebrated their second wedding anniversary April 19 at their home, 334 West 37th Street, New York. Taking part in the festivities were Mr. and Mrs. Dave Rosen, Mr. and Mrs. DeWise Purdin, Mr. and Mrs. Roy Heckler and daughter, Mr. and Mrs. Spud Patasso and son Rudy, Mr. and Mrs. Art Dornier, Mr. and Mrs. Charles Lucas, Albert-Alberta, Mary Cox, Albert Roediger, Fred Harris, Freda Betsky, Jack Weisband, Max Wartell, Dody Gregory, and Claire Priddy. . . . Irving and Jane Krauz are celebrating a 40th wedding anniversary at the Town & Country restaurant in New York May 1. . . . Abe Einhorn and his famous Scooter at Surf Avenue and Schweickert's Walk, together with manager and brother Sam Einhorn, are enjoying their 15th year of Coney ride operation.

## N. H. Drive-In Bill Advances

CONCORD, N. H., April 30.—House Bill 16, which would require drive-in theaters and other places of amusement having direct access to State highways to obtain a permit from the Commissioner of Public Works before building, was passed with slight amendment by the State Senate.  
The bill will now go to the House of Representatives.

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Cincinnati 22, O.

(Routes are for current week when no dates are given. In same instances, possible mailing points are listed.)

- A-1 Am.: Chicago.
- American Beauty: Leadwood, Mo.; Columbia 9-14.
- American Eagle: Spiro, Okla.
- Amusements of America: Crum Lynne, Pa.
- Baker United: West Terre Haute, Ind.; Greencastle 9-14.
- Beam's Attrs.: Johnstown, Pa.
- Belle City: Milwaukee.
- B. & H. Charlotte, N. C.
- Blue Grass: Owensboro, Ky.
- Blue Valley: Grandview, Mo.
- Bogle, F. C.: Manhattan, Kan.; El Dorado 9-14.
- Brodbeck & Schrader: Eureka, Kan.; McPherson 11-16.
- Buck, O. C.: Menands, N. Y., 2-14.
- Burdick Greater: Gatesville, Tex.
- Burke, Harry: Baton Rouge, La.
- Burkhart: Bowling Green, Mo.; Carrollton, Ill., 9-14.
- Cavalcade of the West: Yreka, Calif.; Centralia, Wash., 10-14.
- Central States: Dodge City, Kan.; Hays 9-11; Russell 12-14.
- Chanos, Jimmie: Muncie, Ind.
- Coleman Bros.: Wallingford, Conn.
- Continental: Winsted, Conn.
- Crafts Expo.: (Fair) Lone Pine, Calif., 5-8.
- Crafts 20 Big Unit No. 1: Lawndale, Calif.
- Davis Am. Co.: Sutherlin, Ore.; Myrtle Creek 10-15.
- Dickson United: Stonewall, Okla.; Coalgate 9-14.
- Down River Am. Co.: River Rouge, Mich.; Roseville 10-15.
- Drago Am.: Kokomo, Ind., 4-9; Marion 11-15.
- Drew, James H.: St. Albans, W. Va.
- Dyer's Greater: Cape Girardeau, Mo.
- Dumont: Rome, Ga.; Lafayette 9-14.
- Eddie's Expo.: Jeanette, Pa.; Monessen 9-14.
- Evans United: Richmond, Mo., 7-14.
- Fairtime: Hanford, Calif.; Manteca 11-15.
- Franklin, Don, No. 1: Bryan, Tex.; Duncan, Okla., 9-14.
- Franklin, Don, No. 2: Paola, Kan.; Kansas City 10-21.
- G. & B.: Buckhannon, W. Va.
- Gem City: Belleville, Ill.; Aurora 9-14.



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- Georgia Am. Co.: Dahlonega, Ga.
- Glades Am. Co.: Conway, S. C.; Lake City 9-14.
- Gladstone Expo.: Humbolt, Tenn.; Fulton, Ky., 9-14.
- Gold Medal: Maryville, Tenn.; Bristol, Va., 9-14.
- Gooding Am. Co., No. 1: Columbus, O.
- Gooding Am. Co., No. 2: Huntington, W. Va.
- Gooding Am. Co., No. 3: Johnstown, Pa.
- Gooding Am. Co., No. 4: Cleveland.
- Gooding Am. Co., No. 6: Tarentum, Pa.
- Gooding Am. Co., No. 7: Columbus, O.
- Grand American: Moberly, Mo.; Ottumwa, Ia., 9-14.
- Great Southern Expo.: (2900 Voth Road) Beaumont, Tex.
- Hale's Shows of Tomorrow: Kansas City, Kan.
- Hannum, Morris: Allentown, Pa.
- Happy Attrs.: Alliance, O.
- Holly Am. Co.: Cochran, Ga.
- Hottie, Buff, No. 1: New Orleans, La.
- Hottie, Buff, No. 2: Ponchatoula, La.
- Hugo's Novelty Expo.: Sunflower, Kan., 5-14.
- Ideal Rides: Indianapolis 6-16.
- Imperial, No. 2: Greenville, Ill.; Pittsfield 9-14.
- Interstate: Clarksville, Tenn.
- Keystone Expo.: Joanna, S. C.
- King, Ltd.: Preston, Ont., 11-14.
- Klein Am. Co.: Sioux Falls, S. D.
- Lagasse Am. Co., No. 1: Lawrence, Mass.; Haverhill 9-14.
- Lagasse Am. Co., No. 2: Woonsocket, R. I., 6-14.
- Lagasse Am. Co., No. 3: Dover, N. H.
- Lone Star: Wellston, O.
- Manning, Ross: Newbern, N. C.
- Marks, John H.: Richmond, Va.
- Merriman's Midway: Abia, Ia., 5-7; Perry 9-14.
- Merry Midway: Trezevant, Tenn.
- Midway of Mirth: Centralia, Ill.
- Mighty Hoopster State: Jeffersonville, Ind.; Frankfort, Ky., 9-14.
- Mighty Page: South Hill, Va.
- Milkien Bros.: Spencer, N. C.
- Moore's Modern: Okmulgee, Okla.; Seminole 9-14.
- Motor State: Oxford, Mich.
- Mound City No. 2: Steelville, Mo.
- Mullins Royal Pine: Lincoln, Me., 9-14.
- Nolan Am. Co.: Weirton, W. Va.; Barber-ton, O., 9-14.
- Norton's Rides: Guymon, Okla.
- Oklahoma Expo.: Bristow, Okla.
- Page Bros.: Bowling Green, Ky.; Somerset 9-14.
- Pan American: Cleveland, Tenn., 9-14.
- Penn Premier: Burlington, N. J.; Philadelphia, Pa., 9-14.
- Parada: Wagoner, Okla.
- Playtime: Stoneham, Mass.
- Powelson Greater: (Valley St.) Dayton, O.; (West Third St.) Dayton 9-14.
- Prell's Broadway: Greenwood, S. C., 7-14.
- Raley Expo.: Columbia, S. C.
- Reid, King: Glens Falls, N. Y.
- Reithoffer: Shickshinny, Pa.; Plymouth 9-14.
- Reithoffer's Blue: Stamford, Conn.
- Rocky Mountain Empire: Moab, Utah.
- Rohr's Modern Midway: Hanna City, Ill.
- Rose City Rides: Lutesville, Mo.
- Royal Expo.: Augusta, Ga.; Bamberg, S. C., 9-14.
- Royal Midwest: Madison, Ind.; Cleves, O., 9-14.
- Snapp Greater: Carthage, Mo.; Springfield 9-14.
- Southern Valley: Malvern, Ark.
- Star Am. Co.: Bald Knob, Ark.
- Stephens, C. A.: Loudon, Tenn.; Morristown 9-14.
- Strates, James E.: Philadelphia.
- Stumbo's Tri-State: Heavener, Okla.
- Sunset Am. Co.: Excelsior Springs, Mo.; Chillicothe 9-14.
- Tassell, Barney: Quantico, Va.
- Tatham Bros.: Bement, Ill.
- Tennessee Valley Am.: Elizabethtown, Ky.; Maysville 9-14.
- Thomas Joyland: Vivian, W. Va.
- Tinsley, Johnny T.: Spartanburg, S. C.
- Tivoli: Joplin, Mo.
- Trailway: Lancaster, S. C.
- 20th Century: Fort Smith, Ark.; Joplin, Mo., 9-14.
- United States: Abingdon, Va.
- Virginia Greater: Crisfield, Md.; Cambridge 9-14.
- Volunteer: Nashville.
- Wallace Bros.: Memphis.
- Warwick: Piedmont, Mo.
- West Coast: Richmond, Calif.; Alameda 9-15.
- West Coast Expo.: (Fair) Chowchilla, Calif.; (Fair) Lincoln 13-15.
- Wilcox, Dick: Mechanic Falls, Me., 7-14.
- Wolfe Am. Co.: Salisbury, N. C.; Asheboro 9-14.

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- Bailey Bros. & Cristiani: Pampa, Tex., 3;
- Borger 4; Amarillo 5; Levelland 6; Big Springs 7; Hobbs, N. M., 8; Pecos, Tex., 9; Artesia, N. M., 10; Carlsbad 11; Alamogorda 12; Albuquerque 13-14.
- Beatty, Clyde: Coalinga, Calif., 5; Merced 6; Fresno 7; Tulare 9; Tat 10; Lancaster 11; San Fernando 12; Glendale 13; Burbank 14; North Hollywood 15; Van Nuys 16; Ventura 17.
- Cole, Geo. W.: Versailles, Mo., 3; California 4; Fayette 5; Salisbury 6; Brunswick 7; Braymer 8; Hamilton 9; Cameron 10; Gallatin 11; Bethany 12; Albany 13; Maysville 14.
- Davenport, Orrin: Winnipeg 7-13; Brandon, Man., 16-22.
- Hagen Bros.: Ottumwa, Ia., 3; Washington 5; Mt. Pleasant 6; Burlington 7; Iowa City 9; Davenport 10; Kewanee, Ill., 11; Canton 12; Macomb 13; Galesburg 14; Pekin 15; Lincoln 16; Kankakee 18.
- Hamid-Morton: Altoona, Pa., 1-7; Montreal 14-21.
- Hollywood Productions: Hobbs, N. M., 4; Tucumcari 5; Las Vegas 6; Albuquerque 7-8; Las Cruces 10; El Paso, Tex., 11-15.
- Hunt, Bros.: Glassboro, N. J., 3; New Castle, Del., 4; Richardson Park 5; Downingtown, Pa., 6; Norristown 7.
- Kelly-Miller: Harrison Ark., 3; Mountain Home 4; Mountain Grove, Mo., 5; West Plains 6; Thayer 7; (mat.) Doniphan 8; Poplar Bluff 9; Fredricktown 10; Farmington 11; Festus 12; Ste. Genevieve 13; Chester, Ill., 14.
- Kelly-Morris: Mound City, Ill., May 5.
- King Bros.: Lafayette, Ind., 3; Frankfort 4; Anderson 5; Richmond 6; Middletown, O., 7; Cincinnati 8-9; Covington, Ky., 10; Dayton, O., 11; Springfield 12; Columbus 13; Mount Vernon 14; Dover 15.
- Lewis, Nat: Brantford, Ont., 3; London 5-7; Dundas 9-10; East Toronto 11-12; Tillsonburg 14.
- Mack, Fred J.: Blairsville, Pa., 3; Vandergrift 4; Natrona 5; Ambridge 6; Wellsville, O., 7; Martins Ferry 9; Bellaire 10; Barnesville 11; Woodsfield 12; Marietta 13-14; Athens 18.
- Merchandise Free Circus & Palace of Wonders: San Angelo, Tex., 5-7; Midland 9; Sweetwater 10; Post 11; Seminole 12; Levelland 13; Lubbock 14.
- Mills Bros.: Kenton, O., 3; Urbana 4; Xenia 5; Troy 6; Richmond, Ind., 7; Portland, Ind., 9; Fort Wayne 10; Huntington 11; Wabash 12; Peru 13; Logans-

## Dallas Skeds 23-Day Pan-Am Good-Will Tour

DALLAS, April 30.—The State Fair of Texas will sponsor a 23-day flying good-will mission to South America this spring to stimulate interest in the fair's Pan-American Livestock Exposition.

The fair also announced \$87,528 in livestock and poultry premiums for 1955.

The group of fair officials, livestock experts and representatives of U. S. breed associations will depart from Dallas by air May 21 and return June 12. The itinerary includes nine cities in eight countries: Caracas, Venezuela; Bogota, Colombia; Guayaquil, Ecuador; Lima, Peru; Santiago, Chile; Buenos Aires, Argentina; Montevideo, Uruguay; Sao Paulo and Rio de Janeiro in Brazil.

This is the third trip of its type to be sponsored by the State Fair of Texas. Highly successful junkets were made to Mexico in 1953 and to Panama, Ecuador, Colombia, Venezuela and Cuba in 1954. In each of the cities to be visited, the State Fair of Texas will be host to a selected group of prominent livestock leaders, businessmen and government officials

at a series of luncheons and dinners.

Invitations to send representatives have been extended to all United States purebred beef and dairy cattle, swine and sheep breed associations and to the national quarter horse organization. The group will be led by Ray W. Wilson, manager of livestock and agriculture for the State Fair and manager of the exposition, and possibly by Jack P. Burrus, chairman of the fair's Pan-American Committee. The junket is expected to be made by about 20 persons.

Burrus said the State Fair of Texas with its Pan-American Livestock Exposition had definitely taken a commanding lead among U. S. livestock shows in developing a successful Latin-American trade development program. Idea is to get prominent Latin-American livestock people and U. S. breeders together, thereby opening up a new market for U. S. stockmen and consequently making the fair's livestock show more attractive to breeders. Last year over 450 Latinos visited the exposition and estimates range upward from \$2,500,000 worth of U. S. cattle purchased as a result.

The fair's premium list, now on the press, lists a total of \$87,528 in premiums and awards for the Pan-American Livestock Exposition, the Junior Livestock Show and the Poultry Show.

### Posts 70G

The Pan-American Exposition will offer \$70,159, Junior Show \$15,467 and Poultry Show \$2,902.

In the Pan-American show there will be \$23,000 for beef cattle, \$20,750 for dairy cattle, \$8,072 for swine, \$4,643 for sheep, \$1,184 for Angora goats and \$11,910 for quarter horses, Palominos and Shetland ponies, plus the Open-Cutting Horse Contest. There is a \$600 special herdsman award.

The Pan-American exposition will include the National Brahman Show and regional shows for Holstein-Friesians and Ayrshires. Sales will be held for Jerseys, Holsteins and Santa Gertrudis cattle.

Beef breeds to be shown include Brahman, Santa Gertrudis, Hereford, Shorthorn and Aberdeen-Angus. Dairy breeds will be Ayrshire, Jersey, Guernsey, Holstein-Friesian and Milking Shorthorn.

## Pair Chosen Directors at Fredericton

FREDERICTON, N. B., April 30.—Lloyd Sloat and Alderman J. Walter Whittingham have been named to the board of directors of the Fredericton Exhibition. Sloat is president of the local branch of the New Brunswick Federation of Agriculture.

The directors decided to hold a hauling match for horses at this year's event, with a cup to be donated by Alderman William T. Walker. Also decided on was the addition this year of Shorthorns and Guernseys to the livestock exhibit breeds.

Livestock exhibitors were entertained at a banquet here on April 14 with the directors as hosts.

Harness racing at the fairgrounds track will begin on June 16 on a Thursday basis thruout the summer.

- port 14: Valparaiso 16; Gary 17; Harvey, Ill., 18.
- Polack Bros' Eastern: Austin, Tex., 4-7.
- Polack Bros' Western: Sacramento 3-8; Marysville, Calif., 9-10; San Francisco 12-22.
- Ring Bros.: Rockmart, Ga., 3; Acworth 4; Canton 5; Roswell 6; Cummings 7; Clayton 9.
- Ringling Bros. and Barnum & Bailey: New York 3-8; Boston 10-15; Baltimore 17-18.
- Von Bros.: Woodstock, Va., 3; Strasburg 4; Berryville 5; Purcellville 6; Thurmont, Md., 7; Manchester 9.
- Ward-Bell: Spokane 6-10.

### Ice Shows

- Holiday on Ice, International, No. 1: Bolzano, Italy, 3-4; Milano 6-9.
- Holiday on Ice of 1955: Baton Rouge, La., 3; Corpus Christi, Tex., 5-10; Mexico City 13-June 1.
- Ice Capades: San Francisco 3-4; Los Angeles 5-22.
- Ice Vogues: Jackson, Miss., 3-6; Hattiesburg 7-11; Pensacola, Fla., 12-17.
- Shipstads & Johnson's Ice Polities: Spokane 3; Vancouver, B. C., 5-11; Seattle 12-22.

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## NAAPPB Establishes Co-Op TV Film Plan

CHICAGO, April 30.—Details of the NAAPPB plan for producing and distributing animated television commercials for members who subscribe to the service were revealed here by Paul H. Huedepohl, secretary.

Harlequin Productions, Hollywood, has contracted to produce two 53-second spot announcements and two 15-second spots. NAAPPB is paying \$10,000 for these, using money budgeted at the association's December convention. These "open end" films will be prepared so that individual parks may add their own names and local information at the first or last of the stock section.

One of the longer spots will be aimed at family business and the other will be angled to teen trade. Each of the 15-second shorts will be an abbreviated version of one of the longer ones.

### Pro-Rate Costs

Cost of the basic animated films will be pro-rated among the parks which buy into the deal, Huedepohl said. If 10 parks subscribe, the price might be approximately \$1,200 each, allowing for some extra expenses. If 100 sign up, the price might be \$120 each.

To this price, each park manager would have to add any cost for signature material with which he would fill out to make 60 and 20-second films. The major addition would be the price of time on

local television stations, and that is being left to each parkman to arrange himself.

Huedepohl said that the films are to be built around special jingles to the tune of "Heigh Ho, Come to the Fair." Material is being selected so that it will be usable by small as well as large parks. None of the films will include Roller Coaster art, for example, because many parks don't have one. But those with Coasters can add films of their own in the open time allowed. No trade names for types of rides are being used in the films, but generalized names are being used for those devices built by several companies.

### Start in June

Contract with Harlequin calls for delivery on the first long film June 1 and the second on June 20. George K. Whitney Jr. is scheduled to inspect the final product for acceptance. Prints will be sent to the NAAPPB office in Chicago and will be distributed to member-subscribers by Huedepohl.

Harry Batt, of Pontchartrain Beach, New Orleans, chairman of the NAAPPB committee for setting up a TV commercial plan, and Huedepohl recently completed negotiations with Harlequin in Hollywood. Huedepohl described the plan as NAAPPB's "greatest promotion in 37 years."

## Picnic Bookings Give Kennywood Rosy Outlook

PITTSBURGH, April 30.—Kennywood Park, off to a good start, expects a good year because of picnic bookings, reports Carl Hughes, park publicity man. Park owner is A. B. McSwigan.

Kennywood Park is first in this area with the Rotor and expects this English ride built by Rotor-Drones, Ltd., to go over big.

In its Kiddieland, Kennywood has the Caddy Car Ride and named it the Little Turnpike. Small cars patterned after the Cadillac, travel individually over a track winding thru a grove, and thru the Turnpike's tunnel, an idea original with the park.

Park's new refreshment stand is modernistic, and it lights up one whole corner of the park. The Dipper, smallest of four Roller Coasters, has been lengthened by 100 feet with new curves and dips added. Big new steel picnic pavilion has asphalt floor, and is the park's seventh indoor pavilion.

## Fairyland Adds Rides, Games

KANSAS CITY, Mo., April 30.—Fairyland Park was overhauled for its opening of the 1955 season this week, according to Manager Harold Duncan.

New features include a kiddie Midget Racer and a kiddie Choo-Choo, skee-ball alley and a miniature golf course.

Under a new arrangement, the park's ballroom will be reserved exclusively for private parties. Advance bookings indicate a heavy season in this department.

Picnics will again dominate the amusement center's program. A record number of organizations have already reserved dates for the two covered pavilions and athletic field. The park has 80 acres of outing and parking facilities. A group of parochial schools will open the picnic season May 9.

## TALENT LURE

### Six New Eng. Ops Form Booking Circuit

MANCHESTER, N. H., April 30.—A unique block booking setup is being engineered by Charles Kearns, local booker, to aid performers and the operators of ballrooms at New England's amusement parks and resorts.

With some six operators already participating, the plan is designed to lure the band or artist with the promise of a full week's work. Additionally, it is hoped it will secure for the operator the artist he wants when he wants him and at a price that he can afford to pay.

In the case of vocalists the plan offers additional bait in that only one rehearsal for the entire route will be required since one of two area bands will be used for the circuit. The bands, well qualified in backing top names thru the years, are Ted Herbert and Bob Kachelder.

### Price Differential

There should be little haggling among spots over dates for two reasons. First, the co-operating operators are non-competitive and, second, there will be a considerable price differential for the lesser spots. For instance, it is said that while one spot would pay \$1,500 for a feature another spot on the same circuit would pay as little as \$750, both because its potential was only half of the top spots and because its scheduling would not be as choice.

The first circuit activities will commence with the booking of Ralph Flanagan and his band for a Dartmouth College ball at Hanover, N. H., on May 14. He will then play Whalom Park, Fitchburg, Mass. on May 16; Lincoln Park, Dartmouth, Mass., 17; Rhodes on the Pawtuxet, R. I., 18; Mountain Park, Holyoke, Mass., 19; Bowdoin College, Me., 20, and Hampton Beach (N. H.) Casino, 21.

Participants are John Dineen, Hampton Beach Casino; Meyer Stansler, Rhodes on the Pawtuxet; John Collins, Lincoln Park; Dennis Collins, Mountain Park; Henry Mcwen, Whalom Park, and Julian

and Irving Norton, Lake Compounce, Bristol, Conn.

Kearns said that the booking circuit would be expanded if other operators wished to participate.

## Kelmans Sets Schedule for Indian Point

NEW YORK, April 30.—Final plans for the opening of Indian Point Park, Hudson River shore spot near Peekskill, N. Y., on a full-time basis were set in motion this week by E. D. Kelmans, operator.

A refurbishing program was started last week under the supervision of Jules Logelin. The attractions will remain the same as last year except that a new show will be lodged in the 30 by 40-foot building used to house an illusion last year. Only one show attraction will be presented. The attraction has not yet been chosen.

Kelmans said bus and boat bookings were running ahead of last year. Considerable publicity was given to the sale of the park property last winter to the Consolidated Edison Company, a utilities firm, by Kelmans. However, the park will run thru the 1956 season at least, and this fact is being publicized thru newspaper advertisements and direct mailings.

## Rhythm Group Booked Into Country Park

PHILADELPHIA, April 30.—Local television and recording favorites, enjoying wide followings in the area, will be coupled with the folk and Western names as headliners for Sleepy Hollow Ranch at nearby Pennsburg, Pa., for the coming season. Jolly Joyce Theatrical Agency will again hold the booking franchise for the country park owned and operated by Pete and Elmer Newman and their wives, the Murray Sisters, who were featured for many years on local radio with their own Western shows.

For the season's opener on May 15, Sleepy Hollow will offer Bill Haley and His Comets, Decca recording rhythm unit, Jack Valentine and the Tommy Ferguson Trio, stars at WCAU-TV here, will headline on May 22. For the Memorial Day weekend, Smiley Burnette will top the two-day bill (29-30).

Others set thus far for the Summer season include Eddie Dean and the Frontiersmen for June 19; Jimmy Wakely coming in from Hollywood for July 4; Rex Trailer and his horse, local Western TV star linked with WPTZ here for July 10, and Homer and Jethro for August 7.

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## ORIGINAL EDICT REVERSED

### Kiddie Park Wins Right to 'Playland' Word in Title

NEW YORK, April 30.—Playland Center kiddie park in Queens has won Appellate Court permission to retain its name, following an original suit by Rockaways' Playland over use of the word "Playland" in a park title.

Rockaways' Playland sued a year ago over the title and won its case in a Queens court, but the decision was reversed, 4-1 in Appellate Court on Monday (18). Co-owner of Playland Center, Irving Greenfield, held thru his attorney that the word "Playland" was more a generic term than a name, and therefor was open to public usage.

The kiddie park cited the case in which Fairyland in Queens was unsuccessful in a similar suit against Fairyland in Brooklyn. It also mentioned the common usage of the title "Playland" at Times Square arcades, and at Playland amusement park in Rye, N. Y. It was brought out that Greenfield and his partner had the title of Playland Center incorporated four years ago when they were about to operate on Bruckner Boulevard, the Bronx. Greenfield said they set up in Queens when they learned the Bronx site was not suitably zoned, so that their title was not chosen because of proximity to Rockaways' Playland.

Playland Center is on Cross-Bay Boulevard, a main artery over Jamaica Bay which enters the Rockaways directly in front of the major amusement park. There is one other ride location on the boulevard between the parks, a building at Broad Channel housing a Carousel, kiddie Boat Ride and Arcade of Mrs. Miriam Nunley.

There are seven rides at Playland Center, and delivery is expected shortly on a Schiff high-park model Coaster. The spot this year started using a clown for ballyhoo, employing a 72-year-old retired clown who performs under the name of Sunshine. He strolls outside the park, shakes the hands of kiddies, and escorts women into the funspot beneath a comical parasol.

## ALL UNDER CANVAS

### Mineola Moves Again, Labor Day Date Firm

WESTBURY, N. Y., April 30.—The Mineola Fair will be held at a new site this year, the second such move since 1952. Directors met Tuesday (26) and conceded that the Yonkers Raceway situation made it impossible for the annual to be held again this year at Roosevelt Raceway.

There are two locations under study, both of them in Nassau County on Long Island, according to manager Charles Bochart, and a decision will be made shortly.

Several problems in the switch present themselves immediately, chief among them the fact that there will be considerable more expense involved this year in putting on the fair. Four entire departments and some 200 concessionaires were housed in 1953 and 1954 beneath the raceway grandstand, and Bochart conceded that a large amount of canvas would be required to accommodate them at the new site.

Mineola thus is reverting to its old tent status and will be one of the nation's most formidable under-

canvas fairs this season, with no buildings being available at all at the new location.

Yonkers and Roosevelt Raceways have a reciprocal agreement, whereby if either track is put out of commission by fires, strikes, construction or any other reason, the other track would be available for the stricken racing association to use for its assigned dates. Harness racing at Roosevelt Raceway ends August 15 this year to be followed shortly by the Yonkers meet. But State Thruway work has fouled up the Yonkers Raceway approaches and the association there will not sign a waiver to free Roosevelt Raceway for the fair.

Directors of the fair, including eight new members without fair experience, have settled on Labor Day week beginning September 3 for the Mineola Fair and Industrial Exposition this year. The dates appear firm. It will be a week earlier than ever before for the annual.

It is the intent, however, for the fair to return to its raceway home next year once the Thruway work at Yonkers is completed. For many years it had occupied the old fairgrounds in Mineola until in 1952 the county repossessed its property for office and parking space, and the fair was forced to find a new home. The harness racing track was offered since J. Alfred Valentine, president of the fair agricultural society, is also a leading figure in the race association.

### Kirkville, Mo., Builds New Entry

KIRKVILLE, Mo., April 30.—The Northeast Missouri Fair will open its gates for its August 8-12 run this year with a new main entrance and a new road leading into the grounds. Attraction program will include American Beauty Shows on the midway and Boyle Woolfolk acts.

### Winnipeg Sets Rodeo, Gene Holter Animals

WINNIPEG, April 30.—The Greater Winnipeg Exhibition, which will run from June 24 to July 2 in nearby St. Vital, will again feature a rodeo this year, E. J. Casey, business manager, announced. This year's rodeo will be a contest event, with points to be recognized at the world's championship event in New York.

Total prize money will amount to \$5,000. David H. Halparin will produce the event with Jerry Meyers as arena director and stock supplied by the Prairie Rodeo Stock Association, Ltd. Event will include Brahma bull fighting, chariot races, trick roping, bronk riding, steer decorating, bull riding and wild horse riding.

One show daily is scheduled for the five days with the exception of Saturday, June 25, when a matinee is scheduled. On the final three days of the fair, June 30-July 2, Gene Holter's animal show will take over the grandstand spotlight.

#### Calypso Band

The Esso Calypso Band, which gave a command performance before Princess Margaret in Trinidad last year, will be an added grandstand attraction each afternoon and night. In addition, the aggregation will have a display of its costumes in an exhibit hall and will also demonstrate how they manufacture their weird-sounding instruments.

Other fair attractions, in addi-

### PRESS AGENT'S DREAM CHORE

DALLAS, April 30.—Thad Ricks, director of publicity for the State Fair of Texas, currently is handling what might be described as a soft assignment for a press agent.

Ricks is doing publicity for the annual Gridiron Show of the Press Club of Dallas.

President of the club is John King, city editor of The Dallas Morning News. General chairman of the Gridiron Show Committee is Bert Holmes, city editor of The Dallas Times Herald.

### GIVEAWAYS

#### Brockton Sets Comic Book Promotion

NEW YORK, April 30.—The Brockton (Mass.) Fair will use the new promotional comic book designed especially for fairs, Mack Culver, of Custom Comics, announced here this week.

The deal was set recently with Carlton J. Larson, Brockton manager. It is understood that some 50,000 booklets, especially imprinted with the fair title, dates and listing of special events, will be distributed free in the Brockton drawing area. It was previously announced that George A. Hamid would use the books in the promotional program of the New Jersey State Fair, Trenton.

The four-color books will be printed in ample time for distribution well in advance of the fair season, Cluver said. Black-and-white art work and the story are complete. The story and art depicts an average American family attending a modern fair and the entertainment and educational advantages gained. The book is so designed that it can be used by virtually all fairs.

## Fla. Assn. to Make Study of Shows

### Midway Ops, Fair Execs to Participate In Panel Discussion of Timely Problems

GAINESVILLE, Fla., April 30.—The Florida Federation of Fairs, Livestock Shows and Expositions will conduct an open panel analysis-discussion of fairs and carnivals at its two-day short-course on fair management here May 16-17. The school will be held in the Thomas Hotel under joint sponsorship of the association and the agricultural extension service of the University of Florida, according to a tentative program announced this week.

The discussion will be based on a survey made of the State's fairs and carnivals. Items to be covered include concessions, contract provisions, policies, shows, rides, games, free acts, grandstand attractions and a code of ethics.

Representing the carnival industry will be James E. Strates, owner of the shows bearing his name; Hal Eifort, Cooding Amusement Company, and Earl D. Backer, Blue Grass Shows. Fair executives will include John Henry Logan, Pinellas County Fair; Harry Jack, Charlotte County Fair, and Gordon Ellis, Northeast Florida Fair and Livestock Show.

Lloyd Rhoden, manager of the North Florida Fair and T. L. Barineau, secretary-treasurer of the association, will serve as moderators.

#### Baker to Speak

Also high on the program will be the tentative appearance of C. G. (Pete) Baker, president of the International Association of Fairs, and manager of the Oklahoma State Fair, Oklahoma City. He is scheduled to speak on the "President's Viewpoint."

An open discussion of youth programs will be participated in by Barbara Halliday and Colin Wil-

liamson, of Florida's FFA, and Fredna Haas and Jimmy Cummins, of the State's 4-H Clubs. W. T. Loftin, associate professor of agricultural education, will serve as moderator. W. W. Brown, State 4-H Club boys' agent, will also moderate another panel on youth fairs.

Earl W. Brown, president of the Florida State Chamber of Commerce, will speak on the value of fairs, and Harry O. Stratton, president of the fair association, will report on legislation. Livestock shows will be the subject of an address by Louis Gilbreath, manager of the Southeastern Fat Stock Show and Sale, aided by W. T. Alvarez, Bill Snead and T. W. Cannon, livestock exhibitors.

Frank Wylie, head of the Dodge Division of the Chrysler Corporation, will speak on exhibits, and Walter Rountree, deputy insurance commissioner, will discuss insurance for Florida fairs. The role fairs have played in Florida's agricultural progress will be pointed out by H. G. Clayton, director of the agricultural extension service.

Final session of the meeting, Tuesday afternoon, will be taken over by the association for its annual business convention. Officers will be elected and operational plans for '56 outlined.

### Craik, Sask., Elects

CRAIK, Sask., April 30.—Officers of the Craik Agricultural Society, elected at the org's annual meeting, are: President, Harold Roe; vice-presidents, M. Luther and G. Muirhead; secretary-treasurer, Adele Barnet.

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**Fair Dates**  
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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.

**Massachusetts**  
Hancock—The Berkshire Co. Fair Assn. Aug. 11-14.

**Pennsylvania**  
Montandon—Tri-Township Fair Assn. Sept. 21-24. John B. Frederick.

**Tennessee**  
Murfreesboro—Murfreesboro Fair Assn. Aug. 21-23. Wm. H. Butler.

**CANADA**  
**Ontario**  
Norwood—East Peterborough Agrl. Soc. Oct. 7-10. D. A. McNeil.

**Quebec**  
Ste Scholastique—Ste Scholastique Exhn. Aug. 31-Sept. 2. Paul Morin, St. Eustache.

**MITSI RAY**  
The Parisian Rubber Doll

514 Birch St., Vineland, N. J.  
8 to 12 Minute ACROBATIC ACT

**Open Dates for Grand Stand FAIRS and PARKS—1955**

## CRAFTS' BID WINS CALIFORNIA FAIR

Will Play Big Expo for Sixth Time; To Operate 55 Rides on Fun Zone

SACRAMENTO, April 30.—Crafts 20 Big Shows this week were awarded the contract for the '55 midway at the California State Fair here. The award was made after it had been given to another show and later rejected.

Disclosure of the contract authorization was made by W. C. Wright, president of the fair's board of directors, at a special meeting of the board here Wednesday (27).

Crafts' bid, 12¼ cents per capita, was approved by the California State Department of Finance and formally accepted. Bids submitted by Babcock United Shows of 12

cents, and by West Coast Shows of .1111 cents, were also submitted.

Previous bids by West Coast Shows were twice accepted and rejected by the finance department, the first time when the fair rescinded three-year contracts, and secondly on the grounds of a lower one-year bid by West Coast.

Awarding of the contract to the Orville Crafts-owned show marks the sixth year that organization has been successful in getting the fair, five times since 1947. This year's bid, according to Crafts, was the highest his group ever offered. He reported he expects to have a total of 55 rides on the midway, consisting of 25 kid and 30 major devices. In addition, he will have 10 shows and upward of 150 concessions.

## Lagasse Gets, Holds Lowell Cele Alone

LOWELL, Mass., April 30.—Orville L. Wesley, general manager of the Lagasse Amusement Company, this week noted that the coveted Fourth of July celebration here was secured for his organization without the aid of Jeff Harris, as was inadvertently implied in these columns last week.

In the initial story of the awarding of the celebration to the Lagasse company it was said that Harris participated in the booking. Actually Harris is reported to have participated in the bidding in opposition to Lagasse, in an attempt to regain the date which he held for two years as a promoter.

The Lagasse organization will handle all of the midway entertainment units and is now offering space to concession operators.

## Buck Opens OK But Cold Catches Up

TROY, N. Y., April 30.—The O. C. Buck Shows got off to a good seasonal start here last Friday and Saturday (22-23) with earnings reported good and running ahead of expectations.

From Monday (25) on, however, the weather turned cold and wet and both attendance and gross were hurt considerably. Forecasts for the concluding sessions today are good and it could be that a banner windup is in store.

On the basis of initial earnings, personnel said they expected the season to be good, altho short of record-breaking. The show will remain in the Albany district for several weeks.

## Concesh Op Loses \$2,900

SAN ANTONIO, April 30.—Albert R. Cohn, concessionaire, "banked" \$2,900 in the trunk compartment of his car over the weekend and all he had left of his deposit Monday was a little change.

Cohn, operator of several concessions during the annual Fiesta San Jacinto week, told police the car was stolen from a parking lot across the street from the county jail Sunday (24). Police found the car abandoned early Monday, the trunk compartment open.

## Weather Hurts Strates Start In Philadelphia

PHILADELPHIA, April 30.—The James E. Strates Shows got off to a slow start here Monday (25) in cold, wet weather which continued off and on thru the early part of the week. The wind-up days, Friday and Saturday (22-23) last week in Wilmington, Del., were reported good. They followed another spell of bad weather.

A reported 64,000 children's day tickets were reported distributed thru a tie-in with the Sun Ray Drug Company. A bicycle will be given away at today's matinee. WCAU and WPEN are offering tickets on kid programs.

A new Illusion Show operated by Will Reese has replaced the unit operated by John Powers. Lew Hamilton is now talking on the front of Jack Norman's Broadway to Hollywood Revue.

## Prell Studies Reports, Looks for Good Season

NEW YORK, April 30.—Joe Prell, general representative of Prell's Broadway Shows, this week reported an optimistic attitude prevailing among the executives and personnel of his organization as it prepared to open May 7 at Greenwood, S. C., where the show wintered.

Prell has visited several operating shows in recent weeks. He said that reports of early spending were encouraging. If the good spending encountered to date continues, he noted, it will take only a fair measure of good weather for the season to turn out good.

As expected, the hope for a lucrative season is built principally around the fair route and the Prell organization again this year holds an advantageous position. In chronological order it will play fairs at Harrington, Del.; Nazareth, Bedford and Carlisle, Pa.; Jacksonville, Washington, Goldsboro, Concord and Rocky Mount, N. C.; Frederick, Md.; Greenville, N. C.; So. Boston, Va., and the Columbia (S. C.) Colored Fair.

The show had hoped to avoid the usual type of still date operations this year because of their risky nature, but reverted to the usual format when other plans failed to materialize. As it is, the show is opening much later than usual, a move calculated to avoid a large measure of bad weather.

Plans call for 11 major rides,

panies and four kiddie units. Majors are the Merry-Go-Round, two Ferris Wheels, Rock-o-Plane, Rolloplane, Caterpillar, Tilt-a-Whirl, Chairplane, Octopus and Little Dipper.

Planned show units include Johnny Borro's Motordrome, Doc Allen's Side Show, a Minstrel Show, Wild Life and Monkey Show.

Maxie Sharp is the new business manager. About 40 concessions will be carried on still dates.

The staff will include Sam E. Prell, manager; Ben Prell, office secretary; Abe Prell, ride and transportation superintendent; Joe Prell, general representative; John Hoffman, lot man; James Zybriskie Jr., electrician; Sam Caruso, builder and Al Bysinger, assistant to Abe Prell.

