

The Billboard

1955
phono-record
merchandising

A
Special
Section
Starting
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FEBRUARY 26, 1955 (ABP) THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY (ABC) PRICE: 25 CENTS

Phonographs Finish Glamorizing Course

Designers, Engineers Give 'Em Beautiful Styles to Catch the Customer's Eye, Ear

By STEVE SCHICKEL

The electronic device called a phonograph has graduated from charm school in the past year and, following a complete going over from engineers, designers and decorators, has turned into a glamorous piece of record-playing furniture.

All this is a result of secret engineering techniques, carefully guarded consumer surveys and taste samples—all intermixed with a few electronic and acoustical problems.

But the consumer can now choose from among phonographs in dozens of types of wood and plastic cabinets in every period styling ever discovered or developed by decorators. You can buy phonos in college colors, phonos in plastic cases ranging in hues from jet black to blushing pink. You can buy phonos with wrought iron handles, bright metal trim, drop legs, or separate speaker units.

More Variations

And in the coming year you'll be seeing more short-legged consoles, more brass and wrought iron hardware. You'll be seeing more units with speakers separate from the amplifier and changer, more units designed as book cases or end tables and more models with wrap-around cloth grilles.

One thing is certain. The manufacturers and their designers agree that the woman of the house can no longer be ignored. Styling of phonos—as with other furniture and appliances—reflects the public demand. Even such technical advancements as multiple speaker systems must come for judgment before the lady of the house.

Such factors as style, color, size and sound are all considered as they will be utilized in the home. For this reason—more than any other—the phonograph industry has been styling more and more of its product as furniture pieces rather than electronic gadgets which can be housed in luggage-type cases.

Sound Tracks In Big Demand

NEW YORK, Feb. 19.—The record companies continue to seek top motion picture sound track material to bolster their package record lines. Latest film acquisitions were made by Mercury and Coral. For Coral it was the first movie sound track deal, while Mercury has only once before invaded this market.

Coral's a.&c.r. chief, Bob Thield, this week made a deal with Russellfield Productions for his label to release the sound track from the United Artists film "Gentlemen Prefer Brunettes," which stars Jane Russell, Jeanne Crain and Rudy Vallee. The film is due to open here in August.

Mercury, meanwhile, is set to issue "Three for the Show," sound track album from the Columbia Picture starring Betty Grable, Marge and Gower Champion and Jack Lemmon. Mercury had previously released another Columbia sound track album, "Show" is ready to play local theaters now.

SCHNOZ SMACKS MIAMIANS LIKE A TIDAL WAVE

By HERB RAU

MIAMI BEACH, Feb. 19.—

Jimmy Durante with completely new routines is show business news here. For the first time in years, The Schnoz has come to Miami Beach with a brace of fresh—and sock—routines that had a full house virtually cheering.

It's almost a new Jimmy Durante that's taking this cafe off the nut after it dropped a pile with Mae West for the preceding month. But he's still the same lovable guy, spry as ever and breezing thru the new material with all the aplomb of the veteran he is.

But even with the fresh stuff, he injects a few of the timeless gems, things like "Inky Dinky Doo" and "The Lost Chord," for rousing-as-usual hands. One of the newies is a Clayton, Jackson and Durante bit in which he and Eddie Jackson and a baby spot shining on the bare floor go thru their paces. It's a touching thing, packed with showmanship.

In the No. 2 spot on the bill is Sammy Davis Jr., and, with the extravagant Copa production numbers musically backed by Dave Tyler's orchestra, it is by far the biggest and best cafe bill in town this week.

In the words of phono execs, "The woman buys the cabinet and the man buys the guts. We're far better off appealing first to the woman, because the cabinet is the first thing seen on a display floor. If we can get the lady's attention then we're first in line for the ultimate sale to her husband."

The trend away from luggage-type phono units does not, however, mean that there is no longer a market for "suitcase" models. Among the recent innovations—and more of this is due to take place—are the college color models being sold thru King Records and the drop-leg portable manufactured by Philco. The latter unit can be carried about easily, and then just as easily set up as a chair-side model by dropping the enclosed front legs and back stand.

Webcor has taken to using wrought iron handles on smaller table models which serve the dual purpose of being utilitarian and decorative. Portables, too, have been successfully turned out in plastic cases of various shapes, sizes and colors. Here, tho, the problem is to keep the unit small enough to carry and large enough to give the consumer the best possible sound.

What do the designers of phono
(Continued on page 16)

'55: Decisive Year For Record Trade As Trends Close In

Success Lies in Keeping Pace With Tape, Price, Self-Service Changes

By IS HOROWITZ

Record traders at all levels of the industry look on 1955 as a year in which several important questions affecting the growth of the business will be answered. Not for some years have such significant trends converged on a single time point. Their resolution is being anxiously watched.

Perhaps the most dramatic recent development that will help shape the future business pattern is the new price and discount structure. Related to this, but still moving in its own technological path, is the accelerated battle of the record speeds. And related to both is the increased use of self-service in disk merchandising.

Outlook Optimistic

Despite the feeling of uncertainty in certain segments of the industry, the outlook generally is notable for its optimism. Few doubt that volume of sales will increase. The pressing question some pose, however, is whether or not it will increase sufficiently to offset the reduced unit price for many disk packages.

Some manufacturers and some dealers may be hurt during the transition phase. Others surely will benefit. In most cases it will be those who watch closely the trend and move with it that will come out healthiest.

With most manufacturers following the lead, in whole or in part, of RCA Victor in dropping the price of LP's, raising the price of 78 r.p.m. singles, giving a larger dealer discount on 45's and 78's and eliminating the return privilege on LP's, the following implications must be faced:

It is now more attractive for dealers to place even more stress on singles and 45's, including EP's. Each sale brings in more profit. This fact is likely to change gradually the internal appearance of many stores. It is reasonable to assume that dealers will feature what they can make most money on.

While the quick assumption may be that LP merchandising may be played down because of their lower unit return than previously and the elimination of the return privilege, there are many who say the reverse may actually come to pass as the months go by. The reasoning here is based on the premise that consumer purchases will be substantially increased by the lower price peg.

Any move to give equivalent value for less money is bound to boost consumption, it is said. In the first six weeks since the price drop, LP volume has increased, but reports are still spotty.

Dropping of the return privilege can exert still another influence on dealer plans. Certainly it will mean more careful LP purchasing. It may also lead to more frequent use of "bargain counter" merchandising to push out slow-moving inventory that can no longer be returned for credit.

On the LP side it is generally conceded that local dealers in trouble spot areas will be largely freed from the pressures of mail-
(Continued on page 16)

NEWS OF THE WEEK

2,000 Paramount Pictures Shorts Available to TV; Many Names . . .

Latest major film company to break open its vaults to TV is Paramount Pictures, which is offering a package of about 2,000 short subjects thru the William Morris office. The package, which is said to carry a price-tag of about \$4,000,000 is reported to feature comedy shorts with such names as Jack Benny, Burns and Allen, Eddie Cantor and Robert Benchley. . . . Page 5

Cook, Maitland Take Top Sales Jobs at Columbia, Capitol Records . . .

Top sales posts at both Columbia and Capitol records changed this week when Hal Cook left Capitol to take over the record sales post at Columbia and Mike Maitland moved up to Cook's position at Capitol. . . . Page 27

45 r.p.m. Disks Now Outselling 78's in Smash Hit Category . . .

For the first time since the introduction of the 45 r.p.m. records, the donut disks are now outselling the 78 speed on top selling single records. This major shift has taken place only in the past month. . . . Page 27

Auto Thrill Show Pulls 150,000 In 4 Bogota, Colombia, Shows . . .

Current invasion of South America by a U. S. automobile thrill show started out big in Bogota, Colombia. The stunter, Bill McGaw's Tournament of Thrills, pulled an estimated 150,000 in its first four shows in that city. . . . Page 60

P&G Plans Big Program Schedule Next Season Using Top Names . . .

Procter & Gamble is making ambitious programming plans for next season. In the works is an hour and a half once-monthly spectacular tied into a contest, and a \$100,000 a week half-hour show which would present the top names in the business. . . . Page 2

Matusow's "Confessions" Pose Dilemma for AM-TV Industry . . .

The broadcasting industry is pondering the possible ramifications which may follow the

admission that blacklists of alleged subversive radio-TV personalities were concocted from whole cloth. This confession was made by ex-Communist Harvey Matusow, who worked on lists for two leading ad agencies, as well as for the anti-Communist publication, "Counter-attack." . . . Page 2

Hearings Likely on Kilgore, Thompson Copyright Bills . . .

It seems fairly certain that Congressional hearings will be held on both the Kilgore and Thompson copyright bills. Washington activity this week points to committee hearings on both measures. . . . Page 28

New York Juke Box Operators Quietly Changing to Dime Play . . .

Juke box operators in New York City have been moving toward dime play without any fanfare. Rather than work the plan on an operator-by-operator basis, the ops are changing over on a block-by-block basis. . . . Page 27

Money Tighter at Tampa Fair; Inclemency Contributing Factor . . .

Tighter money is noted at Tampa Fair as concession receipts dip 25 per cent under 1954. Royal American Shows fare better on rides and attractions, however. Inclement weather throttles early midway business. . . . Page 70

DEPARTMENTS AND FEATURES

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Decca Ties In With 'Medic'

NEW YORK, Feb. 19.—Decca Records and the Dow Chemical company are mapping out a joint promotion on Victor Young's new recording of the "Theme From the Medic," which the label expects to pay off in healthy sales grosses. Dow sponsors NBC-TV's "Medic" series, which features Young's theme over the credits on each film drama.

The drive—one of the most extensive ever planned on a single Decca disk—includes the distribution of special display material to dealers, while deejays will receive samples of Dow's Saran Wrap paper, along with copies of the platter. The Decca disk will be credited on forthcoming "Medic" shows, and featured in Dow consumer ads in more than five national magazines.

P&G Eyes Own Spec, 110G Half-Hour for Bigger 1956

Merchandising, Talent New to TV, New Products Figure Into Plans

By LEON MORSE

NEW YORK, Feb. 19.—Procter & Gamble, currently the hottest sponsor in network TV, this week was reported making even bigger plans for the 1955-56 season. Reports are making the rounds that P&G is canvassing the field for two new properties—its own hour-and-a-half spectacular and the first half-hour program to cost \$100,000 for talent. The spectac-

ular would be presented once monthly.

P&G intends to build up continuing interest in its spectacular via a new gimmick. It is blue-printing a monthly contest which would pay off on the spectacular. This would enable the advertiser to use the show as a top merchandising medium, in addition to keeping interest in the show at a constant pitch.

The \$100,000 program which P&G is allegedly searching for would go into the 10-10:30 p.m. time period on NBC-TV, which is now occupied by Loretta Young. It would be a star vehicle which would present the top names in the entertainment world, names undoubtedly selected to command great attention, because they haven't yet been exposed to the TV viewers.

These two stanzas are being conceived for impact rather than for a cost-per-thousand values. Impact is important, because P&G is getting ready to introduce several of its new products on a national scale this fall, after they have been thoroughly test-marketed. Foremost of these is its new detergent bar which it hopes to get into the American home as quickly as possible. Other products are a

new toothpaste, a liquid shortening and a dried bleach.

B&B Account?

The agency said to have conceived the idea for the spectacular is Benton & Bowles, which reportedly will get the detergent bar. It is now handling the product's test-marketing. Benton & Bowles handles Tide and was greatly responsible for its almost immediate acceptance when it was first introduced to the American public.

P&G's Gleem, only recently placed on the market by the soap company, has achieved sensational results. It is reported to be second in sales among the toothpastes, an exceptional success story for the short time it has been available. P&G, of course, has not relaxed its advertising push for the first half of this year. It has purchased one-third of Jackie Gleason on CBS-TV for the remaining 26 weeks of the current hour show's run. The cost of the program to P&G is \$24,000 weekly for talent, which means the web is getting \$72,000 a week from its three clients. P&G is also considering the replacement of "Golden Windows," its partially sponsored daytime strip on NBC-TV. The show, so far, has failed to gain acceptable ratings.

PUBLIC GROWS, SPONSOR GOES

NEW YORK, Feb. 19.—"Father Knows Best" continues to climb in ratings, its sponsor's cancellation to the contrary notwithstanding. In the latest Nielsen TV Index, for the two weeks ending January 22, the Robert Young situation comedy was up to 21.7. This is off Audimeter tapes registering after Kent Cigarettes handed Screen Gems the cancellation.

General Artists Corporation, which agented the Kent deal, is understood to have turned down a couple of sponsors since the Kent cancellation, because they didn't have good time slots.

GE Shops for Joan Davis and Milland Subs

NEW YORK, Feb. 19.—General Electric is beginning to do some intensive shopping for next season's video properties. The client wants two shows, one to replace Joan Davis and another to move in and take over for Ray Milland.

Young & Rubicam is looking for the Davis replacement, and Maxon is handling the Milland substitution.

ABC-TV Deals With A&C for Afternoon Seg

HOLLYWOOD, Feb. 19.—ABC-TV is negotiating with Abbott and Costello for a half-hour afternoon strip show aired at a kid audience. Program would go on the air at 4:30 p.m. daily and would give the net a powerful hour-long children's block directly preceding Walt Disney's "Mickey Mouse" strip at 5 p.m. "Mickey Mouse" is set for an October 3 starting date. Abbott and Costello would presumably also be filmed.

Web's Western program director, Ken Craig, said that the net has embarked on a schedule of strengthening its afternoon programming following failure of "Breakfast Club" to find a sponsor. Altho the early-morning show was a success audience-wise, it was becoming too expensive for the net to continue carrying it sustaining.

CBS Peddles Last 2 Hours Of 'Broadway'

NEW YORK, Feb. 19.—CBS-TV is now peddling the last two hours this season of the "Best of Broadway" series to help provide some relief to Westinghouse, which has asked out. The show is programed once monthly Wednesdays 8-9 p.m. and features Broadway legit vehicles.

Westinghouse has gone over budget and would like to find another sponsor to take over. NBC-TV has had the same experience with Hazel Bishop. The network has been trying to find an interested sponsor to take over the Hazel Bishop portion of the spectaculars and its segments of the Tuesday 8-9 hour. So far no takers have appeared.

LAMB CASE

2d Witness Blasts FCC Attorneys

WASHINGTON, Feb. 19.—Federal Communications Commission attorneys ran into more trouble in the hearing over renewal of publisher-broadcaster Edward Lamb's license for WICU-TV, Erie, Pa., this week as a second FCC witness declared that earlier testimony against Lamb had been the result of "constant and consistent coaching" on the part of FCC attorneys.

The second witness was Lowell Watson, self-styled former Communist and now a Kansas dairy farmer. He followed Mrs. Marie Natvig, a Miami Beach divorcee, who also reversed her earlier anti-Lamb testimony and charged that FCC attorneys had coerced her into lying. Hearing examiner Herbert Sharfman considered Mrs. Natvig's testimony so "completely incredible" he declared he would ignore it. This action threw out 11 days of testimony in which she had tried to link Lamb with various Communist activities as well as her subsequent retraction.

Statements of both witnesses came as Lamb's attorneys, former attorney general J. Howard McGrath and Russell M. Brown, recalled FCC witnesses for further examination. The hearing is based on charges the FCC said it had received that Lamb had had Communist associations—a charge Lamb has consistently denied.

ABC Adds Two to Video Sales Staff

NEW YORK, Feb. 19.—ABC-TV this week enlarged its sales staff with the addition of Edward Bleier and Helen Guy. Bleier formerly was with the local staff of WABC-TV. Miss Guy, first distaff member of the web's sales staff, held other positions with ABC prior to more recent posts with Masterson, Reddy and Nelson.

Industry Weighs Effect of Matusow Admission of Phony Blacklistings

NEW YORK, Feb. 19.—The broadcast industry this week was pondering the possible effects of the admission of fabrication in blacklists of TV and radio personalities by Harvey Matusow, a former Communist and government witness, who has since recanted his former testimony. Matusow is now testifying before Federal Judge Edward J. Dimock in United States District Court here on a motion for a new trial for the 13 convicted secondary Communist leaders.

Matusow now states that he was paid \$150 by the Lennen & Newell agency to make up a blacklist for them. His chronology of events was that he was contacted because Larry Johnson, the Syracuse supermarket operator, had threatened Schlitz Beer, the sponsor of "Playhouse of Stars" on CBS-TV, that he would no longer buy their product, because they had employed allegedly "objectionable" talent on the dramatic show.

Draws Blacklist

The ex-Red was then working for "Counterattack," the anti-Red magazine, and was then contacted by a Lennen & Newell veepee and

commissioned to draw up the blacklist. His recommendations, he testified, resulted in the dropping of the producer of the show at that time.

Matusow also stated that he worked with Jack Wren, Batten, Barton, Durstine & Osborn publicist, in the making up of another blacklist. He admitted that he had wrongfully accused many entertainers on this blacklist.

Among the people named by Matusow was TV director Sidney

Lumet, who was then megging "Danger." Matusow, however, recanted his charge in a letter to the sponsor of Lumet's show, the Block Drug Company.

Meanwhile, the Ford Foundation's Fund for the Republic is now making a full scale investigation of blacklisting. In charge of the study is John Cogley, a former editor of "Commonweal." The study will take a year and will cover the subject thoroly from many points of view.

SCISSORING PROBLEMS

CBS Mulling Ways to Cut Godfrey's Chores

NEW YORK, Feb. 19.—All indications point to a cutback in Arthur Godfrey's evening video chores on CBS-TV next season, in spite of the fact that the initial formula worked out for such re-vamping had been found lacking. Details have yet to be worked out.

Godfrey previously proposed a shift which would have seen him emceeing only an hour version of "Talent Scouts" on Wednesday night next season. "Arthur Godfrey and His Friends" would have been dropped, and into the Monday night half-hour a dramatic show would have been inserted.

Sponsor reaction was hostile and so the plan fell by the wayside. Another important reason for its failure to be accepted was the fact that the web did not think the Monday night dramatic show would have been strong enough to get ratings.

But Godfrey has made his wishes felt and it is now up to the network to come up with a plan that would allow him to shorten his TV chores next season, if they wish to keep him happy. The network's programming department is now working on several ideas which would allow the performer to shorten his evening load by one-third. It is understood that "Talent

Scouts" will figure prominently in CBS-TV plans for Godfrey next season.

NBC's Clowns Shifted to Sun. For 'Crossfire'

NEW YORK, Feb. 19.—Milton Berle, Martha Raye and the current NBC-TV crop of Tuesday 8-9 clowns will move into Sundays 8-9 next season where the Colgate "Comedy Hour" now holds forth. This is the major programming twist to the network's "Crossfire" plan, which was formerly called "Crisis Cross."

"Crossfire" makes 30 weeks of Sunday, Monday and Tuesday, 8-9 p.m. open to three or four advertisers who will have two participations each week among the three shows. Sid Caesar, of course, will continue to program Mondays, 8-9, as he is now doing. NBC is now shopping for more top comedy performers to use on either Tuesdays or Sundays.

Steel Hunts CBS or NBC-TV Fall Hour

NEW YORK, Feb. 19.—United States Steel is now feeling around at CBS-TV and NBC-TV to see if it can find an open hour of time for next season. The advertiser is reported investigating a possible move from ABC-TV, where it currently is holding down Tuesdays, 9:30-10:30, on alternate weeks.

There are no hours now available at either network, but Steel is working on the premise that several will open up, especially at CBS-TV. One such is getting prime consideration—the Wednesday 10-11 p.m. time period now occupied by Pabst for its fights thrice monthly. Westinghouse has a

spectacular in there every fourth week, but is expected to cancel.

The Pabst ratings have not been too good, except for important fights, and the International Boxing Club which presents the bouts has been in poor odor because of recent attacks made on it.

Pabst may also feel that it would like to shift its advertising attack via a different kind of programing. The beer company, trade sources say, steadily had its ratings dented by "This Is Your Life" and may feel a change is needed. United States Steel is reported ready to move if the right time opens up. The Pabst hour may answer its needs.

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Phone: NAtional 8-4749

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FCC, Not Webs, the Pigeon In D.C.'s Tele Shooting Gallery

Commission Spotted as Lead-Off Witness; Key Questions on Sked

By BEN ATLAS

WASHINGTON, Feb. 19.—The Federal Communications Commission, rather than the TV-radio networks, will become the No. 1 target of the Senate Interstate and Foreign Commerce Committee's ever-widening probe of the TV broadcasting industry.

Back-scene developments pointed to this as the committee, headed by Sen. Warren G. Magnuson, stepped up preparations for hearings likely to start in six weeks with the FCC as lead-off witness. Commission members and key staffers will probably be "on the carpet" as hearings continue for weeks.

The commissioners may be followed to the stand by Department of Justice experts, who, like the FCC, have been asked to comment on the reports filed with the Magnuson committee by former Democratic staff counsel Harry Plotkin and former GOP staff counsel Robert F. Jones. The Jones report, like the Plotkin document, will provide the basis for the committee's line of questioning.

Pointed Questions

Key questions which the FCC will be asked are: Does the FCC have statutory power to regulate the networks, and if so has the FCC been using that authority? Has the FCC inquired into whether color TV is progressing rapidly enough in the public interest? Is the FCC taking concrete steps to relieve the plight of UHF television which, as the Plotkin and Jones reports declared, is faced with unequal competition from VHF television which dominates the major markets? Is the FCC concerning itself with this problem from a viewpoint of control over TV programming and a spread of advertising opportunities for merchandisers?

Other questions: Can the FCC exercise regulatory authority over TV film syndicates? Should network option time be abolished?

A capsule preview of the upcoming grilling in store for the FCC will be touched off at next Wednesday's (23) rehearing on the nomination of George C. McConaughy to the FCC. McConaughy, acting chairman of the FCC, had a hearing last fall before the Senate committee as a recess appointee by President Eisenhower. McConaughy will be subjected to grilling on issues ranging from the commission's handling of the Edward Lamb case to the commission's viewpoint on topics raised in the Plotkin and Jones reports.

Only a Sample

Next week's grilling of McConaughy will be only a brief and relatively minor sampling of what is in store for the full Commission when hearings on the TV

broadcasting probe get under way. Sen. John W. Bricker (R., O.), who as Magnuson's predecessor as chairman launched the probe in the last Congress, provided ample clues this week that the Commission will bear the brunt of the explorations. Bricker at a press conference left no doubt where the line of fire would be carried.

His remarks have hinted broadly there will be considerable exploration into the FCC's interpretation of its statutory authority not only over networks but over TV film syndicates. Bricker indicated that he wants to question whether the FCC thinks it has enough network regulatory power and also if the FCC has pondered whether networks and film syndicates should be classified as common carrier service, subject to FCC regulation of rates and programs.

Bricker added this new wrinkle to the probe when he likened the TV broadcasting industry to the transportation industry. The senator touched on this in discussing a Jones passage in the Jones report stating, "From the information available, it is clear that the four television networks, together with their wholly-owned TV stations,

garner a disproportionate share of the total revenues for the entire industry."

Bricker Speaks

Bricker said he was not saying the networks have "misused or abused" their "economic power," but he declared it is a power which "ought to be properly guided in the public interest." Bricker point-

edly added that possibly the government should require that TV service be extended to certain areas, even tho it might not be profitable at first. He observed that the government pursues such a policy in the transportation industry.

Differing with the Plotkin report which stated that the FCC already has ample authority to regulate the networks, Bricker said this was "obviously a personal viewpoint" by Plotkin. He added, "I have no doubt, tho, that the FCC has failed to use whatever authority it has."

"The power of networks is very great over broadcasting," Bricker said. "The objective expressed by the Communications Act calls for the highest quality of programming, the widest kind of a competitive

system, with broadcasting service for the greatest part of the nation.

"To see that this is done is the most pressing problem that we have before us this session of Congress," he said.

Bricker documented his views with the Jones report which stressed that exhaustive fact-finding is necessary before the Senate Interstate

(Continued on page 4)

SUBSCRIPTION TV

Quiet on D. C. Front Is Lull Before Storm

WASHINGTON, Feb. 19.—In the wake of last week's directive by the Federal Communications Commission for filing of written arguments on the question of subscription TV, proponents and foes held their major fire, but this is just a lull before the storm.

Verbal cannonading on the various industry fronts will be stepped up before the various protagonists and antagonists file their written

arguments. Meanwhile, toll TV got two boosts this week—one from the Joint Committee on Educational Television, representing seven national educational organizations, and another from the National Theater Arts Council.

The NTAC in a letter to FCC Chairman George C. McConaughy, urged commercial operation of TV "at the earliest possible

(Continued on page 4)

NBC STARTS HUCKSTERING 11 SHOWS FOR FALL DEBUT

Situation Comedy Segs Conspicuous By Absence; Some AM Conversions

By BOB SPIELMAN

HOLLYWOOD, Feb. 19.—NBC-TV this week began pitching ad agencies with its line-up of 11 new shows for evening programming this fall. Altho the net may yet develop isolated programs here and there, the basic package for presentation has been completed. This, of course, does not include shows developed by ad agencies or by independent packagers.

Presentation is significant in that it does not contain a single new family situation comedy, with the programs, in general, being of a more diversified nature than in past years. Included are a trio of old-time radio half hours which are being converted to TV.

Already in the can are "My Man Sing," Pat Crowley starrer about a poor girl who inherits a Chinese servant from a rich uncle; "The Inside Dope," fight game pilot with Bill Goodwin and Cliff Arquette, filmed, together with "My Man Sing," at Hal Roach Studio by Mathew Rapf; "The

Great Gildersleeve," featuring Willard Waterman, second pilot of which was recently completed by producer Robert S. Finkel, and "The Soldiers," Hal March-Tom D'Andrea sketch, written by the pair and kinescoped.

Scheduled for filming within the next few weeks are "Impact," human interest semi-documentary, which Al Simon is readying in conjunction with McCadden Productions; "The Amazing Miss Withers," whodunit type series, pilot of which is being shot by Tom McKnight at Hal Roach Studio next week; the Alexander Botts "Earthworm Tractor" series from The Saturday Evening Post, also to be filmed by McKnight, and "Just Plain Folks," comedy, developed by Cy Howard, for which Zsa Zsa Gabor has been cast in one of the leading roles.

A pair of series for which casting tests are being conducted at NBC's Burbank studios are "Baby Snooks" and "Fibber McGee and Molly," with some 20 actors and

actresses having so far been kinescoped for the leading roles in each of the shows.

Last of the 11 new properties, "My American Wife," series starring Claude Dauphin and Geraldine Brooks, is being filmed in Paris. Shooting was also completed this week on a daytime strip, "Johnny and the Gaucho," featuring Senor Wences.

Tho no decision has yet been reached on several of the programs as to whether to produce them film or live, at least six seem scheduled for the celluloid route, net thinking being that residuals have become of too much financial value to pass up. Definitely set for film are "My Man Sing," "The Inside Dope," "Impact," "The Amazing Miss Withers," "Earthworm Tractor" and "My American Wife."

NEWS IN BRIEF

How well broadcasting equipment can stand up under an atomic attack is being tested during the current atomic bomb tests in Nevada. Equipment tested includes a complete AM broadcast station, mobile equipment, a variety of radio receivers, antennas and towers. Twenty-nine equipment manufacturers in a group headed by R. H. Williamson, of the General Electric Company, will observe the tests.

The \$500 scholarship awards to the four winners in the national Voice of Democracy contest will be presented by U. S. Education Commissioner Samuel M. Brownell this week (23). Winners in the contest, sponsored by the National Association of Radio and Television Broadcasters, the Radio-Electronics Manufacturers' Association and the Junior Chamber of Commerce, are: Yuba City, Calif.; Avron, N. Y.; Cather-

Company, Montgomery, Ala., to WKY Radiophone Company, for \$568,598. WKY Radiophone, controlled by Oklahoma Publishing Company, also owns WKY AM-TV, Oklahoma City. Commissioners Robert T. Bartley, Frieda B. Henneck and Robert E. Lee dissented.

E. K. Hartenbower, KCMO, Kansas City, Mo., and Campbell Arnoux, WTAR-TV, Norfolk, have been named co-chairman of a committee to plan the National Association of Radio and Television Broadcasters' eight regional meetings this year. The regional meetings will replace the 17 annual district meetings formerly held by NARTB, according to NARTB President Harold E. Fellows.

The 79th Commemoration Day exercises of Johns Hopkins University will be televised Tuesday (22) from the first auditorium, aside from those at the UN, built with permanent television facilities. TV cameras will be able to operate on the stage and from balconies of the university's new 1,200-seat Shriver Auditorium, screened from those in the hall. The first telecast from the hall will be handled by TV, Baltimore.

I'M JOE FLOYD . . .



THERE'S NOTHING SMALL ABOUT ME . . .

And that goes for the other boys on my crew at KELO (TV and RADIO), Sioux Falls. We think big, we promise big, we deliver big . . . and we put our weight behind every program and commercial with famous KELO merchandising. Just another reason why the Greater Sioux Empire likes to look our way—and buy the products we sell.

AND NOW **INTER-CONNECTED** For Even Greater Service to You!



Channel 11—Sioux Falls, S. D.

Joe Floyd, President

NBC (TV) PRIMARY
ABC • CBS • DUMONT
NBC (Radio) Affiliate



316,000 watts

The Channel 8 Mighty Market Place all yours

WGAL-TV
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NBC • CBS
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STEINMAN STATION
CLAIR McCOLLOUGH PRES.

Representatives **MEEKER TV, INC.**

New York Chicago Los Angeles San Francisco

CBS in Trouble on Spectaculars; Westinghouse, Chrysler Both Sour

NEW YORK, Feb. 19.—CBS-TV will have only a few short months to see whether it can salvage its two spectaculars and win renewals from their sponsors, Chrysler and Westinghouse. Both programs are in trouble, with their clients reported already soured on them.

In spite of the fact that Westinghouse's "Best of Broadway" series has not gotten good ratings, the client was fairly happy with the show until it presented Jackie Gleason in "The Show Off" several weeks ago. The advertiser felt the production and the choice of the vehicle was extremely inept, so much so that it has entirely revised its former favorable opinion of the buy. Strangely enough, Gleason was responsible for the show getting its best rating. An-

other such clinker and Westinghouse may decide to cancel next season.

The Chrysler situation is more critical and more important since the program is a regular weekly show which has brought the network \$5,000,000 for time and talent. The property, a thrice-monthly melodrama and a once-monthly musical, has not pulled its rating weight either. Its lack of success in that area might be overlooked but the fact is that the network, which owns the package, promised the advertiser big names and, so

far, has failed to deliver, except on the musical show.

Such names as Humphrey Bogart, Jimmy Stewart and others of that stature had been pledged to the sponsor. They were not obtained. Instead, "Climax" has been presenting such semi-stars as George Brent, Howard Duff, Art Carney, Ricardo Montalban, Diana Lynn and Sylvia Sydney. And the advertiser has seen MCA produce such hot dramatic talent as Henry Fonda, Jimmy Stewart, Jane Wyman, Joseph Cotten, Barry Fitzgerald and others for the General Electric Theater.

The CBS answer has been to send Martin Manulis out to the Coast to replace Bretteville Windust as producer in the hope that he will be able to jack up the quality of the show. Edgar Peterson, its script editor, has also been shifted to the Coast where he will function as associate producer and replace Elliot Lewis. The network is, of course, working very hard to see if it can lure some top stars on to the program so that it can, at least in some measure, make good its promises to the advertisers.

Chrysler, however, has made fantastic sales strides so far this year and was just a half percentage point behind its production goal for January, which was 20 per cent of the market.

'Chairs' Gobel Replacement

HOLLYWOOD, Feb. 19.—"Musical Chairs," panel show which has been telecast over Los Angeles Station KTTV for the past two years, will replace George Gobel on the NBC-TV network Saturday nights during the summer hiatus.

Show, which will be aired live, was sold on basis of a film shot at Mercury-International Studios in Hollywood. Arthur Danzig will produce, with Johnny Mercer, Bobby Troup and Bill Leyden as regular panel members.

Pinky Lee for Sat. Ayem?

NEW YORK, Feb. 19.—NBC-TV is playing around with the idea of programming Pinky Lee in the Saturday morning 10:30-11 a.m. time period as a replacement for Happy Felton. The show would be done on kine from the Coast.

Pinky Lee has been rather successful for the network so far this season. The comic has increased his rating and has also succeeded in getting a large number of sponsors.

Fund for Republic Sponsors Contest For Video Scripts

NEW YORK, Feb. 19.—A contest for hour-long TV scripts and half-hour documentaries is being sponsored by the Fund for the Republic, which is financed by the Ford Foundation. The Fund has set aside \$29,000 for prizes, of which \$5,000 will be the top award in each category and \$750 will be the smallest for drama. Only unproduced scripts will be eligible. The deadline for entries is May 31.

The Fund, which is dedicated to the promotion of freedom of thought and expression, has been seriously studying TV for some time, according to Robert Hutchins, president. On an experimental basis it has been providing appropriate news clips to California stations. It is also blueprinting formats for network shows next year.

Subscription TV

Continued from page 2

moment." The NTAC letter, signed by President Byron Bentley, declared that "home subscription TV would add a new dimension to the entertainment scene which will double or triple activity in both Hollywood and New York." Bentley said it would "expand the employment of writers, composers, actors, designers and all those who contribute to the creative side of our entertainment."

The Joint Committee on Educational TV issued a statement declaring that, "Should one or more systems of subscription television be authorized for use on either a permanent or temporary basis, the JCET will be deeply interested in exploring their educational possibilities." The JCET statement, issued by executive director Ralph Steetle, added:

"Proponents of subscription television believe that it presents a method whereby television may be made a more flexible and varied medium of communication and whereby the viewer's range of choice may be greatly increased. These features are in harmony with educational methods and objectives and accordingly the JCET will urge that the FCC take them into account in its consideration of subscription television."

PERFECT SCORE HOLDS VIEWERS

CHICAGO, Feb. 19.—The first perfect bowling score (a 300-game) ever to be rolled on a live television program kept an estimated 721,000 people chained to their seats Saturday night (12).

The score was racked up by Chicago kegger Joe Kristof in the second of a three-game series presented over WNBQ on "Championship Bowling." Kristof was rewarded with a 1955 Pontiac by Demet Pontiac, sponsors of the show. This was Kristof's 21st perfect game. Once he rolled two 300-games in a row.

The show, which airs from 11 p.m. till midnight on Saturdays, received an average ARB rating for the month of January of 16.4. Sports-wise, the show is one of the biggest conversation pieces in Chicago.

Chances Better for Repeal of UHF Tax

WASHINGTON, Feb. 19.—Chances for outright repeal of the federal excise on UHF TV sets brightened this week as aftermath of two developments:

(1) The Senate Interstate and Foreign Commerce Committee is preparing to urge this tax relief as a spur to UHF TV growth.

(2) Rep. Frank Ikard (D., Tex.), a member of the powerful House Ways and Means Committee, which has charge of the legislation, hopped a bill to exempt UHF TV sets from the 10 per cent excise.

The move for tax relief is supported by the National Association of Radio and Television Broadcasters and the Radio and Electronics Television Manufacturers' Association. RETMA is plumping for a slash in the excise on both UHF and VHF sets.

Removal of the excise on all-channel TV sets has been recommended by both Harry Plotkin, former Democratic staff counsel, and Robert F. Jones, former GOP staff counsel on the Senate Interstate and Foreign Commerce Subcommittee probing TV networks. Plotkin and Jones recommended the tax relief as an incentive to UHF growth. Less than 20 per cent of total TV sets production last year were UHF-equipped.

A controversial point has been whether the repeal should apply only to UHF converters or to all-channel receivers. An important boost for the Ikard bill came from IARTB President Harold E. Fellows this week. Fellows declared: "Most of the expert groups which have studied the difficult UHF problem have come up with the recommendation that the lifting of the excise taxes on UHF television receivers was one feasible step which could be taken promptly to secure the equalization of UHF and VHF reception facilities in the hands of the public."

SUCCESS STORY—'55

Kid Shows Now Among Most Salable Series

NEW YORK, Feb. 19.—A major success story in TV this season has been kids' shows. Previously a difficult selling item because of their high cost-per-thousand, these programs have been among the most salable and highest rated properties in the medium.

Sparked by the success of its "Disneyland," ABC-TV is now out fighting off sponsors who want to buy into its new "Mickey Mouse" strip, which is expected to gross an estimated \$14,000,000 during the season of 1955-56.

And NBC-TV has had equally happy results. Its Pinky Lee strip has been racking up continuous sales. Among its newer clients are Ludens, Popsicle Corporation and Whitehall Pharmaceutical. "Ding Dong School" on the same web has also found numerous sponsors. Three soap companies, Procter & Gamble, Colgate and Manhattan Soap bought pieces of the program.

NBC this season also sold three half hours of kids' programming Saturday mornings. The Sweets Corporation bought Paul Winchell and Jerry Mahoney and participations in the Happy Felton show. Kraft purchased "Space Cadet" on Saturday mornings. Heinz has acquired "Captain Gallant" which it is programming Sunday afternoons.

Adult Appeal

Two nighttime kid vehicles have been conspicuously successful. They are "Lassie" for Campbell's Soups, Sunday at 7 p.m. on CBS-

RESTLESS PEOPLE

Thomas Means, director of promotion service for CBS-owned radio stations, has switched to the television side in the same capacity, replacing John Donald Foley who moves on to become director of sales promotion for CBS-TV spot sales. . . . Maury Baker, formerly account exec with MCA-TV, has joined Blair-TV as an account exec in its San Francisco office. . . . John Schwartz joins the "NBC Opera Theater" to direct his first production for the group with "The Would Be Gentleman" on Sunday (27) over NBC-TV.

William M. Nevins has left his post at the Permacell Corporation to join the market development department of Compton Advertising. . . . The Fifth Annual "International Humor Night," designed to foster an exchange of views on "Laughs Around the World," will be held at the Comedy Workshop of the National Association of Gag-writers, at the Malin Studios, 225 West 46th Street, New York, on March 2, from 8 to 11 p.m. . . . Leil Tanenholz, personnel manager for the Du Mont net, has resigned to return to his former profession of research engineering.

Sportscaster Jim Simpson has joined the staff of WRC and WRC-TV, according to NBC vice-president and station manager Carleton D. Smith. . . . Ted Koop, moderator of CBS-TV's "Face the Nation" and CBS news and public affairs director in Washington, has been named to the board of governors of the Salvation Army.

FCC, Not Webs

Continued from page 2

and Foreign Commerce Committee can arrive at specific recommendations. Jones' report emphasized that "a means must be found to place UHF on a competitive basis with VHF in all markets," and that "specifically, UHF must be enabled (by law or regulation) to overcome the artificial economic and technical disadvantages resulting from the FCC's TV allocation plan of April, 1952, and the natural economics which concentrate the networks' operations in populous centers."

NCAA TV Org Sets Plan on Pigskin Segs

CHICAGO, Feb. 19.—The National Collegiate Athletic Association's 1955 television committee met this week in Chicago and drafted a plan for national football television.

Before the climax of the meeting, there was evidence that both the Big 10 and the Pacific Coast Conference disapproved of a "game of the week" plan patterned after that system which has been in effect for four years. It is understood that both conferences want regional television under NCAA control.

The current plan will be directed to a mail referendum on March 2 with all members receiving a copy. Two-thirds of the membership must approve, and the ballots must be returned by March 12. Results of the voting should be available then. Details of the new plan will be revealed to the press March 3. Until then, the committee refused to discuss the details, in whole or in part.

25G 'Bonzo' Suit Hits NBC, Cantor

NEW YORK, Feb. 19.—NBC and Eddie Cantor have been slapped with a \$25,000 damage suit in Federal Court here for making free with "Bonzo." Raphael Blau and Ted Berkman, creators of the chimp character in their story, "Bedtime for Bonzo," charge that NBC had no right to use the name Bonzo on the Eddie Cantor show of May 10, 1953, and the Joan Davis show of May 12, same year.

Blau and Berkman sold the film rights to their story to Universal but kept live performance rights to themselves.

Crew in Texas on 'Toast' Com'cials

SAN ANTONIO, Feb. 19.—A television camera crew from Van Praag Productions of New York is currently here filming outdoor commercials to be used on the Ed Sullivan "Toast of the Town" CBS-TV programs. The group is expected to be here for several weeks. Gilbert M. Williams is in charge of the camera crew, which includes Dan Karsoff, Al Taffet and Sid Zucker.

It is said that Sullivan himself would be here to take part during the filming of the commercials.

KTLA to Telecast '56 GOP Convention

HOLLYWOOD, Feb. 19.—Los Angeles independent outlet KTLA this week became the first TV station in the country to schedule telecasts of the 1956 Republican convention from San Francisco. General Manager Klaus Landsberg said he had applied for a line and wire facilities from Pacific Telephone & Telegraph Company and was planning his own coverage in preference to participating in a network pool.

Nielsen Station Index, With 89 Members, Gives 1st Reports

NEW YORK, Feb. 19.—A. C. Nielsen Company this week released first reports in its new local service, the Nielsen Station Index. At the same time the company revealed that NSI so far had 89 subscribers plus CBS-TV and CBS-Radio.

The four reports issued this week covered radio and TV in Los Angeles and Philadelphia. Nielsen is expanding the coverage to a rate of two markets per week. The frequency of reports will be weekly. New York, Los Angeles and Philadelphia

alone, NSI has 10 subscribers.

The NSI reports are unique as audience research information goes. It has no ratings. It gives the average number of homes reached over the surveyed period, both in the local area and the station's total coverage. The reports give four figures: audience, homes, frequency and cost per spot.

THE BILLBOARD SCOREBOARD

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

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

Rank Order	Title and Distributor of Series	Viewers Per 100 Homes	January Rating
1.	Superman (Flamingo Films)	170	17.9
2.	Badge 714 (NBC Film)	253	17.0
3.	Wild Bill Hickok (Flamingo Films)	190	16.8
4.	Stories of the Century (Hollywood TV Service)	198	16.6
4.	Life of Riley (NBC Film)	201	16.6
6.	I Led Three Lives (Ziv-TV)	220	16.5
7.	Gene Autry (CBS Film)	234	16.4
8.	Annie Oakley (CBS Film)	208	15.6
9.	Cisco Kid (Ziv-TV)	208	14.7
10.	Range Rider (CBS Film)	214	14.3
11.	Mr. District Attorney (Ziv-TV)	193	13.8
12.	Liberace (Guild Films)	187	13.6
13.	The Whistler (CBS Film)	200	13.5
14.	Ellery Queen (TPA)	192	13.3
15.	Waterfront (MCA-TV)	193	13.2
16.	The Falcon (CBS Film)	190	12.6
17.	Meet Corliss Archer (Ziv-TV)	196	12.5
18.	Hopalong Cassidy (NBC Film)	234	12.3
19.	Boston Blackie (Ziv-TV)	220	12.2
19.	City Detective (MCA-TV)	190	12.2
21.	Amos 'n' Andy (CBS Film)	205	12.0
22.	Passport to Danger (ABC Film)	164	11.9
23.	Death Valley Days (Pacific Borax)	217	11.5
24.	Foreign Intrigue (Sheldon Reynolds)	210	11.0
25.	Kit Carson (Coca-Cola)	216	10.9

THE BILLBOARD SCOREBOARD

Top Ten Network Film Shows

and comparative rank among all web shows

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

Rank Among Web Film Shows	Rank Among All Web Shows	Program	Web	Jan. ARR Rating
1.	1.	I Love Lucy	CBS	54.8
2.	3.	You Bet Your Life	NBC	50.5
3.	4.	Disneyland	ABC	46.3
4.	6.	Dragnet	NBC	45.1
5.	7.	Jack Benny	CBS	45.0
6.	15.	Burns and Allen	CBS	37.7
7.	17.	Our Miss Brooks	CBS	36.6
8.	18.	Life of Riley	NBC	36.1
9.	19.	Fireside Theater	NBC	35.1
10.	20.	Ford Theater	NBC	33.7

Saltzman to Follow Up 'Gallant' With 3 More

NEW YORK, Feb. 19.—Harry Saltzman, producer of "Captain Gallant of the Foreign Legion," which bowed on NBC-TV this week, will return to France in about six weeks to make pilot films for three more series, all of which, Saltzman said, will be unique.

One will be a romantic drama titled "Jill Gardner," a character Saltzman created with publicist-dramatist Dick Condon. The title character is the WAC personnel officer attached to NATO, who helps her young friends out of all sorts of romantic entanglements. Saltzman intends to get a name star to play the role.

The second show will be a supernatural anthology titled "The Evil That Men Do," and the third will be a swashbuckler with a medieval setting.

Saltzman will produce these at his own studios in Paris. Production has already been completed on the first 39 episodes of "Gallant." The studios are now being lent out for the filming of a French movie. After he completes the pilots, Saltzman expects to start work on another 39 stanzas of "Gallant." H. J. Heinz, the network sponsor, has an option for another 39.

Others in Flux

Saltzman said he wasn't sure whether or not the new shows will be produced under the same corporate title as "Gallant," namely

Frantel, Inc. The physical work on "Gallant," much of which was shot on location in Africa, was done by Telepictures of Morocco, Inc., headed by Serge Glykson, who will also work with Saltzman on the new shows.

Saltzman indicated he intends to do the selling on the new shows himself. "Gallant," of course, was sold thru Television Programs of America.

Film Producers Get Firmer Grip on the Purse Strings

Cuts Due as Firms Seek Recoup On First Runs; Stars May Dim

NEW YORK, Feb. 19.—Indications are that the new TV film series that will go on sale this year, aiming mostly for fall premieres, will carry more modest production budgets than those of 1954. Last year, in an effort to break down the competition, the producers were shooting for the stars. This year, most competent trade observers predict, the producers will be in a more conservative mood.

2,000 SHORT SUBJECTS FROM PARA NEAR TV

More From M-G-M, Others in the Offing, May Create Buyer Market

NEW YORK, Feb. 19.—On the heels of its sale last week of 191 Warner Bros. cartoons to Guild Films, the William Morris office this week was making preparations to drop an even bigger blockbuster into TV. About to be put up for sale is a package of about 2,000 short subjects from the Paramount Pictures vaults, some of which are comedy sketches featuring top-name acts.

Understood to be included in the package, which is reported to carry a \$4,000,000 price-tag, are a bundle of Popeye cartoons, a number of Grantland Rice Sportlights and a considerable number of comedy shorts starring personalities such as Jack Benny, Robert Benchley, Eddie Cantor, Burns and Allen, and others of similar calibre.

Furthermore, it's understood that when a deal involving the Paramount bundle is closed, the Morris office is preparing to come

out with yet additional product from other major film companies. Metro-Goldwyn-Mayer is said to be one of several firms which will spring open its vaults for TV via the Morris office.

Report Confirmed

These developments serve to confirm an analysis published in The Billboard two weeks ago, which predicted that a move by Warner's, then still in the report stage, could be the initial step in bringing product from other major Hollywood firms into TV.

It is not known precisely how many cartoons are included in the Paramount package, but if the number is substantial, it will mark yet another development in changing the cartoon economy from one of scarcity less than a year ago to one which may verge on the superabundant.

Up to last fall, there were only about 1,000 cartoons in all in TV distribution, and of these about 90

per cent were originally silent to which sound tracks had been added subsequently. However, in rapid succession, Hygo acquired 150 Columbia Pictures cartoons, and Matty Fox got about 170 Walter Lantz cartoons from Universal. With Guild's acquisition of 191 Warner cartoons a week ago, there would now seem to be sufficient to fill the industry's needs for some time.

However, with Paramount making a move now and other firms still to be heard from, there is no way of telling now whether or not the dam will burst entirely.

Fortune M'dse Co. Gets 'Easy' Video Rights

HOLLYWOOD, Feb. 19.—Leonard Shane's Fortune Merchandising has acquired the TV and merchandising rights to the comic-strip character, "Captain Easy." The deal was made with the NEA Newspaper Syndicate, which has the strip in over 800 newspapers. Fortune is expected to assign production of a half hour TV film series over to one of the established producers here. It will also license manufacturers of toys and clothing to use the character.

This is the first deal of this sort for Fortune. Originally it handled only packaging and point-of-sale materials. Among the shows on which it had such rights were "Ramar of the Jungle," Gene Autry and "Rocky Jones, Space Ranger." It got into merchandising licensing for the first time with "Duffy's Tavern," which was already in production by Hal Roach Jr. for distribution by Motion Pictures for Television. This is the first time Fortune has the rights to produce the show as well as to merchandise it.

SYNDICATED RACES

Pinball Racing Show Is Packaged by M&S

HOLLYWOOD, Feb. 19.—A new gimmick has entered the TV field, syndicated pinball racing machines instead of syndicated film.

Machines, which are electronic brains costing some \$18,000 each, have heretofore been used at carnivals and fairs. Program using the machines has now been pack-

aged by Moeller & Somermeier, Inc.

Called Hollywood Handicap, show is audience-participation type and loaded with merchandising possibilities. Each machine has 10 horses, which are raced by firing pinballs into slots. Idea is that persons from audience will be jockeys on show.

Home participation, meanwhile, will be provided thru use of cards distributed in markets. Each card will have five numbers in sequence, such as 1-8-7-9-6, signifying the winning horses on program. Persons will keep one card, turn a duplicate in, receive merchandise as prizes if they win.

Packagers claim that game has been ruled one of skill by Justice Department and that all legal matters have been cleared.

WM Starts on 2 New Series

HOLLYWOOD, Feb. 19.—William Morris agency this week began packaging two new TV series for production. First, titled "The Four of Us," is situation comedy featuring Janis Paige. Second is "The Killers," being scripted by Lou Vettes, with Sy Siegle to handle production.

Greer Garson Mulls TV Film

HOLLYWOOD, Feb. 19.—Greer Garson this week was reported ready to make the plunge into TV under the auspices of Bing Crosby Enterprises if format of series appeals to her. Deal is being negotiated in Palm Springs and New York by Everett Crosby.

VIDEO FOR THE STICKS

Trans-Community TV for Small Town

HOLLYWOOD, Feb. 19.—Development of an economical system of television for small market areas promises, during the next few years, expansion of TV into towns where, up to this time, transmission or pick-up and relay of sig-

nals had been thought impractical. Ad agencies, primarily concerned with the new process, are enthusiastic but cautious.

Called Trans-Community Television or Commprovision, the system would provide agencies and sponsors with an entirely new segment of the American buying public, estimated to range in size from five to 22 million. Significantly, it also might spur a new trend toward film, since the system can use telepix and kinescopes, but not live network transmissions.

Intended for towns of from 5,000 to 25,000, Commprovision seems to have solved everything but audience acceptance thus far. Crux of the matters seems to be whether a family will be willing to lay out \$200 in service charges, in addition to the purchase price of the set, during the first year. At a test city, Bishop, Calif., where the system was demonstrated several months ago, 60 per cent of families gave oral pledges that they would subscribe, but initial enthusiasm has cooled at least to some degree since then.

On the other hand, Jerry Doff, (Continued on page 13)

Rerun Problem

Whether the first run is on network or via syndication, there is hardly a producer in the business who will now defer his profits until

(Continued on page 13)

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



LOUIS HAYWARD
 IN  *the*
Lone Wolf

**39 ELECTRIFYING, HALF-HOUR
 'ROUND THE WORLD* ADVENTURE-DRAMAS
 FILMED ESPECIALLY FOR TV!**

*Cairo, Honolulu, Mexico City, Paris,
 London, Trinidad, Quebec and many other
 intriguing cities of the world!

Out of the exciting pages of Louis J. Vance's world-famous books and into the homes of millions of fans everywhere steps "The Lone Wolf". Louis Hayward, one of the biggest grossing Stars in Hollywood, introduces Michael Lanyard to TV viewers for the first time. And he brings with him his huge motion picture following. "The Lone Wolf" is one of the most lavish, expensive series ever to reach the video screens —yet at a wonderfully low cost per thousand ... truly a big-time program for local or regional sponsorship. Still available in many leading markets.

CONTACT YOUR NEAREST MCA-TV OFFICE FOR AUDITION PRINTS TODAY!

NEW YORK: 598 Madison Ave.

BEVERLY HILLS: 9370 Santa Monica Blvd.

ATLANTA: 515 Glenn Bldg.

BOSTON: 45 Newbury St.

KANSAS CITY, KANSAS: 6014 W. 76 Terrace,
 Overland Park

CHICAGO: 430 North Michigan Ave.

CLEVELAND: 1172 Union Commerce Bldg.

ROANOKE: 116A West Kirk Ave.

NEW ORLEANS: 504 Delta Bldg.

CINCINNATI: 3790 Gardner Ave.

DALLAS: 2102 No. Akard St.

DETROIT: 837 Book Tower

SAN FRANCISCO: 105 Montgomery St.

SEATTLE: 203 White Building

SALT LAKE CITY: 212 Beason Bldg.

MINNEAPOLIS: 1048 Northwestern Bank Bldg.

PITTSBURGH: 550 Grant St., Suite 146

PHILADELPHIA: Bellevue-Stratford Hotel,
 Broad & Walnut Sts.

ST. LOUIS: 1700 Liggett Drive

MCA-TV CANADA: 111 Richmond St., West,
 Suite 1209, Toronto, Ontario

MCA-TV FRANCE: 49 bis Ave., Hoche, Paris

MCA-TV ENGLAND: 139 Piccadilly, London W 1

GUY LOMBARDO

AND HIS ROYAL CANADIANS



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

THOMAS MITCHELL

MAYOR OF THE TOWN



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

FAMOUS PLAYHOUSE



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

JOHN RUSSELL

CHICK CHANDLER

SOLDIERS OF FORTUNE



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

PRESTON FOSTER

WATERFRONT



Sell your product through these outstanding family situation adventures with a salty tang, starring Preston Foster. 65 films available.

ABBOTT AND COSTELLO



America's funniest comedy team stars in 52 hilarious films, in the style that has kept them on top for 15 laugh-filled years.

ROCKY JONES

SPACE RANGER



39 films that hold adult and juvenile audiences spellbound. Backed by merchandising guaranteed to give your product top recognition.

HEART OF THE CITY



(Also known as "City Assignment"). Pat McVey and Jane Nye, as crusading newspaper reporters, bring you drama and suspense. 91 films.

PAUL HARTMAN

PRIDE OF THE FAMILY



Inimitable Paul Hartman stars in this hilarious situation comedy . . . 40 fun-filled films now available in many leading markets.

ROD CAMERON

CITY DETECTIVE



65 half-hour mystery and adventure films, starring Rod Cameron. In its third year of successful selling for sponsors.

KEN MURRAY

WHERE WERE YOU?



Great heroes, war personalities, famous events, daring exploits, presented in documentary style with Ken Murray as host. 26 films available.

ROYAL PLAYHOUSE AND COUNTERPOINT



78 dramas to build prestige for your commercial. Sponsored as Fireside Theatre by Proctor & Gamble. One of the highest rated film shows.

GEORGE RAFT

I'M THE LAW



George Raft plays the role of a metropolitan police officer in 26 hard-hitting films of drama and mystery. Top ratings in leading markets.

TELESPORTS DIGEST

Fresh, crisp film highlights of the previous week's top sports events, air expressed to you every Monday.

TOUCHDOWN

13 half-hour films covering top college games during football season.

CHARLES BICKFORD

MAN BEHIND THE BADGE



Charles Bickford hosts and narrates 39 half-hour thrilling, true-life dramas of law enforcement presented in documentary style.

CURTAIN CALL



13 encore dramas with such famous Hollywood stars as Lew Ayres, Joan Bennett, Miriam Hopkins. Available under your own title.

ALAN HALE, JR.

RANDY STUART

BIFF BAKER U.S.A.



Alan Hale, Jr. and Randy Stuart star in 26 half-hour films of international mystery and intrigue. A surefire combination appealing to all viewers.

MELVYN DOUGLAS

HOLLYWOOD OFF-BEAT



Melvyn Douglas stars as a private sleuth in 13 exciting and unusual dramas mixing love and adventure. With an all star Hollywood cast.

PLAYHOUSE 15

78 neatly produced 15-minute dramas, each with a surprise twist ending. Available first run in over 100 markets.

RALPH BELLAMY

FOLLOW THAT MAN



Ralph Bellamy stars in 82 exciting films made expressly for TV . . . realistic, action-packed adventures that every family will enjoy.

a show for every product, every market, every budget!

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TERRYTOONS THRIVE ON TV

Cartoon Producer Staging First Merchandising Drive

NEW ROCHELLE, N. Y., Feb. 19.—Terrytoons, the veteran cartoon producer here, is cashing in on its TV show, "Barker Bill's Cartoons" on CBS-TV, to promote its merchandising and theatrical business.

Paul Terry and his crew conceived the Barker Bill character when General Mills drew them into TV thru their theatrical distributor, 20th Century-Fox. That was about a year and a half ago. Since then Terrytoons has begun putting out a comic strip with that title, which the McNaught Syndicate has now placed in about 75 newspapers. Now the firm is planning to begin labeling its Saturday matinee theatrical package with this title also.

Meanwhile, the firm is staging its first regular merchandise licensing program in its 25 years. Sel-

wyn Rausch, who has been in charge of Terrytoons' merchandising for the past four months, has written a dozen licenses to date, including dolls, rubber toys, paint sets, charm bracelets, handkerchiefs and story books. The main character he is promoting is "Mighty Mouse."

About 10 years ago the firm took on an outside licensor, but he never worked out.

CBS Show Draws

The CBS-TV show runs a quarter-hour, Wednesday and Friday, and pulls a Nielsen rating a shade less than "Howdy Doody," which is a half-hour daily. Terry indi-

cated he would not be averse to going to an across-the-board schedule, if the network and sponsor wanted to.

The average 15-minute stanza uses two cartoon subjects. In its run on the network the show has gone thru nearly 150 subjects. But Terrytoons has a backlog of over 600 subjects, a great number of which are in color.

Bill Weiss, executive vice-president of Terrytoons, said the firm is set to go into a color TV show on a moment's notice, and would like to do it as a 15-minute strip. But he could give no further details on their color plans.

'SEC'Y MDSE. GROSS OF 250G

HOLLYWOOD, Feb. 19.—Merchandising gross from the "Private Secretary" licensing operation this week was estimated at \$250,000 for 1955 by Paul McNamara, V-P of Jack Chertok Productions.

Largely associated with fashions and soft goods till now, "Private Secretary" merchandising is branching out into office furniture, games and luggage.

'Lone Ranger' Contest

HOLLYWOOD, Feb. 19.—Promotion contest for 22d anniversary of "The Lone Ranger" has drawn entries from 29 ABC and CBS-TV stations, it was announced by "Ranger" Prexy Jack Wrather today. Stations will vie for prizes of \$1,000, \$500 and \$250 to be given for best promotion campaign.

TV, Inc., Readies Big Membership Drive in East; Jacobs to Make Tour

NEW YORK, Feb. 19. — TV, Inc., the resident film-buying organization here, is about to make a concerted effort to enlarge its membership east of the Mississippi. At the first board of directors meeting, which took place via a conference wire this week, an appropriation was voted to enable General Manager Herb Jacobs to hire another film buyer. This will free Jacobs to go around to stations to talk membership. Every one of the present 50 members joined as the result of a personal conference.

Jacobs said he has already picked out an experienced film buyer, but has not yet had a defi-

nite answer from him. He expects to be able to get out on the road by the middle of March.

Jacobs indicated that he might decide to send the new man out on the road and continue to do the buying himself. This would be because TV, Inc., has so much business pending. Jacobs estimated that he has \$125,000 in orders on his desk right now. He said he has been doing business

with virtually every one of the major distributors here.

Almost all of the present stations in TV, Inc., are in the West. The organization was born in the Northwest, and Jacobs spent several months last year rounding up members. But he has yet to tour the Eastern half of the country for TV, Inc.

The next board meeting will be Friday, May 20, at the Drake Hotel, Chicago. This will be just prior to the National Association of Radio and TV Broadcasters' convention in Washington. It may be enlarged to a full membership meeting.

Procter Set To Film Pilots For 3 Series

NEW YORK, Feb. 19.—Procter Television Enterprises this week decided on three of the six pilot films it will produce in 1955. No titles have been selected yet, but one of the shows will be about pirates and the sea, the second will be true romantic dramas, and the third is described as biographical milestones.

The three films will go before the cameras at 20th Century-Fox's Western Avenue studios in Hollywood about March 15. Andy Jaeger, Procter's sales vice-president here, said he expects to have them ready for screening the middle of April. Jerome Robinson, Procter production vice-president, said the firm will enlarge its West Coast staff to handle the hyped production schedule.

NBC Film Div. Hikes Action On Properties

NEW YORK, Feb. 19. — The NBC Film Division is beginning to add to its catalog of properties. The syndication arm of the network is already out peddling a pilot film of "Great Gildersleeve" to see whether it can come up with a regional deal for the situation-comedy which stars Willard Waterman.

Its major new property for syndication is "Steve Donovan, Western Marshal." The Western stars Douglas Kennedy and features Eddy Waller as his sidekick. It is being directed by John H. Morse. Filming has already started on the horse opera, which is being produced by Jack Chertok at the General Service Studios.

TPA to Issue Cooley Films

NEW YORK, Feb. 19.—Television Programs of America is turning to country and western music for its next release. The new show will star Spade Cooley, who has had a live show on KTLA, Los Angeles, for the past six years.

TPA is expected to start its sales drive in a couple of weeks. The air debut will probably not be until the latter part of the spring. A pilot film is already in the can. TPA will start production on the full series almost immediately.

65 Sales for Hygo's 'Big 10'

NEW YORK, Feb. 19.—Hygo Television Films this week closed the 65th sale of its "Big Ten" package of feature films. Hygo acquired the 10 pictures in April, 1954, from Chesapeake Industries. The package includes "Tulsa," "Mickey," "The Black Book" and "The Man From Texas."

Hygo is still in negotiations for a new group of features, as reported in a recent issue.

WRITER FACES STRIFE

Mona Kent Decries TV Radio Thinking

NEW YORK, Feb. 19.—Why do daytime sponsors think that a woman's IQ goes up at night? This question is being posed by Mona Kent, former long-time scripter of "Portia Faces Life." Miss Kent declared this week that if advertisers want to boost their daytime TV audiences they'll have to increase their rating of the female's taste.

In radio, "Portia" was able to pull in a rating of 15.0 to 17.0 with ease, but in TV a soap opera is considered okay if it gets in the neighborhood of 7.0 on a national base, Miss Kent observed.

A check of a recent national report of the American Research Bureau revealed the top soap opera rating as 14.2 for "Guiding Light."

In showing a treatment of her new soaper, "Judge Me Not," to networks and advertisers, Miss Kent encountered objections to the fact that her leading character is more realistic than the traditional soap-opera heroine. The serial opens with the marriage of the heroine, an ad agency art director, to her boss. But the trouble arises from the fact that the nuptials follow years of illicit relationship. Now the heroine is worried he'll be as unfaithful to her as he was to the other wife.

One after another the programming executives who saw this declared that such a character would be okay for an evening drama but

not for a daytime serial, Miss Kent complained. She decries this as radio thinking.

In radio, the housewife had no difficulty identifying because her imagination had free rein, according to Miss Kent. For instance, in its radio run Portia was never described physically. But since TV is more tangible Miss Kent believes that daytime scripters will often have to compromise their characters' virtue to make them more believable.

"Judge Me Not" will be filmed by the newly organized Jamaican Film Center in the British West Indies. Miss Kent said they will be able to bring in the serial on a budget of \$10,000 per week, which approximates that of a live soaper. In the U. S. a comparable show would cost \$12,000 or even \$14,000 to film.

Serious selling of the show will not be done until a week's worth of pilot films are in the can. This will probably be done in April. The sound stages are still being built in Jamaica. Gordon Knox, one of the American directors of the company, is down there now supervising construction.

JFC is thinking of trying to get residual income from the show by syndicating hour-long versions. The serial will be so scripted that the hour-long films will be integrated plays.

Science Fiction Theater to Be Dubbed for SA

HOLLYWOOD, Feb. 19. — Ziv-TV will put its latest production, "Science Fiction Theater," on the Latin-American market this spring. Casting of the Spanish voices is now being worked out in Mexico.

Meanwhile, Ziv here has completed shooting four episodes of the new series. The producer has a formidable line-up of stars in the new show. The first installment, "Beyond," has William Lundigan, Ellen Drew, Bruce Bennett and Basil Ruysdael. "Out of Nowhere" stars Richard Arlen and Jess Barker. "Time Is Just a Place" stars Don DeFore and Marie Windsor. The host of the series is Truman Bradley.

"Science Fiction Theater" is being shot at Ziv's new studios, the former American National Studios, originally the Eagle-Lion lot. The other current shows, including "Eddie Cantor Comedy Theater" and "Meet Corliss Archer," are still at the California Studios. They will all be moved to the Ziv TV Studios by April 1. Ziv's entire West Coast operation, including Western Division sales staff, administrative personnel and the World Broadcasting System, will also be moved into the new plant by that date.

The science fiction show will be the eighth Ziv property to go on the Latin-American market, the second to go into Spanish dubbing this year. According to Ziv, all its Latin-American sponsors have renewed for the second straight year. In Puerto Rico, four Ziv shows are among the 15 top raters, the only film shows in the list.

RASCALS

'Our Gang' Films Are OK on WPIX

NEW YORK, Feb. 19. — Interstate Television's "Little Rascals" series (the old "Our Gang" comedies) are reaching new rating heights. After three weeks on WPIX here it pulled an average rating of 10.6 against a 10.9 for "Howdy Doody," with which it competes across the board. This is also understood to be WPIX's highest rating in this report.

Interstate sells the comedies in two-year unlimited play deals. There are enough subjects in the package to run across the board for 18 weeks without repeats. Interstate has made 32 such deals to date, 25 of them since Christmas. "Little Rascals" is now in 18 of the top 20 markets.

Vincent Names Andrews Mgr.

HOLLYWOOD, Feb. 19.—William Andrews today was named manager of Vincent Productions, company set up by Ann Sothern two months ago to package acts for TV, theatrical motion pix and niteries.

Company will create, develop, stage, choreograph, costume and arrange complete acts. In the television field, Vincent Productions will supply personnel, such as arrangers or designers, to small TV companies who may need them for a brief routine or two but do not regularly keep them on the payroll.

Marge Kerr Joins Guild

NEW YORK, Feb. 19.—Marge Kerr this week joined Guild Films as assistant to Manny Reiner, veepee in charge of sales.

Miss Kerr's last post was with the Du Mont network and before that with the William Morris office. She is a veteran TV and radio executive.

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



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The Billboard

FEBRUARY 12, 1955  THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY  PRICE: 25 CENTS

CONSOLIDATED FILM INDUSTRIES SWEEPS ALL HONORS AND AWARDS

Consolidated Film Industries Walked Off With All Three First Place Honors For Laboratories This Year, For Lab Quality, Speed and Economy.

Consolidated Film Laboratories this year emphatically showed its heels to other film processing firms in the voting when it won all three top prizes — for highest quality service, fastest, and most economical — in Billboard's Third Annual Film Service Awards. In last year's competition, Consolidated won first place for the quality of its work.

Runner-up spot for both highest quality service and fastest work went to Precision Film Labs, which last year did not place in any of the three top positions of any of the classifications. DeLuxe Labs won second position for its economical processing, and in the same classification, Precision ranked third, followed by Movielab Film, Inc., and Pathe Labs, Inc.

For the high quality of their service, Movielab, DeLuxe and Pathe tallied votes for third, fourth and fifth places in that classification. Third, fourth and fifth spots for fastest work went to DeLuxe, Movielab and Pathe respectively.

A division of Republic Pictures, Consolidated handles the major portion of the processing for film shows in its West Coast plant. The film processor is also moving into a more active position on the East Coast, where it is starting to increase its portion of the kine processing business. Consolidated has been extremely active in the development of color processing (Trucolor).

Precision Film Labs is owned by John A. Maurer, the noted film and sound engineer. Its specialty is 16-mm. work, and it has placed a great accent on research with electronic printing and color. DeLuxe is a 20th Century-Fox Film subsidiary and is one of the largest processors of color film. One of its specialties is the processing of kines. The independently owned Movielab, whose president is Saul Jeffee, has been thru a year of growth and expansion, culminating in the opening of its own preview theater, which is equipped to handle all widths of film.

ADVERTISEMENT

LEGIONNAIRES FOR LABELS

Heinz to Cash In on Merchandise Possibilities of 'Captain Gallant'

NEW YORK, Feb. 19. — The H. J. Heinz Company is going all out in exploiting the built-in merchandising campaign it got with its buy of "Captain Gallant of the Foreign Legion," which bowed on NBC-TV last Sunday (13). Beginning the end of March, the sponsor will run three five-week campaigns for each of three different products.

The first campaign will offer the kid viewers a Junior Legionnaire prize package for 10 cents and the label from a Heinz soup can. The second, beginning in mid-May, will offer the kids a Foreign Legion helmet for 50 cents and the label from a Heinz pickle jar.

The third, which will start in August, will offer what is being called a Desert Adventure Set for 25 cents and a ketchup label.

This entire promotion is being handled by Television Programs of America for the price Heinz is paying for the film series. Each of the campaigns will be sparked by filmed plugs by Buster Crabbe and his son, Cuffy, stars of the show.

Contest Mullied

To run simultaneously with these promotions, the sponsor and distributor are thinking of a contest, the winners of which would get a month's summer vacation at Crabbe's health camp at Saranac

Lake, N. Y., after which they would be non-commissioned officers in the Captain Gallant Junior Legionnaires.

Jerry Capp, head of the TPA Merchandise Division, said the firm would like to send 120 kids to the Legionnaire camp, but in view of the complexities of such a venture and the late date, they may not be able to send more than 50. If the contest works out, however, they may run it again for the summer of 1956, at which time they may turn the entire camp over to the young Legionnaires.

Meanwhile, Capp has begun making presentations to manufacturers for licenses to make Gallant merchandise. He is currently in negotiations for games and novelties, and he has already franchised Herman Iskin, Inc., to make Foreign Legion uniforms and U. S. Pictorial to make comic books.

Only Premiums

However, any items included in the Heinz promotion will be distributed exclusively as premiums and will not be available at the retail level until after the campaign.

The prize package in the soup campaign will include a comic book with a four-color membership certificate on the last page, an identification card and photos.

Capp has placed an initial order of 50,000 of these.

The helmet in the pickle campaign (it's technically known as a "kepi") is a \$1.25 value. The initial order is for 100,000. The Desert Kit will include a compass with a reflector and magnifying glass, a ring and emblem and a Foreign Legion secret charm.

NBC Film Div. Sells 'Homer'

NEW YORK, Feb. 19. — The NBC Film Division this week made its first major sale of "His Honor, Homer Bell" when it sold it to the Union Pacific Railroad for four markets. The situation comedy is to be seen in Seattle; Portland, Ore.; Omaha, and Los Angeles under Union Pacific sponsorship.

In Omaha, U. P. is sharing the show with the Merchants Biscuit Company. The sale is also the first significant one made by Jake Keever since he took over as national sales manager of the organization.

Quebec Sets Censor Plan

TORONTO, Feb. 19. — Terms have been reached by the Province of Quebec and the Canadian Government on censorship of TV film in the province. The Canadian Broadcasting Corporation will not show TV films and programs which do not "suit the mentality of the Quebec population," while the National Film Board productions are approved for telecasting in the province by the Board of Cinema Censors.

In 1952, the Legislature passed a law to censor TV, but its right to do so was disrupted, the contention being that it was overridden by a Federal Act of 1938 in which the CBC inherited authority over TV.

TELEFILM NOT FOR HIM--HEIDT

HOLLYWOOD, Feb. 19. — Horace Heidt, swimming against the tide, has decided TV film is not for him. His general opinion is that when a program is produced with an audience, it should be done live.

Specifically, Heidt says that the performer-audience relationship is lost when a show is filmed; that canned laugh and applause tracks are for the birds, and that a performer loses impetus when he has to stop repeatedly for camera takes.

Official Okays Shooting of 'Julia Jones'

NEW YORK, Feb. 19.—Official Films this week gave the go-ahead signal for production to roll on "The Heart of Julia Jones," the second soap opera to go into syndication. The syndication firm submitted the show to stations to see whether or not there was substantial interest in purchasing it and found enough acceptance to warrant production commencing.

Charlie Irving, who is currently producing several network soap operas, will supervise production on the show, which he owns. The immediate target is 25 weeks of quarter-hour strips, with another 13 weeks to be shot as demand increases. WFAA-TV, Dallas, has already bought the show and several other deals are in the works. The property is a King Features comic strip.