## Rain Dampens Premiere of Vivonas' A. of A. Midway

CRUM LYNN, Pa., April 30.—Wet spring weather has held down the early business for Amusements of America, altho the show has noted a willingness and ability to spend when the skies were clear. Some 2,500 people attended the opening here in Leipserville altho it was an overcast day with drizzles.

The 10-day appearance last week in Middle River proved satisfactory and would have been big except for the loss of four days to rain. Friday and Saturday (15-16) had just fair weather but turned nice crowds. The Saturday matinee drew a good crowd of moppets.

The first two days were near-washouts but the show still turned a good crowd, but not of the spending kind. Wednesday (27) was fair but still damp and the show had a good gate, with spending picking up a little. Shows and concessions didn't do too badly but the rides got very little.

Monday (18), family night for Glenn L. Martin plant workers, proved big, it is understood.

## I. T. Signs Goshen Date

NEW YORK, April 30.—I. T. Shows this week signed what promises to be a good still date with the Lions Club in Goshen, N. Y. Promoter Morgan Demarest secured the lot, on Johnson Corners a block away from the harness race track. Dates will be July 4-9 and the race meet will be in session.

## Major Work Schedule Pushed by Bergen Org

RICHMOND, Va., April 30.—Frank Bergen got the winter quarters of his World of Mirth Shows going full blast here this week. About 25 persons are working on a full-time basis marking the largest force and earliest start of pre-opening activity in several years.

Bergen said several major projects are scheduled for completion before the show entrains for its scheduled May 27 opening at Plainfield, N. J. Among them is the framing of a new and novel Illusion Show which Bergen holds on an exclusive basis for his territory.

Bernard (Bucky) Allen, concession manager, arrived in quarters this week to direct the shaping of the front end. He was out of town several days on show business, but was due to spend most of his time here until the train is loaded.

### Aluminum Show Front

Earl Chambers, new to the route this year, has virtually completed work on his Monkey Show with its level, all-aluminum front and poles. He will also present a glass house and Mechanical Show. The glass house operated by Charlie Holliday on the show for many years was recently sold to Oscar Buck, of the O. C. Buck Shows.

Jim Bergen is assisting his uncle in the supervision of winter quarters building activity. Considerable work is also slated for the train and wagons. A number of wagons will again carry art work advertising national products in deals set by

## Brashear Signs '56 Charro Days

BROWNSVILLE, Tex., April 30.—American Midway Shows, owned by Don M. Brashear, this week was awarded the Midway contract for the 1956 Charro Days Fiesta here. Dates for the event have been set for February 4-12.

## Roscoe Walkup Passes Away

ST. LOUIS, April 30.—Funeral services were held here today for Roscoe Walkup, 80, partner in the insurance firm of Walkup & Wohlberg, who died Thursday (28) following a prolonged illness.

He was in business here with his son-in-law, Roger Wohlberg, and had been active for years in outdoor show business. Survivors include a son, Lewis; a daughter, Miriam, and three grandchildren.

## Continental Reports Okay Bow Despite Poor Weather

WATERFORD, Conn., April 30.—Cold, windy weather held down attendance at the opening stand of the Continental Shows here last week. The matinee on opening Saturday (16) was reported good altho the weather was poor. Altho the temperature dipped even more at night 1,200 paid at the gate.

On Monday (18) 1,000 passed thru the gate. Thereafter extreme cold cut heavily into attendance. Altho only a sparse sampling of potential business was possible under the circumstances, personnel expressed the opinion that the season would be a good one.

Show equipment appeared in excellent shape with virtually all canvas royal blue. Eight shows were included in the line-up and the lot was well populated with concessions.

The executive staff remains the

Gerald Snellens, general representative. Snellens is currently winding up work on the show program in New York.

Noting the inclement weather that has prevailed thruout the show's usual territory in recent weeks, Bergen again expressed satisfaction with his decision to delay his season opening in line with a policy inaugurated last year.

## Drew Stands Okay Despite Spring Rain

MARMET, W. Va., April 30.—James H. Drew Shows, here at their third stand of the season, were getting fair business with the usual spring rains holding down turn-outs in some cases. Organization opened at Gaffney, S. C., on April 1 for 10 days, then moved to Hickory, N. C., where rain fell four days.

Move here from Hickory was a rough 350-mile jaunt thru the mountains but the caravan arrived okay. Two new rides were delivered here by the Allan Herschell Company, Inc., a new Skyfighter and Jolly Caterpillar, making a total of 12 rides in the still date line-up. In addition the show is carrying 6 shows and upward of 25 concessions.

Recent visitors on the lot included Johnny Denton and Bob Robinson, Gold Medal Shows; Ernie Sylvester, Wolfe Amusement Company; Troy Williams, Williams Amusements; Mr. and Mrs. Ted Cole, bingo ops; Mr. and Mrs. John Tinsley, Tinsley Shows; Corbin Green, manager of the Hickory, N. C., fair; Orville Smith, Smith's Funland Shows; Mr. and Mrs. B. D. Phillips, Eddie Horn, Fizzie Brown, Russell Hunt, Tommie Wilson, Mr. and Mrs. Max Levin, Mr. and Mrs. Norman Saunders, Mr. and Mrs. James Whitworth, Mr. and Mrs. Bill Gilbert and Mr. and Mrs. Ray Gallimore.

## Continental Reports Okay Bow Despite Poor Weather

same as last year with Roland Champagne as general manager; Paul La Cross, general agent and publicity director; Mrs. Doris Fritz, secretary, and Freddie Fritz, assistant secretary.

Rides are under the supervision of Frank Forrest who is also chief electrician. Rides and their foremen are: Kiddie Boat, Bill Rumpf; Kiddie Auto, Walter (Mule) LaDue; Merry-Go-Round, Pete Grenier and Snuffy Roy; Ferris Wheel, John Falato; Tilt-a-Whirl, Whitey Hanett and Smokey Gennette; Chairplane, Leo Falato.

Show line-up includes Ralph and Mickey Ryder, No. 1 Gir Show; John Masefield, Fun House Monkey Drome and Motor Drome Mr. and Mrs. Bill Boudreau, Mr. and Mrs. Joe Boudreau, and George Cook, John Robinson and

(Continued on page 65)

# MIDWAY CONFAB

Mrs. Patricia Herrick, who with her husband, Carl, operates concessions on the Buff Hottle Shows, was called home recently because of illness in her family. . . . Le Roy Stultz visited Mr. and Mrs. Paul B. Prosser Sr. and their son, Paul B. Jr., at their home in Prospect, Ind., April 18. Also visiting the Prossers recently were the Roy Nelsons, who have the photo gallery on the Royal Midwest Shows. The Prossers just finished painting their Myrta Cafe, French Lick, Ind., and advise that all show folks are welcome. . . . Pinky Pepper joined Roxie Harris' Royal Midwest Shows with his Illusion Show at Charlestown, Ind., recently.

Billy Logsdon concluded a two-week engagement at Willard Park, Indianapolis, with his Single-O Show recently. He later joined Royal Midwest Shows. . . . Jimmie Leahy, concessionaire with the World of Mirth Shows, has entered Fort Lauderdale (Fla.) Hospital where he is slated to undergo surgery.

Bill Snyder, who in the past has been associated with Hennies Bros., Zacchini Bros. and Lawrence Greater Shows, has been named manager of Bob Snowden's Wild Animal Farm, Callahan, Fla. Snyder resigned as division director of the Florida Game & Fresh Water Fish Commission to accept the post. . . . Mrs. Conrad Jespersen, who formerly traveled with her late husband's band, recently suffered a hip fracture and is confined in the Community Hospital, Fremont, O. She would like to hear from friends.

Jim and Joyce Stout and their son, Melvin, left their winter home recently to take their custard concession to the Blue Glass Shows. Before leaving they took delivery on a new Buick.

Bill Powell writes from Copenhagen about a visit with Mrs. Ritter, who had a midget theater on the old Rubin and Cherry Shows. "Talked for hours about the old days," he adds.

A select group attended the 71st birthday party last week for Gerald Snellens, of the World of Mirth Shows, and many gifts and congratulatory wires were received. The dinner in the Columbia Room of the Sheraton Astor, New York City, was attended by Mr. and Mrs. Herb McElroy, of the Central Canada Exhibition, Ottawa; Mr. and Mrs. Vince Williams, of the Coca-Cola Company; Jim Bergen, of WOM, and guests Frances Raab, Bonnie Schaeffer, and Fred Sonenberg.

Col. Philip Ray will get his All Star Shows open in East Providence, R. I., May 2. George Daley, whose father was part owner of the old Star Carnival Company, will have five rides with the unit. . . . Kid Hope reports that he has Bristol, R. I., booked for the Fourth of July. . . . Charles Ginsberg stopped in Providence to buy merchandise en route from Florida to his home in Bath, Me. Also shopping for merchandise were Leonard and Ernest Silva and their mother from New Bedford, Mass. . . . Sailor West is reported framing two new shows, a 5 in 1 and snake. They will be transported on new trucks.

Carl Manthey Jr., reports that Sheila Down, featured strip at the Vasque Club, Middletown, Conn., is planning to frame a Girl Show. With James E. Moore, Manthey caught the opening of Coleman

Bros. Shows in Middletown last week. . . . Patty Finnerty stopped off in New York for a few days en route to join the King Reid Shows where he will hold down the job of business manager.

Bill Pockar, Providence, R. I., jewelry and novelty wholesaler, reports that the auction of equipment owned by the late Leo J. Conneau was well attended despite cold, wet weather. The sale was held in the Pawtucket, R. I., winter quarters of the United Amusement Company. Among those attending were Johnny Lamoine, East Brookfield, Mass.; O. L. Wesley, general manager of the Lagasse Amusement Company; A. B. Garganigo, Antique Auto Museum, Princeton, Mass.; Gerry Barker, United Amusements; G. E. Colberts, Colberts' Fiesta; A. R. Doyle, Arthur (Slim) April, Tony Lachowetz and Steve Cieplinski.

Harvey (Doc) Arlington, formerly for several seasons in the office of the James H. Drew Shows, has mended from an extended illness and is back at his post at the Rodeo Theater, Indianapolis. Prior to entering the carnival field, Arlington, who recently celebrated his 75th birthday, managed motion picture theaters in the Indiana territory back in the old tab show days. He has been off the road nearly three years.

Joe Pearl, of Gold Medal Shows, renewed acquaintances with an old friend and veteran showman in Athens, Ga., recently. It was Johnny Kishi, now chef at Tony's Restaurant, who has been off the road for 20 years but was formerly on Rubin & Cherry Shows with a dining car and an Illusion Show. . . . Mrs. June Weiner is confined to Jackson Memorial Hospital, Miami, and would appreciate letters.

Jack W. Burke, currently escorting the Hitler car thruout the hinterland, infos that he's signed to show the auto at the Mid-South Fair, Memphis, and the State Fair of Texas, Dallas. He recently closed with Cliff Wilson, who's handling the midway shows at the two annuals and toured one of the first Hitler cars in 1948. . . . Cleve (Little Tex) Blake, of Lauther's Side Show, was called home recently by a brother's illness but will rejoin the unit at Fargo, N. D. His father, D. D. (Tex) Blake, will leave Winter Haven, Fla., in mid-May to join the Lauther show.

Terry Blake is recuperating from injuries received in a car crash and expects to join Gem City Shows in July. . . . Lee Hayford, talker, caught the Strates opening in Washington and was also on the Vivona lot where he took a kiddie ride.

Donations to the shut-in fund of the National Showmen's Association have been made recently by Clarence Pool, Max Tubis, Phil Cook, Henry Kaufman, Dan Thaler, Sylvia Stern, and Irne Moore. . . . Ben Merson and Edward Kirshman are still on the sick list, while Sol Wahnish has been discharged from the hospital. . . . The club office will be open thru the summer.

Nelson Thomas had a surprise birthday celebration while the James E. Strates Shows were playing Philadelphia, virtually in his back yard.

Barbara LeMay, who worked Pittsburgh niteries the past winter, has opened on the Royal Midwest Shows with two girl shows and a bird exhibit. She has supplied the shows with new wardrobes. Miss LeMay is operating the No. 1 unit, Wayne LaMore is handling the No. 2 show and Eugene Hoover is in charge of the bird exhibit. Additions to the girl units are Candy (Blond Venus of Temptation) and Anna Louise (Girl With the Million-Dollar Legs).

Freddie Bane, concession op, was a visitor to Crafts Exposition Shows at its Port Hueneme, Calif., stand. Also stopping for chats there were Mrs. Rachel Freedman, Bob Butler and Mr. and Mrs. Fred C. Smith.

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UPTOWN LOCATION—100,000 ATTENDANCE

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WANT FOR SEASON—Balloon Darts, Cigarette Gallery, Pitch-Till-You-Win, any Hanky Panks not conflicting that can meet with the policy of this show.

WANTED FOR DUKE DENNISON'S SIDESHOW—Class Blower, Half and Half, Tommy Palmer, Pin Cushion, contact, Zarro, contact.

ALSO WANT—Young, attractive Girls with own costumes, for Posing Show. Good proposition.

LAST CALL! Sideshow people phone Federal 4-6196, Pontiac, Mich. No collect calls. Need Up and Down help, Semi Drivers.

Toledo, Ohio, follows Sandusky.

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WANT Opening May 18 WANT

### GRANGER CHERRY FESTIVAL, Granger, Wash.

CONCESSIONS—Can place Hanky Panks of all kinds.  
HELP—Can place sober Ride Help. Must drive. Report Winter Quarters, Oregon State Fair Grounds, Salem, Ore.

SHOWS—Fun House and Grind Shows with own equipment or any worth-while Shows.  
FOR SALE—Motordrome, will book same for season.

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SHOWS

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SHOWS—Fun House, Glass House, Side Show, Motor Drome, Monkey, Crime. Can use well-flashed Girl Show starting May 16 for balance of season. You must own complete outfit.

This is a twelve-ride show, as fine as there is in the business. All still spots with free gate. Fairs and Celebration solid from June 20 to October 2.

All replies wire Western Union this week, May 2 to 7, Jeffersonville, Indiana; May 9 to 14, Frankfort, Kentucky.

W. R. GEREN

### CAVALCADE OF THE WEST SHOWS

BOB & BETTY SCHOONOVER  
Owners-Managers

DANNY FERGUSON  
Bus. Manager

### LAST CALL LAST CALL LAST CALL

ENTERING CANADA ON MONDAY, MAY 16, FOR 14 WEEKS OF FAIRS AND CELEBRATIONS

Can place Concessions of all types that operate for merchandise only. Can place Shows of all types with own equipment. Have complete Side Show and Girl Show for reliable Operators. No time to write. Wire

DANNY FERGUSON

YREKA, CALIF., WEEK OF MAY 3-8; CENTRALIA, WASH., WEEK MAY 10-14



Strange and  
Weird Attractions  
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Boy, Many others  
Shrunken Heads at  
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Closing out sale.  
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PETERSBURG, VA., May 27 to June 4.

AMBRIDGE FREE FAIR  
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FIVE WEEKS OF CANADIAN EXPOSITIONS

CAN PLACE all legitimate merchandise Hanky Panks. Also Eating and Drinking Stands at all Fairs.

CAN PLACE a few experienced Workmen in all departments. Ray Cramer wants to hear immediately from Ralk Johnson, Sailor Ross and Ray the Carpenter. Tom Bush, Fun House man, contact immediately.

WILL PLACE any worth-while Attraction with own equipment that does not conflict with what we have. Please submit all details.  
CAN PLACE FIRST CLASS MONKEY CIRCUS.

NOTICE: Al Dorso wants first class, sober Penny Arcade Mechanic.

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"America's Most Modern Midway"

WANT FOR SPARTANBURG, S. C. (Downtown Location); Followed by CONCORD, KANNAPOLIS AND WINSTON-SALEM, N. C., AND FOR THE REST OF THE SEASON

CONCESSIONS—Long Range, High Striker, Jewelry, Age and Weight, Custard, Nut-Bar, Snow Balls, French Fries, and Hanky Panks of All Kinds.

SHOWS—Mechanical Show (Cynthia and Henry, contact); Minstrel Show with own outfit, or any other Grind Show.

RIDES—Want Roller Coaster.

ADDRESS: 22-A E. COURT ST., GREENVILLE, S. C.

## PAGE BROS.' SHOWS

WANT Bingo, Diggers, Arcade, Hanky Panks of all kinds. Ride Men—Caterpillar, Tilt, Rolloplane Foremen and Second Men on all Rides. Useful Show People in all departments. Will book Pony Rides. Tex Roberts wants Agent. Want Girls for Girl Show; top salary.

Bowling Green, Ky., now; Somerset, Ky., next week.

P.S.: Shows with own Outfits (except Girl) come on.

## KEYSTONE EXPOSITION SHOWS

WANT FOR JOANNA, S. C., UPTOWN LOCATION, MAY 2-7

An excellent route of still dates in the mill section. Payday every week. Celebrations and Fairs to follow.

Want any kind of Grind Shows. Want Major Rides that do not conflict. Want Stock Stores that will work for stock. Want Mitt Camp, Six-Cats, Swinger, Buckets, P.C. Agents and Ride Help, Photo Gallery. Due to disappointment will give good proposition to Sit-Down Grab, Baby Graffe, Ben Gross, E. L. Lambert, Red Shearer, contact at once. Address all mail and wires to

EARL MILLER, Concession Manager

KEYSTONE EXPOSITION SHOWS, Joanna, S. C., this week; then as per route.

## WANT—RIDE FOREMEN—WANT

Wheel, Merry-Go-Round, Dogem, Ride Foremen in all departments. Also Second Men for all Rides. We pay top wages to sober, reliable Help. Semi Drivers given preference. Want Stock Concessions of all kinds. Want Hanky Pank Agents.

This week, 31st & Superior, Cleveland, Ohio.

A. J. SUNNY AMUSEMENTS

3006 E. 130TH ST. Phone: Washington 1-4679 CLEVELAND, OHIO

First Call — Last Call

## HIAWATHA SHOWS

OPENING MAY 14—9 DAYS—DORR & SECOR RD., TOLEDO, OHIO

Can use a few choice Hanky Panks. No Flats nor Mitt Camps. Will book Fun House, Glass House, Exhibit Show, 5-in-1, etc. Virgin territory. Need Wheel Foreman who knows his business. Salary \$60.00 week plus bonus. Second Men on all Rides, \$45.00 week plus. Bobby Snook, contact George Saas, very important.

HIAWATHA SHOWS

132 ELM ST. MORENCI, MICH.

## JAMES H. DREW SHOWS

WANTED WANTED WANTED

Will place Monkey or Animal Show. Wonderful opportunity for same.

Route includes 22 Fairs and Celebrations in North and South.

Concessions—Will place High Striker, Long Range, Custard, Novelties, Snow Balls, Hats and African Dip. All address this week:

JAMES H. DREW SHOWS

c/o WESTERN UNION ST. ALBANS, W. VA.

WANTED — WANTED — WANTED

OPENING ROCKFORD, ILL., MAY 25 TO 31, ST. AMBROSE SOCIETY

Ride Help on all Rides, must drive semi. Drunks, stay away. Wilbur Gizzard, Earl Cooper, come on in. Will book Mechanical Show or Fun House and Concessions, Hanky Panks that don't conflict.

BIG FOUR AMUSEMENTS

135 21st Ave., Melrose Park, Ill. Phone: Filmore 3-3751

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OPENING MAY 6 THRU 14, CREVE COEUR, ILL. (AT PEORIA)

WANT WANT WANT

Hanky Pank Concessions only. Coke, Novelties, Glass Pitch, Cork Gallery, Balloon Darts, Add-Em-Up Darts, Ball Games, Pitch-Till-You-Win, Duck or Fish Pond, Age and Weight, Add-a-Ball, Slum Alley, Hats, Penny Pitch, Six Cats for stock with Hanky Panks. SHOWS: Wildlife, Drome, Mechanical, Monkey.

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GIVE TO DAMON RUNYON CANCER FUND

# Tinsley Starts Strong in WQ Kick-Off Stand

GREENVILLE, S. C., April 30. —Johnny T. Tinsley Shows neared the end of its first stand of the year here in quarters with good grosses. According to Owner Tinsley, the opening week was the best in several seasons with good weather and plentiful spending.

The show's new Scrambler was delivered in time for the opening and Tinsley was enthused over its takes, claiming it one of the best repeat rides he's ever owned. Still to join on are Bill Young and Carl Kalansky with their cook-house and Marie and Bill Hagerman with their kid rides. Show leaves here May 1 for Spartanburg, S. C.

Staff, in addition to Owner Tinsley, includes Mayo Tinsley, secretary-treasurer; Robert Kobacker, general agent; Leslie Coleman, assistant secretary; Ben Cheek, lot man; Jimmy Miller, electrician; Jake Vaughn, billposter; Howard Ward, ride superintendent; Briscoe Forrester, assistant ride superintendent; Albert Rives, night watchman and agent for The Billboard; Mike McNewly, utility man; Jack Coleman, scenic artist, and Bill Godfrey, legal adjuster.

Other personnel:

Rides: Merry-Go-Round, James Driggers, Kerria Brock, Ferris Wheel, Red Couch, Roy Lawrence and Mrs. Jimmy Miller, Caterpillar, Howard Ward, Sandy Smith and Slim. Fly-o-Plane, Albert Weekly, Roy Mitchell and Albert Rives. Rock-o-Plane, Niles Bowser, A. C. Hunter, Alfonso Worthy and Mrs. Albert Weekly. Scrambler, Capt. Clarence Fair, William Hunter and Mrs. Mary Lawrence. Kid Rides, Ralph Howard and Bob Shay. Pete and Marie Martel have the Snake Show and Mr. and Mrs. Harvey Wilson Jr., the Funhouse.

Concessions: Joe and Millie Tuller, two; Jack and Leslie Coleman, two; Jimmy and Marie Marcum; Pat and Hank Stulken, one; A. C. and Carol Eargle, one; A. C. and Mrs. Eargle Sr., one; Myrtle and Art Courtney, two; Johnny Ryan, one; Johnny Chase, three; Mr. and Mrs. Charlie Chaney, three; Burt Nabors, one; James Smith, one; Mr. and Mrs. Steinfeldt, four; Mr. and Mrs. Van Pelt, two.

## GREAT ZENITH SHOWS

WANT FOR OPENING MAY 9,

WEST WARWICK, R. I.

Concessions: French Fries, Cook House, Coke Bottle, Fish Pond, Duck Pond, Long and Short Range Gallery, Pitch Till You Win or any Concessions that do not conflict; also Mitt Camp with Hanky Panks. Bingo wanted for New England territory. Shows: Good proposition to reliable Man for entire back end.

FRANK ALLEN

137 Lockwood St. Providence, R. I.

## WANT

Ride Help on all Rides. Also will book Concessions of all kinds except Ball Games, Jewelry, Cork Gallery, Floss, Playing 22 Fairs and Celebrations in Colorado, Nebraska, South Dakota. Will book one Major Ride not conflicting, also one Grind Show. I have a Mechanical Show. No drunks or drinking ex-managers wanted. Opening May 10 in Colorado. DON'T PHONE, write or wire only. Johnny Hubbard and Johnny Pea get in touch with me at once. All replies:

KING BROS.' SHOWS

Joe L. "Cowboy" King, Mgr. 1729 Lawrence St. Denver 2, Colo.

## MERRIAM'S

MIDWAY SHOWS

OPENING ALBIA, IOWA, MAY 5

Want the following: Photos, Age and Weight, Hi-Striker, Ball Games, Jewelry, Add-Em-Up Dart, Roman Target or any other good Hanky Pank. Can use Shows starting May 16 in Atlantic, Iowa, Albia, Iowa, May 5-7; Perry, Iowa, May 9-14; Atlantic, Iowa, May 16-21; Marshalltown, Iowa, May 23-May 30.

## WANT CARNIVAL

For 4th of July. Old established stand at south edge of Camp Chaffee, Ark.

Contact P. C. HENDRIX

Phone: 4331 Greenwood, Ark.

## WANT TO BOOK, BUY OR LEASE

One high Ride and one low Ride for one of the nicest routes of Fairs in Missouri, Kansas and Oklahoma.

Fielding Graham

Holiday Amusement Co.

7415 State Line Rd., Kansas City, Mo.



Can place for Perth Amboy, N. J., and eight weeks in the heart of New Jersey industrial area. Downtown locations. Followed by our long route of Fairs and Celebrations.

Hanky Panks of all kinds—Photos, Punk Ball Games, Short Range, Balloon Darts, Break the Dish.

Marie LeDoux wants Acts for Sideshow—Escape Artist, Fire Eater, Magician, etc. Tony Masiello wants Dancing Girls! Betsy Britt, Loretto Dillow, Sally, Terry James, contact. Also want Piano Player. John Cuccio also contact. Edward Stump, contact Don Crown at once.

Can place Looper Foreman; must drive. Address

JOHN VIVONA, Crum Lynn, Pa., This Week

# O.C. BUCK SHOWS

WANT

Snake Show or any single attraction not conflicting. Can place Dipper and Caterpillar Foremen, Ride Help who can drive semis; LEHMAN MORGAN, wire. Want Canvas Men for Girl Show; EWING, come on.

O. C. BUCK, Menands or Troy, N. Y.

## LAST CALL—OPENING MAY 17

NEW BOSTON, MICH., MAY 17 TO 22; 8 MILE GRAND RIVER (DETROIT), MAY 24 TO 29; MILAN, MICH., MAY 31 TO JUNE 4; BELLVILLE, O., JUNE 6 TO 11; WADSWORTH, O., JUNE 14 TO 18.

Can use Shows and a few more Hanky Panks, Photo, Hi-Striker, etc. Can use Ride Help in all departments; must drive.

## GLASS CITY SHOWS

GERALD R. ANDERSON, Mgr.

1488 SOUTH AVE., TOLEDO 9, OHIO.

## BEN WEISS WANTS BINGO HELP

No experience necessary. Full season, Ployland Park, Charlotte, N. C.—Opens May 6. Also for Philadelphia Circus date, May 23-28. All replies to

BEN WEISS

Ployland Park, 3309 Wilkinon Blvd., Charlotte, N. C.

5205 Alton Road, Miami Beach, Fla.

Free Gate GEORGIA AMUSEMENT COMPANY No Flats

Will book the following non-conflicting Concessions—Scale and Age, Coke Bottles, Balloon Darts, Ball Game, Milk Bottles or Cats, Hoop-La, Devil's Bowling Alley or what have you? For Sale—Cheap for cash, one Heart Shape Pitch, one Fish Pond, one Popcorn Trailer and Floss Outfit, one Weight and Age, all complete, ready to go. Notice: Flat Game Operators, I have been in show business 34 years, I know flats from Hanky Panks, so please don't think because I am a small operator and from Georgia you can book flats and make me think they are Hanky Panks. These few words so you can save your time and mine. Have all the Help I need at present on all five Major Rides, but can use Man on three Kiddle Rides. All replies:

H. H. SCOTT

Dahlonega, Georgia, this week; followed by Blueridge and Ellijay, Georgia.

P.S.: Mr. Russell not with me this season.

## FOR SALE

FROZEN CUSTARD MACHINE IN EXCELLENT CONDITION

Both 25 and 60 cycle motors. Apply:

CONKLIN SHOWS

BOX 31, BRANTFORD, CANADA

## GIRLS FOR DANCING AND POSING SHOWS

With or without wardrobe. Experience not necessary. Young and attractive. Top salary and bonus. Also Canvas Men, Ticket Sellers and Candy Helpers.

MIKE MILLER, Central States Shows

DODGE CITY, KANSAS, MAY 1-7; HAYS, 9-10-11; RUSSELL, 12-13-14.

## SUNSET AMUSEMENT COMPANY

Can place Shows, Dick Hyland can swing for both shows. Rocky Kansas wants Toby to contact. Side Show Acts, contact George McAllen for Hutchens Museum. Want Fun or Glass House. Motordrome territory. Concessions: Can use Hanky Panks and Ball Games. Custard or Ice Cream open. Second Men on Rides who can drive; no cars or women.

Excelsior Springs, Mo., this week; Chillicothe, Mo., next.

## PHONEMEN PHONEMEN

You tried the rest, this is the best. All our men are satisfied and making money. We need one more good Man. 12 months' steady work; Police Organization, monthly book and sponsored membership.

FRED (WHITEY) CREECH

BIRMINGHAM, ALA. PHONE 7-4965

## WANT—AGENTS—WANT

Bucket Agents, Spot Workers, Hanky Pank Agents. Will give good proposition to anyone I know who is reliable. This Show has only two Grind Stores. We play the best Fairs and Celebrations in the East. Also eight Southern Fairs with winter's work in Florida. Need one Man help up and down concessions. Joe Pachulis, get in touch. Can also use van-type body Truck 16-18 feet or over. Must be in good condition. Contact:

BERNIE FELDMAN

c/o O. C. Buck Shows, Menands, N. Y., or Troy Hotel, Suite 401, Troy, N. Y.

## FIDLER SHOWS

OPENING MAY 14

Want Ride Help for Merry-Go-Round, Tilt, Wheel and Octopus, must drive. Also Man to handle Bingo Tent and Stock. Can place Hanky Panks of all kinds. For Annuals and Street Celebrations in Illinois. Winter Quarters now open.

Address: S. FIDLER, Malden Airport, Malden, Missouri

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

**W.G. WADE SHOWS**

**OFFICIAL OPENING MONDAY, May 16**  
**BATTLE CREEK, MICHIGAN**  
 Followed by **KALAMAZOO, MICH.,**  
 and **JACKSON, MICH.**

**CAN PLACE**  
 LEGITIMATE CONCESSIONS OF ALL KINDS. Can particularly use side **HANKY PANKS.** Equitable privilege rates. Will not overload any one item, giving operators wonderful money-making opportunity.

**RIDE FOREMEN** for Wheel, Tilt, Dodgem and Coaster. Prefer semi drivers.

SHOWS: Two more Grind or Bally, such as Motordrome, Snake or Monster, Unborn, Wildlife, Glass or Fun House, etc.

**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.

**Continental**  
 • Continued from page 60

David Hopkins; Animal Circus, Mr. and Mrs. Carol Miller and Corwin Fox; No. 2 Girl Show, Harry Lippman, Jean Dowd and Robe Robeson.

**Alter's Side Show**  
 Lew Alter has the Side Show with Mrs. Alter and Casey McGary handling the ticket boxes. Acts include Walter Dehoman's Bingo, movie chimp; Carmen Del Rio, mentalist; Leopold Williams, leopard boy; Larry Martin, inside lecturer; Devil, dog with two noses; Serpentina, big snakes; Ruby Neel, smoke pictures; Sandy Neel, second openings; annex two, Stella May, human ape; annex two, Double Etta. Clarence Hannas is general manager.

Concession line-up includes: cook house, Mr. and Mrs. Bill Gross, Mrs. Frank Forrest, Mr. and Mrs. Clarence Daniels; bingo, Danny Dorso, manager; Arvid Fagarberg, Duke Twigg, Elmer Rihel, Clovie Lebrun, Terry Tilton; two ball games and country store, Mrs. Paul LaCross, Richard Morlock, John (Bridgeport) Paolette; Dart balloon, Smokey Gilmore; roll the ball, Ralph Aquino; bumper, Mr. and Mrs. Thompson; sling shot, Hal Gardner; mitt camp and string game, George Miller and family; cork guns, Bolivar Remillard.

Whitey Brown has six units: cork guns, Pauline Brown; Coke bottles, Frenchy Willett; swinger, Bill Tiger; buckets, Spotsy Motola; dart store, Tommy Lane and Kelsey Kelly; clothes pin, Norman Belanger; Coke toss, Ed Mitchell and Sam Parmarter; French fries, Mr. and Mrs. Vangel Balam; photos and long range, Thorton Hoar and son, Bob; Slim Litchfield has four stores: cat rack, bottles, Carol Lenard; duck pond, Pauline Durgin; cork guns, Donald Durgin; milk cans, William Durgin and daughter Debera; penny pitch, Paul C. Menett; candy floss, Mrs. Julie Champagne; popcorn, Ara Solikian.

**Morris Hannum Shows**  
*One of the Great Eastern Shows*

**CELEBRATIONS START IN THREE WEEKS**

**WANTED**

<b>RIDES</b>	Whip, Comet, Caterpillar, Rock-o-Plane and Looper.
<b>SHOWS</b>	Manager for office Side Show. WANT Arcade, Wild Life, Snake, Mechanical or any good Grind Shows.
<b>CONCESSIONS</b>	Wheels, Grind Stores, Buckets, 6-Cats, Ball Games, Photos, Hanky Panks of all kinds.
<b>HELP</b>	Ferris Wheel and Chairplane Foremen, Second Men on Octopus, Tilt-a-Whirl, Merry-Go-Round and Kid Rides.

**All replies to MORRIS HANNUM or BEN HERMAN,**  
**Americus Hotel, Allentown, Pa., this week**

**Canton, Ohio, Sesquicentennial**  
 August 14 to August 21, 1955  
 Need Rides, Concessions.  
 Contact **WALLACE LAFFERTY**  
 533 Market Ave. South Canton, Ohio

**WANTED**  
 Concessions and Ride Help. Jewelry, Photo, Popcorn, Age and Scale, Long Range or any non-conflicting legitimate Concessions. Help on Wheel, Merry-Go-Round, Double Loop and 3 Kid Rides. No grift. Bylesville, Ohio, this week; Crooksville, Ohio, May 9 to 14.  
**A. R. BRIGGS JACK BRUCE**  
 Rides Concessions  
 BYESVILLE, OHIO

**STOCKTON, ILLINOIS ANNUAL STREET CELEBRATION WANTS**  
 Concessions, Free Acts, etc.  
 July 14-15-16.  
 Sponsored by Stockton Lions' Club.  
**F. C. NIEMEYER, Secy.**

**MERRY-GO-ROUND FOR SALE**  
 New, 32 ft., 2-abreast. 20 jumping aluminum horses, two chariots. Anchor top, electric motor. Latest type center-drive ride, \$5,500.00 cash. Loaded in 24-ft. Van Semi Fruehauf Trailer, \$6,000.00. This ride all new, not rebuilt or cut down.  
**Call C. A. GOREE**  
 (Phone: 4-J-2) Atle, Tex.

**HOME COMING**  
**COALGATE, OKLA., MAY 9-14**  
 Want Ell 5 Foreman, Concessions—Ball Games, etc. What have you? Agents and Help.  
**DICKSON UNITED SHOWS**  
 Stonewall, Okla., this week.

**Rain Dampens**  
 • Continued from page 60

Lloyd Serfass' sister. Both John and Dom Vivona celebrated birthdays recently and festivities were held on both occasions. Morris and Babe Vivona, No. 2 heads, visited, as did Red Williams and his family.

Much comment has been heard about the new 90-foot front which includes 16 side panels bearing modernistic cut-outs, executed by Don Crown and John (Tiny) Dempsey.

**L.J. HETH Shows**

**SHOW OPENS MAY 23, NORTH BIRMINGHAM, ALA.**  
**RIDE UNIT NOW OPEN ON LOTS**  
**ALL PEOPLE CONTRACTED ANSWER THIS CALL**  
**18 FAIRS NOW CONTRACTED STARTING WEEK AFTER JULY 4**

SHOWS—Monkey Show, have complete outfit, you furnish inside. Side Show, Motordrome, and other single attraction.  
 HELP—Merry-Go-Round Foreman, Man to take charge of Fun House, Second Men on all rides. All must be licensed semi-trailer drivers. If you have car don't answer. Nathaniel Gray wants for Colored Minstrel Show, Saxophone Player and experienced Chorus Girls.  
 CONCESSIONS—Arcade, High Striker, Scales, Novelties, Glass Pitch, Hanky Panks of all kinds.  
**ALL REPLIES**  
**L. J. HETH SHOWS, NORTH BIRMINGHAM, ALABAMA**

**CRAFTS 20 BIG SHOWS**  
 WAS AWARDED THE 1955 CONTRACT FOR THE  
**CALIFORNIA STATE FAIR**  
 SACRAMENTO—SEPTEMBER 1 THROUGH 11 INCLUSIVE  
**11—BIG DAYS AND NIGHTS—11**  
 NOW BOOKING SHOWS AND CONCESSION SPACE  
 SPACE \$25.00 PER FOOT

Wanted—A-1 Truck Mechanic (gas engines), must have tools and be sober at all times.	Wanted—Penny Arcade Mechanic who can fix all machines to travel with shows.
---	---

Wire-Write or Phone **CRAFTS 20 BIG SHOWS** 7283 Bellaire Ave., No. Hollywood, Calif. Phone POPular 5-0909

**Want—RIDE FOREMEN—Want**  
 — FOR FOLLOWING RIDES —  
**CATERPILLAR—FLYING SCOOTER ROLLER COASTER—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

**20<sup>TH</sup> CENTURY SHOWS**  
 30 CAR RAILROAD SHOW ON TRUCKS

WANT CONCESSIONS—Punk Rack, Milk Bottle, Pitch-Till-You-Win, Duck Pond, Ex on Photo Gallery, Derby, Custard, Ice Cream or any other Hanky Panks not conflicting. Only two of a kind carried. SHOWS—Arcade, Fun House, Animal Show, Unborn, Dog and Pony or any other Grind Show with own equipment. Jimmy Johnson can place Girls for two shows. RIDES—Caterpillar, Roundup, Scrambler and any other major Ride not conflicting. Write—wire

**E. C. McCRARY, JESS WRIGLEY or CHAS. TRAVERS**  
 Fort Smith, Ark., this week; Joplin, Mo., next week.

**FAIR AND EXPOSITION SHOWS WANT FOR**  
 East Tennessee Strawberry Festival, Dayton, Tenn., May 9 thru 14, followed by Livingston, Tenn., Strawberry Festival, May 23 thru 28.  
 CONCESSIONS—Want legitimate Concessions of all kinds. Want Cotton Candy, Snow Balls, Frozen Custard, Photos, Jewelry, Hi-Striker, Pitch-Till-You-Win, Bowling Alley, Six-Cats, Beat the Dealer, Over and Under, No Flats. SHOWS—Want Fun House, Glass House, Snake Show, Girl Show or any Grind Show with own equipment. HELP—Need Second Men on all Rides; prefer Truck Drivers. All wires and replies to  
**R. E. (BOB) STEWART, General Manager**  
 SODDY, TENNESSEE

**WANTED—AGENTS—WANTED**  
 AGENTS FOR CHINA 5¢ PITCH, MAN AND WIFE PREFERRED. ALSO AGENTS FOR SLUM CONCESSIONS. TRANSPORTATION FURNISHED. Celebrations Start Early in June.  
 Contact **MRS. PAUL M. FARRIS or GEORGE WHITE**  
 c/o Snapp Greater Shows, Carthage, Mo., May 2-7; Springfield, 9-14; Jefferson City, 16-21.