5th Merchandise Sale for 'Dragnet'

NEW YORK, Feb. 19.—MCA-TV this week signed its fifth merchandise license on "Dragnet." Spatz Brothers, Inc., has been franchised to produce boy's trench coats and jackets bearing the "Dragnet" identification.

The deal was made by Frank Mincolla, MCA-TV merchandising vice-president. Before Mincolla joined the firm licenses were issued for guns, games and toy cars.

PUBLIC SERVICE TIE-INS

Lassie to Assist Bond Drive, Safety Campaign

NEW YORK, Feb. 19.—Lassie is getting on the public service kick and will soon begin lending aid in bond sales and the safety drive. Television Programs of America and Campbell's Soup are sponsoring the production of a special 15-minute color film, 50 prints of which will be turned over to the Treasury Department for distribution to schools over the next three years. Treasury, meanwhile, is printing up nearly 5,000,000 Lassie certificates to be awarded kids for buying bonds and stamps. Further, the dog star is due to make a White House appearance in May as part of the bond drive.

As a contribution to the safety effort, the TPA Merchandise Division has arranged for the manu-

facture of a luminescent dog collar, which will be plugged over the show (CBS-TV, Sundays, 7-7:30 p.m., EST.) as a 25c premium. This item, entirely original, was inspired by the fact that many thousands of dogs are killed by autos at night.

The recent Lassie contest that Campbell's ran, awarding collie puppies to the winners, drew over 600,000 entries.

Fox Preps for Production at Converted Lot

HOLLYWOOD, Feb. 19.—Production will get under way at 20th Century-Fox's Western Avenue studio, being converted for TV, next week. Harold Lewis having been named studio chief at the lot this week. Fox has appropriated \$1 million for renovation of the property.

In the meantime, Fox announced that its own TV subsidiary would be titled TCF Television Productions, Inc., and named Michael Kraike, former Screen Gems producer, to head the operation.

Kraike takes charge next week altho it's expected that it will be some time before filming will begin under the TCF-TV banner. A number of Fox properties are now under consideration for conversion to TV series.

'HOMER' USES PHOTOMURALS

NEW YORK, Feb. 19. — "Homer Bell," an NBC Film division series, has made ingenious use of photomurals to use as backgrounds in different times. Producer Hi Brown had Syndicate Photo Lab make three photographs, each 40 feet long and 20 feet high, which were used as backgrounds.

The virtue of these photomurals is that no matter when the scenes are filmed the backgrounds remain constant.

Kellino Wins SDG Accolade

HOLLYWOOD, Feb. 19.—Roy Kellino this week was honored with the Screen Directors' Guild annual award for the best direction of a telepic in 1954 for "The Answer," a Four Star production. Kellino's assistant was Jack Sonntag. Award for best theatrical direction went to Elia Kazan for "On the Waterfront."

Other TV directors nominated were Robert Florey, "The Clara Schumann Story"; Jack Webb, "Dragnet"; Ted Post, "Waterfront," and William Asher, "I Love Lucy."

Weill Gets 12 French Films

NEW YORK, Feb. 19. — Jules Weill has closed a deal with a French theatrical film production firm, Sinag Corporation, whereby Weill will take on American theatrical and TV distribution rights to 12 French features a year.

Weill, president of Fortune Films, will turn the French pictures over to another of his firms, Specialty Pictures, for theatrical distribution first. The films, most of which will be in color, will later be distributed to TV by Fortune, his TV distribution firm which currently distributes Italian films that are dubbed into English.

Weill leaves next week for Paris to pick up his first group of French features. He will then go to Rome where he will select a batch of Italian color films to add to the 82 black and white and 13 color films already on his roster.

Van Coevering's 'Adventure' Sold In 7 New Markets

CHICAGO, Feb. 19.—Al Levine, sales manager of Van Coevering Productions, announced this week the firm had sold its "Adventure-Out-of-Doors" in seven new markets bringing the total to 14. The firm also announced new merchandising plans for the quarter-hour filmed series.

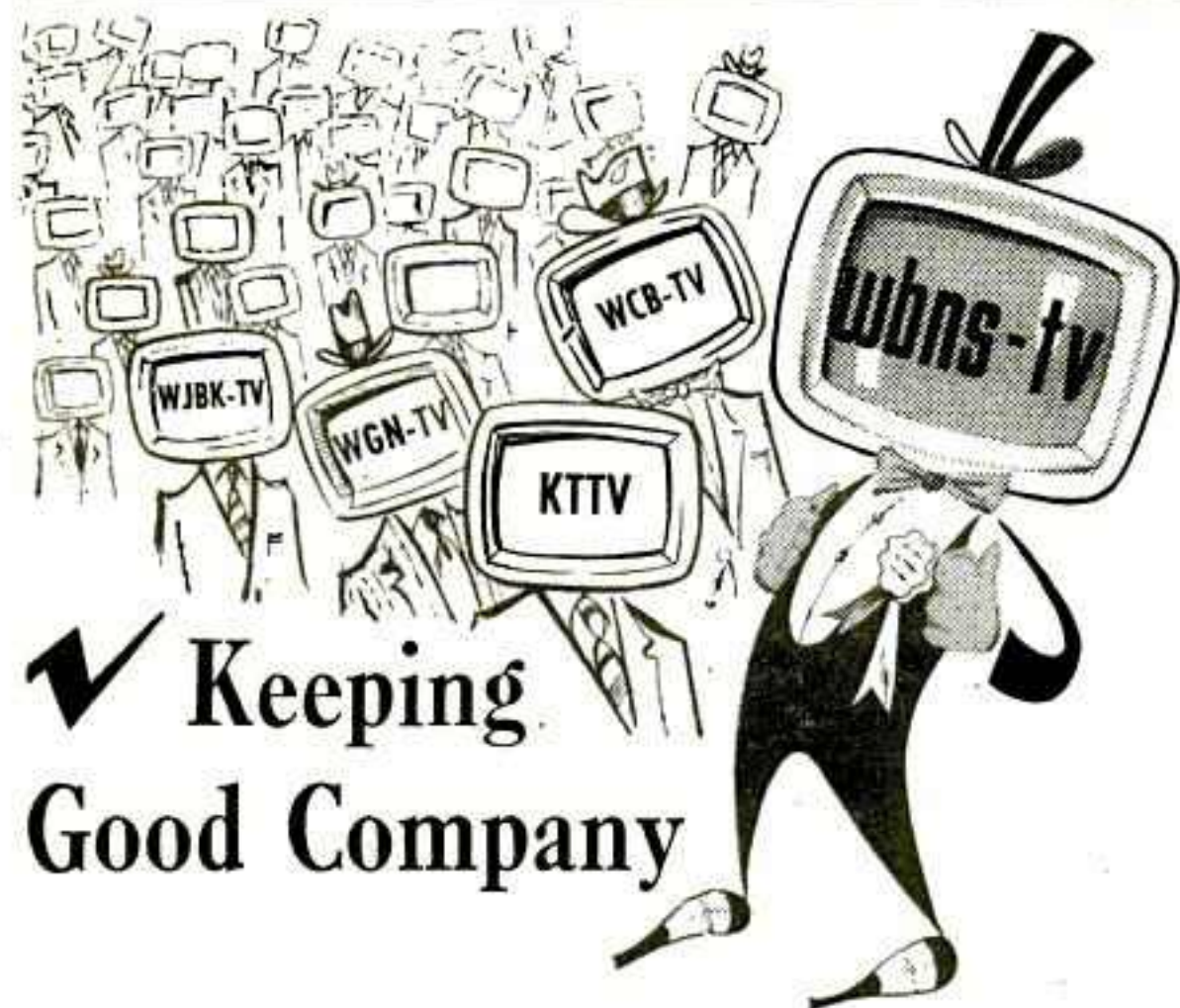
The new markets include KTXL-TV, San Angelo, Tex.; KOOK-TV, Billings, Mont.; WJBF-TV, Augusta, Ga.; WCOS-TV, Columbia, S. C.; WGVL-TV, Greenville, S. C.; WISH-TV, Indianapolis, and WKAR-TV, Michigan State College.

New merchandising plans include the availability of color prints for use by the sponsors for point of sale showings. Booklets, "Fishin' for Fun" and "Fun With Bows and Arrows," are available either as a giveaway or for resale to customers. The booklets were written by Jack Van Coevering, star of the series and author of a sports column in The Detroit Free Press for the last 20 years, "Tips 'n' Tricks."

Standard Package Of 19 Feature Pix Sold to 10 Outlets

HOLLYWOOD, Feb. 19.—Standard Television has made new sales of its 19 feature films to more than 10 stations in the past three weeks. Bob Berger, head of Standard, said a good part of the selling was done by direct mail. Berger said he will put another big name comedy picture, comparable to his "Copacabana," on sale in one month. And he has another two or three possibilities for later in the year.

Among the stations that bought the Standard package for single or multiple runs are: KTLA, here; KOA-TV, Denver; WEWS, Cleveland; WWJ-TV, Detroit; KMBC-TV, Kansas City, Mo., and KEYD-TV, Minneapolis. The Standard catalog includes "Winterset," "Sleep My Love," "So Ends Our Night" and "Heartbeat."



Keeping Good Company

WBNS-TV is proud to receive citations in Billboard's Third Annual TV Film Service Awards, along with the country's top-ranking stations. WBNS-TV was one of 5 mid-west stations so honored.

For rewarding WBNS-TV in:

- ✓ most effective and imaginative TV film show programming;
- ✓ fastest information on availabilities;
- ✓ and conscientious handling and prompt return of TV film programs,

WBNS-TV extends thanks to Billboard, distributors, producers, sponsors and agencies for their vote of confidence.

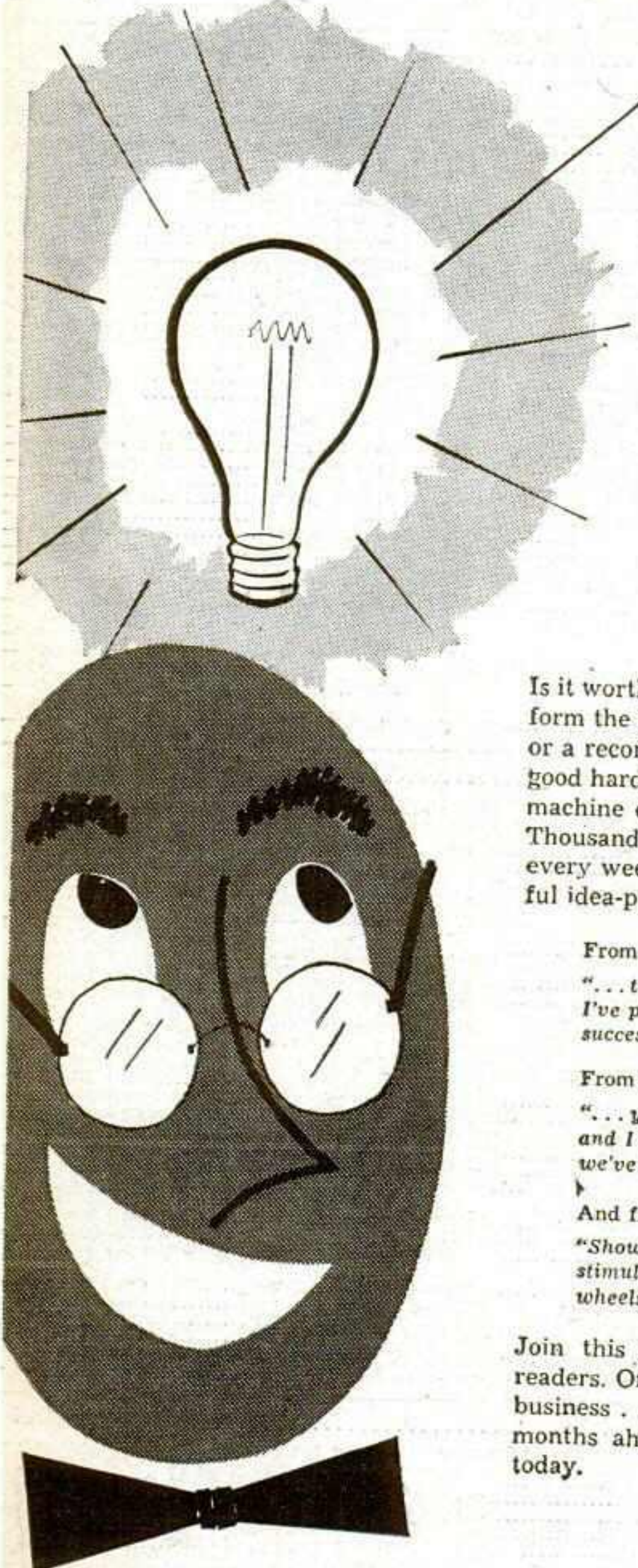
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From a reader in Boston:

"... to me The Billboard is a real thought-starter. I've picked up scores of ideas and have had good success from most of them."

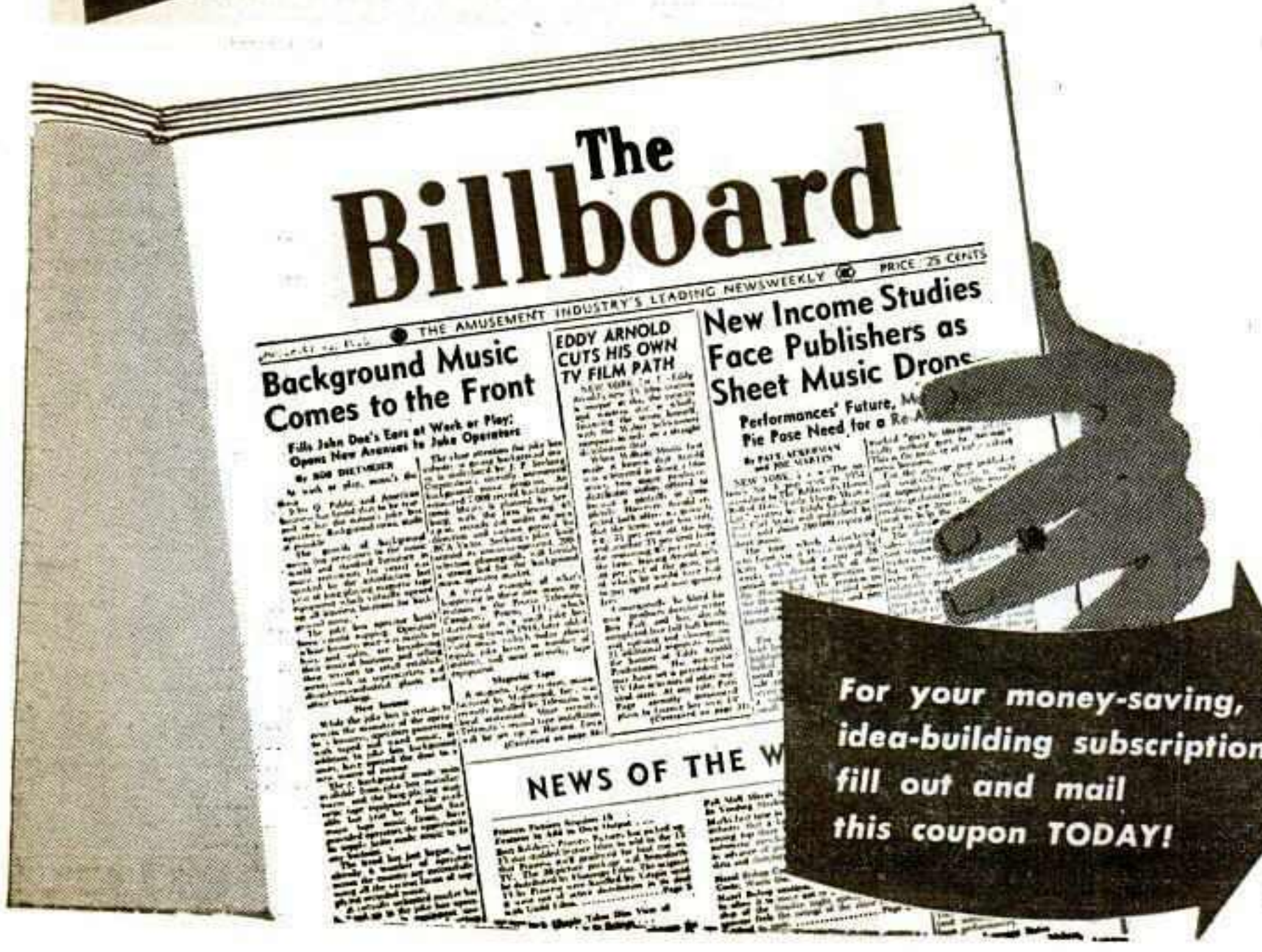
From a Dallas reader:

"... your good paper is my right-hand man. He and I work together all thru the year and so far we've made a mighty good team."

And from a Sacramento reader:

"Showbusiness, personified by Billboard, is a stimulating field that never fails to start the wheels turning in my mind."

Join this group of successful, satisfied Billboard readers. Order your subscription now to spark your business . . . your sales . . . and your profits in the months ahead. Use the simple money-saving form today.



For your money-saving, idea-building subscription fill out and mail this coupon TODAY!

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TV-TV Films
Spotlighting the major developments in the industry—just as they happen each week. News, rating features, what sponsors are buying a wrap-up of commercial and programing activities. 'Must' reading for everyone with an investment in television.

Review Digest
Reviews of major openings; tv shows (live, film, color); legit reviews; night club and vaudeville. Scores of "capsule comments" on performances in all show-business fields.

Music-Radio
The world-famous Music Popularity Charts—plus all the news and features on labels, artists, dealers, deejays, operators. New products in phonos, tape recorders and accessory lines.

Outdoor Showbusiness
News, features and special listings covering Routes and Fair Dates, Expositions—Circuses—Carnivals—Parks, Resorts and Pools—Rinks and Arenas, Drive-Ins—Roadshows, Carnival, Circus and Show Routes, weekly Letter List and regular columns like Dressing Room Gossip—Under the Marquee—Midway Confab—Out in the Open—Talent Topics—Club Activities.

Merchandise
Every week hundreds of new offerings of profitable premium, prize, gift and promotional items of every description. Chatter columns about people in the trade and big, general classified section, loaded with weekly bargains.

Coin Machines
Covers the needs of coinmen and their operations in Music, Vending and Amusement Machines—Calendars of events for coinmen—Coinmen You Know—Invaluable index of used coin machine prices—Outstanding offerings of new and used equipment.

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Make your store a Pleasure-Land of profits with a sales-rousing *Voice of Music Days Promotion!*

It means new customers, excitement, sales . . . brings shopping Pleasure to customers—Profits to You! —And V-M backs you with . . .

America's Finest Phono Line!

The Voice of Music Line brings you the top sellers for '55. —And the soundest selling plans ever offered! You get full-line benefits (and all the top models in every price bracket from \$16.95* up!) —with minimum investment. *Plus*—faster turnover . . . better profits . . . bigger return on investment!

And with V-M's BIG merchandising plans, your cash registers sing!



V-M provides the complete plan—you provide the pleasure! Everything you need for the greatest Promotion ever is YOURS! The kit contains the works! *Free* records to start a record "grab bag" . . . complete in-store and window streamer set . . . literature . . . dealer sign . . . banners . . . sound selling suggestions. *Everything*—to spell excitement—traffic—sales.

Don't delay! Make plans to make your store Pleasure-Land . . . a Pleasure-Land of Profits! See your V-M Distributor Salesman — today!

*SLIGHTLY HIGHER IN THE WEST. UL APPROVED.

Incomparable V-M Tape-automatic® Tape Recorder, Model 700, List \$179.95*

Authentic hi-fi, V-M 'Fidelis' Table Model High Fidelity, Model 560, List \$149.50*

Multiple-Speaker V-M MODEL 556 Portable High Fidelity, List \$119.95*

Deluxe V-M MODEL 986 Portable Automatic Three-Speed, List \$86.50*

Popular-priced V-M MODEL 990 Portable Automatic Three-Speed, List \$59.95*

Compact, V-M MODEL 972 Automatic Three-Speed Table Model, List \$59.95*

Low-Cost V-M MODEL 920 Automatic Three-Speed Record Changer, List \$39.95*

School-favorite V-M MODEL 151 Portable Manual Three-Speed, List \$49.95*

V-M MODEL 121 Portable Manual Four-Speed, List \$22.95* (less amplifier \$16.95*)

FREE GIFTS from your V-M Pleasure Check

HEAR TRUE HI-FI

Come in to our Voice of Music Pleasure-Land

ASK ABOUT OUR V-M Pleasure Payment Plan

SAVE DURING Voice of Music Days

V-M HI-FI EXPERT DEMONSTRATION TODAY

V-M CORPORATION
Benton Harbor, Michigan

the Voice of Music

WORLD'S LARGEST MANUFACTURER OF PHONOGRAPHS AND RECORD CHANGERS

SELF-HELP HELPS DEALER

Self-Service Shoots Ahead; Record Firms Offer Designs

By JOEL FRIEDMAN
With increasing rapidity, self-service merchandising of records and phonograph equipment appears to be gaining further popularity in countless numbers of record stores throughout the nation. Reports from record dealers indicate wholehearted acceptance of the practice—a means of merchandising which in some respects is reflected in the excellent over-all industry sales figures for 1954.

The basic premise of self-service, that of allowing the potential customer to see more and buy more, is expected to be promoted to its fullest extent this year. The indications are that much of this promotion will initially stem from the record manufacturers, who have largely been responsible for the success of self-service itself.

The additional growth of the packaged record market, estimated by many to be approximately 40 per cent of the total sales volume of the average record shop, has cued a demand for newer store fixtures and up-to-date ideas that will enable the dealer to display more merchandise.

Currently, the demand is being met by both the record manufacturer and the established design houses which tailor their product specifically to the needs of the record dealer.

Cap and RCA
What probably constitutes the most ambitious program ever is currently being carried on by both Capitol and RCA Victor Records. Capitol, a pioneer in the field of self-service, and responsible for the introduction of the browser box, has a store planning service that furnishes photo lay-

outs of any desired floor plan which aids the dealer in setting up a self-service store, complete with tested fixtures, at the lowest possible cost.

A custom-designed program, tailored to the specific needs of a dealer, Capitol takes into consideration the exact area to be dealt with, and makes its recommendations with an eye toward giving the dealer a maximum amount of controllable traffic. The exact location of 78 and 45 r.p.m. singles, listening booths, LP's, EP's, check-out counters, etc., are explored in Capitol store planning service.

Capitol is expected to embark on still another facet of self-service merchandising shortly—that of stimulating the sales of single releases.

RCA Victor has inaugurated a "Store Modernization Program," which in many respects is somewhat similar to that of Capitol's. RCA's program is designed to introduce the dealer to carrying a fuller line of all categories of music, thereby making available potential record sales that did not exist before.

RCA Layouts
Recently introduced, the RCA plan includes a store layout service for both the new record dealer and the established store wishing to change to self-service, and a wide variety of fixtures, i. e., browser boxes, wall racks, storage cases, etc.

Columbia Records is also introducing a record rack to dealers as part of its program in showing the firm's new merchandise for 1955.

In all cases, Capitol, RCA Victor and Columbia stress the fact that self-service increases store

traffic, vitally necessary for the success of a record dealer.

Along with the increase in sales of package records goods, phonograph playback equipment has shown a marked increase in sales. Many attribute the advent of high fidelity as being partially responsible for a renewed interest in recorded music.

Significantly, the alert record dealer is attracting more sales by merchandising both player and records as a unit.

Complements
While there is no strict rule of thumb, featuring a line of playback equipment that offers both price and brand-name attraction, and the display of same at a strategic location within the store, often generates the sale. Music and players complement one and other. A customer that spends \$4.98 and upward for high fidelity classical packages, for example, is a logical buyer of a new phonograph. Moreso, high fidelity records can best be promoted by demonstration on high fidelity phonographs.

Actual package selling of phonographs and records has been successfully tried and proven in many cases, and quite often has accomplished a dual purpose. While the sale of a player is important, the customer whose interest in recorded music has been stimulated, is most likely to return again.

Above all things, service and display of the dealer's wares is most important. With the recording companies making tremendous advances in the field of design and packaging, further strides in self-service tools will be available to record dealers this year.

THEY BELONG TOGETHER

Tape Proves Fine Adhesive To Bind Dealer to Customer

The subject of the record-phonograph dealer's place in the tape market has been one of long controversy ever since the tape recorder made its appearance on the market. However, the controversy is over and industry surveys point out not only is the tape recorder and its accessories an asset to the dealer in itself, but prove beyond a doubt that the sale of a tape recorder also leads to the sale of more records.

Some record-phonograph dealers have long had the notion that the tape recorder would place them in an uncompromising position of competing with themselves. They felt, as did other industry executives, that to stock and sell tape recorders would mean less sales of phonographs and records. Not only has this been proved wrong, but industry surveys have proved that the dealer who does a good job of merchandising tape recorders also finds that his record sales to the tape recorder buyers have, in most instances, increased.

Webcor Survey
In a recent consumer survey conducted by Webcor, results showed that one out of four of the persons interviewed bought their tape recorders from a record-phonograph dealer. The survey also showed that less than one out of 10 purchased his tape recorder from a camera dealer.

H. B. Letzter, Webcor general sales manager, said the percentage of tape recorders sold thru record and music shops has been slowly but steadily increasing during the last two years. He predicted that the record-phonograph outlet will account for a still larger share of the business in the years ahead.

Letzter suggested that this is a logical development, since the tape recorder is just another method of reproducing sound and is therefore closely akin to the other lines already handled by record-phonograph dealers.

The same survey indicated nearly all of the tape recorder owners were also owners of phonographs, and that 55 per cent of these people reported they purchased additional records after acquiring their tape recorders. This, according to Letzter, blasts the theory sometimes advanced that selling recorders might cost the record-phonograph dealer some of the business on his older lines.

In general, the record-phonograph dealer might well take heed of the thinking behind Webcor's merchandising thoughts. Webcor feels that the job of selling tape recorders is one of understanding completely the machine and its uses and, secondly, making a good demonstration for the consumer. The firm feels that the dealer who has been working with sound reproducing equipment (phonographs, radios, TV and recorded material) is better able to understand the tape recorder and better able to demonstrate the machine.

Dealers Agree
Record-phonograph dealers already merchandising tape recorders were entirely in accord with the above views. Some even added that they were in a good position to market tape recorders because of their direct tie-in with record merchandise, knowing what basic libraries to record and having stocks of recording tapes available. Others also advanced the

information that they were merchandising tape recorders on the strength of their knowledge of the machines and could service them more readily thru their already established repair set-ups.

Further indicating the impetus of recorders on record sales is the statement by Robert Saichek, advertising and sales promotion manager of Ampro, Inc.: "Industry studies obtained by us showed that rather than decreasing the sale of records, tape recorders were shown to be an adjunct to those sales. This can be explained by pointing out that today's hi-fi buyer is no longer the narrow group of 'bugs' they were in the beginning. They are people who desire music regardless of form and therefore are still buyers of disk recorded music as well as tape recorded music. It is my thinking that the record-phonograph dealer is the most logical and natural outlet for tape recorder equipment because he already is set up in the sound business."

MRIA Surveys
Saichek, who is chairman of the Magnetic Recording Industry Association, revealed that the association has been making dealer surveys of the various outlets handling tape recorders. From these surveys it was learned that the record-phonograph high fidelity outlets account for 30 per cent of the market, photographic stores 25 per cent of the market and appliance stores from 25 to 30 per cent of the market, with the rest spread out among various smaller groups.

The record-phonograph group was broken down into two sections, the record-phonograph outlets with 15
(Continued on page 20)

THE BILLBOARD 1955

RECORD-PHONO DEALER SURVEY

GENERAL

● Which of the following comes closest to describing how your store handles records and phonos? Check one for each.

BUYING	SELLING
223 Same person buys both	48 Records and phonos sold in completely separate departments
81 Different buyer for each	232 Records and phonos sold in same departments

● Please number the following buying aids in order of importance and value to you.

RECORDS	PHONOS
2570..Trade paper editorial, buying guides, advertising.....	1068
1509..Manufacturer/distributor sales representatives.....	975
1190..Direct mail material from manufacturer/distributor....	696

● Please number the following selling aids in order of importance and value to you.

RECORDS	PHONOS
1319..Your own newspaper and/or radio-TV advertising.....	900
1245..Store display and point of sale material.....	754
1191..Manufacturers' national advertising.....	1291
783..Manufacturer or distributor local effort.....	581
712..Distributor co-op spending with your store.....	582
685..Your own direct mail efforts.....	498

RECORDS

● Please indicate what percentage of your 1954 total record sales was represented by each of the following record categories. Answer should total 100%:

- 38.46% Popular Singles
- 16.83% Popular Albums (LP, EP, 45, 78)
- 13.54% Classical Albums (LP, EP, 45, 78)
- 6.12% Children's Records
- 11.13% Country and Western (including Sacred)
- 7.94% Rhythm and Blues (including Spiritual)
- 4.58% Jazz (Singles and Albums)
- 1.40% International
- 100.0% TOTAL

● What percentage of your 1954 total dollar record sales is in each of the three speeds? Answers should total 100%.

23.18% 33 1/3 RPM	42.16% 45 RPM	34.66% 78 RPM
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● Please indicate whether your sales volume in each of the three record speeds gained, lost or remained about the same, 1954 versus 1953:

	GAINED	LOST	ABOUT THE SAME
33 1/3 rpm	168	38	75
45 rpm	271	6	18
78 rpm	23	209	57

● What is the average record purchase today in dollars in your store?

\$2.79

Cash in on the stepped-up demand for record players...with the

GREATEST SELL-UP LINE IN "VICTROLA" HISTORY!

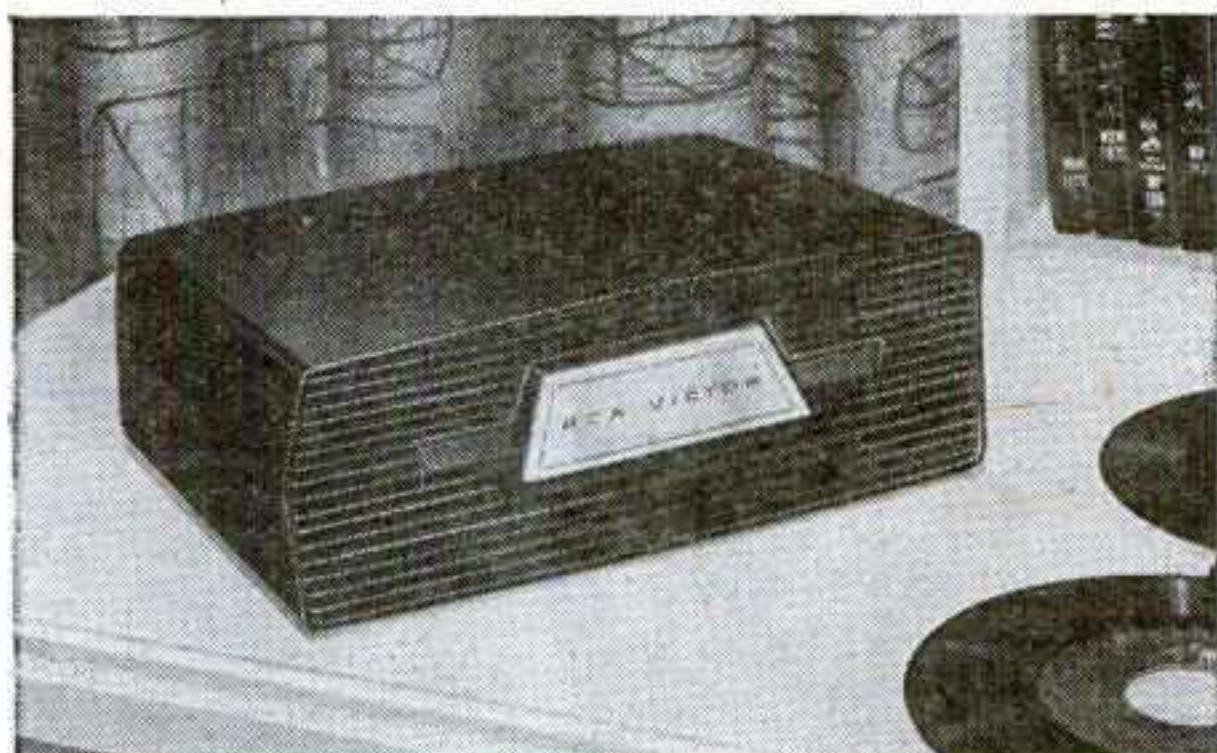
- ★ Complete line—from \$12.95 to \$199.95!
- ★ Exclusive sell-up features you can demonstrate
- ★ The name with the greatest acceptance in the field.

"RECORD PRICES SLASHED." There's the good news that's sending millions into stores like yours. Some are buying records

for the first time. And many are looking for new instruments to buy with their savings on records!

Whatever they can afford, they're sure to find the finest buy in the "Victrola" line. So stock up now. "Take the line of least resistance"—RCA Victor. The line more people ask for. The line more people buy. And the line—which means *easy selling and steady profits for you the year around!*

Four new models to lead off your 1955 promotions



NEW "VICTROLA" SLIDE-O-MATIC "45" ATTACHMENT. Simply slide a record into the slot, flip the bar, and it plays through any TV or radio phono-jack. Automatically shuts off. Exciting streamlined styling. Compact black plastic cabinet. Model 6JM1. \$12.95.



NEW "VICTROLA" TWIN-SPEAKER, 3-SPEED PORTABLE. Two High Efficiency speakers! Exceptionally good bass response. Twin stylus flip-over cartridge. Single play; Built-in "45" spindle. Two-tone carrying case in green or tan. Model 6EMP1. \$39.95.



NEW "VICTROLA" 3-SPEED AUTOMATIC ATTACHMENT. Twin stylus pickup, lightweight tone arm to prevent record wear. Plays through any TV or radio having phono-jack. Handsome taupe brown cabinet. Model 6JS1. \$44.95. Model 6JS2. \$49.95.

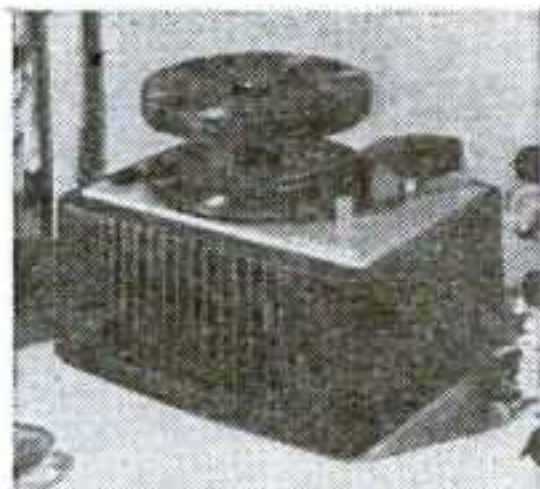


NEW "VICTROLA" 3-SPEED AUTOMATIC PHONOGRAPH. Built-in super-sensitive permanent magnet Electro-Dynamic speaker. Twin stylus pickup, continuously variable tone control. In handsome black plastic. Model 6ES3. \$64.95. Model 6ES4. \$69.95.

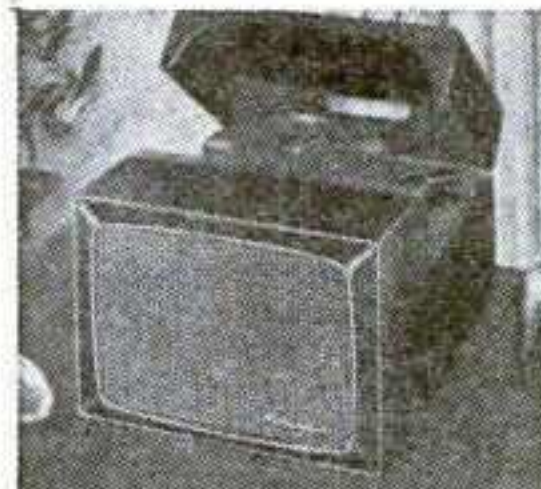
And don't forget these all-time best-sellers!



"VICTROLA" 45 AUTOMATIC ATTACHMENT. Plays through radio or TV set. Features the only one-speed system that plays all types of music. Plus Mood Music Album of 8 hit selections. Model 45J2. \$19.95.



"VICTROLA" AUTOMATIC 45 PHONOGRAPH. A truly fine phonograph with self-contained speaker. Choice of one of 3 RCA Victor albums. Plus Musical Enjoyment Guide. Model 45EY2. \$39.95.



NEW ORTHOPHONIC HIGH-FIDELITY "VICTROLA" 45 PHONOGRAPH. Has 8-inch Olson-design Speaker, powerful Hi-Fidelity amplifier, wide range response. Maroon finish. Model 45HY4. \$69.95.



"VICTROLA" 45 TABLE RADIO PHONOGRAPH. Smallest, lowest priced RCA Victor combination! Powerful AM radio. Phonograph plays up to 14 records. Maroon finish cabinet. Model 4Y511. \$69.95.



NEW ORTHOPHONIC HIGH-FIDELITY "VICTROLA" LOW-BOY PHONOGRAPH. Giant 12-inch Olson-design Speaker. Components are extra powerful, of extra quality. Model 3HS61. Mahogany finish, \$199.95.

Suggested Eastern list prices shown, subject to change without notice.

RCA VICTOR

TRADE MARKS. © RADIO CORPORATION OF AMERICA.



BUNDLES OF CASH

Dealers Wrap Up Increasing Package Sales; EP's Boom

There are few dealers today who are unaware of the importance of the packaged record market. With the introduction of the microgroove recordings five years ago, packaged material started to increase in importance sales-wise in almost every musical category. And sales of package records are still increasing. That packaged goods have become one of the most important pillars of the current record market is indicated in The Billboard dealer survey in this issue.

Over one third of total record sales in 1954 was represented by packaged goods. Popular records accounted for almost 17 per cent of sales; classical records for almost 14 per cent, and jazz, r.&b., children's, country, spiritual, sacred and a few others made up at least another 5 per cent.

Popular album sets, as probably everyone expected, led all other categories in increased sales in 1954. Next to pop sets, jazz albums showed the greatest sales gain last year, indicating that the jazz revival is still here. Classical sets also showed a solid increase in sales in 1954, and r.&b. albums, for the first time, showed a greater sales increase than country albums. Country sets, in fact, actually showed a decrease in sales in 1954, the only category of music that did.

EP Boom

The Billboard survey also shows that the single EP record set has demonstrated the greatest jump in sales of any type of package in 1954. The convenience and price of the EP set helped

spur this tremendous jump in sales last year. Next to the single EP set, double and multiple EP sets, according to the dealers surveyed, showed the next largest growth in sales. After this came the 12-inch LP set, which also increased sales substantially. The 10-inch LP, however, showed only a slight increase in sales in 1954.

The continuing increase in sales of packaged goods, as indicated by The Billboard survey, is very important for dealers. Obviously it means that dealers have a chance to sell more packaged goods of all types than they ever had before. It means that with concentration on popular, jazz and classical sets, all of which are in demand, with proper display of LP and EP sets, astute dealers can raise their sales above previous years.

Set Potentials

What is mighty important to the dealer in this package goods market is the chance it gives dealers to sell more phono units to LP and EP purchasers. These customers are prime prospects for equipment. Unlike most purchasers of single records, package goods buyers take pride in their album collection, and buy sets not for temporary listening pleasure, but as a long-term investment in music.

Even today, in spite of the hi-fi craze which swept the industry a year ago and is still a potent influence in selling phono equipment, only a small percentage of packaged goods customers own fine recording equipment. Yet only better quality equipment is able to reproduce all of the music

contained on the modern LP and EP disk. Many dealers have used this fact as a means of getting their packaged goods customers to invest in new equipment and junk pre-1948 phonographs. The large increase in sales of classical album sets indicates that there is a large market that would respond to this sales approach.

Right Pitch

The great jump in sales of E. sets, indicates that there are many potential buyers of automatic equipment. EP purchasers need automatic players. Many EP fans who now play their disks on manual machines could be sold the automatic equipment if the sales pitch is made often enough.

In addition to phono equipment itself, dealers have an opportunity to sell their packaged goods clients many accessories for their equipment. Diamond needles are a must for collectors who want to keep their records in good condition and yet play them often, and a diamond needle sale represents a profitable item for a dealer. Many dealers have developed their diamond needle sales into an important part of their gross business.

The continuing increase in the sale of packaged merchandise means unlimited opportunities for dealers to up their phono sales, and by doing this, to continue to increase their packaged sales even more. As more and more customers realize the importance of modern playing equipment for their modern records, sales of phono equipment will continue to rise.

It is up to the dealer to help make their package goods customers aware of this fact. If they do, they, as well as the customer, will benefit.

JOINT BENEFITS

Poll Proves Close Record-Phono Tie

Each year, more and more manufacturers of phono and tape equipment offer free records or tapes with their equipment, in order to spur sales. Columbia Records, for instance, offered two free LP albums with many of its phonograph sets last year. Other manufacturers give away a hi-fi disk with their phonographs, and many tape manufacturers offer free reels of tape, or a number of reels of pre-recorded tape with each machine purchased.

The obvious reason for giving away records or reels of tape with equipment is to help spur sales. Just as manufacturers have learned that records and phonos go together, so dealers have found out that their phono sales increase when records and phonos are sold in the same departments. In the current Billboard survey for instance, five out of six dealers, or better than 80 per cent of dealers questioned, said that they sold both records and phonos in the same departments. And almost the same percentage of dealers stated that the same person buys both records and phonograph sets.

Eye and Ear

There are obvious advantages for selling records and phonos in the same department, as most dealers appear to have discovered. One of the best is that it gives record customers a chance to look at and hear the new models. By playing a record on one of the new hi-fi sets, or one of the highly styled new portables, dealers bring them to the eye and ear attention of their customers. Along with this eye and ear appeal, many dealers have noted that it is always good merchandising to put the phonographs in the front of the store and the records in back, so that a cus-

tomers has to walk past the sets to get to the records—the traffic items.

When records and phonos are together they each help sell the other. It is rather difficult for the purchaser of a new \$150 set to resist buying a number of hi-fi recordings, as long as he is shown the merchandise. And it is just as difficult for the buyer of three or four LP's or EP sets to turn his back on an attractive new phono if it is in his line of vision when in the store.

Clerks' Advantage

There is another good reason for having records and phonos in the same department. Record clerks have a chance to learn the workings of all new equipment and are thus able easily to demonstrate all phonos or tape recorders when necessary. That this knowledge will help clerks sell more equipment along with records is obvious.

One of the very promising aspects of having phono equipment and records in the same department is the opportunity it gives dealers to upgrade the equipment level of customers in the same manner as they can upgrade a customer's record buying. Single record buyers, for instance, who only want current hits, are not very interested in fine equipment. But as these customers grow in musical taste and knowledge—and most do—they simultaneously want and need better equipment.

The manual player-owner soon wants an automatic changer, and the owner of an inexpensive phono later needs a hi-fi set. By educating record customers to better equipment, dealers up their phono sales and their record sales as well.

Belong Together

• Continue from page 18

per cent, and the hi-fi specialists with another 15 per cent. The association, it was reported, finds that there is more talk of tape recorders at the record-phono dealer level than in any other retail level. However, increased sales percentages in this area have, as yet, failed to materialize greatly.

According to several of the contacts interviewed regarding this subject, it was reported that there is a definite move afoot to organize the photo retailers in an effort to get them to handle a complete "sound" line. Trade groups of the photo field are known to be pushing this effort which includes the dealer stocking of such items as records, amplifiers, tape, radios and even phonographs. Saichek in commenting on this said, "The record-phono dealer still has the edge on the market providing he gets in the tape recorder business soon."

Photo Viewpoint

Robert C. Smith, vice-president of sales at the Three Dimension Corporation, a subsidiary of Bell & Howell, photographic equipment manufacturers, said, "Photo stores comprised the greatest number of service-type retail outlets in the tape recorder field. This type retailer is the one we have depended upon. We believe that this outlet sells 40 to 50 per cent of the market on tape recording equipment."

The record-phono dealer's place in the tape market is being increased steadily as more such dealers take on the line. The strength and value of this dealer is being felt more and more at the manufacturer level. Several of the larger phonograph manufacturers have already started to include tape recorders in their combination sets, therefore making it almost mandatory for record-phono dealers to begin merchandising the item.

The Billboard 1955 Record-Phono Dealer Survey

RECORDS

Are you selling on a self-service basis?

80 Completely self service
210 Partially self service
10 Not at all

• How many different record labels do you stock in each of the following classifications?

NUMBER OF LABELS

20.65 Popular Singles
11.48 Popular Albums
9.06 Classical Albums
6.09 Children's
10.91 Country and Western (including Sacred)
19.34 Rhythm and Blues (including Spiritual)
9.51 Jazz
6.81 International

• Are your single record sales up or down for 1954?

131 UP 68 DOWN 76 SAME

• What change has there been in your sales of single records by classification, 1954 versus 1953?

	UP	DOWN	ABOUT THE SAME
Popular Singles	120	39	93
Country and Western	52	99	83
Rhythm and Blues	130	23	51

• Were your album sales up or down in 1954?

179 UP 40 DOWN 48 SAME

• What change has there been in your sales of albums by classifications, 1954 versus 1953?

	UP	DOWN	ABOUT THE SAME
Classical	114	51	81
Popular Albums	165	27	61
Country & Western	33	54	106
Rhythm & Blues	42	12	96
Jazz Albums	120	15	70

• What change has there been in your sales of albums by types and sizes of packages, 1954 versus 1953?

	UP	DOWN	ABOUT THE SAME
Single EP	221	10	24
Double & Multiple EP	176	19	45
10" LP	85	73	69
12" LP	132	45	54

• Do you stock pre-recorded tape?

36 YES 202 NO 49 PLAN TO

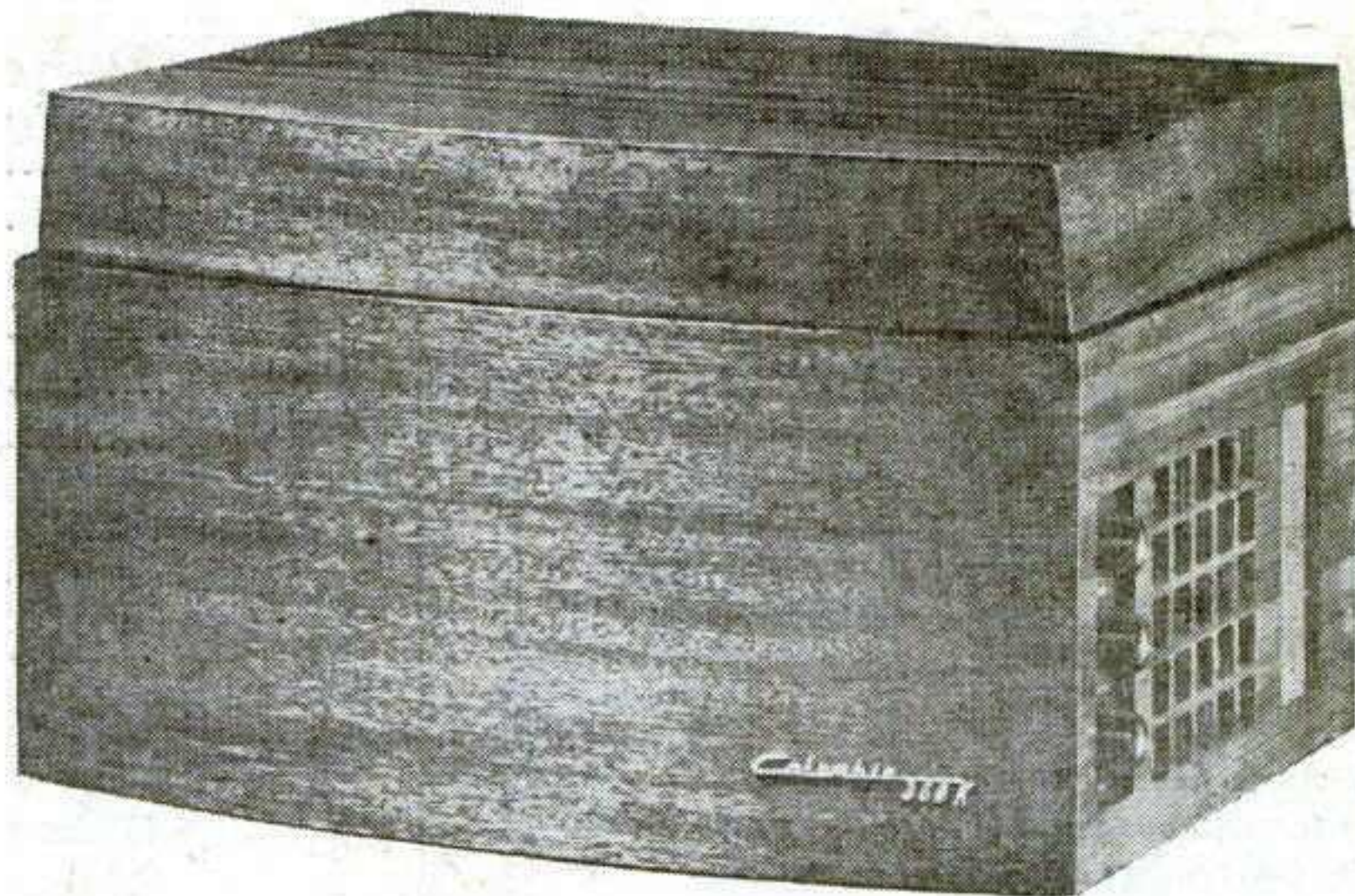
• Is your dollar inventory of records up or down over last year?

95 Dealers reported inventory up an average of 23.60%
50 Dealers reported inventory down an average of 14.34%
77 Dealers reported inventory SAME as last year

• Do you consider your present record inventory?

86 HEAVY 169 NORMAL 39 LIGHT

NOW'S THE TIME TO SELL MORE PHONOGRAPHS



COLUMBIA "360K"

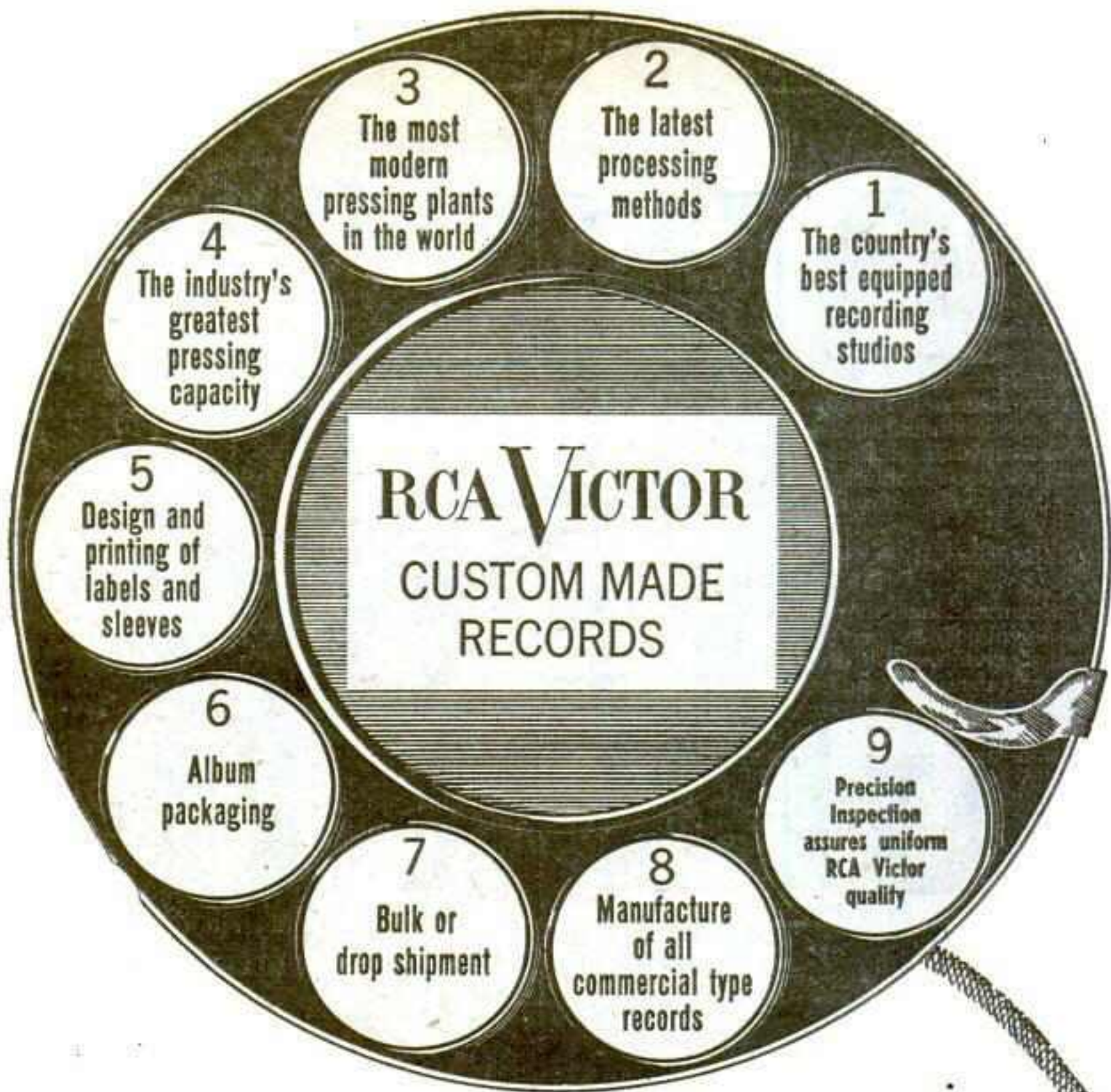
surrounded by the famed "diamond" pattern which introduced Columbia's exclusive 2000-speaker kilosphere audio system with dramatic impact... the most talked about phonograph selling feature of the year.

AND NOW AMERICA'S
NO. 1 HI-FI SELLER
GIVES YOU THE NO. 1
MERCHANDISING
SUPPORT IN THE BUSINESS

SHIPPED TO YOU INSTALLED, A \$31
DIAMOND NEEDLE in every Columbia
"360K" without any increase in price!
This "limited" consumer offer is now
being advertised in Time, Life, New
Yorker, Newsweek, Saturday Review
and Schwann. With a complete package
of promotional tie-ins for your store.

Bite into the big "360K" profits and
build your record business at the same
time. Pick up the phone now. Call your
Columbia distributor!

"Columbia," "360" Trade Marks Reg. U.S. Pat. Off. Marcas Registradas. "Kilosphere" Trade Mark.



**1 call
puts all
9 at your
service**

RCA Victor's famous "ONE CALL" SERVICE offers you tremendous value... ask any of the hundreds of independent commercial record companies now using RCA Victor custom made phonograph records. They will tell you—only at RCA Victor are you assured of unbeatable quality recording, processing and pressing at lowest possible costs.

Glance at the dial at the top of this page—see the "Big Nine" services you receive only at RCA Victor—then pick up your phone and call the nearest RCA Victor office for fast, competitively priced "ONE CALL" SERVICE.



RCA VICTOR
custom record
sales

Radio Corporation of America • RCA Victor Record Div.

NEW YORK: JUDSON 2-5011
630 Fifth Avenue, New York 20, N. Y.

CHICAGO: WHITEHALL 4-3215
445 No. Lake Shore Dr., Chicago 11, Ill.

HOLLYWOOD: HOLLYWOOD 4-5171
1016 No. Sycamore Avenue,
Hollywood 38, Cal.

The Billboard 1955 Record-Phono Dealer Survey

EQUIPMENT

● Please check any of the following types of equipment you now carry in stock:

- 276 3-speed units under \$30 retail
- 276 3-speed units from \$30 to \$99 retail
- 236 3-speed units from \$100 to \$200 retail
- 83 3-speed units over \$200
- 60 TV-phono combinations
- 180 Radio phono combinations
- 59 Radio-TV-phono combinations
- 205 Radios
- 114 Television sets
- 216 Kiddie phonos
- 223 Single speed players and record-playing attachments
- 58 Separate Hi-Fi component parts
- 167 Tape recorders

● Were your sales in equipment better or worse in 1954 than in 1953?

	UP	DOWN	ABOUT THE SAME
3-speed units under \$30	92	49	84
3-speed units from \$30 to \$99	97	38	87
3-speed units from \$100 to \$200	91	36	59
3-speed units over \$200	32	9	33
TV-phono combinations	9	18	20
Radio-phono combinations	26	32	49
Radio-TV-phono combinations	15	21	25
Radios	40	40	62
Television sets	48	25	20
Kiddie phonos	26	54	77
Single speed players and record-playing attachments	47	45	65
Separate Hi-Fi component parts	25	3	12
Tape recorders	45	10	57

● How do you service the equipment you sell?

- 137 Own service department
- 95 Arrangement with local service man
- 15 No service offered
- 22 Combination of own service department and arrangement with local service man

● Do you offer a time-payment plan on equipment?

- 227 YES
- 46 NO

● If answer to above question is YES, how are time payments handled?

- 44 Local bank
- 109 Thru your store
- 22 Finance company
- 29 Combination of local bank and thru your store
- 2 Combination of local bank and finance company
- 15 Combination of thru your store and finance company
- 7 Combination of local bank and thru your store and finance company

● Please try to estimate what percentage of your 1954 phono sales were made to customers buying a phono for the first time.

36.99%

● About how much does the average customer buying his first phono spend for records within the first 3 months.

\$28.91

A 3-Speed Radio-Phono at \$29.95*?

HERE IT IS!

A Radio-Phonograph for the price of a phonograph alone!



Planned and produced by **DECCA**
...priced for you!

\$1,000,000 in plus business for DECCA DEALERS this Spring!

This eye-catching, royal blue and gold three-speed portable radio-phono is a natural for volume sales. Smart, durable, and priced just right. Includes heavy-duty Alnico V speaker, extra-sensitive ferrite loop antenna, balanced Astatic arm with L-29 high gain cartridge. Sleeve packed . . . six to master carton.

DP-450 Suggested List Price Only \$29.95*

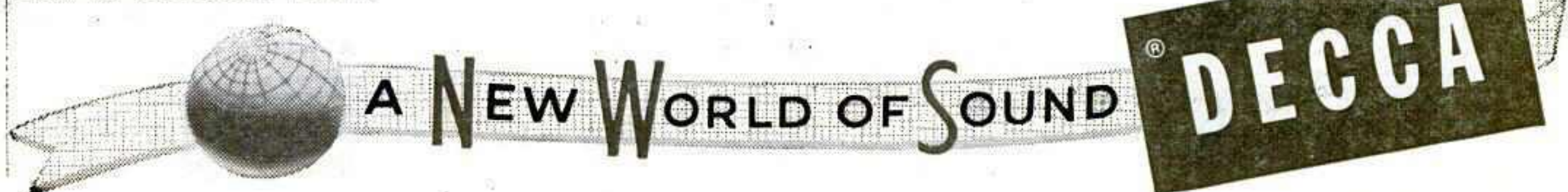
\$29.95*

 <p>\$22.95*</p> <p>Quality 3-Speed Portable Phonograph</p> <p>Here at a great low price is a proven volume seller. Alnico 5 PM speaker, constant speed 3-speed Alliance motor, light-weight arm with Astatic cartridge and 3-speed needle. Comes in smart two-tone case. Weight: approx. 9 lbs. Packaged individually, six to master carton. DP-479 Suggested List Price Only \$22.95*</p>	 <p>\$199.95*</p> <p>Decca Superb "Hi-Fonic"</p> <p>A revelation in high-fidelity listening pleasure, including all the latest features to bring your customers a true "new world of sound." Hi-Fonic amplifier with full 20-20,000 cycles per second response. Extended range speaker in an acoustically-tuned Baffle Chamber. Three-speed changer, plays all sizes automatically. Professional Variable Reluctance Pickup. Expertly built, decorator-designed cabinet. DP-202 Suggested List Price \$199.95* Mahogany. Slightly higher in lined oak.</p>	 <p>\$54.95*</p> <p>Value-Packed Portable with Changer!</p> <p>Includes latest model VM changer with automatic shut-off feature. Separate tone, volume controls. Heavy-duty 5 PM Alnico speaker. Light-weight arm with Sonotone weather-proof ceramic cartridge. Modern, handsome design. Packaged individually, three to a master carton. Weight: 17 lbs. DP-438 Suggested List Price Only \$54.95*</p>
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*—Suggested List Prices—Prices slightly higher in South, Southwest and West.

See your **DECCA** distributor for full details on the complete Decca phonograph line — and ask about our attractive color brochure.

Look to **DECCA** for...



Tape Shifts Toward Dealer; Lawful Heir

While pre-recorded tape has not yet reached the commercial status where it figures prominently in the merchandising plans of record dealers, large or small, there are significant signs that the medium may soon achieve sufficient consumer acceptance to make it a desirable dealer stock item.

Over the past few years there has been increasing activity in the pre-recorded tape field, but much of it has escaped general dealer notice. This is easy to understand when it is realized that the field is still dominated merchandise-wise by the camera store and the appliance dealer.

What is encouraging, however, are signs that a shift in orientation is taking place on the manufacturer level. It was only natural that during the gadget stage of tape, when it was largely in the province of the home movie fan, the logical market outlet was the retailer who did the biggest job in tape recorder equipment. Now, on the other hand, the greater amount of repertoire issued has brought home the fact that what is actually being sold is music.

In the final analysis it is the music dealer who knows best how to merchandise a music product.

Promising Signs

Among the most promising signs that tape is being recognized by its backers as a music-entertainment item, quite apart from its gadget properties, are moves being taken to introduce and promote economical playback equipment. A number of such units are slated for early debuts on the market. And all they can do is play pre-recorded tape. To the purchaser of such a unit it assumes the same properties as a record player, and he will feed it with pre-recorded tape just as a phonograph owner feels impelled to acquire disks.

One interesting sign that tape has progressed to the point where it has made a mark on dealer consciousness is the wild rumor that circulated following the LP price drop spearheaded by RCA Victor early last month.

At that time one report had it that Victor was depressing the LP market to herald a wholesale switchover to tape. More sober tradesters gave the rumor little credence, and Victor denials quickly dispelled the report for the rest.

Modest Sales

Actually, Victor has slowed down its pre-recorded tape timetable. It has yet to follow up its initial release of last fall with another. And it is no secret that sales of the first dozen or more tapes bearing the Victor seal were modest. While the manufacturer does intend to issue others, it will come out slowly, even tho the firm, like other majors, is building up a healthy supply of binaural master tapes against the day when the market has advanced to the point where their release makes commercial sense.

It seems certain now that most of the exploratory work in pre-recorded tape will come within the province of independent manufacturers. The majors will play a wait-and-see game and jump in when large-scale exploitation appears likely to return ample profit.

The pioneer pre-recorded tape entrepreneur has been A-V Tape Libraries. Quietly going its own way it has built up a catalog of

about 150 packages in the past four and a half years and sees enough actual and potential business around to maintain an active and regular release schedule.

Taper and Diskers

In addition to taping artists pacted exclusively to its own roster, A-V has set a number of deals with indie record manufacturers for tape rights to their recorded product.

In its stable so far are Vanguard, Elektra, Seeco, and Rainbow Records. And the deal that brought these firms in has been offered to other producers. A-V's purpose is to build a comprehensive catalog of pre-recorded tapes that could serve the varied musi-

cal tastes of a wide variety of consumers.

A similar approach is being taken by the Livingston Electronics Corporation, a hi-fi specialist firm which has been in the forefront of binaural exploration.

In its commercial approach Livingston has by-passed general exploitation of binaurals to issue dual-track, 7½ i.p.s. reels, the practical standard for this new medium.

To achieve its goal of a rounded line, the firm also has signed tape-rights contracts with indie diskeries. Among those recently set by Livingston are Atlantic, Esoteric, Oceanic, Riverside and Empirical Records. In addition, it features regular releases of its own Audiosphere and Connoisseur tapes. Other indie diskeries have received carbon bids from Livingston.

Phonotapes

Still another tape enterprise that is seeking to amplify its own

efforts with material acquired from record companies is Phonotapes, Inc. This recently organized firm has quickly issued a batch of "literature" tapes, but is currently in negotiations with several diskeries for tape rights.

Among other manufacturers turning a pre-recorded product out to market are Tape-Toons, specializing in pops played on organ; Hack Swain Productions, offering a varied selection of classical, Dixieland and pop repertoire; Webcor, featuring tapes in the choral, symphonic, pop and chamber music categories; Celestial, presenting dance, pop and square dance reels; Tru-Fidelity, offering Hammond organ novelties; Tempo, with its pop and dance library; Web Music, featuring background organ music for the home; Omega, a subsidiary of International Pacific Recording, marketing classical material, and Storyville and Console with pop items.

There are also a number of specialist tape firms pitching their product primarily at the educational market, altho some is finding its way into the libraries of collectors. Among this latter category might be mentioned Folkways, Shakespeare Tape Library, Spiritual Recordings Unlimited, Fort Orange Distributing with its teaching material, Charles G. Reigner with sermons and worship services, and EMC.

While it may be argued with good reason that the day is not yet here when the average music dealer should move into tape, it may be stated with equally good reason that the time has come when he should watch the field with more attention. The industry is moving rapidly, and the alert dealer who can find a way of integrating pre-recorded tapes into his over-all operation may soon find these musical reels bringing in welcome revenue.



Hoagy Carmichael



James Melton



Yehudi Menuhin



Milton Cross



Guy Lombardo



Sir Cedric Hardwicke

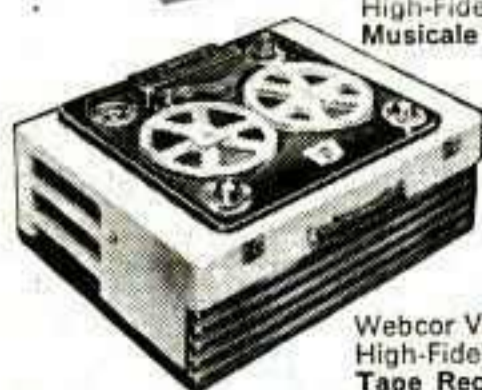
WEBCOR announces Verified HIGH FIDELITY the new key to all hi-fi sales



Webcor Verified High-Fidelity Ravinia



Webcor Verified High-Fidelity Musicale



Webcor Verified High-Fidelity Tape Recorder



Now, for the very first time, the confusion over what is and what isn't high fidelity is solved. And, at the same time, Webcor is helping dealers everywhere overcome the biggest sales obstacle in selling high fidelity.

* Customers are now assured and guaranteed that Webcor's high fidelity claims are true, verified and approved by a distinguished panel of music experts. **These gentlemen are: Hoagy Carmichael, Milton Cross, Yehudi Menuhin, James Melton, Guy Lombardo, and Sir Cedric Hardwicke.**

Dealers and consumers alike, now can be confident that dollar-for-dollar it is impossible to get higher fidelity than you get from a Webcor fonograf or tape recorder! Proof of this is the unshakable *verification* by this independent panel of experts.

Look for and sell
WEBCOR VERIFIED HIGH FIDELITY!

WEBCOR

CHICAGO 39, ILLINOIS

© 1955 Webcor

The Billboard 1955 Record-Phono Dealer Survey

EQUIPMENT

• Please list—in best-selling order—the brands you carry in each of the price ranges below. LIST IN BEST-SELLING ORDER:

(Scoring on all divisions: Three choices; three points—1st choice; two points—2d choice; one point—3d choice)

3-SPEED PHONO UNITS UNDER \$30

POSITION	BRAND	POINTS
1.	COLUMBIA	1176
2.	DECCA	740
3.	WEBCOR	464
4.	SYMPHONIC	404
5.	RCA VICTOR	240
6.	V-M	232
7.	KING	220
8.	DUOSONIC	128
9.	BIRCH	108
10.	BEAM	84

3-SPEED PHONO UNITS, \$30 TO \$99

POSITION	BRAND	POINTS
1.	COLUMBIA	1000
1.	WEBCOR	1000
3.	RCA VICTOR	760
4.	V-M	588
5.	DECCA	292
6.	SYMPHONIC	220
7.	PHILCO	128
8.	BIRCH	68
9.	DUOSONIC	64
10.	ADMIRAL	52
10.	ZENITH	52

3-SPEED PHONO UNITS, \$100 TO \$200

POSITION	BRAND	POINTS
1.	COLUMBIA	1096
2.	WEBCOR	888
3.	RCA VICTOR	704
4.	V-M	484
5.	MAGNAVOX	224
6.	ZENITH	92
7.	PHILCO	88
8.	MOTOROLA	80
9.	ADMIRAL	68
10.	DECCA	60
10.	MITCHELL	60

3-SPEED PHONO UNITS OVER \$200

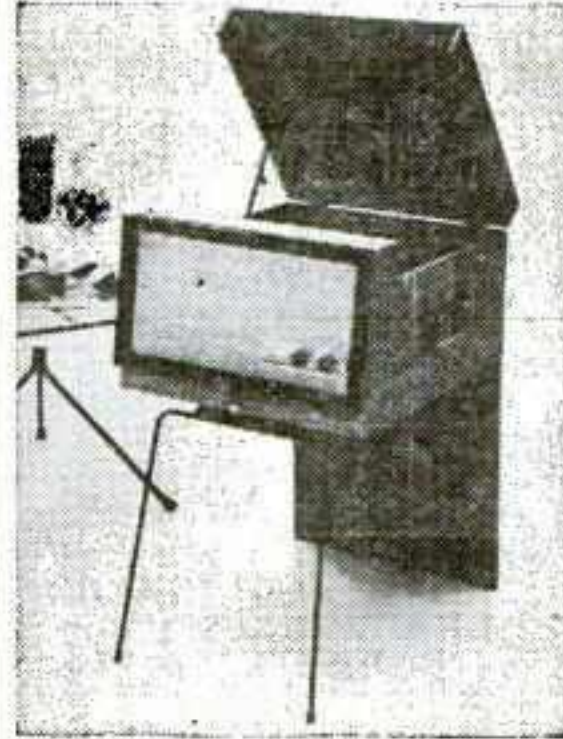
POSITION	BRAND	POINTS
1.	RCA VICTOR	268
2.	MAGNAVOX	240
3.	WEBCOR	152
4.	MITCHELL	124
5.	CAPEHART	112
6.	ZENITH	72
7.	V-M	44
8.	PHILCO	28

Glamor Phonos

• Continued from page 16

house as well as his style conscious wife."

Altho Gaughan failed to mention it in his statement, it is interesting to note a new development taking place which saw Capehart-Farnsworth recently signing an agreement between themselves and the Dunbar Furniture Corporation, for the joint marketing of a new line of hi-fi consoles and a 21-inch, three-way, hi-fi combination (The Billboard, January 15).



This is the much-talked-about Philco portable model which converts to a chairside unit by dropping the legs and back.



Typical of the phono units being turned out by Motorola is this model, called the "Masterpiece."



The Decca Record Company, long a leader in the lower-priced portable phonos, has added this model to their line.



The V-M Corporation continues to market its "Fidelis" model hi-fi table model unit this season.



Key table model, hi-fi unit in the Webcor line is the "Musical" model.

RECORD DEALERS

YOUR FREE COPY

OF THE NEW **FREEDMAN**



PORTFOLIO

will pave the way for SELF-SERVICE SUCCESS!

(If you have not received your copy from your record distributor—write us today.)

**BEAUTIFUL—TOP QUALITY—DURABLE
AMAZINGLY ECONOMICAL**

A complete record dept. can be set up with these new fixtures for as little as \$150

HERE ARE A FEW OF THE ITEMS AND FEATURES YOU WILL FIND IN THE NEW 16 PAGE PORTFOLIO —

BROWSERS

two styles

The very successful type originally introduced by **CAPITOL RECORDS**



and



the larger capacity

**FREEDMAN
ARTCRAFT - TYPE**

WALL RACKS

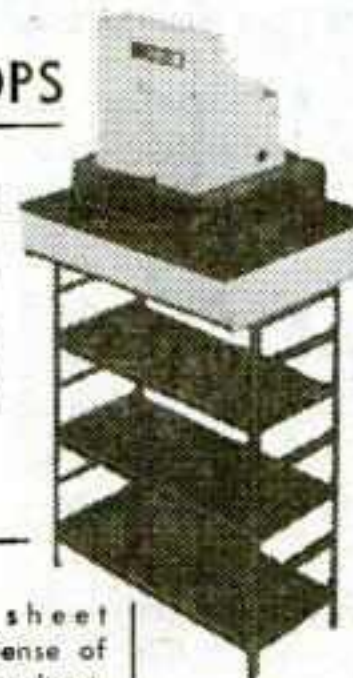
for all size records—matches either style browser. A **TERRIFIC EYE CATCHER**. Stocks 10 albums behind each on display.



**BACK UP
STOCK BASES**

COUNTER TOPS

to match either **BROWSER on BASE** becomes sturdy cash register stand. Two or three in a row becomes a counter.



Scientifically designed. 7" model stocks up to 900 EP's. 10" & 12" Model up to 300 LP's.

also

"**PLAN-IT-YOURSELF**" sheet eliminates needless expense of a high-priced layout consultant.

ILLUSTRATIONS demonstrating several effective methods to obtain maximum sales in minimum space.

**WALL INDEXERS
HANDY RACKS
VERSATILITY FIXTURE** (a complete dept. 4' long)
**COUNTER RACKS
DIVIDER CARDS
FLOOR RACKS**

Acoustical **LISTENING BOOTH**

The old glass enclosed headaches inexpensively eliminated.



FREEDMAN

CHARLEVOIX, MICHIGAN

ARTCRAFT ENGINEERING CORP.

PRIVATE LABELS?

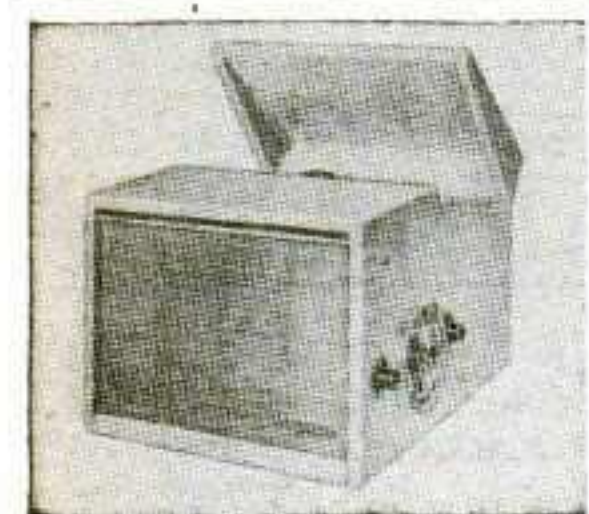
Dealers Can Match Brands' Challenge

The phono competition a retailer must face—at least on the price level—comes from two basic sources: the discount houses and the department, syndicate and chain stores. Just what a retailer can do to meet the price competition from the discount houses has been discussed over and over again. But what of the price competition from the private-label lines handled thru the large department stores and chains?

The retailer knows full well that he can merchandise the brand names he carries by taking advantage of national and local advertising and merchandising. He knows that the average customer is brand-name conscious. The dealer knows, too, that he must answer questions on the price differences between the branded phono merchandise and the private label lines.

Lower Prices

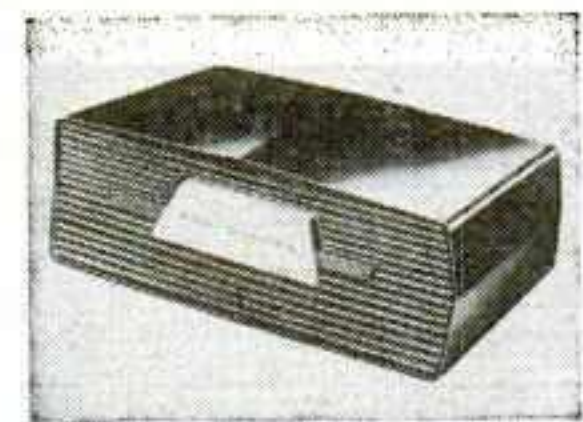
To be sure, private label prices will be below those listed for the branded items. The private label merchants, however, will not be able to offer the variety of record playing equipment which the dealer can handle in brand names. Neither will the private label lines offer much competition in de luxe units, tape recorders and higher-priced consoles. These facts are evident from a Billboard survey of some of the key department and chain store buyers.



The Magnavox name, built strongly over the years, does much to help sell this "Baton" table model unit.

Here are some of the expected prices on private label lines:

The department and chain stores will probably feature a three-speed manual, portable phono with a single needle and only a volume control for about \$18.95. A somewhat better version of the same phono (one with a larger carrying case and separate tone and volume controls) will sell for about \$22.95. A still better version of this portable phono—this one with a flip cartridge—can be expected to be advertised for about \$24.95. And the highest-priced, low-end portable model will sell for about \$31.95. This unit will be in a de luxe case, have outside con-



The newest phono introduced by the RCA Victor Victrola Division is this low-priced, non-automatic changer unit.

trols and a larger speaker than the other three units.

Most of the department and chain stores will undoubtedly stick to two phonos with automatic changers. The lower priced unit should sell for about \$59.95, while a model with an eight-inch speaker should sell for about \$69.95.

In the hi-fi field, the department store merchandisers of private label record players will concentrate on two table model or portable units. In most instances it will be a portable unit for \$89.95 and a table model for \$99.95. Each of these units will contain automatic changers, flip cartridges, two or three speakers and engineering to attract the



This is Crescent's portable, 45 r.p.m.-only unit—aimed at the teenage market.

sound-conscious customer who is also money-conscious.

These then are the lines and prices on which the major stores can be expected to concentrate their efforts. There will, of course, be variations from these prices and variations in the number and type of models to be offered. In most instances the buyers for the department store chains only suggest list prices to their member stores. The stores can decide on which models and at which prices they will merchandise locally.

Store Limits

There is little expectation for the chains to move into the higher-priced fields, since they cannot heavily promote phonos at the high prices. Department stores, too, always concentrate on "demand" items rather than those items on which they must create the demand.

The dealer can, however, expect the chains and syndicates to promote record storage cabinets actively. This is a vast and untapped market. It's just the kind of item which department stores love to grab and promote. Whether retail phono-record dealers will move into this market with a line of their own remains to be seen.

In any event the price competition, while not frightening, appears to be formidable. Certainly retailers have faced this competition before. And each year they have managed to do better with branded lines than they had in the previous year. No one predicts a change in this picture for this year.

The Billboard 1955 Record-Phono Dealer Survey

EQUIPMENT

RADIO-PHONO COMBINATIONS

POSITION	BRAND	POINTS
1.	RCA VICTOR	848
2.	MAGNAVOX	256
3.	ZENITH	220
4.	ADMIRAL	212
5.	WEBCOR	208
6.	PHILCO	128
7.	DECCA	84
8.	CAPEHART	76
9.	EMERSON	44
10.	MOTOROLA	36
10.	TRAVELER	36

RADIO-PHONO-TV COMBINATIONS

POSITION	BRAND	POINTS
1.	RCA VICTOR	252
2.	MAGNAVOX	156
3.	ADMIRAL	108
4.	ZENITH	88
5.	PHILCO	80

KIDDIE PHONOS

POSITION	BRAND	POINTS
1.	DECCA	552
2.	CAPITOL	420
3.	COLUMBIA	120
4.	RCA VICTOR	112
5.	VANITY FAIR	108
6.	BIRCH	80
7.	HOWDY DOODY	76
7.	KING	76
7.	KRAFTONE	76

SINGLE SPEED PLAYERS AND/OR RECORD-PLAYING ATTACHMENTS

POSITION	BRAND	POINTS
1.	RCA VICTOR	1708
2.	COLUMBIA	616
3.	V-M	264
4.	WEBCOR	192
5.	CRESCENT	100

TAPE RECORDERS

POSITION	BRAND	POINTS
1.	WEBCOR	904
2.	RCA VICTOR	480
3.	V-M	268
4.	COLUMBIA-BELL & HOWELL	168
5.	REVERE	124

HIT OF THE LOS ANGELES AUDIO FAIR

OMEGATAPE and JAZZTAPE

High fidelity recorded tapes

Thousands of audio enthusiasts crowded into the OMEGATAPE-JAZZTAPE exhibit to hear the most sensational demonstration tape ever offered to the general public. So impressive was the sound of the new tapes that over one thousand visitors actually bought a demonstration tape.

WHY ALL THE EXCITEMENT?

BECAUSE NOW . . . FOR THE FIRST TIME . . .

- ★ High fidelity tapes featuring outstanding European Symphony Orchestras and American Jazz Combos
- ★ Recorded exclusively on SCOTCH 111A tape made by Minnesota Mining & Manufacturing Co. Produced on the finest tape duplication equipment . . . AMPEX
- ★ Hot catalog items: MAMBOS recorded in Mexico City, WURLITZER PIPE ORGAN, and Dixieland Greats, PETE DAILY, GEORGE LEWIS
- ★ National advertising, point-of-sale dealer aids—DYNAMIC MERCHANDISING

★ **The lowest priced recorded tape—\$5.95**

The finest quality recorded tape available anywhere at any price.
All tapes 5" reel, dual track 7½ ips

Mr. Dealer . . . Mr. Distributor . . . Write, Wire, Phone:

INTERNATIONAL PACIFIC RECORDING CORPORATION



Omegatape

858 Vine St.
Hollywood 38, Calif.
Hollywood 47858

'Miss Juke Box' Contest Set By RCA & MOA

NEW YORK, Feb. 19.—RCA Victor and the Music Operators of America have launched a contest to find "Miss Juke Box of 1955," with a Victor recording contract the prize to be awarded the lucky thrush.

Under contest rules any juke box operator may nominate a candidate, who will be judged on the basis of vocal achievement as well as pulchritude. A panel of judges headed by Joe Carlton, Victor artist and repertoire chief, will screen candidates, narrowing the field down to three finalists.

These finalists will attend the MOA convention in Chicago, March 28-30, as guests of the diskery. They will be on hand at the Victor exhibit to meet operators, who will then listen to their test recordings and cast ballots. The winner will be determined entirely by the votes cast by operators at the convention.

Operators naming candidates must submit photos of aspirants. With the photos must be sent a test record or tape (7½ i.p.s.) featuring the fem warbler performing a pop standard. Accompaniment must be by piano only. Entries must be submitted not

(Continued on page 80)

Frye Catalog Is Newest Aberbach Buy

NEW YORK, Feb. 19.—Jean & Julian Aberbach, who have been rapidly stepping up their music holdings in the gospel field, have acquired the performing rights to the Theodore R. Frye catalog. Firm, based in Chicago, is considered one of the important ones in the field from the standpoint of performances, sheet music and mechanicals. Several of Mahalia Jackson's recently cut sides on Columbia are Frye copyrights.

Last week The Billboard noted the Aberbachs' acquisition of the performing rights to Stamps-Baxter firm, at the expiration of that firm's contract with SESAC.

Decca's New \$30 Portable

NEW YORK, Feb. 19.—Decca Records is marketing a new three-speed portable radio-phonograph with a retail price tag of \$29.95. The table model, one of the lowest-priced portable radio-phonographs in the field, is packaged in a washable two-tone blue or gold case.

The phono has a three-speed motor with a single all-speed needle; the radio is a four-tube, super-heterodyne job.

Mercury Revises Disk Price Skeds

NEW YORK, Feb. 19.—Mercury Records this week notified its distributors that beginning February 15 the label's entire line of 12-inch LP disks (excepting the 20,000 and 36,000 series) will be priced at \$4.98. At the same time the label raised wholesale prices of its single disks so that dealer cost for 78 r.p.m. singles is now 61 cents and 45 r.p.m. singles are 55 cents. The label also reinstated the 5 per cent return privilege on packaged records.

Only last month, when RCA Victor led the industry in sweeping price changes, Mercury went

ACKERMAN BACK AS MUSIC ED.; HOROWITZ AID

NEW YORK, Feb. 19.—Following the resignation of Joe Martin (see separate story), The Billboard's Music-Radio department has been realigned with veteran exec Paul Ackerman assuming the post of editor. Ackerman, during his long tenure with the company, has at various times headed up the Music and Radio sections of the book and most recently was associate indoor editor.

Is Horowitz, a music staffer for the past three years, becomes music-radio news editor. Earlier Horowitz served with The Billboard Coin Machine department.

OSCAR AWARDS

3 of Songs Nominated Pic Themes

HOLLYWOOD, Feb. 19.—Three of the five songs nominated by the Academy of Motion Picture Arts and Sciences in the annual Oscar derby here last week were tunes basically used in the films as identifying themes.

Named were, "Count Your Blessings," from the Paramount picture "White Christmas"; "The High and the Mighty" from the Warner Bros. picture of the same name; "Hold My Hand" from RKO's "Susan Slept Here"; "The Man That Got Away," from the Warner Bros. picture "A Star Is Born," and "Three Coins in the Fountain," from the 20th Century-Fox film of the same name.

Oscar winners will be announced at the Academy presentations here March 30.

N. Y. Quietly Shifts To Dime Juke Play

By AARON STERNFIELD
NEW YORK, Feb. 19.—Local juke box operators are currently embarked on a quiet dime play project, but a very effective one nonetheless.

Best estimates are that a good 90 per cent of Manhattan juke boxes are still on a 5-cent basis, but the other 10 per cent are being converted in a manner that hasn't been tried in any other area.

Lenox Avenue, running thru the heart of Harlem, is now on a solid 10-cent basis. Other areas, linear stretches of several blocks, are islands of dime play in a sea of nickels.

Operators are initiating dime play on a block-by-block basis, rather than by individual operator policy or type of location. While there is no official or organized drive for dime play, when one operator of a block goes 10 cents, the others seem to follow.

EP's Tried
Those operators who are converting generally put in some EP records—average about 25 disks for a 100-player box—thus offering six minutes of playing time for 10 cents, the same rate as nickel play. Three plays for 25 cents are offered on the converted box.

Tenth Avenue juke box distributors are reported to be talking dime play to operators, with at least one attempting to have all new boxes set at one for a dime and three for a quarter. The story is that distributors are worried somewhat about lagging operator nets and figure that dime play, in addition to putting operators on a sounder

(Continued on page 80)

along with many other large labels and followed the Victor lead. But in view of the failure of LP sales to come close to the hoped for increase in unit sales, Mercury is believed to have changed its mind.

Among the major labels which also went along with Victor but have not retracted the changes are M-G-M and London. Such firms as Columbia, Decca and Capitol followed some of the Victor pricing program, but did not drop all LP prices to \$3.98.

Mercury 20,000 series, 12-inch pop LP's, remain at \$3.98 as does the 36,000 series. The latter disks are all EmArcy label jazz items.

Cook Shifts to Columbia Post; Maitland Moves Up at Capitol

Cap. Sales Head Takes on Same Job for Rival

NEW YORK, Feb. 19.—Hal Cook, national sales manager of Capitol Records for the past two years, will become the director of sales for Columbia Records on March 1. He will succeed Columbia veepee Paul Wexler, who is moving to a new post in the Columbia-CBS organization.

The appointment of Cook as sales director for Columbia indicates a renewed drive by the diskery to snag a bigger share of sales in the current record market. Unlike Wexler, Cook will concentrate solely on Columbia records and albums, and will have nothing to do with the firm's phono line, cus-

tom record department or the Epic-Okeh subsidiary. Diskery thinking at this time is that the subsidiary lines are now well on their way and that the big push should be on Columbia Records as much as possible. Cook has been concerned solely with record and album sales at Capitol.

Wexler has been in charge of

(Continued on page 36)

RCA, Col. Cut Press Charge

NEW YORK, Feb. 19.—RCA Victor and Columbia Records have reduced pressing costs to independent LP manufacturers using the majors' custom facilities. The reduction, which amounts to about 8 per cent, trims from 2 to 5 cents off the cost per LP, depending on the size of order.

Independent diskeries are known to have pressed for the lower price after the majors reduced the list prices of their own LP's last month.

45 Disks Gain Edge Over 78 Pop Singles

For First Time Click Tunes Sell Faster On Donuts; Patterns Cited by 7 Labels

By IS HOROWITZ

NEW YORK, Feb. 19.—The big pop hit, the last stronghold of the 78 r.p.m. disk, is fast giving way to its younger counterpart on 45 r.p.m. For the first time most pop clicks are selling faster on 45 than on 78.

This was not the case less than

two months ago when, at best, the two speeds ended up neck and neck on cumulative sales of top selling pops.

Standard sales pattern over the last year has been as follows, report diskery execs:

Initial sales of a new pop entry favored 45 strongly. Until sales topped the 50,000 mark 45's might lead 78's by as much as 65 to 35 per cent. As the record gained popularity and sales reached about 200,000, the 45 majority tapered to about 55 per cent. Then with heavy sales rolling in, and sometime record buyers contributing to the total, 78's caught up to wind up the over-all sale at roughly half and half.

The pattern that has shown itself during the past two months, however, has 45's building up a lead that 78's can't overtake, even on top-selling wax.

At RCA Victor cumulative sales of the firm's current top five singles now favor 45's by 58 to 42 per cent. Weekly re-orders point up the quickening shift more dramatically. Here the ratio favoring 45's is 65 to 35.

A Columbia spokesman reports that 45's at this time show a definite edge over 78's on top disks. Cumulative sales for the past year on comparable wax, on the other hand, found 78's ahead by a slight margin.

From Decca it is learned that

(Continued on page 36)

Haverlin Faces 2d Week in Pre-Trial Of Cleffers' Suit

NEW YORK, Feb. 19.—Carl Haverlin, president of Broadcast Music, Inc., faces at least another week of questioning by attorneys of the Songwriters of America in the pre-trial phase of the \$150,000,000 anti-trust suit brought by the cleffers against the licensing org and other defendants.

Haverlin, the first defendant to undergo pre-trial examination, completed the first three days of his quiz yesterday (18). The order of other defendants to be questioned will be determined by parties to the action and Judge Harold M. Kennedy, recently named as a special master to expedite the case. All 33 songwriters have already been examined by BMI legalists.

Chicago Sales Exec Succeeds To Cook Titles

NEW YORK, Feb. 19.—Capitol Records appointed Mike Maitland vice-president and national sales manager of Capitol Records Distributing Corporation this week, succeeding former sales manager Hal Cook. Cook is leaving the firm for Columbia Records (see adjacent story). Maitland's appointment was made by CRDC acting general manager Bill Fowler.

Maitland joined Capitol Records as a sales representative in the Detroit branch in 1946, and then became manager of the Cincinnati, Detroit and Chicago branches, in turn. His most recent post was as district sales manager in the North Central District, with headquarters in Chicago.

In his new post Maitland will work out of Capitol's New York sales and promotion offices.

Martin Leaves BB to Head Up Merc. in East

NEW YORK, Feb. 19.—Joe Martin, Music-Radio editor of The Billboard, has resigned to join Mercury Records as director of the Eastern Division. In this capacity Martin will co-ordinate all Eastern activities. He will operate out of New York headquarters, and will also maintain liaison with Mercury's Chicago offices.

Martin joined The Billboard over five years ago, leaving the post of advertising and sales promotion manager of London Records. He obtained a brief leave of absence from The Billboard in 1953 to become promotion manager of the newly-organized Record Industry Association of America. His accession to the Music-Radio editor's desk followed shortly upon his return. Ave Atque Vale!

KCOR IN DEAL

Cuts Spanish Shows, Sells To Others

SAN ANTONIO, Feb. 19.—Local Spanish-language stations are becoming the hub of programs which are being recorded and played on other Spanish-language stations thruout the country.

Radio station KCOR, here, the first local Spanish-language station in the city, is recording 420 quarter-hour programs a month which are rebroadcast over 10 other Spanish-language stations in the nation.

The programs are produced, directed and broadcast "live" from the local studios and are tape recorded and shipped to the stations.

Casts of the programs are local artists who also have their own programs on the station. The artists will also make up the core of entertainers this spring when television station KCOR-TV takes to the air.

Chances Better for Hearings On Copyright Revision Bills

Thompson Measure Up for Study; Action Asked on Kilgore Proposal

WASHINGTON, Feb. 19.—Chances for hearings on both the Kilgore and Thompson copyright revision bills appear greatly strengthened as a result of the following developments this week:

(1) Rep Frank J. Thompson Jr. (D., N. J.) has been advised that early consideration will be given to the question of whether a hearing will be held on his bill to create a federal fact-finding commission to study revision of the entire copyright law.

(2) A big mass of letters has reached Capitol Hill from individual juke box operators in various parts of the nation and from Music Operators of America, requesting a hearing on the Kilgore bill to end exemption of juke boxes from copyright royalty payments.

Sen. Harley M. Kilgore (D., W. Va.), chairman of the Senate Judiciary Committee, who is co-sponsor of the anti-exemption bill with nine other senators, has received several score letters, mostly from juke box operators, opposing the bill.

Kilgore Bill

The Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks is expected to hold an early meeting to determine whether a hearing should be held on the Kilgore bill. The Subcommittee is headed by Sen. Joseph

O'Mahoney (D., Wyo.), who has indicated that he will give every opportunity for all sides to be heard on the legislation before his Subcommittee takes any action. Senator O'Mahoney is among Kilgore's co-sponsors.

On the house side, the possibility of the Thompson bill getting a hearing in the House Judiciary Committee on Copyrights, Patents and Trademarks developed in an exchange of communications between Representative Thompson and Rep. Edwin E. Willis (D., La.). (Continued on page 80)

Cap Alters Distrib, Promotion Set-Up

NEW YORK, Feb. 19.—Capitol Records will introduce a series of changes in the firm's national distribution and promotion of records and albums starting March 1. These changes involve a separation of promotional activities on single records and albums, with single records to be promoted by an enlarged national promotion staff, and the firm's district managers to concentrate on album merchandise.

The firm is creating an enlarged promotion staff for singles under the direction of national promotion head Dick Linke. The staff will include national promotion men to push single records in the pop, country, and rhythm and blues fields. Bob Burrell who has handled c.&w. promotion out of Atlanta will continue in that capacity.

A new man will be added next week to handle national pop promotion, and another new man will handle national r.&b. promotion. A few weeks from now another pop promotion man will be added.

Branch Co-op

In addition, branch promotion men Manny Kellems in Philadelphia, Don Ovens in New York,

Buck Stapleton in Los Angeles and Don Hassler in Chicago will work much more closely with Linke in the future to spur concentrated promotion of single platters. The object is to achieve a centrally controlled promotional effort behind pop records to help break them thru into the big-seller class. The firm expects to be able to give single records individual attention under the new set-up.

Linke will report on single record promotions to the firm's new national sales manager, Mike Maitland (see separate story).

Capitol's district sales manager will concentrate on selling the firm's package merchandise. Instead of seven district managers, there will be five covering the Northeast, North Central, Southeast, Rocky Mountain and Pacific territories. These district managers will have the job of merchandising package goods. They will work directly with dealers. They will not be responsible for seeing deejays, one-stops, etc., to promote single records.

Canada Disk Business Off

TORONTO, Feb. 19.—The record industry in Canada is hoping for better business with the coming of spring. So far this year, despite the reduction in record prices, business has been way off for the manufacturers.

One manufacturer says that his business is off 20 per cent, while another points out that altho his business is the same as last year, he feels it should have been 20 per cent higher.

The main reason business is down is that the retailers have been reluctant to purchase new inventory until they liquidate their present stocks, and take their loss on the decrease in record prices.

JINGLE WRITER GOES TO HEAVEN VIA SYMPHONY

CINCINNATI, Feb. 19.—

The Cincinnati Symphony Orchestra of 87 pieces is what commercial jingle writer Barbara Cameron has to work with in producing her latest singing commercial. Miss Cameron, vocalist on WKRC here, will realize a jingle writer's dream February 21, when the Cincinnati Symphony records during a special concert a minute-long jingle she wrote to kick off the united Fine Arts drive here.

The singing commercial runs 58 seconds and will bring into play all sections of the symphony. Recordings will be released to all local radio and TV stations to plug the Fine Arts drive. Miss Cameron will use a chorus of eight voices to record the lyrics.

Commercially, Miss Cameron has been producing TV and radio jingles for a number of local concerns for the past five years. She is the wife of Joseph Kotler, spot sales manager for Ziv Television.

STAGE SHOWS

N. E. Theaters Verge on DJ Appearances

BOSTON, Feb. 19.—In what may be a surrender to the inevitable or acceptance of a trend, Sam Pinanski, president of the American Theater Corporation of New England, is ready to sign up local deejays as major attractions in their theaters.

The first deal is on a one-night-a-week basis, with Stan Richards, of WCOP and host of the teen-age clam bake at the Totem Pole, being signed up. He will make his debut (Continued on page 36)

Proposes Protective Org for C.&W. Writers

NASHVILLE, Feb. 19.—Jimmy Rule, local songwriter and promotion man, has started a movement aimed at bringing country music songwriters into a mutual protection organization similar to the Songwriters' Protective Association for pop song writers. Rule said he has talked with many writers in the field and has had unanimous approval of the idea and pledges of co-operation in the project.

The movement stemmed from the fact that in the past many country songwriters have been subjected to unfair practices and in many cases suffered financial loss due to non-payment of royalties and performance fees or from having to give performing artists a share of their song in order to get it cut.

According to the outlined plan, writers in the organization would pledge to give no part of a song

to an artist unless he was co-writer, and would report malpractices to the organization, which in turn would seek adjustment. Contracts would be issued by the organization and countersigned by it and publishers who may also join the organization.

Rule further stated: "Music men are in agreement that a good percentage of the success of a song is due to the song itself. More consideration should be given the writer. A song becomes a hit only thru co-operative effort and all should share alike."

Rule says that he is only the instigator of the idea and that his group is anxious to hear from writers and publishers as to their reaction to the idea. Rule's headquarters are at 3006 Medial Drive, Nashville 12.

Pre-Recorded IPR Hi-Fi Tape At LP Prices

HOLLYWOOD, Feb. 19.—A complete catalog of pre-recorded high-fidelity tape, to retail from \$5.95, currently being put on the market by International Pacific Recording Corporation. Called Omegatape and Jazztape, the new releases mark the first time that pre-recorded tape has been made available at prices competitive with LP's.

Both Omegatape and Jazztape will be presented on five-inch dual track reels at a speed of 7½ i.p.s. The former label will feature classical recordings, while Jazztape will offer Dixieland progressive music.

Listings in the firm's classical library were obtained in lease agreements with Barrington Coupe, president of Concert Artist Record Company, London. Contract gives International Pacific exclusive tape distribution rights in North and South America, while Concert Artist markets the same tapes thruout the British Isles.

New firm is headed by Dave Hubert, president; Clifford Whemmouth, vice-president, and Al Schlesinger, national sales manager.

Current library consists of 12 classical titles, three jazz tapes and a demonstration tape which is being sold at \$1. Latter was sold at the recent Los Angeles Audio Fair, with approximately 1,000 tapes purchased.

Scheduled for early release are special recordings of Mozart works. (Continued on page 36)

MGM Planning Special EP's For Juke Ops

NEW YORK, Feb. 19.—M-G-M Records is reported to be preparing a special package of EP's for juke box operators to be released without sleeves or art. Savings in manufacturing costs will permit sales of the package to operators at less than the normal EP price.

It is understood that the first release will consist of 15 EP's, including renditions of standard material by David Rose, Leroy Holmes and other M-G-M talent.

Purpose of the move is to exploit the growing use of EP's by operators around the country, many of whom are using the bonus platters to ease the transition to dime play. Other diskeries are known to be considering similar action. Recently Capitol made available an operator-pack of Jackie Gleason EP's at reduced cost.

An M-G-M spokesman refused to confirm or deny the company project.

\$1,164,532 Net Profit for Decca, Ltd.

LONDON, Feb. 19.—At the annual general meeting held here by Decca Record Company, Ltd., it was disclosed that the firm's net profit for the past year was \$1,164,532.40, an increase of \$75,639.20 over the previous year. Decca's chairman of the board of directors, Sir Cyril Entwhistle, presided at the meeting. Decca, here, is the parent company of London Records in the United States.

It was noted that the company's financial position was excellent, with a total of \$4,763,376.80 in the consolidated trading account, over the previous year. To finance projects for expansion and to provide additional working capital, an issue of shares will be sold holders of ordinary shares on the basis of one share for every two held, at \$2.10 per share.

The company is also offering the unissued balance of \$700,000 of 4½ per cent notes, to holders of notes and shares, at 98½ per cent.

Decca's phonograph record business showed a substantial increase during the past year in the foreign and domestic markets, and it is believed that the production of the Decca plants in England has been larger than that of any other company or group of companies here. The demand for Decca TV, radio and phono models is said to exceed the capacity of the company's plants.

The annual report applies to the combined operations of the Decca firm, including its production of marine and aviation radar and other electronic devices, as well as to its production of records, radio and TV.

Can. Societies Seek Royalties From Jukes

TORONTO, Feb. 19.—Both performing rights societies in Canada have declared their intention to go after the \$35,000,000 juke box industry in Canada for royalties.

Both the Composers, Authors and Publishers Association of Canada and BMI-Canada, Ltd., declared their intentions before the Royal Commission on Copyrights, meeting in Ottawa.

The brief from CAPAC said the juke box exemption was favored by the Supreme Court of Canada not persons who made a business of employing gramophones for the performance of music with a view to monetary gain.

The brief suggests that the juke box was not popularly known when the applicable section of the copyright law was written, and therefore there was nothing of an intention to exonerate people who made a profit out of performances by such means from the necessity for obtaining a license.

KWDM DEEJAY FANS IN JAIL

DES MOINES, Feb. 19.—Ralph Bassett of KWDM here claims a true "captive audience" for his three country and western disk shows. As proof, he submits a fan letter he recently received from "All the guys in cell block three" at Polk County Jail.

The letter, inspected and passed by a prison mail clerk, asked Bassett to play Webb Pierce's "He's in the Jail House Now," and concluded, "Thanks for all the swell songs, even if we don't get to hear them very often."

announcing
the most
important
single
juke box
issue of
the year!

THE BILLBOARD 1955

MOA CONVENTION

NUMBER

Issue Dated March 26 • Advertising Deadline, March 16

timed to spotlight the Music Operators
of America (MOA) Convention in Chicago
during the week of March 28th.

Don Cornell's

Greatest Record

"Give Me Your Love"

^{b/w}
"WHEN YOU ARE IN LOVE"

CORAL-61367



THE CASH BOX

DISK OF THE WEEK

"GIVE ME YOUR LOVE" (2:34)
[Stratton BMI—Reed, Jay, Albert]
"WHEN YOU ARE IN LOVE"
(3:01)
[Weiss & Barry—BMI Joyner
(Cornham)]

• Review Spotlight on...

RECORDS

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



Sam goody

PHONOGRAPH RECORDS

235 West 49th Street • New York 19, N. Y. • Circle 6-1710

February 22, 1955

ATTENTION, ALL MANUFACTURERS OF LONG-PLAYING RECORDS

It is only a little item—costing 1/4 OF A CENT. It is cutting your throat wider than the sharpest razor. Yes, take all the time you want to plan your next recording. Budget out thousands of dollars. Seek the finest artists, the best orchestras, top-notch leaders, the finest combos. Then get the best tips on what to record. Now hire the finest engineers, the ultra in high fidelity studios and equipment. Make sure your recording is of precision quality, that your masters, mothers, stampers, your biscuit mix are tops. Prepare the most attractive packaging for your record. Now get your advertising agency to spend more thousands of dollars over and above the thousands you have already spent to get the public in the mood to buy your product. You are now ready to reap the whirlwind.

But you forgot that 92% of all record machines are equipped with osmium-tip needles worth 1/4 OF A CENT; that the consumer who purchased this machine was told he had a "permanent" needle, or he has to change his needle but once a year, or told nothing at all. On this 1/4 OF A CENT your precision product, with your fine packaging, faces the acid test. This 1/4 OF A CENT is the final judge. Is this a good record? Or is it a bad record?

The dealer, placed between the record manufacturer, the machine maker and the customer, is burdened with the onus of trying to educate the consumer.

And does he get the proper co-operation?

Nowhere on your product does it say **PROMINENTLY**, "Play only at 33 1/3 rpm speed and use only a microgroove needle." Nowhere does it tell the consumer to make sure this osmium-tip needle should be removed after 10 to 15 hours of play, or a sapphire needle between 25 to 40 hours of play; and that your diamond needle should definitely be checked after 800 hours of play. When it does, the print is so small you need a magnifying glass to see it. Nowhere on any record does it give the proper weight of the arm to play the record, so that even when a diamond needle is used, with all the best equipment, the consumer is never reminded to check the weight of the arm every three months. Every consumer who has bought so-called "thousand dollar" equipment is never told that he should use as much as 8 or 9 grams of pressure or as little as 6 grams of pressure. The only ones who tell him so are one or two conscientious needle manufacturers. Who cares if your record is cut to pieces because of improper arm weight?

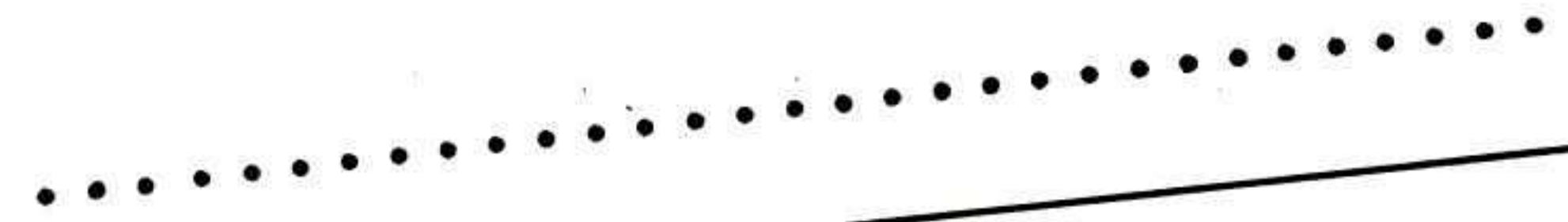
Have you ever faced the abuse of an irate customer who says, "This record does not play properly?" All his other records play okay, and "You better change it for me, otherwise I'll never buy my records from you again." When you do tell him why, he says, "You can't prove it by me, all my other records play perfectly."

Have you ever played a record back to a customer to prove it is okay, and then have him tell you he hears the clicks of your needle passing over the spot where his needle had slipped out and damaged the record? We dare you to tell the customer the clicks were not in the record originally! Have you ever been called a blackguard for selling "bad" records to a customer who does not know how to handle your record properly? Ever been faced by an angry customer who says he has a brand-new machine a few weeks old, played only 60 times—perfect until he played your record? I have—and you know who is right!

Has your industry ever sat down to co-ordinate the machine manufacturer's product with yours, to ask them to mark plainly on the face-plate, "Change this needle after—plays; to check the weight of this arm every three months to maintain proper tracking; check the level of your turntable so that it is not tilted, causing the needle to slip across the record." Why do dealers have to disseminate this vital information—after your record and his reputation have been destroyed? You are culpable in that you cause these record returns and create bad faith between dealer and customer and dealer and manufacturer.

With millions of machines coming onto the market, not one machine manufacturer is putting suitable warning in plain view anywhere on the mechanism itself. Shame on you intelligent bigwigs who thought of every expensive detail and ignore

THE VITAL 1/4 OF A CENT.



ACES TOPS AGAIN!



FOUR ACES

Two Smash Sides!

**THERE
GOES
MY
HEART**

**YOU'LL
ALWAYS
BE THE
ONE**

With Orchestra under the direction of Jack Pleis
29435 • 9-29435

America's Fastest Selling Records



**DECCA
RECORDS**

**CAP'S DUNN TO TALK
HI-FI BEFORE AD CLUB . . .**

Lloyd Dunn, vice-president of Capitol Records, Inc., will address the Los Angeles Advertising Club at a luncheon at the Hotel Statler March 1. Dunn's talk will deal with high fidelity.

**SHRINE CIRCUS SHEETS
PLUG DECCA DISK . . .**

Decca's recording of "The Elephant Tango," by the Commanders will be plugged by the Shrine Circus during its Chicago play date (February 25 thru March 13). The circus is plastering the city with posters which feature a photo of the show's dancing elephant and a plug for the disk. The Shriners are evidently doing it for kicks, since Decca says no return-promotion has been set up.

**CAESAR'S FLO ISSUES
FIRST TWO TUNES . . .**

Sid Caesar's new music publishing company, Flo Music, Inc., this week published its first two tunes.

MUSIC AS WRITTEN

"Mambolero," by Bernie Green, and "Was That You?" a ballad with words by Sammy Gallop and music by Caesar himself. Caesar introduced "Mambolero" on his NBC-TV show a couple of weeks ago, and indications are that most of Flo's output will be showcased on the Caesar program this season, since the show runs an hour, and Nanette Fabrey sings at least one tune each time. Flo is headed by Nick Campbell as general manager.

New York

Roy Hamilton will plug his new Epic waxing, "If Each One Will Teach One," on "Strike It Rich" over CBS-TV and the MBS radio network next week. The singer will appear on the TV show

"Strike It Rich" on February 25. The promotion will coincide with Brotherhood Week. . . . Marvin Holtzman, a.&r. head of Epic and Okeh Records, left this week on a combined business trip and vacation thru the South. Bill Neilsen and Charlie Schicke, national sales manager and national merchandise manager for the label, will hit the road next week to push new releases on both Epic and Okeh. . . . Coral's Jack Pleis will be profiled in the American Magazine in April. . . . The Rover Boys will play the El Morocco in Montreal for two weeks starting April 9. . . . Paula Kurzman, secretary at Patricia-Kahl Music, became engaged this week to industrial designer John Yellen. They will be married in June.

Joe Carlton, RCA Victor a.&r. topper, has signed the Burton Sisters. Their first recording sessions were held this week. . . . Steve Sholes, Victor's folk chief, has added to his talent stable with the signing of the Speer Family, a sacred group. Sholes has also resigned the Sons of the Pioneers to a new term. The diskery is readying a special mailing to its pop deejay list of a packet of sacred disks cut by the Johnson Family Singers, the Blackwood Brothers and the Statesmen Quartet.

A son, Robert Allen, was born to Sidney and Edwina Prosen, February 12. It's the second son for Prosen, head of Village Music. . . . Jack Mills, of Mills Music, is vacationing in Nassau. . . . Marie Marchowsky, . . . frau . . . of WNEW's script chief, Milton Robertson, will present identical dance programs on three consecutive days—March 11, 12 and 13—next month at the Henry Street Playhouse. Miss Marchowsky was formerly with the Martha Graham company.

Stanley Adams, president of the American Society of Composers,

Authors and Publishers, leave for the West Coast tomorrow (20) to attend the Society's annual meeting there. Accompanying him will be Alex Kramer, ASCAP executive committee chairman, and George Hoffman, ASCAP controller. The meeting will be held on Thursday (24). . . . The Fontane Sisters will receive a gold record for "Hearts of Stone" on Ed Sullivan's "Toast of the Town" TV show on March 6. . . . Tommy Mara will work the Howard Miller TV show in Chicago for two weeks.

Mindy Carson plays the Kansas City, Mo., Auto Show from February 26 thru March 5. . . . Eydie Gorme plays Middletown, N. Y., on Monday (21) and Buffalo on February 27. . . . Vaughn Monroe will follow his Las Vegas, Nev., bookings with a series of one-nighters. The route calls for Rainbow Rendezu, Salt Lake City, on February 23; Rainbow Ballroom, Denver, February 25; Million Dollar Ballroom, Milwaukee, February 26, and Keyman's Ballroom, Chicago, February 27.

Shapiro Bernstein & Company has acquired "The Water Tumbler Tune" from publishers Tobias & Lewis. Tune, written by Fred Tobias and Rudi Revil, has been cut by Henri Rene on Victor, with other diskings on the way.

Chicago

Veejay Records is issuing "Wonder Why" and "Let's Make Up" in the pop field. . . . The Four Top-hatters were in town on a deejay junket plugging their Cadence release of "Go, Baby, Go." Dick Buckley, promotion man for M & S Distributors, escorted the group on their initial trip to Chicago. . . . Pancho and his Latin orchestra made a one-nighter stop at the Rocket Club. . . . Buddy Laine and his orchestra booked into the

Chevy Chase Country Club starting February 26 for two frames.

Richard S. Goetzen, 62, sales manager of Fidelitone and Permo-point division of Permo, Inc., died last week. He was with Permo for nine years and was well known by record distributors and coin phonograph operators. . . . Don Artiste, a legend in Chicago radio circles because of his pianistics over the airwaves for almost two decades, has turned up at Linn Burton's Steak House where he tickles the ivories under the name of Joe Lyman.

Singers Gary Mann and Jeannie McKeon will be guest vocalists on the Don McNeill "Breakfast Club." . . . Lurlene Hunter returns to the Cloister Inn February 23. Sylvia Syms and Ace Harris have been held over. This is Ace's fourth holdover since his initial booking into the club. . . . "Birdland Stars of '55" opened at the Civic Opera House Sunday (20). . . . The Three Twins Trio celebrated its eighth anniversary as an act at the Club Moderne Sunday (20). . . . A 20-hour telethon got under way Friday (18) over WGN-TV for the City of Hope. Most local TV personalities and disk jockeys will appear as well as 20 Hollywood names.

Hollywood

Ray Bolger slated to cut "The Oz Stories" on LP wax for Decca. He'll confer with Decca repertoire toppers while in New York for his NBC spectacular telecast on February 27. . . . Zeke Manners, KFWB disk jockey, and Lester Lee have teamed on a pair of rhythm and blues tunes, "Slick Chick" and "Hot and Cold Baby." It's the first time they've written together since they penned "Pennsylvania Polka" in 1942. . . . Gene Krupa inked another one-year contract with Clef Records. Drummer wound up his run at the Last Frontier last week and opens at the Crescendo February 25 for a two-week stand. . . . The Crew Cuts have been booked for six weeks at

(Continued on page 36)

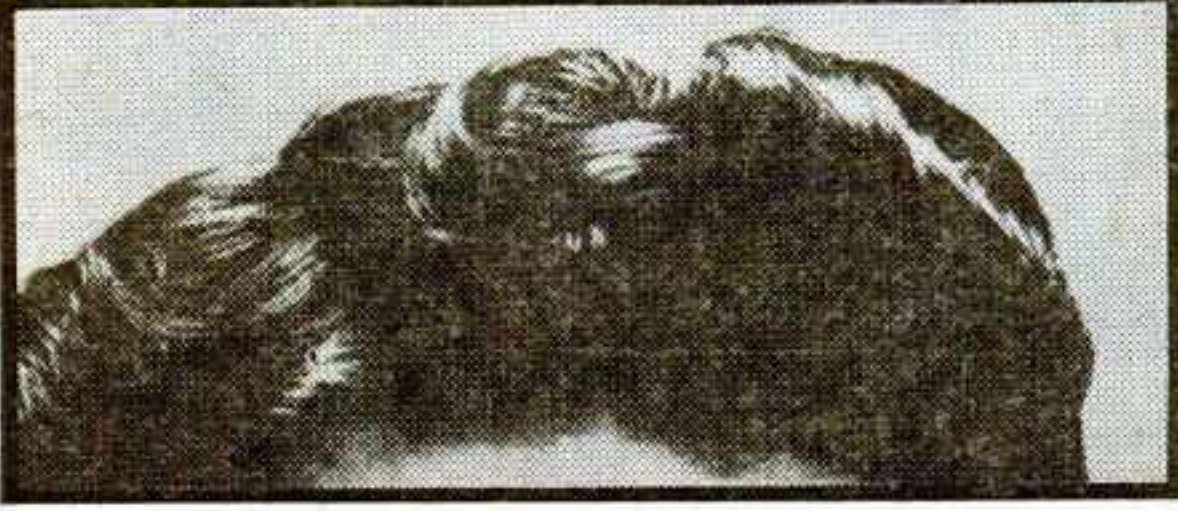
THIS IS THE

HAIR

of RCA VICTOR's Sensational New
Singing Discovery!

SEE PAGE 36

RCA VICTOR



**A GREAT
NEW ARTIST
HAS A GREAT
NEW SONG HIT!**

ERNESTO BONINO *sings...*

**THE WHITE
ORCHID**

Theme from United Artists motion picture color spectacle,
"THE WHITE ORCHID"

20-6032 (78 rpm)
47-6032 (45 rpm)

Orchestra under
the direction of
BEN PICKERING

C/W
**WHAT A LUCKY
GUY AM I**

A "New Orthophonic" high fidelity recording

RCA VICTOR
FIRST IN RECORDED MUSIC



ORDER NOW!
clip and mail this
column to your
RCA VICTOR
record distributor

TONY MARTIN
Just a Man
Do, Do, Do
Qty. _____ 45 rpm _____ 78 rpm _____

MIKE PEDICIN QUINTETTE
I Wanna Hug You,
Kiss You, Squeeze You
I'm Hip
Qty. _____ 45 rpm _____ 78 rpm _____

STUART HAMBLÉN
Go On By
Just a Man
Qty. _____ 45 rpm _____ 78 rpm _____

LEO DIAMOND
Shtiggy Boom
Now is the Hour
Qty. _____ 45 rpm _____ 78 rpm _____

**VOICES OF WALTER
SCHUMANN**
The Ballad of
Davy Crocket
Let's Make Up
Qty. _____ 45 rpm _____ 78 rpm _____

NORO MORALES
Knock, Knock, Knockin'
Fair Exchange
Qty. _____ 45 rpm _____ 78 rpm _____

REDD STEWART
Which One of Us
Is to Blame
Don't Make Me Fall
in Love with You
Qty. _____ 45 rpm _____ 78 rpm _____

**JIMMY MARTIN AND
THE OSBORNE BROS.**
I Pulled a Boo Boo
Chalk Up Another One
Qty. _____ 45 rpm _____ 78 rpm _____

Re-Order These Hits!

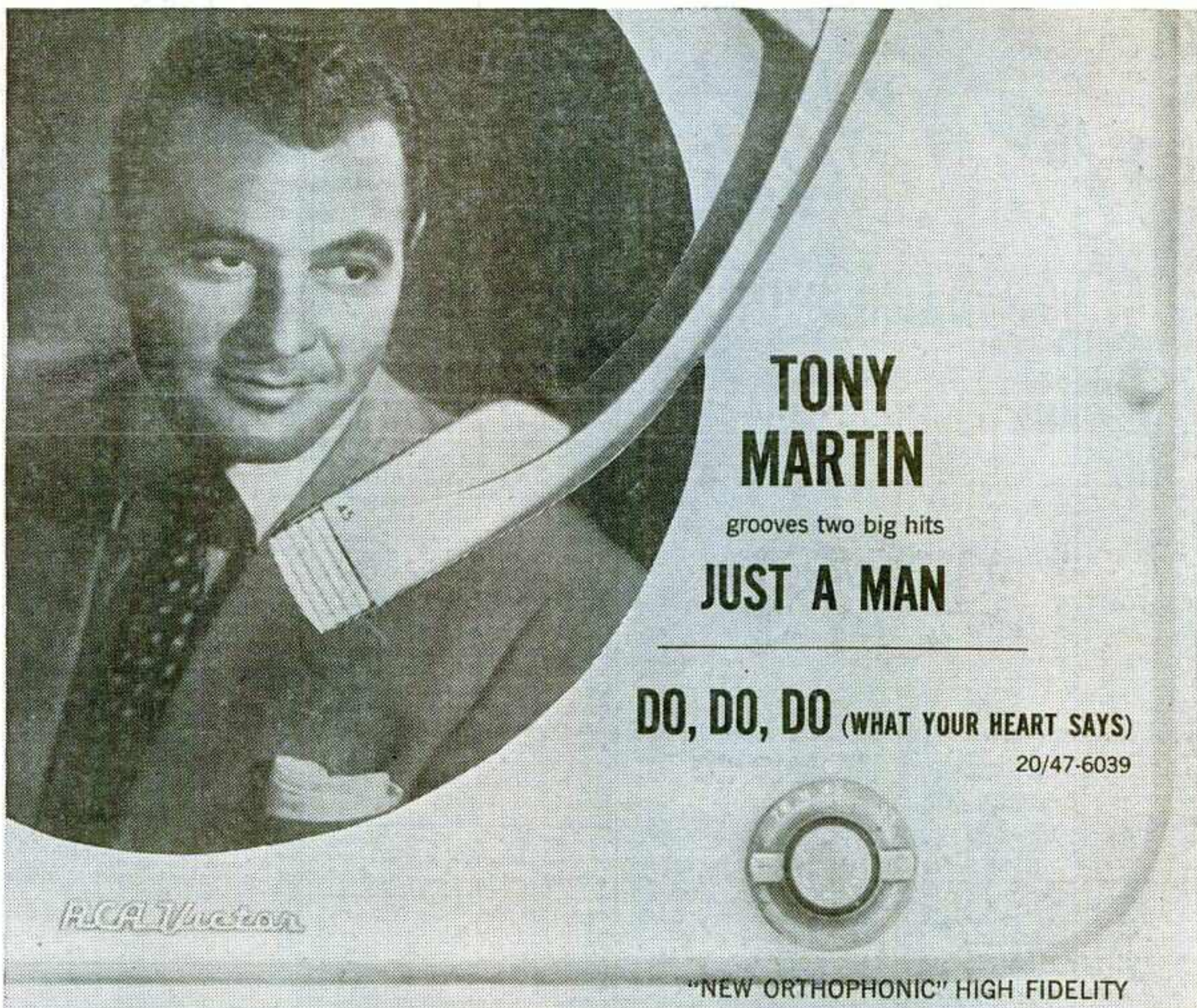
**RALPH FLANAGAN'S
ORCHESTRA**
I Belong to You
Go Moses Go
Qty. _____ 45 rpm _____ 78 rpm _____

BETTY JOHNSON
Seven Pretty Dreams
Be A Lover
Qty. _____ 45 rpm _____ 78 rpm _____

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

Dealer's Name _____
Store _____
Address _____
City _____ Zone _____ State _____
(please print)

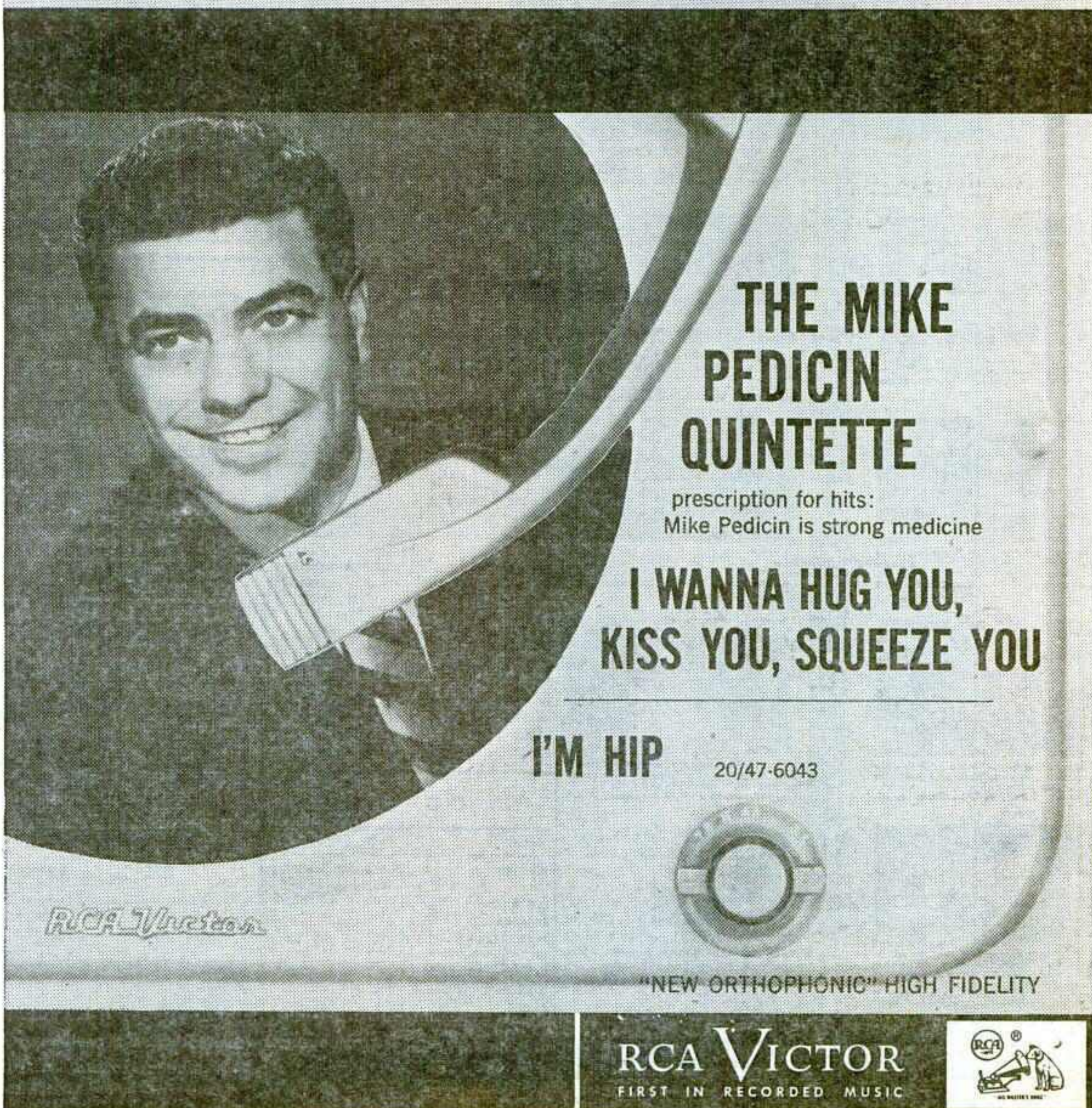
All Recordings Listed Are
"New Orthophonic" High Fidelity!



TONY MARTIN
grooves two big hits
JUST A MAN

DO, DO, DO (WHAT YOUR HEART SAYS)
20/47-6039

"NEW ORTHOPHONIC" HIGH FIDELITY



**THE MIKE
PEDICIN
QUINTETTE**
prescription for hits:
Mike Pedicin is strong medicine

**I WANNA HUG YOU,
KISS YOU, SQUEEZE YOU**

I'M HIP 20/47-6043

"NEW ORTHOPHONIC" HIGH FIDELITY

RCA VICTOR
FIRST IN RECORDED MUSIC



DJs STILL PRAISE...

Tad Bruce
singing...

"THAT'S FOR SURE!"

and

"I REMEMBER IT ALL TOO WELL"

Wato Record # 111-10



"The kids really mobbed this guy on our show. 'That's For Sure' went over like crazy. Thousands of teens should want this one."
Jim Lounsbury, WGN & WGN-TV, Chicago, Ill.



"Both sides of your initial release for Wato are GREAT... we'll keep them spinning."
Bob Braun, WCPD, Cincinnati, Ohio



"Tad Bruce seems to be destined for a top rating in the Record Industry for 1955."
Tiny Markle, WAVZ, New Haven, Conn.



"Good first record for Wato that should make some noise."
Joe Van, WKMH, Dearborn, Mich.



"Here is proof the big things do come in small packages. Tad Bruce, a little guy with a Big Voice."
Paul Platter, WSAI, Cincinnati, Ohio



"'That's For Sure!' is an appropriate prophecy for you, Tad, and just the start, I'm sure."
Jack Carey, WCFL, Chicago, Ill.



"Tad Bruce seems to have the voice, look and drive to do some good. Tad's voice on 'That's For Sure!' is aided by strong backing, clean arrangement and good chorus work."
Jack Denton, WISN, Milwaukee, Wis.



"'That's For Sure!' swings 'That's For Sure!'"
Buddy Deane, WJZ, Baltimore, Md.



"A great new singing personality 'That's For Sure!'"
Bob Ancell, WDOX, Cleveland, Ohio



"Ach himmel... Die record ist going big in Munich!"
Art Hellyer (left), Dr. Leonard Kaye (right), WCFL, Chicago, Ill.



"Heard both sides of the new Tad Bruce recording and think both should do very well... excellent material for an excellent singer."
Redd Hall, WFO, Milwaukee, Wis.



"A real great beat with an enthusiastic reading by Tad... Looks good."
Leo Underhill, WKCY, Cincinnati, O.



"'That's For Sure!' is so aptly titled. Tad turns out a great distinctive styling... could 'Take Off.'"
Hal Murray, WOKY, Milwaukee, Wis.



"Tad Bruce is a great favorite with the teenagers here in Baltimore... 'That's For Sure!'"
John Bowman, WBAL, Baltimore, Md.

"Both great sides... because the artist Tad Bruce sings from the heart."
Dick Alexander, WICC, Bridgeport, Conn.

WATCO 1674 Broadway New York 19, N. Y.
Harry Hedding (Public Relations Mgr.)

Cap Sales Head

Continued from page 27

sales for the diskery ever since Jim Conkling became president of the firm in 1950. During his stewardship sales have increased by more than 50 per cent. Wexler was instrumental in setting up the Epic subsidiary, and in getting Columbia's phono line started. He also overhauled the firm's custom recording service, Columbia Transcriptions.

No details were available from the firm as to the position that Wexler would assume on March 1. However, trade speculation centered on a post in the CBS-Columbia echelon that would have to do with manufacturing services. The diskery has set an official announcement on his new post for the end of next week.

Cook's new post will not disturb any of the other positions at the diskery, according to prexy Jim Conkling. Forrest Price continues as national sales manager for Columbia; Bill Neilson continues as national sales manager for Epic-Okeh Records. No other changes are in the works at this time.

The shift of Cook from Capitol to Columbia points up some interesting facts. Columbia prexy Jim Conkling was originally with the Capitol a.&r. staff in California before assuming the Columbia post. Gene Becker, now in charge of special pop repertoire at Columbia, also came from Capitol Records. There have been a number of other Columbia positions - especially in the field - which have been filled by ex-Capitol personnel.

45 Disks Gain

Continued from page 27

on all but one of the label's best sellers at this time, 45's are out-selling 78's by margins ranging from a small fraction to as much as 20 per cent.

The current ratio of 45 pop sales to 78 on Capitol's best five is 55 to 45, a company exec disclosed. He explained further that catalog material is heavily weighted in favor of 45's.

On only one of Mercury's top pops are 45's and 78's even up. On the others the spread ranges from 10 to 20 per cent.

At Coral the ratio on top pops at this time has the slower speed outselling the erstwhile standard at a ratio of five to three.

London reports 45's ahead by a definite edge.

Observers expect 45's to outpace 78's at an increasing pace now that the former speed enjoys a lower consumer price tag.

Stage Shows

Continued from page 28

Friday (25) doing two 40-minute shows in two local theaters.

If the plan works out, eight more platter spinners will be engaged, each to cover two more theaters, making a total of 18 theaters in the experiment. The format for the show is as yet to be worked out.

It could be that some complications are in the offing. Perhaps the employing radio stations will frown on such activities. But Richards and others have been allowed to carry on extra-curricular activities. The great interest in his Saturday Totem Pole parties have undoubtedly intensified the interest of the movie theater people, who claim the move should be a deterrent to juvenile delinquency.

Music as Written

Continued from page 34

El Rancho Vegas beginning March 2... Singer Joy Windsor inked for a brace of sides with the Eddie Gomez ork at Crown Records... Liberace will guest star at the annual newspaper photographers' ball at the Hotel Statler, Washington, his fourth appearance at the annual event... Les Elgart and his ork drew 2,177 dancers in his bow at the Palladium last week... Dimitri Tiomkin has completed the music scoring of "Strange Lady in Town" and will resume work on "Land of the Pharaohs" both at Warner Bros.

Pre-Recorded Hi-Fi

Continued from page 28

which will bear the seal of the Mozart bicentennial celebration, with performances by the London Mozart Ensemble, a group noted for original score interpretation. of Mozart's works. Program notes for these tapes have been written by Dr. Eberhard Preussner, dean of the Department of Musicology, Salzburg Mozarteum, Salzburg, Austria.

Hubert also disclosed the lease of 30 Latin-American masters from publisher Max Urban, which will be released shortly. Current jazz material has been leased from Jazzman and Starlite Records.

International Pacific has set up a price and discount structure to correspond to existing LP prices. Omegatape and Jazztape's \$5.95 line will wholesale at \$3.70, a 38 per cent mark-up.

Firm is currently organizing its distribution, with California Record Distributors and New Sound Distributing Company named to handle the State of California. Craig Movie Supply Company has been named to handle the 11 Western States for distribution thru camera stores only. Future plans include appointing recognized independent record distributors in the major market areas.

Bill Stewart, P. D. WNOE

New Orleans, La.

Dear Bill:

Thank for the co-operation on "SHTIGGY BOOM" for 58 hrs. and 41 consecutive minutes.

GEORGE JAY
National Record Promotion
1608 Argyle
Hollywood 28

DEAN MARTIN'S
magic Capitol record

"UNDER THE BRIDGES OF PARIS"

Hill and Range Songs, Inc.

"SAY THE WORD"

HELEN GRAYCO
Label X0089

TERESA MUSIC CO.

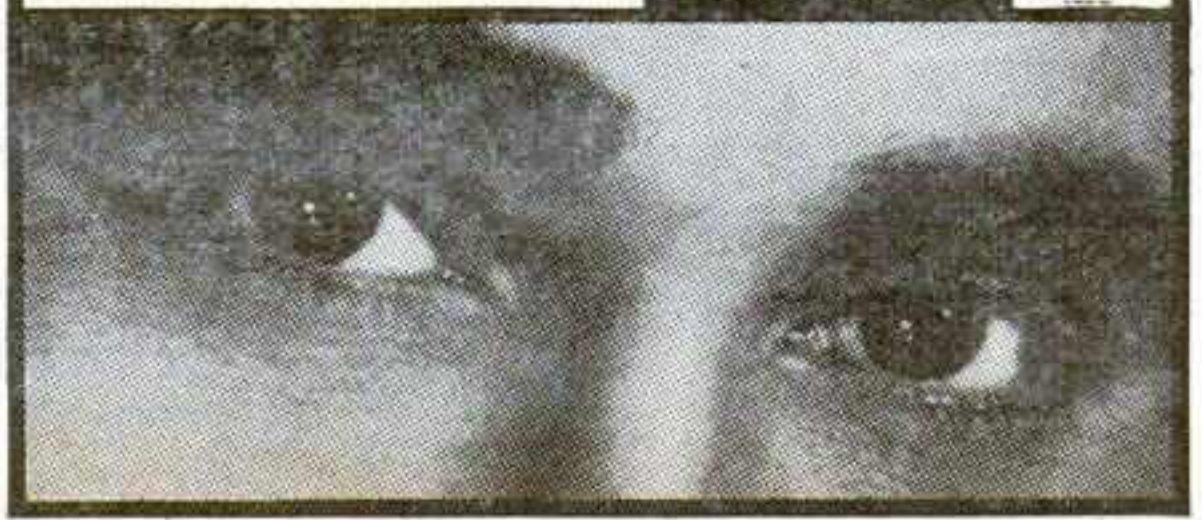
GIVE TO DAMON RUNYON
CANCER FUND

THESE ARE THE
EYES

of RCA VICTOR's Sensational New Singing Discovery!

SEE PAGE 52

RCA VICTOR
FIRST IN RECORDED MUSIC



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



EVERLOVIN'

THE DAVIS SISTERS. Victor
PATTI PAGE... Mercury
BOYD BENNETT... King

Published by
TANNEN MUSIC, INC.

PATTI PAGE
Mercury

"YOU TOO CAN BE A DREAMER"
MILLS MUSIC

"IT'S YOUR LIFE"

★ ★ ★
"ON A LONELY WALK"

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

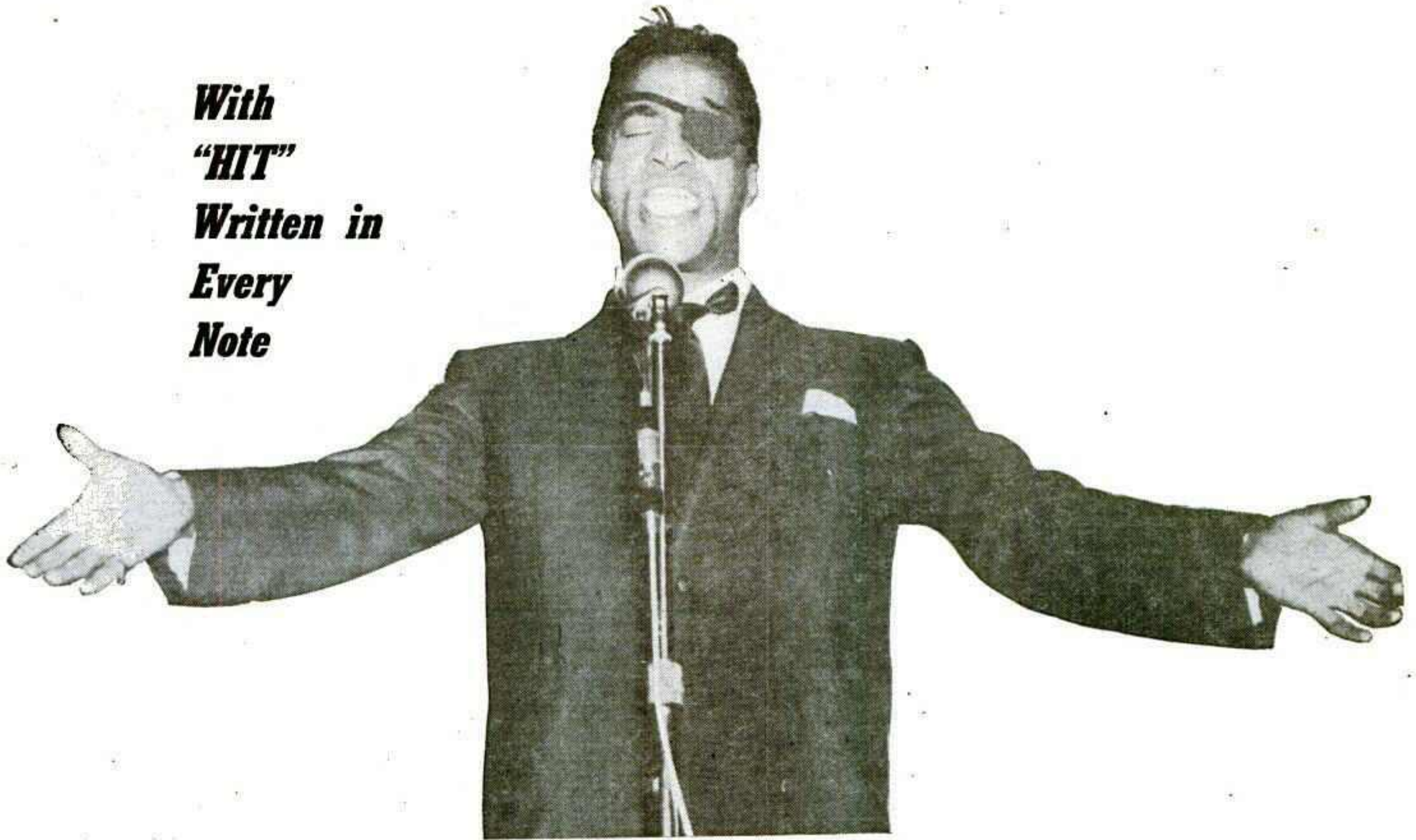
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"MY OWN TRUE LOVE"
(Tara's Theme)
REMICK MUSIC CORP.

from the M-G-M Picture
"GREEN FIRE"

GREEN FIRE
ROBBINS MUSIC CORPORATION

A DAZZLING PERFORMANCE

**With
"HIT"
Written in
Every
Note**



SAMMY DAVIS Jr.

Sings the Big Song from Cole Porter's "Silk Stockings"

ALL OF YOU

B/W
SIX BRIDGES
TO CROSS

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America's Fastest Selling Records

NOTICE

MERCURY RECORDS

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EFFECTIVE FEBRUARY 15

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IMPORTANT

**5% Return Privilege Will Again
Apply To ALL Merchandise Without
Any Exceptions!**

*The existing prices of Package EP's, MG 36,000 series,
MG 26,000 series, MG 25,000 series, MG 20,000 series,
Childcraft and Playcraft series remain the same.*



The Billboard

Review Spotlight on... RECORDS

MANTOVANI ORK

Lazy Gondolier (Burlington, ASCAP) — London 1510 — Not since "Ebb Tide" has there been a lush instrumental with the weird sound effects of this one. Not only the vocal "la-la-las" but also the shouts of the Venetian paddlers are contained on this intriguing new multi-stringed effort. Flip is "Longing" Burlington, ASCAP.

VARIETY

"A NATURAL FOR DEEJAY PROGRAMMING"

"Lazy Gondolier"—"Longing" (London). Mantovani is no stranger to richly melodic compositions, so when one turns up he knows just what to do with it. His treatment of "Lazy Gondolier" is lush and attractive... a natural for deejay programmers. Interesting sound gimmick of gondola oar hitting the water enhance disk's overall charm.

THE CASH BOX

Disk of the Week

"Don't let this one go by..."

... on his latest London platter, the maestro has come up with a fascinating gimmick that could send the disk up to the top spot. The tune is a striking item called "Lazy Gondolier," and in the introduction, you hear the sound of the gondolier's oars splashing in the water and his voice humming the contagious melody. A fascinating lush number that's gotta be a smash. Monti's best since "Charmaine." Flip is another stringy mood item dubbed "Longing." Don't let this one go by.

mantovani

LAZY

GONDOLIER



backed by LONGING 1510 and 45-1510

**moving up in sales
6 weeks in a row**

THE ORIGINAL

FINGER OF SUSPICION

backed by ENDLESS 1498 and 45-1498

DICKIE VALENTINE

new release

JOAN REGAN
sings

**DANGER!
HEARTBREAK AHEAD**

Backed by DON'T BE AFRAID OF LOVE
1539-45

In German or English it's terrific!

**OVER 300,000 SOLD
IN GERMANY
HEIDERÖSLEIN**

(Rose of the Wildwood)

backed by
FRIESEN- MADEL

Will Glahe and Orch.
The Golgowsky Quartet
18182 and 45-18182

**ROSE of the
WILDWOOD**

(Heideröslein)

backed by
CAME THE MORNING

Will Glahe and Orch.
The Stargazers
1523 and 45-1523

KIND the jerry allen trio

backed by SMALL TALK

1522 and 45-1522

NO HEART AT ALL the johnston bros.

backed by HUBBLE BUBBLE

1497 and 45-1497

IT'S A BIG, WIDE WONDERFUL WORLD
the unitones

backed by WHILE WE'RE YOUNG

1521 and 45-1521

LONDON

RECORDS



A NEW OPPORTUNITY FOR ALL RECORD DEALERS FROM LONDON INTERNATIONAL, INC. LONG PLAYING RECORDS

LONDON
International

TELEFUNKEN

EDITIONS DE L'OISEAU-LYRE

durium

NEW HIGH FIDELITY IMPORTED LONG PLAYING RECORDS

The extremely comprehensive scope of musical wealth provided by LONDON INTERNATIONAL, TELEFUNKEN, L'OISEAU-LYRE, DURIMUM, opens wide to the record collector whole new vistas of listening pleasure in the world of recorded sound.

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International

CHAPI: LA REVOLTOSA
Soloists, Chorus & Orch.—cond. by Argenta
TW-91014 (1-12")

CHUECA: AGUA, AZUCARILLOS Y AGUARDIENTE
Soloists, Chorus & Orch.—cond. by Argenta
W-91016 (1-10")

PRELUDIOS E INTERMEDIOS—Vol. 1
Orquesta de Camera de Madrid—Argenta
TW-91020 (1-12")

CHAPI: LA TEMPESTAD
Soloists, Chorus & Orch.—cond. by Argenta
TW-91029/30 (2-12")

USANDIZAGA: LAS GOLONDRINAS
Soloists, Chorus & Orch.—cond. by Argenta
TW-91031/3 (3-12")

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BRUCKNER: MASS No. 2 IN E MINOR
Choir & Hamburg State Opera Orch.—Thurn
LGX-66033 (1-12")

CHABRIER: ESPANA RHAPSODY
MASSENET: PHEDRE OVERTURE
Belgian Radio Orch.—Andre TM-68016 (1-10")

SUPPE: LIGHT CAVALRY OVERTURE
SUPPE: THE BEAUTIFUL GALATEA OVERTURE
Belgian Radio Orch.—Andre TM-68018 (1-10")

ROSSINI: BARBER OF SEVILLE OVERTURE
ROSSINI: TANCREDI OVERTURE
Belgian Radio Orch.—Andre TM-68024 (1-10")

OPERATIC RECITAL BY MARGOT GUILLEAUME
TM-68025 (1-10")

EDITIONS DE L'OISEAU-LYRE

MILHAUD: LA CHEMINEE DU ROI RENE
MILHAUD: SUITE D'APRES CORRETTE
French Wind Quintet DL-53002 (1-10")

PURCELL: COME YE SONS OF ART
Soloists, Chorus & Orch.—cond. by Lewis
DL-53004 (1-10")

DANZI: QUINTETS FOR WIND INSTRUMENTS,
op. 56
French Wind Quintet DL-53005 (1-10")

SCHUTZ: THE CHRISTMAS STORY
Soloists, Chorus & Orch.—cond. by Thomas
OL-50020 (1-12")

SPANISH AND PORTUGUESE MASTERS
OF THE HARPSICHORD
Ruggero Gerlin, harpsichord OL-50032 (1-12")

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In return I will receive:

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Indicate Below Choice of 78 & 45 rpm Catalogs Desired

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The above labels can be ordered in ANY quantity. All shipments made prepaid. Catalogs available on all labels.