**WANTED**  
 CLEAN CONCESSIONS OF ALL KINDS. ALSO GOOD RIDE HELP.  
**MOUND CITY SHOWS**  
 1417 Grattan St. St. Louis 4, Mo.

**NOLAN AMUSEMENT CO.**  
 Want Buckets, 6-Cats; work 25c and 50c stock. Want Popcorn, Photos, Age and Weight and Hanky Panks. Shows with own equipment.  
**FRED NOLAN, Weirton, W. Va.**

**DRAGO AMUSEMENTS #1**  
 Want few more Hanky Panks—Ball Game, Hoop-La, Fish Bowl, Live Duck, Penny Pitch, String Game, Cigarette Pitch, Age and Weight, Mouse Game, African Dip. Will book Penny Arcade for small percentage. Also any Show with own outfit. Joe Taylor wants Agents. Bill Bernower wants Agents.  
**ADDRESS: 1711 E. MARKLAND, KOKOMO, IND.**

**MERRY MIDWAY SHOWS**  
 MAY 2-8, Trezevant, Tenn.  
 Want Concessions of all kind, also Agents. Ride Help for Wheel, Swing, Jenny. Contact:  
**ALBERT BARKER**  
 Trezevant, Tenn.

**ATTENTION, BEN LAIL**  
 Have good deal for you and Marie. Good salary, plus percentage. Contact immediately.  
 Care of CONTINENTAL SHOWS, Winsted, Conn., May 2 to 9. Robe Robeson.

**DON FRANKLIN SHOW #2**

**WANTS WANTS WANTS**

Second Men on Tilt and Ferris Wheel, must drive semi. Will book Octopus, Rockoplane, Rolloplane for balance of season.

Have opening for Photos, Six Cats, Scale and Age, Novelties, Short and Long Range, Jewelry, Hoop-La, Fish Pond, Glass Pitch, Ball Games and others that don't conflict. Good proposition for Shows with own equipment.

Paola, Kansas, May 2 thru 7; 18 & Kansas Ave., Kansas City, Kansas, May 10 thru 21.

**All replies RALPH WAGNER, Paola, Kansas**

**CARROLL'S GREATER SHOWS**

**NOTICE NOTICE NOTICE**

**CHANGE IN OPENING DATE**

Will open in Hutchinson, Minn., May 12, instead of Litchfield, May 16.

All People booked please contact. Ride Help—Want Second Men on all Rides. Want Foreman for Merry-Go-Round; Robert (Heavy) Shelley, let us hear from you. All Ride Help must have driver's license. Will book Spitfire or Rock-o-Plane for season.

**CONCESSIONS**—Hi-Striker, String Game, Slum Spindle and Long or Short Range. No gypsies or flats. Walter (Pewee) Falin, contact Ross Sinderson.

**ALL ANSWERS TO HUTCHINSON, MINN.**

**DUE TO DISAPPOINTMENT WILL BOOK SIDE SHOW AND MOTORDROME**

With own equipment. Must be in keeping with the standards of this Show. We play the top Fairs in the Middle West.

**All Replies: WILLIAM T. COLLINS, Mgr. WILLIAM T. COLLINS SHOWS**

MINNEAPOLIS, MINN.

801 E. 78th ST.

**IDEAL RIDES**

Opening Howard & Reisner Sts., Indianapolis, Ind., May 6

Can use a few more Hunky Panks, no rackets. Want good, sober Ride Help. Must drive and have license.

**MAURY BROS. WIRE ME WHERE I CAN CONTACT YOU AT ONCE.**

Want Agent for Carmel Corn Trailer. On the lot May 4.

**PAUL T. ROBERTSON**

**WILLIAM T. COLLINS SHOWS**

Want Foremen for Twin Ferris Wheels, Octopus, Roll-o-Plane and Scrambler; also Caterpillar Foreman (Bill Garner, answer). Can use Second Men on all Rides, must have chauffeur's license. Due to disappointment will book Motordrome (James P. Seurs "Windy," get in touch). Good treatment, long season and payday every week.

**Address WILLIAM T. COLLINS, Mgr. MINNEAPOLIS, MINN.**

801 E. 78TH STREET

**DON FRANKLIN SHOWS #1**

Can place Ride Help, all must drive Semis. Foreman for Octopus. Second Men on Merry-Go-Round, Wheel, Tilt, Scooter, Rock-o-Plane, Octopus, Coaster and Kid Ride. Wives on Tickets or Concessions. Tim Waters wants Concession Agents for Fish Pond and Coke Bottles. Spike Malone wants Grind Store Agents. Lila Bergman wants Agents for Age and Scales and Grind Stores.

**Address DON FRANKLIN, Mgr. BRYAN, TEX., THIS WEEK; DUNCAN, OKLA., NEXT WEEK.**

**MIDWAY OF MIRTH SHOWS CAN PLACE AT ONCE**

Hanky Panks of all kinds, Bumper, Novelties, Straight Sales, Jewelry, Cigarette Gallery, Long Range Gallery, Hoop-La. Can place Shows with own outfits. Celebrations starting in May, two Centennials in June. Centralia, Ill., this week; followed by two Street Celebrations.

**WIRE OR WRITE: CENTRALIA, ILL. (No Phone Calls.)**

**AGENTS WANTED**

For Prell's Broadway Shows, opening Greenwood, S. C., May 7. Will give head of beautiful Bucket Store to man with good crew. Contact

**MAX SHARP**

Oregon Hotel Greenwood, S. C.

**WANT**

FOR LENTINI AND ODDITIES

On Gooding Amusement Co. to open June 6. Magician who can and will entertain and handle inside; prefer Couple. Wife can work Electric Chair and Sword Box. Also want Couple to work on Bally. Man to drive truck and handle Show. Also want a good fast and capable Talker, one who will bally often; P.C. and guarantee to right party. Hopscotchers and drunks, save stamps. All male help ups and downs; show is very easy to handle. Prefer People with own transportation. Time is short, so please give full details in first letter. I will answer all mail. Write to

**F. A. LENTINI, Box 84, Uleta, Fla.**

**FOR SALE**

**WILL ACCEPT BEST CASH OFFER**

Motorized Giant Cannon—Man shot over two Ferris Wheels, Featured Lewis & Martin 3-Ring Circus, Television equipment, ready to roll. Also Porsche Chair Scale, \$75.00. Must sacrifice for quick sale. Retiring after 50 consecutive years of show business.

**GREGG**

5039 W. 132 St., Hawthorne, Calif.

**CAN USE CAPABLE AGENTS**

who want to work and make money. Office-owned Concessions and you have the "X" on your game.

**Kenneth Ayliffe**

**Lee Becht Amusements**

4th & Cutter, Cincinnati, Ohio, May 2-8; Syracuse & Melbourne, Walnut Hills, Cincinnati, Ohio, May 9-15.

**TALKER WANTED**

For GLOBE OF DEATH in PALISADES AMUSEMENT PARK and long Fair Season to follow. Apply personally:

**MICKEY HUGHES**

Palisades Amusement Park, New Jersey

**FOR SALE**

8-Car Fire Truck Ride, 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 3-3230

**WANTED**

Ride Help for all type of Rides. Must be experienced—top salary.

**DELGARIAN AMUSEMENT CO.**

2303 N. Melvina Ave. Chicago 39, Ill.

**FOR SALE**

1947 CATERPILLAR

Complete except Tunnel. Best offer over \$2,000.00 cash. Have other interests.

**See BUCK NELSON**

A. C. of A. Shows, Hot Springs, Ark.

**AT LIBERTY**

**SCOTTY McNEIL**

Girl Show Talker and Manager. For sale or lease—Galatea Illusion.

c/o SHOW CLUB

15 State St. Calumet City, Ill.

**WANT AGENTS**

For all kinds of Hunky Panks. Open May 14, Toledo, Ohio, on Joseph's Super Market all-paved lot. Million-dollar location. Only one store of a kind on show. Contact at once.

Telephone: Prescott 5-4357

**HERB PENCE**

15559 So. Park East Detroit, Mich.

**Crafts Expo Starts Later, Beats '54 Pace**

SANTA PAULA, Calif., April 30.—Crafts Exposition Shows, despite a six-week delay in the start of its tour, is running ahead of last year gross-wise, Roger Warren, manager, announced. Show pulled in here from Port Heuneme, Calif., for a five-day stand which opened Wednesday (27).

The organization passed up its usual February 1 opener, bowing at the National Orange Show in San Bernardino. Since moving out of the big expo, it played five winning weeks, despite some rain, wind and a sandstorm or two. The

Port Heuneme stand was a surprise and the midway was jammed for the opener altho the town boasts a population of only 5,000. In Ventura, played April 13-17, the show was on the fairgrounds and pulled its biggest still date matinee crowds on Saturday and Sunday it has had in four years.

In line with a new policy set by Owner Orville Crafts, the shows' rolling stock and most of the rides and equipment are being painted and refurbished while on the road. A traveling work shop has been organized with Caper Cummings doing the mechanical work and George Kotarakos the carpenter chores. Vincent Kuropatwa, veteran staffer, is handling the painting and before the season is much older will have painted four Merry-Go-Rounds.

**New Concessions**

James Lantz, assistant manager, recently painted his house trailer cream and black to match the new Mercury he presented his wife this winter. Barney Corey has built a half dozen new concessions and is sporting a new Ford semi-trailer with doors on both sides and in the rear to better handle stock. His extra equipment will be sent to Texas and then to Canada under the supervision of Marie. The hanky pank line-up was revamped this winter and is now being managed by Bob Jones and James Lantz, with the latter also supervising the P.C. concessions.

Mrs. Roger Warren, wife of the manager, joined at Ventura and is now assisting Vince Kuropatwa in the floss trailer. The Warrens' children are still attending school in La Canada, Calif., but will join later and Roger Jr. will work his own floss joint part of the season.

Staff, in addition to Warren, and Lantz, also includes Lee Brandon, advance agent; Edtta Kotarakos, secretary, and W. S. Keyser, billposter.

**Other personnel:**

Rides: Ferris Wheel, George Kotarakos and Peter Rodermaker; Merry-Go-Round, Joe Durand and Ruben Riutta; Scooter, Harley Davidson and Donald Lambert; Tilt-a-Whirl, Bill Music and Frank McNeil; Walter Cannon and John Ferguson; Rock-o-Plane, Donald Munn; Roundup, Leo Angles; kid rides, Harold Swant, Thomas Cordero Sr., and Travis Brookshire. Ticket sellers: George Kotarakos, Fran Rodermaker, Dorothy Moss, Margaret Munn, Eva Wagner, Rae Fetter, Ginger Wright and Elsie Silver.

**ROSE'S PARISIAN MIDGET FOLLIES**

**AVAILABLE**

3 Girls • 3 Boys

A-1 Attraction for Any Carnival.

**Terms Open**

Contact **MRS. IKE ROSE**

P. O. BOX 177, Washington Bridge Station, New York 33, N. Y. Lorraine 8-1317

**FOR SALE**

65 kw. G.M. Diesel Light Plant, used very little, looks like new, mounted in semi-trailer. Good Dodge Tractor, new motor, enough almost-new cable and junction boxes for 10-ride show. \$5000.00 for all. Smith and Smith Adult Chair-plane, tips over on good semi-trailer, with 1960 Chevrolet tractor, new motor, all A-1 condition, \$1000.00. Trucks, Concessions, good Marquee. Illness forces sale. Reply: **SHOW EQUIPMENT, P. O. Box 54, Theodore, Alabama.**

**WANTED**

Complete drive for Kiddie Ferris Wheel.

**MRS. MINETTE DIXON**

Lake Winnepesaukee

Rossville, Georgia

**BIG 4TH OF JULY CELEBRATION 3 BIG DAYS**

Can use Rides and Concessions. Washington, Mo., American Legion Post 218.

Contact **Eldon Fleer**

405 W. 3rd St. Washington, Mo.

**LEE BOSTWICK WANTS**

CONCESSIONS: Fish Pond, Balloon Darts, High Striker, Hoop-La, Scales, Slum Blower, Heart Pitch, Bowling Alley, Jewelry, Glass Pitch, Ball Games, Bumper, What Have You. CAN PLACE SHOWS WITH OWN EQUIPMENT.

Contact **MOUND CITY SHOWS #2**

Steelville, Missouri

**EXPERIENCED GEEK**

Good pay. Bad-Eye or Iron Jaw, come on. Man and Wife for Girl Show.

**LOU PEASE**

Care Wolfe Amusement Co.

Salisbury, N. C.; Asheboro next week.

**BINGO HELP**

RELIEF CALLER AND COUNTERMAN. One who can DRIVE (not herd) a Semi. Countermen need not be experienced, but must be neat and reliable.

Contact **Jimmy Harrison**

c/o William T. Collins Shows

801 E. 78th St. Minneapolis, Minn.

**WANT TO BOOK OCTOPUS**

or other Major Ride not conflicting. We play two and three spots a week, all Celebrations.

**Klein Amusement Co.**

Sioux Falls, S. D.

**Now playing City Park, Cor. 21st & Sherman, Indianapolis, Ind.**

**HEART OF CITY. 2 MORE CITY PARKS, THEN THE 500-MILE SPEEDWAY, THE NATION'S LARGEST SPRING EVENT**

Can place Shows with own equipment, Glass, Monkeys, Motordrome, Illusion, Funhouse, Girl, etc. Rides that don't conflict. Concessions: Catering and Games that work for stock. Pitchmen.

**CIVIL DEFENSE BENEFIT CARNIVAL**

"Operation Scratch" (Get yours)

Replies to **PAUL MILLER**. Phone Melrose 8-4950. Indianapolis, Indiana

Can place reliable Agents.

**WADE GREATER SHOWS**

WANT IMMEDIATELY fully experienced Foremen for Tilt and Wheel. Second Men on all Rides. Must be semi drivers.

WILL BOOK Octopus and Rolloplane. Good ride territory.

OUTRIGHT SALES Concessions wanted: Novelties, Names on Hats, French Fries, Jewelry, or what have you? Ross Reed wants Agents for Hanky Panks.

Apply to **HARRY LOTTRIDGE, Mgr.**

West 120th & Bellaire, Cleveland, O.

**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 C. C. Mitchell

**BILL SANDERS**

**WHEELS**

ALL SIZES—ALL NUMBERS

**CARDINAL PRODUCTS CO.**

Les Berger

49 West 27th Street

New York 1, N. Y.

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**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

**Thank You ... A. L. DUCKWORTH of Texas**

... for the purchase of your new PRAIRIE SCHOONER

**TOMAC TRAILER PARK**

The Show People's Dealer

R. D. #2, Canonsburg, Pa. McMurray 9592

**CONCESSION SPACE AVAILABLE**

In world-famous Wisconsin Dells. Inquire at

**RIVERVIEW BOAT LINE**

Box 10, Wisconsin Dells, Wis.

**SEARCHLIGHT CARBONS**

For Sale: 60" Searchlights, Generators, Arc Lamp Assemblies, Lamp Assembly Feed Boxes and all replacement parts.

**PUBLICITY SEARCHLIGHT CO.**

52 W. 53rd St., N. Y. 19, N. Y. Plaza 5-6980

**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

**WANTED**

A Carnival for County-wide 4-H Show, July 26 through 30, Carhage, Illinois. Contact

**JERRY NUTT JR.**

WCAZ, Carhage, Illinois

**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

4000 Sunset Blvd. Hollywood 28, Calif.

**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

4000 Sunset Blvd., Hollywood 28, Calif.

**JOHNNY'S UNITED SHOWS**  
 "HONESTY IS OUR POLICY"  
 Opening May 16 in Alabama, Playing a First-Class Lineup of First-In Still Dates in Tennessee and Kentucky  
 All Concessionaires booked, come on. Leaving winter quarters May 12.  
 CONCESSIONS: Can place Glass Pitch, 6-Cats, Buckets, Ball Games, Basket Ball, Fishpond, Short Range, Cork Gallery, Pitch-Till-You-Win, Bumper, Penny Pitch and Penny Arcade. Arcade Wimpy, contact. Marshall Chambers, contact Roy Kelly.  
 SHOWS: Wanted Snake, Monkey, Mechanical, Illusion and Girl Show. Wanted Operator for office-owned Girl Show. (Sideshow John, contact. Dick Kabage, contact.) HELP: Electrician wanted. Best of wire and junction boxes. Foreman to handle Kiddieland. NOTICE! Griggs, Wooten, Wallace, Bowen, Galloway, Homer Arndt, come on in. All replies to  
**JOHN PORTEMENT, Gantt, Ala.**  
 PHONE 473-5

**PENN PREMIER SHOWS**  
*worlds cleanest midway*  
**PHILADELPHIA, 8300 FRANKFORT AVE., MAY 9-14**  
 This is the heart of one of the newest and largest sections of Philadelphia. Virgin territory.  
 Then the big one, Levittstown, Pa., May 16-21.  
**CONCESSIONS** Can place Age, Scales, Novelties, Grab, Glass Pitch, Fishpond, Dart Balloons and all other legitimate Concessions.  
**SHOWS** Can place any Shows not conflicting. Can place Working Acts for Sideshow. Also General Help.  
**RIDES** Can place Train or any other Ride not conflicting. Good opportunity for one more Flat Ride.  
**HELP** Can place Second Men for Octopus, Tilt-a-Whirl, Roll-o-Plane and other Rides. Must drive semis and have license. Long season, pay every week and bonus. Jenks, Red and Bill, come on. Will pay reward for information as to whereabouts of Lewis Willis Garner. Wire collect.  
 Address all mail and wires to **LLOYD D. SERFASS, Owner-Gen. Mgr., Burlington, N. J.** All phone calls to **HARRY (BUSTER) WESTBROOK, Bus. Mgr., Chancellor Hotel, Philadelphia, Pa.**

**GEM CITY SHOWS**  
 WANT FOR AURORA, ILL., MAY 9-14, and CHAMPAIGN, ILL., MAY 16-21  
 BOTH "FIRST-IN"  
 Can place Hanky Panks of all types, Age and Scales, Novelties and Juice Joints. Will book Grind Shows of merit, Walk-ins and have good proposition for Side Show with own equipment.  
**MECHANIC**  
 WITH OWN TOOLS THAT CAN HANDLE OUR FLEET OF TRUCKS. HAVE INTERESTING PROPOSITION FOR RIGHT MAN.  
 Contact **THOMAS D. HICKEY or DON GRECO**  
 Belleville Hotel, Belleville, Ill.  
 P.S.: Will book Rides that do not conflict, including #5 Ferris Wheel.

**C. C. (SPECKS) GROSCURTH PRESENTS**  
**BLUE GRASS SHOWS**  
 FEATURING THOROUGHbred ENTERTAINMENT  
 Can place for continuous route of first-in still dates  
**CONCESSIONS**—Hanky Panks Prize-Every-Time games, High-Striker, Derby, Glass Pitch, Ball Games, etc.  
**SHOWS**—Will furnish complete outfit including new banners for reliable Side Show Manager with people and inside equipment. Will furnish complete outfit for Colored Revue.  
**WANT** Electrician. Must know General Motors Diesels and be able to keep show in first-class electrical condition. Can also place assistant Mechanic for fleet of Chevrolets.  
 All address **C. C. GROSCURTH, Owensboro, Ky. Phone 4-2753**

**BAKER UNITED SHOWS**  
 "A CLEAN MODERN MIDWAY"  
**WEST TERRE HAUTE, IND., THROUGH MAY 7**  
 Can place clean, legitimate Concessions that work for stock. Mrs. Fisher, I wired you at Ft. Myers; answer. Want Age and Scales, Short Range, Cork Gallery, High Striker, Custard. Blackie, get in touch.  
 All wires to **ERNE ALLEN**  
 669 Swan St., Terre Haute, Ind.; Greencastle, Ind., May 9-14.

**BINGO OPERATOR WANTED**  
 Have terrific deal. Write  
**FUN CITY, INC.**  
 Peterson Drive, Johnstown, Pa.

**GOLD MEDAL SHOWS**  
 THE SHOW THAT PLAYS ALL TOWNS FIRST IN  
 Want for Bristol, Va., downtown lot, week of May 9, followed by Bluefield, W. Va., Ball Park Show Grounds  
**CONCESSIONS:** Hanky Panks of all kinds. Want Jewelry; Stevens, answer. Want Duck and Fishpond, Ball Games, Age and Scales, Short Range and Balloon Joints. Especially want 6-Cats that work for stock only. No flats. **SHOWS:** Monkey Show, Glass House, Fun House and Penny Arcade. **RIDE HELP:** Can place A-1 Wheel Foreman. All Concessions and Shows wire or phone  
**DAVID FINEMAN, JOY'S MOTEL**  
 PHONE 5180, MARYVILLE, TENN., THIS WEEK.  
 P.S.: Bingo Johnny Richmond, call Norman Anderson.

**TENNESSEE VALLEY AMUSEMENTS**  
 Featuring the Flying Winnies Free Act. Want for now, Elizabethtown, Ky., followed by Maysville, Ky., 20-million-dollar floodwall project; then the atomic city, Portsmouth, Ohio, and 10 choice Ohio spots. On the streets for 4th July Atomic City Celebration. Want nice flashy Bingo, privilege or percentage. Lead Gallery, Coke Bottles, Photos, Ball Game, Age and Weight, Break the Record; Under 9, Over 21; Jewelry, Diggers or any legitimate Concession. Neat, clean Cookhouse that caters to showfolks. Bob Vinnies, contact. Book, buy or lease Octopus, Roll-o-Plane. Experienced Ride Help, must drive semis. Need Man with two girls for Girl Show with own P.A. set and wardrobe. Book any Grind Show with own equipment. Need Hanky Pank, Buckets, 6 Cats, Swinger, Nail Joint Agents. Agent for office-owned Photo. Johnny Watts, contact. J. C. Knight, Pat Patterson want outside for Line-Up Store. We do not tolerate any drinking on the job. Rides and Shows wire: **THEODORE MEADOWS, Manager; Concessions wire: CHARLIE GRIGGS, Business Manager, Elizabethtown, Ky., this week.**

**WANTED**  
 Octopus Foreman at once. Top salary. Best treatment. Ray Saylor, Jim Morrison and Dick Everhard, get in touch by wire. Alaska no longer connected.  
**HARRY MAMAS**  
 20th Century Shows, Ft. Smith, Ark., this week; Joplin, Mo., May 9-14.

**BARNEY TASSELL UNIT SHOWS**  
 Want to buy, book or rent Merry-Go-Round for in and around Washington, D. C. Will book other Rides not conflicting with what we have. All government pay rolls. Can also use strictly legitimate Concessions and Straight Sales.  
 Wire **QUANTICO, VA., this week**

**NAPOLEON'S COACH**  
 Wonderful Historical Exhibit, 100 years old, shown London many years. Outstanding for advertising; best offer over \$1500; photos and history.  
**G. SCAMMELL & NEPHEW, LTD.**  
 LONDON, E. 1, ENGLAND

**WANTED A-1 MERRY-GO-ROUND FOREMAN**  
 Must have knowledge of repairing machine. Year around work, no ups or downs, until Labor Day. For Sale: One 25 Kw. and one 37 1/2 Kw. Transformers with switch boxes and a frame complete, mounted on 12-foot truck body, no truck, \$500 for all. Wanted to Buy: Late Octopus with or without transportation. No junk wanted. Also Stuffed Animals for Photo Gallery.  
**LEO LANE SHOWS**  
 BOX 12, SAVANNAH BEACH, GA.

**F. G. BOGLE SHOWS**  
**WANT** Foremen and Second Men for Merry-Go-Round, Ferris Wheel, Mix-Up and Octopus. Man capable of taking complete charge of office Funhouse. **SHOWS** with own equipment, best deal in show business. Write a letter and find out why. **CONCESSIONS:** Hanky Panks, \$15.00; others in comparison. Want Hi-Striker, Fishpond, Buckets, String, others. Wire or write **Manager, Bogle Shows, Manhattan, Kansas, now; El Dorado, Kansas, May 9 to 14.**

**RIDE HELP WANTED**  
 Foreman and Second Man for 8-Tub Octopus. Foreman for Eli #5. Foreman for Super Roll-o-Plane. Must be sober and drive semi. Best of wages.  
**Contact John Hansen**  
 4400 N. Kedzie Ave., Chicago, Ill., or phone JUniper 8-9542.

**PAN AMERICAN SHOWS**  
**Opening CLEVELAND, TENN., Week May 9-14**  
 Want Shows: Girl Show, Side Show. Mr. Sullivan, answer. We have outfit for same. Operator for Animal Show.  
 Want Concessions: Bingo, Lead Gallery, Frozen Custard, Mitt Camp, High Striker, Hanky Panks of all kinds. Grind Store Agents, capable Man to handle Concessions, must drive truck.  
 Want Ride Help on all Rides. Must be licensed drivers. Want Show Painter. Agent O. P. Johnson, contact.  
 All replies to Cleveland, Tenn.

**CONCESSION HELP WANTED**  
 Grind Store Agents, Wheel Agents, Men to "ruffy." Good proposition for man capable of building and taking care of stock and equipment. Must be semi drivers. Address:  
**WM. O. PERROT**  
 c/o HOTEL OWENSBORO, ROOM 509, OWENSBORO, KY.

**AGENTS WANTED**  
 For Six Cats, Buckets and Add-Up-Darts. Blackie Boone, come on.  
**L. A. BOLENBARKER**  
 c/o CENTRAL STATES SHOWS  
 Dodge City, Kansas, May 1-7

**LONE STAR SHOWS**  
**WELLSTON, OHIO, MAY 2-7**  
 Playing A-bomb area till June 3, then all Street Celebrations and Centennials till Armistice Day. Big Italian Celebration at Bellaire, Ohio, opening June 4 and closing June 12, on the streets, two Sundays.  
 Want Hanky Panks of all kinds. Preference given those joining now. Can place set Kid Rides. Want Major Rides not conflicting. Cecil Purvis, contact; good proposition. Can place Big Snake (Peggie, come on). Side Show, Illusion or any Show of merit. Want Ride Help for Tilt, Roll-o-plane, Wheel and Jenny. Preacher, come on. Jimmie Ackley wants Count Store, Skillo and Bucket Agents. Jo Ann, get in touch; good proposition. Address all mail and wires to  
**MYRTLE McSPADDEN, as per route**

**C. A. STEPHENS SHOWS**  
**CAN PLACE FOR MORRISTOWN, TENN., NEXT WEEK**  
**CONCESSIONS:** Ball Games, Long and Short Range Gallery, Novelties, High Striker, 6-Cats and Buckets. **RIDES:** Live Pony Ride or any Ride not conflicting. Ralph, Larry and Sam, can place you.  
 All answer **C. A. STEPHENS SHOWS, LOUDON, TENN., this week**

**WILL BOOK**  
 Hanky Panks. Clean Shows, non-conflicting, with what we have. Agents, man and wife, for Fish Pond and Bottles. W. L. Swinco can place Agents. For Sale—Spitfire and Trailer, Caterpillar with Trailer and Tractor, cheap.  
**DYER'S GREATER SHOWS**  
 Cape Girardeau, Mo., April 30-May 7

**TRAILWAY SHOWS**  
**WANT FOR MARSHVILLE, N. C., SPRING FESTIVAL, HEADED NORTH**  
**CAN PLACE** Slum Concessions of all kind, a few choice Concessions open. Buck Denny wants Agents for Skillo and Razzle, Line-Up Store Man. Want Foremen for Ferris Wheel and Chairplane. Top salary and bonus. Can place Bingo, Custard, French Fries, Photos, Novelties, Age and Scale, Glass Pitch, Mitt Camp. Can place any Show with own outfit. Good opening for Girl Show. Johnny Riddick, wired you; waiting on you. Have complete outfit for organized Minstrel Show. Jimmie Evans, Joe Hedgepath, come on in. All mail and wires to  
**TRAILWAY SHOWS, Lancaster, S. C.**

**WANT WANT WANT**  
 Want Ferris Wheel and Jenny Men. Help of all kinds. No drunks, no cars, no collect calls. Can also place legitimate Concessions of all kinds.  
 Contact **SAM TASSELL**  
 5839 WALNUT ST., PHILADELPHIA (PHONE: GRANITE 2-5852), PA.

**PARADA SHOWS WANT**  
 Second Man on Merry-Go-Round. Man for Kiddy Train. Want to book Bingo for the season. Short Range Gallery or Man to operate ours. Hanky Panks joining now, \$15 per location. Grind Shows with own equipment. Ticket Sellers, Semi Drivers. Useful People, come on. **PARADA SHOWS, H. C. SWISHER, Wagoner, Okla., May 2-7.**

**PLAYING SMOKE STACK PAYROLL TOWNS** **Royal Midwest Shows** **PLAYING ATOMIC BOOM TOWNS**  
**ANNUAL AMERICAN LEGION SPRING FESTIVAL, CLEVELAND, OHIO, MAY 9-14**  
 Can place Derby, Balloon Darts, Fun House, Glass House and Stock Concessions of all kinds. Will sell "X" on Glass Pitch, Long and Short Range Gallery. Want to buy used Tents of all sizes.  
 Wire **ROXIE HARRIS, Madison, Indiana, this week**

**EDDIE'S EXPO SHOWS**  
 WANT Milk Bottles, Photo, Frozen Custard, Penny Arcade, Wheels work for stock, Pony Ride. **SHOWS**—Snake, Wildlife, Unborn, Fun House. NOW BOOKING for Jefferson Co. Sesquicentennial, held at Brookville, Pa., June 20-25. Speedy, get in touch with Mrs. Jalliet.  
**EDDIE DIETZ**  
 Jeannette, Pa., this week; Monessen, Pa., May 9.

**BEN GLOSSER WANTS AGENTS**  
 For Buckets and Pin Stores. (Frank Bemish, Tony Green, Danny Dunn, contact.)  
**ADDRESS: 141 Arbor St. Hot Springs, Ark.**

**67,000 ACTIVE BUYERS** read The Billboard Classified columns each week

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

## HUNT OPENS TOUR; STRAWS FIRST SHOW

Helicopter, Cabled Tent, Banners Are New; Riders, Camel, Pongos in New Offerings

BURLINGTON, N. J., April 30.—Hunt Bros.' Circus opened its 63rd season here with a strawed afternoon and a three-quarter house at night. The show flashed much new equipment. Weather turned cold and wet after the first day.

Hunt's new all-cable tent was put into use along with a new set of banners for the Side Show. The show's helicopter has been in regular use for advance advertising. New lunch stand and floss stand are in use. Counting acts' private house trailers and autos, there are 63 units in the show's convoy. Spec included the elephants with new blankets and headdresses.

Performance includes:

Display 1—"Circus on Parade." 2—Welby Cooke, new trained camel act; Ray Sinclair and Eddie Arvida, pony-monkey acts. 3—Cloud swings. 4—Three Aurelios, jugglings; Louie and Diane and Ronnie Rennes, hand balancing. 5—Welby Cooke, Hunt Bros.' Liberty Horses. 6—Clowns. 7—The Stanleys and Ray Sinclair, dog acts. 8—Webs. 9—Marsha Hunt, Welby Cooke and Capt. Roy Bush, single elephant acts. 10—Clowns. 11—The Bogino-Bostock bareback riding act, featuring Jackie Bostock. 12—Don Francisco and Bob Stanley, wire acts.

Display 13—Tanit Ika, concert announcement. 14—Welby Cooke, new South American stallion act; Charlene Hunt, new trained pongos act; Phil Wirth, Maxium and Minimus. 15—Clowns. 16—Louis and the Oliver Sisters, head balancing; Millie Mae and Diane Hunt, rolly-bolly; Joanne Jennier, contortion. 17—Clowns. 18—Walter Jennier, Buddy the sea lion. 19—Roy Bush, five baby elephants, and Lou Barton, three large elephants. 20—Con-

## Shrine Show Draws Okay In Buffalo

NEW YORK, April 30.—Business done by the Shrine Circus in Buffalo was reportedly somewhat better than last year's by Hal Sands, who produced the event which closed Saturday (16). Sands served as equestrian director on the illness of Ernie Anderson who was to have performed the task. There were six days of performances, two a day. Director general Henry Bronkie was in charge for Ismaila Temple.

There were 11 animal acts offered, plus seven high acts, 11 ground acts, and nine clowns with Jerry Bangs as producing clown. Nick Francis was brought in to lead the 20-piece local band. The program consisted of 24 displays, it was reported.

Acts were Hunt's five elephants (Continued on page 68)

## King Wins in Springfield; Clears Cold, Wet Weather

SPRINGFIELD, Ill., April 30.—King Bros. & Cole Bros.' Combined Circus played to two capacity crowds here Thursday (28), apparently pulling away from the rainy weather which had dogged it northward from Macon, Ga. CFA in Springfield sponsored the stand.

In Louisville, former base of Cole Bros., the King-Cole combination paraded as usual and drew a light matinee but a full house at night (21). Owensboro, Ky., home of the late Zack Terrell, former Cole owner, was big, with a near-

cert announcement. 21—Miss Aerialta, trapeze; Eddie Arvida, trapeze; Miss Lois, neck loop. 22—Bogino Troupe, Risley. 23—Clowns. 24—Phil Wirth, riding mechanic. Don Francisco is equestrian director.

## Corpus Christi, Galveston OK For Cristianis

GALVESTON, Tex., April 30.—Bailey Bros. & Cristianis Circus played to good business under Shrine auspices here Monday and Tuesday (25-26). General Agent Bob Stevens said the first day's houses were half and near-full, while the second day reportedly drew near-full and overflow crowds.

At Corpus Christi (23) the circus had good attendance in the new Memorial Auditorium, altho it was hot inside.

## PLANS PRODUCTION

### National Calliope Firm Sold to Dallas Builder

KANSAS CITY, April 30.—Assets, patents and trade name of the National Calliope Company, which has been inactive for several years, have been sold by H. R. Brandt, founder of the firm, to the Roy C. Lee Company, Dallas.

Lee, owner of the company, which deals in theatrical lighting equipment, is a music machine collector who owns nine air calliopes in addition to the National purchase. He said he now plans to extend his calliope hobby into a business and will establish a small factory to build up to six National air calliopes yearly. They will be built from existing parts. New parts cannot be made, he said, because of the high cost of the necessary skilled labor.

#### Plans New Model

A new model National calliope, engineered along electronic lines, is planned for the future, may be 1957, Lee said. He asserted he was negotiating for rights to the Tangley calliope trade name and might use both brand names.

Lee said Brandt had done show business a good turn by offering the equipment for sale rather than junking it for high scrap prices.

Brandt said here that in selling to Lee he believed he was accomplishing his aim of getting the equipment into the hands of someone interested in preserving calliopes and calliope equipment. Two trucks were used to haul the equipment from Kansas City to Dallas.

Brandt, who is active in other businesses, bought the Harrington Calliope Company in 1924 and re-

opened it as the National Calliope Corporation the following year. The corporation was dissolved in 1935. Thereafter, he operated as the National Calliope Company, but was limited largely to repair work. Skilled workers were lost during the war years, but later some returned on a part-time basis and they built a number of new machines. The last new National was sold to the Hadacol show about five years ago.

full afternoon and straw night house Friday (22) despite rain and the delay of seven trucks. After Evansville (23) came Vincennes, Ind., which was worth a near-full afternoon, with schools out, and a half house at night. There was cold rain and mud. Terre Haute, Tuesday (26), was down to a quarter and a half house at the fairgrounds lot, altho the parade crowd was large. An elephant truck overturned on the way in. A 96-mile jump put the truck show into Decatur, Ill., for half afternoon and full night houses on a soft lot.

## Jacobs' Act Substitutes In Syracuse

SYRACUSE, April 30.—The Tigress Shrine Circus, produced for the first time by Joe Antelek, drew well here the week of April 18. Lineup of acts, given two weeks ago, had one change, the substitution of Terrell Jacobs and his animals for Hawthorn's Olympic Bears.

Equestrian director was Bud Carell and band leader Al Vernon, formerly of the Tom Packs Show. O. M. Wilbur was superintendent of properties and handled props and rigging. For the first time in the Syracuse Auditorium, rigging—for the Flying Deislers—was hung lengthwise of the seats, without uprights and directly from the ceiling. There are no girders overhead and all this hanging has to be done by use of device designed for the purpose which reaches some 70 feet into the air. This arrangement was suggested and accomplished by Wilbur. Al Vernon used a 15-piece band, half of the men his own and the other half recruited locally.

the show include horses and ponies worked by Harry and Matt and Mary Laurish and a seal act worked by Capt. PeeJay Ringens. The performance: Display 1—Spec. 2—Martha Smiga, tight wire. 3—Matt Laurish, riding dogs and monks. 4—Gayle DeRisse, head-balancing. 5—Danny Styron, clown. 6—Shirley Rogers, menage. 7—Willa Black, Martha Smiga, ladders. 8—Clowns Styron and Mike Minello. 9—Mary Laurish, dogs. 10—Banner announcement. 11—Clowns. 12—

## Ring Bros. Alter Route, Steer for Milling Towns

WEST POINT, Ga., April 30.—Ring Bros.' Circus played to big business here Saturday (23). The three-quarters afternoon and straw house at night brought cheer to Owner-Manager Franco Richards, whose show had played six straight losing days between the opening at Pensacola, Fla. (14), and this seventh town.

Richards has decided on a switch in routes. Organized in 1953, the show has been routed northward in the past two springs thru Alabama, Tennessee and Kentucky farm country. This year the show will seek out mill towns north thru Georgia, the Carolinas, Virginia and Maryland to Pennsylvania.

This stand is a mill town while the six losers were farming communities.

The show has a 75-foot round top with two 25-foot middle pieces and one 50-foot middle. Blue Side Show top is 40 by 80. Animals on

## Kelly-Morris Going To Southwest Area

PRICHARD, Ala., April 30.—The Kelly-Morris Circus is headed for Southwestern territory, Owner-Manager Bill Morris said here Monday (25). He added that a new top is expected.

The circus pulled a straw matinee and full night house. Pat Kelly, founder of the show and father-in-law of Morris, is to join in June. The Kellys and the Morris children will stay in New Smyrna, Fla., until school is out.

## Ringling to Abandon Half-Price Kid Ducat

• Continued from page 52

one of the local stations to take over. French-speaking Slade is experienced at writing publicity copy in that language.

North denied that the Big Show's largely increased newspaper advertising expenditures would be used to extract additional press coverage from local papers. He said the show was newsworthy enough on its own merits and has never failed to earn good newspaper coverage. "After all," he commented, "you can't sneak a huge rail organization into a town without someone noticing it." He said newspaper and radio-TV ads are the best way to let a town know the circus is coming, and said that these media are making outdoor billing an obsolete practice.

North's discussion covered many facets of the advertising, publicity and promotion phase of the show operation. On promotion, he said that General Foods tie-ins in the form of circus-type ads and displays at its outlets around the country are being done this season strictly thru General Foods' agencies. He said that the circus is in no way obligated to retaliate by plugging food products.

#### Less Commercial Props

In line with the plugging of products, it was brought out that clown props this year which are pinned to certain products will be fewer in number than in recent seasons. North stated that an abundance of such items in the past has tended to make the walk-arounds appear overly commercial. Only those will be used which have a genuine application of humor, he added, but qualified this by saying whether the prop is humorous "is largely a matter of interpretation."

The increased emphasis on newspaper and radio-TV advertising at the sacrifice of outdoor billing is one of the concepts of promotion chief Milton Pickman. In defense

of this policy, itself a drastic change in operation, North pointed to a hefty advance sale for the New York engagement, and a similarly large sale—much greater than last year—for Boston.

Pickman was also instrumental in having a large, neon-lit clown head built and installed above the Madison Square Garden marquee at a cost of several thousand dollars. Altho early indications were that several duplicates of the exhibit would be sent on the route to downtown locations thruout the season, North said that at present it is planned to do this only at the major cities.

#### Color Publicity Photos

Another change instigated by Pickman has paid off handsomely in such cities as Boston, Cincinnati and Washington. This is the use by the press department of color transparencies for use by newspapers having Sunday rotogravure sections. In past years some papers have taken color photos and kept them on file for the coming year. Since color photos must be taken weeks prior to being printed, the Big One had often been in the position of "missing the boat" on rotogravure cover and center spread pictures. It is understood that such newspapers as the Boston Globe, Cincinnati Enquirer and Washington Post will run Sunday color pictures to coincide with the arrival of the circus. Other events such as ice shows and rodeos have usually flown their stars into newspaper photo studios for advance sittings, but the circus has not done that.

Making the tour this season will be Michael Burke, who joined the organization recently as executive director. North said Burke will be absorbing general circus knowledge during the season but will have a position of responsibility and authority, as a member of top management on the show.

North also denied that there is any lessening of press ticket complements this year. He said the same policy as usual and the same quotas of tickets as last year are in effect for 1955.

The Ringling contract for use of Madison Square Garden expires this year, it was confirmed. Altho the five-year contract is up for renewal, North said that John Ringling North has not yet sat down with Garden executives to discuss terms. It was noted that terms for the Garden have grown more stringent thru the years, but North said this is in keeping with rising costs of all businesses.

Many of the new concepts are departures from tradition and North emphasized that they are in line with a modernization of the circus business. Results will be watched closely during the season with flexibility in mind, so that modifications can be made as needed.

## Kelly-Miller Opening Pulls Top Hugo Date

HUGO, Okla., April 30.—Al G. Kelly & Miller Bros.' Circus started its season with the largest opening afternoon it ever has scored in Hugo. As usual, the circus opened with a one-performance day (24) on the Kelly-Miller farm here, and this time it had all seats filled and a few persons on the straw.

Atoka, Okla., the second stop (25), gave a three-fourth afternoon and capacity house at night.

In use by the show is a new red, white and blue big top, delivered late last season. In contrast to earlier K-M canvas, it tops three rings instead of three plug stages, and it is 40 feet shorter than the top it replaces. This gives K-M a

more standard appearance under the top.

Band is now spotted at one end and back side now has unbroken run of eight-high stringers.

A new giraffe arrived in time for the opening. Midway attractions include giraffe, little horse, gorilla and snake shows plus the menagerie, which replaces the Side Show.

Also on the midway are the free displays of Frigidaire, Chevrolet and International Harvester.

The show's elephant superintendent, Fred Logan, recently journeyed to Florida to buy elephants and then took K-M bulls to the St. Louis Police Circus.

# UNDER THE MARQUEE

By TOM PARKINSON

Arch Johnston, formerly with Beatty and Ringling, is joining the "Grand Ole Opry" show as canvas boss. . . Mrs. Dan Odom is recuperating from surgery in San Antonio. . . Billy Pape, perch, has been ordered to rest for a season if current tests show he contracted an infection while with a South American show. He currently is in Sarasota.

Mrs. Roy Bible made the UP wire Friday (29) when her elephant, Roxie, became sick in Michigan. . . The Ceplar Family, high wire, worked the San Antonio festival, as did the Zugspitzartisten, another high-wire act. . . Donna Pyle, daughter of the Paul Pyles, caught Bailey-Cristiani in Corpus Christi and attended the christening of the Pete Cristianis' youngest child. Donna will join her parent on King-Cole when school is out.

Grady Littlejohn, of Ward-Bell; Todd Henry, of Henry Bros.; A. Morton Smith and Frankie Schmitz, of Ward-Bell; Clyde Brown, the Leon O'Neils and the Alex Murrels were among visitors at the Kelly-Miller opening.

Edward Johnson, of the Seattle zoo, and George Lewis, author of "Elephant Tramp," helped Morgan Berry unload his eight newly imported baby elephants at Seattle. Berry plans to keep all of them along with his other three. D. R. Miller was on hand also. Lewis is planning some more writing.

With J. C. Patterson's show at four Ohio indoor stands were Buck Lucas and Faith King, John Armstrong, Consuelo, Lembach Sisters, Joe Mix and Company, Billy DeArmo, Frank Cain, Dukie Anderson and Roy Barrett.

Jim Stutz has the Hitler Car in Alabama and Tennessee strawberry country. . . Mike C. Piccolo caught the Fred J. Mack Circus and visited Raymond Duke, 24-hour man, and Bill Smith, office. . . C. E. Doble was on the King show at Louisville, and renewed acquaintance with the Tom Kennedys, Wiley B. Scott, Philip Garlow and Lee Hinckley's band.

George (Red) White and Mrs. White announced the birth of their twins, George William and Gregory Lee, April 16 in Canoga Park, Calif., where the father has a Wild-life and Snake Show. He formerly managed Ringling and Beatty Side Shows and was with Tom Mix, Floto, Wallace and Barnes.

F. O. (Fearless) and Bette Gregg, Cannonball Richards and Oscar Babcock, veteran performers with cannon acts and looping cars, again did their stunt of looping two cars that pass in mid-air for the "You Asked for It" TV show, with airings at various times around the country. Rigging had been stored since 1936.

Paul Conaway, Macon, Ga., attorney, plans a week's stay with the Beatty circus in May. . . Pensacola police notified Franco Richards, owner of Ring Bros., that his home there was burglarized of about \$7,000 less than a week after the Richardses left with their show. . . Earl Shipley looked in on Mills Bros. and Polack Eastern before heading west for the Jimmy Lynch Death Dodgers.

Clarence Auskings, agent, recently closed with the Buck Bros.' magic show in Texas. . . Adrian E. Mackinerow, formerly with Royal American, is Mills Bros.' announcer. . . Tony Diano's eight elephants joined those of Mills Bros. in the Mills spec at Canton, O.

"Super Circus" for May 8 will include Triska Family, Eddie Fay's Boxing Cats, the Lamberts and Jack Gwynne. . . P. M. McClintock authored a yarn in the Pittsburgh Press for April 17 about the Cole title.

Louie Dietz, Brookville, Ind., formerly of Schell Bros.' Circus,

visited with General Agent Art Miller, of the Al G. Kelly & Miller Circus, when the latter recently booked the show for a May 29 matinee-only date in Brookville.

Harry LaBrequé, recuperating in San Antonio from a stroke of seven months ago, reports continued good progress. . . Roger S. Brown, Sioux Falls, S. D., central vice-president of CFA, is putting out a novel announcement for the upcoming CFA convention, using 450 half sheets.

Speedy Babbs caught the Big One at Madison Square Gardens, New York, recently. Babbs, who sustained back injuries in January, 1953, while on the "Big Top" TV show, cards that he is still not able to perform his Man From Mars act. . . J. Paul Ashbrook, CFA, Campbellsville, Ky., caught King Bros.' Circus April 20 in Elizabethtown, Ky., and reports seeing a good show. . . Line-up of acts on Patterson Bros.' Indoor Circus includes Faith King, canine revue; the Acro Mets, Joe Mix and company, whips and ropes; the Lehmbucks Family, Consuelo, trapeze; the Olympians, Miss Ingrid, traps and rings; Buck Lucas, Liberty ponies; Billy DeArmo, juggling, and Roy Barrett, producing clown.

Ken Maynard, cowboy star of films and circuses, has been talking with bookers about making some fair dates. . . Gil Gray's clowns include Mickey McDonald, Billie Burke, Jack and Ruby Landrus, Mingo, Dick Doud, Paul Jerome and Joe Morgan. . . Frank and Janet Burger, of Janet's Dog and Pony Revue, have just returned from a three-month vacation in South Africa and have purchased a stock ranch at Pine Hill, N. J., to raise race horses and registered ponies.

Leona Hill writes from the George W. Cole Circus that business has been big. . . Visitors included many from Hagen Bros. and a group from Hugo, Okla., and the Kelly-Miller show, including the Millers, the Wayne Newmans, the Joe Wrights, George Bell, Doris Smith, Barbara Williams; Jack Moore and son, of the Tex Carson Circus; the George Hills; Wayne Hinkle, who painted the show trucks, and Mrs. Hinkle. . . The Wiegands are using the new bally truck on 24-hour work. . . Concession department includes Henry Edwards, Howard Hazelwood and Art Atchinson.

The Nat Lewis Circus will play Brantford, Ont., May 2-3, reports Jack Mailing, who advises promotion also has started for the King-Cole Circus, to be there June 10. Clyde Bros., he reports, will make the Kitchener, Ont., Auditorium, May 26-28. Those ahead of the Nat Lewis show include Jim McGee and Ray Freeland, formerly with Mills Bros. The King show was using an undated display ad to announce in Brantford that promotion was underway.

Irene Brand, Logansport, Ind., writes that she is a sister of the late Everett James, circus bandmaster, and that Hazel Sapp and Anna Ray Cochran are surviving nieces. . . Terrell Jacobs will have his wild animal acts with Jimmy Sullivan's World's Finest Shows in Canada this season.

Slats Beeson is back as 24-hour man on the Ringling show. . . A contract renewal with the Association of Theatrical Press Agents and Managers, AFL, was effected last week to cover the Ringling newspaper press people for the season. As usual it covers one contracting agent and three story men and includes Frank Braden, Ed Johnson, Allen Lester, and Eddie Howe. The union said it was the 18th agreement with the show and was identical with last year's.

A virus infection knocked out Ernie Anderson as equestrian director of the Buffalo Shrine Circus, and booker Hal Sands handled the chores during the whole week.

Minnie Johnson, widow of Spader Johnson and herself a former circus rider, reports she is recovering rapidly from injuries received in a fall. She posed on horseback for a photo on her 83d birthday in Reseda, Calif.

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Ground and Aerial, Clowns, two Strong Acts to feature, also Acts that do two, Dog Act, Pony Act, 3 Elephant Act, High Wire, High Double Trap, Teeterboard, Chinese Troupe, others.  
SEPT. 12-17, RIZPAH TEMPLE SHRINE CIRCUS, Madisonville, Ky.  
All contracts guaranteed by Shrine. Salary net. This is 6th Annual, town is 12,000, quote accordingly.  
(Also need two or more people sensational High Act for week Aug. 29-Sept. 3, same town.) Write all details, lowest salary, photos, running time.  
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35 S. Scott Madisonville, Ky.

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WANTED FOR BIG TIME SHOW  
OPENING MAY 28  
Guarantee eight weeks, all shows contest. State lowest salary, send pictures.  
**HIGH-CLASS PEOPLE ONLY**  
Shooting Mansfields, Cowboys and Cowgirls and other high-class acts.  
Contact **JOHN MAINS**  
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POLICE DEAL—Chattanooga, Tenn.—Phone Ross Hotel after May 8.  
**TOM TERRELL**

**PHONE MEN OR WOMEN**  
Two deals in Dayton and Columbus, just started, phones in; others to follow for the rest of the year.  
Call: HE 7391, Dayton, Ohio 56 E. Fourth St. CA 1-3635, Columbus, Ohio 165 N. High St.  
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**SIXTH ANNUAL BOAT SHOW**  
25%, pay daily. Book and tickets. Can use three more Men.  
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You tried the rest, this is the best. All our men are satisfied and making money. We need one more good Man. 12 months' steady work; Police Organization, monthly book and sponsored membership.  
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**(4) PHONEMEN (4)**  
Will have four additional phones ready May 2.  
Office opened April 25 for Second Annual Order of Alhambra (K. C.)  
Circus Date. Have SHRINE and POLICE dates to follow.  
Booked solidly for 1955. U.P.C.'s and CIRCUS BANNERS Collect and pay daily. No drunks. Pay yours. I pay mine.  
**J. F. SHAFER**  
201 Homeland Ave., Baltimore 12, Md. Phone: Tuxedo 9-6990

**PHONE MEN**  
Safety Deal just starting. 25% comm. daily—list ready for first-comers. Collect calls accepted till phones are filled.  
**LOU SHARP**  
Phone 4-3139 or write Box 670, Knoxville, Tenn.

**TELEPHONE MEN**  
Can use several. Mills Bros.' Circus deals. Good auspices. Wire c/o Western Union, Scranton, Pa., where you can be reached by telephone.  
**HERB LEHMAN**

**2 PHONEMEN**  
For season with Mills Bros. This is good—you must be. Write, wire, phone:  
**P. JOHNSON**  
Moose Lodge, 14 Bank St. North Adams, Mass.

**WANT**  
Promoters with Wives, handle spot alone, stay week each town. 40% pay daily. Sober, experienced money getters only. Virgin spots, three to five thousand. UPC and Banners. Start now. Contact:  
**J. C. ADMIRE, Agt.**  
Gentry-Mix Circus Brazil, Ind. Franklin St.

**TELEPHONE SALESMEN**  
BEST DEAL IN NATION  
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**GALLUCCI BROS.**  
Prior 6544, St. Paul, Minn. Mutual 2614, Seattle, Wash.

**PHONEMEN WANTED**  
Good big, booming town. U.P.C.'s, Book, Banners. 25% collect and pay daily. Other towns signed and ready to follow. Barney Spears, Ted Wells, John Saddler, Sam McClure, call collect or come in. George Shaw, call Johnny.  
Call **FRANK BEASLEY, Crew Manager** Murray 7-8210, Muskogee, Oklahoma

**CAN USE**  
Two good Phonemen for a Grotto Deal here in Charlotte. Also Man capable booking auspices and one reliable Promoter with small crew. Contact  
**SI RUBENS**  
410 W. 24th St. Charlotte, N. C. Phone: Franklin 69327—No Collect Calls.

**BANNER MAN WANTED**  
With car. Neat appearance, sober. Can make \$250-\$300 week here. Also need Legal Adjuster and Clowns. Legal Adjuster, contact **ROBERT FAULKNER**. All others: **FRANCO RICHARDS**, Rockmart, Ga., May 3; Acworth, 4; Canton, 9; Roswell, 6; Cummins, 7; Clayton, 9; Sylvia, N. Car., 10; Waynesville, 11; Canton, 12.

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Wanted for good county deal.  
Call **BUTLER**  
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Car needed. Deals in 4 States. Renewals, taps, cards. Year around work for right people. Call Columbus, Ohio.  
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**(8) PHONEMEN (8)**  
Knights of Columbus 3-Ring Circus, 3 weeks. Work banners, U.P.C.'s, reserve seats. Spider, Mr. Rowe, Mickey, Bill Benton, call collect. Others pay your own.  
**Phone Jean Ryan**  
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**WANTED**  
**TWO PROMOTIONAL DIRECTORS**  
MUST BE CLEAN WORKERS  
**BAILEY BROS.-CRISTIANI CIRCUS**  
Tampa, Tex., May 3; Borger, 4; Amarillo, 5; Levelland, 6; Big Springs, 7; Hobbs, N. M., 8; Pecos, 9.  
Contact **BOB STEVENS**  
c/o Leading Hotels, above cities.

**PHONEMEN**  
Established Labor Newspaper, 30% commission; \$400.00 or over collected per week, 40% pay daily. Cards with cut-offs furnished. This is just outside of Philadelphia.  
**MACK WITZER**  
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## Deubacks' Anniversary Event Clicks in Dallas

DALLAS, April 30.—Victor L. and John Ed Deuback, operators of Deuback Skating Rink here, reported another successful anniversary celebration at the rink, the latest one, the 18th annual, held April 2-9. Top drawing feature of the event was a 60-person floor-show offered the last three nights. It was responsible for attendance of 1,200 patrons.

Merchandise and rink passes valued at \$350 were awarded as prizes for numerous contests offered during the celebration. Up for competition were such prizes as radios, clocks, lamps, planters and ceramics.

Other features offered were an old-timers' party on one night and a rink sweetheart contest. In the case of the latter, votes for various contestants were tied to each 10 cents spent at the rink by patrons. Winner received a four-month pass to the rink, and second, third and

fourth-place winners received passes good for three, two and one month of free skating. All other contestants were awarded tickets.

Merchandise prizes were awarded on the basis of attendance and participation in various games and contests, thus giving everyone a chance at the prizes. The rink also conducted a quiz contest during the celebration for which prizes were awarded.

In operation since 1937, the Deuback rink was the first building erected in Dallas County for the specific purpose of roller skating. At that time it was a small building with a lobby and seats along two sides. However, it quickly caught on with the public, and since that time there has been an almost continual improvement program. The skating area has been widened and lengthened twice. In 1947 the rink was completely remodeled and a 20 by 150-foot lobby was added by widening the building, which now offers ample room for skaters and spectators. Also added have been a lunchroom, skate room and equipment salesroom. In 1950 a new maple floor was installed and air-conditioning and blower-type heaters were added. The 1951 addition was a party room which connected with the lunchroom. In 1954, with the retirement of John H. Deuback, the rink was taken over by the present operators who equipped it with a new ceiling. They are now in the midst of another remodeling job involving the entrance and rooms above the skating area. The work is expected to be completed by summer.

**SPECIAL SALE!**

NEW "CHICAGO" SHOE SKATES, Men's and Ladies' ..\$9.50 Pr.  
250 SETS BROWNIE PRECISION WHEELS ..... 2.50 Set

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3600 ECONOMY PRECISION Bearings, fit any wheel ..... .30 Ea.  
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WOOL POM-POMS, all colors ... 3.00 Dz.  
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**NEW SHOW TOP**  
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46'6"x93'6". O.D.  
Flamefail Duck. Immediate Delivery.  
12' Wall. Write for details.

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New 40x90 Portable Skating Rink, new floor, new skates, new 11-25 ounce mildew proof tent. Floor ready, tent will be ready for delivery in 10 days. This is a real portable. Come and see it.

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## CONFLICT

### Causes Shift In Dates of RSROA Meet

NEW YORK, April 30.—A conflict with Regents examinations in the schools has caused the Metropolitan Roller Skating Rink Operators' Association (RSROA) chapter to set new dates for the annual Northeastern Regional dance, figure, and speed championships at Empire Roller-drome, 200 Empire Boulevard, Brooklyn. According to rink op Sonny Durante, the meet will be conducted on June 23-26 instead of June 16-19.

The Regional meet, which this year will include a "Roller Queen" contest, is open only to skate aces of both sexes who place first, second or third in State championships within the area. Skaters who place in the Regional will advance into the American Championships.

### Bronx Outdoor Rollery Slated For May Debut

NEW YORK, April 30.—A late May grand opening date is the goal of ops Frank Solento and Lee Channing for Bronx Outdoor Roller Rink, now being rushed to completion at the corner of White Plains Road and Bruckner Boulevard, the Bronx. The location is close to the huge Parkchester apartment development, with 12,000 families in 171 buildings, and the Bronx-Whitestone Bridge which will provide easy access from Queens and Long Island. Bruckner Boulevard is also a main artery from Manhattan.

The new rink, with skating surface 175 feet by 107, is situated next to Golfhaven, a large driving range, plus a grouping of archery, baseball batting machines, and miniature golf.

According to the owners, their skating surface is of specially developed cement-like substance, six inches thick.

### Leiser Bedridden; Chi Club Resuming Program of Visits

CHICAGO, April 30. — Fred Leiser, co-owner of New Planet Roller Rink here, has been bedridden for a couple of years and would like to hear from friends, according to Bill Henning, vet Chicago skating enthusiast. Mail should be addressed to Leiser at his home, 5822 North Winthrop Avenue.

The Old-Timers' Roller Skating Club of Chicago plans on resuming its annual program of visits to various Chicago rinks and to spots in the surrounding area, Henning said. He reported that rinks in the Chicago area have been doing well. Henning and Joe Laurey, both still active skaters, recently visited the Roller Derby in Chicago. They were starters in the Derbies of 1935, '36 and '37.

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## ROADSHOW REP

CAROLINE FLOURNOY (Atkins), Daytona Beach, Fla., would like to know whether readers can give the whereabouts of the following old-timers: Dorothy Lavern, Bankson and Morris, Hal Chase, Libbie Birtine, Billie Chase, Pauline Westerly, Otto Hammon, U. S. Allen and wife, and Guy Cauffman and Madaline. According to Mrs. Flournoy, Leon Gilson is now at the Ruxford Hotel, Kansas City, Mo. Bradfield A. Mayo is located in the Yucco Valley of California. Alice DeLane remains in show business, currently located in New York. The Milligran Sisters are with the U. S. government in Helena, Mont. Ora Rankin resides in Lincoln, Neb., and Ray Cass has a harness racing connection in Aiken, S. C. . . . "Veteran Tom show folks will recall the old days in looking over this list of troupes dating back to the 1880's," writes Charlie Duple, former musician with the William F. Kibble Company. "Those having their own railroad cars and playing theaters were Al W. Martin, Kibble & Martin, Stetson's and Leon Washburn. J. S. Kritchfield, Reaver & Kelly and Dickey & Terry had their own railroad cars, but played under canvas. Other troupes, some moving via wagon, that played under canvas included Phillips & Griswold, Mort Steece's, Chicago; Doc Morgan, Port Lynden, N. Y.; Ogden's, Waupaca, Wis.; Frank Holloway, Minneapolis; Fred Wren, of Ontario; Austin, Walton, N. Y.; Tom Finn, Hoosick Falls, N. Y.;

Terry's, Aurora, Ill.; Skerbeck's, Dorchester, W.; Sterling's, Harry Shannon, Willard & Stoddard, Andrew Downie McFee, Shipman's (Sig Sautelle, owner), Frank Stowell, Charles Langstaff, John F. Stowe, Sam McCutcheon, Rosco & Swift, Brownlee & Reed, Walker & Olsen, Furlong & Howard, Burke's, Mason Bros., Ernest Harrington, Tad Harmount, William J. Harvath, Harvall's, William Ketrow and John Huftle. Late in 1945 a show from the East, produced by Reed Lawton, disbanded in Springfield, Ill., after a three-week tour. That must have been the last Tom show."

### DRIVIN' 'ROUND THE DRIVE-INS

LEM LEE, owner of two drive-ins in Denver, one in Colorado Springs and one in Greely, Colo., has added the Lakewood indoor house to his chain. His first move after taking over the suburban Denver house was to cut the price of Saturday matinee tickets and open for business at 11 a.m. on Saturday morning for the moppet trade. . . . Irving Refowich, who operates the Refowich Theater, Freeland, Pa., has taken over the Hazelton Drive-In at Drums, Pa., from C. Rossie Jr. The 400-car spot has been set for Cinemascope with a screen 100 by 40 feet. . . . The E. M. Loew circuit has completed installation of CinemaScope screens at all drive-in theaters in Connecticut, according to George E. Landers, Hartford division manager. . . . An early June completion date is slated for Candlelight Drive-In Theater, \$250,000 project being built by the E. M. Loew Theaters at Bridgeport, Conn. The circuit has installed a screen 103 feet wide and 69 feet high at the Farmington (Conn.) Drive-In. . . . Anthony Perri and his brother John, building a 1,000-car capacity, \$250,000 drive-in at Branford, Conn., plan an early June opening. The theater is one of two slated for Branford. . . . Charles Lane, of the New Haven Drive-In, North Haven, Conn., and Irving C. Jacobs, of the Branford Theater, Branford, have acquired land for an outdoor theater in that town.

March winds did much damage to buildings and screens at drive-ins in the Eastern Pennsylvania area, with repairs and cleanups of grounds delaying the scheduled openings of many this month. . . . A new CinemaScope screen greeted viewers opening night at the Reading (Pa.) Drive-In, with free prizes and novelties for patrons. Month's end will find the Mount Penn Drive-In, also near Reading, re-opening for the season.

### Buffalo Shrine

worked by Capt. Roy Bush; Bogino and Bostock riding act; Hunt's Liberty horses worked by Welby Cook; Gabriel and Ballerina, high school horse; Terrell Jacobs' wild animal act; Polydor's dog act; Jannette's ponies and dogs; Gonzales Sisters dog act; Smetona's dogs; Craig's chimps; Levine's chimps; Les Kimres, jet plane finale; Hildalys, upside down bike with traps; two Sky Kings; Sensational Kays and Frank Cook, wire acts; Flying Marilees and Flying Valentines.

Also, the Boginos, Risley; six Antonettes, Risley; three Whiz Kids (Mel Hall's kids), unicycle; three Aurellios, juggling and acro; Smetona, perch act; Danton Brothers, ladder perch; Tokayers, teeterboard; Antonettes, teeterboard; Laddie Lamont, ladders; Art Donnelly, table rock; Honeymooners, comedy car.

Clowns were Bangs, Polydor, Lamont, Charles Franks, Charlie Young, Andy MacLaughlin, Joe Downing, Harry Lang and Joe Schaffer.

## BIG FLASH

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- Dangling Toys . . . Gro. 2.75

25% deposit with order, bal. C.O.D. Send for FREE C-54 Carnival Catalog.

## OPTICAN BROTHERS

SINCE 1908

300 W. NINTH ST., KANSAS CITY 6, MO.

## 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.

House of Bronze, Brooklyn, is manufacturing a new line of decorative clocks, wall sconce ensembles and trivot kitchen and boudoir clocks. The trivot clocks are available with electric movements. The others may be had with a self-winding, 40-hour, back-and-front-wind eight-day movement. In addition, the firm manufactures a trivot hot plate, planters and pin-up lamps. All items are included in the firm's new catalog and are called ideal for concession and bingo use.

The Pledge of Allegiance is now inscribed on a patriotic wall plaque by Merryfield of Vermont, Bristol. The colorful setting includes the original and present U. S. flags with other American emblems, hand screened on natural tulipwood, nine by seven inches. Retail at \$2.95. Drop shipments will be arranged by the firm.

A new unit attached by suction cups to car dash and plugged into cigarette lighter permits making coffee while driving. Coffee Bar for your Car consists of a dark green anodized aluminum bracket which will hold three clear plastic containers with spill-proof caps for storing sugar, instant coffee, tea and powdered cream and another container which stores water for three cups of coffee. Included is a slotted cup-heating unit of aluminum with sealing cover which holds a mug-type coffee cup and heats water. A three-foot cord with attachment for plugging into cigarette lighter completes the equipment. Write for prices to Coffee Car-Bar Company, Northbrook, Ill.

The first paper-backed adhesive ever developed for a metal plate is being introduced by C. & H. Supply Company, Inglewood, Calif., on its anodized, etched aluminum nameplates, Metal-Cals. The new type Metal-Cal needs no water soaking. The Metal-Cals are easily applied to any smooth, flat, cohesive surface. Used for serial-ization, product identification, etc., they will not peel, chip or crack. The plates are available in a wide range of colors, and may be secured with either a lustrous metallic or matte finish. Write for sample and literature.

Mirro, Manitowoc, Wis., pioneer makers of aluminum toys, is marketing a mixer powered by a single flashlight battery. The wire beater is turned at a speed that will mix liquids, yet is completely safe for a child to operate. It's sturdily built but light, weighing only eight and one-half ounces. It is six inches high and the bowl has a six-inch diameter. Head of the mixer tilts back to permit easy insertion of the aluminum mixing bowl. The beater is easily removed for cleaning. One inexpensive flashlight battery gives many hours of fun. Finished in white enamel, full instructions are printed on the colorful box.

Concessionaires who use Indian design, hand-beaded, top-grain leather belts should contact Meier & Frank Merchandise Company, Denver. This firm is offering laced and unlaced models at low prices and will send one dozen sample belts, half-inch wide, not laced, for \$6.50 prepaid, or one dozen three-fourth-inch wide laced for \$9.

## PIPES FOR PITCHMEN

By BILL BAKER

"HI BILL" . . . letters Madaline Ragan from Indianapolis. "Just a line to let the boys and girls know where I am and that I'll be off the road for a while. Spent two weeks in the hospital at Miami and my sister, Mary, came down and flew me to here. I am in the Indianapolis General Hospital. I've been here 10 days already. Am going to have an operation so I'll be around this place for some time and I'd like to have all you boys and girls drop me a line. At least I got my girlish figure back. I weigh 120 pounds. Here are a few I want to hear from especially, Herman and Pat Keller, Lil and Henry Tumini, Estella Regan, Arleen and Treasa Sidenberg, Phil Kraft and family, Tip Hallstrom, Myrtle Hutt, Ed Kennedy, Hank Fredericks, the Baileys, Tom Kennedy and all the rest of my friends. Hope you all have a good season. The address is Ward 2 B, Indianapolis General Hospital, Indianapolis."

MANY TIMES . . . we receive cards, letters and other various and sundry communications from the members of the fraternity telling us how much they enjoy reading of the fortunes and what-have-you of the brothers who pipe in here. Naturally we're glad to hear that this corner is the source of info and occasional laugh to a few people so why don't some of you other long-absentees drop us a line now and then. Remember, that other people will get just as much of a bang out of hearing from you as you do out of hearing from them.

"AFTER MANY MOONS . . . of silence I feel the urge to pipe in to let the fraternity know that I will again embark with my Med Opry," letters Doc H. J. Clayton from Christopher, Ill. "World War II caused me to close due to reasons that are obvious to those in the pro-

fession. My equipment has been tucked away in the barn for the past 14 years. Altho I have yearned to get back into the harness, it seems that I could now see my way clear to resume my old pursuit. Most of the boys and girls who have reached the tender age of three score and ten have either passed on or have folded their oprys and are now living in retirement. But apparently I am still hale and hardy, and as time is running out, and since I have failed to find a remedy that will take the desire for trouping out of my mind, I have no alternative other than to get back on the road. Due to other business it will probably be the second week in May before opening and naturally I want to go back over some of the same old spots that I have showed in the past. This season for the first time I will use talkies along with the usual program of singles, doubles, bits and acts. I will also use some vent and magic. My concession line-up will be the most elaborate that I have ever had. Almost everything in the line of confections will be offered. I have spent most of the winter framing the joints and I feel that they will present a pleasing appearance when they are set up. By the way, I have been thinking what has ever happened to Madaline Ragan. I haven't read a pipe from her in quite some time and I'm wondering what she'll say when she learns that Old Doc Clayton has emerged from his shell. Pipe in, Ye Brothers! It's a lot of trouble searching the listings under the Final Curtain to find if you are still with us." (Editor's note: For brother Clayton's information a card just received from Mary Ragan tells us that Madaline Ragan is in Ward 2B, General Hospital, Indianapolis. It seems that she may be a guest there for quite some time, so we are sure that she would be glad to hear from Doc and all her other friends in pitchdom.)

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No. 4995 BASHFUL MONKEY \$10.00 per gross \$1.50 per dozen

No. 3927 SNAKE BOW TIE \$10.00 per gross \$1.50 per dozen

#3936 SPIDER GIRL \$14.40 per gross \$1.50 per dozen

Include postage with remittance; will refund any difference.

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the **PIONEER** Rubber Company  
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**COMING EVENTS**

• Continued from page 56

Chamberlain—75th Anniversary Jubilee & Water Carnival, June 3-5.  
Conde—Celebration, July 4.  
Custer—Gold Discovery Days Pageant, July 24-26.  
Dell Rapids—Diamond Jubilee, June 9-11.  
De Smet—Old Settlers' Day, June 10.  
Fort Pierce—Annual Celebration, July 4.  
Gregory—Celebration, July 3-4.  
Hot Springs—Miss S. D. Talent & Beauty Pageant, July 16-17.  
Lennox—Celebration, June 7-9.  
Madison—75th Anniversary Celebration, July 3-6.  
Pierre—Historical Pageant, Rodeo and Carnival, June 16-18.  
Plankinton—Tulip Festival, May 24-26.  
Redfield—75th Anniversary Celebration, June 14-15.  
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.  
Humboldt—Strawberry Festival, May 2-7.  
Livingston—Strawberry Festival, May 16-21.  
Memphis—Memphis Cotton Carnival, May 10-14.

**Texas**

Belton—Independence Celebration, July 1-4.  
Brady—Jubilee, July 2-4. Joe T. Ogden.  
Corpus Christi—Buccaneer Days, May 12-15. Buster C. Sheley.  
Dallas—National Home Show, April 30-May 8. Grover Godfrey, 102 Walnut Hill Village, Dallas.  
Dayton—PPA Livestock Show & Rodeo, May 5-7. A. W. Rigby.  
Fredericksburg—Horse Races, July 2-4. Wm. M. Petmecky, Box 486.  
Galveston—Home & Do-It-Yourself Show, May 4-8. Patrick J. O'Toole, Casa de Palmas Hotel, McAllen.

**Utah**

Delta—Millard Co. Jr. Livestock Show, May 20-21. Ward Nielsen.  
Ephraim—Sanpete Rambouillet & Jr. Fat Stock Show, May 21-22. Geo. Beal.  
North Salt Lake City—Intermountain Jr. Fat Stock Show, June 2-3. Merrill Parkin.  
Ogden—Pioneer Days, July 24-30.  
Perron—Jr. Livestock Show, May 12-15. Willis Hill.

**Virginia**

Richmond—Black and White Days, May 21-22. Quentin Peart.  
Salt Lake City—Home Show, May 11-16. E. I. Greenband, 39 Exchange Place.  
Salt Lake City—Pioneer Celebration, July 20-24. Jos. Chandler, 326 S. State St.  
Vernal—Unitan Basin Jr. Livestock Show, May 27-28. Marvin Smith.

**Vermont**

Hartland—Green Mountain Expo., May 27-30.

**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.

**Wisconsin**

Milwaukee—Horse Show, June 3-5.  
Merrill—Legion Celebration, July 1-5. Edward Priebe.

**Wyoming**

Casper—Rocky Mountain Oil Show, June 23-26. Darrell Booth.  
Lander—Pioneer Days, June 28-July 4.

**CANADA**

**Alberta**

Banff—Indian Days, July 14-17.  
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.

**Nova Scotia**

Annapolis Royal—350th Anniversary Celebration, July 30-Aug. 2.

**Ontario**

London—Miss Canada Pageant, June 26-July 2.  
London—Centennial, June 30-July 9. Tom Ringle, 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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McAllen—Celebration, July 3-5.  
Navasota—Grimes Co. Watermelon Festival, July 3-4. Marshall S. Croft, Box 350.  
Rockdale—Celebration, July 4.  
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**

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Ephraim—Sanpete Rambouillet & Jr. Fat Stock Show, May 21-22. Geo. Beal.  
North Salt Lake City—Intermountain Jr. Fat Stock Show, June 2-3. Merrill Parkin.  
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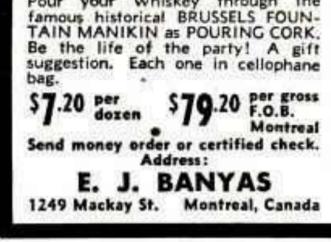
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Refills 6c each

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With 11 faceted Diamond-like Brilliants. Genuine rhodium finish.

\$3.75 Doz. \$39 Gross plus postage

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In 25', 50' and 100' lengths with new snap-off metal guard. Also 14 gauge 100-foot cables with neoprene jacket. Also new economy all-purpose floodlights, fast-moving auctioneers item. Special prices for quantity buyers. We ship C.O.D., F.O.B. our plant.  
25% Deposit, Balance C.O.D.  
**Sheldon Cord Products**  
3549 W. 5th Ave. Chicago 24, Ill.  
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Letter List

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- Adams, Pete
Allen, Ray
Allen, Tom M.
Alvarado, Betty
Amed, Geo. L.

MAIL ON HAND AT NEW YORK OFFICE

- Zarlington, Mary
Zitowski, Stanley
Zuckerman, Pat or Paul Broudy
Albanese, Alice
Alberts, Albert

MAIL ON HAND AT CHICAGO OFFICE

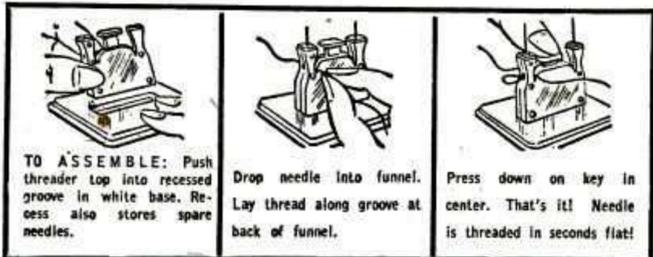
- Arnold, Floyd
Belle, Harriette
Bell, James

MAIL ON HAND AT ST. LOUIS OFFICE

- Ackley, James W. & Lee, Bob
Allen, Kenneth Slim
Allen, Robert

The "UCO" NEW IMPROVEMENT IN THE INVENTION THAT HAS ALREADY BROUGHT THE READERS OF THIS MAGAZINE A FORTUNE IN PROFITS -Ready for YOU Now!

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and to date has sold over 5,000! Others are buying a gross to a thousand at a time after getting started. If you want more detailed information write to me...

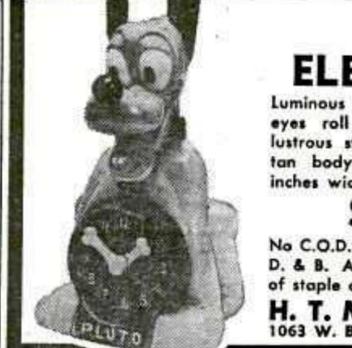
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Tailored earrings, asst. gr. .... 15  
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Stone Earrings, asst. gr. .... 18  
Stone Pins, asst. gr. .... 18  
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Sample dozens, reg. price, 20% deposit, balance c.o.d.