Reviews and Ratings of New Classical Releases

VERDI: RIGOLETTO (3-12")—Mario del Monaco, Hilde Gueden, Aldo Protti, Cesare Siepi; Chorus and Orchestra of L'Accademia di Santa Cecilia, Rome; Alberto Erede, cond. London LLA 25

MUSIC OF JOHANN AND JOSEF STRAUSS (2-12")—Vienna Philharmonic; Clemens Krauss, Cond. London LL 1028, 1029

THE HEART OF THE OPERA (6-12")—Camden Cal 221 thru 227

MEINELSSOHN: OVERTURES (1-12")—Vienna Philharmonic; Carl Schuricht, Cond. London LL 1048

BACH: PARTITA NO. 2 IN D MINOR; SONATA NO. 1 IN G MINOR (1-12")—Nathan Milstein, Violin. Capitol P 8298

DVORAK: CELLO CONCERTO IN B MINOR (1-12")—Pierre Fournier, Cello; Vienna Philharmonic; Rafael Kubelik, Cond. London LL 1106

KREISLER VIOLIN FAVORITES (1-12")—Julian Oleyksy, Violin; Wolfgang Rose, Piano. Westminster WL 5346

VILLA-LOBOS: TRIO, QUARTET AND QUINTET FOR WOODWINDS (1-12")—New Art Wind Quintet. Westminster WL 5360

LA VALSE (1-12")—Leonard Pennario, Piano. Capitol P 8294

with a sales potential in line with other Pennario releases of popular works.

BRITTEN: SINFONIA DA REQUIEM; DIVERSIONS FOR PIANO (LEFT HAND) AND ORCHESTRA (1-12")—Julius Katchen, Piano; London Symphony; Benjamin Britten, Cond. London LL 1123

INTIMATE FLAMENCO, VOL. 2 (1-10")—Carlos Montoya, Guitar. Cook 1029

SPANISH AND LATIN-AMERICAN MUSIC FOR UNUSUAL INSTRUMENTAL COMBINATIONS (1-12")—Isler Solomon, Cond. M-G-M E 3155

R. STRAUSS: SYMPHONY IN E FLAT FOR WIND INSTRUMENTS (1-12")—London Baroque Ensemble; Karl Haas, Cond. Decca DL 9761

PIANO MUSIC OF ERIK SATIE (1-12")—William Masselos, Pianist. M-G-M E 3154

MAHLER: KINDERTOTENLIEDER; SONGS OF A WAYFARER (1-12")—Norman Foster, Bass-Baritone; Bamberg Symphony; Jascha Horenstein, Cond. Vox PL 9100

A BACH RECITAL (3-12")—James Friskin, Piano. Vanguard BG 543, 544, 545

HOLLYWOOD, Feb. 19.—American Electronics, Inc., has entered the magnetic tape recorder field thru a merger with Berlant Associates and its affiliated company, Tri-Di Sound Corporation, according to Phillip W. Zonne, board chairman of American Electronics.

DEGAS & DALI

Paint, Music Combined in RCA Album

NEW YORK, Feb. 19.—Deejays will be digging Degas and Dali this month, as the result of extensive promotion in the works for Henri Rene's new RCA Victor album, "Passion in Paints."

All 12 of the Rene tunes will be cleared thru Trinity Music. The music firm is also co-ordinating over-all promotion plans on the LP, in conjunction with Broadcast Music, Inc., and RCA. BMI is making up a TV Sketch Book, the first time BMI has devoted an entire Sketch Book to one album.

Trinity is also preparing special program material on the paintings and artists, which will be sent to deejays along with the album. The LP will be sent to RCA Victor's special pop album service list of stations.

On the NBC "Best of All" broadcast representatives of the Metropolitan Museum of Art and the New York Museum of Modern Art will discuss the album in relation to the paintings. Trinity has also arranged to send transcriptions of the NBC show to 500 radio stations for re-broadcast.

FOLK TALENT AND TUNES

Continued from page 32

sax, and Dave Meneffee, steel guitar.

Hank Snow put the finishing touches to an extended tour at Monroe, La., last Friday (18). Starting out at Lubbock, Tex., several weeks ago, he swung thru Texas, California, Arizona, New Mexico and Colorado with his tub-thumper, Mae Boren Axton, reporting good business all along the line.

Miller Brothers' Band, managed by Sam Gibbs, is set for the first two weeks in March as follows: Southern Club, Lawton, Okla., March 1-2; M-B Corral, Wichita Falls, Tex., 3; American Legion, Aspermont, Tex., 4; M-B Corral, Wichita Falls, Tex., 5; Big Corral, El Paso, Tex., 6; Service Club and NCO Club, Fort Huachuca, Ariz., 7-8; NCO Club, Yuma, Ariz., 9; Tucson Gardens, Tucson, Ariz., 10; Apache Park, Clifton, Ariz., 11; Riverside Ballroom, Phoenix, Ariz., 12; White Sands, Las Cruces, N. M., 13, and 200 Club, Lovington, N. M., 14.

Bob and Wanda Wolfe, radio singers of WBAP, Fort Worth; WFAA, Dallas; KCUL, Fort Worth, and regular features on "All-Star Country Roadshow," have just completed a tour of 57 towns for the Fort Worth Fat Livestock Rodeo Show. They are currently dicker with King Records on a recording pact.

Reviews and Ratings of New Popular Albums

Continued from page 38

lovely listening to attract those seeking show music.

ARTHUR MURRAY SOCIETY FOX TROTS (1-10")—Nat Brandwynne Ork (1-10") Capitol H-566

Jazz

SPLIT KICK (1-10")—Stan Getz (1-10") Roost 423

B. G. IN HI-FI (1-12")—Capitol W-565

leave on Dot Records, "Little Cowboy Suit" b/w. "There Ain't No Use in Dreaming."

Alton Myers and Allerton Hawkes, the Cumberland Ridge Runners, are making personals in Maine and appearing regularly on WCSH-TV and WGAN-TV, both in Portland, Me.

Bob Wills and his western swing group, the Texas Playboys, are currently making dances thru Northern California.

Archie Kinkade reports that the first c.&w. jamboree for 1955 held in Memorial Auditorium, Canton, O., February 13, panned out a huge success.

Archie Kinkade reports that the first c.&w. jamboree for 1955 held in Memorial Auditorium, Canton, O., February 13, panned out a huge success.

quintet and sextet) come close to the work done by the original—close enough for even the die-hards. Most effective soloist is trumpeter ace Ruby Braff—not, however, a Goodman discovery as the liner notes say.

GOODIES FROM EDDIE DAVIS (1-10")—Roost 422

Jazz fans who enjoy swing, of whom there must be a few left even in these cool days, will get a great boot out of this new album by tenorman Eddie Davis.

THE EMINENT JAY JAY JOHNSON, VOL. 2 (1-10")—Blue Note 5057

Pride of Eastern modernists, trombonist Johnson has come up with another program for Blue Note that has exceptional vitality and style.

KENTON PRESENTS JAZZ (1-10")—Capitol H-6506

Many jazz fans who are followers of Stan Kenton will be interested in this new set. Personnel includes, in addition to Boots Mussulli on sax, Ray Santisi on piano, Max Bennett on bass and Shelly Manne on drums.

URBIE GREEN AND HIS BAND (1-10")—Vanguard VRS-8010

Trombonist Urbie Green's fast-growing reputation should be enhanced with this new set. It features some fine work by Green on two standards and two originals, supported by some first-rate jazzmen.

"Circle Theater Jamboree," Cleveland, according to Tom Edwards, "jamboree" emcee, who also whirls the country wax on Cleveland's WERE.

While Dub Dickerson took a brief breather recently to meet with Ken Nelson, Capitol exec, in Nashville, Dub's manager, Charles Wright, made a flying trip to Wichita, Kan., to confer with Jay Gardner, which resulted in Dickerson getting two additional weeks of personals in the Kansas, Oklahoma and Missouri territory.

Archie Kinkade reports that the first c.&w. jamboree for 1955 held in Memorial Auditorium, Canton, O., February 13, panned out a huge success.

(Continued on page 53)



JOE BARRETT'S

Original Version of

**I'M
SINCERE**

**WHY
DID YOU
BREAK
MY
HEART**

29454
9-29454

ARRANGED AND CONDUCTED BY GEORGE SIRAVO

America's Fastest Selling Records



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RECORDS**

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SHTIGGY BOOM

... Played for 58 Hours and 45 Minutes continuously on New Orleans
 Radio Station WNOE—A world's record for a one-song marathon!!!!!!
 Get the ORIGINAL version now from your Capitol Distributor

Record No. 3052

It's by **THE NUGGETS**

b/w ANXIOUS HEART

Be Sure You're Stocked on THE BEST VERSION

by **"TENNESSEE" ERNIE FORD**

THE BALLAD OF DAVY CROCKETT*

b/w FAREWELL*

* (From Walt Disney's "Davy Crockett")

Record No. 3058





Stan Kenton



his orchestra and his new vocalist

Ann Richards



backed with a swingin'
Kenton instrumental of

MALAGUENA

RECORD NO. 3047



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

The Billboard Music Popularity Charts

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

Chart Comments

The best selling pop singles chart in the current issue again serves up irrefutable proof that song material which really strikes the public fancy can carry with it more than one disk version. As The Billboard has pointed out before, the former disk industry belief that "cover" records never do well is being shattered each week as more and more second versions manage to get on the best seller lists.

This very week, for example, a second version of the hokey piano material called by various switches on the "Crazy Otto" tag has moved in chart position. Decca's record is in the No. 21 spot, while the Dot version moved up to No. 6.

Also on the chart for the first time this week is a second version of "How Important Can It Be?" This time it's Mercury's Sarah Vaughan record which moved up to compete with M-G-M's Joni James reading.

Dealers, of course, must now know that they can and often must stock two or more versions of a hit song. This has been obvious in the pop versions of rhythm and blues originated material. It is now also obvious on second and third issued version of pop tunes.

Among the recent tunes which carried more than one record into the best selling charts are "Sincerely," "Hearts of Stone," "Melody of Love," "Ko Ko Mo," "Tweedle Dee," "Crazy Otto Medley," "That's All I Want From You" and "Earth Angel." A glance at the chart will show that this accounts for every single title in the first 10. Each one either stimulated other click records in the pop, rhythm and blues or country field—or came from the rhythm and blues or country field into pop contention.

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Melody of Love.....	1	7
2. Sincerely	6	6
3. Mr. Sandman.....	2	5
4. Let Me Go, Lover....	3	12
5. Open Up Your Heart..	5	5
6. Hearts of Stone.....	4	9
7. Earth Angel.....	9	5
8. Tweedle Dee.....	13	2
9. That's All I Want From You	8	7
10. Naughty Lady of Shady Lane	7	13
11. Make Yourself Comfortable	10	7
12. Ko Ko Mo.....	12	4
13. How Important Can It Be	15	2
14. No More.....	14	3
15. Teach Me Tonight....	11	17

HONOR ROLL OF HITS

Trade Mark Reg.

The Nation's Top Tunes

For survey week ending February 16

This Week	Last Week	Weeks on Chart
1. Melody of Love.....	1	8
2. Sincerely	3	7
3. Hearts of Stone.....	2	13
4. Ko Ko Mo	6	5
5. Let Me Go, Lover.....	4	12
6. Earth Angel.....	6	7
7. Mr. Sandman.....	5	17
8. Tweedle Dee.....	10	15
9. That's All I Want From You	8	13
10. No More.....	12	8

Second Ten

11. OPEN UP YOUR HEART.....	13	6
11. HOW IMPORTANT CAN IT BE?.....	15	3
13. NAUGHTY LADY OF SHADY LANE.....	9	14
14. MAKE YOURSELF COMFORTABLE.....	11	13
15. TEACH ME TONIGHT.....	14	20
16. UNSUSPECTING HEART.....	16	5
17. ROCK LOVE.....	19	2
18. BALLAD OF DAVY CROCKETT.....	—	1
19. I GOTTA GO GET MY BABY.....	—	1
20. BLUE MIRAGE.....	19	2
20. PLEDGING MY LOVE.....	—	1

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

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

Tunes with Greatest Radio-TV Audiences

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

Radio

A Man Chases a Girl (R)—Berlin—ASCAP	
All of You (R)—Chappell—ASCAP	
Ballad of Davy Crockett (R) (F)—Wonderland—BMI	
Blue Mirage (R)—Mills—ASCAP	
Close Your Eyes (R)—Miller—ASCAP	
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP	
Dixie Danny (R)—Southern—ASCAP	
Finger of Suspicion (R)—Pickwick—ASCAP	
Hearts of Stone (R)—Regent—BMI	
How Important Can It Be? (R)—Aspen—ASCAP	
I Need You Now (R)—Miller—ASCAP	
If I Give My Heart to You (R)—Miller—ASCAP	
It's a Big, Wide, Wonderful World (R)—Broadcast—BMI	
Ko Ko Mo (R)—Meridian—BMI	
Let Me Go, Lover (R)—Hill & Range—BMI	
Make Yourself Comfortable (R)—Rylan—ASCAP	
Melody of Love (R)—Shapiro-Bernstein-Presser—ASCAP	
Mr. Sandman (R)—E. H. Morris—ASCAP	
Mobile (R)—Ardmore—ASCAP	
My Own True Love (Tara's Theme) (R) (F)—Remick—ASCAP	
Naughty Lady of Shady Lane (R)—Paxton—ASCAP	
No More (R)—Maple Leaf—BMI	
Paper Valentine (R)—Stratton—BMI	
Sincerely (R)—Arc—BMI	
Song of the Barefoot Contessa (R) (F)—Chappell—ASCAP	
That's All I Want From You (R)—Weiss & Barry—BMI	
These Are the Things We'll Share (R)—Famous—ASCAP	
Tweedle Dee (R)—Progressive—BMI	
Wedding Bells (R)—Mellin—BMI	
You'll Always Be My Lifetime Sweetheart (R)—Wizell & Day—ASCAP	
Young and Foolish (R)—Chappell—ASCAP	

Television

Any Questions? (R)—Mark VII—ASCAP	
Art of Conversation Has Declined (R)—E. H. Morris—ASCAP	
Vella Notte (R) (F)—Disney—ASCAP	
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP	
Hearts of Stone (R)—Regent—BMI	
He's a Tramp (R) (F)—Disney—ASCAP	
Hold My Hand (R)—Raphael—ASCAP	
If You Believe (R) (F)—Berlin—ASCAP	
Ko Ko Mo (R)—Meridian—BMI	
La La Lu (R) (F)—Disney—ASCAP	
Let Me Go, Lover (R)—Hill & Range—BMI	
Melody of Love (R)—Shapiro-Bernstein-Presser—ASCAP	
Mr. Sandman (R)—E. H. Morris—ASCAP	
Mobile (R)—Ardmore—ASCAP	
Naughty Lady of Shady Lane (R)—Paxton—ASCAP	
Paper Valentine (R)—Stratton—BMI	
Paths of Paradise (R)—Spier—ASCAP	
Sheesh! What a Grouch (R)—Jaglea—BMI	
Siamese Cat Song (R) (F)—Disney—ASCAP	
Sincerely (R)—Arc—BMI	
Song in Blue (R)—Iris-Trojan—BMI	
That's All I Want From You (R)—Weiss & Barry—BMI	
Three Times Around (R)—Beechwood—BMI	
Tweedle Dee (R)—Progressive—BMI	
Unsuspecting Heart (R)—Tee Pee—ASCAP	
Welcome Home (R) (M)—Chappell—ASCAP	
Why Not Me? (R)—E. H. Morris—ASCAP	
You'll Always Be My Lifetime Sweetheart (R)—Wizell & Day—ASCAP	
Young and Foolish (R)—Chappell—ASCAP	

England's Top Twenty

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

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



Alan Dale

Sings

CHERRY PINK

(And Apple Blossom White)

b/w

I'M SINCERE

CORAL 61373 (78 RPM) and 9-61373 (45 RPM)

The Three Rays Sing

WALLFLOWER

(Dance With Me, Henry)

b/w

(I Love You)

FOR SENTIMENTAL REASONS

with

Georgie Auld and Vic Schoen & His Orchestra

CORAL 61370 (78 RPM) and 9-61370 (45 RPM)

CORAL RECORDS America's Fastest Growing Record Company

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending February 16

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

This Week	Last Week	Weeks on Chart	Title	Label
1		8	SINCERELY—McGuire Sisters No More—(23)—Coral 61323—BMI	
2		12	HEARTS OF STONE—Fontane Sisters Bless Your Heart—Dot 15265—BMI	
3		12	MELODY OF LOVE—B. Vaughn Joy Ride—Dot 15247—ASCAP	
4		4	KO KO MO—P. Como You'll Always Be My Lifetime Sweetheart—V 20-5994—BMI	
5		7	TWEEDLE DEE—G. Gibbs You're Wrong, All Wrong—Mercury 70517—BMI	
6		4	CRAZY OTTO MEDLEY—J. Maddox Humoresque—Dot 15325	
7		14	THAT'S ALL I WANT FROM YOU—J. P. Morgan Dawn—V 20-5896—BMI	
8		4	EARTH ANGEL—Crew Cuts Ko Ko Mo—(10)—Mercury 70529—BMI	
9		10	EARTH ANGEL—Penguins Hey, Senorita—Dootone 348—BMI	
10		5	KO KO MO—Crew Cuts Earth Angel—(8)—Mercury 70529—BMI	
11		8	MELODY OF LOVE—D. Carroll La Golondrina—Mercury 70516—ASCAP	
12		13	LET ME GO, LOVER—J. Weber Marionette—Col 40366—BMI	
12		6	MELODY OF LOVE—Four Aces There's a Tavern in the Town—Dec 29395—ASCAP	
14		18	MR. SANDMAN—Chordettes I Don't Wanna See You Cryin'—Cadence 1247—ASCAP	
15		9	OPEN UP YOUR HEART—Cowboy Church Sunday School The Lord Is Counting on You—Dec 29367—BMI	
16		1	BALLAD OF DAVY CROCKETT—B. Hayes Farewell—Cadence 1256—BMI	
17		9	NO MORE—DeJohn Sisters Theresa—Epic 9085—BMI	
18		2	HOW IMPORTANT CAN IT BE?—J. James This Is My Confession—M-G-M 11919—ASCAP	
19		14	MAKE YOURSELF COMFORTABLE—S. Vaughan Idle Gossip—Mercury 70469—ASCAP	
20		14	NAUGHTY LADY OF SHADY LANE—Ames Brothers Addio—V 20-5897—ASCAP	
21		1	SMILES—Crazy Otto Glad Rag Doll—Dec 20403—ASCAP	
22		7	TWEEDLE DEE—L. Baker Tomorrow Night—Atlantic 1047—BMI	
23		11	LET ME GO, LOVER—T. Brewer Moon Is on Fire—Coral 61315—BMI	
24		5	NO MORE—McGuire Sisters Sincerely—(1)—Coral 61323—BMI	
25		14	HEARTS OF STONE—Charms Who Knows—DeLuxe 6062—BMI	
26		14	MR. SANDMAN—Four Aces I'll Be With You In Apple Blossom Time—Dec 29344—ASCAP	
27		1	ROCK LOVE—Fontane Sisters You're Mine—Dot 8570—BMI	
27		1	HOW IMPORTANT CAN IT BE?—S. Vaughan Waltzing Down the Aisle—Mercury 70534—ASCAP	
29		15	DIM, DIM THE LIGHTS—B. Haley Happy Baby—Dec 29317—BMI	
29		3	PLANTATION BOOGIE—L. Dee Birth of the Blues—Dec 29360—BMI	

• This Week's Best Buys

CHERRY PINI AND APPLE BLOSSOM WHITE (Chappell, ASCAP)—Perez Prado—RCA Victor 20-5965

A surprise Latin record that is doing well in a wide variety of pop and rhythm & blues stores and locations—in addition to traditional Latin outlets. Areas reporting strong sales this week included Boston, New York, Philadelphia, Buffalo, Pittsburgh, Cleveland, Detroit, St. Louis and Los Angeles. Flip is "Marie Elena Rumba" (Peer, BMI).

PLEDGING MY LOVE (Lion, BMI) — Teresa Brewer—Coral 61362

This is shaping up as the most important pop-styled version of Johnny Ace's great r.&b. hit. With the exception of those territories where the Ace record is firmly entrenched and pop customers will have no substitute, the Brewer disk is doing extremely well. Good markets for Brewer included Los Angeles, St. Louis, Atlanta, Richmond, Baltimore, Nashville, Milwaukee, Detroit, Pittsburgh, Buffalo and Providence. Flip is "How Important Can It Be?" (Laurel, ASCAP).

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

THERE GOES MY HEART (Feist, ASCAP)—Four Aces—Decca 29435

The group has lost none of its grip, from the appearance of first week reports from the nation's key markets. An immediate affirmative reaction was indicated in Boston, Providence, Philadelphia, Buffalo, Pittsburgh, Cleveland, Detroit, Nashville, Durham and St. Louis. Flip is "You'll Always Be the One" (Jack Gold, ASCAP). A previous Billboard "Spotlight" pick.

DANGER! HEARTBREAK AHEAD (Robbins, ASCAP)—Jaye P. Morgan—RCA Victor 20-6016

A good steady seller since time of release, this disk has been coming up slowly but surely. Territories that reported it selling in a good or strong category included Boston, Baltimore, Richmond, Buffalo, Pittsburgh, Chicago, Milwaukee, Detroit, Durham, Baltimore, Richmond, Buffalo, Pittsburgh, Chicago, Milwaukee, Detroit, and St. Louis. Some areas reported action was also good on the flip "Softly, Softly" (Sherwin, ASCAP). A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending February 16

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

This Week	Last Week	Weeks on Chart	Title	Label
1		11	HEARTS OF STONE—Fontane Sisters Bless Your Heart—Dot 15265—BMI	
2		6	SINCERELY—McGuire Sisters No More—(20)—Coral 61323—BMI	
3		12	LET ME GO, LOVER—J. Weber Marionette—Col 40366—BMI	
4		8	MELODY OF LOVE—B. Vaughn Joy Ride—Dot 15247—ASCAP	
5		16	MR. SANDMAN—Chordettes I Don't Wanna See You Cryin'—Cadence 1247—ASCAP	
6		7	MELODY OF LOVE—Four Aces There's a Tavern in the Town—Dec 29395—ASCAP	
7		10	THAT'S ALL I WANT FROM YOU—J. P. Morgan Dawn—V 20-5896—BMI	
8		2	CRAZY OTTO MEDLEY—J. Maddox Humoresque—Dot 15325—	
9		3	KO KO MO—P. Como You'll Always Be My Lifetime Sweetheart—V 20-5994—BMI	
10		12	NAUGHTY LADY OF SHADY LANE—Ames Brothers Addio—V 20-5897—ASCAP	
11		3	TWEEDLE DEE—G. Gibbs You're Wrong, All Wrong—Mercury 70517—BMI	
12		10	LET ME GO, LOVER—T. Brewer Moon Is on Fire—Coral 61315—BMI	
13		3	EARTH ANGEL—Penguins Hey, Senorita—Dootone 348—BMI	
13		2	MELODY OF LOVE—D. Carroll Golondrina, La—Mercury 70516—ASCAP	
15		9	MAKE YOURSELF COMFORTABLE—S. Vaughan Idle Gossip—Mercury 70469—ASCAP	
16		2	KO KO MO—Crew Cuts Earth Angel—(17)—Mercury 70529—BMI	
17		3	EARTH ANGEL—Crew Cuts Ko Ko Mo—(16)—Mercury 70529—BMI	
18		20	TEACH ME TONIGHT—DeCastro Sisters It's Love—Abbott 3001—ASCAP	
19		4	HEARTS OF STONE—Charms Who Knows—DeLuxe 6062—BMI	
20		5	NO MORE—McGuire Sisters Sincerely—(2)—Coral 61323—BMI	
20		1	HOW IMPORTANT CAN IT BE—J. James This Is My Confession—M-G-M 11919—ASCAP	

• Most Played by Jockeys

For survey week ending February 16

RECORDS 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	Last Week	Weeks on Chart	Title	Label
1		7	SINCERELY—McGuire Sisters No More—Coral 61323—BMI	
2		12	HEARTS OF STONE—Fontane Sisters Bless Your Heart—Dot 15265—BMI	
3		12	THAT'S ALL I WANT FROM YOU—J. P. Morgan Dawn—V 20-5896—BMI	
4		4	KO KO MO—P. Como You'll Always Be My Lifetime Sweetheart—V 20-5994—BMI	
5		7	MELODY OF LOVE—B. Vaughn Joy Ride—Dot 15247—ASCAP	
6		10	NO MORE—DeJohn Sisters Theresa—Epic 9085—BMI	
7		4	EARTH ANGEL—Crew Cuts Ko Ko Mo—Mercury 70529—BMI	
8		5	TWEEDLE DEE—G. Gibbs You're Wrong, All Wrong—Mercury 70517—BMI	
9		12	LET ME GO, LOVER—J. Weber Marionette—Col 40366—BMI	
10		6	MELODY OF LOVE—D. Carroll Golondrina, La—Mercury 70516—ASCAP	
11		4	KO KO MO—Crew Cuts Earth Angel—Mercury 70529—BMI	
12		6	MELODY OF LOVE—Four Aces There's a Tavern in the Town—Dec 29395—ASCAP	
13		14	MAKE YOURSELF COMFORTABLE—S. Vaughan Idle Gossip—Mercury 70469—ASCAP	
14		18	MR. SANDMAN—Chordettes I Don't Wanna See You Cryin'—Cadence 1247—ASCAP	
15		5	EARTH ANGEL—Penguins Hey, Senorita—Dootone 348—BMI	
16		3	CRAZY OTTO MEDLEY—J. Maddox Humoresque—Dot 15325—	
17		1	HOW IMPORTANT CAN IT BE—J. James This Is My Confession—M-G-M 11919—ASCAP	
18		15	NAUGHTY LADY OF SHADY LANE—Ames Brothers Addio—V 20-5897—ASCAP	
19		1	HOW IMPORTANT CAN IT BE—S. Vaughan Waltzing Down the Aisle—Mercury 70534—ASCAP	
20		3	NO MORE—McGuire Sisters Sincerely—Coral 61323—BMI	



COIN-OPS!

*Here's your chance to launch a Bright New Singing Star
...and help her win an RCA Victor Recording Contract*

THE M.O.A. AND RCA VICTOR INVITE YOU TO SUBMIT NOMINATIONS FOR "MISS JUKE BOX OF 1955"



- ★ You select the contestants now!
- ★ You elect the winner at the MOA convention!
- ★ You, too, win a prize if your contestant wins!

Your role is easy. Our rules are simple:

1 Any Coin-Operator may submit entries, which will be judged on the basis of talent and beauty.

2 Entries must consist of a photograph (full-length view) and a record or tape (7½" speed) of the contestant singing any pop standard *with piano accompaniment only*. All entries become the property of RCA Victor and none will be returned.

3 Any girl 21 or over, either amateur or professional and not under contract to any recording company, is eligible.

4 Entries must include the name, address and age of the contestant as well as the name and address of the sponsoring coin-op.

5 Entries must be submitted to "Miss Juke Box," RCA Victor Record Division, 630 Fifth Avenue, N. Y. 20, N. Y., not later than March 15, 1955.

6 The judges—Paul Ackerman of The Billboard, Bob Austin of The Cash Box, Herm Schoenfeld of Variety and Joe Carlton of RCA Victor—will select three of the contestants as finalists. Their decision will be final.

7 The finalists will become candidates for the title "Miss Juke Box of 1955" and will be brought to Chicago at RCA Victor's expense to appear at the MOA Convention March 28, 29, 30. Finalists will be notified on March 21.

8 In the RCA Victor Exhibit at the convention, coin-ops will meet the candidates, hear their recordings and elect a winner.

9 "Miss Juke Box of 1955" will win an RCA Victor recording contract, and her sponsor will receive an RCA Victor 21" Color TV set. The other two candidates will be awarded RCA Victor "New Orthophonic" High Fidelity "Victrola" phonographs.

ACT FAST!

THE DEADLINE IS MARCH 15TH!

RCA VICTOR
FIRST IN RECORDED MUSIC



Georgia Gibbs



The "Tweedle Dee" Girl with Another Hot Platter

(THE WALLFLOWER)

'DANCE WITH ME, HENRY'

MERCURY 70572 • 70572X45



JUST RELEASED!
Buddy Morrow
AND HIS ORCHESTRA
"Rock 'n Roll"

COUPLED WITH
"TOM TOM"
MERCURY 70562 • 70562X45

Cash Box Sleeper Hit!
Rusty Draper
"THE BALLAD OF
Davy Crockett"

COUPLED WITH
"I'VE BEEN THINKIN'"
MERCURY 70555 • 70555X45



A HIT!
THE Laurie Sisters
"No Chance"

COUPLED WITH
"DIXIE DANNY"
MERCURY 70548 • 70548X45

No. 19 On The Nation's Top Tunes

Ralph Marterie
AND HIS ORCHESTRA
"Blue Mirage"

COUPLED WITH
"REMEMBER ME"
MERCURY 70535 • 70535X45




MEMO from EPIC

<input checked="" type="checkbox"/> THE FOUR COINS ----- I LOVE YOU MADLY 9082 5-9082	<input checked="" type="checkbox"/> THE DE JOHN SISTERS ----- NO MORE 9085 5-9085	<input checked="" type="checkbox"/> ROY HAMILTON ----- HURT 9086 5-9086
--	---	--

*we picked these
for you back in
november...*

*... and they all
became hits!*

now keep your eye on these



THE
FOUR
COINS

MY
ANXIOUS
HEART


OH MOTHER
DEAR
9091
5-9091



SOMETHIN'
SMITH
and the
REDHEADS

IT'S A
SIN
TO TELL
A LIE
9093

MY
BABY
JUST
CARES
FOR ME
5-9093



DOLORES
HAWKINS

FOR YOU
MY LOVE

ANYTHING
FOR
A FRIEND
9095
5-9095

worth watching, too!

ROY HAMILTON ----- I BELIEVE ----- IF YOU ARE BUT A DREAM 9092 5-9092	THE MELLO- LARKS ----- MALAGUENA ----- THE BASKET SONG 9094 5-9094	PETE HANLEY ----- NEVER MIND THE NOISE IN THE MARKET ----- I'LL STEP ASIDE 9096 5-9096
---	---	---

and still more action on OKEH!

THE TRENTERS }	GET OUT OF THE CAR WHO PUT THE "UNGH" IN THE MAMBO 7050 4-7050
CHUCK WILLIS }	LOVE STRUCK LAWDY MISS MARY 7051 4-7051
THE SANDMEN }	WHEN I GROW TOO OLD TO DREAM SOMEBODY TO LOVE 7052 4-7052





BONNIE LOU
TWEEDLE DEE
 THE FINGER OF SUSPICION
 KING 1436

THE CHARMS
 LING TING TONG
 BAZOOM
 DE LUXE 6076

TWO HEARTS
 THE FIRST TIME WE MET
 DE LUXE 6065

ELAINE GAY
 ROCK LOVE
 EBONY EYES
 DE LUXE 2029

EARL BOSTIC
 MELODY OF LOVE
 SWEET LORRAINE
 KING 4776



I LIKE . . .

"TREES"

by
MIMI MARTEL
 Eddie Le Baron's ork
 SPINIT #102

HEY! . . .

*BOUGALIE

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

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

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The Billboard Music Popularity Charts POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 52

Same comment on performance. However, flip should get more plays in view of the song's current popularity. (E. H. Morris, ASCAP)

THE HURRICANES
I'll Follow You.....71
 AUDIVOX 112—Combination of voices and small group instrumentation should get air play for this one. It's in the style of the Chuckles, Gaylords, Crew Cuts readings. And it's a good one, too. Needs exposure. (Jewell, ASCAP)

PETE HANLEY
Never Mind the Noise
In the Market.....71
 EPIC 9096—Humorous calypso is awarded a cheerful performance, with chanter ork and chorus selling all the way. (Hollis, BMI)

NEAL HEFTI-THE MELLO-LARKS
The Basket Song.....71
 EPIC 9094—This is a kind of weirdy, Got Oriental sounds, a cute lyric idea and a slick arrangement. If the jocks get on it, it could make lots of noise—even in these days when rhythmic nonsense items are powerful. It's a love song, believe it or not. (Simon House, BMI)

KAYE BALLARD
In Love and Out Again.....71
 DECCA 29389—Miss Ballard delivers a most attractive new ballad in a smooth and warm style. It deserves disk jockey attention. (Folkways, BMI)

BENNY GOODMAN ORK
Jumpin' at the Woodside.....70
 CAPITOL 3043—This is the new Goodman studio band which got together to cut an album for Capitol. This is a single issue from the set, "B. G. in Hi-Fi." It's first-rate dance

ANY QUESTIONS?: Sixteen-year-old Tom Johnson, of Pueblo, Colo., wants to know who is the youngest deejay in the country. He is a spinner himself, but didn't give his station's call letters. . . . A partial answer to his question comes from Ken Courtright, at WILE, Cambridge, O., who says 16-year-old Don Abbott is the station's newest deejay, and also wonders if any broadcasting outlet is letting them spin 'em any younger. . . . Wayne Curtis, WKHM, Jackson, Mich., thinks it would be interesting "to know the number of deejays today who, altho they play the pops over and over, really have a fine record collection of their own. I'll bet the figure would amaze you." Curtis, who opines he falls into Bob Leonard's "Lunatic Fringe" class, adds, "I like all kinds of music to a certain degree, but in the pop field today, it's at a boiling point. If you can holla louder than the next guy, you've got yourself a song hit."

Larry Kane, KLVS, Houston, "wants voice tracks of any artist who will take the trouble to contact him for scripts." . . . Morris Reichley, KWBB, Wichita, Kan., has an interesting query. He wonders "what the scoop is in other areas concerning deejay interviews with recording artists. Here in Wichita," says Reichley, the local slips us down every time we attempt to interview a visiting artist. They are injuring the artist as well as themselves, and ill feeling is running wild."

worked into another attractive mambo, somewhat on the slow side.

music, of course. (Bregman, Vocco & Conn, ASCAP)
Let's Dance... 70
 This, of course, is the old Goodman band theme: It's out of the same album. (E. B. Marks, BMI)

THE HONEYDREAMERS
Five to Twelve.....70
 A A 104—Honeydreamers get a good beat into their reading of this neat ditty. Backing is tasteful. (Graham, ASCAP)

THE MACK TRIPLETS
A A 104—Here's a happy little ditty
 done up smartly by the ork and gal trio. It has lots of spirit and a smart lyric. (Essex, ASCAP)

TOMMY EDWARDS
Serenade to a Fool.....70
 M-G-M 11932—Edwards' vocal of this waltz is done to a backing rich in swirls. Pleasant warbling. (Roosevelt, BMI)

THE THREE RAYS
The Wallflower.....70
 CORAL 61370—A sprightly treatment of the r.&b. click by the girls and their deep-voiced partner.

ROSEMARY BELLAN
Buona Sera.....69
 CORAL 61353—An okay thrashing job on the oldie. (Budd, ASCAP)

MELINO ORK
Mambo a la Strauss.....69
 MUSICO 2003—Old man Johann would never recognize his score, but what comes out is listenable and danceable mambo music played by a small combo, with the piano teasing at the melody.

RAY ALLEN TRIO
I Miss You So.....67
 KING 1438—A smoothly harmonized effort that could use a little more feeling and a little more color in the arrangement to perk up interest. The group is capable enough, but is not heard at its best here. (Leeds, ASCAP)

BENNY BELL
McCarthy and McGuiness.....60
 MADISON 822—Humorous doggerel about the Irish duo is chanted deadpan style. (Madison, BMI)

DOROTHY COLLINS
No One, Not Even You.....68
 AUDIVOX 113—Miss Collins, electronically re-infused, sings a throaty blues that many listeners should like. (Gateway, ASCAP)

RAY ALLEN TRIO
Money, Money, Money, Money... 64
 The boys make only a fair impression in material that is pretty weak for them. (Reis, ASCAP)

other hand, Harry Gaines, KTAЕ, Taylor, Tex., asks, "What do you have to do to get in The Billboard? Write it?" and another Southerner, Bill Stull, KFDA, Amarillo, Tex., notes, "We program 13 to 15 hours daily of pop music, but still no mentions."

Allen Michaels, WAVI, Springfield, O., claims to have finally found "an act of favoritism on your part. I wrote quite some time ago concerning backtracking trouble on Columbia and Epic. You didn't see fit to print it, but I noticed that you finally printed another deejay's comments anent the same situation." (Ed. Note: We're just as (Continued on page 58)

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

FEBRUARY 24, 1945:
 1. Rum and Coca-Cola
 2. Don't Fence Me In
 3. Ac-cent-tchu-ate the Positive
 4. Cocktails for Two
 5. Saturday Night (Is the Loneliest Night in the Week)
 6. I Dream of You
 7. A Little on the Lonely Side
 8. I'm Beginning to See the Light
 9. There Goes That Song Again
 10. I'm Making Believe

FEBRUARY 25, 1950:
 1. Chattanooga Shoe Shine Boy
 2. Rag Mop
 3. Dear Hearts and Gentle People
 4. There's No Tomorrow
 5. Music! Music! Music!
 6. I Said My Pajamas
 7. The Cry of the Wild Goose
 8. I Can Dream, Can't I?
 9. The Old Master Painter
 10. Johnson Rag

(Glenn Gough, Eddie Carvin, Dan Burgess and Jean La Page) at WMSA, Massena, N. Y., are firmly convinced that our policy is to ignore "the north county of the Empire State." In fact, Gough flatly states, "Maybe the criteria (for 'Vox Jox' mention) is being located below the Mason-Dixon line." . . . On the

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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

Best Sellers in Stores

For survey week ending February 16

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers...

Table with 5 columns: This Week, Last Week, Weeks on Chart, Record Title, Artist/Label. Lists top 15 best-selling records.

Most Played in Juke Boxes

For survey week ending February 16

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey...

Table with 5 columns: This Week, Last Week, Weeks on Chart, Record Title, Artist/Label. Lists top 15 most played records in juke boxes.

Most Played by Jockeys

For survey week ending February 16

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...

Table with 5 columns: This Week, Last Week, Weeks on Chart, Record Title, Artist/Label. Lists top 15 most played by jockeys.

This Week's Best Buys

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

- MAKING BELIEVE (Acuff-Rose, BMI)
WHOSE SHOULDER WILL YOU CRY ON? (Old Charter, BMI) - Kitty Wells-Decca 29419
CARRY ON (Acuff-Rose, BMI)
SINCERELY (Arc, BMI) - Johnny & Jack-RCA Victor 20-6014

Review Spotlight on...

RECORDS

FARON YOUNG

Live Fast, Love Hard, Die Young (Central, BMI)
Forgive Me, Dear (Starrite, BMI)-Capitol 3056-Young puts plenty of bounce and showmanly charm into "Live Fast, Love Hard, Die Young," a lively novelty with a fast driving beat.

C & W Territorial Best Sellers

For survey week ending February 16

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

Birmingham

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

Charlotte

- 1. In the Jailhouse Now, W. Pierce, Dec.
2. Are You Mine?
3. Loose Talk, C. Smith, Col.
4. Kisses Don't Lie, C. Smith, Col.
5. Are You Mine?
6. No I Don't Believe I Will, C. Smith, Col.
7. Make Believe, K. Wells & R. Foley, Dec.
8. I'm Gonna Fall Out of Love With You
9. That's All Right, M. Robbins, Col.
10. If You Ain't Lovin', F. Young, Cap.

Cincinnati

- 1. If You Ain't Lovin', F. Young, Cap.
2. Loose Talk, C. Smith, Col.
3. In the Jailhouse Now, W. Pierce, Dec.
4. Cattle Call, S. Whitman, Imp.
5. I Dreamed of a Hillbilly Heaven
6. Make Believe, K. Wells & R. Foley, Dec.

Dallas-Fort Worth

- 1. In the Jailhouse Now, W. Pierce, Dec.
2. One by One, K. Wells & R. Foley, Dec.
3. Annie Over, H. Thompson, Cap.
4. I've Been Thinking, E. Arnold, V.
5. Never, R. & B. Foley, Dec.
6. More and More, W. Pierce, Dec.

Houston

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

Knoxville

- 1. In the Jailhouse Now, W. Pierce, Dec.
2. If You Ain't Lovin', F. Young, Cap.
3. Let Me Go, Lover, H. Snow, V.

Memphis

- 1. In the Jailhouse Now, W. Pierce, Dec.
2. More and More, W. Pierce, Dec.
3. If You Ain't Lovin', F. Young, Cap.
4. This Ole House, S. Hamblen, V.
5. Are You Mine?
6. As Long As I Live
7. Hearts of Stone, R. Foley, Dec.
8. If Lovin' You Is Wrong
9. Let Me Go, Lover, H. Snow, V.

Nashville

- 1. In the Jailhouse Now, W. Pierce, Dec.
2. That's All Right, M. Robbins, Col.
3. If You Ain't Lovin', F. Young, Cap.
4. More and More, W. Pierce, Dec.
5. Making Believe, J. Work, Dot
6. If Lovin' You Is Wrong
7. Hearts of Stone, R. Foley, Dec.
8. Let Me Go, Lover, H. Snow, V.

New Orleans

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

Richmond, Va.

- 1. In the Jailhouse Now, W. Pierce, Dec.
2. That's All Right, M. Robbins, Col.
3. Loose Talk, C. Smith, Col.
4. If You Ain't Lovin', F. Young, Cap.
5. Making Believe, J. Work, Dot
6. As Long As I Live
7. Hearts of Stone, R. Foley, Dec.
8. I've Been Thinking, E. Arnold, V.
9. Let Me Go, Lover, H. Snow, V.
10. When I Get My Money Made
11. M. Wiseman, Dot

St. Louis

- 1. This Is the Thanks I Get, E. Arnold, V.
2. In the Jailhouse Now, W. Pierce, Dec.
3. If Lovin' You Is Wrong
4. I've Been Thinking, E. Arnold, V.
5. Let Me Go, Lover, H. Snow, V.
6. More and More, W. Pierce, Dec.

Reviews of New C & W Records

LEFTY FRIZZELL
A Forest Fire...86
COLUMBIA 21366 - A Billboard "Spotlight" 2-19-55. (Hill & Range, BMI)
Making Believe...85
A Billboard "Spotlight" 2-19-55. (Acuff-Rose, BMI)

KITTY WELLS
Whose Shoulder Will You Cry On?...85
DECCA 29419-A Billboard "Spotlight" 2-19-55. (Old Charter, BMI)
Makin' Believe...84
A Billboard "Spotlight" 2-19-55. (Acuff-Rose, BMI)

WAYNE WALKER
You Got the Best of Me...80
CHESS 4860-A very pretty new weeper receives a heart-felt reading from the warbler. The song and the performance are strong enough to help this one break thru. Watch this one. (Arc, BMI)
Now Is the Time for Love...78
Walker turns in a good reading here of a listenable new rhythm effort. He sells the ditty with feeling, and it should grab both spins and plays. Good wax. (Arc, BMI)

BOBBY LORD
Ain't Cha Ever Gonna?...78
COLUMBIA 21367-Columbia's talented new c.w. warbler wraps up an

attractive ditty with a solid performance that could break loose. Good wax by the personable singer. (Showcase, BMI)
I'm the Devil
Who Made Her That Way...78
There are a lot of disks out on this appealing weeper, but this one should get spins and loat. Lord warbles it with sincerity and feeling. Two good sides. (Shelter, BMI)

THE FIVE STRINGS
I Like It...78
COLUMBIA 21361-New group bows on the label with a sock reading of a cute new ditty with an r.&b. flavor and beat. It's a bit out of the ordinary for the country field, but it should get attention. An impressive debut for the boys. (RidgeWay, BMI)
Put Something in the Pot, Boy...76
Another good side by the vocal-instrumental group, although neither the tune nor the arrangement is as exciting as the flip. However, both sides make fine juke wax. (RidgeWay, BMI)

ALVADEAN COKER
Do Dee Oodle Dee Do
I'm in Love...78
ABBOTT 176-A light and swiny new novelty receives a rhythmic reading from Alvadean Coker with warm vocal backing from the sidemen. The side has a real beat and is enough out of the ordinary to get both spins and plays. Two good sides. (Dandellion, BMI)
We're Gonna Bop...75
Cute country-styled r.&b. side is sung happily by the thrush, with vocal support from the ork sidemen. It's cute and should get spins. (Dandellion, BMI)

PORTER WAGONER
Hey! Maw...76
VICTOR 6030-Wagoner gives this bright country novelty a solid reading. The clever lyrics are belted out with style and assurance. Fine for jockeys and the boxes. (Barton, BMI)
How Quick...76
Another solid side. There's a fine performance and material here. Like the flip, this merits plenty of deejay and box play. (Fairway, BMI)

CHARLIE GORE
All My Love Up and Died...76
KING 1439-Spritley weeper effort receives a spirited reading from the chanter on this new release. Gore handles the ditty strongly, and jocks should spin this one. Good wax. (Mar Kay, BMI)
Mabel, Mabel...74
Switch on the well-known ditty "Mabel, get off the table" receives a lively rendition here from Gore and the sidemen. However, the lyrics are still blue enough for many jocks to refrain from playing it. (Mar Kay, BMI)

BILLY BARTON
The Song You Just Played...76
KING 1440-Barton is joined by Wanda Wayne (Mrs. B.) in a mighty attractive duet. Despite its weeper theme, it moves briskly and tunefully. This could catch on and earn satisfactory loat. (Lois, BMI)
Why Don't They
Leave Her Alone?...74
(Continued on page 53)

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The Billboard Music Popularity Charts

R & B Territorial Best Sellers

For survey week ending February 16
Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

- Atlanta**
- Pledging My Love, J. Ace, Duk.
 - I've Got a Woman, R. Charles, Atl.
 - Earth Angel, Penguins, Dtn.
 - Tweedle Dee, L. Baker, Atl.
 - Ling, Ting, Tong, Five Keys, Cap.
 - Maggie Doesn't Work Here Anymore, Platters, Fed.
 - Wallflower, E. James, Mod.
 - Rock Love, L. Reed, Kng.
 - Johnny Has Gone, V. Dillard, Sav.
 - Boogie in the Dark, J. Reed, VJ

- Balti.-Wash.**
- Earth Angel, Penguins, Dtn.
 - Pledging My Love, J. Ace, Duk.
 - Ling, Ting, Tong, Five Keys, Cap.
 - Hearts of Stone, Charms, Del.
 - I've Got a Woman, R. Charles, Atl.
 - Ko Ko Mo, Gene & Eunice, Cbo.
 - Tweedle Dee, L. Baker, Atl.

- Charlotte**
- Pledging My Love, J. Ace, Duk.
 - I've Got a Woman, R. Charles, Atl.

- Tweedle Dee, L. Baker, Atl.
- Upside Your Heart, B. Johnson, Mer.
- Wallflower, E. James, Mod.
- Earth Angel, Penguins, Dtn.
- Sincerely, Moonglows, Chs.
- Ling, Ting, Tong, Charms, Del.
- Hearts of Stone, Charms, Del.
- Ling, Ting, Tong, Five Keys, Cap.

- Chicago**
- Earth Angel, Penguins, Dtn.
 - Tweedle Dee, L. Baker, Atl.
 - Dim, Dim the Lights, B. Haley, Dec.
 - Shake, Rattle and Roll, B. Haley, Dec.
 - Ko Ko Mo, Crew Cuts, Mer.

- Cincinnati**
- Pledging My Love, J. Ace, Duk.
 - Earth Angel, Penguins, Dtn.
 - I've Got a Woman, R. Charles, Atl.
 - Sincerely, Moonglows, Chs.
 - Everyday I Have the Blues, B. B. King, RPM
 - Wallflower, E. James, Mod.

- Detroit**
- Earth Angel, Penguins, Dtn.
 - Pledging My Love, J. Ace, Duk.
 - Tweedle Dee, L. Baker, Atl.
 - Sincerely, Moonglows, Chs.
 - Two Hearts, Charms, Del.
 - Hearts of Stone, Charms, Del.
 - Sneakin' Around, B. B. King, RPM
 - Ling, Ting, Tong, Charms, Del.
 - Real Humdinger, Pearls, Ala.
 - Rock Love, L. Reed, Kng.

- Los Angeles**
- Pledging My Love, J. Ace, Duk.
 - Sincerely, Moonglows, Chs.
 - Tweedle Dee, L. Baker, Atl.
 - Come Back, R. Charles, Atl.
 - Earth Angel, Penguins, Dtn.
 - Ko Ko Mo, Gene & Eunice, Cbo.
 - Tick Tock a Woo, Turbans, Mon.
 - You Don't Have to Go, J. Reed, VJ
 - Wallflower, E. James, Mod.

- New Orleans**
- Pledging My Love, J. Ace, Duk.
 - Earth Angel, Penguins, Dtn.
 - Sincerely, Moonglows, Chs.
 - Tweedle Dee, L. Baker, Atl.
 - I've Got a Woman, R. Charles, Atl.
 - You Don't Have to Go, J. Reed, VJ
 - Ko Ko Mo, Charms, Del.
 - Rip Tip, R. Gore, Kng.
 - Two Hearts, Charms, Del.
 - Come Back, R. Charles, Atl.

- New York**
- Pledging My Love, J. Ace, Duk.
 - Earth Angel, Penguins, Dtn.
 - Tweedle Dee, L. Baker, Atl.
 - For Sentimental Reasons, Rivileers, Bn.
 - Sincerely, Moonglows, Chs.
 - Johnny Has Gone, V. Dillard, Sav.
 - That's All I Want From You, D. Washington, Mer.
 - I've Got a Woman, R. Charles, Atl.

- Philadelphia**
- Pledging My Love, J. Ace, Duk.
 - Mr. Sandman Mambo, C. Powell, Gra.
 - Come Back, R. Charles, Atl.
 - Earth Angel, Penguins, Dtn.
 - Ko Ko Mo, Gene & Eunice, Cbo.

St. Louis

- Pledging My Love, J. Ace, Duk.
- Earth Angel, Penguins, Dtn.
- Wallflower, E. James, Mod.
- Sincerely, Moonglows, Chs.
- Everyday I Have the Blues, B. B. King, RPM
- Hearts of Stone, Charms, Del.
- Ling, Ting, Tong, Charms, Del.
- You Don't Have to Go, J. Reed, VJ
- Reconsider, Baby, L. Fulson, Chs.

Rhythm & Blues Notes

Continued from page 32

Pennsylvania and Delaware over the next four weeks. . . . The Du Droppers are now playing location dates in Canada.

Earl Bostic and his ork will play one-night stands in Columbia, Ga., on February 19 and in Pensacola, Fla., on February 20. . . . The Milt Buckner Trio, the Eddie Davis Trio and Sonny Stitt are now at The Birdland in New York. . . . Johnny Hodges will be at the Crown Propeller in Chicago next week, and will then play the Patio Lounge in Washington, starting February 21. . . . Slim Gaillard is now at the Tiffany in Los Angeles. . . . Iris Povel, and His Blue Flames will start at the Comedy Club in Baltimore on February 14, and play the Showboat in Philadelphia the following week.

The Ralph Sharon Trio will be at the Town Tavern in Toronto February 14. Thrush Chris Connor will be on the same bill. . . . Herb Jeffries plays the Patio Lounge in Washington beginning February 14 and then goes to the Elegante in Brooklyn. . . . The Modern Jazz Quartet starts tonight at Storyville in Boston for a two-week stand. . . . Roy Eldridge is set for Zard's in Los Angeles starting February 25.

Peer Negotiates Deal for Rights On Starrite Songs

HOLLYWOOD, Feb. 19.—Negotiations between Starrite Publishing Company and Peer International were concluded here this week, giving the latter firm sheet music, foreign and licensing rights to songs in the Starrite catalog.
Don F. Pierce of Starrite, and Ralph Peer of the publishing company, signed the one-year agreement.
Starrite is a BMI firm operated by Pierce; Harold W. Daily, of Southcoast Amusement Company, Houston; and Jack Starns Jr., in connection with their indie label, Starday Records.
Among the more valuable copyrights owned by Starrite are "You All Come," "Too Hot to Handle" and "A Place for Girls Like You." The agreement is expected to produce a valuable source of country material for Peer. Performance rights in the U. S. and Canada were not affected by the agreement and will remain vested in Starrite.

Canada Disk Business Off

TORONTO, Feb. 9.—The record industry in Canada is hoping for better business with the coming of spring. So far this year, despite the reduction in record prices, business has been way off for the manufacturers.
One manufacturer says that his business is off 20 per cent, while another points out that altho his business is the same as last year, he feels it should have been 20 per cent higher.
The main reason business is off is that the retailers have been reluctant to purchase new inventory until they liquidate their present stocks, and take their loss on the decrease in record prices.

RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending February 16

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

This Week	Last Week	Chart
1. PLEDGING MY LOVE—J. Ace.....	1	6
No Money—Duke 136—BMI		
2. EARTH ANGEL—Penguins.....	2	11
Hey, Senorita—Dootone 348—BMI		
3. I'VE GOT A WOMAN—R. Charles.....	3	5
Come Back—(1)—Atlantic 1050—BMI		
4. TWEEDLE DEE—L. Baker.....	5	7
Tomorrow Night—Atlantic 1047—BMI		
5. SINCERELY—Moonglows.....	4	13
Tempting—Chess 1581—BMI		
6. HEARTS OF STONE—Charms.....	6	18
Who Knows—DeLuxe 6062—BMI		
7. KO KO MO—Gene & Eunice.....	8	4
You and Me—Combo 64—BMI		
8. LING TING TONG—Charms.....	7	6
Bazoom (I Need Your Lovin')—DeLuxe 6976—BMI		
8. WALLFLOWER—E. James.....	10	2
Hold Me, Squeeze Me—Modern 947—BMI		
10. LING TING TONG—Five Keys.....	9	9
I'm Alone—Cap 2945—BMI		
11. COME BACK—R. Charles.....	13	3
I've Got a Woman—(3)—Atlantic 1050—BMI		
12. THAT'S ALL I WANT FROM YOU—D. Washington.....	15	2
You Stay on My Mind—Mercury 70537—BMI		
13. RECONSIDER BABY—L. Fulson.....	12	11
I Believe I'll Give Up—Checker 804—BMI		
13. JOHNNY HAS GONE—V. Dillard.....	-	1
So Many Ways—Savoy 1153—BMI		
13. UPSIDE YOUR HEAD—B. Johnson.....	-	1
Crazy 'Bout Saxophone—Mercury 70523—BMI		

Most Played in Juke Boxes

For survey week ending February 16

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

This Week	Last Week	Chart
1. EARTH ANGEL—Penguins.....	1	10
Dootone 348—BMI		
2. PLEDGING MY LOVE—J. Ace.....	3	4
Duke 136—BMI		
3. SINCERELY—Moonglows.....	2	16
Chess 1581—BMI		
4. TWEEDLE DEE—L. Baker.....	4	7
Atlantic 1047—BMI		
5. HEARTS OF STONE—Charms.....	5	16
DeLuxe 6062—BMI		
6. I'VE GOT A WOMAN—R. Charles.....	6	5
Atlantic 1050—BMI		
7. RECONSIDER, BABY—L. Fulson.....	7	12
Checker 804—BMI		
7. TEACH ME TONIGHT—D. Washington.....	9	5
Mercury 70497—ASCAP		
7. KO KO MO—Gene & Eunice.....	-	1
Combo 64—BMI		
10. EVERYDAY I HAVE THE BLUES—B. B. King.....	8	5
RPM 421—BMI		

Most Played by Jockeys

For survey week ending February 16

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

This Week	Last Week	Chart
1. PLEDGING MY LOVE—J. Ace.....	2	6
Duke 136—BMI		
2. EARTH ANGEL—Penguins.....	1	6
Dootone 348—BMI		
3. SINCERELY—Moonglows.....	3	6
Chess 1581—BMI		
4. HEARTS OF STONE—Charms.....	4	6
DeLuxe 6062—BMI		
5. I'VE GOT A WOMAN—R. Charles.....	7	6
Atlantic 1050—BMI		
6. TWEEDLE DEE—L. Baker.....	6	6
Atlantic 1047—BMI		
7. COME BACK—R. Charles.....	8	4
Atlantic 1050—BMI		
8. WALLFLOWER—E. James.....	11	2
Modern 947—BMI		
9. LING TING TONG—Five Keys.....	9	5
Cap 2945—BMI		
10. EVERYDAY I HAVE THE BLUES—B. B. King.....	11	3
RPM 421—BMI		
11. RECONSIDER, BABY—L. Fulson.....	-	5
Checker 804—BMI		
12. LING TING TONG—Charms.....	5	6
DeLuxe 6976—BMI		
13. KO KO MO—Gene & Eunice.....	10	2
Combo 64—BMI		
14. I WANNA HUG YA, SQUEEZE YA, KISS YA—	-	1
B. Griffin & C. Swann.....		
Chess 1586—BMI		
15. SNEAKIN' AROUND—B. B. King.....	15	2
RPM 421—BMI		
15. THAT'S ALL I WANT FROM YOU—D. Washington.....	-	1
Mercury 70537—BMI		

Going Strong!

SHE'S MINE, ALL MINE
b/w
YOU ARE DOIN' ME WRONG
Arthur Gunter
Excello 2053

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DINAH WASHINGTON

Mercury RECORDS

HOCUS-POCUS

By BILL SACHS

BLACKSTONE and his troupe of necromancers garnered accolades from the reviewers of the three Cincinnati dailies during their engagement at the Cox Theater last week. The press lads agreed that the years haven't dimmed Blackstone's wizardry nor his deftness, and they commented freely on his excellent handling of the tot trade. A three-quarter house caught Blackstone's opener, with business heaving to the fair mark thruout the week. The local magic fraternity turned out in force to greet the master rabbit-hider, with Lieut. Lee Allen Estes and Mrs. Estes making the trip up from Lexington, Ky., for the opener. Before the Wednesday matinee performance, Blackstone appeared as guest speaker at the Cuvier Press Club, frequented by the town's business leaders. While Blackstone has lightened his show a bit to meet current road conditions, he still retains most of the old faves, bolstered by an assortment of new nifties. **Charles McDonald**, Blackstone's personal manager, reports that business on the season to date has been spotty, with the weather marring box-office takes at several stands. Show is current this week at the American Theater, St. Louis. . . . **George Nicolls** and **Rene**, the Magic Chefs, have just concluded a week's stand at the Seville Theater, Montreal. . . . **Princess Neka**, Cherokee Indian mentalist, currently playing supper clubs in the East, is reported readying a new act for TV. While in Harrisburg, Pa., recently, the Princess was featured on **Pete Wambaugh's "Open House"** on WCMB-TV, and several days later did a guest spot on "Meet the People," with **Russ Brinckley**, over WHP-TV. Appearing with **Princess Neka** is pianist **Jack Cooper**, who also is serving as her personal manager. . . . **Marshall Brodien**, the "Human Cigarette Lighter," is still holding forth at the Magic Lounge, Cicero, Ill., where he followed in **Clark (The Senator) Cradall** several months ago.

FRANCES R. FRANCIS (Lady Francis) has again laid aside her wand and bag of tricks to cast her lot with television. After working her magic for several months

up and down the California Coast, **Miss Francis** has settled in **San Luis Obispo, Calif.**, where she has teamed with **Frank Trucken** on a new tele show, "What's Cooking?," heard Monday thru Friday, 3:30-5 p.m., over **KVEC-TV**. **Miss Francis** received her television baptismal on **WLWT**, Cincinnati. She left there last June, after putting in a year as a director and producer, to return to **New York**. She took off for the **West Coast** about four months ago. . . . **Paul Dolan**, dancing illusionist, who appeared recently at the **Seville, Montreal**, has shifted activity to the **Chez Gerard, Quebec City, Que.** . . . The **Fun Shop**, formerly **Chambers' Magic Shop**, **Wichita, Kan.**, has moved to larger quarters at **125 S. Main Street**, that city. **Ruby Graves** is manager. . . . **Rose Westlake**, former mentalist with the **Cole Bros.** and **Clyde Beatty** circuses and now of the **Gypsy Tea Room**, **New York**, crashed **The Sunday Mirror** recently with a yarn and photos on her experiences in tea-leaf readings. . . . **Stanfield**, magician and vent, has revamped his full-evening show and is slated to hit the road soon under the guidance of **Bob Pendergrass**, former assistant with the unit. **Georgia** and **Bobby Stanfield**, who have been under the personal instruction of **Maurice Marmolego**, will be featured with the unit this season and also will serve as assistants to their parents. Show will move on two baggage trucks, **Stanfield** says, and will carry more than 20 people. He further states that he wound up in the black in 1954 despite the sudden death of his agent, **Horace Loper**; the loss of his **Lincoln automobile** and many private effects in a freak fire and several law suits. . . . On the **International Brotherhood of Magicians' sick list** are **Mrs. Rudy Lenzer**, 276 **Emming Street, Cincinnati 19**; **Mrs. Pauline Coleman**, 718 **Walnut Street, Terre Haute, Ind.**; **Paul Hartney**, 1105 **Sheridan Avenue, Des Moines 16**; **Clyde L. Nelson**, Box 1165, **Marshall, Tex.**; **Clyde Rowland**, 336 **W. 19th Street, Santa Ana, Calif.**; **Ernest Mickie**, 3146 **E. Hill Street, Huntington Park, Calif.**; **J. R. Poch**, 503 **W. Fourth Street, Little Rock, Ark.**; and **C. R. Crawford**, 2394 **W. Sixth Avenue, Vancouver, E. C.**

BURLESQUE BITS

By UNO

Jessica Rogers has been signed by **Jack Norman** to be featured in the "Broadway to Hollywood" revue at the **Florida Citrus Exposition** in **Orlando** with the **James E. Strates Shows**. . . . **Sammy Smith**, former burly comic, is one of the cast doing a character with a **Dutch dialect** in "Plain and Fancy," a musical now at the **Mark Hellinger**, **New York**. . . . **Gypsy Nina**, **Rusty Lane** and **Evonne** annexed full-page photo space in **Joker mag.** February issue, and **Cheryl Lynn** and **Jean Carmen**, ditto in **Breezy**, same date. . . . **John Biggs**, editor of the music department of **The New York Times**, has written quite an interesting review of the two burly disks, "**Burlesque Uncensored**" and "**Burlesque Show—An Album of Authentic Burlesque Nostalgia**," in the Sunday issue of February 6. The article heads the page under the title "**Burlesque—A Sound of the Times**." . . . **Dave Cohn's** recent big name placements include **Sherry Britton** at the **Monaco Club**, **New York**, for four weeks starting February 11; **Jennie Lee**, **Adams**, **Newark, N. J.**, two weeks, February 25, and **Evelyn West**, also **Adams**, **Newark**, **April 22**. . . . Recent visitors to **Charles E. (Pop) Brown**, a patient in the **City Hospital** in **St. Louis**, were **Mary Mack**, **Roy Mott**, **Wid Woolsey** and **Benny Melton** from the local **Grand Theater**. . . . **Bubbles Darlene**, the "**Ding Dong Girl**," moved to **Pacey's Sho-Bar** in **Philadelphia** for two weeks in the headline spot after a fortnight of starring in the **Gypsy Room**, **Atlanta**. . . . **Tom E.**

Conway, for many years manager of the **Gayety** in **Montreal** when that theater housed burly and vaude, has been appointed treasurer of the **Imperial** in the same town, the only theater in **Canada** showing **Cinorama**. . . . **Mickey O'Hara**, billed as "The Queen of the **Flying Orbs**," personally managed by **Glen Maynard**, is currently a co-featured attraction on the **Kane circuit** after various engagements in the better niteries. Incorporated in her routine is a vocal titled "**Flying Orbs**," specially written for her by **Maynard**. . . . **Savina** followed **Pat Hobson** into the **Casino**, **Toronto**, last week. . . . **Larry Kayne** replaced **Mitch Todd** as the house singer at the **Hudson**, **Union City, N. J.**, February 6. . . . With the **Cavalcade of Burlesque** mag out of publication, the **Hudson theater** in **Union City** is issuing more of its illustrated six-page heralds of "**Glamorama**" than before. The latest features photos of **Rose LaRose**, **Lynn York**, **Brandy Martin**, **Mickey Jones**, **Sally Sweet**, **Val DeVal**, **Francine** and **Peaches**. . . . **Barbara Williams**, back on the circuits after five years in other theatrical fields, is now specializing in a radiomized tassel twirl. . . . **Winnie Garrett**, a local favorite, packed 'em in last week at the **Gayety**, **Norfolk**. . . . **Revelee** opened at the **King Cole Show Bar**, **Denver's** biggest burly cafe-bar, last week where **Abe Neiman** has her slated for a two-week contract. **Tony Knight** and his trio including **Joe DeLuzio** and **Gene Falbo** continue to do their fine job in backing up all the acts, strippers and exotics.

Folk Talent and Tunes

Continued from page 58

crying for records from **RCA Victor**, **Capitol**, **Mercury**, **Abbott and Chess**. . . . **Rocky Rauch**, western band leader and deejay, has added another show to his regular platter schedule at **KEPO**, **El Paso, Tex.** New seg goes on every afternoon at 2, sponsored by the **Rex Manufacturing Company** and the **Cattleman's Corral**, local western clothing concern. "Could use lots of western records," chirps **Rocky**.

Jolly Holly Bishop, of **KWIE**, **Kennewich, Wash.**, says he's in the same fix as **Okie Paul Westmoreland**. He needs western records for his programs, and says he prefers disks of relatively unknown western bands and artists. So there you are, you folks looking for a break.

According to **Wink Lewis**, of **KSNY**, **Snyder, Tex.**, **Mark Johnson's** first release on **Queen Records** will be a couple of piano tunes—"some good listening with a new sound." . . . **Jack Stilwell**, who does the late-night c.&w. platter session over **WLS**, **Chicago**, has taken up the reins on a new half-hour pop show on the station from 5-5:30 p.m., Monday thru Friday. . . . **Jimmy Newman** made a p.a. in **Mobile, Ala.**, February 5, working with **Happy Wainwright**, **WKRC** deejay. While in **Mobile**, he also visited with platter spinners **Luke McDaniel** at **WKAB**, and **Jack Cardwell**, **WAIP**, **Prichard, Ala.** Newman worked **Jennings, La.**, February 9, with a group from "**Louisiana Hayride**," including **Johnny Horton**, **Carolyn Bradshaw**, **Jerry and Dido Rowley** and **Betty Amos**.

Big Jim Wilson, of **WHOO**, **Orlando, Fla.**, is transferring his activity to **WAVE** and **WAVE-TV**, **Louisville**, where he will handle all the country music chores, including a platter show which will run around three hours daily. He's slated to make the switch in about 30 days. . . . The veteran song huster, **Art Satherley**, of the **Los Angeles** publishing firm bearing his name, postals that **Jimmy Wakely** and the **George Cates** ork have turned in a bang-up job on his firm's "**When He Grows Tired of You**" on the **Coral** label. Tune was penned by **Charley Aldridge**. . . . **W. K. (Wild Bill) Berry**, c.&w. spinner who conducts "**Oklahoma Round-Up**" on **KWCO**, **Chickasha, Okla.**, reports that in the last month program listeners have heard interviews with **Dub Dickerson**, **Billy Gray**, **Lefty Frizzell** and **Tommy Duncan**. The welcome mat is always out to those in the western field, says **Wild Bill**. "I agree with **E. C. McCarty**, of **WCTT**," typewrites **Berry**, "that the **Tommy Hill** recording of '**Honkytonk Romance**' is deserving of more plays. I've been trying my best here in **Oklahoma**."

"**Harvie June Van's** recording of 'I'm Just Not That Kind' on **King** is breaking big in this section," writes **Art Wall**, of **WKRT**, **Cortland, N. Y.** "Fans are going for it in a big way and I'm wondering if other deejays have had any response. Also, would appreciate receiving biographical data on **Jarvie**." . . . **Cliff Rodgers**, of **WHKK**, **Akron**, reports that his listeners have been complaining about country music becoming too bop or pop. "I am inclined to agree to a certain extent," comments **Cliff**. "I can't see using a saxophone for anything in country music. What happened to the fiddle? It's hard to find a new release with a good fiddle chorus. How do other deejays feel on the subject?" . . . **Georgie Riddle**, of **WMRI**, **Marion, Ind.**, made a trek into **Cincinnati** recently for an interview shot on **Marty Roberts' "Night Riders"** show on **WCKY**, and with **Jimmie Skinner** on **WNOF**. **Georgie** also visited with **Red Turner** and other deejays while in the **Cincy area**. He has **Skinner** lined up for dates in the **Marion** sector in the near future. **Riddle** plans a visit soon to **Hardrock Gunter** and the gang at **WVVA**, **Wheeling, W. Va.** **Sheriff Tex Davis**, who whirled 'em at **WCMS**, **Norfolk**, infos that **Webb Pierce's** latest ditty, "In the (Continued on page 86)

THE FINAL CURTAIN

ADAMS—Abigail, actress and at one time fiancée of **George Jessel**, comedian, recently in **Hollywood** of what was reported to be an overdose of sleeping pills.

ALLEN—Malvern Hill, 85, recently in **Providence, R. I.** He was the last member of the aeronautical **Allen** family that was well known during the '80's and '90's for their performances with gas-filled balloons at fairs and carnivals.

BARNEY—Walter, 59, president of the **Mission Beach Coaster Company**, **San Diego, Calif.**, February 14 when trapped by a fire in the **Coaster** engine room. Survived by his widow, two brothers and a sister. (Details in **Parks** section.)

BAYLISS—Ed., veteran showman, concession manager and owner of **Natural Bridge resort**, **Waynesboro, Tenn.**, February 3 in **St. Petersburg, Fla.**

BERMAN—Harry M. (Booby Burns), songwriter and composer of the old-time hit, "I Faw Down and Go Boom," February 14 in **Mt. Zion Hospital**, **San Francisco**.

CORBIN—Oscar V. (Case), 67, veteran concessionaire with **Drago Amusements**, in **St. Joseph's Hospital**, **Kokomo, Ind.** Survived by a son, **Samuel Everett**, and a sister in **Indianapolis**.

ENGLISH—Elsa Granger, 51, silent movie and musical comedy actress, February 8 in **St. Clare's Hospital**, **New York**. Born in **Australia**, she won a national beauty contest there and then entered pictures. Later she came to the **United States** and was featured in **Sam Goldwyn** movies. She also appeared in several musical comedies. In recent years she was a singing and acting coach. Survived by her husband, **Samuel**, a songwriters' agent, and a daughter, **Mrs. Wynn Farrell**, **Los Angeles**.

GROVER—William Bertie, 60, veteran motion picture projectionist, in **Sumter, S. C.**, February 7. Survived by his widow, two sons and a daughter.

HODGSON—Mrs. Rose, wife of **L. H. Hodgson**, February 9 in **Emporia, Kan.**, of a heart attack. She was well known among outdoor show people.

IN MEMORY OF
ELMA KOSS
Beloved Wife and Loving Mother
who passed away February 21, 1944
ADOLPH KOSS AND DAUGHTER

KITSELMAN—Charles W., 87, February 15 at **Philadelphia**. Once a musician, he is survived by a son, **William H. Kitseleman**, **Philadelphia** orchestra leader.

LaMONACA—Joseph Sr., 83, February 17 at **St. Agnes Hospital**, **Philadelphia**. He was flutist with the **Philadelphia Orchestra** for 31 years before his retirement in 1941. From 1948-'49 he was conductor of the **Ocean City Municipal Orchestra**. He had composed overtures, marches and symphonic poems. Surviving are his widow, **Maria**; seven children, 10 grandchildren and three great-grandchildren.