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A BRAND NEW #24 CATALOG—MIND-reading, Crystals, Spooks, Hypnotism, Horoscopes, Mentalism, Palmistry, Buddha, Graphology, Magic, 144-page illustrated catalog, 50¢ wholesale. Nelson Enterprises, 336 S. High, Columbus, O. my14

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3-Piece Retractable Set Writes Red, Blue and Green. \$60.00 per gr. \$6.00 sample doz.

Beautiful Machine Chromed

Retractable... \$39.00 Gr. Sample Doz... \$3.50

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\$3.60 Per Dozen SELLS AT 59¢ EACH Great fun for Kids and Grown-ups. Inflates to a giant 6 ft. across, 21 ft. around. Use at beach or playground. Made of genuine neoprene rubber for extra durability. Can be painted to carry your message; terrific for attracting crowds at fairs, openings, school games, gas stations, etc. Government surplus, never used, sold at a fraction of original cost. Samples, 2 for \$1.00. Dozen lots, \$3.60. Gross lots, \$3.90.

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Durable—Tough—Brilliant 48 assorted color—18-inch Plastic Pennants sewed on a tough heavy tape 100 ft. long ONLY \$4.00 ea. Dozen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied.

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MISCELLANEOUS

CARNIVAL RECORDS—BAND ORGAN, calliope; Hammond organ records, 6, \$5; tape recordings, \$9. Carnival Record Co., 904 N. Seventh, Springfield, Ill. my14

FOR SALE—SWEET POTATO PLANTS: Nancy Hall, Porto Rican, Big strong plant; 20¢, \$1.50, \$1.75, 1900, \$3.50; 5000 \$1.5, J. C. Dellinger, Gleason, Tenn. my7

NEW G.E. AND SPERRY SEARCHLIGHTS, also complete inside assemblies, control boxes, parts; lowest prices. Sky-Lights Advertising, 617 Second Ave. N., Minneapolis, Minn. m29

PHIL DANIELLO SHOWS OPENING MAY 16 for Ladies of the Moose, Beldingville, N. Y. P. O. Box 65, Solvay, N. Y.

REAL FOUR LEAF CLOVERS IN CELLOPHANE. Unusual prize or sale item. Thirteen cents each. Lower quantity prices. S. Harper, 315 Avondale Ave., Haddonfield, N. J. je4

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WOULD LIKE TO CONTACT OLD FRIENDS. All mail welcome. Alphabeth the Magician, Edward McGough, 229 East 63d St., New York 21, N. Y.

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ALWAYS FASTEST SERVICE—QUALITY Posters, Three-color 14x22 Window Cards \$8 hundred; 17x26 size, \$12.50 hundred. Designs for all purposes; auto and motorcycle races, fairs, carnivals, dances, Fourth of July, etc. Bumper cards, Tribune Press, Dept. SP55, Earl Park, Ind. je25

GREATER PRINTING VALUES YOU should know about! Stationery, folders, booklets, circulars, Free samples. Estimates. Mercury Press, Box 69B, Marengo, Iowa. my14

\$1 EACH SPECIALS—1,000 GUMMED name-address labels, 200 Noteheads, 3 line pocket or regular Rubber Stamp, B. Allen, 216 W. Jackson, Chicago 6. my14

200 8 1/2 x 11 LETTERHEADS, 200 6 1/2 x 9 ENVELOPES, both with black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. my14

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AD MATCHES SELL AMAZING DESIGNS, 10, 20, 30, 40 and 240-light book matches. Bigger spot cash commissions; every business a prospect. Low prices for high quality. Repeats. Start without experience; men, women; full, part time. Buy nothing; Sales kit furnished. Match Corp., Dept. D78, Chicago 32, Ill.

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MAKE \$2 HOURLY—SELL RA-GLO Signs, bars, stores, restaurants, Brilliant Ray-Glo signs, 17 Signs, 7x11, \$1 postpaid. 110 Signs, \$6 postpaid. Sell 35¢ ea. \$9.95 deposit on c.o.d. orders. Free literature. All Art Signs, 179 N. Wells, Dept. 43, Chicago 6. ch-np

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES—OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3. my7

REAL TATTOO MACHINES—NEW DESIGNS; outfits \$19 and up; ready mixed colors, \$12 needles. Milt Zela, 728 Lesley, Rockford, Ill. je25

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LONG RANGE GALLERY—MOUNTED ON truck; 12 or 14 feet wide. Reasonable and good. F. A. Roberts Jr., 177 Flouventon St., Rochester 10, N. Y.

MILLS, PANORAMS—ALL TYPES OF ARCADE equipment. Mills Violano Virtuoso and other types of pneumatic coin-operated musical instruments. Walbox Distributing Co., 3509 Main St., Dallas, Tex. my7

TWO 10x12 OR 12x12 CONCESSION TENTS, complete. State price, Lester Anderson, 2915 Freeman, Ft. Wayne, Ind.

WILL PAY CASH FOR GOOD USED CHAIR Plane, with or without power unit. Sam Stokes, Esso Station, Beaufort, S. C.

GRAB THESE TWO TREMENDOUS SELLERS!

New, imported direct from Germany



No. 1 Worn at Ball Games Races Theaters etc... Sell for \$2.00

LIGHTWEIGHT BINOCULARS WORN LIKE EYEGLASSES!

Sensational seller—brand new in this country! NOT A TOY: made of precision lenses, top-quality plastics. Appeals to young and old, for use at ball games, fights, theater, races, etc. Practical, comfortable, weight only 1 oz. Favorable rate of exchange now makes possible these LOW, LOW QUANTITY PRICES:

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No. 2 Sensational Proved Popular Scenex Candid Camera



TERRIFIC \$1.00 SELLER: Fast mover, appeals to all. Takes REAL ACTION SNAPSHOTS—uses standard #828 Roll Film. Modern plastic design. Pocket size, 2x3 in. Cash in on TERRIFIC DEMAND! Comes complete with roll film for eight 1x1 pictures. (Same quantities and price breakdown as the above Telekular prices.)

SPECIAL PKG. DEAL Gift packed 1—Scenex Camera 2—Rolls #828 Film 1—Attractive Leatherette Carrying Case \$2.98 Retailer Complete as low as \$10.80 Doz. Complete Sample \$2.00

RUSH ORDER NOW!

Immediate shipment on both items. 25% deposit, balance C.O.D. to untraded firms. Open account to rated firms. We pay shipping costs on fully prepaid orders and on all orders of \$100.00 or more. (Rated Firms.) SAMPLES: \$1.00 ea. item, postpaid (Credited on first order)

EARL PRODUCTS CO. (Mrs. of Scenex Cameras and Binoculars) 701 N. Sangamon Street • Chicago 22, Illinois • Phone: TAYlor 9-9860

THE ORIGINAL "HIT" MINIATURE CANDID CAMERA



FITS IN POCKET OR PURSE—TAKES CLEAR, SHARP PICTURES Sensational camera sells like wild! Precision made lens and shutter. Comes complete with genuine pigskin carrying case and carrying strap. Eye-level view finder, polished nickel-plated parts.

FREE wholesale CATALOG Write for our big new 1955 catalog illustrated in dazzling color, jewelry, leather goods, housewares, toys, novelties, watches and hundreds of other items.

Gold Finish Model "Hit" Camera \$15.50 Per Doz. Sample \$2.00 \$13.50 PER DOZ. SAMPLE \$1.75 Film for "Hit" Camera. Package of 6 rolls. 60¢

GEM Sales Co. 533 Woodward Detroit 26, Mich.

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8 1/2 in. Fur Monkey Gross \$ 9.00 9 in. Fur Monkey on Trapeze Gross 16.50 16 in. Gorgeous Feather Doll Dozen 8.00 14 in. Ass'd Inflatable Animals Dozen 4.00 Inside Whistle Flying Birds Gross 6.00 18 Rib Jap Paper Parasol Gross 9.50 VERY SPECIAL—Fine Deluxe Quality Black Derby Hats, Heavy Felt, Bound Brim, Adult Sizes Dozen 5.00

Send 25% Deposit With C.O.D. Orders

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

SPECIAL! Full Size, 17 1/2" x 11 1/4" HORSE CLOCKS In Two-Toned Bronze or Gold Finish with 40-hour wind movement. \$5.40 Ea. in Lots of 6 Sample, \$6.00 A nationally known self-starting guaranteed electric movement with sweep second hand. \$6.00 Ea. in Lots of 6 Sample, \$6.75 NEW LOW PRICE ON BRONZE HORSES Send for free 1955 catalog. 25% deposit, balance C.O.D., F.O.B. Brooklyn, N. Y. Open account to rated concerns only. If not for resale add federal tax. HOUSE OF BRONZE 1467 Myrtle Ave., Brooklyn 37, N. Y. Glenmore 4-1840

DEMONSTRATORS ATTENTION! SENSATIONAL VALUE Beautiful 3-piece set, No. 1000, point fountain pen, automatic pencil and precision ball pen. Metal cap. Assorted colors. Attractive box. Sample Set, \$1.00. GROSS \$45.00. Including tax. Orders filled the same day as received. Send 25% deposit with the order. LINDEN PEN 28 East 22nd St., New York 10, N. Y.

NEW! 100 Feet of 48 12"x18" Pennants. All-Weather Durafilm, Only \$4.50. Money refunded if not satisfied. MYRLO COMPANY Dept. B 2168 W. 25th Cleveland 13, Ohio

This is a Pocket Ashtray With snuffer to snuff out burning butts. Handy when you want to "sneak" a smoke. Box is of Bakelite, lid of stainless steel. Size, 2 1/4 x 1 3/4 x 3/8 in. 2 for \$1. GEO. A. FALK 211 D St. Redwood City, Calif.

BEAUTIFUL MOTHER'S DAY CARNATIONS Beautiful MOTHER'S DAY CARNATIONS Order now! Life-like cellophane carnations decorated with green florist's fern. Packed 100 of one color (pink or white) to the box. Per 100, \$5.00. Per 1000, \$45.00.

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WE UNDERSELL ALL HIT CAMERA. Original, miniature, candid type. It's a bargain. Retail \$2.95. Sample 90¢. Gross \$ 9.60 \$100.00, DOZEN..... \$ 9.60 FILM for Hit Cameras. 12 .95 rolls, 120 exposures..... EARRINGS. Best values. 3 price ranges. Big assortment. DOZEN PAIRS \$2.40, \$3.60, \$4.80 SCATTER PINS. The better kind. Really beautiful, boxed. Gross \$33.00. DOZ. BOXES 3.00 NECKLACE AND EARRING SETS. Costume jewelry sets, boxed. Our values are tops. At least fifty styles, 4 price ranges. DOZ. SETS \$7.20, \$9.00, \$15.00, \$24.00 RELIGIOUS BRACELETS. With book shape case holding Rosary. How beautiful they look. The greatest seller in years. Retail to \$5.00. Sample 70¢. Gross \$72.00. DOZEN COMPLETE 6.60 WRIST WATCHES. Swiss. 7 Jewels. Doz. \$54.00. EACH 4.95 SEND DEPOSIT OR FULL PAYMENT F.O.B. NEW YORK. FREE CATALOGS.

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The Best Sales Boards and Jar Games Write for information and prices. GALENTINE COMPANY Dept. B, 519 E. Jefferson Blvd. South Bend 17, Indiana

**Pittsburg MASTER PAINTERS PRODUCTS**

Formula with titanium. Inside, outside, ready mixed paint. This is white, not a reclaimed product. One gallon U. S. measure, every ounce guaranteed. Packed 4 gallon cans to carton, sold in ten-carton lots or more. Less than 10-gallon quantity, \$1.50 per gallon.

Richard's chrome-finish, ready-mixed, all-purpose aluminum paint. Exterior, interior, heat resisting. Uses: iron, steel, galvanized roofs, wood, brick, radiators, furnaces and other metals. Chemically pure, one gallon U. S. measure. Every ounce guaranteed. Packed 4 gallon cans to carton, sold in five-carton lots or more. Less than 20-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 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 1/4" sizes. A brush for every painting purpose, individually boxed. Packed 12 boxed sets to master carton—\$1.15 per set.

**HARDWARE SPECIALS**

6-Piece Screw Driver Set with rack, individually boxed. 50 to master carton—55¢ each in lots of 50 or more. In dozen lots, 60¢ each.

6-Piece Power Auger Wood Bit Set. Sizes 3/8 to 1 inch. Usable in any make electric drill, sharp spur and cutting edges. Individual self-display kit. Packed 1 dozen to box, \$15.00 per dozen. No less sold.

6-Piece Warding File Set—All differently shaped with individual uniform handles used for wood or metal. Individual self-display kit. Packed 1 dozen to box, \$9.00 per dozen. No less sold.

4-Piece Cold Chisel Sets, drop forged. Used for wood, stone or metal. Octagonal shaped. Individual self-display kit. Packed 1 dozen to box, \$4.00 per doz. No less sold.

9-Inch Professional Pattern Pruning Shear. High quality, hot drop forged steel. Fully polished, knurled handles, tempered sharp honed blades and volute springs. 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.

Back 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.

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REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursdays for the Following Week's Issue

**GIRL AERIALIST — EXPERIENCE FOR** high ladder act. Top salary, long season. State experience with photo first letter. Contact Jerry Martin, Box 64, Rochelle Park, N. J. my7

**GIRL MUSICIANS WANTED—ALL INSTRUMENTS.** Steady job. Six nights weekly. Send photo and dimensions. Beasley Music, 816 10th St., Port Huron, Mich. my21

**IMMEDIATELY—STRING BASS DOUBLING** brass bass; piano doubling accordion; lead alto, clarinet; trumpet doubling trombone. Year-round job. Must own instruments. Box 113, Mandan, N. D. Phone 2434. my14

**MUSICIANS — REPLACEMENTS ALL** chairs. Interested in piano and bass, doubling vocals. Want only professional and experienced men. Contact Larry Elliott, c/o Tom Pumphrey Agency, Richmond, Va. my7

**MUSICIANS—ALL CHAIRS; LOCATE DES** Moines, steady work; no sleeper. All letters answered by return mail. Jack Cole, 1125 68th St. my7

**BINGO POLLACK**  
Call collect  
PAUL SMITH  
Turners Park  
Ron. 9-9868

**PIANIST—GIRL OR BOY FOR ESTAB-** lished 5 pc. combo. Must play modern, read, fake. Contact Pat Sheridan, 4331 Lafayette Ave., St. Louis, Mo. my7

**PHONE MAN—EXPERIENCED FOR RADIO** promotion established 7 years. Regular clientele of stations in Midwest. Year round work; good man can average \$9000 per year and up. This is highest type of phone sales work. Not interested in replies from drinkers and floaters. Reply giving experience, address and where can be reached by phone. Box 801, The Billboard, Chicago, Ill. my14

**PIANO MAN—BASS, HOTEL BAND. CUT** or no notice. Others write. Box C-212, c/o Billboard, Cincinnati 22, Ohio. my14

**PROMOTER OR AGENT FOR BALL PARK** stage circus to open June 1. Write Albright's Attractions, Belle Plaine, Minn. my14

**RISE HELP—MUST HAVE DRIVERS' LI-** cense; no drinks; steady season's work; good pay. Phil Daniell, P. O. Box 65, Solvay, N. Y. my7

**WANTED — TRUMPET; GOOD READER** for popular Midwest polka band. Steady, good transportation. Write Viking Accordion Band, Albert Lea, Minn. my7

**WANTED—GOOD MONKEY ACT. GOOD** monkey act June into September. No money, all shows here. Rare Bird & Animal Farm, Fairlee, Vt. my7

**WANTED—ATTRACTIVE GIRLS, EXOTIC** or comedy singer dancers, \$60 to \$75 weekly, 6 days. Send photographs, Benny's Cocktail Lounge and Dinner Club, 2102 Second St., Lake Charles, La. my14

**WANTED FOR MARITA DELORES POR-** table theater, the wonder of the amusement world; metal costing \$25,000. Make age partner, lecturer, pianist, singing actors. Others, men or women. No collects, please. Capitol Hotel, Richmond, Va. my7

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THESE NEW FAST SELLING ITEMS:

MEN'S RHINESTONE RINGS—\$3.00 per doz. in display tray.

MEN'S ONYX-CAMEO RINGS—\$3.00 per doz. in display tray.

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EARRINGS—New spring and summer deluxe styles included—\$3.00 per doz. 144 ass'd. styles.

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NECKLACE AND EARRING SETS—\$7.20 per doz. (boxed). Others at \$9.00 and \$10.00 per doz.

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EXPANSION IDENTIFICATION BRACELETS for Men, Boys, Ladies—\$5.25 per doz. Rhodium; \$4.50 per doz.—Gold Plate.

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ALSO LARGE VARIETY of 100 other money-making jewelry items. All items carried in stock FOR IMMEDIATE DELIVERY!

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**Merchandise You Have Been Looking for**

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every Kind of Glassware, Blankets, Hampers, Hossacks, Piaster Slum, Flying Birds, Whips, Balloons, Mats, Cans, Ball Game Specials, Bingo Merchandise.

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IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

**ALCO PREMIUM SUPPLY CORP.**  
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5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column.

No charge accounts.

Forms Close Thursdays for the Following Week's Issue

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**AGENT — SOBER; EXPERIENCED ALL** types shows, one-nighters or weekstands. Good promoter. Consider only attractions that are reliable and dependable. Write stating all. Box C-213, c/o Billboard, Cincinnati 22, Ohio. my7

**CIRCUS & CARNIVAL**

**DYNAMITE CRUMLEY AND HIS DEATH** Daring Dynamite Casket. Open for booking. Will book reasonably for season. Show owners, contact immediately. Write or wire. Boyd Crumley, 1483 Highland, Benton Harbor, Mich. my21

**MISCELLANEOUS**

**ARRANGER — PROFESSIONAL; WILL** score your act, dance routine, etc. for any combo. Write Bob Allen, 273 West 12th St., N. Y. C. 14. my14

**AT LIBERTY — DRAMATIC ACTRESS,** dancer. Would like TV job. No amateur; can furnish photos, background, etc. Maurine Jennings, 337 S. Fifth, Quincy, Ill. my7

**AT LIBERTY—ROTAN, HALF AND HALF.** Neat appearing; flashy wardrobe; also inside flash. Write Harry Fink, 1713 Williams St., Columbia, S. C. my7

**ATTENTION, RESORT HOTELS—SENSA-** tional mental act, husband and wife team; have open dates for July and August. A 45 minute festival of fun with audience participation. Beautiful formal wardrobe. Write for brochure. The Amazing Shepards, 2843 N. Burling St., Chicago. my7

**HYPNOTISM — FOR STAGE, PRIVATE** parties and lecture demonstrations. For information write Neige E. Diehl, Post Office Box 2002, Seattle, Wash. my7

**FRANCENE LEE—HALF AND HALF FOR** annex or single "O" girl show. Reliable worker. Reply to Minnie Meyers, Palm Lake Tr. Ct., 7600 N.W. 27th Ave., Miami, Fla. my7

**VARIETY STAGE SHOW OF 4 OR 5 PER-** sons in magical illusions, dance and vaudeville. Festival of fun with audience participation. Beautiful wardrobe, fine equipment and priced to fit your occasion. Wright the Magician, Casey, Ill. my14

**YOUNG, CREATIVE JUGGLER WISHING** summer work with established group or with single act as partner. Any field of show business. Excellent amateur background in juggling. Coached by Paul Gorden and many I.J.A. members over the past four years. Also experience in comedy and dramatics. Willing to learn any field. Write Ted Terry, 1507 41st St., S.E., Washington 20, D.C. my14

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**A-1 ORGANIST—NON-UNION; FOR COCK-** tail lounge or rink. Address Organist, 37-30 83rd St., Apt. 4-C, Jackson Heights 32, Long Island, N. Y. my14

**A-1 MODERN ACCORDION MAN AVAIL-** able. Write Musician, Room 211, 259-12th St., Oakland 7, Calif. Telephone Glen Court 1-8150. my7

**AT LIBERTY — FIRST-CLASS PIANIST** available immediately. Concert, dance, etc. No fakers; go anywhere; union; sober and Irish. "Musician," Box 44, Centre, Ala. my7

**AT LIBERTY—TRUMPET PLAYER, DOU-** ble fiddle and vocalist, would like job at summer resort, preferably in the east. Experience in society music; will cut shows. Ph. Mancini, Hotel Bristol, S. Norwalk, Conn. my7

**BASS — AVAILABLE IMMEDIATELY.** Name band experience. Cut or no notice. Sober, reliable. Don't misrepresent. John Denault, 2308 Liberty, Columbia, S. C. my7

**COUNTRY VOCALIST — MANY YEARS** radio, stage, doubling several string instruments. Country disc jockey western wardrobe. Tumbleweed, Box 836, Clawson, Mich. my14

**DRUMMER DOUBLES VOCALS—PLAYS** all styles; age 27; neat; desires location spots with established unit in northern territory. Johnny Bonino, 994 Drake St., Madison Wis. Phone Alpine 54044. my7

**GUITARIST — YOUNG, WHITE, READ,** fake any melody; sing and do comic impressions. Have car, free travel anywhere. Work duo, trio or combo. Write immediately giving particulars and phone. Box 987, The Billboard, 1564 Broadway, N. Y. my7

**MAGNIFICENT WATCH BRACELET**

Simulated diamonds cover entire bracelet and watch cover. Brand new guaranteed 17-J Swiss movement (not pin lever). Delivered with watch box, \$120 price tag. Min. order 3. 25% with order—balance C.O.D.

Only **\$12.50** each  
in lots of three.  
\$13.95 for sample.

**NATIONAL DIST. CO.**  
222 Calumet Bldg. Miami, Fla.

**WORLD'S LOWEST PRICES!**

**NEW LUCKY HORSESHOE RING**  
With gorgeous sim. diamonds. Only Aztec gives you the choice of genuine gold plate or real rhodium finish.  
\$3.60 doz. in 3 doz. lots  
\$3.15 doz. in gross lots

**FRIENDSHIP RING**  
Pierced, with stones set all around for added beauty.  
\$4.80 dozen  
\$4.50 dozen in 4 dozen lots

**14-K GOLD-PLATED PEARL ANKLETS**  
Double heart or oblong.  
\$3.75 dozen  
\$3.50 dozen in gross lots

**DELUXE LOCKETS** \$8.00 dozen, boxed  
Loaded with rhinestones. Minimum Order—1 Dozen of any item. No split dozens. 1/2 Down, Balance C.O.D.

**AZTEC MANUFACTURING CO.**  
106 East 19th St. New York, N. Y.

**SAVE \$34 ON THIS SPECIAL DEAL...**

**BULOVA, WALTHAM, ELGIN, BENRUS, GRUEN WATCHES**

**10 Ass't with Yellow Exp. Band. \$75**

For men and women. New models, cases and dials. Reconditioned and guaranteed like new.

Send for Our New Big 100-page 1955 catalog, only 25¢ (refunded on your first order).

Wholesale only, 25% with order, balance C.O.D. — 5-day money-back guaranteed if not satisfied.

**JOSEPH BROS.**  
5 S. Wabash Ave., Chicago 3, Ill.  
"The Watch and Diamond House"

**WATCH BARGAINS**  
10 Swiss high-grade wristwatches, needing minor repairs, \$15.00; 12 String Beads, \$10.00; 10 lbs. broken Costume Jewelry, \$10.00. Write for prices—for dealers only.

**B. LOWE**  
Holland Bldg. St. Louis 1, Mo.

**Personalized THE GORDONS WITH YOUR NAME**

EVERYONE is interested in his OWN NAME in front of his home. That's what makes taking orders so EASY. Ken Kosrog made over \$140.00 in one day!

**NO STOCK TO BUY!**  
**NO BIG INVESTMENT!**  
**NO DELIVERING!**  
**POWERFUL ADVERTISING!**

Learn how you can make this kind of money in your territory. No experience needed. Coupon brings literature that shows you how to get started right away—PLUS an actual sample if you wish. Mail coupon now.

**Mail For Sample**

**MITCHELL RUBBER PRODUCTS, INC.**  
Attn: Mr. Raymond Mitchell  
2150 San Fernando Rd., Dept. 30  
Los Angeles 65, California

Please send money-making facts about your Rubber Door Mats.

Rush FREE SAMPLE full size demonstrator with "Sales Proven" names ("The Gordons"). Also order book and complete information. I am enclosing \$1 to cover postage and handling. MONEY BACK GUARANTEE. I want to get started now.

Name .....  
Address .....  
City ..... Zone... State.....

**HAWAIIAN "TI" PLANT LOG**

Place the Log in Water and Watch the Green Leaves Grow.

**YOU CAN ALMOST SEE THEM GROW**

\$70.00 per 1,000. Flash, 15 Plants, \$17.50. Grows in water or soil—Grows by itself —We ship fresh, perfect logs—no spoilage—free sales aids.

ALSO  
• Dumb Cane  
• Bird of Paradise Seedlings  
• Anthurium Suckers

TERMS: 1/3 Deposit, Balance C.O.D.

**SHERFY'S LTD.**  
2126 BOYER SEATTLE, WASH.

**DOG-BONE 10-WAY WRENCH**

\$2.10 Per Dozen (50 Doz. Lots) \$28.80 Per Gross

One Tool that can handle a million and one jobs effortlessly, for it will fit almost all size nuts and bolts—square or hexagon shaped (1/4" to 3/16"). The DOG BONE WRENCH is a veritable tool box all in one wrench. Use in the home, your car or office, aboard boats, for electrical and garden appliances. Every mechanic, machinist and hobbyist needs one. You will never miss any size wrench when you need it, for the DOG BONE has 10 sizes to fit all nuts and bolts. Made of Tempered Tool Alloy Steel with 1 Beak shaped reinforced plate handle. Sample Dozen \$3.00. On dozen orders add 25¢ postage.

Distributors & Dealers Wanted.

**NOVEL MANUFACTURING**  
Dept. D-598  
33 SECOND AVENUE  
New York 3, N. Y.

**Beautiful Genuine Dupont Plastic**

**NEW False Plate**  
MADE FROM YOUR OLD, LOOSE PLATE  
One Day Service

No Impression Needed

AT LAST—a new, revolutionary False Plate Duplication System that saves you money! Actually transforms your old, loose, uncomfortable, cracked or chipped plate into a new, comfortable fitting, it's strong, natural-pink, lightweight Dupont Plastic Plate, using same teeth or with new, natural-shaped, matched teeth. Once again—you may know false plate wearing happiness. Broken, cracked plates repaired; missing, broken teeth replaced.

SEND NO MONEY! Write today for FREE instructions to follow. If plate is loose, to MAKE IT COMFORTABLY TIGHT—for our duplication without cost to you. Highest prices paid for Dental Gold.

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22 W. Madison St., Dept. 591, Chicago 2, Ill.

**FREE FRISCO SPINDLE WHEEL & BUMPER GAME**

Write today for complete details

- Hand Polished ALUMINUM IDENTIS \$7.50 Gr.
- GRAB BAG RINGS \$5.00 Gr.
- HEART & DISC PENDANTS Hand Polished, Nickel Plated \$39.00 Per Gr.
- MEXICAN EARRINGS \$5.40 DZ. & UP

SEND FOR NEW CATALOG TODAY. We pay postage on all prepaid orders except Air Mail.

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**FRISCO PETE** Chicago 6, Ill.  
All Phones: Franklin 2-2567

**BIG FREE CATALOG**

- Jewelry, Watches, Housewares & Appliances & 1001 Name Brand Items.
- Space on Cover for Own Imprint.
- Sell the Nationally Advertised Brands which Are Pre-Sold for You!

**HARRY COHON & SONS, INC.**  
1065 Utica Ave., Brooklyn 3, N. Y.  
"TRADE WITH THE HOUSE THAT HELPS YOU SUCCEED"

## SPEED COUNTS

### 2-Way Radio Cuts Costs on Service Calls

FORT WORTH, April 30.—Operating a large route, which includes cigarette vending equipment in addition to phonographs, can be a real service headache if nothing is done to speed up the contact between office and serviceman, according to Martin Loicano, head of Big State Coin Machine Company here.

Loicano, like many other operators repeatedly underwent the experience of receiving an emergency service call from the North Side and dispatching a serviceman from the South Side—only to pick up the phone a few minutes later to find another service call not five minutes away from where his serviceman had been.

Consequently, Loicano recently installed a two-way radio communication system in his four service trucks. He utilized commercially leased equipment, which permits him to contact all of his servicemen in a matter of seconds.

The advantage of radio communication in comparison with the telephone system, according to Loicano, are many. A radio call can

*(Continued on page 84)*

### Uses Venders In New Coin Laundry Firm

DETROIT, April 30.—A new firm operating coin-operated automatic washers in apartment buildings here is using converted cigarette machines to sell laundering materials.

American Coin Machine Corporation, Highland Park, a Detroit suburb, was recently set up by David L. Wells, who owns an automatic washing operation at Fort Sill, Okla.

American Coin has installed completely equipped laundry rooms in three 14-story apartment buildings in a newly constructed government housing project.

Each room is tiled and equipped with washing machines, dryers, and the converted venders which dispense soap, bluing and bleach at a nickel a selection. Wells packaged the laundry materials to fit the machines and offers six selections. The washing machine is set on nickel operation, the dryer at a dime.

Wells has been in the coin machine business since 1950. He was with the Tele-Coin Corporation from 1950 to 1951, a set up of the American Automatic Coin Machine Company, which he operated first at Wright Field, Dayton, O., and now at Fort Sill. He plans to branch out into other locations.

### Jennings Milk Vender Bows; Distrib Named

NEW YORK, April 30.—Milk Vendors, Inc., recently formed by two dairies, this week took the wraps off its new milk vending machine. The unit is manufactured by Jennings & Company, Chicago. MVI is currently the sole distributor.

On hand to greet dairymen at open house at the Commodore Monday thru Wednesday (25-27) were Sol Leibowitz, president; Dan Lederman, secretary; Henry Streifeld, vice-president; and Samuel Goldberg, treasurer, all of MVI, and Emery Mihalek, Jennings' chief engineer.

The dual-selection unit — 34 inches deep, 44 inches wide and

### GRIP-TEZE TELLS MEN FROM BOYS

LONDON, April 30.—Separating the men from the boys in Great Britain this spring is Grip-Teze, a strength-testing machine.

The player tries his strength on two hand grips. As the pressure grows a series of pictures of a young woman appears. Grip ratings range from "well-covered" for the player with little strength to "Oh, Boy" for the strong-arm player.

### N. Y. Now 40% On Dime Play

NEW YORK, April 30.—Dime play in New York, launched only a couple of months ago, has reached the point where an estimated 40 per cent of the city's boxes have already been converted.

The move started on a block-by-block basis, but that pattern has been generally abandoned, with operators converting wherever the location gives the go-ahead.

As expected, the takes on converted stops fell off the first week, but bounced back the following week, and pulled ahead thereafter. Operators are putting out about 40 EP selections on converted stops.

Bob Held, route manager for Charlie Bernhoff's Regal Music, says nearly 90 per cent of the firm's locations are operating on 10-cent play.

### EXPANDING MARKETS

#### Coffee, Photo Shops New Stops for Danish Venders

COPENHAGEN, Denmark, April 30.—Most rapidly expanding markets for vending machines in Copenhagen are the coffee retail stores and photo supply retail outlets. In both cases, among those that were drastically curtailed since the last war and have only recently been available at fairly normal prices.

Most of the venders in these fields have been old or reconditioned machines, outmoded and unattractive. Of course the standard types of Danish merchandise venders could be, and are, used for both items, but in most cases they are bulkier and more costly than some venders now in use.

The most active market is the coffee retail field, and this is due to the expansion of chain and self-service stores. In these fields, there are two firms which both have their own brands of coffee, which they publicize heavily, and both are apparently experimenting on a large scale in dispensing their coffees thru store-front venders as

## Rock-Ola Distributors Unveil New Phonograph, Model 1448

CHICAGO, April 30.—The new Rock-Ola phonograph, Model 1448, was unveiled to operators across the country over the weekend (24-25), when the firm's entire distributor organization launched "International Rock-Ola Days."

While the bulk of the showings got under way early Sunday and closed Monday evening, many distributors moved equipment and personnel to neighboring towns and held additional showings thruout the entire week. Still more showings held this week follow: Operators were shown the newly

styled phonograph and a complete line of auxiliary equipment. The phonograph was first bowed during the Music Operators of America convention last March at a sneak preview (The Billboard, April 9).

On-the-spot reports from showings were scheduled next week.

### Ross Exhibits New Rock-Ola

MIAMI—Eli Ross, Sam Taran and the entire staff at Ross Distributors here played host to

Florida juke box operators Sunday and Monday (24-25).

Roy Hamilton, Epic recording star, also greeted operators, distributed records and autographs. Present at the showing were representatives of Florida banks, interested in coin machine business potential.

In addition to Rock-Ola, Ross also distributes Genco, Bally, United and Williams games and the DuGrenier cigarette vender.

### New England Ops Hosted by Golumbo

BOSTON—Great activity marked the local picture this week with operators from the metropolitan area and many parts of New England attending the showing of the new Rock-Ola model, which Jerry J. Golumbo displayed at the Hotel Vendome.

Assisting Golumbo in greeting operators and guests were William B. Frey, sales representative; Donald Morrill, sales and serviceman; George Currier, field engineer, and Alfred Levine, sales manager.

Among the operators who attended were Bob Thompson, of Quincy; James Geracos, president National Music Service, Boston, and prexy of the Eastern Massachusetts Operators' Association; Dave Baker, treasurer, EMOA; Ralph Ridgeway, president Western Massachusetts Music Guild. Wives and even some children accompanied the operators to the affair.

### Brilliant Showing Draws Big Turnout

DETROIT—Typical April showers did not prevent a large turnout of operators at the new Rock-

*(Continued on page 80)*

## N. Y. Coin Union Has 3d Annual Fete at Capitol

NEW YORK, April 30.—Nearly 350 members of the Coin Machine Employees Union, Local 465, and their guests relaxed at Alan Gale's Carnival in the Capitol Hotel here Sunday (24) at the organization's third annual dinner dance.

In a prepared statement, President James Cagiano outlined the following program for 1955: (1) The elimination of free riders by making union membership attractive. (2) Wage increases and improved working conditions. (3) The maintenance of public respect for the union. (4) Better understanding between union and management.

Arnold Cohen, union attorney, pointed out that coin machine servicemen are not wholly protected by State law for unemployment compensation and called for the passage of laws for the coverage of those working in one-man shops.

### Entertainment

Sy Reeves emceed the evening's entertainment. On the bill were Al and Connie Fanton, dance team; Soni Wedding, vocalist; Prince Hara, magician, and Cecil Joslyn, vocalist.

Seacoast Distributors managed to have a new Rock-Ola placed in the rear of the room, and Dave Stern and Bob Slifer spent some time with music operators before the festivities began.

Local 465 officers are James Cagiano, president; James Antonelli, vice-president; George Kolibash, secretary, and Al Gilbert treasurer. The board consist of the officers and Edward Samplin, Morris Bloom and Hy Weiner.

Drinks were on the Bally Manufacturing Company.

### LONDON PARK SITE

## Penny Trade Doubles For British Game Ops

LONDON, April 30.—With 150 used amusement games operating on penny play at London's Battersea Park, Samson Novelty Company, Ltd., is finding daily takes as much as doubled over prewar days.

"Takes have been boosted," says John Holloway of the Samson firm, "because a penny is almost worthless and regarded as a 'throwaway' coin by the British."

Holloway and his brother, Harry, are joint bosses of the company, one of England's leading coin machine distributing and operating firms, with headquarters near London's West End.

Samson has \$25,000 worth of

equipment at the Battersea location. Holloway reports the games take in as much as \$700 a day, also many of them are nearly 20 years old.

Restrictions on importing new games is the problem that puts a brake on expansion. Altho the brothers have manufactured their own machines in the past, they have given up on production.

The increased takes, however, are not in themselves sufficient to cover the overhead rise since the war. According to Holloway, one type of prewar roll-down game which once cost \$23 now costs \$70. To get one of these old games completely reconditioned costs about \$40—nearly twice the original cost when new.

For this reason the Holloway brothers have 14 men continuously working on maintaining the old machines.

On the Battersea site two-player games are popular for parents with children. These games, usually based on sports like horse racing, football and cricket, give Junior a chance to show his skill against Pop. Movie 3-D units and grip-testing games are also favorites.

### Sol Weiss Dies, Cleveland Coin Asst. Sales Mgr.

CLEVELAND, April 30.—Sol Weiss, 47, assistant sales manager of Cleveland Coin Machine Exchange here, died Wednesday (27).

Weiss, well known in the coin machine field, began work in the industry with Cleveland Coin 10 years ago.

Cleveland Coin owner, Morris S. Gisser, stated, "It will be most difficult to replace the loyalty displayed by Sol Weiss to our firm and to the industry."

Funeral services were conducted Friday (29) at the Berkowitz Funeral Home, Cleveland. Friends from many parts of the country attended the services.

Weiss is survived by his widow, Ann, and daughters Lorri and Phyllis, Cleveland; his parents and a brother, Joe, of Los Angeles.

### Waterman, Ill., Firm Bows Ball Pitching Unit

WATERMAN, Ill., April 30.—A new electric ball-pitching unit, which can be operated on coin play for commercial locations, is in production by Waterman Engineering Company here.

R. Cooper, head of the firm, said the machine lists at \$400, and was designed so that the speed with which baseballs are pitched can be changed by operating a lever on the machine.

The machine is a mobile unit equipped with pneumatic tires. It is set up at the regulation 60 feet from the batter's box.

Cooper says the machine is currently in operation at high schools and colleges for baseball team batting practice. The firm plans to expand sales to commercial locations where the units will be coin-operated.

## Coke Bottlers Move On Pre-Mix Vender

Thousands on Location; Distribution of Glascock Unit Limited to Franchised Ops

NEW YORK, April 30.—The cup drink vending program for Coca-Cola bottlers is finally underway—nearly six months after the pre-mix vender was first shown privately at the time of the American Bottlers of Carbonated Beverages convention in Philadelphia.

According to a company spokesman, "thousands of these venders are now on location." The unit is made by the Glascock Bros. Manu-

facturing Company, Muncie, Ind. Distribution is limited to franchised Coca-Cola bottlers. The vender differs from the conventional cup drink unit in that the beverage is pre-mixed at the bottling plant and delivered to the location in sealed stainless steel tanks.

A dispensing spout draws the pre-mixed drink from the tanks (Continued on page 79)

### EXPANDING MARKETS

## Coffee, Photo Shops New Stops for Danish Venders

Continued from page 75

ferer to extract packages without considerable ingenuity, as they are stacked in metal channels and could only be up-ended and removed thru panel space—perhaps if the machines were almost empty.