LETONDAL—Henry, 53, film character actor, recently in **Burbank, Calif.** In addition to his film work, he served as **Hollywood** correspondent for **The Montreal Star** and for **Station OKAS**, **Montreal**. He was also secretary of the **Foreign Press Association** of **Hollywood**.

LOVALLO—Mrs. Mary Papa, 55, sister of **Frank Parker**, well-known radio and TV singer, February 11 in **Waterbury Hospital**, **Waterbury, Conn.** In addition to her brother, she is survived by two sons, **Clayton** and **Salvatore**.

MARTYN—Peter, 29, British radio and television performer, February 15 in **London**.

MOORE—Tom, 71, veteran actor of stage and silent films, February 12 in **Santa Monica, Calif.** He had appeared two years ago on the stage with **Billie Burke** in "**Live With Mother**" and had also made several TV appearances. He had worked with many silent film stars in such pictures as "**A Kiss for Cinderella**" and "**Song and Dance Man**." Other pictures included "**Under the Rouge**," "**The Isle of Vanishing Men**," "**Dangerous Money**," "**Pretty Ladies**," "**Adventure**," "**Good and Naughty**," "**The Trouble With Wives**," "**Syncopating Sue**," "**The Last Parade**," "**Obsaret**," "**The Love Thrill**" and "**The Wise Wife**." His widow, actress **Eleanor Merry**; a son, and a daughter survive.

ROBINSON—Ethel, 73, booking agent for **Polack Bros.** Circus and veteran agent for parks and fairs, in **Chicago** February 13. She had been in show business 57 years, starting as a dancer and singer in musicals. Survived by two sisters. Burial in **Chicago**. (Details in **General Outdoor** section.)

RUELOT—Rene Roger, animal trainer on the **Roberts Bros. Circus**, February 14 in **Oundle, England**. He was killed by a lion while rehearsing his five-lion act.

SAKALL—S. Z., 67, well-known stage and film actor, February 12 in **Hollywood**. He became a doctor of screen plays and an actor in **Prague**, **Vienna**, and other European centers. His first hit as an actor was in the film, "**Two Hearts in Three-Quarter Time**," and in the next 10 years he made 105 films. In **Hollywood** he appeared in "**Casablanca**," "**Look for the Silver Lining**," "**The Dolly Sisters**," "**Lullaby of Broadway**," "**Yankee Doodle Dandy**," "**Christmas in Connecticut**," "**Two Guys From Milwaukee**," "**April Showers**," "**The Devil and Miss Jones**" and "**Tea for Two**." His widow survives.

LOUIS SCHLOSSBERG
In Loving Memory on This Day,
February 27,
Sweet are the memories that never fade
Of one I loved but could not save.
Wife, **LENA**
Sons, BOB, NORMAN & FAMILY

SMITH—George Moffat, 67, past president of the **Moose Jaw (Sask.) Exhibition**, February 3 in **Moose Jaw**. He was leader of the **Moose Jaw 4-H Dairy Club** and was active in the work of the **Dominion-Provincial farm training school**, projects of the **Moose Jaw Exhibition** and the **Moose Jaw Agricultural Society**. Survived by his widow and a daughter. Burial in **Moose Jaw**.

WHITE—Jeb Stuart, 78, former mayor of **Wakefield, Va.**, and operator of the town's first motion picture theater, February 13 in **Suffolk, Va.** Survived by two daughters, three sisters, two stepsons and a stepdaughter. Burial in **Wakefield Cemetery**.

BIRTHS

FARROW—A son, **Ernest Edward Jr.**, to Mr. and Mrs. **Ernie Farrow** January 18 in **Jackson**, Miss. Father is co-owner of **Wallace Bros.** Shows.

FERRE—A son, **Miguel Jose**, to Mr. and Mrs. **Jose Ferrer** February 7 in **St. John's Hospital**, **Santa Monica, Calif.** Father is the movie star. Mother is the former **Rosemary Clooney**, movie star and recording artist.

HUGHES—A daughter, **Robbie Sue**, to Mr. and Mrs. **Eddie Hughes** recently in **San Antonio**. Father is a member of the staff of **Station WOAI** there.

LOWE—A daughter, **Linda Kay**, to Mr. and Mrs. **Clay Burton Lowe** February 9. Father is a concessionaire.

McCAULEY—A daughter to Mr. and Mrs. **Jerry McCauley** February 5 in **Physicians Hospital**, **Jackson Heights, N. Y.** Father is account executive with **Station WMGM**, **New York**.

POOLE—A son, **Richard Lee Bertram**, to Mr. and Mrs. **Bill Poole** February 1. Father is concessionaire on the **L. J. Heth Shows**.

THOMPSON—A daughter, **Karen Lynne**, to Mr. and Mrs. **Bob Thompson** recently in **Milwaukee**. Father is manager of the **Milwaukee office of Capitol Records**.

WALL—A son, **John A. Jr.**, to Mr. and Mrs. **John A. Wall** February 5 in **Flagler Hospital**, **St. Augustine, Fla.** Father is outdoor showman. Mother, the former **Gladys Gillem**, is a lion trainer and wrestler.

WEINER—A son, **Alan J.**, to Mr. and Mrs. **Irving Weiner** January 30 in **Boston**. Father is a well-known magician-lecturer in the **Boston area**.

WOOD—Twin boys, **Donald Bruce** and **Ronald Frank**, to Mr. and Mrs. **Edward L. (Pete) Wood** recently in **Swedish Covenant Hospital**, **Chicago**.

MARRIAGES

CHARRON-BOWERS—**Russell H. (Rusty) Charron**, **Girl Show** operator, and **Jane (Honey) Bowers**, January 13 in **Pascagoula, Miss.**

COLE-FARRELL—Mrs. **Ann Cole**, sister of **Liberace**, famed pianist, and **Thomas P. Farrell**, non-pro, February 12 in **Hollywood**.

DIVORCES

ZWIRZ—**Margaret Clark Zwirz**, night club singer, professionally known as **Peggy Paige**, from **Robert W. Zwirz** recently in **Bridgeport, Conn.**

IN LOVING MEMORY
of My Dear Husband
FRANK (DAGO) RODGERS
Veteran showman who passed away
March 3, 1954 — one year ago.
"Another Star in Heaven"
From His Wife, **EVELYN**

TAMPA FAIR GATE IS OFF; COLD CUTS TWO BIG DAYS

Grandstand Biz Hard Hit by Weather; Generally Tighter Spending Is Noted

By HERB DOTTE

TAMPA, Feb. 19.—The Florida State Fair, with a 13-day run, two days more than last year, Friday morning (18) trailed the '54 edition in attendance as the expo entered its next-to-last day.

Near-freezing weather on two of its biggest days—Friday (11), Negro Achievement Day, and Saturday (12), usually its biggest day, gouged deeply, and the added two days and attendance pick-up in the second week were not enough to overcome the deep cut.

Big Still Date

Contrasting with the wind-up of the first full week, the start of the second week was given good weather. Gasparilla Day, Monday (14) and Kids' Day which followed it, produced thumping crowds and matching business on the midway for the Royal American Shows.

Grandstand business thru the first 11 days was off from last year. Of the traditional fair attractions, only Jimmie Lynch's Death Dodgers, in Sunday (13) for a still date, scored bang-up business. The thrill unit, operated by Bill Reed, provided the best thrill show seen here since the days of Lucky Teter.

Night grandstand patronage, never big here, was hurt by cool-to-downright-cold weather during the first full week. A combination of near-freezing weather and high winds forced cancellation of the Friday night (11) performance.

Show Draws Praise

The night show, produced by Barnes-Carruthers Theatrical Enterprises, Chicago, drew praise and good notices, but the crowds did not build for it.

National Speedways (Al Sweeney) staged three afternoons of

auto races thru Tuesday (15). One of these, staged Saturday (12), was jolted by biting cold weather; another was off only slightly, and the third—Tuesday's program, new this year—came close to expectations for a trial. Sweeney is to stage his fourth program today.

Spending Tighter

Generally, thruout the fair tighter spending than last year was reported. On the midway, rides of the Royal American Shows grossed only slightly more in the first 11 days than they did in the first nine last year, even tho they received about a 10 per cent better break in amusement taxes.

Games concessionaires reported their receipts off at least 25 per cent from last year. Eat-and-drink concessionaires reported even bigger drop-offs, with weather getting a share of the blame.

Appliance Sales Up

Appliance sales in the huge electrical building, however, were re-

ported considerably higher than last year by J. C. Huskisson, fair manager.

Income from commercial exhibit space will hit about \$75,000 to \$80,000. This represents a drop from last year, when Chrysler had a huge show at the fair. As a replacement, the fair this year offered a craftsmen's (do-it-yourself) show which neither had the impact of the Chrysler show nor yielded anywhere near the same income.

Speer's Work Praised

Ray Speer, serving for the first year as the fair's publicity director, is credited with having done an outstanding job in improving relations with various media, spurring exhibitor interest and building a base for effective, long-term publicity-public relations campaigns for the fair.

Speer, as planned, returned this week to St. Paul to resume his post as publicity director of Minnesota State Fair.

CNE TOTES 577G SURPLUS IN 1955

Conklin Midway Grosses \$479,212, Grandstand Takes in \$475,981

TORONTO, Feb. 19.—A record operating surplus of \$577,472 was piled up after a record gross revenue of \$2,438,080 last year by the Canadian National Exhibition.

This was reported at the annual meeting of the CNE, at which William Albert Harris, formerly second in command of the exhibition, took over the chairman's post left vacant by the death of Robert Saunders.

Hiram McCallum, general manager, told the meeting he felt the grounds should be developed into the convention and show center of Toronto. He said the proposed \$3,300,000 Women's Building would further that policy by attracting more conventions and big shows to the city.

The building, designed to seat 8,600 on the main convention floor, is divided so it can be used for as many as three different affairs at the same time.

Record Gate

The report cited the all-time record attendance of 2,820,000. At the same time the sale of exhibit space remained at its previous high level. Despite the fact the new Food Products Building was not

ready for occupancy until a late date, the building was substantially occupied with exhibits.

The current and working assets of the CNE amount to \$834,305, with a surplus over liabilities of \$754,099. The plant and equipment are carried on the balance sheet at \$2,266,981. This figure represents only a fraction of the actual replacement value of the exhibition grounds, buildings, plant and equipment. The report stated that an inventory of all movable construction and electric plant was

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Midwest Fair Circuit Mulls Exhibit Agency

KANSAS CITY, Mo., Feb. 19.—The importance of a central agency to handle the sale of commercial exhibit space at fairs was the major question discussed at the annual meeting of the Middle West Fair Circuit, held here Friday (18) in the Hotel President.

Ira Woodhouse, of May & Woodhouse, Chicago, which has represented the circuit in encouraging national advertisers to buy space at the member fairs, proposed the fairs each pay his organization a monthly retainer, to further promote sales.

A two-hour discussion followed the address by Woodhouse, and a committee was organized to investigate the matter further, confer with the board of directors of the International Association of Fairs and Expositions, and report back at the circuit's meeting in Chicago next fall. Doug Baldwin, Minnesota State Fair, was named chairman of the committee. Members include C. G. (Pete) Baker, Oklahoma State Fair; James E. Stewart, State Fair of Texas; Willard (Bill) Masterson, Wisconsin State Fair, and Joe Monsour, Louisiana State Fair.

Agency Fees

Woodhouse proposed that fairs with attendance over 250,000 pay the agency \$25 per month; those with attendance of 100,000 to 250,000 pay \$20 per month and those under 100,000 pay \$15 per month.

Both Parties Back Pennsy Betting Bill

HARRISBURG, Pa., Feb. 19.—A pari-mutuel racing bill, heavily backed by the Pennsylvania State Association of Fairs, received bipartisan support when two Democrats and two Republicans lined up as joint sponsors of the measure.

At its meeting here last month the fair group adopted a resolution urging the adoption of legal betting, contending that it would help to perpetuate harness racing and also provide an additional source for revenue badly needed by fairs.

The current aim is to bring the question to a referendum vote at the November elections. The backers are confident that the public will vote approval.

Ethel Robinson, Polack Booker, Dies in Chicago

CHICAGO, Feb. 19.—Ethel Robinson, 73, talent scout and booking agent for Polack Bros.' Circus, died Sunday (13) in a Chicago hospital, where she was under treatment for a heart ailment. Funeral services were conducted Wednesday in Chicago.

She was a veteran of 57 years in show business, having started as an extra in stagershow in Boston, her family home. She became a line dancer in light opera and then a soprano in musicals, having the lead in a New York show called "Telephone Girl." After this she was in vaude until about 1908, when she quit the stage in favor of booking.

Miss Robinson joined the Reich and Plunkett agency in New York and was in charge of sales to fairs. Then she moved to the Western Vaudeville Managers' Association, Chicago, to start their department for fairs and parks acts, and she stayed there 12 years.

Canadian Circuits

In 1924 she opened her own office in Chicago, still catering to

(Continued on page 62)

Sam J. Levy Sr. Registers Hit As Toastmaster

Sets Gay Pace, Tone At Tampa Showmen's Assn. Banquet-Ball

TAMPA, Feb. 19.—Sam J. Levy Sr., head man in the Barnes-Carruthers Theatrical Enterprises, Chicago, isn't looking for a new job. But if he were seeking one as a toastmaster, he would have plenty of people who would commend him.

The 350 persons who attended the annual banquet and ball of the Greater Tampa Showmen's Association here Sunday night (13) in the Tampa Terrace would.

They were rocked with laughter, delighted with the gay pace he maintained, and pleased with the gay tone he set for a highly successful evening. And it was all of that.

The acts were excellent. Speakers' remarks were brief and to the point. Tampa's mayor, Curtis Hixon, praised the club for its many contributions, and U. S. Sen. Spess-

(Continued on page 62)

Soldier Field To Get 250G Face-Lifting

CHICAGO, Feb. 19. — Soldier Field, Chicago's big lake front stadium, is in for a \$250,000 face-lifting this spring, it was announced by the Board of Park Commissioners.

Half the amount will go toward a new main press box in the west stands and the installation of an elevator for newsmen covering events. Second phase of the rebuilding plans will cost an estimated \$125,000 and will include new locker rooms, showers, toilet facilities and improvement of the parking areas.

New and more practical entrances and exits will be erected at the parking lots, which are expected to save motorists from eight to 10 minutes in getting in and out of the area. The lots have a capacity of 8,000 cars.

Minn. State Fair Inks Kid Theater

NEW YORK, Feb. 19.—World Theater Productions will again be a feature of this year's Minnesota State Fair in St. Paul, M. D. (Doc) Howe, announced. The unit, which operates with a free admission, will be at the big annual for the third consecutive year.

Wilson Lines Refurbishing Two Vessels

BOSTON, Feb. 19. — Plans are underway for the Boston Belle and the Sea Belle, diesel-powered vessels owned by the Wilson Lines, to be refurbished for the coming season. Both ships are radar-equipped and have a capacity of 3,000. They have sailed out of this port for a number of years.

The Boston Belle, which sails daily to Provincetown and back and carries 200,000 passengers in a season, will be completely re-decorated. Plans call for pastel colors thruout the ship, a lounge equipped with easy chairs and thick carpets, and many other improvements. Name shows and bands will also be aboard.

In past seasons the Boston Belle carried nearly 80,000 moonlight cruise passengers, in addition to the number carried to Provincetown. Plans for the pier at Rowes Wharf also are being studied. These will include a redecorating job, bunting and a caliope.

The season for the Sea Belle, which makes five trips to Nantasket Beach and back daily, will start May 28. The season for the Boston Belle and the Provincetown cruises will begin June 4.

The Wilson firm now has nine excursion vessels, sailing during the summer season out of the ports of Boston, New York, Philadelphia, Washington, Baltimore and Wilmington. It also has a fully equipped shipyard at Wilmington, as well as Marshall Hall Park on the Potomac across the river from Mount Vernon.

Texans Elect Petmecky Prez

DALLAS, Feb. 19. — William Petmecky, of the Gillespie County Fair at Fredericksburg, was elected president of the Texas Association of Fairs and Expositions as the organization wound up its 28th annual convention here Saturday (5).

Othel M. Neely, of the Heart O' Texas fair in Waco, was elected vice-president, and Bob Murdoch, of the East Texas Fair at Tyler, was re-elected secretary-treasurer.

New directors named were Ben Ritterskamp, of the Nacogdoches County Fair and Livestock Exposition, Nacogdoches; Allen Finnell, of the Jackson County Fair, Edna; John Mayfield, of the North Plains Fair, Perryton, and Joe Cooley, of Abilene.

STRESS DEMONSTRATIONS

New Sport Show Bars Over-Counter Selling

NEW YORK, Feb. 19.—Gotham's new sports show will feature a large portion of floor space devoted to demonstrations. At the New Sports and Vacation Show, scheduled for March 4-13 in Kingsbridge Armory, there will be two large tanks plus U-shaped grandstand seating with a 5,000-person capacity.

Two shows will be put on daily, and three on weekends. Instead of offering show-type entertainment the management will employ fly-casters, gun experts and others proficient in participation sports. This

edges out the professional tank acts such as canoe tilers and log rollers.

With "How To" as its theme, the show will lean heavily on straight displays and will not have any floor selling or solicitations by its exhibitors. Reason given for this concept was that recent sports shows in New York had drifted from the display and participation aspect and into over-the-counter pitching.

Only 100 booths have been charted into the 180,000-square-

(Continued on page 62)

\$MITH RIDES for profits

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- Jet Fighter KIDDIE RIDE
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- * WHIRL-A-ROUND
- * FERRIS WHEEL
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All rides complete, including fences, electric signs, ready to operate. Terms arranged. illus. circular free.

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20 Lusse Scooter Cars, latest model; 10 1952 model Dodge Cars, all in like new condition. Price \$550 each. Will deliver.

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CAROUSELS—ORGANS KIDDIE RIDES—TRAINS

Complete line. Write for catalog and terms.
H. E. Ewart Company
707 East Greenleaf Street
Compton, California

LATINS LOVE 'EM

McGaw Stunter Draws Big So. Amer. Crowds

BOGOTA, Colombia, Feb. 19.—Bill McGaw's Tournament of Thrills struck box-office gold in its first performances here last week, playing to an estimated 150,000 people in four shows at the Hippodrome Race Track.

The opening turnout, said to be close to 50,000, caught the local promoters unprepared and it was necessary to more than double the number of soldiers on duty for the following three performances, McGaw reported.

The engagements in this country are being sponsored by Ford Motor Company's publicity department and will include three days each in Cali and Medellin and additional shows in Baranquilla and Cartagena. Troupe is then scheduled to head for Venezuela with performances slated for Caracas, Maracaibo, Maracay, Barquesimeto and Porta La Cruz. The total jaunt was originally scheduled for a month but McGaw is now figuring on extending it several weeks.

Typical of the South American's enthusiasm over the show was displayed on opening night. After doing a ramp-to-ramp jump, performer Harry Wollman was swarmed over by the crowd, hoisted on shoulders and carried off the grounds.

Despite the large crowds, with thousands standing, the shows have gone over smoothly. Opening

night was marred when one spectator was slightly injured when struck by a motorcycle that got out of control.

McGaw said that the show will arrive back in the U. S. in time for its May 16 date at the Calaveras County Fair in Angels Camp, Calif.

Cincy Sportsmen Show Pulls 50,000; To Return in 1956

CINCINNATI, Feb. 19.—Success of the February 8-13 Midstates Sports Show in the Cincinnati Garden has prompted Director William Bain to announce plans for a repetition of the show, on an expanded scale, in 1956. The recent show was the first large-scale event of its type to be held here in years, and that area sportsmen went for the event is proven by the estimated 50,000 who attended despite inclement and frigid weather during a portion of the run.

Dates for the 1956 show are January 28-February 5, a nine-day engagement encompassing two week-ends, and plans have been announced for expansion of exhibit space by an additional 17,500 square feet thru use of a 70 by 250-foot tent on one side of the arena.

About 80 exhibitors were on hand for the initial show, and the Midwestern outfit reported success in the promotion of its program, a 32-page tabloid-size paper that was loaded with advertising and sportsmen's feature articles.

Returning next year, said show officials, will be a stage and water show to again be directed by Monte Blue. Also returning will be Sharky the Seal and the Hopper and Johnson tree toppers. This year's show also featured Johnny Mulligan, slingshot artist; Bob O'Laughlin's Labrador retrievers; Chief White Cloud, Princess Shining Star and Prince Chi Chi, knife and rifle throwing; Northern Guides, birling and an archery act. In addition, there was public trout fishing and mo-skeeto shooting, a micro-midget version of trapshooting, for a fee, and a number of casting contests for which prizes were offered.

Besides nightly shows at \$1 and \$1.75 admission charges, there were matinees the last three days. The show got plenty of publicity in the local press and via remote telecasts from the Garden. The advertising program included radio and TV spots, newspapers, billboards, trolley bus and window cards and direct mail.

Work Moves On Winston Fair Arena

WINSTON-SALEM, N. C., Feb. 19.—Work on the new Coliseum on the grounds of the Winston-Salem Fair is progressing rapidly. The roof has been completed and it is likely that work on the interior can now continue at a rapid pace.

First use of the Coliseum has been tentatively planned for next September, approximately one month before the opening of the fair.

Foam Lake, Sask., Skeds 2-Day Run

FOAM LAKE, Sask., Feb. 19.—Foam Lake Agricultural Society has decided to put on a two-day fair this year, rather than a one-day show. Event will serve to mark Saskatchewan's Golden Jubilee. A baseball tournament will be a feature.

More Hurricanes in East A Result of Air Shifts

NEW YORK, Feb. 19.—The Atlantic seaboard has been opened to the ravages of tropical storms of the Hurricane Carol type, due to a change in the pattern of the polar air stream, a top expert says, and the Coast can expect to be in for more of the storms which lashed it on three occasions last season.

A scientific group was given the facts this week by Jerome Namias, head of the U. S. Weather Bureau's long range forecasting section.

Namias said a shifting pattern of air currents since 1938 has caused more and more frequent assaults by hurricanes on the mid-Atlantic and New England areas. Prior to that time, he added, hurricanes generally followed a curving path that cut out to sea south of Long Island.

Namias described efforts made to track hurricane paths, part of

the bureau's program of research into all phases of storms. Altho there is no known deterrent to the storms, he said, advances are being made on plotting courses so that warnings can be sent out in sufficient time to help those in the danger areas.

ILLINOIS FIREWORKS

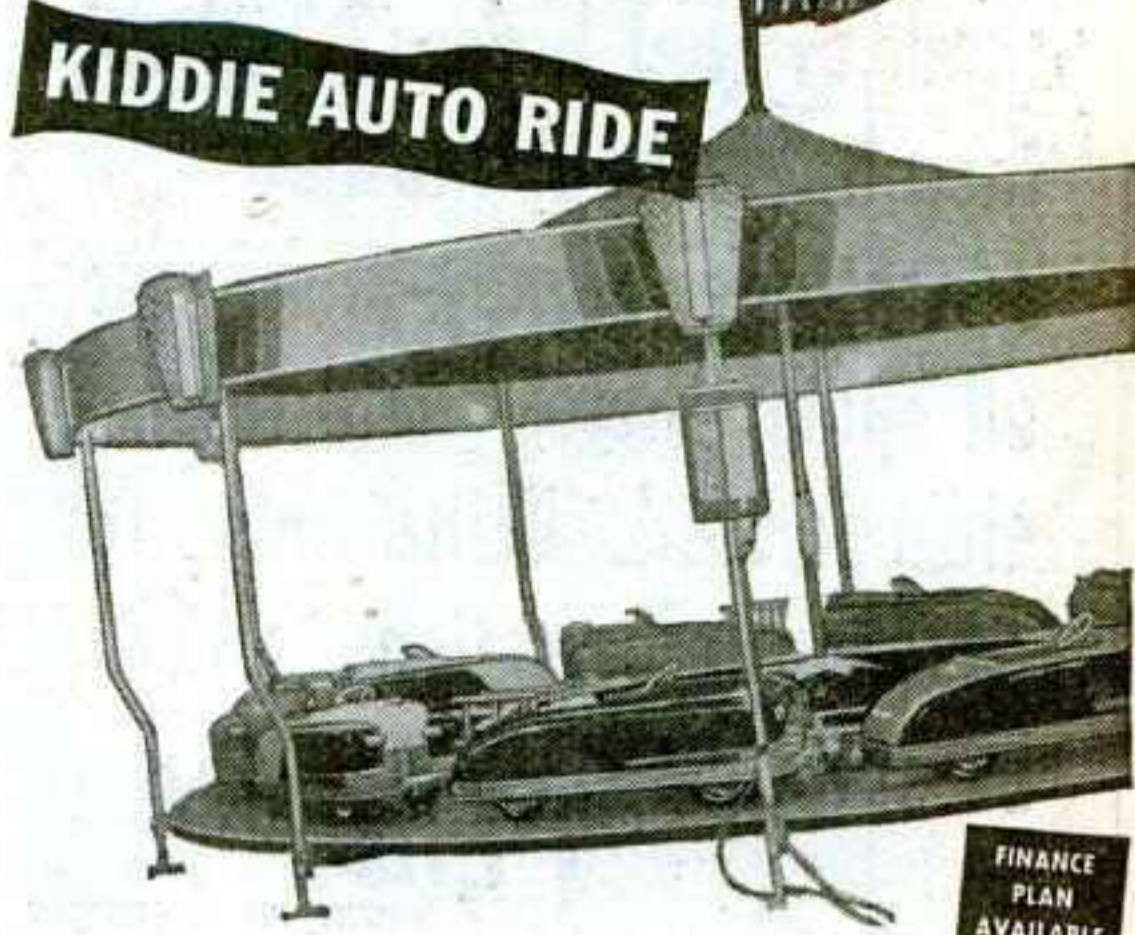
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TUBS-O-FUN RIDE

48 PASSENGER, KIDDIE-ADULT

Owners have reported enormous profits with this ride throughout the 1954 season. Will earn \$50.00 to \$60.00 per hour. All ages ride. Heavy duty construction.

Price, Only \$2,750.00

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The TLT-A-WHIRL Ride

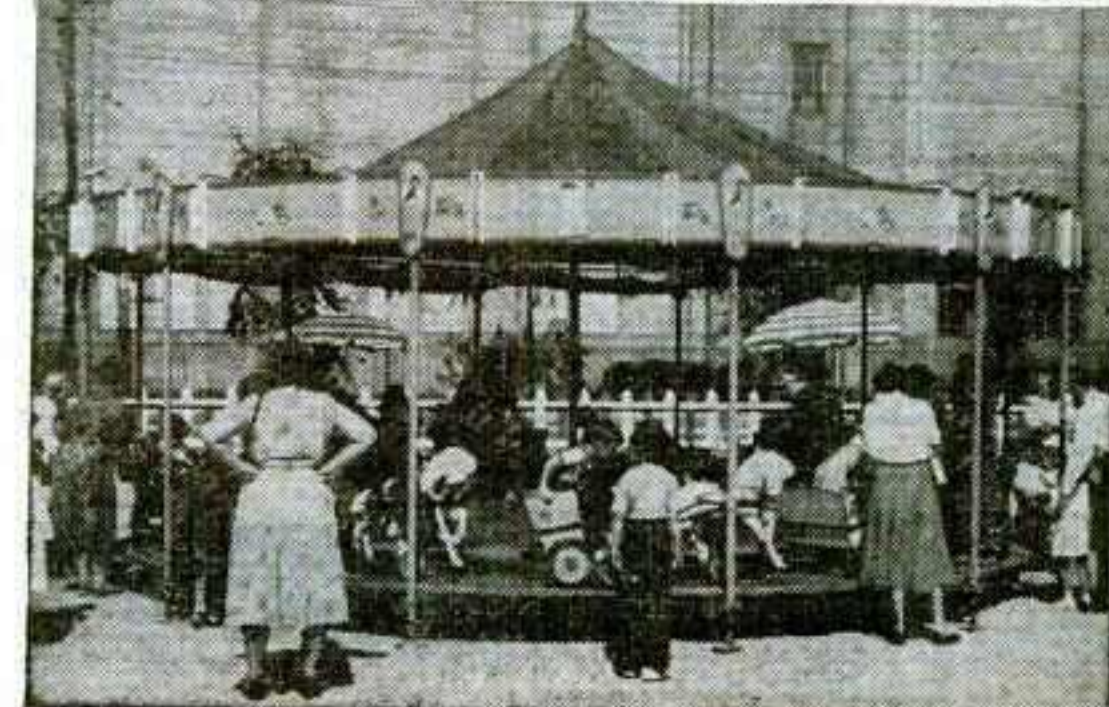
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ROCKET TRAIN

New Flat Ride for adults and teen-agers. Requires space 57x57' and will easily load on one semi-trailer. This is a high speed Major Ride with exciting dips and thrilling turns. Price complete with ticket box, \$6,950.00. Term payments available. Write today for full information and photos.

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TENTS TENTS TENTS

- Concessions • Cookhouse • Merry-Go-Round • Caterpillar Tops and Big Tops
- Flashy Trimings • Any Color • All Sizes • Flameproof or Regular
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GIVE TO THE DAMON RUNYON CANCER FUND

Atlantic City Angling for Another Big Video Series

ATLANTIC CITY, Feb. 19.—An appropriation of \$50,000 is in the 1955 budget for radio and television shows, director Richard S. Jackson, of the Department of Park and Public Property, says. Jackson, who has jurisdiction over the City Press Bureau, said Mall Dodson, head of the bureau, is negotiating with operators of several big television shows in an effort to bring them here.

He pointed out that the recent Steve Allen show broadcast for a solid week from a hotel pool at Miami Beach, Fla., was the sort of entertainment sought to originate from this city. Miami Beach has also benefited in the past from shows staged there by Arthur Godfrey.

While the \$50,000 fund will not be sufficient for outright sponsorship of any big TV program, Jackson said, the city stands ready to

pay incidental costs such as line charges. Last year's budget carried an appropriation of only \$3,500 for radio and TV but an additional emergency appropriation of \$25,000 was made for the Paul White-man shows here during the summer.

The total advertising budget this year is \$311,820, out of which \$245,575 will go for publications, signs and special events. The city will spend \$120,000 for direct newspaper and magazine advertising, the same as last year. The amount for special features and promotions will be increased from \$20,000 to \$23,000.

Jackson said the city will spend \$12,000 for public entertainment including the free summer concerts on Garden Pier. The appropriation was increased from last year's \$8,200 because of the success of the concerts.

CNE Counts 577G Surplus

Continued from page 60

made and indicated a value of \$2,069,654.

The exhibition is completely free of debt with the exception of debentures of \$96,000 for electrical distribution plant expansion, repayable during 1955 to 1958.

Gate Is 820G

In the statement of operations, the sources of revenue were broken down. Admissions provided \$820,659, made up of entrance gates, exhibitors' tickets and car and truck stickers. Buildings and ground space and sales rights combined provided \$539,734.

Concessions were a source of \$138,757. This is broken down into sections, with restaurants providing \$33,950, general concessions \$230,452 and grandstand concessions returning \$10,250, while the auto trains supplied \$14,000 and outside parking \$15,150.

A gross take of \$479,212 was shown by the midway, operated by the Conklin Shows, less amusement tax of \$32,668, for a net of \$446,543. The proprietors of the midway were given \$307,786, leaving a net to the CNE of \$138,757.

The grandstand operation, up in number of admissions, was also a financial success. Its total revenue was \$475,981 with total expense of \$384,227. The revenue was made up of \$140,444 in afternoon admissions and \$335,537 in evening admissions.

Special Attractions

In the special attractions department a total of \$137,648 was spent. This included \$70,251 for military bands, \$25,234 for miscellaneous attractions, \$20,035 for music day and music competitions, and \$9,411 for the bandstand and band shell.

Sports and aquatic events, featured this year with the cross-lake swim of Marilyn Bell which garnered front-page coverage for the CNE all across the country, cost \$94,959.

General grounds expenses were \$189,084, with the largest chunk, \$46,000, going for lavatories,

drains, water services and sidewalks, and \$34,000 for cleaning the park.

Publicity under the able direction of Bert Powell cost the CNE a total of \$268,431, with newspapers and magazines taking the largest part, \$71,000. Films, radio and TV were used, as well as the usual billboards, posters and street-car advertising.

Sport Show Bars

Continued from page 60

foot Bronx hall, with space rates varying from \$2.50 to \$3 per foot and with a minimum of 100 square feet per exhibit booth.

Gate prices are scaled at \$1.50 for adults and 50 cents for children, and show times vary thruout the run. On Friday, March 4, the premiere will be from 6-11 p.m., with the remaining days as follows: March 5, noon to 11 p.m.; 6, 2-9 p.m.; Monday thru Friday (7-11), 1-11 p.m.; Saturday (12) noon to 9 p.m., and Sunday (13), 2-9 p.m.

A round tank 40 feet in diameter will be before the stands, and demonstrators will include Joan Salvato, fly caster; Helen Shaw, fly tier; Bruce Parker, water skier, and others. Elsewhere, a 10,000-gallon tank with clear walls will contain demonstrators of aqualung techniques such as spear fishing and underwater photography.

Rifle, Angling Contest

There will be competition in angling and rifle marksmanship, with trophies offered, and another offering will be an underwater endurance test.

Exhibitors signed so far include 21 resort locations including States and out-of-country spots such as Egypt and the Dominican Republic, five airlines, and 15 fishing tackle manufacturers.

This is the first production of New York Expositions, Inc., which succeeds Campbell-Fairbanks in sports show promotions here. Lester Eisner is president of the new firm, and Mrs. Jessie Barnes has an active part in the show management.

Sam J. Levy

Continued from page 60

sard L. Holland chimed in with similar expressions.

Seated on the dais with those dignitaries were Tampa club officers, representatives of other clubs and some civic leaders. On the dais for the Tampa club were Carl J. Sedlmayr, president; O. J. (Whitey) Weiss, first vice-president; Sam Gordon, second vice-president; Bernard (Bucky) Allen, third vice-president; Harry B. Julius, treasurer; Vernon Korhn, secretary, and George Ringlin, chaplain.

Representing other clubs were Al Sweeney, Showmen's League of America; Sam Prell, Miami Showmen's Association; Gerald Snellens, National Showmen's Association, and G. C. (Specks) Groscurth, International Showmen's Association.

Arrangements for the banquet were handled by Harry Julius and J. C. (Tommy) Thomas, and their work drew praise second only to that given Levy.

Ethel Robinson

Continued from page 60

fairs and parks. For 15 consecutive years she held the grandstand shows contract for both the A and B Circuits of Canadian fairs. From 1931 until 1945 she was with the Barnes-Carruthers office. It was then that she reopened her own office and concentrated on booking acts for the Polack Bros. units. She was less active in booking fairs in recent years, but continued to serve a few fairs where she held booking contracts for more than 50 years. She claimed to be the first person to book a parachute jump from an airplane, an attraction she set for Anamosa, Ia., fair shortly before World War I.

Surviving are two sisters, Mrs. Edna B. Varney and Mrs. Emma Granger. She had married when she was 21, and her husband, an official of the Detroit Stock Exchange, died eight months later.

Midwest Circuit

Continued from page 60

tion to those named, included Ross Ewing and L. C. Carpenter, Missouri State Fair; Harold Johnson, Minnesota State Fair; Ed Schultz, Nebraska State Fair; Maurice Fager, Kansas Free Fair; Virgil Miller, E. Beasley, Everett Erhart, Perry Lambert and E. McNabb, Kansas State Fair; M. E. Twedell, Oklahoma Free Fair.

Attraction and supply representatives included Leo Overland, Tournament of Thrills; Jack Duffield, Thearle-Duffield Fireworks, Inc.; Ned Torti, Wisconsin DeLuxe Company; Frank Winkley, Auto Racing, Inc.; Fred H. Kressmann and M. H. Barnes, Barnes-Carruthers Theatrical Enterprises, Inc.; Aut Swenson, Swenson Thrillcade; Frank Sharp, Regalia Manufacturing Company; J. Hendricks, Hendricks Family Show; Ted Webb, frozen custard; Lou Dufour, novelties; John Planalp, Sun-Grossman Agency, and Les Wingate, Wingate Rodeo.

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Show Tents—Concession Tents—Ride Covers—Banners.

Will be in Miami until Feb. 27. Contact me c/o Miami Showmen's Association.

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HARRY SOMMERVILLE

GIVE TO DAMON RUNYON CANCER FUND

Free Drawings Classed as Lotteries by Conn. Court

BRIDGEPORT, Conn., Feb. 19. Any newspaper in this State which prints advertising about games of chance is violating the Connecticut anti-lottery law and is subject to prosecution, the State Supreme Court says. It based its decision on a 1953 opinion which had declared theater bank nights illegal. The new discussion was issued in connection with a supermarket's free lottery. Justice Raymond Baldwin wrote that "two of the recognized elements of a lottery" are present in the plan. "There is a prize and it is awarded by chance." State law forbids this, he said, even tho the participant does not pay for the ticket.

The opinion was asked by The New Britain Herald, which said that altho it had not published such advertising, it had been offered, and the decision was requested. The supermarket was

sponsoring a lottery and wanted to advertise that anyone coming to the store would receive a free ticket on which to write his name. The winning tickets were to be drawn by lot from a receptacle.

Plug-In Ovens Have Speedy Pizza Output

NEW YORK, Feb. 5.—A new, lightweight pizza pie oven, with shipping weight of 30 pounds, is being marketed by E. Z. Oven Products.

Sam Lipman, handling sales, says it is the smaller of two new electric ovens. The small one has a one-pie capacity and can turn out a dozen 16-inch finished pizzas per hour. It uses the radiant coil heating system and is made ready merely by plugging into a socket. The oven's base measures 16 inches by 16½ inches, and it is designed to retail at \$59. It operates on 110 volts.

A two-deck model weighing 100 pounds is also available. It has a 700-degree thermostat and heavy insulation, and a capacity of 16 pizzas per hour. It retails for \$150. Both models are table-top affairs.

E. Z., at 505 Fifth Avenue, markets a full line of pizza products including pre-baked crusts and pie spreads.

Updated Charter Sought for PNE

VANCOUVER, B. C., Feb. 19.—The Pacific National Exhibition is seeking a change in its incorporation to modernize its constitutional structure, V. Ben Williams, general manager, announced. The big expo, which has been operating under a 1908 charter, will seek to have some minor changes made that will make its operation similar to that of Toronto's Canadian National Exhibition.

OUTDOOR SALES MOUNT

Pepsi Pony Tie-Ins Trot Past 200 Mark

NEW YORK, Feb. 19.—Pepsi-Cola's tie-in pony giveaways will top the 200 mark, it was conservatively estimated this week at the national sales offices here. Last year about 126 bottlers participated in the plan, designed to increase sales for the soft drink and patronage for fairs and other segments of the outdoor amusement industry.

Paul Little, Pepsi exec, noted that the figures applied to the number of participating bottlers. Actually, many more ponies are given away since bottlers often follow a successful contest with as many as two or three additional ones in a single season.

Adding appeal to the sponsoring bottlers this year is a deal set up by Pepsi with the Esquire Manufacturing Company which has agreed to supply a complete youngster's Western garb, including gun and holster set, and a second gun and holster set for the runner-up, with each pony in return for the promotional value it will earn its products. Other deals with national retail chains are now in the talking stage and Pepsi is hopeful that some ticket deals may be worked out.

Wider Acceptance

Pepsi has stepped up its sales considerably in the outdoor fields, Little said. Sales figures are not broken down too accurately to picture the gains made in outdoor show business, but reports from bottlers throught the nation indicate a much wider acceptance and growing popularity for the cola drink. Wider acceptance was gained initially when the giant bottle introduced by Pepsi was supplemented by the introduction of an eight-ounce bottle, a much more convenient and profitable size for concessionaires handling soft drinks.

A single pony promotion will boost sales about 45 per cent, on the average. Gains as high as 100 per cent have been documented. It is estimated that as much as 25 per cent of the gains are held after the culmination of the event, a remarkable figure in view of the fact

that contestants are not required to buy the product, collect bottle caps or labels.

Pepsi stepped up its promotional activity early this year when it had representatives, headed by Roy B. Jones, outdoor rep, cover virtually every fair meeting of consequence in the nation. Fairs mostly jump at the opportunity of acquiring such an interest stimulant as a pony giveaway, since it involves no cost to them.

Brochures are now being prepared to additionally promote the pony deals. Special promotional kits for use by the bottlers are also in the preparation stage.

Our New "Perfection"



This is the Candy Floss machine that HAS EVERYTHING. Precision built spinnerhead, volt meter, heater rheostat, lightweight, all aluminum. No vibration, rubber mounted motor. You will be glad you decided on the PERFECTION. Free parts with each machine. Write today for full information. ELECTRIC CANDY FLOSS MACHINE CO. 726 Benton Ave. Nashville 4, Tenn.

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A Style and Size for Every Need
Write for full particulars
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34 SHEETS - PRINTED ON ONE SHEED
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FLAVOR YOUR COTTON CANDY
Butterscotch, Strawberry, etc. Write
MODERN FLAVORS
222 E. Ohio St. Indianapolis 4, Ind.

NEW DEVELOPMENTS

Floss Machine, Drink Dispenser Introduced

TOLEDO, Feb. 19.—The Toledo 50 Floss Machine has been introduced by the Concession Supply Company here to mark the firm's 50th anniversary of catering to outdoor show business. According to B. H. Brockway, manager of the firm, the unit is built on the new principle of indirect pre-heat and the new model eliminates many costly parts on previous models. Eliminated are the heat control rheostat and double band. Thru the elimination of this expense, the firm has been able to price their new model at \$199.50.

Other features include a new type of motor suspension that eliminates vibration, individually fused motor and spinnerhead, finger-tip control panel, and a 9,000 r.p.m. motor. Its weight, 28 pounds. The unit is constructed of aluminum to facilitate cleaning, will operate on either AC or DC 110 volt power and has heavy duty brass collector rings. The base is 12½ inches in diameter with a 25-inch pan. Base height is 14½ inches; height with pan 17½ inches. Motors are guaranteed for six months. Shipping weight is approximately 45 pounds, net weight is 28 pounds.—Concession Supply Company, 3916 Secor Road, Toledo 13.

Double Head Freezer Offered . . .
SEATTLE—A new double head automatic continuous freezer designed to provide two flavors of soft-serve or milk shakes, or one

flavor of each, is being marketed here. The unit occupies 5.5 square feet and is 52 inches high. The two heads, each of one-gallon capacity, operate independently. Each is equipped with its own refrigerated four-gallon stainless steel mix tank, three-quarter horsepower heavy duty motor, one horsepower hermetic compressor, and foot-switch control. Each of the heads produces 10 gallons of soft-serve product per hour, or 18 gallons of milk shakes per hour, according to the manufacturer. —Sweden Freezer Milk Company, 3401 17th Avenue, West, Seattle 99, Wash.

POP COOLERS WITH CAPACITY . . .

HUDSON, Wis.—A line of beverage coolers that are said to have a large capacity, yet are compact in size, is being manufactured here. The units are self-contained with sliding doors. The unit is built for heavy duty use and is constructed of cold rolled welded steel, with heavy-gauge galvanized liner, copper tubing and stainless steel sliding doors, the maker reports. Adjustable temperature control and bottle decapper are standard equipment. If desired, double compressor grills are provided. Capacity of Model SD-52 is 150 12-ounce bottles or 180 7-ounce bottles. The model is available in white or enamel finish. It measures 31 by 53 by 27 inches.—Nor-Lake, Inc., Hudson, Wis.

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**Corrigan Leases
Calif. Funspot
To Film People**

LOS ANGELES, Feb. 19.—Corriganville, noted outdoor tourist mecca and movie ranch, has been leased by its founder Ray (Crash) Corrigan, to a newly formed company, Outdoor Amusements, Inc., in a transaction involving payment of rental fees in excess of \$1 million.

The transfer of control of Corriganville will include extensive improvements of the ranch's recreational and movie-making facilities.

Herbert R. Ebenstein, president of Outdoor Amusements, Inc., has been a film distributor and producer for 35 years and is head of Pacific Concessions Service Corporation, food caterers to theater, sports and industrial plants. Ted Bolnick, former circuit theater exhibitor and newspaper publisher, is treasurer. Other stockholders are said to be persons active in motion pictures and television.

Corrigan, a veteran movie actor who started his career in 1930, will be retained by the new interests as advisor and technical consultant. David X. Miller, who has served as general manager of the ranch's recreational and film operations, will continue to occupy that post.

Upon signing the agreement with the lessors, Corrigan declared "that this arrangement, with the capital it will provide for improvement of existing facilities, will develop Corriganville into one of America's greatest amusement parks."

Ebenstein said that plans have been drawn for expansion of the ranch, with a mammoth swimming pool and a resort-style restaurant scheduled for construction this spring. Corriganville currently is open to visitors on weekends only, and this policy eventually will be expanded to all-week recreation and entertainment.

**Metzger 'Varieties'
To Open in Mich.**

GRAND RAPIDS, Mich., Feb. 19.—Burt Metzger, of Empire State Producing Company, St. Louis, will open his new auditorium-arena show here March 11. The unit, "Varieties of 1955," will have Jack Ripley, Dave Mitchell, Germaine and the Modernaires, 12-piece band.

The show will play Wisconsin dates later. Metzger said most of his engagements are played under National Guard auspices. Telephone promotion is used. His "Hayloft Frolics," country music show, closed at Flint, Mich., in January.

**CNE Winter Event
To Add Dormitory**

TORONTO, Feb. 19.—Cattlemen at the Royal Winter Fair will have a new dormitory this year. The new construction has been approved at the request of Hiram McCallum, CNE general manager.

The cattlemen were slowly crowded out of other accommodations in the Coliseum. Construction bids have been asked.

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Fair Assn. Meetings

Association of Connecticut Fairs, Terryville High School, Terryville, March 19. J. C. Bartlett, North Haven, secretary.

**Mercedes, Tex.,
To Spend 75G
In Fairgrounds**

MERCEDES, Tex., Feb. 19.—The Rio Grande Valley Livestock Show has upped its plant improvement budget to \$75,000 for this year and has formally named its new auditorium. The 96 by 200-foot building, which will be ready for the March 10-14 show, will be known as the Rio Grande Valley Coliseum and Livestock Building.

The fair's plans for building and show ground improvements started with a \$30,000 expenditure. This was increased several times and finally upped to \$75,000. Major improvements will include paving, lighting, earthwork and repair and repainting of older buildings. Tentative future improvements include fencing the grounds, improvement of the main gate and additional grandstand seating.

During next month's fair, the new Coliseum will be used for the revue, the featured attraction, and livestock judging and sales.

**Set Sport Show
At Milwaukee**

MILWAUKEE, Feb. 19.—Twelve top-notch acts make up the talent to be featured at the 15th annual Milwaukee Sentinel Sports and Vacation Show, March 26-April 3, in the Milwaukee Arena and Auditorium.

Headlining the show's twice-daily stage-tank program are timber toppers Mal Harper and Hap Johnson. Johnson was recently featured in the year-end "command performance" of Art Baker's "You Asked for It" TV show. Other talent includes Sharkey the Seal; Bobo the Clown; Chuck Brown and Rita; Orin Benson's Retrievers; log-rolling champion Jimmy Running and log rollers Joe King, Eber Peck, Dalton Peck and Bill Fontana, and the Sentinel's outdoors editor, Lew Morrison, in a fly casting demonstration.

Also on the 90-minute show are a 1955 swimsuit preview, canoe tilting, canoe handling demonstration, and bait and spin casting exhibitions. Jimmy Ross, Houston, is emcee, with the program backed up by the Steve Swedish orchestra.

The Sentinel event annually attracts crowds averaging 160,000. Approximately 149,000 square feet of display space will be jammed with sporting goods, fishing tackle, boating and marine, and vacation, travel and resort exhibits.

LOS ANGELES, Feb. 19.—Boyle Woolfolk, owner of the Chicago booking agency bearing his name, this week denied reports that his agency had been sold in whole or part. The veteran booker, who is making his home here, said the office is operating the same as it has for the past 17 years, and that he is in daily contact with personnel there.

**Cedar Point Bow
Set for May 28;
Book Wilno Act**

CEDAR POINT, O., Feb. 19.—This Lake Erie resort will open May 28, presenting the Great Wilno and his cannon act as the opening free attraction. Wilno is slated for 10 appearances at Cedar Point, twice daily on May 28, 29, 30 and June 4 and 5.

The beach, amusement area and picnic facilities will be open for those two weekends before the Breakers Hotel, dining rooms and other facilities open June 11. The same pre-opening weekend dates proved profitable the past two years.

For the first time since D. M. Schneider became general manager of the resort several years ago, the large ballroom will be open before the hotel. Bob Montgomery and his 10-piece local band will play each of the three Memorial Day weekend nights and also June 5. A nationally known band is being sought for June 4.

William H. Evans, public relations director, said that picnic and convention bookings look good for the season with many already signed. The first one in will be nearly 1,000 by railroad from Toledo sponsored by Central Catholic High School on May 30, a repeat date. Before cold weather set in, a concrete base and some steel work were installed on the midway for a Rollo-Plane to be used for the first time this year at the resort.

**Bulletin Briefs
N. C. Group**

ROCKY MOUNT, N. C., Feb. 19. — Norman Y. Chambliss, recently elected president of the North Carolina Association of Agricultural Fairs, asks for full cooperation of the membership in the first bulletin issued since he took office.

Chambliss noted that a definite goal had been set for member fairs by L. Y. Ballentine, commissioner of agriculture, and repeated the warning that the inspection of annuals would be tougher in the future.

A committee to work with Bob Shoffner, assistant director of the extension department, on the setting up of a two-day course at State College, was named. Its members are Curtis A. Leonard, Lexington; W. H. Lanier, Warrenton, and Ernest P. Batten, Wilson.

**Conn. Firemen
Choose Bethel**

BETHEL, Conn., Feb. 19.—The 1955 convention of the Connecticut State Firemen's Association will take place here August 12-14, with the Bethel Volunteer Fire Department as host. A variety of events is planned.

Jimmy Hamiter and Dave Murphy will be back with the Betty show on tickets. . . . Mike Koski again will have the Betty pie car.

COMING EVENTS

- Alabama
Montgomery—Mid-Alabama Home Show, March 23-27. Irving Wayne, Jefferson Davis Hotel.
 - Arizona
Tucson—La Fiesta de los Vaqueros, Feb. 24-27.
 - Arkansas
Little Rock—4-H and PFA Spring Market Show & Sale, April 15-16.
Little Rock—Home Show, April 24-26.
 - California
Los Angeles—General Motors Motorama, March 5-13.
Los Angeles—Sportsmen's Vacation, Boat & Trailer Show, April 14-24. Mel R. Morrison.
 - Oakland—National Roadster Show, Feb. 19-27.
 - Oakland—Home Show, March 12-20.
 - San Diego—Rose Show, March 26-April 3.
 - San Diego—Spring Fair of Modern Home Ideas, April 22-27.
 - Sacramento—Sportorama, March 25-27.
 - San Bernardino—National Orange Show, March 17-27.
 - San Diego—Camella Show, Feb. 26-27.
 - San Diego—Flower Show, March 3-6.
 - San Diego—Home Show, March 26-April 3.
 - San Francisco—National Sports and Boat Show, March 4-13. Thomas R. Rooney, 369 Pine St.
 - San Francisco—General Motors Motorama, March 26-April 3.
 - San Francisco—Grand National Jr. Livestock Expo., April 2-6. Nye Wilson.
 - District of Columbia
Washington—National Capitol Flower & Garden Show, March 10-16. Al Harloff.
 - Florida
Daytona Beach—Volusia County Home Show, March 12-16. Irene Kellogg, Pilot Club.
 - Madison—Madison Co. Livestock Show, Feb. 28-March 1. R. Hamrich.
 - Miami—Flower Show, March 18-21.
 - Miami—Boat Show, Feb. 17-24.
- (Continued on page 76)

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

- Blue Grass: Plant City, Fla.; Largo 28-March 5.
- Dickson United: Charlotte, Tex.
- Florida Expo.: Hialeah, Fla.
- Franklin, Don.: San Antonio, Tex.
- Glades Am.: Stuart, Fla.
- Red Ribbon: McComb, Miss., 26-March 5.
- Stephens, C. A.: Winterhaven, Fla.; Cocoa 28-March 5.
- Strates, James E.: Orlando, Fla.
- Terry Am. Co.: Winterhaven, Fla.

Circus Routes

Send to
2160 Patterson St.
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- Davenport, Orrin: Detroit 22-27; Rochester, N. Y., March 1-6.
- Proran Bros.: Hopkinsville, Ky., 22-25; Cairo, Ill., 28-March 4.
- Hamid-Morton: Milwaukee 22-27; Kansas City, Mo., March 1-6.
- Polack Bros. Western: Chicago 25-March 13.
- Rice Bros.: Cynthiana, Ky., March 7-11; Mount Sterling 14-18.

Miscellaneous

- Laine, Buddy, Ork: Chevy Chase Club, Wheeling, Ill., 26-March 5.
- Magrum, the Magician: Cylinder, Ia., 22; Goldfield 23; Early 24; Arthur 25; Stuart 28; Cumberland, March 1; Pisgah 2; Mapleton 3; Kiron 4; Rosie 7; Penton 8.
- O'Day's, Marie, Palace Car: Carthage, Tex., 22; Gladewater 23-24; Kilgore 25-26.
- Scott, Tommy, Show: Fairfurlias, Tex., 22; Alice 23; Yoakum 24; San Marcos 25; New Braunfels 26.

Ice Shows

- Holiday on Ice, International, No. 1: Copenhagen, Denmark, 22-27; Aarhus March 1-9.
- Holiday on Ice, International, No. 2: Bangkok, India, thru April 20.
- Ice Capades: Hershey, Pa., 22-26; St. Louis March 1-9.
- Ice Vogues: Orlando, Fla., 22-26; Daytona Beach 27-March 1; Jacksonville 2-7.
- Shipstads & Johnson's Ice Pollies: Boston 22-27; Providence, R. I., 28-March 6.

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FEBRUARY 26, 1955

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THE BILLBOARD

65

ROADSHOW REP

IN REGARD to the recent discussions in this column on Toby comedians, Neil Schaffner, of the Neil Schaffner Players, offers readers a chronology on the development of the famous character. Prior to 1912, according to Schaffner, all such comedy parts were called silly kid or boob roles. The word Toby, in referring to a particular type of comedian, was unknown. In 1912 W. C. Herman, an Indiana playwright, wrote a play called "Clouds and Sunshine" in which the comedy character was named Toby Haxton. Altho Schaffner says he played that character in the spring of 1913 in Fort Dodge, Ia., where he was appearing in stock, the man who caused all such roles to be called Tobies was Fred Wilson, who appeared in comedy roles with Murphy's Comedians in 1913 and 1914. The Murphy show used "Clouds and Sunshine" as an opening play, and Wilson was such a hit in the part that the kids on the street called him Toby. Wilson was the first to recognize the commercial possibilities of the name, says Schaffner, so he changed the names of all the boob parts he played to Toby, thus starting the Toby epidemic. "Hence, when anyone speaks of the original Toby comedian, he must remember that there was no such thing prior to 1912," says Schaffner. "If one means the origi-

nal silly kid comedian, then he must go back to the early Grecian dramas which had their buccolic characters." Schaffner further infers that his show will open its 31st summer season at Wapello, Ia., May 23, with rehearsals two weeks prior to that date. As usual, Toby and Susie will be headlined in the comedy roles, and in support will be Jay Bee Flesner, Bert Dexter and Ed Ward. Music will again be under the direction of Erman Gray with his musical family. A full line of new plays, authored by Neil and Caroline Schaffner, will be presented. Other players are now being signed. . . . Gladys Bell and Monte Montrose have signed with Brunk's Comedians for the season. Don Weage will again be with the Maude Brooks Company, as will the Dancing Armonds.

DRIVIN' 'ROUND THE DRIVE-INS

STANLEY HAMMER JR., has been named manager of the Alamo Drive-In, San Antonio. The theater has been equipped with a CinemaScope screen. . . . Appeal of an injunction against a drive-in theater was scheduled to be heard in San Antonio in the Special 37th District Court. The injunction was granted in a case brought by a group of residents in the area where the drive-in is being built. It was against Robert L. Strickland, who was constructing the drive-in on a tract of land in the deannexed area. Plaintiffs contend the theater would be a nuisance and would have a harmful effect on property values in the vicinity. Their suit also alleged city zoning ordinances prohibit the construction of the drive-in, since the deannexed area has not been declared outside the city limits. Strickland contends the deannexation question has no bearing on the case. . . . Lockwood & Gordon Theaters, in association with Seymour Levine, of the Bowl Drive-In Theater, West Haven, Conn., will build the first drive-in theater at Bridgeport, Conn., this spring. Cost of the 500-car capacity unit is estimated over the \$250,000 mark by Doug Amos, L&C's Hartford district manager.

The Medina Drive-In, in Easton, Pa., is now known as the Starlite Drive-In. . . . Head of the independent Fox Theaters chain out of Philadelphia, Melvin J. Fox announces he plans building two drive-ins in Southern New Jersey, one on Route 130 at Bridgeboro, and the other on Route 38 at Moorestown.

A proposed plan for reorganization of the corporation operating the Brandywine Drive-In, Wilmington, Del., including its sale to the Abraham M. Ellis Theaters Company, has been set for a hearing February 23 at 10:30 a.m. in U. S. District Court by Chief Judge Paul Leahy. The plan filed with the court states that the contract price for the sale of the theater is \$85,000.

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Want for 1955 season, Versatile People in all lines. Leading Woman, Ingenue, Leading Man, Juvenile Man, etc. Specialties preferred. Also Feature Vaudeville Act to change. Also Working Men. Week stands under canvas in Colorado. Open last of April and close Thanksgiving. Truck Driver doubling piccolo in orchestra. Address:
HENRY L. BRUNK
General Delivery, Dallas, Tex.

800 Plus at Reopening of Great Leopard

Shuttered Oct. 19 After Hazel Does Damage of \$75,000

CHESTER, Pa., Feb. 19.—More than 800 skating enthusiasts were on hand for the February 3 reopening ceremonies for Great Leopard Skating Rink, which suffered \$75,000 damage on October 19 from Hurricane Hazel, said operator Jack Coopersmith.

Coopersmith said that the 110-mile-an-hour wind ripped off the roof of the rollery, exposing its entire interior to the elements. The huge rebuilding job was supervised by the engineering firm of Cronheim & Weger, Philadelphia. Contractor on the project was Nolan Bros. of Chester.

Catching the eyes of the opening night crowd was a new rainbow ceiling with gigantic crystal chandeliers, as well as many other new features in the rink. According to Coopersmith, the rink was rebuilt with "ultimate" ideas in mind. "We are 20 years ahead of the times," he said, "but it has always been our policy to provide the finest for skaters, regardless of cost."

Bulova watches were awarded to holders of lucky tickets on opening night. Bill Closs was at the consoles of the Hammond, Novachord and Canto chimes, and Barney Fluke, pro, had charge of opening festivities.

ANNIVERSARY

E. Parkway Sets 3 Days Of Contests

NEW YORK, Feb. 19.—Three days of special roller events were planned by professionals Mary and Vince LaBriola to commemorate the 10th anniversary of Eastern Parkway Roller-drome, Brooklyn. In addition to a full skating session and special numbers, the Friday (11) session featured open racing with awards for boys and girls. On Saturday (12) there was a program of exhibitions in addition to skating and other activities, and the Sunday wind-up featured a 14-step dance contest and a trophy for girl wearing the prettiest costume.

Operated by Emil Lence, the huge Eastern Parkway Arena is widely known as the scene of televised boxing bouts. The building is used for skating on Friday evening, Saturday afternoon and evening, and Sunday afternoon and evening.

Burglars Get \$1,018 At Philly's Elmwood

PHILADELPHIA, Feb. 19.—Burglars entered Elmwood Skating Rink here early in the morning, broke open the safe and stole \$1,018. Harry Schiozza, son of owner Nicholas Schiozza, discovered the loss. He told police that 40 pairs of skates also were stolen.

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We invite you to bring your skates to Curvecrest and see for yourself.

FORGING NO. 12

AOW Near Completion On Levittown Arena

ELIZABETH, N. J., Feb. 19.—March 17 is the target date for the opening of the latest link in the America on Wheels chain of rinks, the Levittown (N. Y.) Arena on Hempstead Turnpike, it was announced this week by William Schmitz, chain general manager.

The new Long Island arena, No. 12 in the chain, measures 140 by 220 feet. It will have an unobstructed skating surface of 100 by 200 feet, as well as exotic lobby, large refreshment area, sports shop, check and skate rooms, and a large and attractive stage from which organ music will emanate.

Heating equipment having been installed in the building's shell, chain officials are expecting rapid completion of interior work which has been held up in recent weeks because of lack of heat. The next step, said Schmitz, will be the

pouring of a concrete floor base upon which will rest a floating maple skating surface.

Barnett Singer, Bayonne, N. J., who has done considerable interior decoration work in other AOW rinks, has the contract for the Levittown Arena. Interior lighting of gold and pink will be employed, using cold cathode fixtures exclusively. The ceiling will be completely of glass cloth which combines beauty with the advantage of being fireproof.

Manager of the new link will be Don Victor, present pilot of Mount Vernon (N. Y.) Arena, who has been with the chain for a number of years. He will be succeeded at Mount Vernon by George Petrone.

Current line-up of arenas in the chain consists of Twin City Arena here, which also serves as chain headquarters; Boulevard Arena, Bayonne, N. J.; Hackensack (N. J.) Arena; Paterson (N. J.) Arena; Capitol Arena, Trenton, N. J.; National Arena, Washington; Alexandria (Va.) Arena; Bladensburg (Md.) Arena; Peekskill (N. Y.) Arena, the Mount Vernon Arena and St. Nicholas Arena, New York.

Penny Show, Marathon Win \$126 for Polio

READING, Pa., Feb. 19.—The Berks County March of Dimes campaign was enriched by \$126.78 as the result of a 24-hour skating marathon and roller revue presented in Sinking Spring Skatarena here. The marathon, sanctioned by the United States Amateur Roller Skating Association, started Friday night (21) and was followed Saturday night by the revue, "Skatarena Circus," also USARSA-sanctioned and put on by the Reading Dance and Figure Skating Club. George (Doc) Yoder, Skatarena manager, said he plans to make the marathon an annual event.

Members of the Reading Roller Racing Club who participated in the marathon skated a total of 787 miles during the 24-hour period. Fourteen laps constituted a mile. Finishing on top was Warren Gehret, Earlville, who skated 146 miles and four laps to win a 15-inch trophy. In second place was David Gickel, Robesonia, who skated 144 miles and six laps. Third was Earl Bansen with 130 miles and fourth was Paul Schaeffer with 110 miles. Other finishers were Gene Line, 90 miles and six laps; Ronald Germann, 76 miles, Donald Spayd, Ephrata, 50 miles, and Bernie Krause, Philadelphia, 41 miles.

Making the presentation and handling the starting gun was Jesse (Pop) Carey, former world's marathon roller champ and former operator of a Philadelphia rink, who now resides in Reading.

Of the total going to the polio fund, \$65.78 was presented by the Reading Roller Racing Club skaters and fans. The remaining \$61 represented admissions to the rink after the marathon. According to Yoder, advance newspaper and radio publicity for the marathon had been heavy, but a four-hour snow storm held attendance below the anticipated figure.

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3000 PR. NEW "CHICAGO" RINK Skates, Army Surplus . . . \$3.75 Pr. 778C, \$3.50 Pr. 778SP . . . \$3.75 Pr.

400 PR. USED SHOE SKATES, MEN'S AND LADIES', good condition, for rental . . . 5.00 Pr.

250 PR. MEN'S AND LADIES' NEW SHOES WITH USED SKATES, New 785P reject wheels . . . \$8.50 Pr.

250 PR. NEW MEN'S SHOES, leather lined, broken sizes, formerly \$4.75, NOW . . . \$5.50 Pr.

3600 ECONOMY PRECISION Bearings, fit any wheel30 Ea.

1000 PR. SECOND-HAND HEEL STRAPS12 Pr.

350 SETS HOWARD FIBRE PRECISION WHEELS50 Set

WOOL POM-POMS, all colors . . . 3.00 Dz.

BUNNY FUR POM-POMS, with bells, jumbo size4.00 Dz.

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CUT-RATE LURE

Mammoth Ducat Deal Planned by Fairyland

NEW YORK, Feb. 19.—Plans for a mammoth ticket tie-in promotion were launched this week by Fairyland on Queens Boulevard, Long Island kid spot. If it is successful 3,200,000 ducats offering half price on some 19 ride units will be used to saturate the heavily populated drawing area.

Richmond Cox joined manager Al McKee this week to get the plan in motion. Cox, publicist for the World of Mirth Shows, will aid Fairyland in setting up this and other promotional ventures before returning to the road with the carnival company this spring.


The ticket deal is similar to one used at the park last season but a number of refinements designed to make it work better have been added. Sponsorship of the plan last year was divided. It is believed that better distribution and over-all success will result if only one sponsor is used this year and

an attempt will be made to sign up one firm large enough to absorb the estimated \$4-per-thousand printing and distribution cost. Distribution will again be made thru retail outlets selling the sponsoring firm's product. Should current negotiations be completed satisfactorily some 4,000 retail outlets will help to distribute the ducats.

The tickets, in the form of an oversize post card, contain 19 perforated coupons for as many different rides, each of which can be exchanged by a child with a nickel for a ride. Adults are excluded altho the park features several major rides and these are numbered among the coupons.


Credited with having close to an ideal location, Fairyland has clicked from the start. Business continues good so that the tie-in ducats are designed initially to build new trade rather than to spark old customers.

2 proven money makers



DODGEM

For 35 years a proven leader. Thrill-packed, safe, the favorite for boys and girls of ALL ages! New finger-tip steering. Most profitable ride in the amusement industry.



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LAS VEGAS, NEVADA

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HARMONY AMUSEMENT PARK

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All replies:
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High Quality KIDDIE RIDES

ROTO WHIP—SPEED BOATS—PONY CARTS
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Illustrated Circulars Free

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WANTED: PORTABLE SKOOTER RIDE

(Must be in good shape) for established outstanding amusement park near Rochester, N. Y. Buy or install on percentage.

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CONCESSIONS AVAILABLE

AT OLYMPIA LAKES AMUSEMENT PARK. WRITE

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RIVERSIDE'S PATRON TUGS AT THE LEASH

AGAWAM, Mass., Feb. 19.—Riverside Park feels it can't miss having a good season this year, when customers start asking the precise moment of the opening. Harry Storin, promotion chief, is flashing a note from a Watervliet, N. Y., customer who says: "I am writing to ask for the date of your opening day, and the hour." When the customers can hardly wait, Storin says, "neither can we!" Watervliet is a good 100 miles from Agawam.

Modernizing Continues at Rocks' Spot

NEW YORK, Feb. 19.—Latest arrival at Rockaways' Playland during its \$10,000 off-season improvement program is a porcelain enamel and neon sign, erected over the Whip. Triangular in shape, two sides are illuminated. The letters contain twinkling 10-watt bulbs and neon outlines. The capital "W" is four feet high and contains 155 of the bulbs, and the entire sign, costing \$3,700, requires 80 amps.

Dick Geist also said three-foot-high aluminum fencing has been ordered for the same ride, featuring lever-operated gates controlled by the ride's operator. The Whip has received a red bulkhead and curb.

The Curries' concession alley off the South 98th Street entrance is being refitted with an overhead rolling aluminized steel grill gate to dress the entrance and allow more passage space than the former folding gates which opened sideways.

A store firm has contracted to do Formica and stainless steel interiors for two game concessions. Practically all the park's stores feature Formica counters, much use of steel and neon, and rolling overhead doors. Largest item in the modernization program has been paving a large midway section.

BRONX SITE

New Rec Area Taking Shape In New York

NEW YORK, Feb. 19.—A new recreation center is taking shape up on Baychester Avenue in the Bronx, where the Travelers Inn management has acquired some 450 feet of additional space and will lease it out to diverse amusement operators.

The inn had functioned as a restaurant with Jack Kassow's Bunny's Kiddie Park next door. Now the Filimo brothers, Tom and Lou, have changed over to cocktail lounge operation and the rides are moving down the block, since city regulations decree that kiddie rides must be 200 feet away from any bar.

Kassow's rides, all portable, have been placed in storage with other equipment of his Atlas Bazaar Company, pending grading of the new location. He will again probably set nine rides down for the 1955 season.

The property owners and lounge operators will let out their extra frontage to a golf driving range, miniature golf, custard, and hot dog stand, it is reported.

COLD, SNOW POINT UP SO-SO GOTHAM WINTER

NEW YORK, Feb. 19.—Those few kiddie parks in the metropolitan area which have been operating thru the winter season have recorded just fair patronage in comparison with past seasons. Coming on the heels of a satisfactory summer, the off-season business has stood up well with last year's, but has been no better.

Snow has fallen heavier than in recent years, and a prolonged cold snap put the kibosh on three weekends at the moppet funspots. For the most part it has been a case of opening around 1 p.m. and shutting down at 5.

Parks which have operated on a daily basis, such as Joyland in the Bronx and Fairyland on Queens Boulevard, have managed to pay their help but the cold weather operations have not been very profitable. Funland worked short-handed with help doing double duty between rides and food counter, and Fairyland also eased up on ride operators during mid-week.

In addition, Fairyland has had the expense of running its Big Eli wheel thruout the day, especially on weekends, as a crowd puller since the spot is located on a heavily traveled thoroughfare. The wheel has been turning whether carrying any riders or not.

Most of the kiddie ride operations are shut for the winter, especially those in the outer reaches of the metropolitan area where temperatures hit extremes when it turns cold. New York City has a few parks which open on decent Saturdays and Sundays to gather what customers they can, and the daily operations are limited to a very few, plus the Nunley indoor

spots on Long Island and in Westchester.

Indications are that there will be no price changes this year at kiddie parks. Many went from 9 cents to a dime when the federal tax was lifted, and from 14 cents (12 and 2) for adults, to 15 cents. Places queried stated they are satisfied with the 9-cent or 10-cent kiddie price, whichever they had happened to decide on last season.

FOR SALE

CARROUSEL

48 ft. in diameter, 24 jumping horses, 22 stationary horses, 2 chariots. All hand-carved horses. 1 Wurrlitzer organ, 1 10 H.P. motor. Everything in excellent condition. Presently erected and can be seen at Hazle Park, Hazleton, Penna. Do not miss this attractive offer of

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Approximately sixty machines. All in perfect working condition.

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WANT TO LEASE

Kiddie Rides—Train, Merry-Go-Round, Airplane, etc., in modern Park and Miniature Golf Course. Will consider any reasonable proposition on solid factory built rides. Call or write

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KIDDIE CAR RAILROADS

Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. Through affiliations we can build America's finest Roller Coaster. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 9th Ave., Pittsburgh, Pa.

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RIDES—GAMES—CONCESSIONS for Colored Beach—Ninth Season. Good attendance. Must carry insurance. Will consider long lease for all to right party. Write or phone

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GOLDEN CELES

Saskatchewan Events Make Jubilee Plans

REGINA, Sask., Feb. 19.—Saskatchewan's 50 summer fairs and exhibitions will each be doing something this year to mark the 50th anniversary of the province.

The provincial Golden Jubilee Committee has announced that it plans, as far as possible, to make the annual exhibitions the focal point for jubilee celebrations in each district.

A subcommittee, headed by T. H. McLeod, manager of the Regina Exhibition, is in charge of plans.

Fairs have responded well to the idea of a Golden Jubilee theme and all managers are doing their best to provide extra attractions, it was announced.

To assist them, the committee approved financial grants to Saskatchewan exhibitions in proportion to their annual paid attendance.

Cash Aid

The grants are \$5,000 to the Class A fairs at Saskatoon and Regina, \$1,000 to each of the eight Class B fairs, and \$100 to each of 40 Class C fairs.

At Class C fairs the Golden Jubilee observance will center around reception for former residents who are being encouraged to return for a jubilee year visit.

The reception headquarters at each fair will be in one of the permanent buildings where former residents will register and be welcomed by a member of the host committee.

Assistance will be given those wishing to visit old homesteads or meet former cronies. They will be able to check the register to contact other former residents and may use the headquarters for renewing acquaintances.

Most of the Class C exhibitions

will also feature special functions such as teas, banquets or larger community picnics at which former residents will be honored guests.

At Class B fairs the grandstand shows will emphasize the Golden Jubilee. Scenery, prepared with the assistance of the jubilee office, will feature the crest of the province and the province's official flower.

Hypo Numbers

Production numbers will be geared to emphasize that 1955 is a special year in Saskatchewan's history, fireworks will have a jubilee touch and most fairs will have special livestock events.

The Saskatchewan Golden Jubilee Choir from Regina will appear in front of the grandstand at Class B fairs.

The B events also plan to have reception centers for visitors and other attractions for former residents. Plans are also under way for working demonstrations of old-time agricultural equipment.

Backdrop for the grandstand show at the Class A fairs was designed by the jubilee office and will depict a Western Canadian prairie scene.

Opening production number will see the 24-girl chorus line garbed in gold costumes, and a huge replica of a lighted birthday cake will be featured. One number will deal with Indians and early settlers, another with the West "then and now," and another will depict the coming together of many races to form the population of Saskatchewan.

Stock Shows

International livestock shows for Aberdeen-Angus and Shorthorn breeds will be major attractions at the Saskatoon exhibition, and in Regina the Commonwealth Hereford Show, the largest livestock exhibit of one particular breed ever held in Canada, will be featured.

Most of the commercial exhibitors at fairs thruout Saskatchewan will be using a Golden Jubilee theme for their displays.

The Golden Jubilee subcommittee includes: T. H. McLeod, chairman; W. H. Foster, Abernethy; George K. Ross, Lloydminster; Dan F. Kelly, Prince Albert; N. W. Symonds, North Battleford; Roy Schultz, Weyburn; S. K. Wood, Yorkton; Mrs. Verna Hyland, Moose Jaw; E. P. Rae, Estevan; C. D. Manson, Melfort; Ivan McMillan, Craik; C. Whiting, Pleasant Valley; and Fred McGuinness, Golden Jubilee director, ex-officio member.

New Brochure, Additions Spark ESE '55 Campaign

SPRINGFIELD, Mass., Feb. 19.—A colorful brochure telling the story of the Eastern States Exposition in words, drawings and photographs is ready for distribution. One of the initial promotional efforts launched by the event, the brochure also introduces for the first time a new trademark in the form of a sketched young man attired in the manner of the Pilgrims.

Jack Reynolds, general manager, also announced that major improvements costing in excess of \$60,000 will be made in time for this year's event. Included are a new sanitary sewage pumping station which will make it possible to expand rest room facilities. The electrical sub-station will be completely renovated and modernized to boost the load capacity of the transformers by 50 per cent.

The third major improvement concerns the acoustics and sound system in the Coliseum. Recommendations by the audio department of the Massachusetts Institute of Technology call for the installation of two completely sepa-

WINTER FAIRS

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Arizona

Coolidge—Pinal Community Fair, March 27-27. Wendel Flewelling.
Mesa—Maricopa Co. Fair, March 9-13. Harvey Johnson.
Miami—Globe-Miami Community Fair, March 30-April 3.
Yuma—Yuma County Fair, April 13-17. Ken Baker

California

Imperial—California Midwinter Fair, Feb. 26-March 6. D. V. Stewart.

Florida

De Land—Volusia Co. Fair, March 7-12.
Delray Beach—Florida Gladioli Festival & Fair, Feb. 28-March 5. R. C. Lawson.
Eustis—Lake Co. Fair, March 15-20. Karl Lehmann.
Florida City—S. Dade Co. Bean Festival, 23-March 5.
Fort Pierce—Indian River Youth Show, April 29, 30. Jordan.
Inverness—Citrus Co. Fair, March 15-19. Quentin Medlin.
Largo—Pinellas Co. Fair, March 1-6. J. E. Logan.
Ocala—Southeastern Fair Stock Show & Sale, Feb. 28-March 5. Louis Gilbreath.
Orlando—Central Florida Fair, Feb. 21-26. C. T. Bickford.
Quincy—West Florida Fat Cattle Show & Sale, A. G. Driggers.
Sebring—Highland Co. Fair, Feb. 28-March 5.
Stuart—Martin Co. Fair, Feb. 22-26.
West Palm Beach—Palm Beach Co. Fair, March 5-12. Lamar Allen.
Williston—Levy Co. Fair, March 22-26. R. H. Hipp.

Oregon

Gresham—Multnomah Co. Spring Garden Fair, April 20-24. Duane Heennessy.

La. Assn. Seeks Aid For Bldg. Programs

John Birdsong Re-Elected President; John Goldsby, Adolphe Netter Retained

ALEXANDRIA, La., Feb. 19.—A request for State aid to assist fairs in the construction of new buildings was a major development to come out of the annual meeting of the Louisiana Association of Fairs and Festivals, held in the Hotel Bentley here Sunday and Monday (13-14).

Over half the State's annuals were represented at the confab along with some 35 attraction and supply representatives. Dave Pearce, State commissioner of agriculture, pledged his support of the fair's request for State funds, but advised the executives to also enlist the support of their representatives in the Legislature.

No formal sessions were held Sunday, the day being devoted to the signing of midway attractions and free acts. The annual banquet, preceded by a cocktail party, drew a good turnout that evening. The hotel's organist, Daisy Steinway, provided the music with entertain-

ment by Phil Marquin, comic, and the McQuaig Twins, songs and music.

Monday's business session opened with the invocation by George B. Flint, chaplain of The Showmen's League of America, who also read a brief eulogy to the late William R. (Bill) Hirsch, long-time secretary of the Louisiana State Fair. Boyce House, public relations director of the Fort Worth Fat Stock Show, was the key speaker at a luncheon.

All officers were re-elected. Included were John Birdsong, president; J. H. Goldsby, vice-president; Adolphe Netter, secretary-treasurer, and directors J. A. Smith, E. L. Roussel, Roy Theriot, J. M. Gilfoil, A. J. Berey, Lamar Waters and Dr. A. J. LaFarger.

Most of the fairs re-contracted their '54 carnivals altho some left the meeting with no midway pacts set.

Carnival, grandstand and supply reps on hand included:

Mr. and Mrs. E. T. Schutz, Harry Burke Shows; Mr. and Mrs. H. V. Peterson, Tivoli Exposition Shows; B. W. Hottle and Hal (Romeo) Dunn, Buff Hottie Shows; Mr. and Mrs. Floyd Kile, Floyd Kile Shows; Mr. and Mrs. A. E. Raines, Raines Shows; Mr. and Mrs. Jimmie Henson and Mr. and Mrs. John McKee, Greater Dixieland Exposition; Jack Ruback and Sam Blake, Alamo Exposition Shows; Mr. and Mrs. Eddie Moran and Johnny Martin, Southern Valley Shows; E. W. (Slim) Wells, William T. Collins Shows; E. J. Corbert, Delta Tent & Awning Company; W. R. Lashbrook, Lashbrook Tent & Awning Company; Roy E. Childers, Childers Canvas Products; H. S. Finke, Finke Bleacher Corp.; Mr. and Mrs. Toby McFarland, McFarland Sales Company; F. W. Herrin, Paramount Fireworks Company; John Wills, Regalia Manufacturing Company; Jimmie Thomson, rodeos; Mr. and Mrs. Lee Hendricks, Movieland Horses; E. O. Stacey, Music Corporation of America; Don Rogers, General Artists Corp.; George B. Flint, Boyle Woolfolk Agency; Billy Senior, Barnes-Carruthers Theatrical Enterprises; Cliff Lyles, promotions, Harry Cloud and Eddie Phillon.

Work Set to Start on York's New Show Hall

YORK, Pa., Feb. 19.—The new exhibition building here is expected to be ready for use by September, according to Samuel S. Lewis, president and general manager of the York County Agricultural Society. First steel for the \$300,000 structure on the Interstate Fair Grounds will arrive early next month.

Harry D. Immel, reporting for his concessions department, noted contracts of \$9,815 have been signed since the January meeting, bringing the total to date to \$43,675 or more than \$1,100 over the same period last year. Total deposits received so far is \$10,975.

The new building will be of concrete block inner walls and the outer walls will be of Oriental-type brick to conform with other buildings on the grounds. Dimensions will be 280 feet by 120, while the actual exhibition hall space will measure 250 by 120.

Committee Heads Named

Fair managers and their new committee assignments are as follows: John A. Dempwolff, concessions, finance, tickets and admissions; Horace B. Haber, concessions, em-

ployment, traffic and parking; Walter F. Grove, advertising, finance, traffic and parking; F. H. Hartenstein, attractions, racing, ways and means; Harry D. Immel, advertising, concessions and finance; Stuart B. Lefean, attractions, employment, tickets and admissions; John M. Rudisill, buildings and grounds, premiums and awards, ways and means.

Also Arthur B. Thompson, employment, premiums and awards, ways and means; I. D. Weiser, attractions, buildings and grounds, tickets and admissions; Frank H. Wogan, premiums and awards, racing, traffic and parking; D. Philip Young, advertising, buildings and grounds, and racing.

Safety Fence Urged for Pull Contests

HARTFORD, Conn., Feb. 19.—Repetition of tragedies such as occurred at the Goshen Fair last fall may be prevented if recommendations of the Connecticut Humane Society are observed at future fairs.

In its quarterly bulletin the society refers to the accident during a horse-drawing contest, when a team bolted, plunged thru a fence and into the crowd, injuring six persons, one fatally.

A proper fence around the ring, the bulletin adds, probably would have prevented the catastrophe.

"Many fairs," it says, "fail to provide an adequate drawing ring. Frequently the ground is not properly prepared with a hard clay surface, which creates an unnecessary hardship on the animals. Usually there is only a rope or an inadequate fence between the public and the participants. In our opinion, every fair should provide a proper drawing ring and a safe fence. Bleachers for the spectators would be a benefit."

The society, which has been working with the Connecticut Fair Association, notes improvement in horse and oxen drawing contests in the past 20 years, but points out that there is no authority to make local fairs adopt approved rules.

Intro N. C. Bill To Relieve Vet Annuals of Tax

RALEIGH, N. C., Feb. 19.—Norman Y. Chambliss Sr., president of the North Carolina Association of Agricultural Fairs and manager of the Rocky Mount and Pitt County Agricultural Fair, Greenville, announced here Tuesday (15) that the association is sponsoring a State Senate bill which provides that agricultural fairs operated by veteran organizations be exempt from payment of ad valorem tax.

Chambliss, who was here on a visit, said that a bill has already been presented by Sen. Paul E. Jones, a member of the Pitt County Fair executive committee. This bill covers only Pitt County, but Chambliss is of the opinion that many fairs operated by veteran groups should have their legislators present similar bills during the present session of the Legislature.

Fairs in North Carolina operate under the supervision of the State Department of Agriculture. "Our association is in accord with the Jones bill," said Chambliss, "and we hope more fairs that can qualify will take advantage of this opportunity of saving taxes."

N. H. Solon Seeks Hiked State Aid \$\$

CONCORD, N. H., Feb. 19.—Rep. Joseph B. Perley, of Lebanon, has introduced a bill in the New Hampshire Legislature that would raise the present 5 per cent race track tax, which supports New Hampshire fairs, to 6 1/2 per cent. One-half of 1 per cent of this would be earmarked to finance a bond issue for a \$100 Bonus for Korean war veterans.

Attention Fair Secretaries
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Concello, Beatty Argue Over Moore

Agent Off, on Payroll as Owners Spat;
Concello to Sarasota; Moore to Coast

CHICAGO, Feb. 19.—Art Concello and Clyde Beatty, co-owners of the Clyde Beatty Circus, were in a disagreement over operation of the show this week. Although some observers believed the spat was of major importance, this was not definite. In any case, the situation may come to a head in about a week.

Behind the arguments and figuring in them was Bill Moore.

Moore has been agent for the show and went with the deal when Concello bought control of it in January. But there were reports at once that Moore would be replaced. Late last month, Concello made his move and Moore was off the payroll.

But Moore didn't stand still. On the West Coast, he began a series of telephone calls and subsequent travels. Concello rushed to Cleveland to confer with Beatty. Moore came east and both he and Concello went to Macon, Ga. Moore stayed there a week, conferring with attorney Paul M. Conway and others.

Concello to Sarasota

Concello was in Macon four days and then went to his home at Sarasota, Fla., rather than to the

U. S. Acts Move As Atayde Ends Mexico City Run

MEXICO CITY, Feb. 19.—The Atayde Circus closes its nine weeks' run here Wednesday (23) after winning highly successful business on newly acquired property where the show will build a permanent arena for its future performances.

Now it will start its tour of other Mexican cities. The Flying Marilees closed early to join Hamid-Morton. The Great Wallendas go from here to South America to join the Royal Dumbar Circus. The Loyal-Repenskis will break up their family act and have three smaller acts on Ringling-Barnum during the 1955 season.

The Emil Pallenberg Jr., bear act and the Pete Cortez-Harry Golub Side Show will stay with Atayde for the road tour.

Saturday (12) was designated as Wallenda Day, and Karl Wallenda was presented with a gold medal which Atayde gives each year to its most outstanding act. The Loyal-Repenskis and some other acts have received these medals in other years. This was the Wallendas' first appearance here.

Cleveland Reports Drop From 1954

CLEVELAND, Feb. 19.—Business for the Grotto Circus here last week was off sharply from last year, it was reported locally. Newspaper reports said it was off as much as 35 per cent, although the performance was said to be the strongest in years and both promotion and publicity were hefty. Concessions also were off. Weather was bad and was blamed for much of the drop.

Plunketts to Tour

LA GRANGE, Tex., Feb. 19.—The Plunketts' Stage Show definitely will go out this season as usual, it was stated this week by Zenda Plunkett, who asserted previous reports to the contrary were erroneous.

Deming, N. M., quarters of the show. It was assumed that he conferred in Sarasota with the attorneys which represented him in his contract with Beatty.

Moore, meanwhile, has been returned to the payroll, after a lapse of roughly three weeks. He was returning to the show, it was learned, as a general utility man rather than general agent. He was heading for Dallas, Deming and Los Angeles.

While Moore was the focal point of the disagreement, there were repercussions between the two owners in other spots as well.

Another factor was that Moore asserted he had authority to offer a name attraction to circuses and when Concello turned down the proposition, Moore offered the attraction elsewhere.

BACK FROM EUROPE

Mills Names '55 Acts; Ship Docks March 4

JEFFERSON, O., Feb. 19.—Jack Mills, general manager of Mills Bros. Circus, has returned from Europe and announced booking of featured acts for the coming season.

Signed up, he said, are the Comets, three-people flying act; the Bulgaru Troupe (4), horizontal bar act; a four-people teeterboard act, and the Two Bakers, English jugglers. Also, coming from Sarasota, will be the Aldo Cristiani three-people acrobatic act and a new dog act.

Going with Mills, too, are the Reynosa Trio, iron jaw, and the Sanchez Sisters, bounding rope and trapeze. Hold-over acts will be the Namadils (4), perch, and Three Drougetts, hat jugglers.

Arrive March 4

The European acts plus the ballet girls and clowns booked in England are to arrive in New York on March 4. A bus has been chartered to bring them to Jefferson. Starr DeBelle will meet the ship, the United States, and will be in charge of the trip back. Plans call for making some stops along the way for publicity purposes.

In quarters here is Count Beketow, horse trainer and assistant to Paul Nelson. Paul and Jinx Nelson are expected this week.

Joe Rossi will have an enlarged band for his fifth season with the

SECRET WORKOUT

5 Lions Slay Novice Trainer In England

LONDON, Feb. 19.—Five lions mauled and bit a novice trainer to death Sunday (13) at the Tom Roberts Circus headquarters in Oundle, after he sneaked them into a rehearsal cage and tried to put the animals thru a routine. A Dutch animal helper tried to fight off the lions with a long pole and did drive off one of them, but could not save the trainer from death.

Roberts said Rene Reullot, 26, had watched Capt. Sidney Howes, the show's chief trainer, work the animals and tried to do the same. He had just arrived from France to join the circus.

Reullot got four lionesses to line (Continued on page 74)

Stinson Starts Detroit Run; Opening Okay

DETROIT, Feb. 19.—Tunis E. (Eddie) Stinson again blew the whistle to start the latest edition of Detroit's Shrine Circus when it opened here in the Coliseum at the Michigan State Fairgrounds on Monday for a two-week engagement. Show is produced by Orrin Davenport.

Stinson was first appointed to the circus committee back in 1910 and in 1922 was appointed general chairman.

A good opening matinee was reported and there was almost a full house for the initial evening performance.

The downtown box office in the Masonic Temple has been open since January 24, and the advance ticket sale has been reported as "encouragingly substantial."

Show is headed by Clyde Beatty.

WARD-BELL OPENS; BOOKS 3 SHRINES

Rain Strikes on First Day in Honolulu;
Will Play Tacoma, Spokane, Portland

HONOLULU, Feb. 19.—Rain marred the opening of the new Ward-Bell Circus here Tuesday (15), first of a two-week stand under Shrine auspices. But Bus Bell, managing director, said Thursday that the show got off to a good

start and that advance sales were heavy.

From Gainesville, Tex., quarters of the show it was announced this week that the circus has contracted three Shrine dates in the Northwest for April and May.

These are the Tacoma, Wash., Shrine, April 14-17, indoors; Spokane, Wash., Shrine, May 6-10, in the new Coliseum there, and Portland, Ore., Shrine, May 16-22, under canvas. General Agent Arthur Hockwald is filling in dates between these engagements.

It is planned that the show will return to the States early in April.

The Honolulu run is being played under canvas. The show uses a European style set-up. Tickets are scaled at \$1.10, \$1.65 and \$2.25. E. K. Fernandez, Hawaiian showman, has the concessions, Side Show and rides. His Side Show roster lists W. D. Dutton, inside lecturer and blade box; Mimi Carneau, swords; Richard J. Manley, glass blower; Boki, fire eater; Marguerite Ann Robinson, midget; and Rasmus Nielsen, anatomical curiosity.

Wilson Names People Going To Puerto Rico

SAN JUAN, P. R., Feb. 19.—Line-up of personnel for Jerome Wilson's Gran Circo Americano, which opens here March 2, was announced this week.

Included are the Flying Hartzells; Alexanders, horizontal bars; Mr. Ralph, musical act; the Henrys, pony drill, dogs, rolling globe and baby elephant acts; Drougett Trio, hat juggling; Rebecca, barrel juggling; Joe and Lott Anders, unicycles; Antonetts, teeterboard and Risely; Mills Trio, aerial; Koswar, tight wire, and clowns that include Mell Henry, Nico, Maurico, Pepino, Chi Chi and Shorty.

James Harrington is company manager. Eddie Pedrero has arrived from Sarasota and is in charge of work around the show. Most acts will arrive February 27 and a few will come earlier. Harrington's ad campaign will include a calliope and stilt walker on the streets.

Show plays San Juan, March 2-22 and Ponce for seven days.

Hunt Duties Reassigned; Sign Bodinis

BURLINGTON, N. J., Feb. 19.—The Hunt family will relax somewhat from active participation in their circus operation this year, withdrawing somewhat to supervisory capacities, according to Harry Hunt who says there has been a realignment of duties.

Hunt said he will be devoting most of his time to advertising work for the Hunt Bros. Circus and will pass on the bulk of the leg work to others. Marvin Case, his first assistant, will be show manager with three other men under him.

The tour will open with a performance here on April 23, and will include the Circus Fans' Association convention this year. Hunt said the Bodinis are working out in quarters and will offer five acts on the show, including a seven-person riding act, Risley, juggling and acrobatics. The Hunt elephants appeared today on the CBS "Big Top" television show.

Eagles Names Bosses, 5-Man R-B Billing Crew

CHICAGO, Feb. 19.—Make-up of the advance crews and starting date for billing New York were announced this week by Paul Eagles, general agent of Ringling Bros. and Barnum & Bailey Circus, at the show's office here.

He said the crew would start work in New York on March 7. The motorized advance force will leave Sarasota quarters February 28. The circus opens March 30.

John Brassil, who is working at the office here this week, will be in charge of the billing crew. Last season he was manager of the No. 1 car. Clyde Carlton will be in charge of the banner brigade; last year he had the No. 3 car. Charles Turner, last year's assistant general agent, will be with a different show this time around. E. J. Caupert, manager of the No. 2 car last year, also will not be back this season.

Leon W. Pickett and L. D. (Doc) Hall are contracting agents and have been at work for some time. Harry Bert again will be a special agent.

Webb Retains Russell Title

SAN FERNANDO, Calif., Feb. 19.—C. W. Webb, former show owner, said here this week that he still owns the Russell Bros. Circus title. He pointed out that he operated the show of that name from 1928 until 1943, when he sold the physical equipment to Arthur M. Concello. Webb stated that he retained ownership of the title when the show was sold. Concello used the Russell title in part of 1943 and all of 1944.

DARK LIGHT ON BULLS

Fleckles Names Talent For St. Louis Annual

ST. LOUIS, Feb. 19.—St. Louis Police Circus, scheduled for April 22-May 1, and produced by L. N. Fleckles of Chicago, will feature Al G. Kelly & Miller Bros. Circus elephants with pink Stroblight coloring.

Fleckles said that the bulls would work their regular act with the dark-light coloring and also would appear in the spec. A trapeze number may also use dark light.

The full bill includes the Honey Girls, comedy acrobatics; Antonettes, teeterboard and Risley; Kosmar, tight wire; Linon, comedy bounding rope; Agramonte, slack wire; Sky Kings, double sway pole; Hollywood Sky Rockets; Bill Buschbaum's Liberty horses; Beverly Buschbaum's high school horses; the Rudy Rudynoff high school horse act; the Flying Lavalles and the Flying Zaccinis; Jack Joyce's Camels; Rasini's Rocket Car; Vic-

torian Troupe and the Eight Therons, cycling acts; LeVines' Chimps; Craig's Chimps; Albanies and Allen & Company, high acts, and Jumping Paddys, trampoline.

Kinko will be producing clown and will be assisted by Bill Bentley. Others will include Happy Kellems, Wally Matz, Norman Atwell, Bill Alcott, Tracy Andrews, Charles Baker, Don Adams, Arden Beecher, Henry Boers, Lew Christy, Bill Geverker, Carl Traynor and Al Stoop. A police quartet will sing.

Coloring of elephants is a rather new development and use of Strob-light on them is even more recent. Hunt Bros. bulls were tinted for a special show several seasons ago and again for a recent colorcast of the "Big Top" TV show. Ten of the elephants now on King Bros. were colored various hues for the current movie, "Jupiter's Darling." Each instance has gotten wide publicity.

George King Sues Gray for Injuries

SAN ANTONIO, Feb. 19.—George E. King, elephant trainer now working in Gonzales, filed suit in Federal Court here against Gil Gray, show owner, asking \$50,000 damages. The suit claims Gray was negligent when in Southern Colorado last May, King was injured while riding in a baggage car with Gray's elephants. The suit alleges that the rail ride got rough and King was thrown to the floor, where the elephants fell on top of him.

Gray's circus is now in quarters at San Angelo, Tex. King now is breaking young elephants for Don Franklin Shows.

Tex Copeland and Bill McGough now are expected to be back with Ringling-Barnum.

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UNDER THE MARQUEE

By TOM PARKINSON

Bill Ballantine has decided not to go with Ringling-Barnum this season. . . . Mrs. Felix Adler will be in Ringling's clown alley. . . . Mike Petrello, former assistant on props with Ringling, returns to the show this season as boss usher, following Pete Grace, who goes to the Beatty show.

The Ivanows, bar act, will be with Beatty. . . . Phil and Betty Escalante are scheduled to go with King Bros. . . . Charlie Cox and Sam Alexander continue as Side Show managers on the Clyde Beatty Circus.

Art McCall, Sandusky, O., newspaperman, clowning one day at the Orrin Davenport show in Cleveland. He writes that about 25 CFA members caught the show's final performance there. . . . Bob, David and Billy Monahan visited with Jimmy and Yvonne Garner and the Farias Trio on the international unit of the Harlem Globetrotters. Garner formerly was with the Monahan Riskey act. The Monahan teeterboard and Riskey acts will work the San Francisco National Sports and Boat Show March 4-13.

Ben Braunstein, carnival agent in the past, is representing Rogers Bros.' Circus at several Southern fair association meetings. . . . Gene Christian, for the past six years agent of Beers-Barnes Circus and an operator of Florida 16mm. movie circuits, is taking a TV color travel film production to Cuba for a tourist transportation service and is negotiating for more Central American travel films to be shot next winter. His return for the summer circus season is indefinite, he writes.

Milton E. Pickman, Ringling promotion man, is expected in Sarasota next week. He is recuperating from an operation in a California hospital. . . . Martha Smiga, who has been working concessions, has returned to working her wire act as well as ladder and cloud swings with Byron Gosh's All-American Indoor Circus. The Harters returned to their Indiana home. . . . Hagen Bros.' Circus is contracted for Silsbee, Tex., in April.

Ben Supowit reports the opening of the Langhart and Supowit snipe plant in Louisville. Langhart was with circuses for 30 years. . . . Frank Braden, Ringling-Barnum story man, is working ahead of a movie and made Boston this week. He starts with Ringling next month.

Whether surplus art treasures now stored in the basement of the Ringling museum, Sarasota, can be loaned to schools and State agencies for display is being studied by State officials. Meanwhile, the State auditor criticized the lack of a full inventory of the museum's property and said methods of handling tickets and receipts are lax.

Lou Nelson, formerly of Hunt Bros., visited Percy Rademacher, clown with Orrin Davenport, at Cleveland last week. They were together on the Aut Swenson thrill show last summer. . . . Art Miller, agent of Kelly-Miller, caught the Hamid-Morton opening at Memphis and visited with Bob Morton. . . . Paul H. Bowers, Martinsburg, W. Va., fan, visited Hunt Bros. quarters and talked with Harry Hunt, Welby Cooke and Roy Bush.

Wesley C. Richards, of Reno, Nev., was quoted widely in AP news stories recently about inheriting two elephants from his uncle, the late W. C. Richards, of Pensacola, Fla. He is a brother of Franco Richards, who inherited property from their uncle and now operates Ring Bros.' Circus.

On the Orrin Davenport Circus Kay Hanneford celebrated a birthday (16) with a party in the wardrobe room after the show. When the band played "Happy Birthday" and a bouquet was given to her in the ring during the performance, she responded by doing a somersault from one horse to another. . . . Irv Romig, who does a Detroit

local TV show, clowning the Davenport show and was besieged by youngsters who wanted autographs from him as Ricky, the TV clown. . . . Mrs. Clyde Beatty came on in Detroit to be with her husband. . . . Dick Lewis, substituting as king of the Free Roll Club, has been busy making local arrangements for entertainment. . . . Preston Lambert, announcer, who was with Davenport in past seasons and now is with "Hollywood Ice Revue," visited for a day.

Mayor of Great Bend, Kan., J. E. McMullen authored a letter of tribute to Tom Craig, circus working man who died there recently. The mayor's letter was published by The Great Bend Tribune and recalled that Craig had been with Ringling, Barnum and many others. Milt Spece, formerly with shows, also saluted Craig, who had been off the road several years.

Marjorie Towson caught the Orrin Davenport Circus in Detroit, then flew to Havana and expected to return in time to see the show again before the end of the week. . . . Mills Bros. has contracted Peru, Ind., for May 13, with sheriff's auspices. . . . Joe Mix and J. C. Admire are to be partners again in a school unit in Kentucky.

Melvin Hildreth, Washington CFA, is speaking there on behalf of a plan for building a new opera house. . . . Ringling-Barnum has tentative plans to play Concord, N. H., in June. . . . Merle Evans, Ringling bandmaster, was in Chicago part of last week. He interrupted his tour of Midwestern high schools to return to Sarasota to work a show produced for a Bird's Eye Food convention.

The Bouncing Bodos, with Bobby Ashe, have returned to their winter quarters in St. Petersburg, Fla., after winding up at the Winter Haven (Fla.) Fair.
Frank J. Kuba, veteran frozen custard concessionaire who has toured with many circuses, reports the recent death of his dog Mitzi, a 17-year-old terrier.

Arthur L. Cesky, formerly with shows as a bandsman and clown, has been approved for parole at Michigan City, Ind., but his release is being held up until he is placed for the season. He plans to be with a show.

Floyd Arnold, of the Tommy Scott Show, reports that the organization has been playing auditoriums to good business. Show played Houston under auspices of the Knights of Pythias recently and also Corpus Christi, Tex., where Ward's Trained Animals were presented as an additional act.

A full-page feature article about the Rev. Edward S. Sullivan, circus chaplain, appeared in the Sunday (13) Hartford Courant Magazine. Father Sullivan was pictured with clown Lou Jacobs and was also shown administering the sacrament of baptism to Pachay E. Zaccini, offspring of the human cannonball.

On the Cirque Medrano bill in Paris are Borra, pickpocket; Armade Guerre with his seals; Sabine Rancy and Dany Renx, high school and Liberty horse numbers; Two Willings, acro-comics; Lothar, equilibrist on trapeze; Wisky Bros., trampoline; Four Ericksons, novelty equilibrists; Two Capelins, roller skaters; Arthur Klein Family, comedy bike; and the Taniko Family, antipodist and melange. Rolly and Arty, comedy duo with the Ringling show last season, are playing during February at the George Palast vaude house in Hanover, Germany, and will play the month of March at the Hansa Theater in Hamburg.

From Polack Western Harold Barnes reports that Opal Paige represented the unit at the funeral of Ethel Robinson. . . . Colds and flu plagued the personnel after three days in drafty hangers at Chanute Air Force Base, where water would freeze during the per-

formance. . . . Bill Simmons was temporarily hospitalized with a touch of pneumonia. . . . Ernie Wiswell was ill. . . . Chester Stanley celebrated his birthday with a party for the entire personnel. . . . With Arthur Springer still on the sick list, Ross Paul is substituting on the microphone until the new announcer takes over. . . . Mitzi Isetts and Carol Brent got an unexpected thrill when they found themselves looping the loop in complete darkness. . . . Roland Tiebor Jr. is setting a record for losing overcoats, with one lost per week. . . . Guy (Tiny) Hamilton now assisting on lights. . . . The dressing room has taken on the appearance of a concert hall, with Rudy Docky and Lou Jacobs on violins, Charley Cheer on accordion, and Charley Chaludis, the German Roy Rogers, on guitar. . . . The red carpet was rolled out for Freeman Pursley, who has returned to the fold. . . . Visitors included Honey Shyretto Hebert, Alfred (Flasher) Shyretto and Lee Allen Estes.

Jorgen M. Christiansen, veteran horse trainer, visited Mr. and Mrs. Robert D. Good recently at their home in Allentown, Pa. Christiansen was en route to join Polack Bros. in White Plains, N. Y. His friendship with Good dates back to the 1920's when they were both with the Big One.
George Hubler is back in Dayton, O., after visiting the Harold Voises in Sarasota, where the Flying Voises elaborate rigging has attracted considerable attention recently. Hubler and Ronnie Simpson play Rochester, N. Y., Tuesday (22) with their bar act. Bil Strong, formerly with Hubler, now is in the Voise act.

Ira Watts, improved in health after a six weeks' stay in Florida, is back at work in the King Bros. quarters, where his wife, Leona Watts, is working as secretary. . . . James Hirschberg, King treasurer, visited the Tampa fair and will
(Continued on page 73)

Hamid-Morton Reports Good Memphis Score

MEMPHIS, Feb. 19.—Hamid-Morton Circus opened its spring tour here Saturday (12) and pulled a full house, according to General Manager Robert H. Morton. He said Thursday and Friday shows were sold out in advance. The show played Municipal Auditorium thru Friday (18).

Among featured acts are the Pat Anthony Lions, the Wazzan Troupe of Arabian tumblers, the Alberto Zoppe riding act, and Los Valadas act with 50 trained doves. Line-up includes Miriam France, Helen Hendricks, Aerial Chapmans, Joe Hodgini's dogs, Sylvia's dogs, Amazing Hogar, Irah J. Watkins' chimps, Susie Smythe, June Malchon, the Butterfly Sisters, Karpis Trio, Great Lacy Troupe, Collins and Trudy, Three Skytoners, Yokoi Troupe, Paramount Bears, the Simru Duo, the Flying Marilees and the Hamid-Morton elephants with the Vidbels.
Show plays Milwaukee Monday (21) thru Sunday (27).

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FLOYD GOODING READIES

Buys Twister, Adds Mechanical Circus; Will Work Two Scramblers

TAMPA, Feb. 19.—Two scramblers will operate under the banner of the Gooding Amusement Company the coming season.

Floyd E. Gooding, on a visit to the Florida State Fair here this week, said that he had purchased one Scrambler from the Eli Bridge Company and that he has virtually closed negotiations with a private owner to book on another.

Gooding also said that he has purchased a Twister, the new major ride unveiled recently by the Allan Herschell Company of North Tonawanda, N. Y.

Signs Tallahassee

Gooding also announced that he had signed the Tallahassee (Fla.) Fair for 1955. The Tallahassee event will follow the Gooding engagement at the Pensacola (Fla.) Fair and will give his major unit the latest closing in its history. The Tallahassee Fair is scheduled for the last week in October.

Another recently signed date announced by Gooding is the Bryan (O.) Jubilee to be held on the main streets around the court house. The event, Gooding pointed out, should be unusual, inasmuch as the Bryan streets are 80 feet wide, thus enabling setting up aerial as well as flat rides.

Inks Cantrell Drome

While here Gooding closed for a number of shows to work for him during the coming season. Fred

Cantrell contracted his Motor-drome, and Gooding said that Leo Carroll had booked on his Trained Chimpanzee Show.

Rex Barnes will return with his Monkey Show and Sea Lion Show. Nat Rodgers will have a Snake Show. Irving Miller again will have the Minstrel Show. The office-owned Girl Show will be manned by Joy Purvis, and Bob Purvis will manage "Dancing Waters."

Mechanical Show

Gooding disclosed that he will feature a Mechanical Circus, worked from one built originally

for Beechnut Coffee at a cost of \$35,000. The Mechanical Show, one of the finest of its kind ever manufactured, offers a circus performance plus a circus parade that encircles the entire layout.

The original molds used in making the rubberized characters were located by Gooding after an intensive search, and all-new characters are now being made. It is to be housed and transported in a new, large tractor, with Jack Hardy managing the unit.

Gooding while here closed to give Coca-Cola the exclusive soft-drink privileges on his eight units.

Tighter Money Noted At Tampa's Midway

Games, Concessions Off 25% From '54; Longer Run, Lower Taxes Aid Back End

TAMPA, Feb. 19.—Tighter money than last year was reflected on the midway of Florida State Fair here thru Thursday (17), 11th day of the 13-day event.

The tighter buck was mirrored sharply in concession receipts; they were down at least 25 per cent from last year.

Royal American Shows' rides and shows, however, fared much better. Their daily average grosses tagged only slightly behind last year. Two added days, one of which was a Saturday, upped the total take thru Thursday (17) to slightly over that to the same point last year.

Taxes Are Halved

The net also was helped by the change in admission taxes. The 20 per cent federal admission tax was still in effect during the '54 fair, but there then was no sales tax applicable to ride and show ducats. Since levied, such sales tax adds up to a bite of about 10 per cent, thus cutting in half the relief otherwise opened up by repeal of the federal tax.

The weather during last week,

especially Friday (11), Negro Achievement Day, and Saturday (12), usually the biggest day of the fair, dealt a big blow. Grosses those days were about half those for the corresponding days last year.

But the weather warmed up nicely for Gasparilla Day Monday (14) and Kids' Day, the following day, contrasting with off-weather last year, and a substantial part of the previous Friday and Saturday. (Continued on page 74)

SEEN, HEARD AT TAMPA

Solomons to Sail; Jamboree Yields 3G

TAMPA, Feb. 19.—Sam Solomon, retired show owner, revealed during Florida State Fair here this week that he and Mrs. Solomon plan to leave June 1 on a cruise that will take them to 12 countries. They plan to return to Miami about August 10.

The jamboree for the benefit of the Greater Tampa Showmen's Association yielded \$3,000. One of the highlights of the event was the presentation of a special trophy to Leon Claxton for his many contributions to the club and its activities.

The World of Mirth Shows was represented by Frank Bergen, Bucky Allen and Gerald Snellens. . . . Carlton J. Larson, new manager of the Brockton (Mass.) Fair, was a first-time visitor to the fair. . . . Ditto Col. Lee Carteron, of Southeastern Fair, Atlanta. . . . James E. Strates was on hand with probably the best sun tan of any one.

9-Fair Route Claimed for Continental

LOWELL, Mass., Feb. 19.—Roland Champagne reports his Continental Shows in good shape after the winter fair meetings. He and agent Paul La Cross attended the get-togethers in Massachusetts, Maine and New York.

Continental has seven fairs signed and two more pending, it is reported, with the repeat dates to include Chatham and Westport, N. Y. Other dates will be in New York, Maine and Connecticut.

Refurbishing and painting has been going on at quarters and the show is all ready for the April 16 still date opener in Connecticut.

ACA to Bow 4 Wks. Later Than in Past

Bow Set for May 27; Show Buys New Round-Up, Tilt; Books on Scrambler

TAMPA, Feb. 19.—The Amusement Company of America will open its season a month later than in the past, rather than buck the vagaries of early spring weather.

Paul Olson, ACA manager, disclosed here this week that the show will toss off its wraps May 27 at Hot Springs, the organization's winter base. The tee-off engagement will run 10 days, with the show taking to rails June 6.

The late spring opening will defer the opening of winter quarters' activities until about April 1.

Buys, Books Rides

The delayed start, Olson figures, will save considerable money, inasmuch as the early openings of the past few years have proved unprofitable. He also points out that the shorter still-date season should enable the show to go into its early fairs with greater flash.

Olson, who assumed added responsibilities upon the death of J. C. McCaffery, general agent, late last season, has been busy booking and buying new attractions. He has placed orders for two new rides, a Round-Up and a Tilt-a-Whirl.

In addition, he disclosed this week that he has booked on a Scrambler, owned by Paul Dispensa, Chicago, and the large Roller Coaster owned by Ralph Forsythe.

Previously, he had booked the Rotor Ride to join at the Illinois State Fair, Springfield, and to con-

tinue with the show thru the remainder of the season.

Facts Shows

Tirza, of wine bath fame, has been signed for the opening, Olson said. William Brownell has been contracted to provide three shows, Unborn, Two-Headed Calf and Mickey Mouse Circus, and Buttons Grantham has booked on his Monkey Circus. Del and Dorothy Crouch will return with their Motor-drome. "Dancing Waters" will also be back in the line-up.

One new light tower is to be added, according to Olson. This will bring the show's total to seven towers.

Wm. T. Collins Builds Potent Show Line-Up

Preps for Strong Fair Route; Books Round-Up, Shows

TAMPA, Feb. 19.—Faced with the strongest fair route he has ever had, William T. Collins, owner of the show bearing his name, revealed here this week that he is well on his way to building the strongest line-up of attractions ever to work under his banner.

His show line-up, he disclosed, will include three units owned and operated by Bob Edwards and consisting of Snow White and the Seven Dwarfs, a Torture Show, and Mickey Mouse Circus.

Lauther Side Show

Swede Erickson will have two attractions, Midget Horse and Snake shows, and Carl Lauther will have the Side Show.

At least four and probably five shows will be office owned and operated. Of these the Posing Show and the revue will be managed by Chick Schloss, and the Fat Show by Father Evert.

Three new large show fronts already have been constructed at the show's winter quarters in Minneapolis. One of these will be used for the revue, another for the Posing Show and a third for another as-yet-undetermined attraction.

To supplement his own many (Continued on page 74)

Dallas Fems Mull Change To Mixed Club

DALLAS, Feb. 19.—The possibility that the Lone Star Showwomen's Club of Texas may become a men's and women's club with both on equal footing was seen here. Results of a questionnaire sent out to members indicated an overwhelming majority of the body was in favor of the move.

If the step is taken, there will be no Auxiliary and male and female members would be eligible to hold office. Heretofore, male members have been in the honorary class.

Plans, discussed several weeks ago, relative to merger with the Texas Showmen's Association, also of Dallas, have been shelved for the present.

Fort Pierce Okay in Cold For Blue Grass

FORT PIERCE, Fla., Feb. 19.—The week ended here proved satisfactory for the Blue Grass Shows, although there was unusually cold weather on the big days.

Ladies night on Monday (7) was okay with about 2,500 people on the lot. It fell off Tuesday but the Wednesday sunset matinee, scheduled for 5 to 8 p.m., found the midway pretty well populated. This was reshaped for Thursday (10) but didn't work out so well. Friday was not bad despite the weather which was down near freezing.

Saturday (12) was all right although they didn't start to come until late. About 6,000 school tickets were put out but coldness and winds held the crowds off for a while. Owner C. C. Groscurth paid a quick visit to his wife, ill in Our Lady of Peace Hospital, Louisville, and reports she is improving.

Nathansen, 54, Was Santa for Tampa's Kids

FORT PIERCE, Fla., Feb. 19.—Rudolph A. (Fats Norton) Nathansen, who died at 3 p.m. Thursday (10), had spent 35 years on the road with many shows, and included among his friends were many children in Tampa where he played Santa Claus at several Greater Tampa Showmen's Association Christmas parties.

Nathansen was born in Germany on New Year's Day, 1901. He was an American veteran of World War I and since then had been affiliated with White City Park in (Continued on page 74)

Parents Seek Info On Robt. Connolly

FALL RIVER, Mass., Feb. 19.—The whereabouts of Robert J. Connolly Jr., who is believed to be with a carnival, is being sought by his parents, Mr. and Mrs. Robert J. Connolly, of 641 Valentine Street, here.

Young Connolly, who has been missing since August 7, 1952, is 20 years old, has brown hair, hazel eyes, and wears glasses because of a muscular disorder. Anyone having information concerning him is asked to communicate with the parents.

GROSCURTH SAYS

Florida Business Definitely Down

TAMPA, Feb. 19.—Florida carnival grosses this winter are "definitely down" from last year, according to C. C. (Specks) Groscurth, owner of the Blue Grass Shows.

A visitor to the Florida State Fair here this week, Specks pointed out that he is carrying far more earning power than he did last year but that his receipts at Florida fairs have been off sharply.

His show, which is playing Sanford this week, already has played four Florida fairs, Sarasota, Palmetto, Fort Meyers and Fort Pierce.

Five Upcoming

Specks has five more Florida fairs and festivals coming up. From Sanford, the show moves to Plant City, then plays Largo, Ocala and Eustice in successive weeks before laying off for three weeks beginning March 19. It reopens April 9

at the Pensacola Spring Fair. From Pensacola, the show jumps to Owensboro, Ky., where it opens its regular season April 28.

The Blue Grass Shows have a strong line-up of fairs, including four new to their route. The additions are Converse and La Porte, both in Indiana; Corinth, Miss., and the Cherokee (N. C.) Indian fair.

Other fairs and celebrations to be played include the Bridgeport, Gibson City, Charleston and Champaign fairs in Illinois, the Mattoon (Ill.) Centennial, the Hannibal (Mo.) Street Celebration, the Cape Girardeau (Mo.) Fair; Plymouth, Miss., and Moultrie and Elberton, Ga.

C. W. (Bud) Davis, ride owner and bingo operator, accompanied Groscurth on the visit to the fair here this week.

MIDWAY CONFAB

Paul Little, Pepsi-Cola exec, is motoring to Florida for three weeks of sun and fun with maybe a little business mixed in en route. He expects to visit with friends at the Miami Showmen's Association. . . . Dave Rosen, Coney Island Side Show impresario, reports having found a new human oddity for the coming season. The attraction has a well-formed but abnormally sized head.

Bill Powell writes from Europe about visits to the Mills Circus, where Cyril and Bernard Mills hosted him, to the Tom Arnold Circus, where manager Clem Butson treated him royally, and to the Billy Smart Circus in Birmingham, where Billy Smart "took good care of me."

Dewey Fullerton, known in the profession as Allen Allen, is in St. Joseph Hospital, Tampa, and would like to hear from friends. Fullerton is to undergo an operation for removal of the right lung. . . . Pfc. Carl Cirlak, who was associated in the concession business with Vic Ozalek prior to being drafted last December, is now stationed in Japan with an Army anti-aircraft unit.

While passing thru Miami Al Bern stopped off for a visit with Scully DeLuca, who is completing a new story, "Son of Joe the Grinder," before taking to the road.

Hot Springs Memorial Gets Big Turnout

HOT SPRINGS, Feb. 19.—Upward of 175 persons turned out Sunday (13) to attend the annual memorial services of the Hot Springs Showmen's Association. The services were held in memory of the late J. C. McCaffery, Mike Rockwell, Robert Glasglov and C. L. Pittman.

The rites, which were held in the club's new home here, opened with remarks by Past President H. P. McDonald. The Rev. Father J. F. O'Donnell delivered the invocation and the High School Trojan Orchestra, under the direction of Dora Jane Ledgerwood, played "Ave Maria." The Rev. Wayne Buchanan delivered the sermon of the day and Miss Ledgerwood sang "Consider the Lillies."

Mrs. Alice Hennies spoke on the Auxiliary and Rabbi Samson A. Shain delivered the memorial address. Eddy Rogers then sang "A Prayer," M. McDonald delivered the appreciation and the Rev. O'Donnell gave the benediction.

The committee was headed up by Walter M. Ebel and included Charles Weaver, Richard M. Ryan and Bennie Haze.

Kile Adds Rides, Trucks; Pacts Fairs

CLINTON, La., Feb. 19.—Floyd O. Kile Shows will go out this season with an enlarged ride lineup, Floyd O. Kile, manager, announced. Three major and one kid ride will be delivered later this month, along with five tractor-trailer units.

Show will again follow its late-opening policy this year, sticking to fairs and celebrations. Opening is scheduled for June with 25 weeks route in Iowa, Missouri, Arkansas, Louisiana and Mississippi.

Mr. and Mrs. Kile recently returned from a round of fair meetings. Fairs added include Russellville and Prescott in Arkansas; West Plains, Mo.; Liberty, Miss., and Louisiana annuals at Many and Clinton.

Returning to the Virginia Greater Shows midway this year will be Mr. and Mrs. Hap Arnold, with two hanky panks. They are wintering in Tampa. Mr. and Mrs. Buddy Monroe will hit the Virginia Greater quarters in Suffolk, Va., with their cotton candy, popcorn, candy apples, bottle ball game and punk rack. They are wintering in Miami. George (Tennessee Slim) Gillespie, formerly on the ride crew, writes from Toledo, O., that he will be back with the show.

Jack Norman reports signing Jessica Rogers to feature in the Broadway to Hollywood" revue at the Florida Citrus Exposition in Orlando, Fla., on the James E. Strates Shows.

Harry E. Wilson took off a week or two from the Blue Grass Shows to visit Gibsonton, Fla., where he has been wintering. He will return to the show for another couple of weeks then head north to the Vivona winter quarters.

Visitors to the Blue Grass Shows midway in Fort Pierce, Fla., included Dick Coleman, Mr. and Mrs. John Quinn and China Red, the last-named a former showman who is the community's police sergeant. The lights on Friday night (11) were shut off for one minute in memory of Rudolph (Fats Norton) Nathansen, concession manager who had died the day before. Many members of the show attended the Greater Tampa Showmen's Association banquet on Sunday (13). Owner C. C. (Specs) Groscurth, of the Blue Grass Shows, is incoming third vice-president of the association.

Joseph Lehr, spot worker, pens from Philly that he has been discharged from the hospital and is now at a convalescent home. Friends may write him at 500 East West Moreland Street, Philadelphia 34. . . . Mrs. Laura D. (Louise) Beall, wife of Hiram Beall, celebrated her 75th birthday in Fort Myers, Fla., February 9. Mrs. Beall passed the half-century mark in show business October 15. In 1904 she was with Gaskill & Mundy Shows, and last season she and her husband were with Wolfe Amusement Company and the Barney Tassell Shows, according to her daughter, Mrs. Pudie Smith Fitzgerald.

James Reed has purchased a restaurant in Greenwood, S. C., and will not be on the road this year. . . . Mr. and Mrs. N. Waterman are returning to Boston after a two-week stay at the home of Mr. and Mrs. Lou (Stretch) Rice at Miami Beach, Fla. . . . Sandra Berkley and her daughter, Toni Walker, are staying at the trailer of Mr. and Mrs. J. A. Peterson in Auburn, Me.

Richmond Cox, World of Mirth Shows publicist, arrived in New York this week to handle some special promotions for Fairyland Park on a short-time basis. Cox will wind up his efforts in behalf of the Long Island kid spot in time to return to the road with the World of Mirth. En route from his Spartanburg, S. C., home, Cox stopped off in Winston-Salem, N. C., for a visit with Frank Kingman, manager of the fair and coliseum there, and in Richmond Va., with World of Mirth personnel.

Prof. Willie J. Bernard, Hancock, N. H., is booking his Wild Man Jungle Show in the New England States. Previously Bernard had booked with Southern carnivals.

Guests at a recent engagement shower for Roberta McGreager, who will wed Bud Dorsey early in April, included Mr. and Mrs. Sonny Riley, Ridgeville, S. C.; Ted and Amber West, Wilkes-Barre, Pa.; Shella Worthington and Henrietta Clark, Dorchester, S. C.; Cleo and Red Tanner, Miami; Freddie West and Stuart Murphy, Miami, and Jessie French and La Vern Martin, both of Phenix City, Ala. Affair was held at the winter quarters of the Vivona Bros. Shows in Florence, S. C.

NATIONAL ORANGE SHOW SAN BERNARDINO, CALIF.

MARCH 17-27 INCLUSIVE

The FIRST BIG ONE OF 1955 • UPTOWN LOCATION
300,000 Attendance • Plenty of Parking Space

NOW BOOKING SHOWS AND CONCESSIONS
CONCESSION SPACE \$15.00 PER FOOT

ROY SHEPHERD CAN USE RIDE MEN AND SEMI DRIVERS
STARTING MARCH 7th

Wire-Write or Phone CRAFTS 20 BIG SHOWS 7283 Bellaire Ave., No. Hollywood, Calif. Phone POPular 5-0909

WANT

For the GREAT PINELLAS COUNTY FAIR, Largo, Fla., Week Feb. 28; Followed by the OKLAWAHA VALLEY FAIR, Ocala. Then the LAKE COUNTY FAIR AND SPORTSMEN'S EXPOSITION, Eustis.

Legitimate Prize Everytime Concessions and Hanky Panks only. No flats or semi-flats wanted. Long and Short Ranges, Hi-Striker, Photos, Age and Scales, Wonder Bar, Bear Pitch or any Legitimate Merchandise or Direct Sale Concessions.

All Address M. G. STOKES, Sec.

BLUE GRASS SHOWS

PLANT CITY, FLORIDA, THIS WEEK; THEN PER ROUTE

Cleanest *Finest* *Most Dependable*

James H. DREW SHOWS

1955 SEASON OPENS APRIL 1 WITH CHOICE SPRING ROUTE AND 22 FAIRS AND CELEBRATIONS FROM FIRST WEEK IN JUNE SOLID UNTIL THE MIDDLE OF NOVEMBER

Will place Grind and Bally Shows, Drame, Illusion, Glass, Animal, Monkey, Fat, Little Horse, etc.

Will place Concessions—Modern Bingo and Cookhouse. Good opening for Photos, Jewelry, Custard, Glass and Pottery Pitches, Hats, Novelties, African Boba, High Striker, Cigarette Block, Long and Short Range, Hoop-La, Basketball, Balloon Dart, Ball Games, Age and Scale, etc.

Will place experienced Ride Help who are licensed tractor-trailer drivers to join in winter quarters March 21. Note: If you drink please do not join this show.

Notice: Curley McCoy, please contact this show by wire or phone. All address:

JAMES H. DREW SHOWS FAIRGROUNDS, SWAINSBORO, GEORGIA. PHONE 69-67.

JOHNNY T. TINSLEY SHOWS

America's Most Modern Midway

Want for the Best Route of Still Dates in North Carolina and Virginia. Roanoke, Va., Poultry Fair in June—Galax, Va., Firemen's 4th of July Celebration. 12 Bona Fide Fairs in Virginia, Tennessee, North Carolina, South Carolina, Georgia and Alabama. Opening Greenville, S. C., April 16—Wonder Location Under Auspices of Shriners.

Want Motordrome Operator. Grind Shows with own outfits. Concessions: Bingo, Long and Short Range Lead Galleries, Photos, Snow Balls, Cotton Candy, Hi-Striker, Hoop-La, Watch-La, Water Games, Pitches of all kinds and Hanky Panks of all kinds that work for stock. Rides: Live Ponies, Train, Sky-Fighter, Kid Wheel or any Novelty Ride and Major Rides not conflicting. Ride Help: Can place reliable Ride Men. Caterpillar Foreman, Rock-a-Plane Foreman and Fly-a-Plane Foreman.

Address: 22-A E. Court St. or 1209 New Buncombe Rd. (Phone: 2-3541) Greenville, S. C.



ROSS MANNING SHOWS

OPENING KINSTON, N. C., APRIL 9

(FIRST SHOW IN 12 YEARS) 8—SHOWS—8

THREE ARMY CAMPS TO FOLLOW
FIRST CALL — 11th ANNUAL TOUR — FIRST CALL

CONCESSIONS: Photo, Long and Short Range (Martha Mullins, contact), Novelties, Ball Games, Hankies. Can place Mitt Camp, American Clothes. Will sell X on Cat Racks, High Striker, Penny Arcade, Age & Scales, Derby Racer. RIDES: Can place Kid Rides other than Auto and Swing. Choice ride territory. Pony, Whip, Boat, Wet or Dry. RIDE HELP: Can place Ride Men who drive semis. SHOWS: Wildlife; Scotty, contact. Any worthwhile Attraction.

Write ROSS MANNING, 3020 S.W. 23d St. Phone: 83-2631 MIAMI, FLA.

JOHN H. MARKS SHOWS

MILE LONG PLEASURE TRAIL

NOW BOOKING FOR THE 1955 SEASON

SHOWS—With or without equipment, Side Show, Snake Show, Wild Life and Monkey Show. The above must be in keeping with our standard.

RIDES—Will book Octopus, Tilt-a-Whirl or any other Major Ride not conflicting.

CONCESSIONS—Legitimate Merchandise Concessions open including Cook House; must cater to show personnel. Will sell X on Scale and Age and Novelties.

All replies to BOX 771, RICHMOND, VA.

ROCKY MOUNTAIN EMPIRE SHOWS

OPENING STOCK SHOW—SAN ANGELO, TEXAS

MARCH 1

Will book Tilt, Dodgem or Looper for this and following dates.

Concessions—Will book clean legitimate Concessions. Want Grab, Floss, Popcorn this spot.

Contact FRANK O. SWARTZ

Winterquarters—Hobbs Air Base City, Hobbs, N. M., or San Angelo, Texas.

WANTED WANTED

FREAKS—SIDE SHOW ACTS—TALKERS

Summer Season 1955 for these two Shows

Palace of Wonders & Wonderland Side Show, Coney Island, N. Y.

20 weeks' work—one spot—no jumps. Pleasant working conditions. Pay rain or shine. Enclose photo and state lowest salary in first letter.

Write, Wire or Phone:

DAVID ROSEN 4016 Atlantic Ave., Sea Gate, Brooklyn 24, N. Y. Phone: Espanade 2-2178
32 YEARS OF CONTINUOUS OPERATION IN CONEY ISLAND, N. Y.

J. A. GENTSCH SHOWS

Want for two big State Stock Shows, Southeast, Miss; Forest, Miss., March 14; Southwest, Miss.; Port Gibson, week of March 21.

Cookhouse that caters to show people, all kinds of Honky Panks, will sell Ex. on Diggers, all others open. Shows with own outfit. Show opens March 14, Forest, Miss., State Stock Show. Good Still Dates to follow stock shows.

J. A. GENTSCH SHOWS
WINONA, MISS.

P.S.: Dale Curtis, let me hear from you.

ARROW and WOLFE AMUSEMENT CO.

OPENING APRIL 2—2 SATURDAYS

Uptown Location. Get a Good Start on Your Spring B. R. Heading North.

CONCESSIONS—BINGO for Good BINGO TERRITORY
Snow Cones, Candy Floss, Custard, Glass Pitch; Long Range, Ball Games, Cork Gallery, Fish or Duck Pond, Pitch-Tilt-U-Win, Jewelry, Photos, Darts, Hooplas, Cigarette Gallery, Novelties and any Honky Pank—very reasonable privilege. Book Mitt Camp.

SHOWS
Side Shows, any Walk Thru, Monkey Show. Will book or buy Fun House, no junk. Will finance good Showman with good ideas. Also want Photos, Jewelry, Balloons, String, Pitch-Tilt-U-Win, Cork Gallery, Hi-Striker, Glass Pitch, Coke Bottles, Custard, Snow or will place good, capable Agent for same.

Ben Wolfe (Owner) **Ernie Sylvester** (Gen. Agent) **Robt. Overstreet** (Sec.)

BLACKIE HOLT, Lot J. LITTLE, Rides Supervisor
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UNITED EXPOSITION SHOWS

OPENING FIRST WEEK IN APRIL—3 WEEKS IN ST. LOUIS, MO. 3 MORE WEEKS AROUND ST. LOUIS, THEN NORTH, PLAYING NOTHING BUT FACTORY CITIES.

CONCESSIONS—Can book the following: Cookhouse (have Cookhouse, 24-ft. semi kitchen, complete, Frame 18x36, complete, will sell and book for season). Also want Photos, Jewelry, Balloons, String, Pitch-Tilt-U-Win, Cork Gallery, Hi-Striker, Glass Pitch, Coke Bottles, Custard, Snow or will place good, capable Agent for same.

SHOWS: Man for Fun House; Girl Shows, Athletic Show, Side Show. Have 20x80 ft. Top, 100 ft. Banner Line. What have you? Also Geek Show (Sandy, answer), Mechanical Show, RIDE HELP: Roll-o-Plane and Second Men for Merry-Go-Round (Mae, answer), Wheel (Fuzzy, wire), Roll-o-Plane, Mix-Up, Kid Rides. All must drive semi. All my old people get in touch now. Others who want to make money without working, contact: ride the pension train. I know where the money is. Address: C. A. VERNON, MGR., 507 NO. WASHINGTON (PHONE 3560), BRYAN, TEX.

P.S.: Celebrations in Illinois and Iowa for one week in August and one week in September, get in touch.

WANT WANT WANT

NEW ENGLAND AMUSEMENTS

for the coming season

RIDE SUPERINTENDENT; FOREMEN for JENNY, WHEEL, OCTOPUS, KIDDIE RIDES. TOP SALARY and BONUS. Electrician with Concession to wire small Show. Can use Help in winter quarters. Legitimate Concessions. Harold Fletcher, write.

All replies to

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WANTED **OPEN APRIL 15-23** **WANTED**
1 SUNDAY—2 SATURDAYS

HELLER'S ACME SHOWS, INC.

Want Ride Foreman for Allan Herschell 2-Abreast Merry-Go-Round, one EII #5 Ferris Wheel, one Smith and Smith Chairplane, one Octopus, one Spitfire, four Kiddie Rides. Drivers given preference. Want Electrician who knows Caterpillar Light Plant. Cliff, have a good deal for you and wife. Want Truck Mechanics who can keep them going. All Ride Help with me before, contact. Want Shows with own outfits. Good proposition. Want Concessions of all kinds but no flats, for best route I've ever had. Want Cookhouse, Popcorn, Candy Apples, Long or Short Range Gallery, Honky Panks of all kinds. One of a kind on this show. Have three fairs in New Jersey, four in New York, one in Pennsylvania. Fairs start Aug. 9, close Oct. 4.

Phone: ORange 4-5447, 9 Virginia Ave., West Orange, N. J.

WANT WANTED WANT

S. W. WARWICK SHOWS

Ride Help in all departments, must drive semis, for Merry-Go-Round, Wheel, Tilt, also Kid Rides. Will book Octopus, Roll-o-Plane, Pony Ride or any Ride not conflicting. Want Shows: 10-in-1, Fun House, Snake, Animal or any Show of merit. Can place Honky Panks of all kinds. Privilege \$22.50 a spot. Want Couple for Cookhouse on percentage basis. Can also use Electrician and Lot Man. People with me last season, write. (Bob Edwards, get in touch.) Show opens in May, playing Missouri, Iowa, Minnesota and long season south in Arkansas until Nov. 1.

All Address: **STANLEY WARWICK, Rt. 4, Box 54, Hot Springs, Ark.**

WITH THE LADIES

Gowns, Accessories Sparkle At Tampa Club's Banquet-Ball

TAMPA, Feb. 19.—The climax of the busy Tampa winter social season was reached here Sunday night (13) at the annual banquet and ball of the Greater Tampa Showmen's Association. The beautiful Palm Room of the Tampa Terrace Hotel was the setting for the gala affair, rivaled only by the gowns and jewels worn by the ladies.

Gertrude Weiss, wife of the new president-elect, chose a floor-length lime green nylon net gown with silver accessories. Another guest of prominence was Evaline Belew, Miss Outdoor Show Business of 1954, who was gowned in a Ceil Chapman original made of white nylon net studded with rhinestones. Mrs. C. J. Sedlmayr Sr., wore a charcoal gray full-length number with sequin bodice while Mrs. C. J. Sedlmayr Jr. came in a white silk crepe sheath with a sunburst of rhinestones.

Mrs. Hazel Maddox, president of the Tampa Ladies' Auxiliary, wore a colorful gown in an American Beauty shade with a shirred top of rhinestones. A blush pink nylon net creation was selected by Mrs. Curtis Hixon, wife of Tampa's mayor, while Josephine Haywood came in a full-length white Chantilly lace gown, trimmed in black velvet. Franci Fournier wore a cloud gray cocktail gown with rhinestone trim and Francie Demmer picked a melon colored ballerina length number with Chinese trim. A cocktail-length gown in baby blue, also trimmed in rhinestones, was selected by Mickey Wenzik while Marie Weaver wore a rose pink full-length model with dark pink leaves dotted with rhinestones.

Black Velvet

Bette Rodgers came in black velvet with silver accessories while Gyp McDaniels wore navy blue taffeta and net. A floor-length model in light blue crepe with dark blue beaded trim was worn by Chrystine Van Eyck while Jeri Ringlin was costumed in a coffee metallic sheath cocktail gown. Mary Ruth Tillery was in an orchid nylon net floor-length number and Rita Cortez was gowned in black faille with a silver lame bodice. Neva Warbritton wore a cocktail dress in pink brocade and nylon net while Mary Delaney chose black and white nylon net in a full-length number over black and white Chantilly lace.

An orchid taffeta cocktail gown was chosen by Mrs. Wesley Hamiter while Marie Carder wore a floor-length nylon net with silver lame bodice. Rhinestones highlighted the ivory satin form-fitting gown worn by Helen Fields and Monica Bares also chose white, her costume being of nylon net with an overskirt of Chantilly lace dotted with iridescent sequins. Jean Wicks was in a yellow nylon net gown with flower and rhinestone trim. Mae Serfass picked a flame red nylon net cocktail dress studded with rhinestones and Kitty Farino wore a black and white summer imported linen cocktail number.

Blue Crepe

A navy blue crepe cocktail gown was chosen by Mrs. Herbert Pelhank while Mrs. Guy Sullivan came in a pink Chantilly lace sheath. Dixie Gordon wore a white ballerina-length number while Mrs. Newell Taylor's light green ballerina gown was trimmed with silver beads. Sally Brown chose a red taffeta ballerina with silver trim while Maxine Cyr's multi-colored cocktail-length dress was trimmed with rhinestones. Olive Sprague came in white nylon net with sequin-studded top. Mrs. Glen Porter wore a white flowing number with a solid sequin top.

A satin Steinman original in fuchsia shade was worn by Patty Ann Sciortino and Mrs. Bob Buffington attended in a pale pink silk chiffon full-length number with rhinestone trim. Kitty Burkhardt chose a black lace cocktail gown and Betty Christy came in a blue wool jersey cock-

tail dress with beaded trim. An embroidered gown in an apricot shade was worn by Pauline Fleishman and Evelyn Clain came in a white imported Austrian knit cocktail number. Myrtle Jeters selected a floor-length gown of black nylon net with sequin trim and Maude Vanier a navy blue net long sheath number trimmed in blue sequins.

Blue Satin

A Chapman number in blue satin was worn by Vera Hauck while Esther Young attended in an ice-blue satin dress trimmed with pearls and with a full side flounce. Virginia McGee wore a white nylon net full-length gown with rhinestone trim and a bouffant skirt. Kay Horbett selected a cocoa nylon net sequin-trimmed cocktail number while Alyce Mendelson wore a black sequin cocktail import. A cloud grey floor-length gown with a solid sequin bodice was worn by Ann Beasley.

Mildred Gordon came in a French import of pale blue with pearl decorations and Joy Purvis chose a flame colored Chantilly lace number with fitted hips and bustle back, the skirt in ballerina length. Dolly Young selected a Nettie Rosenstein original of blush pink encrusted with rhinestones. Vickie San Fratello wore a Chantilly lace cocktail gown in a champagne shade. A red Chantilly lace number was worn by Helen Julius while Ella Stophels came in blue nylon net. Elsie Johnson wore taffeta in hyacinth blue, her accessories in white orchid, and Blanche Lemish was in blue taffeta with a white bustle.

Black Velvet

Mrs. Phil Lamay came in a fitted black velvet gown with gold jacket and Nina Groscurth in baby pink Chantilly lace. Velva Dean chose a light blue gown with pearl trim while Mrs. Andy Zane came in a white lace cocktail dress with bead trimming. Martha Weiss was in black lace with black satin trim and Margaret Wilson came in light blue chiffon with beaded bodice. Mrs. William Jones was in blue Chantilly lace over blue satin. Peggy Herchey wore a black velvet off-the-shoulder model with pearl trim. Jessica Rogers was in a blue and silver lame cocktail gown and Virginia Cernone in a ballerina-length number of blue silk nylon, the lace top dotted with pearl and bead trim.

Shirley Van Eyck was in a light blue net floor-length number with blue leaf and rhinestone trim and Mrs. M. Troisi came in a chocolate brown net over light brown Chantilly lace. Nora Reinhardt sparkled in her pale orchid nylon net ballerina-length gown while Evelyn Stone chose an Indian print ballerina with gold trim. Dora Renn's blue ballerina was trimmed with pearls and rhinestones. Bernice LaBrac wore a French import of Indian print with black velvet trim while Joanne Zamare chose a velvet trimmed sheath in gray. Ethel Purtle was gowned in an iridescent blue taffeta number with a bouffant hip line.

Evening Blouse

A white jersey evening blouse with dark brown taffeta skirt was worn by Mrs. Doris Meyer while Olga Durden came in an emerald green full-length taffeta number with solid green sequin front. Nora Denike selected a printed sheath cocktail gown with matching jacket. Mrs. Marion Jessop came in a powder blue cocktail model with blue mink stole and Edith Walpert in a paper silk cocktail dress with pearl trim. Hazel Work wore charcoal grey with rhinestones and pearls as trimming. Mrs. Earle Bennett chose white Chantilly lace over blue satin. Mrs. Dick Gilsdorf wore black chiffon with matching lace trim. Jean Tomani wore a light pink brocade gown with pink nylon net and pearl trimming while Mrs. Sonia Bloodgood was costumed in a pink chiffon floor-length number with pink jeweled shoes to match.

Ann Byrne was in a blue cocktail dress trimmed with rhinestones. Rose Danielson wore black taffeta with silver trim and Mrs. George Youle was in a light tan cocktail number. Mrs. Max Tubbis chose a navy blue satin strapless gown with matching jacket and Kitty Van Eyck was in turquoise blue net dotted with rhinestones. Royal blue crepe with matching satin slippers was the costume selected by Claire Applebaum while Mrs. Paul Netterfield wore a dusty rose and blue net formal.

Blue Net

Mrs. Charles Owens was in light blue net with velvet trim and Dorothy Choates in red taffeta. Mrs. Joe Pontico was in a black floor-length number with a white orchid. Bonnie Norman was gowned in a light grey and white striped taffeta ballerina style while Mrs. Jean Fontainer chose red nylon lace. A blue lace gown with pearl trim was worn by Mrs. Pearl Livett and a yellow nylon and black cocktail dress by Mrs. Frank Parker.

Edith Lantz chose a blue nylon net ballerina while Mrs. Carl Borioren was in beige lace. Ann Skee wore black taffeta with nylon trim. Dorothy Anderson was in pink nylon net with a pink fox trim. A red print cocktail dress was worn by Mrs. T. N. Henderson while Mrs. A. G. Beeman was in pale blue and white. Laura Harris wore a black and rose cocktail gown. Mrs. Edward Frank a brown nylon with blue net trim. A full-length blue taffeta with rhinestones was worn by Mrs. O. J. Robertson. Ruby Bartlett chose pink and blue faille and Mrs. Bob Johnson red chiffon with rhinestones. Mrs. Horace Locke came in black and silver and Rose Hunter in blue with rhinestone decorated top. Ruth Smith was in a black and pink cocktail number and Virginia Shumway in black net with rose trim.

Lace Net

Ann McDonald chose a dusty rose Chantilly lace gown and Jean Davis a blue and pink chiffon cocktail dress. Mrs. E. L. Cartier was in yellow lace and nylon net. Adda Cowan, president of the Ladies' Auxiliary of Miami chose an aqua-shaded full-length formal with sequin top. Susie Tezano was in white chiffon and Mrs. Bernie Shapiro chose a mauve cocktail gown with rhinestones. Mrs. Nat Eagle was in a maize linen cocktail number.

Mrs. Sam J. Levy, wife of the toastmaster, came in black crepe. Black taffeta was chosen by Mrs. Ivy Holmes and Margaret Hobbs came in a silk cocktail number in a cocoa shade. Mrs. Dave Goddard wore navy blue and pink taffeta and Mildred Murphy navy blue in a cocktail style. Alice Goodman was in black and white while Virginia Strauss wore aqua nylon net over taffeta. Sally Johnson was in navy blue. Mrs. George Pence in black and white with rhinestones. Mrs. Joe Cename wore blue silk nylon net and Bertie Perrot a light blue nylon net floor-length model.

ALL TYPES OF WHEELS

Mdse. Big Sixes Double Wheels Laydowns Ask for 1954 Catalogue Operated by Joseph Mandel

CARDINAL MFG. CO.
2944 West 28 St., Brooklyn 24, N. Y.
ESplanade 2-7510

UNITED VETERANS' ORGANIZATIONS OF HAVERSTRAW, N. Y.

Want good Show and Rides for week starting July 18 or July 25. Write

FRED BEDELL
72 Main Street Haverstraw, N. Y.

UNDER THE MARQUEE

Continued from page 69

spend several more days in Florida before returning to the King quarters. . . . Bob Allen, King promotion man, has opened an office for the opening stand, when the show will give three performances.

Mary Jane and Dick Miller are announcing the birth of Richard Lawson Miller January 22 at Sarasota. . . . Ralph and Rose Clawson are wintering in Macon, Ga. . . . Floyd and Vicki King, of King Bros. Circus, are expecting another child soon.

Mickey Blue, Polack promotion man, reports things are going well for the Chicago date. . . . Grover O'Day, cyclist, will play Minneapolis and Syracuse Shrine dates. . . . George Marquis, announcer and magician, is with Dr. E. R. Braly's circus, which will have three units playing Southern fairs this season.

Terrell Jacobs was in Chicago on business this week, coming up from his Missouri quarters. He points out that he has not announced his plans but will not be with Rogers Bros. Circus despite a report circulating in the South.

The Indianapolis News carried recently an interview with Edward Moyer about the shows that have come out of Indiana. . . . Jack Cuill, Charles Tiede, Jake Dish and Al Sigsbee, all of the Milwaukee area, have been getting together to recall old shows.

James E. Witteried, of Paris, writes that in his opinion the circus business in France has declined. He is European agent for Hubert Castle, LaLage and others, he writes.

Joe Basile, bandmaster with Hamid-Morton Circus and "Big Top" TV show, states he is in good health and still flying between the two shows each week, thus contradicting earlier reports that he had been ill.

D. C. Miller, who formerly worked tickets on the Cole show, is on a junket out of New Orleans that is taking him to Chicago and the West Coast. . . . J. A. (Oscar Landmesser) Jewel is back home in Pomona, Calif., where he is looking over clippings of newspaper stories about the trip of 18,000 miles that he made with a 40-foot bus ticket, starting last fall when he went to see the Ringling show's closing performance in Florida.

George W. (Slim) Lewis, whose book, "Elephant Tramp," is to be published February 28, writes that Bert Wallace checked over the

galley proofs of the book for him some months ago. . . . Beatrice Dante, chimp act, reports she is still working at the Wild Animal Compound, Vero Beach, Fla., and later will play park dates for Hamid.