Kruse has 66 of these machines on location in 54 railway stations in Denmark, including those of Copenhagen's rapid transit system. The increase in locations has been gradual, so no average of sales per machine is available, but in nine months well over 40,000 packages have been dispensed thru these machines at approximately 30 cents per package.

#### 100,000 Packs

It is expected that the venders will dispense at least 100,000 packages this year, at a gross take of \$29,000, out of which the Danish State Railways will get \$4,350 for space rental. Kruse is placing larger models—some with three racks—on the sidewalk fronts of the firm's stores and also in front of some small independent stores handling the Kruse coffee.

The Irma chain store system specializes in coffee venders built into recessed doorways of its newer stores. This firm is taking over new locations, usually corner sites, and remodeling them on distinctive lines, including large entrances of sufficient depth so that quite large vending machines can be imbedded in the sidewalls, flush with the white tile wall material used on this firm's store fronts.

Several of the standard Wittenborg general merchandise venders, made up of the small-size drop door compartments, are being used, but in some of the smaller stores the firm has a small machine made by the Dansk Automatfabrik, somewhat similar to the machines used by Kruse.

#### Big 3

Of the three big firms which make fairly complete lines of cigarette and merchandise venders: Wittenborg, Soren Wistoft and Otto Petersen's Automat Fabrik (Samson trade-mark); the last named has turned out a specially designed coffee vender and also a transparent plastic container, both of which it advertises heavily. This is a small wall-type machine with pull-drawer outlet.

The Wittenborg firm has turned out many different sizes of machines for dispensing packaged coffee, but they are made up of its standard units—some with rotating compartments—to fit the needs of each location. Such venders usually occupy more space than the special machines but are preferred by retailers who package their own coffee in small sacks. Also they can be used for other items.

The Prehm firm, which makes coin-changers, match venders and other small machines, has now turned out more modern and compact machines of these types and has apparently converted many of the old machines into neat coffee venders by some simple alterations. Odd items noted in the coffee-vending field are a standard two-

unit cigarette-cigar vender in which one rack (for cigars) is being used to dispense coffee in flat plastic containers, and one small store with a battery of three wall-type venders dispensing packaged coffee, Nescafe and Rich—a coffee substitute or extender.

#### Film Vender

There is almost as much activity in the photo supply as in the coffee field, and it went into a new phase this past week with a newly made film vender making its appearance. Film venders are common here, but most of them are antique in appearance.

Latest machine is a neat vender made by the Kobenhavn Automatfabrik for the Gevaert film firm. This is a standard type vender with three racks and pull-drawer outlet, but is lighter and more compact than older models and is painted in the same colors—yellow and blue—as the carton holding the roll of film.

It can be hung on outside wall or placed on a large metal replica of a Gevaert film carton. It apparently is being used as a package deal. Kodak, Agfa, Ilford and other film makers, most of which are using outmoded venders, will probably follow suit with something new.

#### Standard Merchandise

Here, too, the standard merchandise venders remain in the picture as their makers can quickly assemble units adapted to the needs of the larger retail stores which desire venders dispensing a variety of photo supplies as well as films. A midtown firm this month acquired a big five-unit cabinet from the Soren Wistoft firm which fits into the sidewalk space between its two large display windows.

As each unit has 12 compartments, this machine displays and dispenses 60 items, ranging in price from 30 to 90 cents. Such machines are assembled to suit the space available and the needs of the operator. In such a location, better display of items is assured than would be the case if rotating compartments were used, but had it been desired to dispense a larger number of items this could easily be done by substituting rotating units in place of the standard form.

#### Sea, city, Cost

The prime reason for the reconditioning or conversion of old machines is the scarcity and high cost of metal. These rebuilt venders will gradually disappear as soon as factories are able to get materials and catch up with back orders. A rapid change-over is taking place in the cigarette-cigar vender field because of the hike in takes on smokes which makes it almost obligatory to have the new model change-making venders which operate with either, or both, one and two-Krone coins. Since January these new-model machines have appeared in large numbers and seem to be trouble-free.

Copenhagen has more store-front venders than any other city of similar size in the world.

## R-M Promotes Manning to V-P; Others Upped

PHILADELPHIA, April 30.—W. J. Manning has been promoted from general sales manager to vice-president in charge of marketing for Rudd-Melikian, Inc., manufacturer of coffee vending machines.

Other promotions, announced this week by Lloyd K. Rudd, president, and K. Cyrus Melikian, executive vice-president, had C. G. Thomson, assistant sales manager, boosted to national sales manager of the automatic merchandising division, and Francis X. McCoy named as national sales manager of the institutional division.

Also, William P. Hanley takes over as sales administration manager. James Wickersham heads the advertising and public relations division as before.

Melikian said these promotions were in line with the company policy of promoting from within the ranks whenever possible. It is also part of the firm's general expansion policy.

## Bradford, Globus, Sarkis and Levine Honored by Kwik Kafe

PHILADELPHIA, April 30.—Merit awards for Kwik Kafe operators, presented at the recent Rudd-Melikian convention in Atlantic City, were announced this week by Lloyd Rudd, president, and C. K. Melikian, executive vice-president.

The President's Cup, given "in recognition of efficient operation, adherence to sound business principles and maintenance of services exemplifying the standards of the Rudd-Melikian franchise," was awarded to R. H. Bradford, Kwik Kafe, Inc., Clawson, Mich.

Runners-up were Edward Cave Jr., Kwik Kafe Coffee Distributors, Columbia, S. C.; Kimmel and Koch, Kwik Kafe of Reading, Pa., and

## Tobacco, Candy Trades Honor Exchange Head

NEW YORK, April 30.—Vending personalities played a prominent role in the \$100-a-plate dinner of the tobacco, candy and allied industries for the benefit of the National Association of Christians and Jews at the Waldorf-Astoria, Wednesday (20).

John R. Kehoe, vice-president of the Union News Company, was chairman of the event which honored Maj.-Gen. Howard L. Peckham, chief of the Army and Air Force Exchange Service.

Herbert A. Kent, board chairman of the P. Lorillard Company, (Continued on page 79)

## Pepsi Quarter Net Double '54 Figure

NEW YORK, April 30.—Net earnings for the Pepsi-Cola Company for the quarter ended March 31 were estimated at \$1,170,000, or 20 cents a share, by President Alfred N. Steele.

This compares with net income of \$580,000, or 10 cents a share, for the first quarter of 1954. Estimated consolidated earnings before taxes were \$2,550,000, compared with \$1,272,000 for the 1954 quarter.

## New Valcor Valve To Preem in June

Major Cup Drink Mfrs. May Use Unit; Sanitation, Built-In Fittings Feature

KENILWORTH, N. J., April 30.—A new type solenoid valve, with a transparent body and with built-in fittings, will go into production in June, with a good chance it will be used by Apco, Spacarb and Cole as new machine equipment.

Manufacturer is the Valcor Engineering Corporation here, since 1950 a manufacturer of valves for most of the major aircraft makers. The firm is headed by Benjamin Welt, president; Mort Kreitchman, vice-president in charge of engineering, and Murray Maslow, secretary-treasurer.

Principal selling feature will be sanitation—it may be cleaned by a straight brush stroke, with no blind holes or threads for sirup or foreign matter to collect. Maslow said the valve has already been approved by the Chicago Board of Health.

The unit contains no internal threads, no 90-degree angles and all passages can be seen. According to the manufacturer, the straight-thru flow feature gives it a capacity of from 200 to 300 per cent more than conventional valves of the same size.

Kreitchman said the valve can be used interchangeably on all Apco, Spacarb, Cole and Glascock (Coca-Cola) cup drink machines, but that the firm will make modifications to suit various manufacturers if they request it. Initial production will be set at 500 a day.

The sales campaign will stress that no additional fittings are required with the valve—a Koroseal valve will slide on and may be clamped directly on the built-in fitting. An internal threaded fitting is available for valves which require stainless steel lines.

Liquid flow is controlled by a floating shear seal which requires (Continued on page 79)

### DAIRY VENDING

## Kentucky Folk Quaff Milk Via Venders

LOUISVILLE, April 30.—Folks in Kentucky are going for milk dispensed by vending machines in a big way.

Demand for milk-ala-vender in this State has led machine operators to install more than 250 of the units since October, 1953.

Main reason for the trend to automatic milk sales has been the attempt by the dairy industry to increase sales of milk, and to reduce the cost of distributing as well.

The Division of Markets of the Kentucky Department of Agriculture, the American Dairy Association of Kentucky and the Kentucky Farm Bureau all worked together to sell milk thru venders.

Locating milk venders in schools and factories, it was found that milk sold well in competition with soft drinks and candies. Most of the machines located thus far handle half pint and third quart cartons of plain milk, buttermilk and chocolate milk. Prices vary from a nickel to a dime on half (Continued on page 78)

## Plastic Vending Cup Preemed At R-M Confab

ATLANTIC CITY, April 30.—Surprise of the seventh Annual Kwik Kafe Dealers' Convention here last week was the introduction of a plastic cup for the vending of hot drinks.

The cup got a thoro test during the three-day confab, as a Rudd-Melikian coffee vender, set up in the business session room, was stocked with the plastic product for the operators' use.

Manufacturer is the Crown Machine Tool Company, Fort Worth. Representing W. M. Harrison, (Continued on page 78)

### COIN DELIVERY

## British Test News Vender, OK Results

LONDON, April 30.—A newspaper vending machine has been tried out on location at the English port of Liverpool with good results.

The machine, designed to sell both newspaper and periodicals at the rate of one every 1½ seconds, was recently shown at a London engineering industries fair.

At Liverpool, where 25 of the units were tested, it was found that wind, rain and water do not impair the machine's efficiency. The unit is set to operate day and night, with a flashing light that draws patrons' attention. The unit rejects all but proper coins.

As the customer inserts his money the paper or periodical slides out into his hand. The operator can adjust the mechanism according to the time of the day, to sell morning papers early, periodically (Continued on page 78)

## PM Picks Dawson Overseas Head

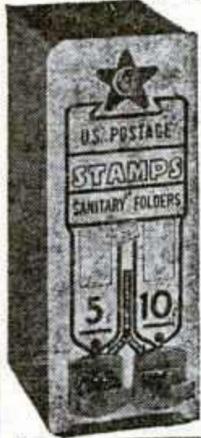
NEW YORK, April 30.—George C. Dawson, manager of export sales for Philip Morris, Inc., has been named director of overseas operations. He leaves today for a world-wide, two-month tour of tobacco markets.

Dawson will visit Philip Morris manufacturing operations in England, Australia and the Philippines.

## HUM-A-TUNE SALES SOAR

PITTSBURGH, April 30.—The Penny King Company reports that sales of the new Hum-A-Tune charm, introduced three weeks ago, are among the best in the history of the firm. The charm, a miniature of the kazoo, is attracting Hum-A-Tune orchestras, a company executive said.

**SCHOENBACH STAMP VENDORS**  
Folder Type



**ATTRACTIVE OUTSTANDING**  
Built to last for years. Perfect slug detection. Mechanism closes when empty. Easy loading. Reliable performer. Guaranteed.

2 Col. Vendor (as illustrated) **\$24.50 ea.**  
3 Col. Vendor **\$32.50 ea.**

**STAMP FOLDERS** Very Low Prices  
1/3 With Order, Balance C.O.D.  
**J. SCHOENBACH**  
Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.

**Wittenborg Shows Machines at Fair**

COPENHAGEN, Denmark, April 30.—The only coin machine exhibit in the annual Copenhagen International Fair, April 15-24, at the Forum Exhibition Hall, was that of the Wittenborg firm. Wittenborg, as usual, had a big stand and information booth, with a flashy display of vending machines and other of the firm's products, such as counter scales and meat-slicing machines. Machines were all late models of the standard Wittenborg vendors. There were five cigarette and cigar vendors of different sizes, most of which had coin-changing chutes which also operated with either, or both, one and two-kroner coins. All of the cigarette vendors were protected by fairly heavy metal rods—enameled white—which were installed behind the glass panel fronts in such fashion as not to obstruct the view of contents of the machine yet offer considerable security.

**Detroit Suburb Okays \$50 Fee For Vending Ops**

MT. CLEMENS, Mich., April 30.—City commissioners passed an ordinance Monday (25) requiring cigarette machine operators to pay a \$50 license fee plus an assessment of \$10 per machine. Fred L. Brandstrader, counsel for National Automatic Merchandising Association, who attended the meeting, said that the new law was a duplicate of an ordinance passed in Bay City, Mich., now pending court action, would set a precedent for appropriate action to be taken by operators in the Mt. Clemens area. C. J. (Chuck) Morgan, chief conciliator of the United Vendors Association of Michigan, declared: "I think the city commission is actually against the vending operators because what are they going to do about the sales of cigarettes from behind store counters, as well as in restaurants and taverns?" "I agree with the city commissioners that they are entitled to tax our members' vending machines for personal property taxes, but I'm opposed to these new license fees as being discriminatory." It is expected that the operators will appeal the decision. At the same time, the city passed a new license ordinance for juke box operators (see separate story in Music Machines section).

**Ideal Dispenser Primes Drive for Vender Locations**

BLOOMINGTON, Ill., April 30.—Ideal Dispenser Company here has intensified its drive to secure new locations for beverage vending machines thru an advertising and trade show schedule aimed at locations. Stress is placed on selectivity and profits associated with vending soft drink beverages. Inquiries from location owners or managers are turned over to the local bottler. According to T. G. Thompson, general sales manager, this campaign has already helped increase vending machine and beverage sales. Ideal has field representatives conduct bottler sales meetings and train vender servicemen.

**Motel Potential High for Vending**

NEW YORK, April 30.—According to the National Association of Tobacco Distributors, the nation now has 50,000 tourist court motels, representing a gain of 150 per cent over 1945. It is estimated that 3,000 new motor courts are being built each year, with existing facilities grossing about \$1.5 billion a year, a gain of 100 per cent over pre-World War II figures.

**S. D., Tenn., Repeal Per-Unit Mach. Taxes**

CHICAGO, April 30.—Two States—South Dakota and Tennessee—repealed per-machine taxes on vending machines. South Dakota repealed outright; \$5 and \$10 taxes on merchandise vendors; \$1 tax on scales; \$5 to \$20 retail cigarette licenses. Tennessee substituted a new tax base for vendors for its per machine fees which ranged from \$1 to \$7.50. Under the new tax set-up, an operator pays permanent—not annual—registration fees of \$2 per operating company, plus \$1 per machine and 1 1/2 per cent of gross receipts in lieu of the 3 per cent sales tax.

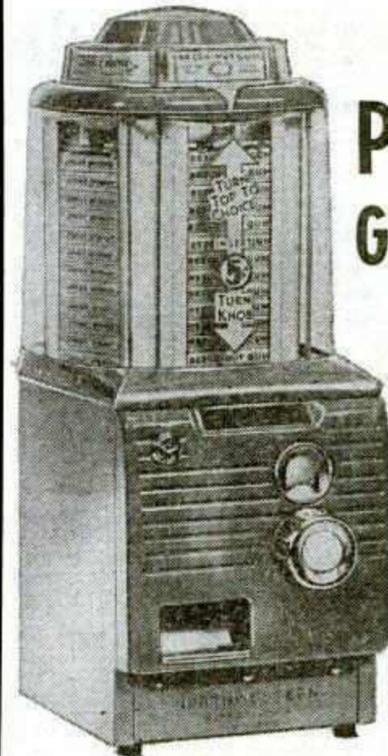
**Charter Vend Firm**

SACRAMENTO, April 30.—J. T. Scott & Company has been granted a charter by the State to deal in coffee vending machines in Los Angeles County. Authorized capital is 500 shares, no par value. Incorporation papers were filed by Nessen & Becker, 756 S. Broadway, Los Angeles. Directors are Ida Mae Parker, Rosemary Kilpin and Melville H. Nahin.

**LOOKING FOR FAST MONEY? WHY NOT TRY THE NEW...**

*Northwestern*®

**PACKAGE GUM VENDER**



That's all you have to do—just try this sensational money-maker on your route.

See for yourself what it is doing for others. Learn why it is considered a necessity on every route.

You can try it at no risk on our 30-day trial basis.

WIRE, WRITE OR PHONE FOR COMPLETE DETAILS

**THE NORTHWESTERN CORPORATION**  
245B EAST ARMSTRONG STREET MORRIS, ILLINOIS

**CIGARETTE, CANDY and DRINK MACHINES!**

**ROWE CIGARETTE VENDORS**

Imperial, 6 Cols., 180 Cap. .... \$ 85.00  
Imperial, 8 Cols., 240 Cap. .... 90.00  
President, 8 Cols., 340 Cap. .... 130.00  
Crusader, 8 Cols., 380 Cap. .... 145.00  
DUGRENIER MODEL W, 9 COLS., 270 CAP. .... 95.00

**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 25c & 30c **\$145.00**



**ROWE CANDY MERCHANT**  
with changemaker  
7 Cols., 158 Cap. **\$165.00**

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

**POPPERETTE**

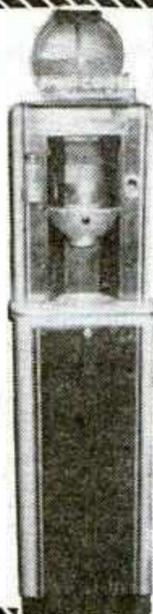
FULLY AUTOMATIC POPCORN MACHINE

- POPS FRESH FRAGRANT POPCORN ON INSERTION OF COIN
- GLASS BOWL ON TOP FOR RAW CORN RESERVE
- AUTOMATICALLY SEASONED
- 10¢ PLAY
- 5 FEET, 5 INCHES HIGH

TERMS: 1/3 deposit with order, bal. C.O.D. **PRICE \$149.50**

Write, Wire or Phone

**MAYFLOWER DISTRIBUTING COMPANY**  
2218 UNIVERSITY AVE. ST. PAUL 4, MINN.  
NEstor 7091



**Precision-Built for PROTECTION & PROFITS!**

**ACORN**

The only completely die-cast aluminum, precision built ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mdse.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

**IMPROVED! SILVER-STREAK**  
BRUSH HOUSING & BALL GUM WHEEL

EASTERN OFFICE:  
PENNY KING CO.  
2538 Mission St.  
Pittsburgh 3, Pa.  
WESTERN OFFICE:  
OPERATORS VENDING  
MACHINE SUPPLY  
1023 S. Grand Ave.  
Los Angeles 15, Calif.

**MANUFACTURING CO., INC.**  
11411 Knightsbridge Ave., Culver City, Calif.

**MANDELL GUARANTEED USED MACHINES**

N.W. DeLuxe 1c & 5c Comb.	\$12.00
N.W. 239 1c Porc.	7.95
N.W. 233 1c Porc. B.G.	6.50
Master 1c Bulk Porc.	6.50
Master 5c Bulk Porc.	6.50
Master 1c & 5c Bulk Porc.	6.95
Columbus 1c Bulk	6.50
Silver King 1c B.G. or Mdse.	7.45
Silver King 5c	7.45
Exhibit Post Card (Metal)	15.00
Advance 2D 1c B.G.	6.45
Advance 211 Mdse.	5.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	\$.56
Pistachio Nuts, Vendor's Mix	.51
Pistachio Nuts, Sheik	.44
Cashew Whole	.52
Cashew Butts	.50
Peanuts, Jumbo	.42
Spanish	.25
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs., vac. pk.	.85
Baby Chicks	.33
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Lozenges	.28
Leaflets (similar to M & M), 550 ct.	.40
Assorted Fruit Chews, 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

**ATTENTION! Bulk Candy Operators**

Ferrara Sweet Shell Candies are low in price and high in quality. Try some in your machines. For samples and prices write to **FERRARA CANDY COMPANY, INC.**  
2204 W. Taylor Street  
Chicago 12, Illinois

**EMPTIES MACHINES FASTER!**

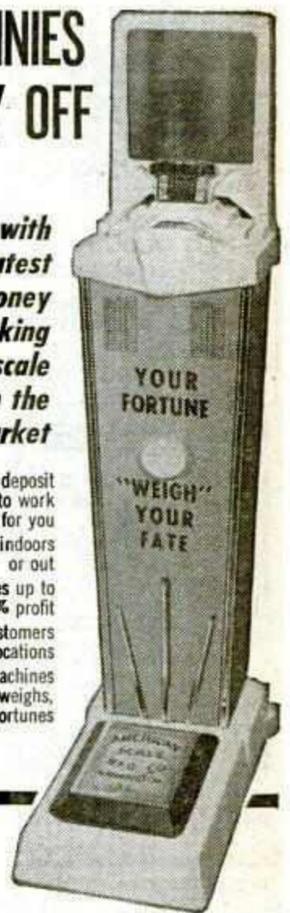
**LEAF Rain-Blo BALL GUM**  
**BERNARD K. BITTERMAN**  
4709 E. 27th Street  
Kansas City, Missouri

Ad No. 1 of a series  
**YOU'RE GOING TO TAKE A TRIP**  
to the N.A.B.V. CONVENTION  
Hotel Hilton, Chicago, Ill.  
Fri. to Sun.—July 15 to 17, 1955  
We'll be there; most everybody'll be there. Big Shindig.  
**SAMUEL EPPY & CO., INC.** Jamaica, N. Y.  
FIRST & LARGEST CHARM MANUFACTURER

**PENNIES PAY OFF**

with greatest money making scale on the market

\$20 deposit puts it to work for you  
Good indoors or out  
Produces up to 200% profit  
Wins Customers for Locations  
Two machines in one—weighs, tells fortunes



Foolproof—guaranteed 5 years. No knobs or handles to turn. 100% automatic; vault holds 10,000 pennies; different fortune with each weight; one slot for each month. 14"x24"; 4' tall (5' with plate glass mirror). Double-coat porcelain and baked enamel finish; stainless steel mouldings; choice of colors. \$20 deposit, \$8 per month. Shipping weight, 150 lbs.

**AMERICAN SCALE MFG. CO.**  
Dept. B  
3206 Grace St. N.W., Washington 7, D. C.  
Send more details  Send scale   
\$10 deposit enclosed   
NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

**THE BIG 3**  
Has Been Added to  
**VICTOR'S**  
Famous TOPPER Line



**5¢**  
TOPPER  
DELUXE  
CAPSULE  
VENDOR

Capacity  
250  
Capsules



**5¢**  
TOPPER  
DELUXE  
ROCKET  
CHARM  
VENDOR

Capacity  
600  
Rocket  
Charms



**1¢**  
TOPPER  
DELUXE  
100-COUNT  
BALL  
GUM

Capacity  
750  
Balls

Now on Display at Your Nearest  
VICTOR Distributor  
**VICTOR VENDING CORP.**  
5701-13 W. Grand Avenue  
Chicago 39, Illinois

**EMPTIES MACHINES FASTER!**

**LEAF Rain-Blo BALL GUM**

**PENNY KING COMPANY**  
2538 Mission Blvd.  
Pittsburgh, Pa.

**GIVE TO DAMON RUNYON  
CANCER FUND**

**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 30	Issue of April 23	Issue of April 16	Issue of April 9
Acorn Cabinet.....	\$9.00	\$9.00	\$9.00	\$9.00
Advance D 1c BG.....	6.45	6.45	6.45	6.45
Advance No. 11 Wds.....	5.95	5.95	5.95	5.95
Andico Coffee.....	450.00			
Columbus Ball Gum.....	4.95	4.95	4.95	4.95
Columbus 5c.....	6.95	6.95	6.95	6.95
Cadillac Jr., 5c.....		6.95	6.95	6.95
Columbus 1c Bulk.....	6.50	6.50	6.50	
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	90.00	
Eastern Electric Cig. Vendor	90.00			
Electro (8 col.).....		125.00		
Exhibit Post Card.....	15.00	15.00	15.00	15.00
Heide Tab Gum (6 col.)....	125.00		5.00	
Hershey.....		5.00	5.00	
Hot Nut (2 col.).....	12.50	12.50	12.50	12.50
Hot Nut (3 col.).....	25.00	25.00	25.00	25.00
Jewel Vendors, 5c.....	7.50	7.50	7.50	
Keeney Electric (9 col.)....		135.00		
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 Single Drink.....	150.00			
Mills Tab Gum (6 col.)....	17.50		17.50	17.50
National 918.....		115.00	115.00	
National 930.....		95.00		
National 950.....		110.00		
Northwestern 39, 1c.....	7.50	7.95	7.50	7.95
Northwestern 33 Ball Gum..		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
Px (10 col.).....		110.00		
Regal 5c.....	6.95	6.95	6.95	6.95
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.).....	145.00	175.00	175.00	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	130.00
Rowe President (10 col.)...				
Silver King, 1c.....	8.50		8.50	8.50
Silver King, 1c Ball Gum...	7.45	7.45	7.45	7.45
Silver King, 1c Mds.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	8.50	7.45	8.50	7.45
Silver King Hunter.....	16.00	10.00	10.00	
Stoner Candy (6 col.)....		135.00	135.00	
Super-Vends (3-sec.).....	225.00			
Uneda Model E (6 col.)....	75.00	75.00	75.00	75.00
Uneda Model E (8 col.)....	92.50	92.50	92.50	92.50
Uneda Model 500 (9 col.)..	100.00	100.00	100.00	100.00
U-Select-It.....		52.50	52.50	
Victor Model V 1c Cabinet..	9.50	9.50	9.50	9.50
Victor Model V 13/G Wheel.	8.50	8.50	8.50	8.50

**Coin Delivery**  
Continued from page 76

calls in the afternoon, and evening papers later.

It is possible that in the future Londoners may find the machines at busy street corners and outside news shops. But there is likely to be opposition from the established traders who regard the machines as a threat to their livelihood.

**COINMEN YOU KNOW**

**Hartford, Conn.**  
Communications to:  
Allen Widem  
CHapel 9-8211

It'll be a Bermuda honeymoon the latter part of May for Paul Rechtsafer, of the Reliable Coin Machine Company, Hartford, and his fiancée, Annette Farber, of West Hartford. A testimonial dinner will be held here May 18.

Summer coin machine location operators are starting to order for the season, with new machine business reported on a par with 1954.

**Dairy Vending**  
Continued from page 76

pints, from 9 to 12 cents on third quarts.

A clothing manufacturing company with plants at Frankfort, Campbellsville and Bowling Green has installed bulk milk venders dispensing free milk for employees. Workers help themselves as often as they like. The Frankfort plant reports using 10 gallons of milk a day.

**Kwik Kafe Honors**  
Continued from page 76

Ralph Globus, Kwik Kafe, Inc., Baltimore.

In the Nos. 2 thru 4 positions were Phil Koff, Coffee Vending Service, New York; Daniel Leonard, Kwik Kafe of San Fernando Valley, Burbank, Calif., and C. E. Elvins, Automatic Fresh Coffee Service of Ottawa. Honorable mention was given to Robert Frank and Julien Morrison, Automatic Coffee Service, Buffalo.

The dealer's award was won by Fred Sarkis, K.O.R., Inc., Rochester, N. Y., followed by Harry, James, Robert and John Bailey, Quick Coffee Corporation of Western Pennsylvania, Pittsburgh; Claude Meiers, Kwik Kafe of Springfield, Ill., and James A. Nesmith, Kwik Kafe of Riverside, Calif. Given honorable mention were H. A. Wellford and H. L. Todd, Commodities, Inc., Memphis.

The Co-Founder's Cup was won by Jack Levine, Gow-Dee Company, Inc., Springfield, Mass. Runners-up were J. L. Kincaid, Quick Coffee of Carolina, Gastonia, N. C.; Wayne Skilton, Industrial Vending Service, Conshohocken, Pa., and Pat Spencer, Kwik Kafe Coffee Service, Houston. Honorable mention was won by E. A. Harnes, Kwik Kafe of Binghampton, N. Y.

**Plastic Vending**  
Continued from page 76

president, was his son, Jim Harrison, who said the cup had been location tested for four months.

Harrison said his firm can produce the cups for \$12.25 a thousand, or less than \$1 more than the paper hot cup. He added that initial production, slated to get underway in August, will be about 8,000,000 cups a month.

The cup is made by an injection molding process which Harrison says took four years to develop. Nipples at the bottom of the cup give it a base and make for easier stacking in the vending machine.

Harrison claims the cup temperature when filled with hot coffee is five degrees cooler than a paper cup, hence making it easier to carry.

He said that the cup will take lithographing for advertising messages, and that the firm is thinking of methods to promote the cup as a take-home item as well as a disposable one.

**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

Want increased capsule sales? Then get new and different items in those machines . . . items like

**INDIAN BEAD KIT CAPSULE**

A real "Do-It-Yourself" Glass Vial containing Indian Beads and Wire Stringer. Boys and girls alike will go for this. In bulk, \$3.25 Gr. Filled, bag of 100, \$2.70. Filled, bag of 250, \$4.70. Filled, 1M, \$26.50. Prepaid shipment. Write for free sample. **OHIO GUM SUPPLY CORP., Wickliffe, Ohio.**

**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

**EMPTIES MACHINES FASTER!**

**LEAF Rain-Blo BALL GUM**

Rain Blo Ball Gum—60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum prepaid, per pound . . . . . 28c  
100 ct. . . . . 30c

**VICTOR'S 5-STAR BABY GRAND**  
Convertible Vendor—Instant change over to Capsule Vending, Rocket, Charms, Ball Gum and Chicks, Chicle Treats, 100-Count Ball Gum.  
**\$12.50** each less than 25 cases;  
**\$12.00** 25 cases or more.

**H. B. HUTCHINSON Jr.**  
860 North Ave., N.E., Atlanta 6, Ga.  
Tel.: Emerson 4300

**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, 1¢ . . . \$12.50  
Silver King, 5¢ or 1¢ . . . 8.50  
Northwestern Standard . . . 6.95  
Cadillac Jr. . . . . 6.95  
Victor V, B/G Wheel . . . . . 8.50  
Victor V, Cabinet, B/G Wheel . . . 9.50  
Northwestern #39, 1¢ . . . 7.50  
Columbus B/G . . . . . 7.50  
Columbus, 5¢ . . . . . 6.95  
Regal, 5¢ . . . . . 6.95  
Acorn Cabinet . . . . . 9.00  
2 Col. Hot Nut . . . . . 12.50  
3 Col. Hot Nut . . . . . 25.00  
4 Col. Tab Gum, DuGrenier . . . 17.50  
4 Col. Tab Gum, DuGrenier . . . 17.50  
6 Col. Tab Gum, Heide . . . . . 17.50  
6 Col. Tab Gum, Mills . . . . . 12.50  
6 Col. Tab Gum, Heide . . . . . 12.50  
6 Comp. 1¢ Nut Mach. (New) . . 5.00  
Jewel 2 Compartment, 5¢ . . . 7.50  
Hunters or Penny Back Machs. . 10.00

**SEND IMMEDIATELY FOR OUR SPRING SPECIAL ON MACHINES!**  
1/3 Deposit, Balance C.O.D.

**RAKE COIN MACHINE EXCHANGE**  
609-A Spring Garden Street  
Philadelphia 22, Pa.  
LOmbard 3-2674

**VICTOR'S 5-STAR BABY GRAND**  
Convertible Vendor—Instant change over to Capsule Vending, Rocket, Charms, Ball Gum and Chicks, Chicle Treats, 100-Count Ball Gum.  
**\$12.50** each less than 25 cases;  
**\$12.00** each 25 cases or more.

Deal #1—4 5-Star Baby Grands with 1000 filled Victor Capsules . . . . . \$64.50  
Deal #2—With 25¢ 100 ct. Ball Gum . . . . . 87.50  
Deal #3—With 25¢ Chicle Treats . . . . . 61.25

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

**Pioneer Vending Service**  
590 Albany Ave., Brooklyn 3, N. Y.

**AT BIG SAVINGS**

**BALL and VENDING GUMS**  
LOW Factory Prices

**BUBBLE • CHICLE CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-170 & 210 ct. . . . . 25¢ lb.  
Chicle Ball Gum, 130 ct. . . . 34¢ lb.  
Clor-o-Vend Ball Gum . . . . . 40¢ lb.  
Clor-o-Vend Chicks, 320 ct. . . 40¢ lb.  
Chicle Chicks, 320 & 520 ct. . 36¢ lb.  
Bubble Chicks, 320 & 520 ct. . 30¢ lb.  
Tab (short stick), 100 ct. . . 38¢ box  
5-Strick Gum 100 packs . . . \$1.90

**F.O.B. Factory, 150 Lb. Lots**

**AMERICAN CHEWING PRODUCTS**  
4th & Mt. Pleasant • Newark 4, N. J.

**MAKE MORE MONEY IN VENDING!**  
Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

**Enter a Money-Saving Subscription Now!**

Fill out this coupon and mail today.  
Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio  
Yes  Please send me The Billboard for one year at \$10.  
(Foreign rate, one year, \$20) 984

Name . . . . .  
Address . . . . .  
City . . . . . Zone . . . . . State . . . . .  
Occupation . . . . .

**For the Younger Children FAIRY TALE CHARMS**



EVERYBODY'S "Who's Who" in FAIRYLAND is in this new excellent Series — Sixty-Nine (69) different lovable characters so dear in the hearts of children . . . Cinderella, Hansel & Gretel, "The Cow That Jumped Over the Moon" and "The Dish That Ran Away With the Spoon," etc.

In PLASTIC COLOR-INLAY . . . \$5.25 per 1,000  
In PLATED and OXIDIZED . . . \$7.75 per 1,000  
f.o.b. Jamaica 35, N. Y.  
Or: At Your Distributor.

These are BIG CHARMS, beautifully created. They will do your machines proud and your sales good.

**SAMUEL EPPY & CO., INC.**

91-15 144th Place, Jamaica 35, L. I., N. Y.

World's First and Largest Charm Manufacturer

**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

**Paul A. Price Incorporates**

NEW YORK, April 30.—Paul A. Price, local charm manufacturer, announced that the firm bearing his name has been incorporated and will now be known as Paul A. Price, Inc. He added the move was caused by the firm's expansion.

Meanwhile, Price this week went into production of a square-cut ring charm with bevel-shaped stones. Rings come in copper, nickel and simulated silver finishes, while stones are of assorted colors. Immediate delivery is promised.

**Coke Bottlers**

thru refrigeration coils. Capacity is 500 drinks.

While no further information was forthcoming from Coca-Cola authorities, the following facts were available about the model from the Philadelphia showing, attended by 300 bottlers:

The single-selection unit will cost about \$800 complete. Basic cost for the model with a 5-10-25-cent changemaker is \$509. With a changemaker which allows for 6, 7, 11 and 12-cent sales and takes pennies, nickels, dimes and quarters and returns change, the price is \$521.

**Extras**

These prices, however, do not include Co2 regulators and fittings, Co2 tanks and valves, product tanks or tank jumpers. Neither do they include the cup-empty switch, which acts as an empty protector, and the anti-jackpot device.

Dimensions are 26 1/2 inches wide, 26 1/2 inches deep and 69 1/2 inches high. Cabinet is all-metal pressed steel welded construction, with a baked enamel finish and stainless steel and chrome trim.

Refrigeration is provided by a Frigidaire 7/32-h.p. meter-miser compressor and a specially-designed flash cooling system with a built-in reserve refrigeration capacity.

The cup magazine operates on a gravity principle, with no power required for cup transfer. The illuminated Plexiglas sign on the cabinet which says "refresh yourself" was designed by Raymond Loewy. The vender operates on 110 volts A.C.

**Valcor Valve**

Continued from page 76

no fine adjustment. It may be regulated from the top with a screw-driver. The disc is free floating, and when it is in sealed position, the pressure of the liquid holds the disc against the seat.

The constant action of disc against seat, called lapping, makes both components smoother with use, hence improving the seal. The unit comes ready for mounting, with a mounting screw an integral part of the valve.

Kreitchman, a Newark Tech graduate, worked as an RCA engineer during World War II, and in 1945 went to Federal Radio & Telephone as chief engineer in charge of solenoid valves.

Maslow is a former Bendix man and was service head of the American Coin Machine Company, Newark, N. J.

The pair met in 1950 at Bradley Beach, N. J. Kreitchman, the engineer, had an idea for a new valve. Masiow, the vending man, had an idea how the valve could be utilized for cup drink venders. They went into business, joined by Welt, a tool and die expert with National Tool & Die.

Along came the Korean War, and the firm used the valve principle for aircraft, holding off on vending production until the emergency eased.

The product gained immediate acceptance, and aircraft work makes up the bulk of the firm's output. However, Valcor now is set to roll on vending machine valves, and the units will have the same basic construction as those used on planes.

**New Coin Parking Firm Views Northwest Area**

PORTLAND, Ore., April 30.—Oregon, Washington and Idaho areas can look forward to their first parking lots with coin-operated stalls.

A company has been formed here with franchise rights for the device in the three States. The firm is headed by Blain Plogg, of Plogg's Auto Ramp Garage, Portland.

Plogg said the device is manufactured by Western Railroads Supply Company, Chicago, and operates with drop gates. The motorist deposits a coin covering the number of hours of parking desired.

**Dixie Quarter-Net Should Top 1954**

NEW YORK, April 30.—Cecil F. Dawson, board chairman of the Dixie Cup Corporation, predicted that the firm's 1955 first-quarter sales would top last year's figures. For the first quarter of 1954 net sales were \$9,928,791, with a net profit of \$686,405.

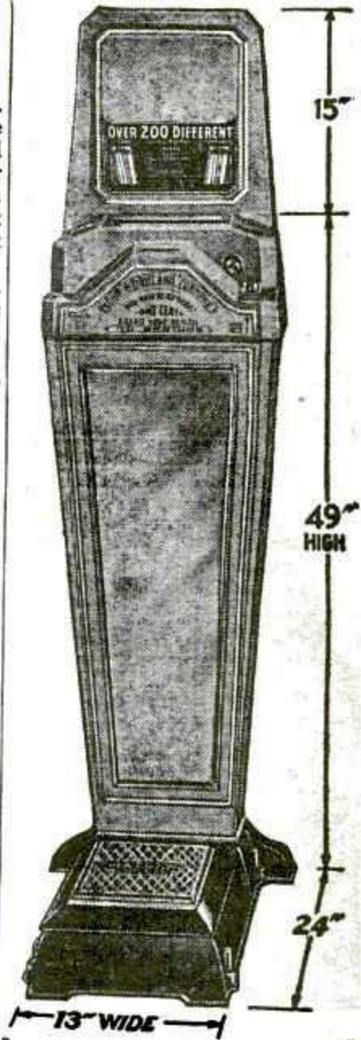
Last year Dixie sales totaled a record \$44,379,968, topping the previous year by more than \$1,000,000.