The Kaye Bros. Circus, indoor outfit, recently played Olympia, Wash., and now is touring Idaho and Utah, reports Don Marcks, of El Cerrito, Calif. . . . Bernie Griggs, veteran performer and clown, is at the City of Hope, Duarte, Calif., and would like mail. . . . The Vernon L. McReavys caught Circo Ataye in Mexico City.

Belle City Sets 3 Fairs

MILWAUKEE, Feb. 19.—The signing of three more Wisconsin fairs, completing the Belle City Shows' 1955 bookings except for one still date, was announced this week by owner Charles Panacek and E. Joseph Henke, advance man. Latest to be signed are Waukesha County Fair, Pewaukee, July 6-10; the Jaycee Memorial Fair, Oconto Falls, May 27-30, and the Reedsburg Dairy Street Fair, September 14-17. The Pewaukee fair, now getting State aid, utilizes three 40 by 120-foot tents to house its activities. The Oconto Falls fair also uses tents.

Belle City quarters open March 15 for 1955 preparations.

FROM THE LOTS

Dickson United

ASHERTON, Tex., Feb. 19.—Dickson United Shows are now playing the vegetable area in Southern Texas. Show's staff includes H. B. Dickson, owner-manager; Mrs. H. B. Dickson, secretary, and C. H. Cudney, general agent.

Ccessionaires are Mr. and Mrs. Pop Sorrensen, Mrs. C. H. Cudney, Buddy Sorrensen, Jack Odell and J. B. Sloan. The unit is also carrying four office-owned concessions plus a Ferris Wheel and kiddie ride. Other rides and shows are slated to be added soon, according to Dickson. He reports that the show will go into Oklahoma early in April.

All equipment and rolling stock is undergoing repairs and painting, and will come out carrying a new color scheme of cream, red and blue, with white lettering.

Pacific Coast Showmen's Association

1235 S. Hope St., Los Angeles 16
Ladies' Auxiliary

The clubrooms were decorated in a Valentine theme for the Monday (14) meeting with President Clara Anderson presiding. Fifty-nine members were present. Florence Webber was seated on the rostrum.

Nightly awards went to Florence Webber and Charlotte Warren. Door prizes, donated by Stella Schaeffer, Nancy Myers, Ester Carley, Mabel Brown, Emily Bailey and Madison Hopes were awarded Jewel Hobday, Florence Webber, Nina Levine, Marlo LeFors and Peggy Steinberg. Clara Little won an apron which was auctioned off by Nina Levine and bid in by Florence Webber. Vivienne Jacobi won a corday bag.

New members present included Emma Hartman, June Sutton and Musetta Schiller. Emily Bailey reported the sick list included Gladys Mackey, Estelle Wampler, Rose Rosard and Minnie Pounds Ford. The latter underwent a leg amputation at the City of Hope and was reported doing well.

A group of 25 members recently visited the City of Hope to present the organization with a check, the proceeds of January party and other donations. The club since received a thank-you letter. Gifts left over from the club's Christmas party were sent to the children's wards at the city.

Morosa Herman, chairman of tickets, spoke briefly. Vivienne Jacobi donated a new flag. A thank-you letter will be sent Jessie Loomis for her donation of an oil painting to the club. Patti Cook recently presented her husband with a new son. Molly Sieff and husband recently adopted a daughter. May Mortensen lettered that business at Houston wasn't up to par. Peggy Steinberge announced that she and her husband will again be with the Siebrand show.

Rules on visitors were changed. No visitors will be allowed at the meetings until after recess. Florence Webber, Jewel Hobday, Jean Kohn and Alma Stephenson made short talks. Aprons and material were donated by Charlotte Warren, Emily Bailey, Clara Little, Thora Richard, May Bacigalupi, Stella Schaffer, Emily Friedenheim, Raie Barnard, Claudette Estfan, Dorothy Enfield, Norma Burke, Eva De-Mars, Sally Flint, Charlotte Cohen, June Sutton, Clara Anderson, Betty G. Coe, Opal Manley, Lucille Dolman, Marie Tait, Nina Levine and Grace Merkel.

Plans for the Orange Show were announced. George Surtees will be in charge. His assistants will include Maree Rhodes, Ruth Ostrov, Emily Bailey, Florence Lusby, Madison Hopes, Yvonne Bailey, Doreen Dykes, Alice Blash, Ruth Woods, Claudette Estfan, Helen Graham and Judy Cardwell.

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Feb. 19.—Vice-President Maurice Ohren called the Thursday night (17) meeting to order, assisted by Walter F. Driver, treasurer emeritus; Joe Streibich, secretary, and Ed Sopenar.

The finance committee reported it would re-invest funds received from expired bonds. Elmer Byrnes left town so Dick Ware will handle the St. Patrick's Day party, assisted by Chick Schloss. Meeting was entertained by Chick Wilson, Jack Earle and the Jones brothers.

Joe Shapiro was reported back at work after a recent illness. C. C. Groscurth is also out of the hospital. Sick list includes Lou Keller, Harry Atwell, Charles Watson, Charles C. Wilson, Louis Drillick, Russell C. Johnson, Jack Jacobson, Hugo Mallman and Frank M. Knight. Hank Shelby was called east by the sickness of his father. Membership was saddened by the

death of Helen Revolt, wife of Robert.

Back after absences were Clarence Kasin, George B. Flint, Sid Erber, Charles Drobynk and George W. Johnson. League members will be the guests of Polack Bros. Circus here March 1. Secretary reported he had important mail for Robert C. Hendy and parcels for Doris Fritz, Geraldine Feneck and Joan Mix.

Recent clubroom callers included Chick Bohdan, William Deyers, Dr. Wald, Dick Dare, Chick Schloss, Ed Sopenar, Charley Van, Petey Pivor, William Wolper, Hank Shelby, John Lempart, Jack Kaplan, Abe Raymond, Harry Mamsch, Harold Ardner, Charles Miles, A. Bisch, Henry Polk, Sam Arenz, Jimmy Knapp, Walter F. Driver, Ralph Anderson, Andre Dumont, Hy Neitlich, Frank R. Conklin and J. P. Sullivan.

Hot Springs Showmen's Association

710 Whittington Ave.

HOT SPRINGS, Feb. 19.—The Thursday (17) meeting was called to order by Second Vice-President Lee Moss. A report was made on the Sunday (13) memorial service which was well attended.

Felix Charneski is back here from Tampa. Visitors at the club included Louis Cutler, Benny Hazen, Sailor Oliphant, Noble Fairly, Harry Roberts, Bill Jacks, Jess Jordon, George Powell, Dutch Wilson and Benny Haddad.

Meeting closed with a buffet supper served by the Ladies' Auxiliary.

Winter Quarters

Virginia Greater Shows

SUFFOLK, Va., Feb. 19.—Work has begun on the show's equipment at the old white Four-County Fairgrounds, with owner-manager Rocco Masucci setting up four of the large show tents since most of the work is done out in the open. The crew so far includes Dutch Kerscher, Merry-Go-Round foreman; Jack Hicks, Chairplane; Ray Shields, kiddie ride foreman; Hoover (Culpepper) Byrum, Octopus; Sam (Sheriff) Mitchell, James Hubert, and James Bowser. Leo and Ike Matina of the midget troupe are also here, with Leo being chief cook and bottle washer.

Expected in this season are Wally White of Albany, Ga., with the Side Show and Snake Show, Herbert Clark of Dorchester, S. C., who has contracted for the French fry privilege, Mr. and Mrs. Sam Cooper with their American palmistry, Frank Jones with his long range gallery, and Pete Rossi and John Gambino, who will have two Girl Shows and a grab joint. Hoover Byrum has the job of chief ride and truck mechanic. Bob Milliken and James (Tomas) Billingsley are no longer connected with the show.

A recent visitor was Mrs. Rocco Masucci, who with her nephew and niece, Mr. and Mrs. Philip Minelli of Orange, N. J., stopped in while en route to visit another nephew, Minnu Masucci at Greensboro, N. C.

Harry Burke

AMITE, La., Feb. 19.—Work is in full swing preparing for an April 1 opening. All rides and trucks are being repaired and painted under the supervision of Kenneth (Moon) Ritchie. E. T. Shutz, general manager, has returned from the Louisiana fair meeting with several contracts.

Those in quarters include Leo Welch, Ferris Wheel; Linton Lyons, Tilt-a-Whirl; Lee Denham, Merry-Go-Round; Mr. and Mrs. P. L. Smothers and family; Mr. and Mrs. Al Warkentin and Mrs. Kenneth Ritchie. Mrs. Jack Young and daughter, Mrs. Idy Shutz, visited recently. Mrs. Sue Anderson and her two daughters are in from Muncie, Ind., visiting the Ritchies.

Arizona Showmen's Association

216 West Washington, Phoenix

PHOENIX, Feb. 19.—A total of 40 members turned out for the Monday (14) meeting.

On the motion of Don Hanna, cemetery committee chairman, the body voted to add 48 new graves to the present plot. It was reported that donation books for the welfare, cemetery and building funds would be available in the near future.

Date and place for this year's banquet and ball will be announced soon. Harry and Nora Lucas celebrated their 43rd wedding anniversary. Mr. and Mrs. Babe Callamore are back here making ready to take their concessions on the road.

Meeting adjourned at 10:30 p.m. after a spaghetti supper was served by Curly Speyers. Mary Collins took the pot of gold.

Miami Showmen's Association

1799 N. W. 28th Street, Miami

Ladies' Auxiliary

A social was held February 16 in the clubrooms. President Ada Cowan greeted 125 members and four officers. Leslie Quigg, former chief of police and now a commissioner, entertained with his art of hypnosis. Dolly Green rendered two numbers and then teamed with Richard Carpentier in a duet. Truman Lord was at the piano.

Members who attended their first meeting of the year included Kathleen Anderson, Nettie Smith, Ann Niel, Mamie Cotton and Frances Lavelle. Two cakes donated by Peggy Hirsh were won by Pauline Talbot and Ann Niel. Refreshments were served following card games.

National Showmen's Association

317 West 56th Street, New York

Ladies' Auxiliary

The February 9 meeting was well attended. Margaret Lux was back and feeling better. Ann Brown, now a blonde, has returned from Florida. Many letters of appreciation have been received from boys in the service for the gift packages sent them for the holidays. Katherine Fried donated several boxes of rhinestone jewelry sets for the white elephant table. Mae Salinger, niece of Hilda Bergen, is a new mother.

WANT

Rides and Amusements on percentage basis. Good location on Bragg Boulevard between Fayetteville, North Carolina and Fort Bragg, North Carolina. Contact

JESSE G. WELLONS
FAYETTEVILLE, N. C.

WILL BOOK OR SELL

Will book two new Kiddie Rides, BULGY THE WHALE and MIDGE-O-RACER, with good show or park. Midwest preferred. Or will sell for \$11,000, including tractor and outfitted 30' all-steel drop center van.

J. R. McCLOUD
1394 E. Whittier St. Columbus 6, Ohio

WANT TO LEASE

Three Kiddie Rides, small Merry-Go-Round, with option to buy. Flat price or percentage. Good spot.

BOX D-99
c/o The Billboard Cincinnati 22, O.

ATTENTION—AGENTS
MY SEX HAS BEEN CHANGED, NOT IN DENMARK BUT IN THE GOOD OLD U.S.A.
HAVE SHOW—OPEN TO OFFERS

LEELU
c/o General Delivery
LAS VEGAS, NEVADA

ROYAL MIDWEST SHOWS

Booking for 1955 Season. Opening April 23.
Stock Concessions of all kinds, Custard, Ball Games, Buckets, Auto or Pony Ride and good worthwhile Show. Tex Owen, contact. Want Manager for Athletic Show. Will sell "X" on one Mitt Camp. ROXIE HARRIS
P. O. Box 142 Findlay, Ohio

GLADES AMUSEMENT CO.

Want for Sebring, Fla., Highland County Fair, Feb. 28-March 5, and the Volusia County Fair, De Land, Fla., March 7-12.

Can use Big Snake Show, Illusion, Fun House or Glass House. Girl Shows that were in Bowling Green, come-on. Will book any Concessions that work for stock. STUART, FLA., THIS WEEK.

JERRY SADDLEMIRE or JOHN KEELER

P.S.: Can use Ride Help who drive semis.

DICK WILCOX SHOWS

Opening early in May in State of Maine. Now booking for 1955 season. Want Concessions that work for stock—Hoopla, Glass Pitch, Basketball, Duck Pond, Cig. Gallery. Have for sale Long Range Gallery built on 1945 Roo. Will book same. Will book Octopus, Rockoplane, Rolloplane, Spitfire. Will book 2 or 3 flashy Kiddie Rides. Book or buy Schiff Roller Coaster. Shows—Girl Show, Monkey Speedway, Five-in-One or any Show worth-while. Larry Saunders, B. Harris, Sam Ponce Edstine, get in touch. Want Top Men for all Rides, also Second Men; salary no object if you can produce. No drunks or chasers, you won't last. All replies: DICK WILCOX, 12000 N.E. 16th Avenue, Miami, Florida.

CARNIVAL EQUIPMENT FOR SALE OR LEASE

Caterpillar Generating Plant, 220 volt, 60 cycle, built-in control panel and storage tank, low hours, like new, ready for operation, used 2 seasons, mounted in 22-ft. custom-built Fruehauf Trailer, \$4500.00; with 1947 Dodge Tractor, good condition, \$4750.00. Spillman 32-ft. Merry-Go-Round, wooden jumping horses, Le Roi motor, in excellent mechanical condition, with Fruehauf Trailer, \$4700.00. Nashville Candy Floss Machine, \$75.00. Marquee for 60-ft. entrance, \$75.00. Miscellaneous Tools, Electric Drill, Electric Hand Saw.

Marvin Bacon, Box 1044 Phone 22381 Saginaw, Mich.

WANTED

C. A. STEPHENS SHOWS

For Cocoa, Fla., Guided Missile Base Pay Day, Feb. 28 to March 5. Concessions working for stock. Novelties and Scales, Slum Joints. SHOWS—Any worth-while Show except Ding Shows. None wanted. RIDES—Have plenty. Answer: TERRY AMUSEMENT CO., Winter Haven, Fla., this week.

ROBERT D. KELLOGG SHOWS

NOW BOOKING FOR 1955 . . . OPENING MAY 1
WANT Photo, Cat Rack, Scale, Age, Milk Bottle, Cork Gallery, Long and Short Range, Hi-Striker, Novelties, Penny Arcade, any Hanky Panky not conflicting. WE DO NOT DUPLICATE. One or two Major Rides not conflicting. One or two Kid Rides not conflicting. One or two Shows of merit. Will consider well framed and managed Girl Show. No GRIFT and that's final! Sam Martin, contact.
ROBERT D. KELLOGG SHOWS, Stillwater, N. Y. Mech. 1106.

O. C. Buck - Model Shows, Inc.

America's Finest Railroad Show

EVERYTHING NEW BUT THE NAME

WANT FOR SEASON OF 1955—OPENING MID-APRIL

Can place Monkey Circus, have complete new outfit. Operator for Drome, we have complete outfit. Want Colored Show. Whitey Sutton can place Working Acts for Side Show. Want Wildlife, Glass House or Fun House. Any worth-while Grind Show not conflicting. Mel Smith can place Girls for Revue and Posing Show.

All rides office-owned. Can place General Help who can drive semis. Also Show Painter. Tex. wire or write.

Can place a few Hunky Panks, Ball Games, Balloon Darts.

All Address O. C. BUCK
WINTER QUARTERS, TROY, N. Y.

AMUSEMENT COMPANY OF AMERICA

WINTER QUARTERS OPENS APRIL 1. REGULAR SEASON OPENS MAY 27

Can place Foreman for Round-Up, 3 Ferris Wheels. Second Men for Rides. Shows of Merit.

Jack Morgan can use Train Help. All people previously contacted should write.

PAUL OLSON OR NOBLE FAIRLY

P. O. BOX 414 HOT SPRINGS, ARK.

GOLD-BONDED SHOWS

OPENING LAST WEEK IN APRIL

WANT WANT WANT
FOR AN OUTSTANDING ROUTE OF STILL DATES, FAIRS, CELEBRATIONS
AND CENTENNIALS

CONCESSIONS: Hunky Panks of all kinds. Want Novelty, Glass Pitch, Cigarette Gallery, Roman Targets, Ball Games, Hit and Miss, Add 'Em Up and Balloon Darts, Pish Games, Coke, Fish Pond, Duck Pond, String Game, Age and Weight, Jewelry Spindles, Jewelry Sales, Hats, Penny Pitch. Six Cats for stock only with Hunky Panks. Ice Cream, Custard, Snow Cones.
SHOWS: Want 10-in-1, Motordrome or Monkey Drome, Mirrors, Wild Life, Mechanical, Illusion, Monkey Show. Can furnish like new 3-in-1 to reliable operator. Want Operators for Mickey Mouse, Snake and Fun House.

HELP: Can place Ride Help who drive. All replies
MICKY STARK, Mgr.
Winterquarters: Fairgrounds P. O. Box 229, Mt. Sterling, Ill.

SCHAFFER'S GREATER SHOWS

16 RIDES 3 LIGHT PLANTS 8 SHOWS 40 CONCESSIONS

29 WEEK SEASON FOR 1955
OPENING SMALL UNIT MARCH 7 IN DALLAS

GOOD OPENING FOR BINGO, ALSO FIRST CLASS COOKHOUSE, "CAN PLACE GOOD ARCADE, MUST HAVE PLENTY OF MACHINES.
CONCESSIONS: Hunky Panks of all kinds, also Novelty, Pronto Pups, Candy Floss, Ice Cream, Grab, Custard. Percentage booked. Can place Dealers for Pea Pool, Over and Under, Chuck, Pan Game, etc. (No eysies, no flits).
RIDE HELP: Need Help in all Departments, must drive semis and have chauffeur's license, no drunk.
SHOWS: Want first class Side Show, Monkey Circus or Speedway, Fun House, Mirror Maze, Motordrome or any other worth-while Attraction not conflicting.
FOR SALE: Fourteen 75 ft. lengths of 2 Conductor #2-00 rubber covered Cable, new. This Show will have Free Gates at all Still Dates.

All Replies: W. A. SCHAFFER

714 So. Haskell (Phone: Taylor 0748) Dallas, Tex.

FAIR & EXPOSITION SHOWS

WANT FOR DOUGLAS, GEORGIA, FEB. 28-MARCH 5

SHOWS: Five-in-One, Snake Show, any Grind Shows with own equipment.
CONCESSIONS: All Hunky Panks open, Popcorn, Candy Apples, Cotton Candy, nice Sit-down Grab, Long Range Gallery, Short Range Gallery, Glass Pitch, Penny Pitch, Age and Weight, High Striker, at live and let live privileges.
RIDE HELP: Want Foreman and Second Men for Merry-Go-Round, Ferris Wheel, Hit-a-Whirl. Prefer licensed semi drivers.
HELP: Want experienced Diesel Electrician for GM plants. References required. Roy Allen wants Agents for Clothes Pin and Rattle.
Replies to R. E. STEWART, c/o Western Union or Wright's Trailer Park, Albany, Georgia, until February 26.

SMITH PLAYLAND PARK

WANT FOR 1955 SEASON—OPEN FEB. 25—CLOSE NEW YEAR'S DAY

Will book Photos, Scales, American Palmistry, Long Range or Short Range Gallery, Swinger, Buckets, Hunky Panks of all kinds. Penny Arcade. Will sell "EX. on Snow," Popcorn, etc.
Skating Rink—Permanent position the year round.
Will book Girl Show with own equipment (at least three girls) for season's work (Hedy Jo, contact). Want Man for small Grab Stand. Man to operate Baby Rides who understands Train and how to put it up. Have Mix-Up, will trade for Baby Ride. Work 7 days a week—no ups and downs.

ROLAND SMITH

2103 Gore Blvd. Lawton, Okla. (Phone: 2451)

FIRST AND LAST CALL

T. J. TIDWELL SHOW

1955 Opening—Abilene, Texas, March 4 thru 12. Good Spring Route plus Fairs, Celebrations and Dairy Shows.
HAVE OPENINGS FOR—

Concessions—Hunky Panks of all kinds. Place Agents for office owned Concessions. Need Man and Wife for Bingo or will book yours.
Shows—Man to handle Fun House who will work and keep same in good working condition. Snake Show People, Girl Show; Bill Kennedy, contact immediately; Side Show or any well framed Show. What have you?
Ride Help—Experienced Ride Help who drive semis; Ticket Boxes and Concessions for wives. All People contacted get here in time to get your concessions framed and ready to go on time. Glen Cummings, am holding game for you, contact.
All answer T. J. TIDWELL, MGR., WINTER QUARTERS, ABILENE, TEXAS

MILLIKEN BROS.' SHOWS

Opening WAYCROSS, GA., March 17 through 26, with two Saturdays; uptown location as usual.

Can place General Agent with Concessions, must know GEORGIA, NORTH AND SOUTH CAROLINA, VIRGINIA AND MARYLAND. Can place any Grind Shows, Fun House, Glass House, Mechanical Walk Through; Henry and Cynthia, of Working World, contact; Big Snake, 10-in-1. Rides: Will book any Major or Kiddie Ride that does not conflict. Agents for Hunky Panks, Man to up and down five Concessions, Help on Grab Stand. Ride Help: Foreman for Jenny, Second Man on Wheel, Man to handle Kiddie Rides. Miller, Glass Pitch, let me know at once if you want it. Zingo O.K. Electrician who can handle Diesel. Long or Short Range Gallery open; all Hunky Panks open; will book Color or Pan Game; some P.C. must have Hunkies to go with them.
All Replies: MILLIKEN BROS.' SHOWS, BRISTOL, GEORGIA.
P.S.: Mort Messias, contact; I did not hear from you.

Sunset Amusement Company

OPENING THURSDAY, APRIL 28, EXCELSIOR SPRINGS, MO.

Want Electrician, Dodgem and Rockplane Foremen. For Sale: 36x48 Khaki Top (2-piece, 3-pole Bale Rings), fair to good \$100.00. Caterpillar Tunnel, fair and usable condition, \$100.00. 14x20 Khaki Top and Side Wall, not too good, \$21.00.
P. O. BOX 25 CORAL GABLES, FLORIDA

Seen and Heard at Tampa

• Continued from page 70

attend a meeting back home, then off to Kansas City for a meeting of the Midwest Fair Circuit.

Visit Pence Home

George Pence, long-time Gooding staffer, had many visitors at his new home in nearby Ruskin. . . . Ralph Ammon, former manager of Wisconsin State Fair, Milwaukee, and Mrs. Ammon were early visitors. . . . Lloyd Cunningham, secretary of Iowa State Fair, and Mrs. Cunningham made a two-day stop-over en route to Miami for a vacation.

Pat Kerr, secretary of Tennessee Valley A.&I. Fair, Knoxville, was a first-time visitor and greatly enjoyed the auto races, something his fair can't provide because it doesn't have a race track. . . . Henry Swenson, president of Minnesota State Fair Board, visited several days en route to Miami.

Ida (Insurance) Cohen spent more than a week here, then planed to Miami for a vacation. . . . Bob Parker, busy with concession operations at Mobile, flew in for one day. . . . Auto race fans of Tampa hosted promoter Al Sweeney, IMCA officials and drivers at their annual dinner.

Sid (U. S. Tent & Awning Company) Jessop and Mrs. Jessop were frequent visitors. . . . Bernie Mendelson (O. Henry Tent & Awning Company) and Mrs. Mendelson were in from Chicago with Coco, their talking parakeet.

Shirely Levy Reports

Shirley Levy, of the Metropolitan Shows, stated that the shows' involvements in Montgomery, Ala., have been cleared up and the show will be ready for its opening. . . . P. T. (Pa) Streider, former manager of the fair here, watched the Gasparilla parade from the grandstand in company with Ma Streider and their daughter, Elizabeth.

Mike Cosby, National Speedways announcer, compiled something of an announcing record, holding forth at the fair's grand-

Tighter Money

• Continued from page 70

day drop in receipts were coupled.

Scrambler Scores

Again this week, as early in the fair, the Scrambler, jointly owned by Sam Solomon and Alton Pierson, enjoyed bang-up business. Biggest single day's gross this week for the ride was \$1,700.

With the wind-up of the fair here tonight, Royal American will turn to preparing for its 1955 route. One of the major changes will be a thoro revamping of "Moulin Rouge," which has been one of the featured shows in the RAS line-up in recent years. The show is, among other things, to be retitled. Leon Miller again will produce the show.

Claxton to Stay Out

Leon Claxton's "Harlem in Havana" will continue in action for another four weeks, playing auditorium dates principally. It is set to give four performances in various parts of the State for employees of the Florida Power & Light Company and then to fill regular and dates in Jacksonville and Orlando, winding up with a seven-day engagement at the Palms, a nitery near Miami.

After finishing the latter date, the unit will return here and Claxton will begin production on his '55 unit and for his 21st annual tour with Royal American.

As in the past, Royal American will launch its tour at the Memphis Cotton Carnival and will unveil all of its new attractions at that time.

Wm. T. Collins

• Continued from page 70

rides, Collins has booked on a Martinsons' Round-Up.

Recently Collins paced two additional fairs, Langdon and Hamilton, both in North Dakota.

The Collins' fair route starts July 4 at Jamestown, N. D., and runs thru the Tulsa Fair, October 7, the latest closing in the show's history.

stand mike thruout the entire Gasparilla Day parade which lasted two hours and 45 minutes.

Art Briese, of Thearle-Duffield Fireworks Company, Chicago, made a late appearance, driving in from Del Ray Beach, Fla., en route to his Chicago home.

Nathansen

• Continued from page 70

Chicago, Coe Bros.' Shows, Beckman and Gerity; Oscar Bloom's Gold Medal Shows, Majestic Shows, Happyland Shows and many others. He put in 24 years with John Quinn's World of Pleasure Shows. In 1954 and this year he was concession manager of C. C. Groscurth on the Blue Grass Shows.

Nathansen was a life member of the Michigan Showmen's Association and also belonged to the clubs in Tampa, Chicago, and the International Showmen's Association. He is survived by a niece, Mrs. H. Booth of Michigan City, Ind. He was taken to Blount's Funeral Home in Tampa, and the burial was Sunday (13) at the Tampa club's Showmen's Rest.

On Thursday (10) he complained of head pains after being out riding with Mr and Mrs. John Quinn, then said later he was okay. In his hotel room he called over John Hoffman, lot man, from his nearby room and complained of chest pains. Hoffman called a doctor but Nathansen was dead before held could arrive.

Secret Workout

• Continued from page 68

up on stools and then got Rex, the lion, to lie down. When he put his foot on Rex, Reullot was swiped with a paw. Reullot jumped back and all five animals leaped on him.

Howes heard the roaring and rushed to the cage, pulling Rex off the Frenchman, who was already dead. Howes said the lion "was probably only being playful" when it hit Reullot and that the latter's leap backward had startled the lions into jumping on him.

Altho young, and new to this show, Reullot had been working with lion groups for 11 years under the name of Cherif.

Schafer Pacts 3 Ark. Fairs

DALLAS, Feb. 19.—Schafer's Just for Fun Shows have added several Arkansas fairs not previously on the org's route, W. A. Schafer, owner-manager, announced. He returned to his winter base here following a tour of fair meetings in a number of Southern States.

New Arkansas annuals signed are at Warren, Camden and Pine Bluff. Also signed on the trip were repeat stands at the Ardmore, Okla., fair and Texas annuals at Necogoches, Longview and Center. These additions make a total of 17 fairs thus far, Schafer said.

A four-man crew is readying equipment here for an early April opening. New lighting is being installed on the rides and shows and gasoline motors on some rides are being replaced by electric motors. Archie Hensley, veteran Schafer staffer, will serve as mailman and agent for The Billboard this year.

Mrs. Schafer, who has spent quite a bit of time on school activities here this winter, was recently elected vice-president of the Parent-Teachers' Association. Visitors have included Mr. and Mrs. White Archer, Mr. and Mrs. Jonnie Davenport, M. Cogerman, George Smith and Bernie Cohn.

CLEBURNE, Tex., Feb. 19.—The Shambrock Shows have reportedly signed to play a July 4 date at Logan, Ia., and fairs in Fairbury, Falls City, Holdrege, Pierce, Wayne, Broken Bow, Chambers and Lexington, Neb., and Guymon and Stillwater, Okla.

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Sperry or G.E. Searchlights brand new, never used, with canvas cover, \$250. Located Albany, N. Y.; Chicago, Ill., or Salt Lake City. Shipment from any of three places. Complete new burner heads and automatic carbon feed control box, in sets, \$75.

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HOLLYWOOD, Feb. 19.—Screenwriters Adolph Deutsch and Dimitri Tiomkin, both current Academy Award nominees, have been elected to the board of directors of the Music Directors' Association of America.

The Music Directors, with the legal aid of Lloyd Wright, are in the process of preparing a course of action in their battle with the Screen Directors' Guild. Present contractual restrictions forbid use in screen credits and paid advertising of the terms "music direction" and "musical director."

Test case was put on the court dockets some months ago in an action filed by Ray Heindorf.

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

This Week's Best Buys

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

YOU DON'T HAVE TO GO

BOOGIE IN THE DARK—Jimmy Reed—Vee-Jay 119

A "sleeper" that has been available over two months, but is now beginning to break in a big way. This week, the disk placed on the Los Angeles, New Orleans, Atlanta and St. Louis territorial charts. It was also reported a strong seller in Chicago, Detroit, Nashville, Durham, Richmond, Cleveland, Pittsburgh and Buffalo. While there is good action on both sides, "You Don't Have to Go" currently enjoys the edge.

Review Spotlight on... RECORDS

LITTLE WALTER

My Babe (Arc, BMI)—Checker 811—Little Walter continues his hot string of hits with this strong waxing of folk tune with a hard-driving rhythm. Flip is "Thunder Bird" (Arc, BMI).

CARDINALS

The Door Is Still Open (Berkshire, BMI)—Atlantic 1054—The group warbles a poignant ballad with considerable charm and feeling. The lead singer scores with a particularly sensitive vocal performance. His phrasing is outstanding. Flip is "Misirlou" (Colonial, BMI).

JOE TURNER

Flip, Flop and Fly (Progressive, BMI)—Atlantic 1053—Turner contributes his usual exuberant vocal on a bouncy item that has the same exciting rhythm pattern that made "Shake, Rattle and Roll" such a big hit. The disk should roll up plenty of plays from jocks and jukes. Flip is "Ti-ri-lee" (Progressive, BMI).

Reviews of New R & B Records

FATS DOMINO

Don't You Know? 85
IMPERIAL 5340—A Billboard "Spotlight" 2-19-'55. (Commodore, BMI)
Helping Hand 78
Domino sings this effort well, but the material is not as strong as the flip, nor is the arrangement as potent. It will get spins tho. (Commodore, BMI)

JIMMY WITHERSPOON

Waiting for Your Return 84
CHECKER 810—A Billboard "Spotlight" 2-19-'55. (Arc, BMI)
Time Brings About a Change 83
A Billboard "Spotlight" 2-19-'55. (Arc, BMI)

THE HEARTS

Lonely Nights 82
BATON 208—A Billboard "Spotlight" 2-19-'55.
Ow-Wee 79
The girls turn in a good reading of a rhythm effort on this side, and it, too, should get jock and juke attention. Flip, however, has more power.

THE MIDNIGHTERS

Ring A-Ling A-Ling 80
FEDERAL 12210—The Midnighters, who haven't been too strong since they left "Annie," jump back to the top with this new slicing. It's a wild new rocker, and the boys sing it with gusto. It moves all the way, and it should turn into a real coin-grabber. (Marilyn, BMI)
Ashamed of Myself 79
The boys show off their sweet side here, sparked by a fine warble by the tenor lead. The tune is a pretty one, and the backing is bright. Not quite as strong as the flip, but also a potent cutting. Two impressive sides by the boys. (Jay & Cee, BMI)

JOE HOUSTON ORK

Shtiggy Boom 80
RPM 426—Swing new rocker that has all the West Coast record firms excited is handed a driving reading by the Houston ork, with the sidemen on the vocal. Houston turns in some solid work on sax, and the side builds all the way. This could happen. (Lero, ASCAP)
Joe's Gone 77
And Joe Houston does go on this swinging instrumental side. Both jazz and blues fans will be interested in this wild cutting. Houston comes thru with excitement. Two potent juke sides. (BMI)*

CHARLIE AND RAY

My Lovin' Baby 79
HERALD 447—Cheerful ditty about a romantic attachment is sung gleefully by the pair. A cute side with a bright beat, and it should do right well. (Angel, BMI)
Take a Look at Me 78
The staccato, "broken" phrase style of Charlie and Ray comes thru impressively in this attractive waxing. Many should find it pleasurable listening, and it could pull foot. (Angel, BMI)

JIMMIE NELSON

Free and Easy Mind 78
CHESS 1587—A haunting blues receives a first-rate reading here by Nelson, over an easy-type backing. Nelson sells it with emotion, and it should pull a lot of spins, as well as box coins. (Arc, BMI)
Great Big Hunk of Man 77
A happy rocker is handed a swinging reading by Nelson and the ork with the sidemen backing him up neatly on the vocal. Two good sides here for the boxes. (Arc, BMI)

LINDA HAYES

Our Love's Forever Blessed 78

HOLLYWOOD 1032—Linda Hayes does a mighty good job here with this listenable new ballad, helped by a male group behind her and a real beat by the ork. If exposed, this pretty side could get some loot. (Golden State, BMI)
You're the Only One for Me 73
Another listenable ballad is sung with feeling by the thrush. Flip has more power. (Golden State, BMI)

THE NUGGETS

Anxious Love 77
CAPITOL 3052—This material has that catchy beat that has propelled similarly styled performances to the charts in recent months. Whether or not it goes that far, this has a very good potential, especially in the boxes.
Shtiggy Boom 76
Another swingy opus that sets toes tapping, and should not be difficult to sell to young pop and r.&b. customers. The group chalks up two good performances.

LUIS RIVERA

Heavy Hips 75
FEDERAL 12211—Here's more swinging jazz organ work by organist Luis Rivera. He is supported here by a rhythm section and a tenor man. Rivera's fans will want this new release. (Armo, BMI)
Ruby 73
Here is the flicker hit of a year ago played sweetly on the organ by Rivera. It features a lead baritone sax and the organ, and it adds up to good change-of-pace programming for deejays. (Miller, ASCAP)

LIL' SON JACKSON

Sugar Mama 75
IMPERIAL 5339—Here's a very cute and simple folk song sung with feeling by Jackson, who accompanies himself on guitar. With exposure, the side has a chance for some coins. (Commodore, BMI)
Messin' Up 72
Lil' Son Jackson turns in a good reading here of a down-to-earth Southern blues effort, in a style that would be considered a folk ballad. For Southern markets and fans of this genre. (Commodore, BMI)

RICHARD BERRY

Oh! Oh! Get Out of the Car 75
FLAIR 1064—A very funny version of the amusing novelty, previously cut by the Treniers. The disk should get plenty of juke and jockey play.
Please Tell Me 71
An okay warbling job on a slow-based ballad. However, flip is the better side. (Flair, BMI)

PEE WEE CRAYTON

I Got News for You 74
IMPERIAL 5338—Crayton puts over a good blues tune with sincerity and feeling. (Commodore, BMI)
My Idea 'Bout You 74
Same comment. (Commodore, BMI)

THE FIVE WINGS

Johany's Still Singing 74
KING 4778—Another of the many attributes to the late Johnny Ace, this has appealing sentiment via the boys' sincere reading. (Lois, BMI)
Johany Has Gone 74
More of the same. (Crossroads, BMI)

THE WRENS

Come Back My Love 74
RAMA 65—Bouncy ballad is delivered engagingly by the group. The Wrens produce a sound that is in the current groove, and the side figures to gain deejay exposure. (Juga Music)
Eleven Roses 69

More of the same, but material is weaker.

BULL MOOSE JACKSON

I Wanna Hug Ya, Kiss Ya, Squeeze Ya 73
KING 4775—Blues has a solid beat as Jackson chants the current item ably. Good listening here. (Arc, BMI)
If You Ain't Lovin' 69
A bright performance of the country item. (Central Songs, BMI)

THE ADMIRALS

Left With a Broken Heart 72
KING 4772—A sincere group vocal on a poignant weeper. The lead singer warbles with tenderness and warmth. (Jay & Cee, BMI)
Oh Yes 69
A routine vocal treatment of a bouncy little ditty. However, flip is more effective showcase for group. (Jay & Cee, BMI)

THE STARLINGS

Hokey Smokey Mama 72
DAWN 212—Rhythmic etching with a brisk buck dance beat is chanted infectiously by lead singer and group. Good juke box. (Cue, BMI)
I'm Just a Crying Fool 69
Blues with a catchy riff in the backing is presented attractively. (Cue, BMI)

WYNONIE HARRIS

Good Mumbo Tonight 71
KING 4774—Harris pulls an amusing switch on the veteran commentator's catch-phrase "Good news tonight" in a bouncy mambo waxing with a good beat. (Blue Ridge, BMI)
Git to Gitlin' Baby 71
A warm vocal on an okay blues. (Jay & Cee, BMI)

ROCKING BROTHERS

Rock-It 69
IMPERIAL 5333—A bright instrumental, with the rhythm section outstanding. Kids will jump to this one. (Commodore, BMI)
Behind the Sun 66
A slower instrumental, well played by the group. (Commodore, BMI)

THE ONE! THE ONLY! THE ORIGINAL! HEAR IT!
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NBC to Air Salute To Kenton, Others

NEW YORK, Feb. 19. — NBC radio is readying a special one-shot salute to Stan Kenton on March 13 for its Sunday afternoon series of hour eulogies to prominent people from various fields.

Eddy Arnold will be the honored guest February 27; "The Actor," March 6, and Carl Sandburg, February 20. The web's distinguished guest list for the Sandburg broadcast includes William Saroyan, Robert Sherwood, Ben Hecht and Charles MacArthur.

Meanwhile, NBC started programming a new half hour tagged "Nothing But Music" from 6:30 to 7 p.m. last Sunday (13).

A SURE HIT! Checker #811 "MY BABE" by LITTLE WALTER
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A SOLID HIT! FATS DOMINO DON'T YOU KNOW b/w HELPING HAND #5340 Imperial Records 6425 Hollywood Blvd. Hollywood 28, Calif.

A SMASH! 'WALLFLOWER' by ET TA JAMES Modern #947 Modern RECORDS 8317 W. Washington Blvd., Culver City, Calif.

Reviews of New C & W Records

Continued from page 55

Competition for his gal is getting annoying, complains Barton in this sprightly rural opus. Real bright chanting and orking makes this etching a pleasure to listen to. Great for the juke. (Lols, BMI)

CHARLIE ADAMS
A Man Was the Cause of It All.....75
COLUMBIA 21355—Adams explains that a man is usually the reason for a girl's going astray. He sings these sentiments with some feeling. (Ridge-way, BMI)
Cattin' Around....74
A rhythmic novelty is sung brightly here by the chanter, even tho the lyric notes that you can't cat around and keep your happy home at the same time. (Ridge-way, BMI)

BILLY LOWERY
Rusty Old Halo.....75
CAPITOL 3053—The wonderful new sacred-oriented ballad, doing well in the Mahalia Jackson etching, is given a strong country performance. Likely to get many spins and sales.
I Dreamed of a Hillbilly Wedding....73
Lowery narrates the opus that reminisces about the late hillbilly greats from Jimmie Rodgers to Hank Williams, and some still with us that are likely to people the Hereafter. A listenable slicing.

RUDY GRAY
You Better Believe It.....75
CAPITOL 3044—Gray gets some fine backing from the country band and a bass singer on a neat piece of rhythm material. Could make lots of noise. It's a slick item. (Beechwood, BMI)
Ca-ra-zy....70
Here's a country chanter doing a shuffle-tempo item, getting a group backing and singing words out of the top glossary. It's much more pop than country. (Ross Jungnickel, ASCAP)

JEAN SHEPARD
Did You Tell Her About Me?.....74
CAPITOL 3051—Strong weeper gets strong reading here. Vocalist Jean Shepard has heart and good phrasing on this side. Country fans will like. (Central, BMI)
You Sent Her an Orchid....73
Another ditty of unrequited love. Jean Shepard belts it out with conviction. (Starrite, BMI)

DARRELL GLENN
No Tears, No Regrets.....74
VICTOR 6031—Darrell Glenn really puts a wealth of heart into his reading of this pretty waltz. It will appeal to a large audience. (Trinity, BMI)
Bye Bye Young Girls....72
Here's a rhythmic item, with the ork beating out a fine accompaniment to the warbler's plaint. He's going home to be with mama, because the young gals make him lose his mind. Should get some action. (Progressive, BMI)

JACK CARDWELL
Ko Ko Mo.....74
KING 1442—Here's a vigorous country reading of the hit tune that has created a stir in the r.&b. and pop fields. Jack Cardwell's vocal has a lot of drive and heart, and he's backed with splendid instrumentation. (Meridian, BMI)
Are You Mine?....70
Another nice side by Cardwell, with the vocalist here teamed up with Jackie Hill, young fem chanter. (Dandelion, BMI)

THE JACOBY BROTHERS
Who Ye Primpin' Fer?.....73
COLUMBIA 21359—While trying to find out who the competition for the girl friend's attentions might be, the brothers put in their own pitch, and

it turns out to be a hilarious performance set to a good rollicking dance beat. (Blackwood, BMI)
One Man's Opinion....72
The homely philosophizing of the duo on this side is equally diverting and ought to widen their circle of admirers. (Blackwood, BMI)

NEAL JONES
Hot Jing Jolly.....71
COLUMBIA 21356—Jones is in love, and he really kicks up his heels in this cute, bouncy performance. (Showcase, BMI)
Down Boy....70
Here he warns his friends that they'd better keep hands off his girl. The lyrics and arrangement again are good and have a humorous flavor. (Blackwood, BMI)

DUSTY OWENS
Wouldn't You?.....71
COLUMBIA 21362—Owens' girl friend seems to have him where she wants him, and he seems to like it fine. He puts plenty of charm into this attractive number and ought to find deejays receptive. (Acuff-Rose, BMI)
Give Me a Little Chance....69
The singer's plea to his girl is put so convincingly here that it's not likely she'll resist. Many customers won't either. (Acuff-Rose, BMI)

TOMMY SANDS
Kissin' Ain't No Fun.....69
VICTOR 6007—Cute country novelty wherein the gal is taught that kissin' is fun after all. Some jockey play is likely. (Jamboree, BMI)
Something's Bound to Go Wrong....69
Neat play on words in this catchy country ditty. Like the flip it merits deejay play. (Jamboree, BMI)

GENE AUTRY
You're an Angel.....65
COLUMBIA 21358—Autry does a routine weeper here. (Golden West, BMI)
I'm Innocent....65
Ditto. (Ridge-way, BMI)

THE SUNNY SOUTH BOYS
Forty Acres of My Heart.....59
MAR-VEL 952—A fast and furious piece of material with a humorous lyric. Adding to the fun here is some very fancy fiddling in the background. (Hits of Tomorrow)
Don't Cry, Little Girl....55
The singer turns the tables on a cheating girl friend. The material does not rise above the routine, tho Bob Burton does his best to give it a spark of life. (Studio Music)

Story on Ambrose Results in Contract

LONDON, Feb. 19. — A recent hard-luck press story which brought legendary pre-war band leader Ambrose back into the news has resulted in his signing a contract to wax 24 titles a year for release thru Electric & Musical Industries International.

In an effort to recreate the once-famous "Ambrose sound," the leader is searching for the right tunes, on the lines of the ones made in the initial recording session last month—"Chelsea" from Fats Waller's "London Suite" and a revival of Glenn Miller's favorite, "My Guy's Come Back." These titles are being made available on the international market immediately.

VOX JOX

Continued from page 54

sorry as we can be about the situation, and we do try to keep an even division among the 48 States. However, as Charlotte Summers has noted many times in past columns, "Vox Jox" receives hundreds of replies from deejays every week—far too many to cram into one column until somebody invents elastic type. However, we do want to be fair; so whenever you think it's been too long between "Vox Jox" mentions, please say so.)

SURFACE NOISES: Jack Garrett, temporarily retired from the deejay field because of a heart ailment, writes, "I want to urge all deejays to get behind the Heart Fund. I see just how important it is. I'd like to hear and correspond with all the artists, songwriters, publishers and others in the business. Write to 331 Holden Street, Jackson, Miss."

Bob Martin, KMYR, Denver, stirred up quite a bit of comment when he complained about surface noise when he backtracks Columbia's 45's. . . . Bob Clark, KOWB, Laramie, Wyo., for one, agrees with Martin, adding, "Like Clark says this is the only label I've noticed

this with. Would also like to add a voice of thanks to Capitol for their 45 cueing disks—a life saver." . . . "You are not alone, Clark," writes Joe Malkin, KOKX, Keokuk, Ia. "Your suggestion of standard number of blank grooves at the start is an okay one." . . . Larry Meyering, KFXM, San Bernardino, Calif., says that 45's in general "are wearing out and giving bad reproduction too soon and too often. The most difficulty comes in the last one-quarter-inch of the track. Maybe it can be corrected."

In a more optimistic mood, Mike Heuer, KMA, Shenandoah, Ia., wonders "how many other deejays have noticed one terrific advantage the 45 record has over a 78. The 45 spindle hold never squeals. Apparently Bob Martin's trouble is from a turntable arm that's too heavy. I imagine his LP's are all cut up too. We at KMA are fortunate enough to have two brand new turntables with heads that automatically change weight when you flip the cartridge. We could back-cue an entire record, and it wouldn't scratch—Columbia's included."

FOLK TALENT AND TUNES

Continued from page 42

Indianapolis, February 13, according to his personal manager, Hal Smith.

Uncle George Featherstone has just inaugurated a new Saturday night radio series over CHVC, Niagara Falls, Ont., from 11:30 p.m.-12:30 a.m. It is planned to extend it an extra half-hour soon. The series is being taped so as not to interfere with George's personals. Wonderland Ranch at Dunnville, Ont., has been enjoying a lush season, Featherstone reports, with the Wonderland Ranch Boys playing for the Saturday night square dancing. "The drawing power of the Ranch Boys," typewrites Featherstone, "lies in the fact that they feature some r.&b. numbers. This not only pulls the high-school crowd, but while there they learn to like folk music and square dancing."

Marty Robbins was voted winner in the recent poll conducted by "Tennessee Hayride" on WSIX, Nashville, to select the listeners' favorite country artist. WSIX's Ralph Emery presented Robbins with a scroll to commemorate the event. Rest of the field finished in the following order: Wilburn Brothers, Webb Pierce, Carl Smith, Ferlin Huskey, Faron Young, Justin Tubb, Hank Snow, Lefty Frizzell and the Carlises. Ballots were received from fan clubs in Iowa, Mississippi, Michigan, West Virginia, Oklahoma, Kansas, Texas and Florida, as well as from the station's coverage areas of Tennessee, Kentucky and Alabama.

Jack Turner, of WBAM's "Deep-South Jamboree," Montgomery, Ala., set for a March 15 appearance at Pineapple, Ala. Turner is a weekly Friday night feature at the H. L. Green Store in Montgomery. . . . The Western Buddies, featuring Ted West, currently appearing on KKTU, Colorado Springs, Colo., will add KFXJ-TV, Grand Junction, Colo., to their schedule April 2. On March 1, Ted and the Buddies hop to Nashville to wax two new ones for Republic. Ted is also on the M-C-M label. Ted and the unit are under the personal management of Bob Anderson. . . . Don Hill, guitarist, formerly with the Morgan Stylists, is now stationed with the Army at Fort Ord, Calif. He was replaced in the unit by Hal Clampitt, console steel guitar. Completing the trio are Warren Morgan, voice and rhythm guitar, and Mel Mills, bass viol.

The Happy Melody Boys, who have been the big attraction on WPGC's "Western Jamboree," Washington, were recent winners on Arthur Godfrey's "Talent Scout" program and are now appearing as a monthly feature on the latter's Wednesday night program. Replacing the group on WPGC are Don Nork and His Sunset Ramblers, now on the King label. . . . Jimmy Smith (RCA Victor) is a regular Friday and Saturday night at Atlanta's Silver Slipper. . . . Eleven-year-old Jerry Case, of Paris, Tex., is playing electric guitar and singing with J. C. Case and Phyllis and Russ Soule on a variety show being heard regularly over KPLT, Paris; KIMP, Mount Pleasant, and KSST, Sulphur Springs, all in Texas.

With the Jockeys
Smokey Stoner, still working with his band at A.B.C. Park, Liberty, Tex., has joined the staff of KBRZ, Freeport, Tex., to spin country wax from 1-3:30 p.m. daily, Monday thru Saturday. "Need Decca records very badly down here," Stoner scribbles. He was formerly hillbilly deejay at KRCT, Baytown, Tex. . . . Jim Boyd, platter man at WRR, Dallas, comes up with an interesting discovery concerning the record, "Open Up Your Heart," by the Hamblin Sunday School Group. "If you play the 45 record at 33 1/3 it sounds suspiciously as tho it was originally cut at 33 1/3 and then pressed on a 45 record," writes Evans. "This, of course, would raise the pitch of the woman's voice and make her sound like a child. If this is true, it would explain

why the 'child' singer cannot be located for personal appearances now that her record is a hit. Try playing the record and see if you don't agree."

Hugh Cherry, well-known c.&w. disk whirler, formerly of WKDA, Nashville, and until recently jockey and program director at WMAK, that city, has joined the announcing staff of WLW, Cincinnati, to take over the reins of the station's "Midwestern Hayride," Saturdays at 6:30 p.m., and its early-morning counterpart, "Midwestern Round-Up," heard Monday thru Saturday, beginning at 5 a.m. . . . Uncle Eddy at WAVL, Apollo, Pa., is
(Continued on page 59)

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MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Chelsea Hosiery Mills, Inc., Boston, has set up distribution directly to the amusement industry of its nylon stockings. Hitherto, this mill has sold only to jobbers. Three numbers are included in the line, a 15-gauge, 15-denier; a 60-gauge, 15-denier, and a special 51-gauge, 15-denier with a lace garter-runstop top. Attractive individual cellophane envelopes with a size sticker on each pair are used for the first two numbers. An individual box for each pair is used for the garter-runstop stocking. These numbers retail throught the country for between \$1 and \$1.35 per pair. Special prices have been worked out so that these nylons can be purchased from the firm at a cost permitting a strong mark-up.

has a complete line of new watches and will send illustrations and confidential price lists on what it claims is a group of the most exceptional values ever offered the trade.

Temple Company, Inc., Philadelphia, expects 1955 to be its biggest year, according to Irwin H. Fisher, firm treasurer, who bases his optimism on the firm's new spring-summer catalog to be released in March, new company quarters and new methods of handling orders. The free catalog, now being completed, was put together after months spent in selecting the finest gifts, premiums and incentive awards available, said Fisher. Many of the selections were made after visits to trade shows that confirmed company officials' decisions on merchandise listed. A well-known distributor of exclusive and name-brand products, the firm reports sensational growth in its mail order business since moving into new quarters. The street-floor showroom has been expanded to the point where it now houses an impressive display of nationally advertised products. A modern system of expediting orders has proven invaluable to customers in assuring them processing of orders on the same day received. An added time-saver is a Temple system under which a customer phones in his order and the merchandise is packed and waiting for him when he stops off at the firm headquarters to pick it up. Temple customers who have made purchases since August 1, 1954, will automatically receive copies of the catalog.

The well known importer, Sherfy's, Ltd., Seattle, is introducing what it calls the Hawaiian aloha plant. This is an air leaf which grows without soil, indoors or outdoors. It develops 6 to 12 plants and is said to require little care. The leaf is notched and at each notch a tiny plant will appear with hair-like roots. When about an inch in height, these plants may be planted in ordinary garden soil and treated like any house plant. In spring a flower stalk grows from the center and bears dense clusters of cylindrical reddish green balloon like flowers which dangle like lanterns. A postcard will get you quantity prices.

A product called Utah guider counter is used in a new game, Strike It. The company promoting this item, C. G. Crowther Merchandise Service, Ogden, Utah, claims you can skyrocket sales and profits with this party game. Detector needle lights when player Strikes It. Retail for \$1.95. Wholesale price in lots of 10 or more is \$1.15, each delivered with free two-color display card.

Atlas Sales Company, Hammond, Ind., has something new in a houseware item. The Citrus Fruit Peeler is an easier and new way to peel citrus fruits. The gadget quickly cuts grooves down the sides of the fruit after which the peel is easily removed with its spatulate end. Demonstrators will be pleased with sales results. Retail for 39 cents, and there is a stainless steel model that sells for \$1. The 39-cent model costs the distributor, jobber or demonstrator \$2 per dozen postpaid. The stainless steel model \$4.50 per dozen. Special prices are offered on gross lots.

If you are looking for watches of such standard brands as Bulova, Benrus and Gruen at half and less than half prices, write to I. D. Jewelers, Portland, Me. The firm

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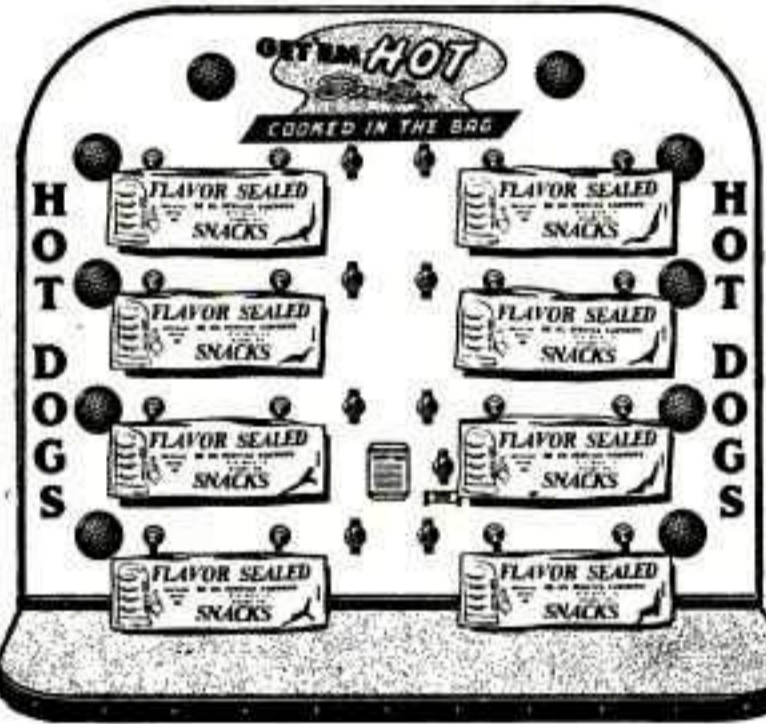
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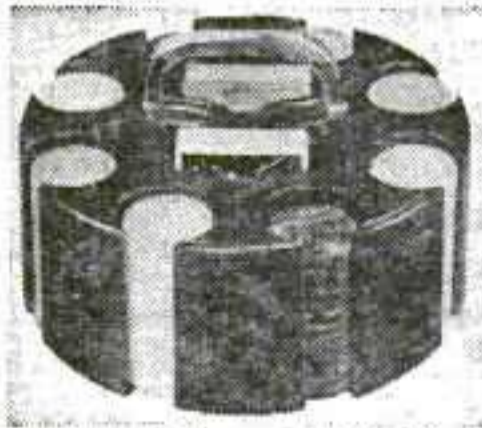
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Heavy Bakelite 8" wide by 4 1/2" high. Revolves on felted wood base, sturdy lucite carrying handle. Comes with 200 unbreakable interlocking chips. Has places for two decks of cards.
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Sample on above item \$4.50 postpaid. 25% dep., bal. C.O.D., F.O.B. Chicago on all orders.

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300 East Market Louisville 2, Ky.

GIVE TO DAMON RUNYON CANCER FUND

PIPES FOR PITCHMEN

By BILL BAKER

ED ALLEN... tells us that a flock of the boys showed up at the Fat Stock Show in Fort Worth recently. Among those seen putting the snap on the geedus were Morris and Reuben Bluestein, Barney Caplin, Little Joe, Bow Wow Push, Paul Clive, Happy the Clown Owens, Sid Rubin, Parky and Frank Adams, Mickey Helburn and Red Green.

KEN HOCKETT... letters that he's been working the J. J. Newberry store in Macon, Ga. Prior to that deal he was pushing glass cutters on TV. Says Ken, "Tell Herman Keller and Hal Froeman to contact me. They can write in care of the Newberry store here in Macon."

THE RECENTLY FORMED... National Demonstrators' League meets each Wednesday, 8:30 p.m., at the home of Mrs. Betty Jackson, 225 W. 71 Street, Apt. 24, New York. All men and women in the New York area, working either full-time or part-time as demonstrators, are eligible to attend the meetings.

IT'S APPARENT... that quite a few people read Tom Kennedy's hair-raising yarn that was carried in the February issue

of Front Page Detective magazine. Get a load of this from another admirer of Tom's literary capabilities: "Just read Tom Hemmingway Kennedy's story about the killer who turned to stone. I think it's real good reading. Bouquets to Tom. In my last pipe I mentioned about my old uncle, Fred Devlin. Fred is an old-timer and has always been "with it." The old boy hails from Allentown, Pa., and as I wrote, he could throw in a fix quicker than a judge and could square any kind of a beef real fast. Well, just wanted you and everybody else to know that old Tom wasn't just jackpotting about his story."

A COUPLE WEEKS BACK... Big Al Wilson reported that six of the boys who were supposed to show up at Jack Anthony's yuletide yowl, failed to make it because they were snowed in at the Tennessee Gap. We wonder if they ever got themselves unsnowed.

A BUNCH OF... the boys in the business would like to know what ever happened to old Doc Lushwell. He's been out of circulation for some time now and there seems to be some serious doubt among the brothers as to whether he's still around.

COMING EVENTS

Continued from page 64

- Miami—Orchid Show, Feb. 23-28.
Miami—Do-It-Yourself Show, April 13-19.
Miami—Southwestern Automotive Show, April 29-30.
Palatka—Jaycee Rodeo, Feb. 25-27.
Tampa—Horse Show, Feb. 25-27.

Georgia

- Atlanta—Southeast Sports & Boat Show, March 5-12.
Swainsboro—Pine Tree Festival, April 5-10.
Thomasville—Rose Festival, April 29.

Illinois

- Chicago—International Sports and Outdoor Show, Feb. 18-27.
Chicago—Modern Living Exposition, March 26-April 3, Navy Pier.

Indiana

- Evansville—Tri-State Sports Show, March 27-30. Homer Bow.

Iowa

- Des Moines—Iowa Sports & Vacation Show, March 31-April 5.
Waterloo—Northwest Ia. Sports & Vacation Show, April 21-24. Bill Christiansen.
Waterloo—Waterloo Home Show, March 30-April 3.

Louisiana

- Baton Rouge—Livestock Show & Rodeo, March 5-12.
Lake Charles—Fat Stock Show and Rodeo, Feb. 24-27.
New Orleans—Junior Livestock Show, March 2-3.
New Orleans—Do-It-Yourself Show, April 9-13.
Shreveport—Spring Festival, April 27-May 1. Able C. Goldberg.

Maryland

- Baltimore—Boat Show, Feb. 22-27.

Massachusetts

- Boston—Motorama, April 23-May 1.

Michigan

- Bay City—Better Homes Show, March 18-23. Jack Davis, Box 12.
Grand Rapids—West Michigan Sports & Boat Show, March 21-26. Jack D. Locks.
Hastings—Michigan Cornbelt Stock Show, March 2-3. Duncan G. Leitch.
Lansing—Antique & Hobby Show, March 20-23. L. Verne Slout, Vermontville.
Vermontville—Maple Sirup Festival, April 16. Dr. Clarke Davis.

Minnesota

- Hattiesburg—South Miss. Dist. Livestock Show, March 14-16. N. S. Hand.
Minneapolis—Northwest Builders' Show, March 12-20.

Mississippi

- Canton—Madison Co. Livestock Show, April 13-14. N. S. Estess.
Carrollton—Carroll Co. Livestock Show, March 23. R. A. Cooper.
Columbia—Marion Co. Livestock Show, March 10-12. D. O. Scott.
Forest—Southeast Miss. Dist. Livestock Show, March 17-19. G. D. Collier.
Greenwood—Delta Dist. Livestock Show, March 24-26. E. H. Blackstone.
Hattiesburg—Forrest Co. Livestock Show, March 11-12. W. W. Kennedy.
Hattiesburg—South Miss. Dist. Livestock Show, March 14-16. N. S. Hand.
Mendenhall—Simson Co. Jr. Livestock Show, March 14-16. J. P. Ponder.
Port Gibson—Southwest Miss. Dist. Livestock Show, March 21-23. E. C. Newman.
Sardis—Northwest Miss. Dist. Livestock Show, March 26-30. R. P. Lewis.
Tupelo—Lee Co. Livestock Show, March 25-26. W. J. Pernel.
West Point—Northeast Miss. Dist. Livestock Show, March 31-April 2. E. E. Wooten.

Missouri

- Joplin—Realtors' Home Show, April 11-15.
New Madrid—H Club Market Barrow Show, April 3. Eugene French.
St. Louis—St. Louis Sports, Travel & Boat Show, March 12-20. William Zaiken.

Nebraska

- Lincoln—Capital City Home Show, March 24-27. Peggy King, 418 Trust Building.
Omaha—Omaha Sports, Vacation & Boat Show, March 5-13. G. Edward Budde.

New Mexico

- Truth or Consequences—Piesta Rodeo, April 1-3.

New York

- New York (Bronx)—Sports and Vacation Show, March 5-13.
New York—Universal Travel & Auto Show, Feb. 20-27. Fred Pittera, 527 Fifth Ave.
Syracuse—Automobile Show, Feb. 20-27.

- Syracuse—Homemaker Show, March 8-11.
Syracuse—Builders' Exchange Show, March 21-30.
Syracuse—Sportsmen's Show, April 28-May 3. Ball & Grier, Utica.
Utica—Sports Show, March 24-29.
Utica—Sportsmen's Show, March 24-29. Ball & Grier.

Ohio

- Canton—Sportsmen's Show, April 1-6.
Cleveland—Sportsmen's Show, March 8-22.
Columbus—Sports Show, March 22-27.
Dayton—Do-It-Yourself Show, March 18-20. Retail Hardware Dealers' Association.
Toledo—Sports, Home, Boat and Auto Show, March 5-13. Paul Spor, Ohio Building.
Toledo—Flower Show, March 22-27. Geo. Jakobian Enterprises, 1718 Jefferson Ave.

Oklahoma

- Oklahoma City—Antique Show, Feb. 23-28.
L. Verne Slout, Vermontville, Mich.
Oklahoma City—Home Show, March 27-April 3. Gus Fields, Biltmore Hotel.

Pennsylvania

- Philadelphia—Gift Show, March 26-31. Donald C. Little, 220 Fifth Ave., New York.
Philadelphia—Philadelphia Motor Boat & Sportsmen's Show, March 4-12. Clinton W. Smullen.

Texas

- Amarillo—Stock Show and Rodeo, March 1-5.
Austin—Livestock Show, Feb. 28-March 6.
Dallas—Garden Center Flower Show, March 12-19. Joseph B. Rucker, State Fair Park.
Dallas—Allied Gift and Jewelry Show, Feb. 20-25. Mrs. M. Dalton, 3832 Wilshire Blvd., Los Angeles.
Dallas—Southwestern Gift Show, Feb. 20-25. Fred Sands, 3102 S. Joplin, Tulsa, Okla.

- Dallas—Southeast Sports & Vacation Show, April 15-24. Martin P. Delly, Dallas News.
Dallas—National Home Show, April 30-May 8. Grover Godfrey, 102 Walnut Hill Village, Dallas.
El Paso—Flower Show, April 16-17.
Houston—Sports Show, March 18-27.
Laredo—Washington Birthday Celebration, Feb. 17-28.
McAllen—Home & Do-It-Yourself Show, Feb. 23-27. Pat O'Toole, Casa de Palmas Hotel.
Mercedes—Rio Grande Livestock Show, March 8-13.
Odessa—Odessa Rodeo, March 9-13.
Pasadena—Home and Industrial Show, April 6-10. Patrick J. O'Toole, Casa de Palmas Hotel, McAllen.

- San Angelo—Fat Stock Show and Rodeo, March 3-6.
San Antonio—Livestock Exposition, Feb. 18-27.
San Antonio—Fiesta San Jacinto, April 17-23.
Shamrock—St. Patrick's Day Celebration, March 17. Bob Roach.

Virginia

- Richmond—Home and Garden Show, March 22-27.
Winchester—Shenandoah Apple Blossom Festival, April 28-29. J. Pinckney Arthur.

Washington

- Seattle—International Trade Fair, March 11-25. Kenneth V. James, 215 Columbia St.
Spokane—Sports Show, April 19-24.
Tappanish—Central Wash. Jr. Livestock Show, April 26-28. Willa M. Rowland.
Wapato—Wapato Jr. Livestock Fair, April 18. Blaine C. Hardy.

Wisconsin

- Madison—Wisconsin Sports, Travel & Vacation Show, April 26-May 1.
Milwaukee—Home Show, March 12-20.
Milwaukee—Milwaukee Sentinel Sports & Vacation Show, March 26-April 3.
Tacoma—Tacoma Home Show, March 22-27. Edgar V. Smith, 1103 1/2 Division Ave.

CANADA

- Edmonton—Spring Livestock Show and Sale, March 21-25.

Ontario

- Toronto—Canadian National Sportsmen's Show, March 11-19. Loyal M. Kelly.

Quebec

- Toronto—Sportsmen's Show, March 11-19.

Saskatchewan

- Saskatoon—Interprovincial Bull Show & Sale, April 13.

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Ackley, John S.
Alderman, Ralph E.
Aldred, Robt. Fred
Aldridge, Lloyd
Allen, John E.
Ames, Geo. L.
Anderson, Herbert
Anderson, M. Wesley
Armand, Bill
Arnold, Richard Lee
Arrowood, Runt
Ashley, E.
Ayers Jr., Wm.
Bailey, Alfred E.
Bailey, Johnny Lee
Bailey, Roy (Jodie)
Baird, Fred Lee
Baker, Glen
Baker, Jerry Fred
Baresky, Harry A. & Agnes
Barendt, Chas. (Seal)
Barton, Lewis (Comedian)
Bauer, Mrs. Florence
Beane, W.
Bejarano, Wm.
Bent, Lawrence
Best, Dick Charles
Birmingham, Wm.
Blackman, Jos.
Boley, James
Bolin, James Edw.
Bohler, J. T.
Boone, Eugene
Boyd, Frank (Caolina)
Brady, L. P.
Bragg, Kelly (Spot)
Brackerton, James W.
Breckenridge, Harold L.
Brendemen, C. H.
Brennan, Helen
Briggs, Leonard
Brown, Carl L.
Brown, Royal T.
Brown, Tom
Brown, Chas.
Clifton
Bryson, John
Budd, Charles
Bumpus, Basil
Bunn, George
Burch, Ernie
Burke, H. B.
Burnett, Curley (Coll)
Burridge, Jewel S.
Butcher, Ralph
Butts, Erin T.
Butts, Sam
Campbell, Samuel
Cantwell, Chas.
Cardozo, Don J.
Carlyle, Malcolm
Carnar, Cecil D.
Carpenter, Ray B.
Caste, Chester
Caville, Neal
Ceel, Herbert Lamar
Chanfelyn, Kenneth
Chandler, Ray
Chapman, Jr., James
Chase, H. G.
Chase, Hubert
Chatterbaugh, Mrs. James
Chaudon, Jay
Christani, James
Christensen, Mary
Christy, Eugene
Clark, Eugene O.
Cleary, Denise
Clevenger, Fred L.
Cliett, Robt. E.
Cohen, Jack Jerry
Cohen, James
Coleman, W. J. & Mrs.
Collins, Harvey
Colman, Wilber R.
Conly, Walter T.
Connelly, D. F.
Conner, Rufus H.
Cooper, Eugene & Mrs.
Cooper, Stella
Cotton, Maxwell
Cox, Shirley
Cuzzolino, Anthony
Crandell, Leroy
Crawford, Kenneth E.
Crosby, Paul Raymond
Crowe, Jesse
Curtis, Clyde
Curtis, J. (Silbro Lamp Photos)
Cuthbert, Chas.
Davis, Harry E.
Davis, Louis Edgar
Davis, Col. Ches. Capt. L.
Davis, Eugene Wesley
Davis, S.

DAVIS, Willie James
DeFoy, Chas. L.
Dehmer, Geo. A.
DeHooghe, Mary
Deibert, Ed M.
DeLong, Rose
Diaz, A. B.
Dorris, Russell
Doyle, Tyny
Douglas, Ed
Draper, Spike
Drew, J. H. (Geo. Boy)
Duffy, John (Thos. Duke)
Duke, Miss Titanic (Doris Duke)
Dukes, Harry Pat
Dunn, Ernest
Edwards, D. W.
Ehlert, Wm. A.
Elliott, Jack Joe
Ellis, Doug.
Engie, Wallace M. (Okie)
Esperance, P. L.
Evans, Sam
Evans, W. A.
Farrell, Edw. P.
Farrell, Thos. R.
Federick, S. Sampsee
Fink, Jack
Finistinetto, Anthony
Fisher, Geo.
Flake, Mrs. James (Mildred)
Flynn, Vincent M.
Forell, John W.
Fortune, Fred M.
Fortune, Ralph M.
Fowler, W. H.
Francis, Bob
Francis, Olive
Francis, John (John)
Francis, John (Show)
French, Otis & Louise
Furness, Wanda L.
Gill, James S.
Gillmore, Red & Marge
Glass, Bennie F.
Glob, John Peter
Golden, Raynell
Goodman, Byrd
Goodman, Sammy
Goodwin, D. L.
Gordon, Al
Gordon, Fay
Graves, William
Gray, Guy Gilbert
Grayson, Wm.
Greem, John Wm.
Gudath, E. A.
Gutherman, Eddie
Hale, James Samuel
Hall, Harold
Hall, Jack
Halley, Carl
Hancock, Clyde
Hankins, Hayden
Harris, Norwood
Hart, Carl E.
Hawley, Hazel
Hayden, Donald L.
Hayswood, Beryl
Hazelwood, Mr. H.
Head, Harry M.
Healey, Ernest
Henderson, Billie
Helms, Geo.
Henderson, Mack
Hendricks, Cecil
Higgins, J. L.
Hill, G. L.
Hoge, Mrs. Monroe
Holeman, T. C. & Mrs.
Holder, Richard
Holland, Elwood F.
Hollander, Maxine
Holmes, Roy David
Holoboff, Peter P.
Hoshaw, James L.
Hovey, Wm.
Hugh, Wynne
Hunter, Harry (Tex)
Hunter, Leroy Lester
Hunter, Tom
Ingram, Beryl
Irwin, S. A.
Jackson, Jesse
Jackson, L. C.
Jackson, Monroe R.
Jackson, Roy
Jamison, Mrs. Mary
Jaques Jr., Victor L.
Jeffery, Capt. L.
Johnston, Harold
Johnston, Sadie
Pasco, Betty
Johnson, Earl Newton
Pell, Tommy
Perkins, William
Petranda, M.
Peterson, Frank E.
Petters, James Ebb
Petters, James R.
Phillips, Clinton
Picard, Dave
Pike, W. D. & Mrs.
Piper, D. E.
Polk, Jack
Polly, Geo. E.
Pond, Edwin S.
Porter, Robert
Porter, Sylvia
Price, Chester G.
Rahkin, Stach
Ratcliff, Elias C.
Ray, Ginger
Raye, Don
Reid, M. M.
Reddish, Paul W.
Reid, Ross

Remley, R.
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Roberts, Rex Francis
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Rogers, Jesse
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Rucker, E. H.
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Sawyer, Paul
Scanlon, Robt. J.
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Schmidt, J. F.
Schmitt, Nick
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Seibin, Mack
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Sellers, Jackie
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Shannon, John (Tex)
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Smith, Jackie La Rue
Smith, William C.
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Stevenson, Max
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Tate, Gloria
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Taylor, George
Taylor, Robert
Taylor, Shirley
Tennison, Harry
Terrell, Jack
Thompson, Capt. Jimmy
Thompson, James L.
Thorne, Nikkie
Tinkelpaugh, R. A.
Tolley, Virgil
Tombs, J. L. (Doc)
Tombs, J. L. (Doc)
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Townner, Tom
Trowbridge, Homer
Truel, W. H.
Tubbs, Jim
Tyson, O. W.
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Van Ark, Edwin & Mrs.
Van Hooser, Marshall B.
Vaughn, Ernest
Verdier, Louise
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Walker, Johnny & P. E.
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Ward, Thos. E.
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Wilson, Matthew P.
Wilson, W. R.
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Winegarner, Ernest
Winegarner, Gybran
Winston, Dale
Wood, "Arkie"
Woods, Rosa Lee & Eddie
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Wurstler, A. E.
Wyatt, Kenneth
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Young, J. R.
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Zimmerman, L. D.
Zwirik, Joe

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Weller, S. E.
Wells, Jerome
West, Junior
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Winegarner, Gybran
Winston, Dale
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Young Jr., Harold
Young, J. R.
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Zwirik, Joe

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Larry, Ralph
Lewis Shows, Ted
Lincoln, Bernve
Llewellyn, John G.
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McMullen, Don H.
Manning, Ray W.
Manning, Ennis
Marks, Pete
Maser, Orville
Melbye, Viggo
Miller, D. R.
Mobile Midway
Moreno, Geraldine
Morgan, Tod
Moorehead, Mr. & Mrs. C. L.
Myers, Dutch
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Page, William C.
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Perry, Howard Dean
Pierson, Orville L.
Pinland, Jimmie
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Radford Jr., Ronell
Red Ribbon Shows
Richardson, Joe G.
Rohrer, Homer Eugene
Salsone, Michael
Sandusky, A. D.
Schmuck, Guy O.
Siegel, Irving
Smith, William C.
Snider, Wm.
Stanko, Mack
Stij, Joseph
Stevens, Jack
Stevens, Harry
Van Hooser, Marshall
Warden, Linard B.
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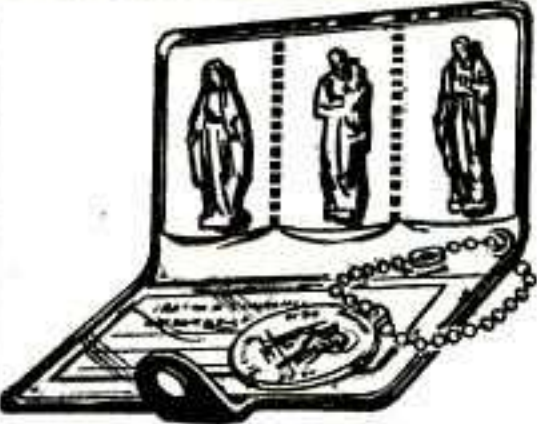
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WANTED TO LEASE THREE KIDDIE Rides, small Merry-Go-Round with option to buy. Flat price or percentage. Good spot. Box C-181, c/o Billboard, Cincinnati 22, O.