**Tobacco, Candy**

Continued from page 76

presented the brotherhood award to the guest of honor. Guest speaker was Fannie Hurst, author and lecturer.

Committee members included Sol Bornstein, G. H. P. Cigar Company; Robert Z. Greene, the Rowe Corporation; Lewis Gruber, the P. Lorillard Company; Abe Harris, American Tobacco Company; Harley W. Jefferson, Waitt & Bond; Ira Katz, Metropolitan Tobacco Company; Kent; Ernest Major, Mason Au Magenheim; J. Whitney Peterson, U. S. Tobacco Company; Philip Shorin, Topps Chewing, and Julian Strauss, General Cigar Company.



WEIGHT 165 LBS.

**\$25 DOWN**  
Balance \$10 Monthly  
400 DE LUXE  
**PENNY FORTUNE SCALE**  
NO SPRINGS  
Invented and made only by

**WATLING**  
Manufacturing Company  
4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago

**HUM-A-TUNE**



Location tested—results indicate this item will be the greatest sales booster since Playing Cards and False Teeth.

Hum-A-Tune is a miniature Kazoo . . . a small precision made instrument on which you can actually play a tune by humming on the larger end.

Send \$2.50

and receive 100 high quality filled capsules. Contains our complete assortment . . . or send 35¢ for regular sample kit of charms.



National Sales Agents for ACORN CHARM VENDOR parts and accessories

**Penny King Company**

2538 Mission St., Pittsburgh 3, Pa.

**VICTOR SAVES YOU \$\$\$\$** and time by automatically sealing capsules. Also gives you better mdse. for your dollar. Your Victor dist. is at your command. World's largest manufacturer of capsules, charms and bulk vendors.

VICTOR VENDING CORP., Chicago 39, Ill.

**THE THIRD DIMENSION**

3 D has created a sensation! Now a sensation becomes 3 D. Guggenheim Charms (always a sensation) has gone 3 D! But how do you go about giving depth to a charm?

We posed this question to our engineering department and they came up with an Initial Medallion, Vacuum plated on ONE SIDE ONLY. The Mirrored Vacuum finish reflects the figure from deep inside. You must see this charm to appreciate it.

3 D MEDALLION . . . . . \$9.50 PER THOUSAND

**Guggenheim**

33 UNION SQUARE  
N. Y. C. 3, N. Y. • AL. 5-8393

**EMPTIES MACHINES FASTER!**



**DANCO COIN MACHINE CO.**  
1302-04 E. Baltimore St.  
Baltimore 31, Md.

**VICTOR'S 5-STAR BABY GRAND**  
Convertible Vendor—Instant change-over to—  
CAPSULE VENDING  
ROCKET  
CHARMS  
BALL GUM  
& CHARMS  
CHICLE  
TREETS  
100-COUNT  
BALL GUM  
\$12.50 each less than 25 cases;  
\$12.00 each 25 cases or more.  
Time Payment Terms Available.  
**ROY TORR**  
LANSDOWNE, PA.

**DISTRIBUTORS WANTED**

Designed to have strong appeal in any and every location. A sleek styled, highly polished vender to dispense almonds, pistachios, bulk candy, etc., for 5¢. 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

SAY YOU SAW IT IN THE BILLBOARD!

**FACTORY DESIGNED—FACTORY BUILT CONVERSIONS TO MEET NEW CIGARETTE PRICES!**

We have perfected conversions for any Du Grenier Model starting with the "S" to permit 25c or 30c operation. Some models can be converted to vend at two prices simultaneously and in all combinations of coins through 30c.

WRITE FOR COMPLETE DETAILS AND PRICES. ADVISE MODELS YOU WISH TO CONVERT.



**Arthur H. Du Grenier INC.**  
HAVERHILL, MASS.

America's Foremost Manufacturer of Dependable Merchandise Vendors Since 1928

**VEND—PUBLISHED BY THE BILLBOARD**

**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

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)

Name .....  
Address .....  
City..... Zone..... State.....  
Occupation .....



GIVE TO DAMON RUNYON CANCER FUND

## Rock-Ola Distributors Unveil New Phonograph, Model 1448

• Continued from page 75

Ola showing held by Joseph Brilliant, of Brilliant Music.

Over 150 thronged the show-room for the Sunday showing, and almost as many attended the Monday event. Kurt Kluever, assistant phonograph sales manager of Rock-Ola, assisted the Brilliant staff in greeting operators.

Many operators attended from out-State regions, including Harold and Emery Paige, of Capitol Music and Paige Music, Flint, Mich.; Carl Kramm, of Carl Kramm Music, Howell, Mich.; Earl Blakesly, of Modern Coin, Lansing, Mich.; Mr. and Mrs. Fred Warner, of Ace Music, Saginaw, Mich.; Paul Andre Music, Lansing, Mich., and Walter Lucas, of Verna Music, Flint, Mich.

Assisting the local Brilliant staff in the showing of the new models were Brilliant's territorial sales representatives, John Baynes, of Grand Rapids; Robert Llewellyn, of the Western division, and George Lawson, of Toledo.

### Rock-Ola Showing Scores in Winnipeg

WINNIPEG — Music operators from all over Central Canada converged here last Sunday and Monday for Winnipeg Coin Machine Company's unveiling of the new Rock-Ola.

Marty Morosnick, head of the firm, reported that attendance and

enthusiasm were greater than at any previous showing by the firm.

In addition to last weekend's showings, Morosnick announced that other showings were scheduled to be held thruout Manitoba and Saskatchewan.

On hand to assist Morosnick greet operators were Ed Seto, Walter Neilson, William Ball, Les Beach, Al Vurbult, Roman Kozoiers and Stan Lennox, sales manager of the firm.

Special guest at the event was Arthur Lake, manager of the Mills Brothers, recording artists.

### Eastern Sales Pulls Ops From 4 States

BALTIMORE — Music operators from four Eastern States attended the two-day showing of the new Rock-Ola phonograph here over the weekend (24-25) at the headquarters of the Eastern Vending Sales Company, Inc.

William J. Wolff, sales manager of the firm, said that the showing was one of the most successful events ever staged by the company. Assisting Wolff in greeting guests were John Newman, Mrs. E. K. Walter, Miss M. M. Selander; Morris Silverberg, president of the firm; Bennet Love and Al Blankman.

Operators and guests included Mr. Volman, Volman's Amusement Company; Chuck Dietrick; Raymond Paskiewicz, Columbia Coin

Company; William Ambrozewicz; Mike Goodman; Mrs. Corinne Friedman, Avenue Vending Company; E. Streamer, Club Vending Company; G. A. Muntean, Middle River Vending Company; W. T. Hill; Earl Gittings; A. P. Cronk, Charles County Amusement Company; Frank Specia, Phil Trumbo, Lester Ridenour and W. D. Conner.

Joseph A. Alluisi, Jay Novelty  
(Continued on page 82)

## Chi Assn. Ops Air Anti-Trust Charge at Meet

### RMSA Head Pledges Full Co-Operation By Operators' Group

CHICAGO, April 30.—Nearly 100 operators and their servicemen attended a meeting of the Recorded Music Service Association Thursday evening at the Bismarck Hotel to discuss the current federal investigation of alleged anti-trust activities in the juke box industry here.

Operators also heard a report on the progress of a juke box operator-radio station promotional tie-in.

Two Chicago attorneys were on hand to explain to subpoenaed operators what records and books were required by the government.

Approximately 50 operators and distributors were subpoenaed last week, according to Earl Jinkinson, special assistant attorney general in charge of the Chicago office of the anti-trust division. The bulk of the subpoenas were issued in Chicago, Jinkinson said, but others  
(Continued on page 82)

### MIAMI OP

## Hit Tune EP's Would Aid 10c Play

MIAMI, April 30.—One sure boost for dime play, according to Harry Silverman, head of Ace Music Company, would be for record companies to put their hit numbers on EP's while they are still hot as singles.

Silverman points out that while the recent price cuts on EP's have helped operators across the country convert to dime play, a move to put hit tunes on the smaller disks would be a boon to operators.

"With dime play," Silverman said, "there would be not only an increase in collections, but a general stepping up of service, which would benefit all concerned."

## W. J. Alberg, Veteran Op, Passes Away

GLEN COVE, N. Y., April 30.—William J. Alberg, veteran New York juke box operator, died here Monday. Alberg was one of the original incorporators of the Music Operators of New York and served as first treasurer of the organization and on the board of directors.

From 1936 until his retirement in 1952 he was associated with Charles Aronson in the Brooklyn Amusement Company. Surviving are his widow, Mrs. Ethel Alberg, and a brother, Frank, in Chicago.

Funeral services were held Thursday at St. Patrick's Church here.

## EDITORIAL

### The Job Ahead

The federal government has opened a formal investigation of alleged anti-trust activities of the juke box industry in Chicago. Initial hearings before a federal grand jury are set for May 4, 6 and 9. Manufacturers and distributors have been charged with "exclusive dealing practices."

Now is not the proper time to comment on this charge. But the announcement of the investigation by Chicago newspapers indicted the industry as a hoodlum business. And that's another matter.

The juke box business is not a hoodlum business. The American people need to be set straight about that—once and for all. And the industry must tell them.

It is a sound, honest business made up of sound, honest, hard-working businessmen—many of whom have devoted the greater part of their lives working in it and for it.

Like any other legitimate business, it is vulnerable to hoodlums.

But unlike most other legitimate businesses which have a handful of hoodlums, the juke box business does not tell its story to the American people often enough or loud enough.

#### A Handful Damage

The fact is that the juke box business has a handful of hoodlums in it who are damaging the entire industry out of all proportion to their tiny number.

The time has come for the industry to act.

Three powerful trade associations represent every phase of the juke box industry: Music Operators of America, National Coin Machine Distributors' Association and the Automatic Phonograph Manufacturers' Association.

These three organizations working together can do the job that must be done:

1. To work with federal, State and local law enforcing bodies in exposing the hoodlum and in driving him out of business.

2. To work out a complete, sound public relations program on a broad, continuing, year-round basis which would tell the American people just what the juke box business is really like and just what the men who make it up are really like.

It is up to the juke box industry to protect its business; it is up to the industry—working with the proper authorities—to police itself.

And it is up to the industry to tell the American people about itself.

## 100% Dime Conversion Predicted for Mass. Soon

BOSTON, April 30.—James Geracos, president of the Eastern Massachusetts Operators' Association, predicted that the Bay State would be 100 per cent converted to dime juke box play by the end of the summer. All new equipment received by Boston distributors is currently set at 10 cents.

Geracos warned the jukemen to refrain from talking up the high cost of equipment when attempting to sell a location a conversion. He added that the location owner isn't interested in the operator's problems.

Instead, he pointed out, the location owner should be told of the increased profits—to him and to the operator—which result from dime play. Location personnel, too, Geracos said, should have the reasons for conversions explained to them.

Meanwhile, the EMOA cerebral palsy drive is set to get under way Sunday (1), with more than \$20,000 expected to be handed over for the benefit of young sufferers by the May 31 deadline. Dave Baker, EMOA treasurer, said that nearly 3,000 cards have been placed on juke boxes thruout the State, with more to come.

Ralph Rideway, president of the Western Massachusetts Music Guild, said that the organization has been instrumental in getting the Sunday license, formerly \$2, payable once a week, changed to a yearly \$50 fee.

The WMMG has placed a juke box in the Springfield City Hall, and the mayor will kick off the CP campaign. Already 300 cards are pledged, and the aim is to collect \$200 locally.

## 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 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 6—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

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.

## Levine TV Debate First in Series?

NEW YORK, April 30.—A powder keg of interest was touched off thruout the music industry as a result of the recent Steve Allen RCA-TV show, when Sidney H. Levine, counsel for the Music Operators of America, and Joe Godman, his associate, locked horns with John Shulman, attorney for the Songwriters' Protective Association, and Arthur Schwartz, attorney and ASCAP member.

The discussion, of course, dealt

with whether or not juke box operators should be required to pay royalty fees to Licensing organizations.

#### NBC Swamped

As a result of the program, the NBC offices here were swamped this week with pro and con views of the debate in the form of letters, wires and phone calls. So keen was the interest that at one point NBC officials were contemplating a return match on the show. However, no such program was scheduled as of Friday evening (29).

The original show presented Levine and Godman arguing that operators should not have to pay royalty fees to licensing organizations and Schulman and Schwartz claiming that they should.

Levine, using ASCAP's figure of \$30,000,000 annual profits to juke box operators, pointed out that the 10,000 operators had average incomes of only \$3,000 from their juke box stops.

#### Pubber Pockets

When Schulman countered that the songwriter should be paid for the product of his creation after it had been put to commercial use, Levine countered that the additional revenue would wind up in the pockets of publishers, controlled largely by motion picture firms, not with the cleffers.

Levine added that mechanical  
(Continued on page 82)

## Providence Ops Join Dime Move On Seaboard

PROVIDENCE, April 30.—Like its neighboring cities along the seaboard—Boston, Worcester and New York—Providence has gone dime play on juke boxes.

The Music Guild of Rhode Island announced that increased costs of operating had forced operators to convert to dime play or go out of business. Newspapers in the area viewed the move as an expected event, referring to it simply as another item to follow the path of the 5-cent cigar.

## 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:

COLUMBIA CUTS THE PRICE of its 78 r.p.m. singles back to 89 cents beginning May 2. There's still enough shellac business around, the diskery says.

MERCURY OPENS BRANCH in Boston, continuing move toward branch-type operation.

NATIONAL JUKE BOX MUSIC issues free performance licenses to broadcasters as RCA Victor releases first side containing an NJBM ditty. It's also the first dishing by Sunny Graham, named Miss Juke Box recently.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.



they're moving

*These customers are moving from places that serve only old-fashioned music and going to the spots that feature*

**AMI Model "F"**  
 with Full Range Multi-Horn  
 High Fidelity and  
 Sonoramic Sound

*Model "F" just doesn't represent a "little" difference in music but **A DIFFERENCE SO GREAT** that it is fast becoming a featured service of up-to-date locations everywhere.*

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

*Licencee:* Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES  
MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard Issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

AM.	Issue of April 30	Issue of April 23	Issue of April 16	Issue of April 9
Model C 40.....	\$125.00	165.00	\$115.00	49.50 115.00
Model A.....	185.00	150.00	150.00	169.00
Model B.....	165.00	210.00	150.00	189.00
Model C.....	245.00	245.00	275.00	275.00(2) 300.00
Model D-40.....	245.00	295.00	275.00(2)	300.00
E-40.....	525.00			
Model D-80.....	395.00	425.00	375.00	395.00 375.00 450.00
Model E 120.....	595.00	650.00	595.00	645.00 650.00
<b>EVANS</b>				
Constellation (Evans).....	175.00			
<b>ROCK-OLA</b>				
Comet.....	675.00	675.00	675.00	725.00
Comet 1438.....	650.00	675.00	650.00	675.00
46.....	39.50	60.00	60.00	60.00
1422.....	99.00			59.50
1426.....				79.50
1428.....		125.00	125.00	150.00(2)
1432.....				250.00
1434.....			299.50	320.00 295.00 299.50
1434 Rockets.....	325.00	325.00	325.00	325.00
1436.....	375.00	375.00	375.00	335.00 395.00
1436-A, 45 RPM.....				325.00
1436-A, 75 RPM.....				275.00
<b>SEEBURG</b>				
46.....	44.50	65.00	65.00	65.00 44.50 65.00
47.....	54.50	75.00	75.00	75.00 54.50 75.00
H-146-Hideaway.....			50.00	50.00
147.....	75.00			
H-147-Hideaway.....		65.00	65.00	65.00
H-148-Hideaway.....		75.00	75.00	75.00
NM 100-A Hideaway.....		275.00	275.00	275.00
M 100-A (78 RPM).....	325.00(2)	325.00	349.50	325.00 335.00 325.00 349.50
M 100 B.....	349.50 350.00	375.00 395.00	349.50 375.00	375.00 425.00
M 100 C.....	375.00 445.00		395.00	
M 100 D.....	500.00	525.00(2)	525.00 545.00	525.00 569.50
M-100-BL.....	550.00 569.50	550.00 569.50	525.00 569.50	575.00
M-100-C.....	575.00	575.00	575.00	600.00
M-100-D.....	625.00 645.00	685.00	585.00 645.00	685.00
146.....	95.00			
147-M.....		89.50	89.50	87.50
148.....	125.00	125.00	125.00	125.00
148 ML.....		109.50 139.50	109.50 139.00	109.50 159.00
<b>WURLITZER</b>				
1015.....	59.50 75.00(2)	69.50 99.50	69.50 75.00 95.00 99.50	64.50 69.50 99.50 100.00
1100.....	100.00(2) 150.00(2) 175.00(2)	150.00	150.00 135.00 175.00	150.00 175.00
1017.....	195.00 89.50			
1217 Hideaway.....	139.50	139.50	149.50	149.50
1250.....	169.50 225.00 265.00	179.50	189.50	189.50
1400.....	385.00	325.00 385.00	325.00(2) 385.00	325.00 385.00
1450.....		325.00	325.00	325.00
1500.....	365.00 389.50	395.00(2)	375.00	395.00
1500-A.....	395.00(2)		395.00(3)	
1550A.....	445.00	445.00 475.00	475.00	445.00 495.00
1550.....	495.00	395.00	395.00 545.00	425.00
1650.....	450.00	395.00	395.00	425.00

Chi Assn. Ops

Continued from page 80

were authorized in Cleveland, St. Louis and Detroit.

Subpoenas, calling for books and records, were also served on five juke box manufacturers—AMI, H. C. Evans (now out of business), Rock-Ola, Seeburg and Wurlitzer—and two local unions.

Phil Levin, president of RMSA, announced that the Chicago association and operators were going to co-operate with the government.

Hearings before a federal grand jury have been scheduled May 4, 6 and 9. Additional hearings will be scheduled as needed, Jinkinson said.

A second meeting for subpoenaed operators was held in the association's offices yesterday.

Following the discussions of the anti-trust investigation, Carl Green, head of the Tower Music Company, talked to operators on the proposed radio station-juke box operator tie-up.

Green explained that the program to be aired daily from 3 to 4 p.m. over Station WAAF, beginning May 2, would be a great public relations boost for Chicago operators. The program would cost operators nothing, Green said. He pointed out that WAAF will

Lieberman Music Adds Du Mont Line

MINNEAPOLIS, April 30.—Lieberman Music Company, AMI distributors, which has been expanding its operations into fields allied with the music industry, has taken on the exclusive distribution of Du Mont television receivers here and in Northwestern Wisconsin. Lieberman Music will cover the 22 adjacent counties in Wisconsin.

Harold Lieberman, head of the firm, said that B. F. Mondale would be sales manager of the new line.

supply operators with small decals for use on their machines. The decals, he said, would be about the size of a calling card and would advertise radio Station WAAF.

In turn, Green added, WAAF disk jockey Hal Fredricks would plug the juke box business regularly. Green also mentioned plans for a "Hunch Tune of the Month," to be picked by the radio station and operators, which would be featured on the city's juke boxes.

Operators were enthusiastic, voting unanimously to adopt the plan. A buffet dinner followed the meeting.

Hemple, Korte Named to Head L. A. Op Assn.

LOS ANGELES, April 30.—Members of the Los Angeles Division, California Music Merchants' Association, elected a new slate of officers and board of directors at a general meeting of the group here last week.

Named to head the music operator association were Walter J. Hemple, president; Ben B. Korte, vice-president; Irma A. Bryant, secretary; Gabe Orland, treasurer, and Sam Ricklin, sergeant at arms.

Elected to the board of directors were Pete Pellegrino, chairman; Lee Walker, Fred Ross, Henry Bringas, Al Cohn, Tommy Workman and Dean Brown. Don Wikoff, Fred Ferra, E. J. Locke and Glenn Wolcott were named alternate members of the board.

Meeting was addressed by George Miller, president and business manager of the State association, who reported on the recent MOA convention in Chicago. Miller explained that membership in MOA can now only be held by individual operators and not by groups or associations, with membership fees fixed at \$25 annually.

Other guest speakers included Lou Meyers, certified public accountant, and Paul Gordon, Los Angeles attorney.

Middletown Ops Adopt 10c Play

MIDDLETOWN, O., April 30.—The transition from nickel to dime play on juke boxes in Ohio, launched last fall in the Northeastern part of the State around Cleveland, has reached Middletown, with operators here reporting that conversions are being made at a rate of 25 machines a week.

Lawrence Lackey, head of the Lackey Music Company, said that the changeover was expected to be completed sometime next month.

Lackey pointed out that while the juke box has offered music for the same price for the past 60 years, costs of equipment and labor have climbed over 400 per cent. He added that a similar increase has already been affected in most of the major urban areas around the country.

Lackey said that about half of the selections on the juke boxes in this area would be Extended Play records, offering the equivalent of two standard 5-cent recordings.

The conversions are set for straight dime play, three for-a-quarter.

Levine Debate

Continued from page 80

royalties paid by operators now total \$3,000,000 annually.

Dime play was defended by Levine and Godman on the basis of the EP selections offered by operators. Levine pointed out that, with EP, the customer is getting twice the playing time he formerly had and, that penny for penny, he's getting the same value. Besides, he added, the operator needs 10-cent play to keep his head above water.

60 Years

When Schulman argued that the Copyright Act of 1909 was written in an era before the development of juke boxes, Levine answered that juke boxes have been on the scene for 60 years.

He added that 17 bills to remove the juke box exemption have been introduced since 1925, with nine of them given public hearings. In each instance, he added, the bills were defeated.

Rock-Ola Distributors Unveil

Continued from page 80

Company; Yude Zeitsoff, Bunny's Coin Company; S. S. Macks; Max Eisenburg; Joseph Comi; Sam Mantell; Nick Brous, Atlas Vending Company; Hillsky Eisentein, A. and E. Vending Company; Mr. Joseph, B. C. Vending; Fred Pesarro, Solda Amusement Company, and Phil Stein.

Sam Merican, American Vending Company; Theodore Brooding, Curley's Amusement Company; Ted Carney, Ted's Amusement Company; Mr. Winn, Biddison Music Company; Earl Matthews, Popular Music Company; Horace Biederman; Mr. DeOdus, D. C. Novelty Company; Don Epstein, Don E. Vending Company; Milton Hecker, Hub Vending Company; Jerry Davis, Standard Music Company, and Robert Snelling, Snellings Amusement Company.

Enthusiasm Marks Atlanta Showing

ATLANTA—The new Rock-Ola phonograph, Model 1448, was unveiled to an enthusiastic crowd of operators at the showrooms of Robinson Distributing Company here.

H. C. Robinson, head of the firm, reported that the showing was one of the best ever held by the firm, with attendance breaking all records.

On hand to show and explain the features of the new model were the following Robinson employees: C. S. Hall, William Southern, T. A. Farr, Ray Payne and Clark Wheeler. Les Rieck, phonograph manager of Rock-Ola, assisted the Robinson staff.

Special guests attending the showing included Mr. and Mrs. Sam Wallace, of Yancey Distributing Company, local RCA-Victor distributor; Mr. and Mrs. Perriggi, of RCA, and Mr. and Mrs. Lonnie Ray, sales representative of the Yancey firm.

Tri-City Ops Converge on H&H

MOLINE, Ill.—Music operators from the tri-cities—Moline, Rock Island and Davenport—had their first look at the new Rock-Ola phonograph here last Sunday at the showrooms of the H. & H. Distributing Company.

In spite of heavy rains and wind storms, Bob Hallgren, head of the firm, reported the showing a success. Hallgren said that the attendance was greater than at any previous showing in the firm's history.

William Scott, mechanic of H. & H., aided Hallgren in greeting operators and explaining the new features of the phonograph. Buffet luncheon was served Sunday.

Ops Jam Richmond Rock-Ola Showing

RICHMOND, Va.—Music operators of Virginia and North Carolina jammed the showrooms and offices of the Wertz Music Supply Company here when the firm unveiled the new Rock-Ola phonograph model.

New phonographs and auxiliary equipment were displayed throughout the first floor of the building, while the second floor was set up for dancing and refreshments.

E. W. Ristau, director of sales of Rock-Ola, attended the showing and aided the Wertz staff explain the features of the new model. Hosting the event were Dan Wertz, Roger A. Hurst, office manager; Harry L. Nevins, service manager; Charles R. Montgomery and Ray E. Allen, salesmen, and Mills K. Howell, assistant service manager.

Among the many operators from Richmond who attended were John Chandler, J. E. Cox and Arthur C. Buzaco, Richmond Amusement Sales Company; C. F. Birdsong, Nell Ruby, Roland Pugh, George Essayian and William I. Peele, of Minor Music Company; John G. Condyles, O. K. Amusement Company; John H. Cameron, Universal Music Service; C. B. Corry, Corry Music Company; Thomas H. Lacy and Edward T. Williams.

Other guests attending the showing from Richmond included Mr.

and Mrs. W. D. Hite, Estelle Evans, Mr. and Mrs. Janius Glover, Mr. and Mrs. Warren Cabbell, Hazel V. Henderson, Ruby W. Murray, Mr. and Mrs. John W. Watson, Lt. and Mrs. R. V. Baugham, Mr. and Mrs. Charles E. Tate and Ban Eddington of The Billboard.

Out-of-town guests included Mr. and Mrs. E. J. Simmons, Danville Amusement Company, Danville, Va.; Mr. and Mrs. W. H. Jennings Jr., Virginia Music Company, Norfolk, Mr. and Mrs. O. N. Hilburn, Sebring Music Company Norfolk; Mrs. H. B. Akers and H. B. Akers Jr., Akers Music Company, Norfolk; J. C. Henderson, New Canton, Va., and Herman Hicks, Anthony Music Company, Hampton, Va.

New Hdqtrs, Phono Bowed by Rosenfeld

ST. LOUIS—Operators from neighboring cities in Missouri and Illinois were hosted at the headquarters of the J. Rosenfeld Company last Sunday and Monday when the firm combined the opening of its new offices with the showing of the new Rock-Ola phonograph.

Operators and representatives of the following St. Louis firms were on hand: Advanced Phonograph; Acme Novelty Company; Simon Novelty; Star Novelty Company; Grand Amusement Company; Vending Machine Sales; Joe's Music Sales; Schewe Sales Company; Morris Novelty Company; American Amusement Company; J. S. Morris and Sons; Williams Phonograph; J. and H. Vending Company; Wonder Novelty Company and McCall Novelty Company.

St. Louis guests included Pete Roffii, Harry Brandt, Bill Marks, O. K. Grief and George Scheon. Two other firms represented at the showing were Clarkton Service Company of Clarkton, and Art's Novelty Company of West Plains.

Operators of the following Illinois firms were also on hand: Taylor Sales Company, Irvin Harnish Amusement Company, both of Belleville; B. and C. Music Company, Decatur, and Elmer Cobetto Company of Taylor Springs.

Ops Brave Tornado For Franco Showing

MONTGOMERY, Ala.—Even the threat of a tornado did not keep operators from visiting Franco Distributing Company's showrooms for the firm's showing of the new Rock-Ola phonograph.

Additional showings were being planned this week for operators who were unable to attend the first showing. A Rock-Ola service school was also scheduled for operators June 13, to be held at Franco Company's offices.

Receiving guests and operators at the showing were Mr. and Mrs. Morris Phia, Mr. and Mrs. Joe Capilouto, Mr. and Mrs. Rubin Franco, Mrs. Ella McCain, Howard Johnson and Bill Rodgers.

Among the operators and guests from Florida were Charley Hawkins and Mrs. Gladys Hawkins, Panama City; L. M. Flow, DeFuniak Springs; Bud Donahoo and Andy Anderson, Pensacola; Gene Simmes and Wallace Arnold, Bonifay, and Mr. and Mrs. Frank LeHardy of Port St. Joe.

Alabama operators at the showing included Raymond E. Cohen, Harry Witt, Mr. and Mrs. A. M. McCrory, Mr. and Mrs. Lloyd Warrick, Mr. and Mrs. Frank Walker, David Mussafer, and Joe Mussafer, all of Montgomery. Dan Yates and Mr. and Mrs. Olin Spikes, of Auburn; R. A. Irons and Mrs. Byrd Goodman, of Thomasville.

Mr. and Mrs. Reube Stewart, Mr. and Mrs. Nathan Allen and Mr. and Mrs. Irving Bell, all of Birmingham; Mr. and Mrs. Leonard Barnes, W. J. Barnett, of Selma, and Mr. and Mrs. Lonnie Cleveland, of Mobile.

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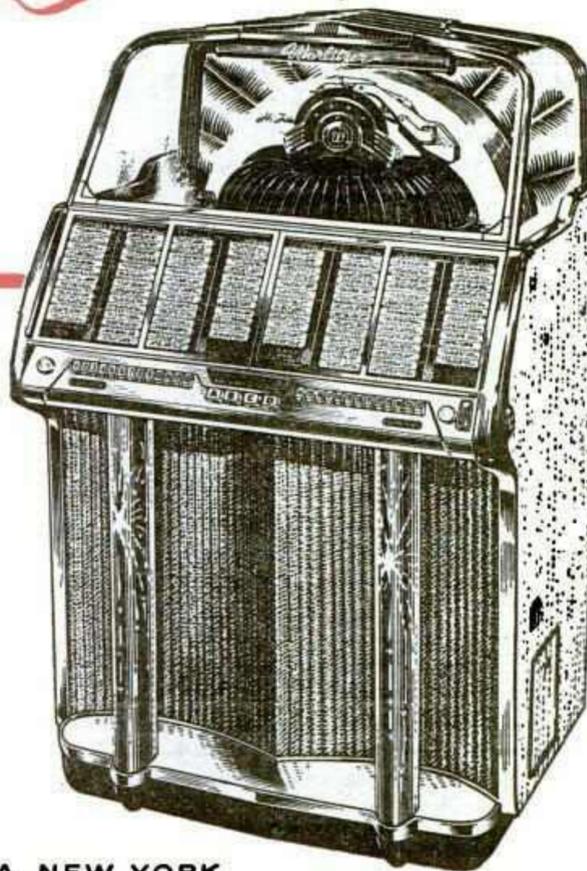
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THE MUSIC MORE THAN EVER BEFORE

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# THE BILLBOARD INDEX

## ADVERTISED USED MACHINE PRICES

### AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of April 30	Issue of April 23	Issue of April 16	Issue of April 9
ABC (United).....	45.00 49.50	\$45.00 49.50	\$50.00	\$50.00
All Star (Gottlieb).....		99.50	99.50	99.50
All Star Baseball (Williams).....	225.00 325.00			
Army & Navy.....	60.00 95.00	95.00	99.50	
Arabian Knights.....	160.00			
Atlantic City (Bally).....	85.00 95.00	95.00 100.00	85.00 95.00	95.00(3)
	100.00	115.00(3)	100.00 110.00	100.00 110.00
	115.00(3)		115.00(4)	115.00(2)
				125.00
				25.00
Atom Jets.....	25.00			
Band Box (Chicago Coin)....				155.00
Basketball Champ (Chicago Coin).....	195.00(2)	175.00	195.00(3)	195.00(2)
		195.00(2)		
Basketball, Two player (Genco).....	225.00 250.00	250.00	225.00 250.00	225.00
	295.00			
Beach Club (Bally).....	200.00	225.00	200.00(2)	215.00
	225.00(2)	250.00(2)	215.00	250.00(4)
	249.50	265.00 270.00	250.00(4)	260.00 265.00
	250.00(4)		255.00(2)	270.00 275.00
	265.00 270.00		265.00	
			275.00(3)	
Beauty (Bally).....	175.00(2)	175.00	160.00 175.00	175.00 200.00
	200.00(2)	200.00(2)	200.00	210.00
	205.00 209.50	205.00	210.00(2)	215.00(3)
	210.00(2)	210.00(2)	215.00	225.00(2)
	225.00	225.00	225.00(2)	305.00
Big Ben.....	200.00	175.00		
Bowling Champ (Gottlieb)....	59.50	59.50	9.50	59.50
Bright Lights (Bally).....	75.00 85.00(3)	75.00 85.00(3)	75.00 85.00(2)	85.00
Bright Spot (Bally).....	85.00 95.00(2)	85.00(2)	85.00(2)	85.00
		95.00(2)	95.00(2)	
Button & Bows.....	49.00			
Cabana (United).....	125.00 135.00	135.00 165.00	145.00	165.00(2)
	165.00		165.00(2)	
Caravan.....	59.50	59.50	59.50	
Chinatown.....	125.00	125.00	75.00	
Circus (United).....			150.00	150.00
Citation (Bally).....	25.00			25.00
Coney Island (Bally).....	60.00 70.00	60.00 75.00	75.00 80.00	75.00 80.00
	75.00 80.00	85.00 90.00	85.00 90.00	85.00
	85.00 90.00			
Coronation.....	65.00 85.00			
Control Towers.....	240.00			
Daffy Derby (Williams).....	225.00 295.00			
Daisy Mae.....	175.00			
Dealer (Williams).....	95.00 165.00			
Deluxe Baseball (Williams)....	325.00	325.00	325.00 350.00	325.00 350.00
Diamond Lill.....	235.00			
Double Shuffle.....	59.50	59.50	59.50	59.50
Dragonette.....	175.00	185.00		
Dreamy.....	15.00			
Dude Ranch (Bally).....	225.00(2)	255.00 270.00	235.00 255.00	255.00 265.00
	260.00 265.00	275.00(4)	265.00 270.00	270.00
	270.00	295.00	275.00(4)	275.00(2)
	275.00(4)			
Floating Power (Genco).....	39.50 55.00	59.50 60.00	59.50	59.50
400 (Genco).....	60.00			75.00
Five Star (United).....				65.00
Flying High.....	95.00			
Four Horsemen (Gottlieb)....		99.50	99.50	99.50
Freshie (Williams).....	25.00	25.00		59.50
Frolic (Bally).....	150.00 175.00	150.00 175.00	175.00	155.00 175.00
Georgia.....				
Globe Trotter.....			195.00	
Gold Star.....	225.00		99.50	99.50
Golden Nugget.....	95.00	99.50	99.50	99.50
Gondola (Exhibit).....	49.50	49.50	49.50	49.50
Grand Slam.....	65.00 85.00			
Green Pastures.....	175.00			
Grand Champion.....	125.00	125.00		
Gun Club.....	85.00 95.00	109.50	109.00	
	109.50			
Guys & Dolls.....		135.00		
Handicap.....		99.50	99.50	99.50
Havana.....	175.00 275.00	175.00 245.00	175.00(2)	295.00
		275.00	190.00 245.00	
			275.00	
Hawaii (United).....	310.00 350.00	275.00 310.00	265.00 275.00	265.00 325.00
		325.00(2)	310.00	
		350.00		
Hawaiian Beauty.....	185.00	160.00		
Hayburner.....	75.00(2)	75.00(2)	70.00 75.00(3)	75.00(2)
Hi-Fi (Bally).....	286.00	275.00	275.00 285.00	275.00 295.00
	295.00(2)	295.00(2)	295.00 315.00	315.00 325.00
	300.00 310.00	300.00	325.00 335.00	335.00(2)
	315.00(2)	315.00(2)	350.00	
	325.00			
Hit 'n' Run (Gottlieb).....	275.00(2)	295.00	260.00 295.00	300.00(2)
Ice Frlics.....	286.50 295.00	300.00(2)	300.00(2)	310.00(3)
	300.00(2)	310.00(2)	310.00(2)	
	310.00(2)	315.00 325.00		
	315.00			
Jalopy.....	99.50	99.50	75.00 99.50	75.00 99.50
Jockey Club.....	160.00	150.00		
King Pin (Chicago Coin)....		89.50	89.50	89.50
Knock Out (Gottlieb).....			49.50	
Lady Luck.....		220.00		
Lazy Q.....			110.00	
Leader (United).....	42.50 75.00	75.00		75.00
Lovely Lucy.....	175.00	175.00 195.00		
Lucky Inning (Williams)....	59.50	59.50	59.50	59.50
Lulu.....	235.00 250.00	235.00		

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### Chicago

Communications to:  
Ken Knauf  
Central 6-8761

#### Williams Increases Bulldozer Output...

In response to orders from amusement parks, department stores and dime store operations, Williams Manufacturing Company increased production on its Side-walk Engineer, kiddie bulldozer game, to 30 units a day this week. Art Weinand, sales manager, expects a continued production increase in the next few weeks.

Off to the Kentucky Derby from United Manufacturing Company will be Howard Nerius, Ken Sheldon and Hank Rydberg. Al Thoeke, United sales representative, is in Montana and Idaho this week, heading for Salt Lake City and Seattle. Johnny Casola is back at United headquarters, with Ben Becker traveling the East.

Chicago Coin Machine Company, reports a big demand for the Hollywood Bowler, with orders in from B. D. Lazar Company, Pittsburgh; David Rose Company, Philadelphia; Minthorne Music Company Los Angeles; R. F. Jones offices at Denver and Salt Lake City, and Bush Distributing Company of Miami and Jacksonville, Fla. Ed Levin, Chicago Coin director of sales, and his wife are vacationing in California, and planning to stop in at the Riviera in Las Vegas, Nev., on the way back.

Tom Cath, Donan Distributing Company, says Donan is getting primed for the annual baseball game with its Como Manufacturing Company neighbors. The latter came out on top the last two sea-

sons. Donan reports operators are getting good takes on the Bally Hot Rod kiddie ride, and kiddie pistol game. Don Moloney, Donan head, has been winding up each week's work with a weekend of toil in the family garden. Starting May 7, a skeleton force will man the Donan offices on Saturdays, rather than the usual full crew.

Mel Binks, Binks Industries, will be spending the weekends from now on thru the summer at his Lake Geneva summer home. Don Binks says the shuffle game attachments produced by the firm are going out to all 48 States. A shuffle game conversion unit will be next off the production lines.

Al Schlesinger, managing director of the recently reorganized National Coin Machine Distributors' Association, is in town this week to set up permanent headquarters for the organization. Schlesinger, currently special representative for Music Operators of America, is expected to resign to take up full-time duties with the NCMDA.

John Conroy, vice-president and general manager of J. H. Keeney & Company, was a visitor this week in Washington, D. C. Walter Harrison, Keeney chief engineer, is conferring with Army representatives at the Keeney plant, with new government contracts on the way.

Clayt Nemeroff, Monarch Coin Machines, Inc., who has been installing Marvel conversion units on four models of used shuffle games, is expanding operations to cover two more models this week. Charley Pieri says operators' takes in some spots have more than doubled with the conversion units.

	Issue of April 30	Issue of April 23	Issue of April 16	Issue of April 9
Madison Square Garden.....	49.50	49.50		
Maryland (Williams).....	69.50	69.50	69.50	69.50
Mexico (United).....	255.00	295.00	295.00	
Airstrel Man.....	25.00			
Miss America Boat.....			295.00	
Moon Ride (Bally).....		450.00	450.00	
Nevada (United).....	295.00	350.00	295.00 325.00	315.00 325.00
Nifty.....	15.00			
Nine Sisters (Williams).....	95.00			
Oklahoma (United).....	69.50	69.50	69.50	
Olympic.....	69.50	69.50		
Palisades.....			89.50	
Palm Beach (Bally).....	75.00 115.00	75.00 115.00	115.00	115.00
	125.00(3)	125.00(3)	125.00(4)	125.00(3)
	275.00(3)	275.00 295.00	260.00 275.00	275.00
Palm Springs (Bally).....	286.50 295.00	300.00(2)	310.00(4)	310.00(2)
	300.00	310.00(2)	325.00(2)	315.00 325.00
	310.00(3)			
Paratrooper (Williams).....	25.00			
Pinch Hitter (United).....	59.50	59.50	59.50	59.50
Pinky.....	20.00			
Pinwheel.....	130.00			
Queen of Heart.....	85.00			
Quintette.....	79.50		99.50	
Quarterback (Williams).....	75.00	75.00		75.00
Rag Mop.....	15.00		29.50	
Rio (United).....	160.00 195.00	168.00 195.00	160.00 180.00	210.00
	245.00	245.00	210.00 245.00	
	35.00		49.50	
Rose Bowl.....				
Saddle & Turf, Club Model (Evans).....	295.00 325.00	295.00 325.00	325.00	325.00
Saddle & Turf.....	250.00			
Samba (Exhibit).....	49.50	49.50	49.50	49.50
Screamo.....	150.00			
Shoo Shoo.....	19.50			
Shoot the Moon.....	49.50			
Singapore.....	359.50 450.00	395.00 450.00	395.00 450.00	395.00 450.00
Skill Pool.....	50.00 75.00			
South Pacific (Genco).....	54.50	54.50	54.50	54.50
Spot-Lite (Bally).....	42.50 59.50	60.00 75.00(3)	45.00 50.00	45.00 60.00
	70.00 75.00(3)	85.00(2)	60.00 69.50	75.00(3) 85.00
	85.00(2)		795.00(3)	
			75.00(3)	
Starpool.....	210.00 230.00	210.00		
Stars (United).....	39.50			
Struggle Buggie.....	95.00			95.00
Summertime (United).....	49.50	49.50	49.50	49.50
Super World Series (Williams).....	95.00 195.00	195.00		55.00 95.00
Surf Club (Bally).....	310.00	325.00 340.00	300.00 325.00	340.00
	325.00(2)	345.00(2)	340.00 345.00	350.00(2)
	340.00	350.00(2)	350.00(2)	355.00 375.00
	345.00(2)		375.00(2)	
	350.00(2)			
Tahiti.....	165.00 195.00	165.00	195.00(2)	195.00
		195.00(2)		
Tampico (United).....	69.50	69.50	69.50	69.50
Three-of-a-Kind.....	18.50		18.50	18.50
Times Square.....			85.00	
Tropicana.....	495.00	450.00 495.00		
		510.00		
Tropics.....	165.00	165.00 175.00	175.00(3)	175.00(3)
	175.00(2)	195.00	195.00(2)	195.00
	195.00			
Turf King.....	35.00			35.00
Twenty Grand (Williams)....	49.50			
Varieties.....	450.00	475.00(2)	410.00 475.00	475.00
	475.00(2)	495.00(2)	485.00 525.00	495.00(2)
	495.00(2)			525.00
Watch My Line.....			49.50	
Yacht Club (Bally).....	110.00 125.00	130.00 135.00	120.00 125.00	125.00 130.00
	130.00 135.00	150.00(2)	130.00 135.00	135.00 150.00
	150.00(2)		150.00 155.00	155.00
Zingo.....			65.00	65.00

## Neb. Assn. Ops Sked Dime Play Meet June 11-12

BEATRICE, Neb., April 30.—Election of officers and a proposal to switch to dime play on a State-wide basis will highlight the next meeting of the Nebraska Automatic Phonograph Operators' Association, Inc., scheduled June 11-12 at the Hotel Beatrice here.

Keying the dime play proposal will be a report on the progress and success being experienced by Omaha operators, who began converting their phonographs April 1.

According to Howard N. Ellis, secretary and treasurer of the association, operators in Omaha now have about 90 per cent of their equipment on dime play. Opposition to the changeover was nil, he said.

Ellis

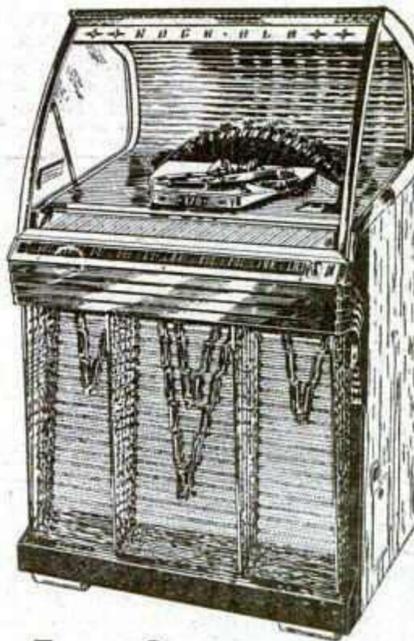
# Here's Why

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**Revolving Record Drum**

**True-Tone Hi-Fidelity Companion Speakers**

**Robot Record Arm**

## Lewis, Mencuri New Exhibit Heads

Lewis Exhibit Executive Vice-Pres.; Mencuri Vice-Pres., Sales Director

CHICAGO, April 30. — Sam Lewis has been appointed executive vice-president of Exhibit Supply Company. At the same time it was announced that Frank Mencuri, vice-president, had also been appointed director of sales.

Lewis said that Exhibit would put "a lot more emphasis on the games division," while it continues to build its Arcade, vending and card business.

"We have two things working for us," Lewis said. "The first is the Arcade business which Exhibit has built over the years and which we expect to further develop. The second is the card business which has long been the backbone of the company."

The company's Vacuumatic card

### 2-PLAYER GUN

## Sky Rocket New Genco Rifle Game

CHICAGO, April 30. — Genco Manufacturing & Sales Company shipped to its distributors this week a new .22 rifle gun game, Sky Rocket, which accommodates either one or two players per game.

The game features an "outer-space" theme, with moving and stationary targets consisting of flying saucers, spacemen, shooting star, and other figures.

The game is adjustable to give players either two or three rounds of 10 shots each for a dime. Targets spring to action at the beginning of each player's round. Moving targets double their speed and increase in point value with each round.

#### Scoring Reels

Scores for each player are registered separately on scoring reels on the backglass. A time bonus which awards extra points for fast, accurate shooting, is added to the player's score after each round. A point bonus of 100 is added to player's score for knocking down all the targets.

Targets for Sky Rockets are reflected from the bottom of the cabinet onto the backglass. The .22 rifle operates on electrical contact. Targets are individually lighted and over-all lighting effects change after each round of firing. "Twinkling stars" surrounding the target field add to the lighting effects.

Players can shoot at any target they choose, and can fire the rifle rapidly by holding back the trigger.

Sky Rocket is equipped with a match feature that gives a free game when the player matches his score with a number that flashes on the backglass at the end of the game.

## Williams Preps King of Swat

CHICAGO, April 30.—A new baseball game, King of Swat, is being readied for production by Williams Manufacturing Company.

According to Art Weinand, sales manager, the game will have completely new animation features and a new cabinet design. It will be equipped with single dime chutes or twin dime and three-for-a-quarter chutes. Details of the game will be available at a later date, with shipment to begin in the near future.

and merchandising vender, Lewis explained, is proving a boon to Exhibit's card business.

#### Distributor Network

"We are working on several new games ideas right now," Lewis commented. He added that Exhibit would start immediately to build up and expand its network of distributors.

Speaking of Lewis' appointment, Mencuri said, "This is something we've needed. We should make a good team."

Mencuri has been in the coin machine business since 1941, most of that time with Exhibit. He started in 1941 with the Rock-Ola Manufacturing Company, then worked for an operation in Detroit. During World War II Mencuri worked in defense industries, joined Exhibit in 1946 as assistant sales manager.

In 1953, Mencuri left Exhibit, where he had been made sales manager, to join Chicago Coin in a similar capacity. A year later, for reasons of health, he took his family to the West Coast and joined the Minthorne Music Company. This February, Mencuri returned to Exhibit as a vice-president.

Lewis entered the coin machine industry in 1948 as an executive with Chicago Coin. In 1952 he became vice-president and director of sales for Genco and took part in rebuilding that company. He left Genco to join Exhibit.

W. E. Hall continues as Exhibit's sales manager.

### EXTRA BACKGLASS

## Keeney Bows Combo Type Shuffle Bowler

CHICAGO, April 30.—A new-type shuffle bowling game that comes equipped with two back-glasses, each offering different playing features, was shipped to distributors by J. H. Keeney & Company.

One of the backglasses, pegged Speed-Lane Bowler, features speed-control puck shooting. In different frames the player can register top scores by shooting the puck slow, fast or at normal speed.

Depending on the player's control in each frame, he makes super, special and regular strike and spare scores.

The other backglass, labeled Palisades Bowler, has a flashing light feature that awards points according to the player's ability to deliver the puck at the right moment. Players make scores in each frame according to their timing.

In addition to these play features, the game is available with match scoring with either the Speed-Lane, Palisades or both backglasses.

The game is adjustable to retain normal speed scoring, and to score progressively, if the operator so desires.

Matching symbols are a diamond, horseshoe, trophy and star. The game has plastic light-up scoring reels, multi-colored paint on the cabinet and web side cushions rather than cork, formerly used.

## Baseball Units Head Spring Game Output

CHICAGO, April 30. — Coin-operated baseball units are in the spotlight this spring in the amusement game field, with three manufacturers, Chicago Coin Machine Company, D. Gottlieb & Company, and Williams Manufacturing Company, in production on the games.

Key to the manufacturing trend is the opening of the major league baseball season, which puts baseball foremost in the minds of coin game players who gather in taverns, restaurants and other spots. Games based on baseball have consistently brought in good takes during this season.

## Marvel Bows Shuffleboard Scoring Unit

CHICAGO, April 30. — Marvel Manufacturing Company began production this week of a newly designed electric overhead scoreboard for shuffleboard games.

The scoreboard, Slim Jim, incorporates features used on previous scoreboards made by the firm, including adjustment plug for nickel or dime play, A.B.T. coin box, chrome stands, aluminum score button blocks, and a new maple wood cabinet in natural finish.

Ted Rubenstein, Marvel head, said the unit was designed for good illumination and servicing convenience. Score glasses on both sides of the unit can be removed to replace burned-out bulbs by removing two screws and sliding the glass out of the frame.

Players press red or blue buttons connected with the unit to register scores made at shuffleboard. The scoreboard is suspended above the center of the game on location.

Slim Jim lists for \$139.50, f.o.b. Chicago.

Chicago Coin's game, Bulls Eye Big League Baseball, was shipped to distributors this week (see separate story). Players press buttons to "pitch" and "bat" balls into the playfield and "bleachers."

Gottlieb shipped Sluggin' Champ, a five-ball game, last week (The Billboard, April 30). 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.

Williams this week was readying production of King of Swat, a baseball game with new animated features (see separate story). The Williams firm has produced baseball games since 1949. Among the games the company introduced last spring were Major League, a six player novelty unit, and Super Pennant, a five-ball game based on the national sport.

## Keeney Appoints Distributors in Kansas, Southern States

CHICAGO, April 30. — J. H. Keeney & Company named distributors this week for areas in Kansas, Arkansas, Missouri, Mississippi and Tennessee.

Handling Keeney products in Western and Central Kansas will be Mark Blum and Mel Hammer, United Distributors, Wichita, Kan.

Appointed for the Eastern Kansas and Western Missouri areas was John Balk, Midwest Distributing Company, Kansas City, Mo.

George Sammons and David (Cotton) Pennington, Sammons-Pennington Company, Memphis, Tenn., will distribute for Keeney in Western Tennessee, Arkansas and Mississippi.

All of the newly appointed distributors will sell the Keeney shuffle bowling games and other amusement games, as well as the firm's cigarette and coffee venders in their respective areas.

## Labor Unions Urge Portland Okay Pins

PORTLAND, Ore., April 30.—Organized labor this week joined the growing group seeking to induce the City Council to enact an ordinance that would permit pin-ball games to continue to operate.

Such an ordinance is necessary if operators are to stay in business, following the recent refusal of the Supreme Court of the United States to review a State Supreme Court decision that upheld legality of the city's 1951 ordinance banning the games.

Owing to the long litigation, games have been operating without regulation or payment of city license fees.

#### Unions Back Move

The Portland Central Labor Council, composed of AFL unions, Monday night passed a resolution urging the City Council to enact a licensing ordinance. Supporters of the resolution argued that many union members were threatened with loss of employment should the games be forced out. These groups include teamsters, culinary workers and building service employees, who estimated the potential job loss in the hundreds.

They stressed also the city's need for revenue, citing the \$100,000 annually estimated available in license fees. Their thinking was similar to the argument voiced by Cecil W. Jones, of Portland, first vice-president of the Oregon State Federation of Labor and secretary of the cooks' union.

"A good many members of the culinary and teamsters' unions will be out of jobs if the machines are banned. It will also take away the livelihood of people who have invested their money in taverns and restaurants. We have the right and responsibility to protect our members."

The unions thus joined the ranks of taverns, restaurant owners and bowling alley operators who have supported the game operators' position.

Enforcement of the 1951 ordinance was stayed when Stanley G. Terry, in behalf of himself and other Portland game operators, obtained an injunction against the city.

## First Draws Crowd for Op Game Showing

CHICAGO, April 30. — More than 65 operators turned out for First Coin Machine Exchange's showing of the new Chicago Coin Machine Company game, Hollywood Bowler, April 16.

John Gore and Wendell McAdams, Chicago Coin engineers, explained operations and features of the game to the visiting operators at First headquarters. Ed Levin, Chicago Coin director of sales, and the First sales staff, including Joe Kline, Wally Finke, Sam Kolber and Fred Kleinman, were on hand to greet the operators.

Among the local operators in attendance were Bill Wolfe, Archie Isaacson, Jack Goodman, Oscar Eireman, Mike Galgano, Dave Wolfe, Frank Pelt, Carl Ellis, John Rawski, John Emerich, Art Nelson, Charlie Rosenblatt, Nick Nelson, Max Winkler, Leo Zaitlin, Sam Greenberg.

Art Allweiss, Nick Navigato, Joe Stella, Roy Kass, Sam Shenker, Tony Hodina, Morris Winkler, Sol Isaacson, George Sussman, Dick Gienko, George Noll, Herb Petersen, Elliott Greenberg, and Elmer Larson.

Operators from out of town included C. R. Chapman, Libertyville, Ill.; Matt Pohl, Hammond, Ind.; and Ed Blumenfeld, Michigan City, Ind.

## MGNJ Bars \$150 License In Hillside, N.J.

HILLSIDE, N. J., April 30.—A proposal to license juke boxes \$150 a year in the name of the location owner was recently stymied here, with the Music Guild of New Jersey acting promptly to kill the bill.

When the proposed licensing fee was announced by the Hillside Township Committee, the MGNJ alerted all guild members and location owners in the township. They were told when and where the meeting on the proposal would be held.

With Maurice Schapira, MGNJ counsel, and location owners testifying against the bill, it was first recommended that the proposal be dropped, and the issue was later postponed for future consideration.

Strong editorial support against the proposal was provided by the local Hillside Times.

## Chi Coin Ships New Big League Baseball Game

CHICAGO, April 30.—Bulls Eye Big League Baseball, a new baseball novelty game, was shipped to distributors this week by Chicago Coin Machine Company.

One or two players can take part in the game. Scores are registered on individual scoring reels on the backglass.

Each player presses a button to "pitch" a ball from the mound on the playfield, and presses another button to "take a swing" at the oncoming ball with a miniature bat that pivots over home plate.

The player tries to hit the ball up into three-decker bleachers in the background, aiming at a bull's-eye target above the third deck which registers 50 runs and lights up when hit. A ball hit into any of the decks scores 10 runs. If balls are hit into all three decks, 50 added runs are scored.

#### Scoring Features

When a player has made three outs by landing balls in out holes on the playfield, his turn at bat ends. Other holes on the playfield score singles, doubles, triples. Three metal ramps on the playfield serve to boost the balls into the grandstand decks for homeruns.

When hits or runs are scored, a baseball diamond on the backglass lights up to show baseball players rounding the bases.

The Big League playfield is made of Formica. The cash box is protected by a steel front door. The game is operated on dime play.

The game cabinet slopes downward from the backglass and stands on slanting legs.

## Binks Preps Shuffle Units

CHICAGO, April 30.—Binks Industries is readying production on a new shuffle bowling game conversion unit.

Mel Binks, president, said the unit would add new features to used shuffle games, and would be designed for installation on any shuffle bowling game. Shipment is expected by mid-May.

Binks is presently in production on Skill Tournament and Flash Skill, shuffle bowling game attachment units. The units are mounted on the front end of the pin cover and provide special scoring features to older model games.

# COINMEN YOU KNOW

## Los Angeles

Communications to:  
Joel Friedman  
Hollywood 9-5831

### Music Ops Air Dime Play . . .

Music operators in this area aired a great deal of pro and con discussion on the subject of dime play following the announcement of AMI and Wurlitzer to shift production of their equipment to the 10-cent standard. No decisions have as yet been made, tho the subject is likely to gain interest in the ensuing weeks.

Charlie Daniels, Paul Laymon Company, completed a bit of extracurricular landscaping over the weekend in time for his son's arrival from the Midwest. Both Charley and Paul Laymon boast just about the best gardens among coinmen in the area.

Al Silberman, Badger Sales Company, reports business on a steady climb, with many new operators continuing to make California their home. Badger firm was expecting its first shipment of new AMI machines, with the 10-cent coin mechanism.

Jack Simon and Howard Freer, Simon Sales Company, are busily shipping orders for the many Arcades in the area, with indications of an exceptionally good summer in sight.

The new high-fidelity room at Minthorne Music continues to draw heavy interest. Set-up features the Seeburg phonograph, complete display of speakers, amplifiers and tuners, in addition to the Telefunken radio line.

Harry Snodgrass, head of Border Sunshine Novelty Company, Albuquerque, N. M., and secretary of the Music Operators of America, was in Los Angeles Hospital recovering following a gall bladder operation.

## Detroit

Communications to:  
Hal Reves  
Woodward 2-1100

### Firm Expands Ice Cream Vending . . .

The Pointe Concession Company, operating cigarette and candy venders, is going more extensively into the ice cream vending field, particularly for amusement locations, Manager Thomas J. Kilbride

reports. Associated with him as partners are his brothers, Bernard J. Jr., Paul V. and Terence K. Kilbride.

The Unique Vending Service is being established by John E. Garrett, who plans to operate a diversified vending route consisting of cigarette, gum and candy machines as well as specialty machines dispensing cologne.

Joseph Auton, of Michigan Midget Movies, is installing a record battery of 22 shuffleboard games at Jefferson Beach Amusement Park in St. Clair Shores.

Albert A. Weidman, veteran head of Weidman National Sales, flew back from his other home at Vero Beach, Fla., and is busy setting up new operators in the coffee and soft drink vending business. Paul Gold and Vernon Huntoon, Detroit operators, were recent visitors at Weidman's home in Vero Beach.

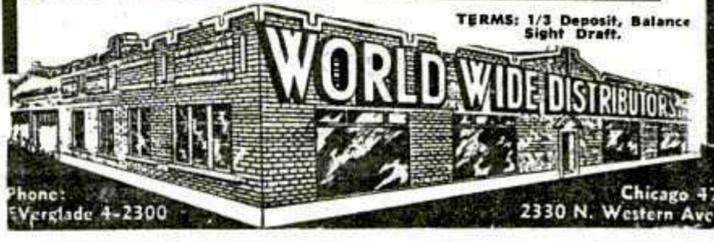
Meyer (Red) Saperstein, head of Reliable Vending Service, has been vacationing in Hot Springs. Mervin Jacobson, head of Central Vending Company, is devoting much of his time as a special worker in the current fund-raising campaign for Israel.

Charles J. Morgan, conciliator of the United Vendors' Association of Michigan; Hugh Howes, of Howes-Shoemaker; Warren Ayres, of Vendo Cigarette Service, and F. Stanley Collins, of Collins Vending, flew to Cleveland for the NAMA Region V meeting recently.

Maurice Feldman, of Central Coin Machine Exchange, reports receiving a postcard from Fred Chlopans, executive secretary of the Detroit Shuffleboard Association, who has been on vacation with his family in Florida.

Local coin machine operators paid their last respects at funeral services for Mrs. Rose Fielding. (Continued on page 88)

<p><b>WILLIAMS</b></p> <p>SPITFIRE .....WRITE STAR POOL .....\$225 COLORS .....195 CLETES .....195 BIG BEN .....165 DEALER .....165 SCREAMO .....165 THUNDERBIRD .....185 GRAND CHAMPION .....135 GUN CLUB .....85</p>	<p><b>LATE 5-BALL GAMES</b></p> <p><b>GOTTLIEB</b></p> <p>GYPSY QUEEN .....WRITE TWIN BILL .....\$245 DIAMOND LILL .....265 LADY LUCK .....235 FOUR BELLS .....235 DAISY MAE .....210 GOLD STAR .....175 HAWAIIAN BEAUTY .....175 DRAGONETTE .....195 JOCKEY CLUB .....175</p>
<p><b>NEW GAMES</b></p> <p>Wms. RACE-THE-CLOCK WMS. SIDEWALK ENGINEER WMS. POLAR HUNT GUN Bally GAYETY United MANHATTAN United DeLUXE VENUS</p>	<p><b>BINGO GAMES</b></p> <p><b>BALLY</b></p> <p>SURF CLUB .....\$315 M.F.I. .....295 PALM SPRINGS .....295 ICE FROLICS .....275 DUDE RANCH .....265 BEACH CLUB .....245 BEAUTY .....195 FROLICS .....195 CONEY ISLAND .....95 SPOT LIGHT .....95 BRIGHT SPOT .....125</p> <p><b>UNITED</b></p> <p>TROPICANA .....WRITE NEVADA .....\$295 MEXICO .....255 RIO .....195 TROPICS .....175 CABANA .....150 STARS .....95 TAHITI .....175 LEADER .....75 HAWAII .....325 Univ. 5 STAR .....75</p>
<p><b>UNITED SHUFFLE GAMES</b></p> <p>DeLUXE MERCURY .....\$425 11TH FRAME .....415 DeLUXE TARGETTE .....375 ACE .....345 BANNER .....395 LEADER .....275 TEAM .....265 IMPERIAL .....235 CLASSIC .....145 CLOVER .....135 10TH FRAME STAR .....125</p>	<p><b>ARCADE</b></p> <p>Un. DeLUXE CARNIVAL GUN .....\$395 Genco RIFLE GALLERY .....275 Seeburg SHOOT THE BEAR 150</p>



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Ex. SIX SHOOTER .....125  
Ex. JET GUN .....110  
TELEQUIZ, with film .....100  
Wurlitzer 1015 .....100  
Wurlitzer 1100 .....175  
AMI E-120 .....650

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1000 I.Q. FORTUNE TICKET, COUNTER Napkin Machines, brand new, in original boxes, \$7 ea. f.o.b. factory, Chicago. Regular operators' quantity price, \$29.50. Immediate shipment. Hurry. Box M-125, c/o Billboard, Cincinnati 22, Ohio.

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R.C.A. LICENSED 10¢ PER HOUR Hospital Coin Radios, under pillow speaker, \$40 each. Lots of 12, \$35 f.o.b. Warren, H. F. Champlin, 1040 E. South St., Warren, Ohio.

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LOCATED, COIN OPERATED SCALES. E. Gotch, 3205 18 Ave., Kenosha, Wis.

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.

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### WESTERN EXPORT

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## COINMEN YOU KNOW

Continued from page 87

widow of Bill Fielding, of the Donald Fielding Company, one of the largest coin machine businesses in Canada. Mrs. Fielding died a year after her husband's demise, following a long illness. Their son, Donald, continues to operate the business in Windsor, Ont.

Just returned is Arthur Sauve, of Sauve & Son Distributing, who expects to stay at work for a spell following his stay at his Florida home, Sun Dale just got back from the Chicago show in time to welcome the family home.

A newcomer to the vending machine field is Robert E. Heber, who has established nut, gum and candy vending locations in the Northwest Detroit area. He is operating the penny machine route under the name of the R and H Vending Company in Livonia, a suburban community.

### New York

Communications to:  
Aaron Sternfield  
Plaza 7-2800

### 60 Ops Attend Seacoast Show . . .

About 60 operators dropped in at the Seacoast open house Sunday and Monday (24 and 25) for the showing of the new Rock-Ola model. Seacoast was represented by Dave Stern, Bob Slifer and Charlie Reissner, while John Toolin, products engineer from the factory, represented Rock-Ola. Stern said that all new boxes are being set for 10-cent play, but that they can be converted to 5-cent play.

Rudy Leitgeb, head of the Tri-County Music Association, announced that a meeting of Bergen, Hudson and Passaic County, N. J., operators will be held Tuesday (3) at the Blue Haven Inn, Saddle River, N. J.

The State Wide Music Corporation, Newark, N. J., and Atlas Vending Company, Elizabeth, N. J., have merged. State Wide was owned by Oscar Parkoff, who now owns a substantial interest in Atlas. Joe Lubin now manages the combined operation.

Alec Abrahamson, vice-president in charge of sales for the Chunky Chocolate Corporation, and Mrs. Abrahamson leave New York in June for a European trip.

New members of the Music Guild of New Jersey are Don Stan-zuek, Central Automatic Music, Palisades; Edwin Kramer, West Englewood; Sam Matty, Master Vending Company, Wallington; Mario Ceraglio, Sunshine Music Company, Union City, and Joe Narducci, Vim Vending Company, Hackensack.

Jack Semel, treasurer of the Associated Amusement Machine Operators of New York, is home recuperating from a heart attack. A son, Peter Ross, was born Friday (22) to Mrs. Barney Tannenbaum, wife of the game operator and former AAMONY president. Mrs. Sol Tabb, wife of the head of Tabb Music, gave birth to a son, Eric, Tuesday (21). It's number five for the Tabbs.

Sibyl Weinstein, secretary to Dave Simon, is on a Texas vacation. Bill Furst and Bill Schwartz, the local Stoner distributors, will hold showings May 14 and 15 at the Onandaiga Hotel, Syracuse; June 21 and 22 at the Webster Hall Hotel, Pittsburgh, and July 14-16 at Roanoke, Va.

### Miami

Communications to:  
Al Denny  
83-3696

### Silverman Backs Dime Juke Play . . .

Harry Silverman, Ace Music Company, is among the operators beating the drums for dime play. "With dime play," he said, "service calls would be fewer, there would be less wear and tear on phonographs and records, and col-

lections would go up from 15 to 20 per cent."

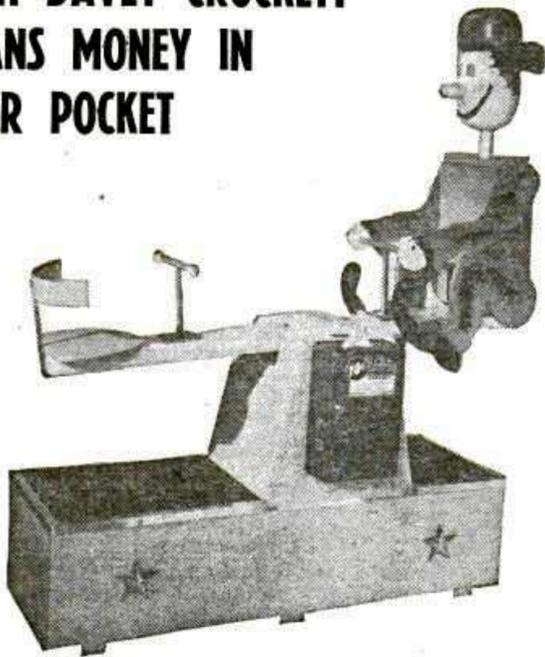
The recent price slash on EP's makes it easier to convert, Silverman added, and if the record companies would put the hit numbers on EP's while they are still hot on singles, it would be a boon to ops who are thinking of ditching nickel play.

Samuel Issenberg, Issenberg Music Company, and his wife journeyed to Boston to attend the wedding of their son, Philip, who is a student at Massachusetts Institute of Technology.

Attorney Max Engle has been appointed to handle the legal affairs of the Amalgamated Machine Operators' Association. A former coinman himself, Max is the son of Dave Engle, Dade Vending Company.

Raoul Shapiro, manager at Budisco One-Stop Service, is getting befuddled by all the price changes on records. When independent labels raised the price on 78's, it required a new explanation to many juke box ops. Shapiro

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LEADER	42.50

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SURF CLUB	325.00
ICE FROLIC	295.00
DUDE RANCH	275.00

CRISS CROSS BOWLER	\$325.00
ROYAL	225.00
HOLIDAY	510.00
MATCH POOL	175.00
SHUFFLE POOL	135.00

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YACHT CLUB	135
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Beach Club	225.00
Beauty	195.00
Frolics	140.00
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Sportlite	60.00
Bright Spot	85.00
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Keeney Pacemaker... 200.00	Beauty ..... 200.00	Seeburg M-100-A .... 325.00
Chicago Coin Hollywood Shuffle Alley Write	BALLY KIDDY RIDES—WRITE.	Seeburg M-100-B .... 525.00
ARCADE		Seeburg 1947 ..... 50.00
Exhibit Shooting Gallery ..... \$175.00		1100 Wurlitzer ..... 150.00
Exhibit Star Shooting Gallery ..... 250.00		
Exhibit Sportland Gun ..... 275.00		

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450 Massachusetts Avenue Indianapolis, Indiana ME-trose 4-8468

reports that he is shipping more and more disks to up-State music ops.

Bernie Morris, who purchased a music route from Johnny Morgan, of Beach Amusement Company, added a number of pieces a few weeks later.

Pauline Reid, of Pan American Distributing Corporation, is working overtime billing out the Cadence nit "Ballad of Davy Crockett" on the Cadence label. Also popular in the juke boxes, she noted, is "My Babe" on Checker.

His visit to Lima, Peru, coincided with the carnival season, said Ken Willis, of Bush Distributing Company, so he joined the gay festivities for four days. "All work stops for that period," he explained.

He bought his wife, Evelyn, a square-cut emerald ring in Colombia where 90 per cent of the world's emerald mines are located. Coin machine are growing more and more popular in Peru and Colombia, Willis said.

Whitey Pincus, of Whitey's Music, admits he's getting fatter all the time, "but not in the pocket."

Harry Goldberg, H & G Vending Company, called on cigarette machine operators in Key West and West Palm Beach. He says the new 12-column Lehigh vender has elicited favorable comment and a flood of orders from all over the State.

Milwaukee

Communications to: Benn Ollman UPTown 8-6018

Ready Jukes for Tourist Trade . . .

Coin machine distributors and one-stop disk houses report a boost in activities among operators covering the up-State lake and resort areas. Definite appearance of spring in the past few weeks has stirred outlying coinmen to ready equipment for the forthcoming tourist rush to the vacationlands.

Distributor Sam Hastings reports that business at his Blue-mound Road establishment is definitely taking an upward trend. Both music and games takes have shown improvement. Premium goods have been moving well, too, he adds. Longest distance covered by an operator traveling to the Hastings headquarters for his needs this week was veteran coinman Chester Manhardt, of Hazelhurst, Wis.

Bob Thompson, manager of the Capitol Records' office, reports that operators keep asking for "Unchained Melody" by Les Baxter, Nat (King) Cole's "A Blossom Fell" and "Hey, Mr. Banjo." A recent visitor to the Capitol Records' branch office here was Max Callison, new district sales manager.

Harry Jacobs Jr., head of the United, Inc., Wurlitzer distributors, and his road salesman Woody Johnson recently completed a week-long sojourn thru the Upper Peninsula of Michigan. Results were gratifying, says Jacobs, adding that he and Johnson succeeded in spotting equipment among operators long considered "tough sell." During the month of May the United, Inc., organization is planning to conduct a series of special service schools for Wurlitzer users in the Upper Peninsula.

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Counts and wraps Pennies to Halves, Rugged, Light, Accurate, Portable. Try One on Money Back Guarantee 189.50

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Dispenses 2 dimes 1 nickel for 25c; 5 nickels for 25c; 5 pennies for nickel . . . \$89.50

GUNS—GUNS

Table listing gun machines and their prices, including United DeLuxe Carnival, Genco Rifle Gallery, etc.

SHUFFLE GAMES

UNITED VENUS TARGETTE UNITED CLIPPER

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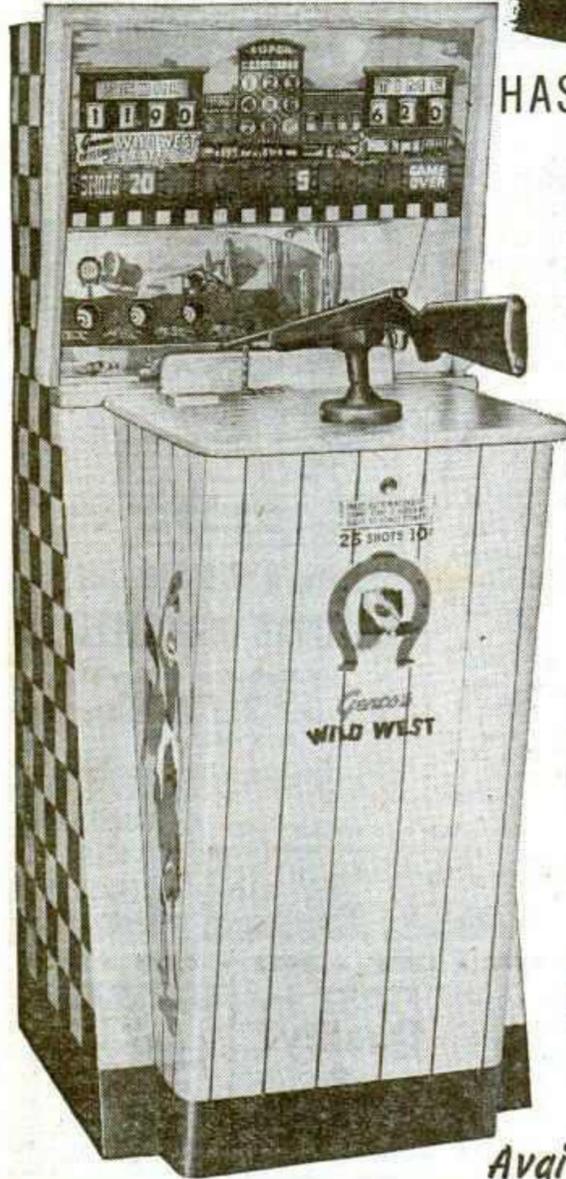
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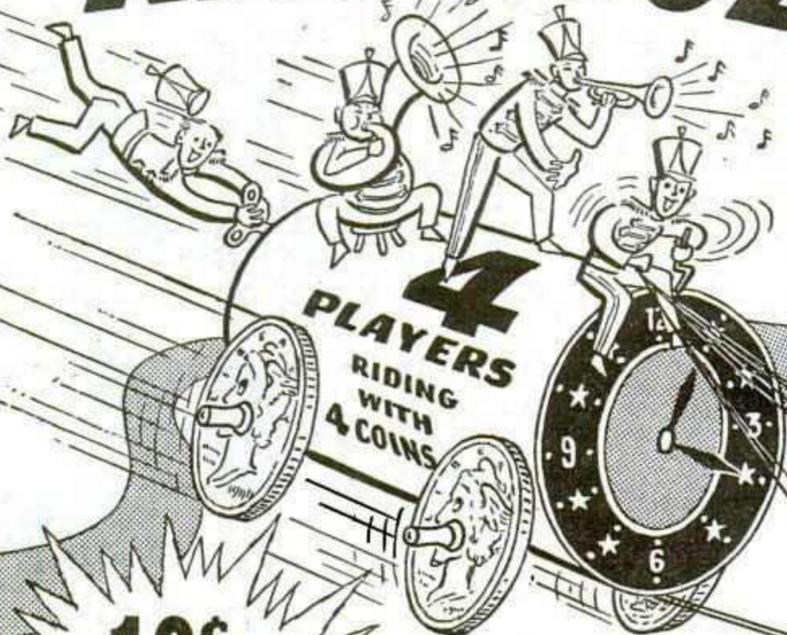
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**GAYETY Card above shows that player has lit 3 numbers by skill-shots into 3-hole, 6-hole, 10-hole. With MAGIC-LINES lit**

**player turns knob, moves first line of Card UP, placing lit 10 in corner, as illustrated by second Card above. With MAGIC-POCKETS lit**

**player may press button to kick ball out of 6-hole into 5-hole, then into 4-hole, while ball in 3-hole jumps to 2-hole, then to 1-hole.**

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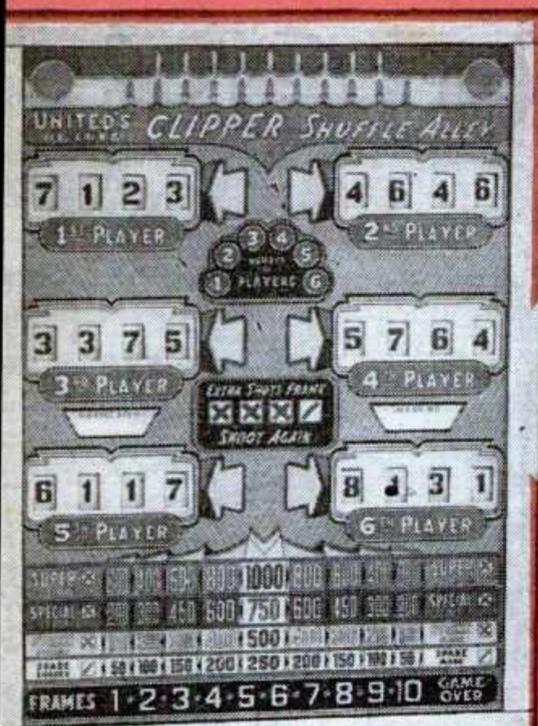
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