WANTED TO BOOK—MAJOR RIDES, Kiddie Rides, for new park on beautiful Normanville Park. To be opened in the Spring; in the heart of capital district. Pop. approx. 500,000. No competition. Alton H. Durfee, R. D. #6, Box 363, Schenectady 3, N. Y.

COSTUMES, UNIFORMS, WARDROBES

CLOWN HATS, DERBIES, \$1 EACH; STRIP Panel and Bra, Bally Capes, Fringe G-Strings, Plumed Head Dresses, \$5 each; Costumes, Wigs, Ostrich Feathers, Rhinestones, cheap. Free list. Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

FORMULAS & PLANS

ANY FORMULA. \$3. FORMULA CATALOG and manufacturing treatise, 10¢. Joseph H. Belfort, 192 N. Clark St., Room 620, Chicago 1, Ill.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARNATION Corn equipment, Fire Machines, etc. sell. Free list. Poppers, Krispy Korn, 120 S. Halsted, Chicago, Ill. mh5

FOR SALE—SECONDHAND SHOW PROPERTY

ART SHOOTING GALLERY—6 GUNS, Compressor. Will sell cheap; make offer; need space. Hays, 612 Argyle, Brooklyn, N. Y. Gedney 4-2948. fe26

ARCADE WAS ON GOODING STATE FAIR unit three years. Built on 35' aluminum trailer, with tractor, opens up to 28'x45', front 35'. Arcade 28' aluminum trailer and tractor makes 28'x38' Arcade, 39' front. Will sell trailer and tractor without machines. Trade for Kiddie Rides. Cliff Wilson, Rayco Distributing Co., 2009 Main St., Dallas, Tex. mh5

BALLOON RACER GROUP GAME—WILL sell cheap. Also 4 "Skin the Wire" machines. Hays, 612 Argyle, Brooklyn, N. Y. Gedney 4-2948. fe26

BLEACHERS, STEEL, WOOD FOLDING Chairs, Theater Chairs, Tents, Sidewalk, Screens, Stadium Chairs, Lone Star Seating Co., Box 1734, Dallas 1, Tex.

BOOMERANG WALTZER, PARK RIDE—Big capacity, money maker, big flashy sensational thrillier cost about \$20,000, sacrifice \$5,000. Fred Allen, 1400 Brewerton Rd., Syracuse 11, N. Y.

BRILL'S TESTED KIDDIE RIDE BUILDING plans: \$100 (12 passenger) Chairplane, Auto, Airplane, Carrousel, \$5 each. Free circular. Brill, Box 875, Peoria, Ill.

CHAIROPLANE, OCTOPUS, SHORT ARM and Trailer, 20x40 Bingo Top and Frame. Big Wilson, Rayco Distributing Co., 2009 Main St., Dallas, Tex. mh5

CHAIROPLANE—SMITH MAKE; 18 FOOT, good condition, \$750. Kiddie ride. Snapper, 4400 W. R. Alley, 5337 Middleton Lane, SE. Wash. 22, D. C.

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MISCELLANEOUS

NEED SPONSOR FOR SHOW—SIMILAR TO Ted Malone's and Moon River. Do dancing; agents contact also. Maurine Jennings, 337 So. 9th, Quincy, Ill.

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ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, etc. All popular miracle fabrics: nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. L-109, New York 11, N. Y. mh26

SALESMEN—SHOW AMERICA'S LEADING nationally advertised line. Novelties, gifts, utility items. Big commissions advanced. Prospects everywhere. Steady repeats. Low prices, free literature, samples. Write: Charms & Cain, 407 South Dearborn, Dept. BB-2265, Chicago 5, Ill. np

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A-1 TATTOOING MACHINES—OUTFITS, \$25 and up; essential ink, colors, needles, free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 3. mh26

REAL TATTOO MACHINES—NEW DE- signs; outfits \$19 and up; ready mixed colors, #12 needles. Milt Zeis, 728 Lesley, Rockford, Ill. fe26

WANTED TO BUY

GOOD USED TENTS—40x100 AND 50x130 square end. What do you have? Buck Stanley, Box 311, Lake Charles, La. mh5

MINIATURE TRAIN—STEAM OR GAS, any gauge. Send photo, full details and best cash price. Murray, Blanding Rd., Rehoboth, Mass. fe26

ODD PHOTOS WANTED—FREAKS, ODDI- ties, etc. Fakes accepted. Describe, give prices. Must be cheap. For new magazine. Henry D. Spalding, 1535 1/2 North Hudson Ave., Hollywood 28, Calif.

ROLLER COASTER WANTED—LARGE size for park. S. Hughes, 901 Bayshore Blvd., Tampa, Fla. Ph. 827752.

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WANT TO BUY—"NAME IN HEADLINE" Printing Outfit. Shooting Gallery, 1783 East 9th St., Cleveland 14, O. fe26

WANT—LIVE AMMUNITION SHOOTING Gallery. No junk. The Albany, 115 Brook Ave., Norfolk, Va. ch-mh12

WANTED

Bound volumes of Billboard, Variety and Broadcasting (1935-1954) for research on history of entertainment industry. Write, giving dates of issues and price.

Suite 1301

347 Madison Ave. New York 17, N. Y.

WANTED—CALLIOPÉ, MERRY-GO-ROUND Organs, C. F. Plummer, Hurdy Gurdy, etc. B. L. Williams, 8000 Conn Ave., Chevy Chase, Md. mh26

WANTED TO BUY—IN GOOD CONDITION, Automatic Organ for large Merry-Go-Round. David F. Lenihan, 72 Main Street, North Reading, Mass.

WANTED—8 DISTORTION MIRRORS FOR Fun House; also Concession Games, Tennis Frames, 20x40 Pole Tent. Allen, 1400 Brewerton Rd., Syracuse 11, N. Y.

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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 Thursday for the Following Week's Issue

END MONEY WORRIES WITH DIGNIFIED spare-time work. Earn \$75 up weekly as Vitamin Distributor. Standard brands. Unbeatable prices. No canvassing. Set your own hours. Vitamin Center, Inc., 2714-K Farragut Road, Brooklyn 10, N. Y. mh5

WANT QUICK CIRCUS GROUND ACTS— Families preferred. Own transportation; schools. Want partner: sum. show, ball parks. Write James Admire, Brazil, Ind.

MALE AND FEMALE MUSICIANS WHO play accordion or wind instruments. Must double in parts for show and dance unit. Write W. K. Wensing, 609 Third St., N.E., Watertown, S. D.

WANTED—EXPERIENCED PIANO MAN and Drummer for location. No beginners. Contact Orchestra Leader, 160 South Conception, Mobile, Ala.

AT LIBERTY—ADVERTISEMENTS

5c a Word Minimum \$1

Remittance in full must accompany all ads for publication in this column. No charge accounts.

Forms Close Thursday for the Following Week's Issue

CIRCUS & CARNIVAL

CIRCUS BARITONE AVAILABLE NOW— Union, experienced, sober and reliable. B. M. (Doc) Clare, Box 418, Pleasant Hill, Ill. Ph. 2851.

DOUBLE DRUMMER AVAILABLE FOR circus; own transportation and steper; ride two, can come on at once or soon. Elmer J. Peterson, 641 Pleasant Oaks Dr., Dallas 17, Tex.

10-IN-ONE LECTURE AND ILLUSIONIST— Will furnish any type of illusion show that can be featured on the inside. J. Magic Shop, 845 N. St., Milwaukee, Wis. Phone, Br. 2-8723.

TENOR SAX—READ, FAKE, NICE TONE; available week-ends. Interested in joining combo. Local vicinity only. Ben Rich, 963 Simpson St., Bronx 99, New York. DYaston 8-966

WESTERN SWING TRIO—AVAILABLE June 1. Featuring steel guitar, Spanish guitar, vocals, organ with Leslie Speaker. Address Musician, 880 No. 36th St., East St. Louis, Ill. Phone: Upton 4-2240. ap30

PARKS & FAIRS

A WORLD'S FAIR ATTRACTION—FEATU- red by Fox Movietone and the International Press; presenting high diving into the smallest diving tank in the world; it is surrounded with sharp spears and an inferno of blazing gasoline. In three seconds a complete revolution high up in mid-air is executed and climaxed by a 5,000 impact landing. Attractive rigging, paraphernalia nicely illuminated. Consistently requesting impressive results. Cadillac quality, but Ford priced. Sensational! McDonald, 456 Lamphier Place, Warren, O. Tel. 45337. mh5

A REAL TREAT TO YOUNG AMERICA— Balloon ascensions and parachute leaps by the country's most daring performers. Our balloonists and parachutists are licensed and balloons registered. Badger Balloon Co., Victor Heisler, Mgr., 3247 Glenhurst Ave., Los Angeles 39, Calif. fe26

MISCELLANEOUS

AT LIBERTY MARCH FIRST—NEW ENG- land's outstanding Singing M.C. Revues, clubs, theaters; go anywhere. Contact Jay Tangley, 11 Williams St., Worcester, Mass.

ESCAPE ARTIST (UNSURPASSABLE) AND Magician want contract with booking agency. Complete stage settings, including curtains, etc. Portable. Audience friendly. Chains, locks and police handcuffs. (No switches.) Write Magic Mysteries, Plainview, Tex., Box 413. mh5

MUSICIANS

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ACCORDIONIST—COMMERCIAL, DOUBLE vibes, Read, fake, Latin. Available March 1. Write Accordionist c/o O. Butteli, 901 Sherman, Denver, Colo.

BASSMAN—EXPERIENCED; AGE 28; UN- ion; available on two weeks' notice. Al Giichrist, 13 Brown Ave., Cortland, N. Y. mh5

FIDDLE MAN—HOT, SWEET, HILLBILLY. Double electric mandolin, bass, vocals. Name experience. Good wardrobe. Available two weeks. Prefer West Coast. Box C-180, c/o Billboard, Cincinnati 22, O.

LEAD TRUMPET—SOBER, GOOD READER, all around experience. Prefer good location. Pat Griffin, P. O. Box 158, Carthage, Mo.

PIANIST, ORGANIST—ALL AROUND EX- perience. Prefer location: commercial, Dixie, jazz. Read, fake, hot shows. Married, dependable, reliable; no character; union. Musician, P. O. Box 457, Rockton, Ill. fe26

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BALLOON ASCENSIONS, PARACHUTE jumping for parks, fairs, celebrations. Claude L. Shafer, 1041 S. Dennison, Indianapolis 21, Ind. mh5

BALLOON ASCENSIONS—SINGLE, double, triple; parachute drops, for parks, fairs, celebrations. Capt. Geo. D. Emerick, 627 1/2 1st Ave. S., Fort Dodge, Iowa. Phone Monroe 3268. fe26

BEARS, PONIES, MONKEYS, DOGS, ACRO- bats, Aerial Trampoline Novelty Act, Girl Revue Acts. Address Variety Artists, 2015 Oliver St., Fort Wayne, Ind.

MAN AND WOMAN CLOWN TEAM— White face and character. Many changes. Leis and Lois, c/o Gen. Del., Phoenix, Ariz.

OLD-TIME BALLOON ASCENSIONS, ALSO the latest in ballooning. A. J. Hartman, 2127 Sumner St., Burlington, Iowa. mh5

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Takes 16 full-size pictures on a roll of #127 film.

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- Written factory guarantee

Write for our big FREE WHOLESALE CATALOG. Hundreds of items, appliances, leather goods, novelties, householdwares, clocks, premium goods. Full color illustrations — sent free—write today.

GEM SALES CO. NOW! \$5.40 PER DOZEN. In Gross Lots \$6.50 in Doz. Lots 25% DEPOSIT with order.

533 Woodward Detroit 26, Mich. BAL. C.O.D.

30" GIANT PLUSH BEAR

COTTON STUFFED Terrific value, asst. colors. 1 doz. to ctn. still \$20.00 dz.

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HOTTEST SELLING ITEM IN THE COUNTRY

SELLING LIKE WILDFIRE

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THREE PEN PACK SET



These are of a better make. Fully guaranteed. Colored Retractable Ball Point Pens. Writes Red, Writes Green, Writes Blue. Put up in Plastic Packet Case. Each of the Retractable Ball Point Pens writes a Different Color: Red, Green & Blue. Buy these Pen Sets now and prove to yourself that it is the hottest seller right now. Sample Set \$1.00 postpaid.

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Harris Novelty Co.
This is Our Only Store
1102 Arch St., Philadelphia 7, Penna.
Phones: MA 7-9448—WA 2-6970
Send For Our Latest Catalog.

10" PIPE WRENCH \$1.75

Stilson Pattern

(German quality—drop-forged)
Individually packaged. Sold in lots of six or more.

25% Deposit Required With Order. F.O.B. Chicago. Wholesale Only.

COOK BROS.
916 S. Halsted St. Chicago 7, Ill.

To Order Classified or Display-Classified Ads USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies	<input type="checkbox"/> Instructions, Books, Cartoons
<input type="checkbox"/> Agents and Distributors	<input type="checkbox"/> Magical Apparatus
<input type="checkbox"/> Animals, Birds, Pets	<input type="checkbox"/> Miscellaneous
<input type="checkbox"/> Business Opportunities	<input type="checkbox"/> Musical Instruments, Accessories
<input type="checkbox"/> Costumes, Uniforms, Wardrobes	<input type="checkbox"/> Partners Wanted
<input type="checkbox"/> Food and Drink Concession Supplies	<input type="checkbox"/> Personals
<input type="checkbox"/> Formulas	<input type="checkbox"/> Photo Supplies and Developing
<input type="checkbox"/> For Sale—Secondhand Goods	<input type="checkbox"/> Printing
<input type="checkbox"/> For Sale—Secondhand Show Property	<input type="checkbox"/> Salesmen Wanted
<input type="checkbox"/> Help Wanted	<input type="checkbox"/> Scenery, Banners
	<input type="checkbox"/> Tattooing Supplies
	<input type="checkbox"/> Wanted to Buy

3 Indicate below the type of ad you wish:

- REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.
- DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00. (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in..... Issue.

I enclose remittance of \$.....

Name.....
Address.....
City..... State.....

Chances Better for Hearings On Copyright Revision Bills

• Continued from page 28

chairman of the Copyrights Subcommittee.

Thompson, it was learned, requested early action on his bill, which has been sent to the Willis Subcommittee. In a letter to Willis, Thompson enclosed a copy of the

bill and a copy of the Congressional Record of January 20 containing a reprint of Thompson's introductory remarks on the day he hopped the bill. Thompson also called to Willis' attention a reprint of The Billboard's editorial series on legislative history on copyright legislation, which appeared in the Congressional Record.

Thompson pointed out that he considered the Congressional Record material "a strong argument in favor of the bill."

"It seems to me that a federal commission to study the copyright laws is badly needed," Thompson informed Willis, "particularly in view of our expanding interest in the field of mass communications, and progress can be made in this field only if the laws which govern it are revised to meet the demands of changing times. If additional material is required, I will be glad to file it with you."

"I trust that you and the members of Subcommittee No. 3 (House

Judiciary Committee on Copyrights, Patents and Trademarks) will find it possible to study the material in the near future and report the bill to the full committee for action."

Thompson declared he "would very much appreciate it if early action could be taken on the legislation by your subcommittee."

Congressman Willis, in a reply to Thompson, declared that "the matter will be brought to the attention of the Subcommittee when we formulate a schedule for consideration of pending bills."

Meanwhile a show of interest in the Thompson bill has been demonstrated in correspondence received by Representative Thompson. One of the letters came from Dr. Benjamin Kaplan, professor of law at Harvard Law School. Thompson, in sending a copy of the bill to Dr. Kaplan, invited comments from him as well as from "other members of the faculty of the Harvard Law School who may wish to write me regarding it."

N. J. Music Guild Outlines Steps For Dime Play

Bulletin Lists 5-Point Program To Ease Switch

NEWARK, N. J., Feb. 19.—Viewing the emergency of 10-cent juke box play in the Boston, Philadelphia and Westchester, N. Y., County areas, the Music Guild weekly bulletin Monday (14) outlined a schedule operators could follow in switching over to a dime policy. The five-point program follows:

1. Conversions should always be made in the shop. When new equipment, already geared for dime play arrives, it should be installed in the top location.

2. The juke box pulled from the top location should then be converted in the shop to dime play and put on the second-best location.

3. The process should continue to the third and fourth-best locations, thereby upgrading four locations with a single juke box purchase.

4. As each switch is made, the

(Continued on page 84)

Stout Urges EP's in S. D. For Dime Play

PIERRE, S. D., Feb. 19.—Gordon Stout, president of the South Dakota Phonograph Operators' Association, told music operators here recently that a wedge to dime play in this area could be found in EP disks.

Stout said that he believed the public would readily accept dime-three-for-a-quarter play if people found they were receiving twice as much music for their money.

Stout pointed out that 45's were now available in EP's in both standards and all-time favorites. He said that he thought at least half of the selections on a new phonograph should feature these long-playing disks.

Operators here are, for the most part, convinced that dime play will eventually come, and this recommendation to adopt EP disks is expected to play a big part in the coming State-wide meeting, scheduled for March 20-21 in Huron.

Richard Goetzen, Permo Sales Mgr., Dies Suddenly

CHICAGO, Feb. 19.—Richard F. Goetzen, sales manager of the Fidelitone and Permo Point divisions of Permo, Inc., died suddenly here last Sunday (12).

Goetzen, well known in the coin machine industry, was associated with Permo for the past nine years.

Funeral services were held at the Smith Funeral Home Wednesday morning.

Sherman A. Pate, president of the firm, said, "We have lost a great friend as well as a valued business associate."

Block by Block, N. Y. Ops Try Dime Play

Harlem's Main Drag Goes 10 Cents; EP's, Distributions Give Program Impetus

• Continued from page 27

basis, will leave them with capital to invest in new equipment.

Joe Young, at Young Distributing, local Wurlitzer outlet, has signs prepared for display next to converted boxes. The signs explain the new price schedule and tell the patron what he's getting for it in the way of improved equipment.

Boxes Upgraded

While few of the converted locations have brand new equipment, in most cases the boxes are upgraded, and in all cases the conversion is done in the shop—not the location—with a different box brought in for the conversion.

Guesses vary as to how long it will take before 10-cent play dominates the New York area. The most optimistic prediction—from a 10th Avenue distributor—was that this will be a dime town in 60 days. Most others seemed to think it will be toward the end of the year before the dime is in the majority.

Altho it's too early to tell what effect 10-cent play will have on the location commission set-up, there's a good chance that the traditional 50-50 split might become a 60-40 split, with the long end going to the operator.

That's what's happening in Westchester County, where dime play is a fait accompli. Originally, the operators worked with either a minimum guarantee or a front money agreement.

The locations, by and large,

have gone along. The operator explains that he will waive the minimum, or front money as the case may be, thereby simplifying the bookkeeping, and, at 10 cents a tune, the location will wind up with more money.

It's too early to tell how 10-cent play will affect the revenue picture for New York operators. While a handful of locations have been on dime play here for a few months, it's been only in the last couple of weeks that the pace seems to have quickened.

If it follows the pattern in other metropolitan areas, tho, there will be a little customer grumbling at first, a week or two of reduced play, then grosses substantially higher than they have ever been.

Recoton Corp. In New Offices

NEW YORK, Feb. 19.—Recoton Corporation, manufacturers of phonograph needles, high-fidelity cartridges and phonograph accessories, has moved into new offices in Long Island.

The new address is 52-35 Barnett Avenue. Joe Karns, vice-president, said that all departments had been expanded and that the change in location was made necessary.



GEORGE A. MILLER, president and general business manager of MOA, at right, and E. Boyd Lawrence, manager of the Hotel Leamington, Oakland, Calif., make a last-minute inspection of the phonograph and March of Dimes campaign poster in the lobby of the Leamington. All money collected from the phonograph for two weeks was donated to the local polio fund.

JUKES LURE COINS

Calif. Ops Support MOA's Polio Drive

OAKLAND, Calif., Feb. 19.—For two full weeks, Californians were reminded morning, noon and night of MOA's March of Dimes fund raising campaign every time they walked into a bank, theater lobby, hotel, or any one of a thousand regular juke box locations.

From March 28 to February 11, music operators thruout the State displayed signs and placards on their juke boxes announcing that some percentage of gross collections were being handed over to the campaign. The money turned over to the polio fund varied from a single day's average to the entire two-week amount.

In Oakland, phonographs in bank and hotel lobbies sported signs announcing, "All proceeds of the phonograph go to the March of Dimes."

The Oakland Tribune, one of the largest newspapers in the Bay area, carried a story praising the effort of the music operators. The paper also carried a picture of George A. Miller, president of the California Music Merchants as well as president and general business manager of Music Operators of America, in the 33d Avenue Branch, Bank of America, standing

(Continued on page 84)

'Miss Juke Box' Contest Set By RCA & MOA

• Continued from page 27

later than March 15 to "Miss Juke Box." RCA Victor Records, 630 Fifth Avenue, New York 20, N. Y.

Contest officials stated that candidates must be at least 21 years old and not be under contract to any record company. They can be amateur or professional singers.

The operator sponsor of the contest winner will receive a 21-inch Victor color television set. Contestants placing second and third will receive hi-fi phonos.

Carlton's panel of judges will include Paul Ackerman, associate indoor editor of The Billboard; Bob Austin, of Cash Box, and Herm Schoenfeld, of Variety.

New Firm Acquires Audio Vendor Unit; Tapes Self-Winding

TOLEDO, Feb. 19.—Recent rapid development in the field of automatic tape recording and playback, this week prompted the formation of the Browning Research Corporation.

Bernard A. Cousino, president of Cousino, Inc., and head of the new firm, said that Browning Research had acquired all patent rights to the Audio Vendor project and that it had developed a flexible tape playback mechanism. He added that mass production of a tape magazine would get underway immediately.

Cousino, who also headed the Audio Vendor project, explained that the flexible tape playback development eliminated the need for rewinding tapes and also the need for removing them from the wheel. He said that Browning Research

(Continued on page 84)

announcing
the most
important
single
juke box
issue of
the year!

THE BILLBOARD 1955

MOA CONVENTION

NUMBER

Issue Dated March 26 • Advertising Deadline, March 16

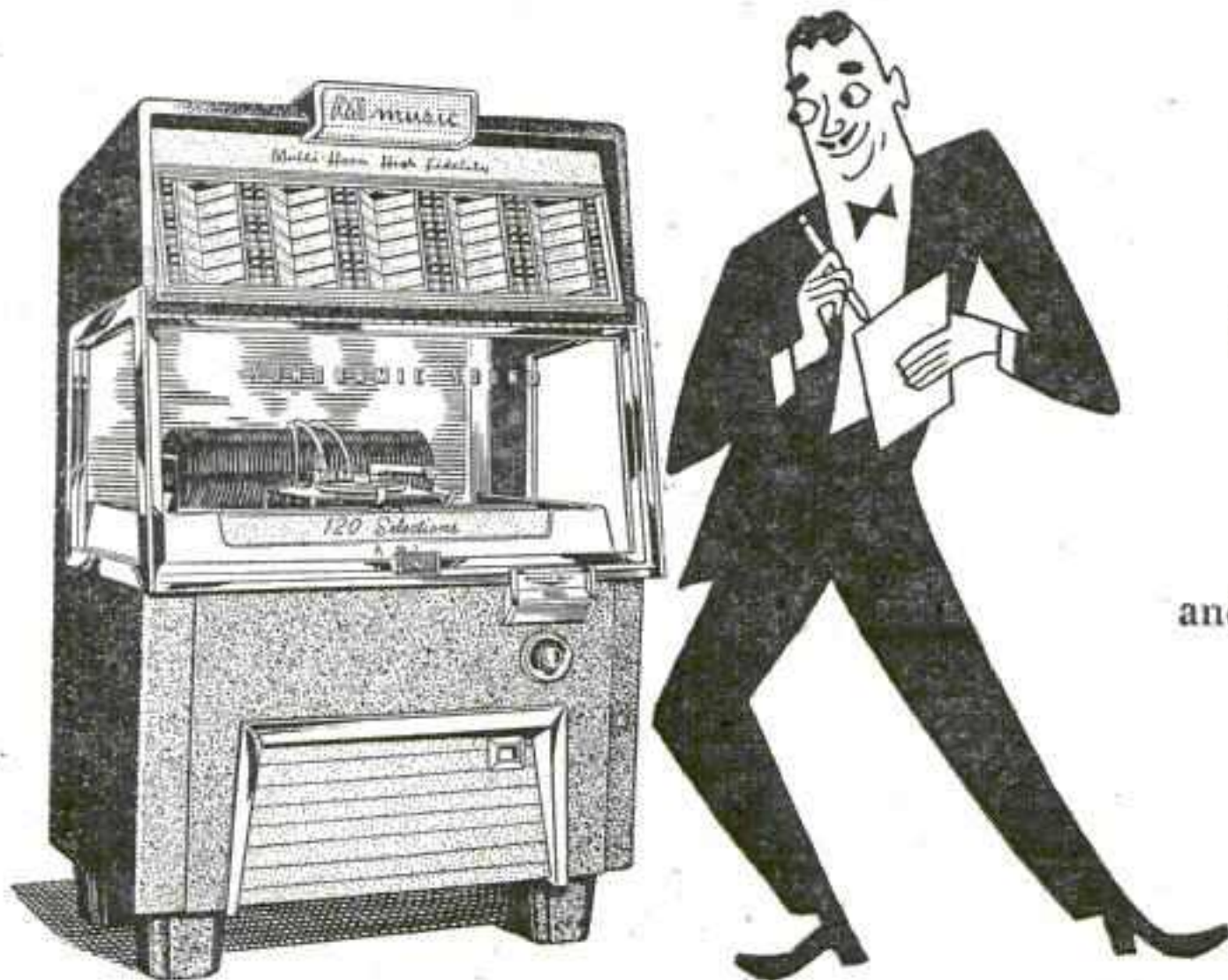
timed to spotlight the Music Operators of America (MOA) Convention in Chicago during the week of March 28th.

Dear Mr. Operator:

We never before were interested in old-fashioned juke box music. But the new A M I juke box with Multi-Horn High Fidelity and Sonoramic Sound seems to us so advanced and so superior to any type of music we could offer our clientele that we are now ready to talk business.

(Signed) "SELECT LOCATION"

THOUSANDS of New Locations Await You!



For a long time and for one reason or another some places that could have been excellent locations for a juke box resisted the opportunity to profit from music.

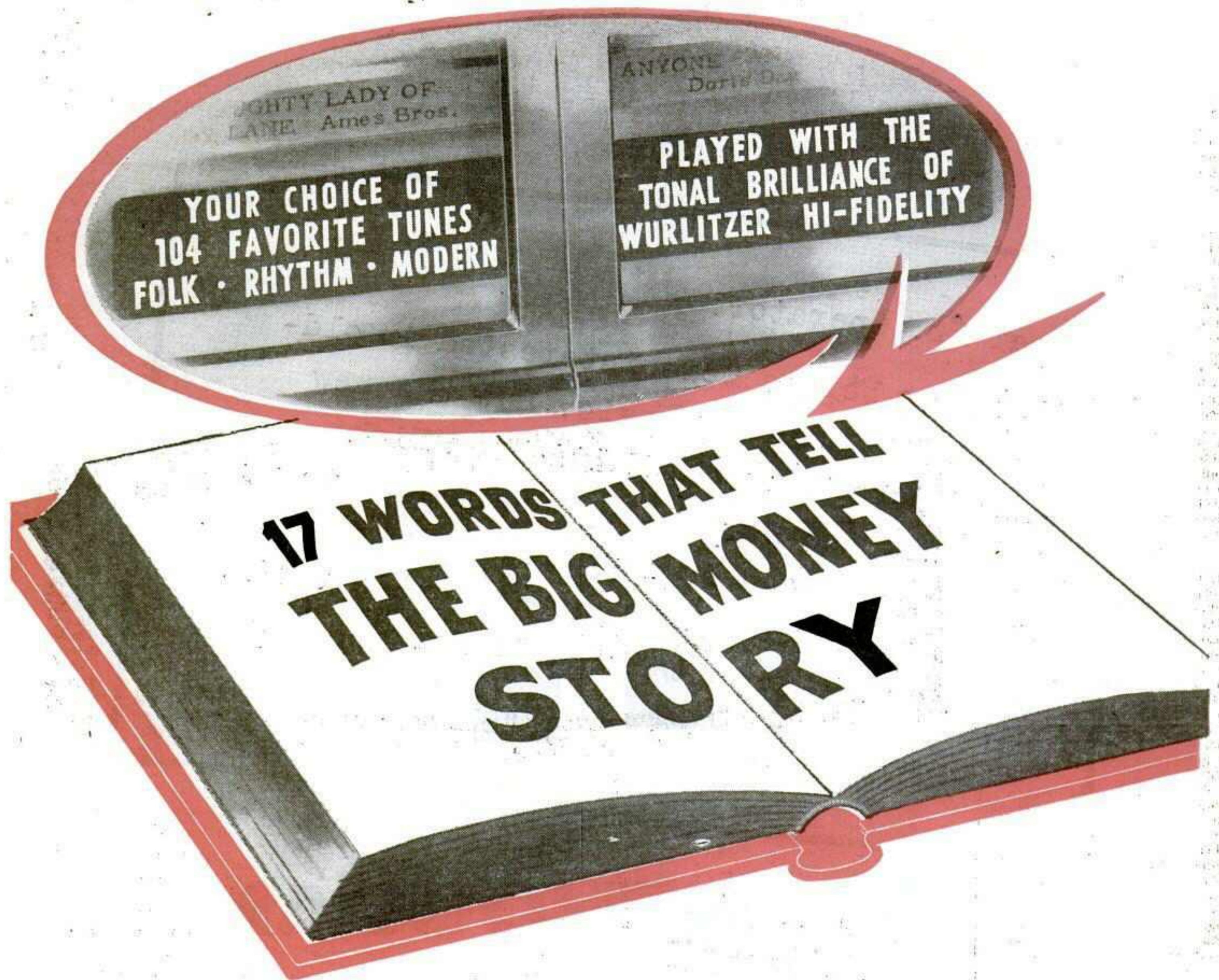
Today, however, many of them have seen and heard the Model "F" and are asking operators for this distinctive, new AMI juke box.

Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN — AHEAD NOW

AMI Incorporated

GENERAL OFFICES AND FACTORY: 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensee: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palaisgade, Copenhagen K., Denmark



"... the tonal brilliance of Wurlitzer Hi-Fidelity..." That's a big chapter in the Wurlitzer 1800 story. It means Wurlitzer's new and improved Dynatone Sound System. Three bass speakers for the lows, and a treble tweeter to hit those high notes. All in perfect balance with pick-up, amplifier and baffle. It's the finest coin-operated phonograph high fidelity system ever developed. It delivers music that makes people want to pay to hear the 1800 play. This, plus 104 all-45 selections, beautiful new 1955 color and styling with the play-stimulating Carousel Changer, makes a story that has a happy, big money ending for you.

**GET INTO THE
BIG MONEY
WITH THE**

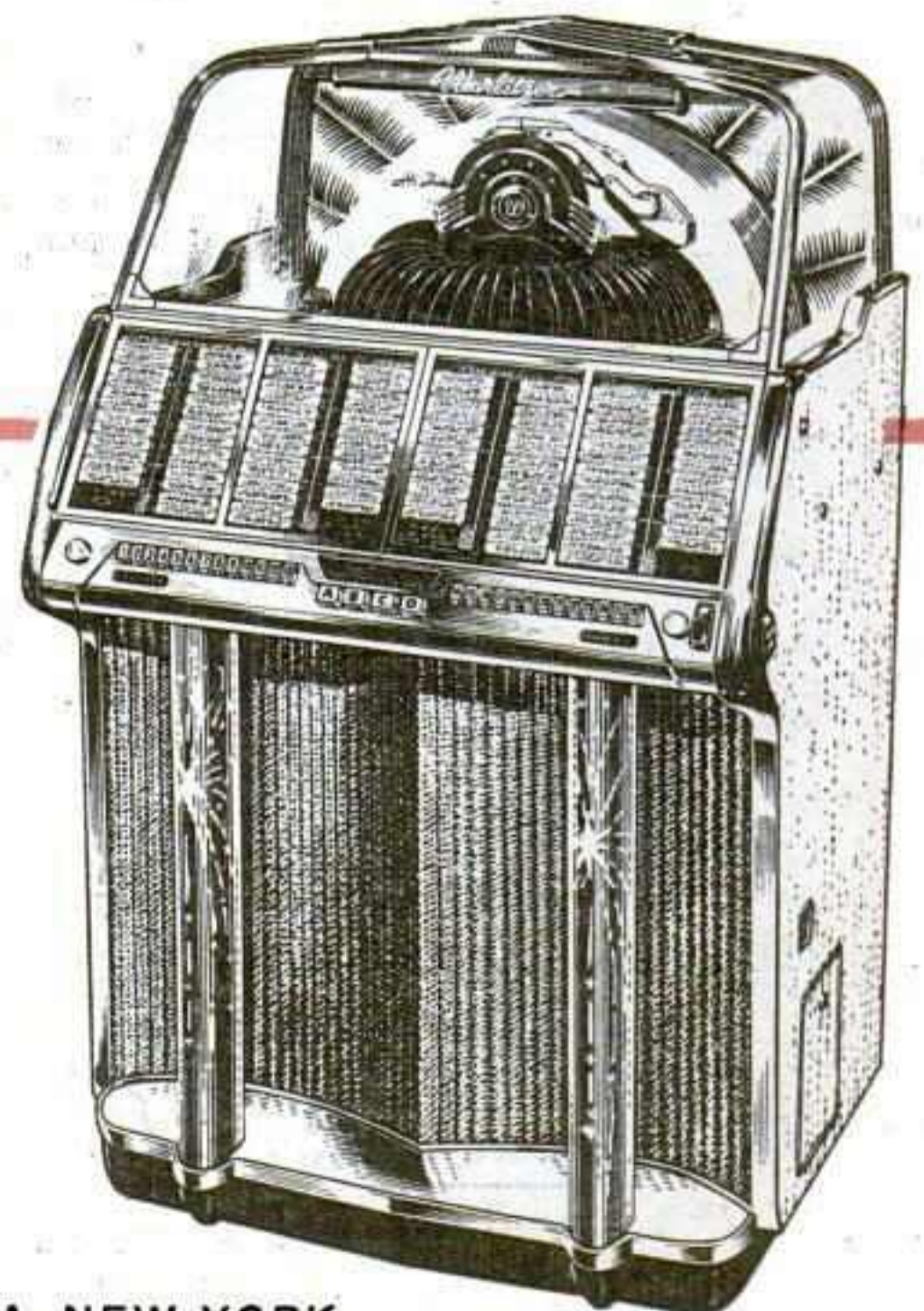
Wurlitzer 1800



**DYNATONE SOUND TAKES THE MASK OFF
THE MUSIC MORE THAN EVER BEFORE**

See Your Wurlitzer Distributor

**THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856**



'AULD LANG SYNE'

Music Museum Sets Old Songs Rolling

ATOKA, Okla., Feb. 19.—Bob Nelson, owner of a local chuck-wagon cafe, has gained fame as a connoisseur of jazz and musical instruments from 1860 thru the roaring '20's.

When someone from around this area wants to know about or listen to music dating back to the "old days" all they have to do is walk over to Nelson's cafe, ask questions, or better yet, just drop a nickel into any one of two dozen museum pieces.

Local residents, traveling salesmen and just plain curious people from all over the State stop in at Nelson's to view his collection, which includes a giant steam calliope, a variety of player pianos, a seven-piece band in one small cabinet, steel disked juke boxes and a self playing violin and piano. In addition, Nelson also carries a large supply of "Quartosopes," pre-movie viewers, and other Penny Arcade equipment.

Every instrument that Nelson owns operates with coins. "I don't like anything that you can't put a nickel in," he said.

Nelson said that on a normal Sunday he has anywhere from 100 to 250 visitors.

One of the strange things about Nelson's museum is that Nelson hands out most of the nickels that are used in the machines. "I can't afford to buy licenses for all of the machines," he said, "so I just furnish the nickels."

Nelson started his museum five years ago after he discovered that fixing a player piano was considerably easier than it looked. He bought and sold about 15 of them before he decided to build up his own stock. Originally he went after pianos only, but later he added other types of musical equipment to his collection.

Now, whenever Nelson hears of an old machine, he just takes off after it. Once on his rounds, he bought a complete Penny Arcade.

For his pianos he has acquired several thousand music rolls, which gives him a complete library of old tunes.

In another five years, Nelson hopes to have enough equipment here to fully equip an entire building with his collection. His latest addition is a steam calliope, which he incidentally promised to make

Wurlitzer to Build New Plant in Miss. For Electric Piano

CHICAGO, Feb. 19.—R. C. Rolfing, president of The Rudolph Wurlitzer Company, announced Thursday that a new Wurlitzer plant would be built in Corinth, Miss., to manufacture the firm's latest product, the Wurlitzer Electronic Piano.

The plant, Rolfing said, will be constructed on a site just south of the city, and will provide approximately 100,000 square feet of floor space. It is estimated that work will get underway about June 1, and that the building will be completed and ready for occupancy December 1.

The Wurlitzer Electric Piano is now being built in a leased plant in Corinth.

Texas Music Company Skeds New Location

RAYMONDVILLE, Tex., Feb. 19.—Texas Music Company, headed by John W. Pulte, announced this week that it would soon occupy new headquarters at 1171 South Seventh Street.

The firm is now located at 247 Hidalgo Street.

Kwik Kafe, of Washington, continues to get more orders for its combination coffee-hot chocolate machine than it can handle, says manager James Bowen. Many patrons are still on the waiting list, he says.

available for all civic groups in town and around the country side.

He is recognized as a master at rebuilding old machines. His fame has become widespread. The machines he buys are usually broken down and look like they are beyond repair. He purchases them for about \$40 and just recently turned down an offer of \$1,700 for one of this type.

Nelson's pride and joy is his seven-piece band. It includes a set of 48 bells, two xylophones, three drums, an organ and a piano. It was built in 1912 and will compete easily with modern equipment in a race for the loudest volume.

UPS PLAY

Op Uses Signs To Promote Song Releases

WORCESTER, Mass., Feb. 19.—Juke box players will invariably drop an extra coin or two into a phonograph if their attention is directed to a new release appearing on a machine for the first time, according to operator George Volkhausen.

Volkhausen is a firm believer that music operators must promote their own collections if they want to keep their route out of the red.

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:

BOTH CAPITOL AND COLUMBIA CHANGED record sales managers this week when Hal Cook moved over to Columbia. Capitol promoted Mike Maitland to the top sales post vacated by Cook.

FOR THE FIRST TIME sales of 45 r.p.m. pressings of the top hit records are ahead of the 78 r.p.m. versions of the same disks. The trend to 45 is moving faster than ever.

M-G-M RECORDS IS PREPARING a special operator package of 15 EP disks. It's another sign of the record labels' moves to meet operator needs in the switchover to dime play.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

And he follows his own advice, hanging attractive glass signs near all of his equipment pointing out the new records.

The signs announce that the stars of the week are featured and

at the bottom there is a cardboard strip listing new tunes.

Play is directly affected by the number of times the cardboard strip is changed every month, according to Volkhausen.

CONVERT YOUR SEEBURG M 100-A TO 45 RPM AND PAY FOR CONVERSION OUT OF RECORD SAVINGS!



NELSON MODERNIZATION KIT for Seeburg M 100-A to 45 rpm

- **Easy to install**
... takes only one hour, no special tools required!
- **New low cost**
... pay for conversion out of lower 45 rpm disk prices!
- **Kit delivered complete**
... no extras to buy
... most operators can make conversion themselves!

*Enables operators to buy good, used Seeburg M 100-A's—modernize with the Nelson Kit—and still come out ahead!

WITH the price of 45 rpm disks going down—and the cost of 78's up—operators have new and greater incentives than ever before to convert to 45 rpm!

The Nelson Modernization Kit enables operators with the Seeburg M 100-A to convert quickly, easily and at low cost . . . so low, in fact, that the savings made possible by new 45 rpm prices will soon pay for the cost of this kit.

Most operators can install it themselves, without the use of special machining tools, in approximately one hour.

Don't delay modernization any longer. Just check the many advantages of 45-play—and write for full information today!

45 RPM PLAY BRINGS OPERATORS

- ... **New Disk Price Advantages**
- ... **Better Sound Reproduction**
- ... **Longer Record Wear**
- ... **Less Storage Space**
- ... **Opportunity to Ease into Dime Play thru Extended Play 45 rpm Disks**

FOR COMPLETE DETAILS, FILL OUT AND RETURN THIS COUPON NOW!

D. W. PRICE CORP. Manufacturers

11167 W. PICO BLVD.

LOS ANGELES 64, CALIFORNIA

OK—Show me how I can convert my Seeburg M 100-A to 45 rpm play . . . and pay for conversion out of record costs! Please rush complete information to:

Name _____
 Company _____
 Address _____
 City _____ Zone _____ State _____

from the Billboard, January 8, 1955
New Record Prices Favor 45 RPM's

CHICAGO, Jan. 1.—The record industry's new price set-up will tend to speed the completion of two major changes taking place in the automatic phonograph industry. First, with the price of 78 r.p.m. disks up 9 cents at retail level, music operators will be given new incentive to abandon their 78 r.p.m. juke boxes in favor of the small 45's. Second, with EP's being standardized at \$1.49, music operators will find it less costly to take a crack at the longer playing disks as a means of introducing dime play. One-stops reported that their prices on 45's were the same as before the shake-up. 78's increasing anywhere from 3 to 9 cents EP's were expected to be lowered as a result of RCA's increasing dealer mark-up from 38 to 42 per cent. Ed Singer, partner in Singer Brothers, Chicago's largest operator one-stop, reported operators quiet on the subject, waiting to see exactly how closely other record companies intended to follow. Operators who have any number of 78's still on location reported that these machines were not in top-paying spots, which means their over-all record costs will be drastically increased.

England's Juke Box Industry on Upswing

Local Mfrs. Find Few Sales Problems; Europe Imports Good Despite Tariffs

LONDON, Feb. 19.—Despite high import duties and other restrictions, the automatic phonograph business in England is growing.

Operators here only recently discovered the vast potential of this medium in cafes, restaurants, milk bars and pubs, but already evidence of its growth is springing up in cities, large and small.

So far there is only one British manufacturer turning out juke boxes and this factory opened its doors just 12 months ago. Its product, the Minstrel, offers 32 selections and plays both sides of records. It is marketed for \$700.

AMI Model

The only other juke box being produced in Britain is the American-designed AMI model. These machines are made under a license issued to the subsidiary of an engineering firm normally specializing in the precision work on jet aircraft engines.

Both firms are finding no difficulty in selling their products. Caterers are quickly finding the value of selling "sound" along with food. Trade circles expect the juke box business to be the most flourishing branch of the coin machine industry in the near future.

Games section on other phases of the coin industry.) Besides "homegrown models," operators are beginning to find for the first time in 15 years that some equipment is being imported. All countries not affected by dollar restrictions are finding the doors wide open.

German Wall Boxes

German wall boxes and juke boxes are finding a market here in spite of the fact that operators are forced to pay double the price because of a 100 per cent purchasing tax. But even with these doubled costs, operators, in their search for new business, are importing models with marked success.

One of the most frustrating things about the industry here today is the way operators are tantalized by the latest American models. They are unable to buy them because of Treasury restrictions.

One distributor here displays a new American phonograph to keep operators informed and interested in the developments abroad. Should the Treasury Department release these restrictions, American juke box imports here would boom.

Meanwhile, the industry is clawing its way back to production, making the British and non-American models suffice. And even tho the industry is growing, it will take a long time before the country is back to prewar days.

COINMEN YOU KNOW

Chicago

Communications to: Ken Knauf Central 6-8781

MENCURI, WEINAND IN NEW KEY POSTS...

Frank Mencuri was named vice-president of Exhibit Supply and Art Weinand was named sales manager of Williams Manufacturing Company this week. Weinand leaves his vice-president post at Exhibit, and Mencuri is vacating his sales position with Minthorne Music Company, Los Angeles. (See separate story in Amusement Game section.)

Arrow Bowler, a new shuffle bowling game, was launched at Chicago Coin Machine Company this week. Ed Levin and John Gore were busy showing the game to visiting coinmen.

Steve Kordek, chief engineer at Genco Manufacturing & Sales Company, was busy checking on production of the new Wild West Gallery gun game before leaving on a two-week vacation. Avron Gensburg, Sam Lewis and Ralph Sheffield were all busier than ever this week.

Stanley Levine, All State Coin Machine Exchange, reports partner Mickey Schaffer and wife are the parents of a girl, born February 12 at Wesley Memorial Hospital. It is suspected that Mickey had hoped for a boy to help out with business at All State.

Herb Perkins, Purveyor Distributing Company head, is back at the firm's headquarters, with Monty West traveling thru Illinois on a sales trip. Marie Hopp, Purveyor receptionist, bowled in the State Tournament at LaSalle during the weekend.

Scheduled to arrive in town Friday (18) was Walter Hillebrand, juke box dealer from Cologne, Germany. Hillebrand was to visit during the weekend with O. O. Mallegh, game and juke box exporter here.

A. D. Palmer, advertising and sales promotion manager for the Rudolph Wurlitzer Company, North Tonawanda, N. Y., arrived in town Wednesday (16).

Mel Binks, Binks Industries, is favoring a broken right arm this week as the result of (believe it or not) a spill taken while sleigh riding. Mel will have to rely on son, Don, to do most of the heavy hand shaking at the Binks plant for awhile.

Milwaukee

Communications to: Benn Ollman Uptown 3-8018

Paster to Hold Service Schools...

With the new Paster Distributing Company headquarters nearing completion, Sam Cooper, manager, announced plans this week for a series of service schools to be held as soon as the facilities are available. "As soon as we are all set in our new place," says Cooper, "we are going to bring in factory men from AMI, Bally, United and other amusement game manufacturers to conduct classes on servicing problems. We'll have plenty of space to handle class sessions and demonstrations."

Undoubtedly one of the town's busiest vending firm executives, Herb Geiger, continues to find time for his NAMA activities. Just returned from an NAMA board session in Miami, Geiger will shortly be heading for Atlanta, where he is scheduled to appear on a panel discussion in a regional NAMA confab.

Emil Sauler, route man for the George Schroeder Company and owner of the Mono Records label, reports that he has pactied an arrangement with Rolf Voegelin, of the Tell Music Company, Madison, to act as his State distributor. According to Sauler, the latest release (Continued on page 86)

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar week for new events scheduled in your area.

February 22—Central States Music Operators' Association, monthly meeting, Peoria, Ill.

February 22—Western Massachusetts Music Guild, bi-weekly meeting, Ivy House, West Springfield, Mass.

March 5-6—National Automatic Merchandising Association, regional meeting, Adolphus Hotel, Dallas.

March 7—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

March 19-20—National Automatic Merchandising Association, regional meeting, Lord Baltimore Hotel, Baltimore.

March 20-21—South Dakota Phonograph Operators' Association, quarterly meeting, Tams Hotel, Huron, S. D.

March 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

March 27-31—National Association of Tobacco Distributors, annual convention, Conrad Hilton Hotel, Chicago.

March 28-30—Music Operators of America, annual convention, Morrison Hotel, Chicago.

April 2—Music Guild of New Jersey, 18th annual banquet (site to be announced), Newark, N. J.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

Nickel Psychology Aids Operators on 10c Play

TORONTO, Feb. 19.—Music operators here are going to 10-cent play without eliminating the nickel chute.

Rather than try to change a juke box customer's habit of putting nickels in a phonograph, operators are beginning to realize the advantages of two-nickel play.

Clarence Coker, manager of National Rejectors, Inc., said, "The public has been psychologically trained thru the years to put nickels into juke boxes. Why try to force customers into dime play when two nickels have the same effect?"

Many operators admit that altho they opposed the idea of putting phonographs out on location set

for both two-nickel and dime play, once they tried it collections increased.

One operator estimated that his revenue climbed \$6.

The move to two-nickel play was launched following an operator survey made by Reg Gilchrist, Seeburg distributor, which showed that operators liked the idea and were willing to try it.

Wurlitzer Execs Visit Draco Sales

DENVER, Feb. 19.—Wurlitzer officials were hosted here at the headquarters of Draco Sales Company, Wurlitzer distributor in the area.

The visit was a part of Wurlitzer's annual "good-will missions" to all distributor offices. Visiting personnel included Robert Bear, general sales manager of the phonograph division; Al Deitrich, collection and credit manager, and Gary Sinclair, regional sales manager.

During their stay, the trio visited many local operators and inspected most of the territory covered by Draco Sales.

N.J. Music Guild

operator should get a written contract calling for more front money or minimum guarantees. 5. Skip locations which cater exclusively to teen-agers.

The Music Guild feels that manufacturers and distributors recognize the need for dime play and are prepared to offer conditional sales for juke boxes so equipped.

Dick Steinberg, Music Guild head, suggested that EP record could be utilized during the transition period for nickel to dime play to ease customer objections. EP disks give two tunes a side, a two tunes for 10 cents and six for 25 cents, the equivalent of the current nickel play.

This practice is currently being followed in Philadelphia, where 4 per cent of the disks on converted juke boxes are EP's and the balance singles.

According to Joe Silverman, executive director of the Amusement Machine Association of Philadelphia, the practice caused some customer criticism initially, but that melted away in two weeks.

NBC Voices

the program in New York, New Jersey and Southern New England. Locations in the area are the Fox National Stores, Acme Supermarkets, Dilbert Bros. and D'Agostino Bros.

Operating in the East and Midwest, Storecast uses FM radio stations to provide music markets, with receivers on location placed on special bands. The cost is borne by sponsors paying advertising time.

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.

Table with columns: Model, Issue of Feb. 19, Issue of Feb. 12, Issue of Feb. 5, Issue of Jan. 29. Rows include AMI (E-80, Model A, B, C, D-40, D-80, E 120), EVANS (Constellation), MILLS (Constellation), ROCK-OLA (1422, 1428, 1432, 1434, 1434 Rockets, 1436, 1436 Fireball, 1436, 78 RPM), SEEBURG (N-146, H-147, H-148, M 100-A, M 100 B, M-100-BL, M-100-C, 146, 147, 147-M, 148, 148 ML), and WURLITZER (100, 1015, 1100, 1250, 1400, 1500, 1500-A, 1550).

Ops Support

Continued from page 80

alongside of the phonograph used in the campaign.

Miller said that March of Dimes contributors kept the phonograph playing continually. "In Alameda County we got a late start, but the response from bank and hotel people was fine and we have big plans for next year," he said. "In fact, next year we hope to have an automatic phonograph playing for the March of Dimes in every bank and hotel lobby in the 48 States."

Miller said collections in bank lobbies averaged over \$36 a week. He added that the highest collection was turned in from the Hotel Leanington, which averaged \$90 a week.

Miller also said that MOA convention, March 28-30 in Chicago, would devote a portion of its business meetings to the suggestion that the March of Dimes campaign be an annual event sponsored by all members of MOA.

He said that the public relations resulting from such a worthwhile campaign could do more good for the industry than a dozen regular public relations programs.

The March of Dimes Campaign launched here was initiated at the MOA executive committee meeting held in Chicago last January when a resolution was adopted making the polio drive MOA's national project this year.

Some banks, which never would allow a juke box on their premises under any other circumstances, have asked that the phonograph be left in the lobby, Miller said.

Because of the campaign, he added, music operators have found a new source for popular music and background music.

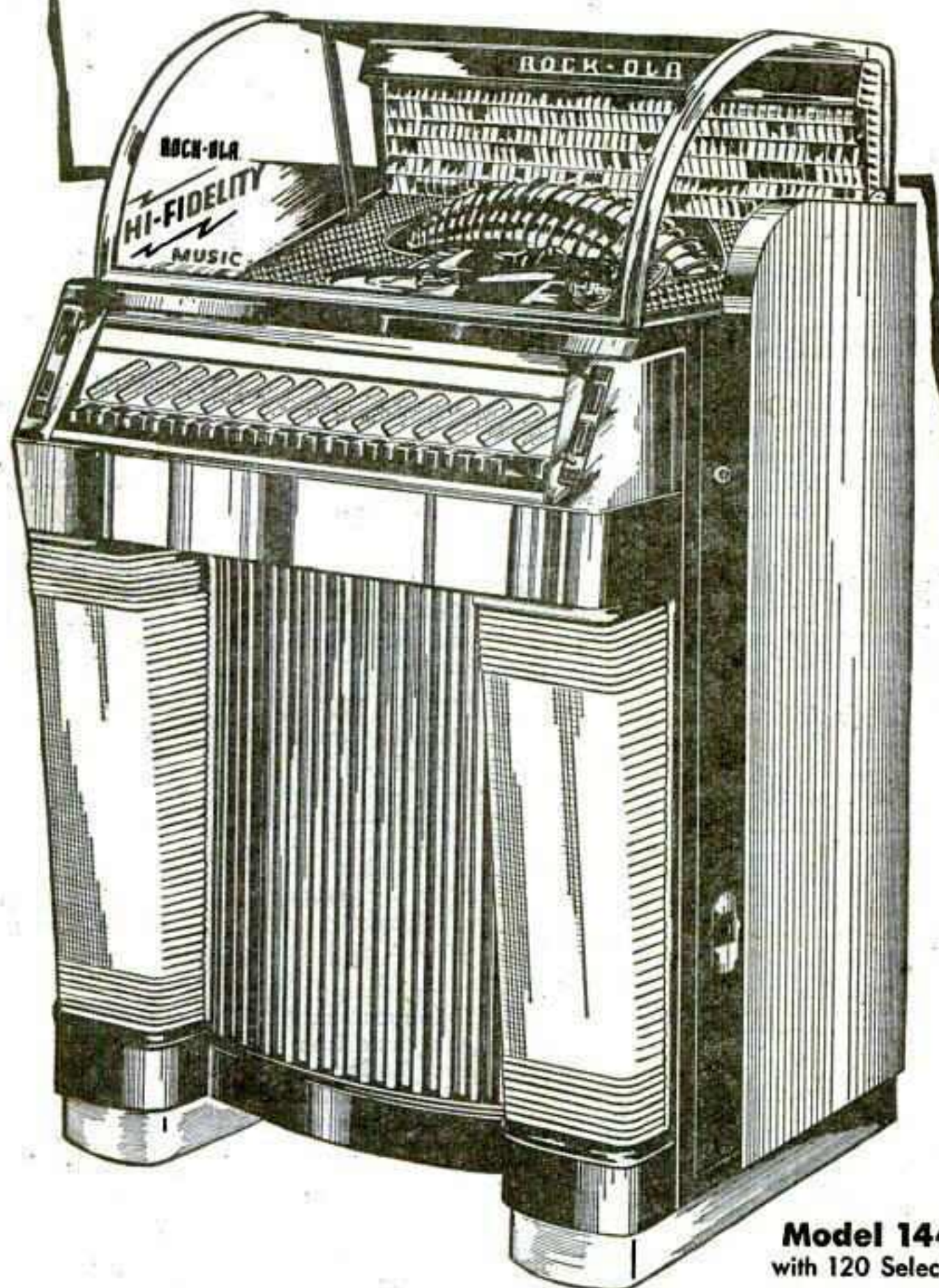
Firm Acquires

Continued from page 80

would offer licensing arrangements to manufacturers of reproducing instruments embodying the Audio Vendor principle.

The self-winding feature opens the door to the juke box field, Cousins said, because it provides operators interested in background music with a tape unit designed to play continuous music for as long as desired.

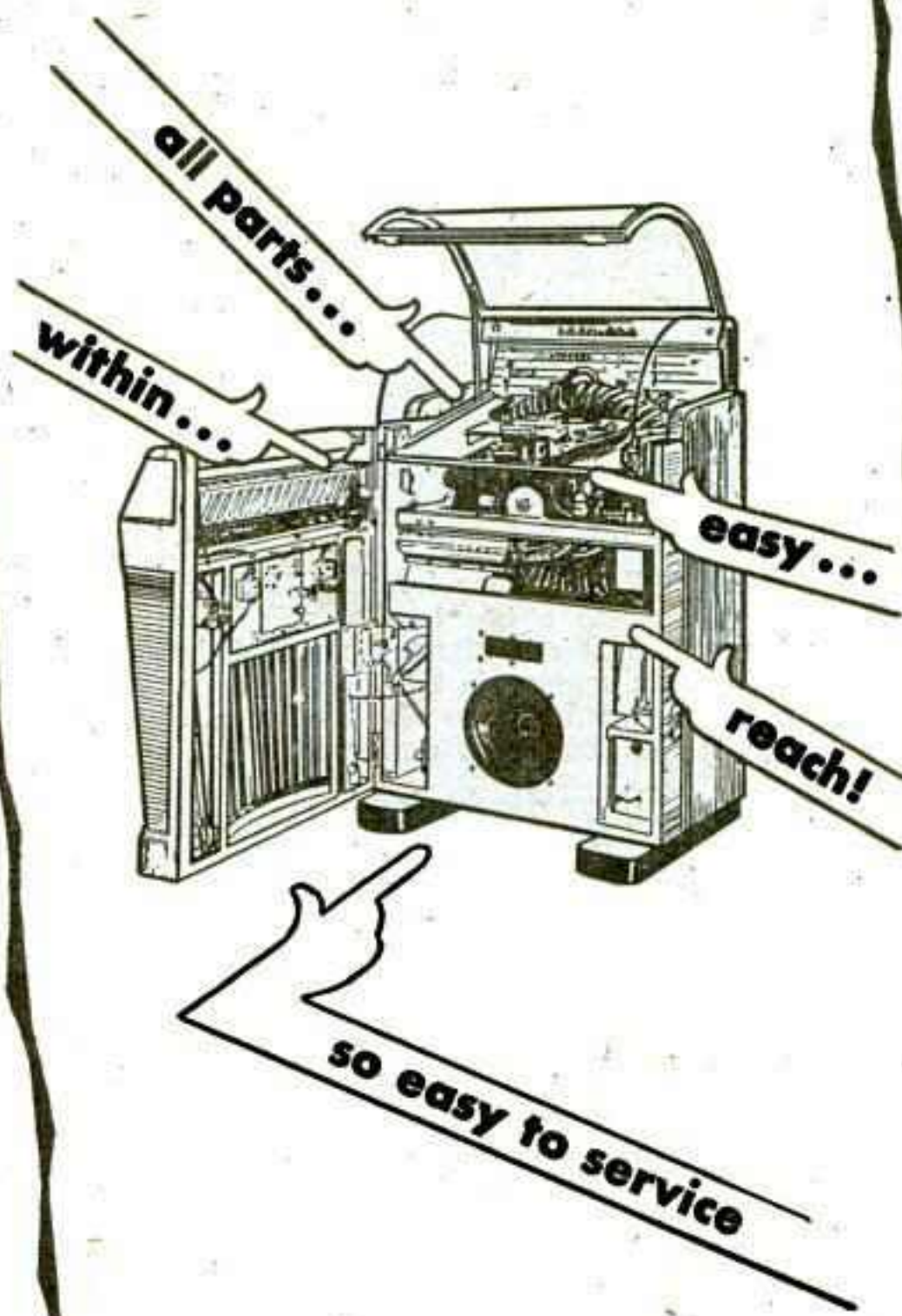
**Ask Your Routeman... He Knows...
About ROCK-OLA Easy Service
Accessibility!**



Model 1446
with 120 Selections

ROCK-OLA
HI-FIDELITY
Phonographs

**120 and 50
Selection
Models**



- **EASY** to reach records and needles without moving phonograph from wall.
- Greater visibility of **EASY** to change standard title strips means more music sales.
- Three-way safety catch on dome makes for **EASY** record changing.

For further information write
ROCK-OLA MFG. CORP. • 800 N. KEDZIE AVE., CHICAGO 51

*Here is what E. L. Whipple and M. L. Whipple
of Whipple Music Co., Columbus, Georgia
say about ROCK-OLA Hi-Fidelity Music*

**WE LIKE ROCK-OLA PHONO-
GRAPHS BECAUSE:**

1. Our service calls have been reduced to a minimum since we started using ROCK-OLAS
2. It is so easy to change records on a ROCK-OLA
3. The playmeter, a routeman's infallible guide to the revenue producers, is ideally situated
4. Our locations are well pleased with the small amount of valuable floor space required for the ROCK-OLA
5. The installation of a new ROCK-OLA has repeatedly increased the revenue from locations.



E. L. WHIPPLE



M. L. WHIPPLE

COINMEN YOU KNOW

• Continued from page 84

on Mono, "They Go Wild," by the Will Eske polka band, has been making a big hit with juke box operators throuout the State. Proof that business is good, says Sauler, is his purchase this week of a new car.

Carl Betz, former route man for Midwest Novelty, is now on the P. & P. Novelty Company payroll. P. & P. headman, Joe Pelligrino, reports that it is almost impossible these days to hire competent and experienced coin machine route and servicemen.

Joe Robbins, whose switch from the Sam London Music Company to the Empire Coin Machine Exchange in the Windy City was announced last week in The Billboard, is planning to move his family to Chicago within the next few weeks. Robbins recently completed his seventh year as road sales representative for the London Seeburg music distributor. His new post will find Robbins no longer selling music equipment. He will specialize in games sales.

Jerome (Red) Jacomet, West Allis operator, reports all segments of his routes turning in spotty cash box takes lately. Used-record sales, however, reports Jacomet, continue heavy, with his firm constantly required to buy additional disks from other local operators who find themselves overstocked.

Local video Station WTVW recently surprised the town with the running of the NAMA institutional film on automatic vending. No advance notice was given, so coinmen hereabouts were unable to fully exploit the event.

Matt Schaefer informs that his health, along with his route receipts have been showing definite

improvement the past several months. Schaefer's veteran route man, Ray Schweitz, is getting married.

Al Allison, veteran record salesman, is back again with Capitol Records. Allison's latest assignment, according to reports, now finds him calling on the disk trade in the Chicago area.

Frank Bartnik, Banaco Music Company, is mulling over plans for a trip to Brownsville, Tex., within the next month. Bartnik is debating whether to fly his Beechcraft Staggerwing or use his car.

"Davy Crockett" on the Columbia label, done by Fess Parker, according to Bill Farr, is stirring up a lot of action among his coin machine accounts. Presence of the Four Lads, singing group at Jimmy Fazio's Supper Club, is also helping sales, he admits. Their most recent release, "I've Been Thinking," is currently on a large percentage of the local music machines.

Paul Nadolny, veteran Sam Hastings Distributing Company salesman, has been promoted. According to Sam Hastings, Nadolny's new designation is sales manager, handling the company's entire line of coin equipment and premium goods. Nadolny currently is centering his activities in the Milwaukee area, but is expected to begin making calls throuout the State before long.

Travel plans for Sam Hastings include a trip to the New York Toy Fair in March, he says. If he can squeeze in the time, he adds, he would like to take a vacation in the Southlands during March.

Harry Jacobs Jr., head of the United, Inc., Wurlitzer distributing

firm, just back from a sales trip thru Central Wisconsin, reports business in excellent shape. Sales of the new Wurlitzer music machine continue at a fast pace all thru the territory, he says.

Twin Cities

Communications to Jack Weinberg HYland 2896

Response to New Wurlitzer Good . . .

Operator acceptance surpassing even his fondest expectations was reported by Arnold Golden, of Sandler Distributing Company, for the new Wurlitzer 1800. The firm is behind on filling orders, he said. Golden announced that Irving Sandler, head of the firm which headquarters here and in Des Moines, also reported unusually good reception at a series of dealer meetings in Duluth, Minn.; La Crosse, Wis.; Minot and Bismarck, N. D., with operators ordering new machines in five and 10-unit lots for immediate delivery.

Bob Leonard, Minneapolis coinman, is back at work following a vacation of several weeks in Puerto Rico. Junior Cramer, of Ottumwa, Ia., is vacationing in California. Lyle Hartin, of Albert Lea, Minn., in the Twin Cities buying music and other equipment, reports business good in his territory. He is expanding his music-games route.

Harold Lieberman, head of Lieberman Music Company, Minneapolis distributor, said business is good, with AMI music getting fine operator reception. Bally's Big Time is another operator pleaser, as is Chicago Coin's Criss-Cross Target and William's Safari gun. Genco's new Wild West gun, first sample of which went on the Lie-

FOLK TALENT AND TUNES

• Continued from page 59

Jailhouse Now," is going like mad in the Norfolk area. "Requests on our station are nearly 20 to 1," swears the Sheriff. . . . Charles (Chuck) Neer, c.&w. reinsman at WIAM, Williamston, N. C., writes that "Don't Trade" is breaking big in his section. . . . Ernie Keller, announcer at WSM, Nashville, and writer of such hits as "Looking Glass" and "He'll Part the Waters," has just returned from Alaska where he covered the Air Force Operation Snowbird for WSM. . . . Dusty Owens has joined WMOD, Moundsville, W. Va., to conduct a country platter show.

Art Milner, of WKDN, Camden, N. J., had to do his "Art Gallery" show garbed in overcoat, hat and muffler one day last week when the studio's oil burner and the oil stopped talking to each other, while the thermometer hovered around the 7 mark. He was comforted a bit, however, when Joanie Reese, social worker at the local YWCA, caught the show and had a thermos bottle of hot java sent to the station to help Milner thaw out.

Leon Sutton, guitarist, is back in Chattanooga after a series of appearances with the Louvin Brothers. Leon is an old standby with Uncle Fud's Country Critters, of WAPO, Chattanooga, and Buddy Beason's "Barn Dance." . . . Archie Lee has left WHOP, Hopkinsville, Ky., for WMOP, Ocala, Fla., where he has taken up duties as gospel deejay. . . . Slim Whitman and his manager, Ray Bartlett, dropped in on Bill Bentley recently at his KSTV, Stephenville, Tex., studios. Bentley says the latch string is always out for artists and managers. . . . Cuzzin Bill Hamby, deejay at WONE, Dayton, O., has his Country Cuzzins on "Midwestern Hayride," over Cincinnati's WLW-T. Combo consists of Little Bun Wilson, drums; Art Bishop, lead guitar, and David Simmons, steel guitar.

Billy Walker and Jimmy and Johnny (Chess) visited Maunay George at his KENM lair in Portales, N. M., recently. . . . Ralph Emery, who airs over WSIX, Nashville, is running a poll on his "Tennessee Hayride" show to determine listeners' favorite country star. An award will be given the winner, says Emery. . . . Jim Atkins, deejay-performer-composer of WBRC, Birmingham, has signed a year's contract with Coral Records. Atkins' first release, due out soon, is "The Doggone Fiddle" b/w "You Can't Help Being Ugly." Atkins also has signed with Fairway Music Corporation to publish two of his new tunes, "Ain't It Lonesome" and "Rich Man's Daughter." . . . Will Bill Price, operator of WCOJ, c.&w. turntable in Coatesville, Pa. is readying a new hillbilly jamboree with live talent. Show will air every Saturday, 2-4 p.m. Price advises that folks in his area are going for fast banjo material by such well-knowns as Flatt and Scruggs, Reno and Smiley and the Lonesome Pine Fiddlers. He also notes that Ferlin Huskey's "Little Tom" is kicking up a lot of action.

Jimmy Dean and His Tex Wildcats, featured daily on Connie B. Gay's "Town and Country Time," have begun a new stint on WMAL-TV, Washington. Show is produced by Connie and is heard 5-5:30 every evening. . . . Lonnie Barron is back at the turntables at WSDC, Marine City, Mich., after making a trip to California where he cut his first session with Sage & Sand Records "Sentimental Me, Sentimental She" b/w "You're Not the First Girl . . . Red Smith, of WBOK, N. Orleans, had Bud Deckelman, El Presley, Ann Raye, Bill Cas the Blue Moon Boys, the Dreamers and the Arkansas Troopers slated for personals in N. Orleans February 4.

Julius C. Koers, coinman from Rapid City, S. D., is recuperating in St. John's Hospital there from a heart attack. Clayt Norberg, of C&N Sales Company, Mankato, was in the Twin Cities this week buying records. Don Van Corp, record department salesman for F. C. Hayer Company, Victor jobbers, reported his car stolen in St. Paul and it was four days before it was recovered. Its front grille was smashed and record samples in the car were stolen.

Phil Stang, of Jordan, Minn., was here buying this week, as was Jim Stansfield, of Winona, Minn. Al Klammer, St. Paul operator, is adding music to his route. Frank Kummer, of Spring Valley, Minn., bought pin games on his trip here.

Avis Fike, bookkeeper at Sandler Distributing Company, wants it known she's a "missus," not a mister, as some coinmen insist on addressing her when writing. Al Smart, of Bemidji, bought music when he came to the Twin Cities this week. Gordon Stout, Pierre, S. D., is switching his equipment, adding many new pieces of music as replacements for units already on location.

Jerry Harris, head of the Omaha office of Lieberman Music Company, visited Minneapolis headquarters this week and reported business at the Nebraska base good. Henry Krueger, with his wife along for the first time in some months, came from Fairfax, Minn., for records and parts. Charles Serson, of St. Cloud, Minn., bought a gun game on his trip here.

The Four Lads' latest, "I've Been Thinking" on Columbia, is getting operator attention, according to Tom Prenevost, of the Forster Distributing Company, Columbia distributors here.

Ed Rodseth, Minneapolis operator, was shopping the jobbing houses for parts for his machines.

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Tex Justus, who airs the country & western wax and chatter on WBNL, Boonville, Ind., reports that Roland Williams' "Honk Tonk Angel," on Cardinal Records is taking off big in his area. . . . Sunset Kit Carson appeared Reidsville, N. C., recently, communicates Henry Tuck, of St. WREK, Reidsville.

Boyce P. Wilkerson says that was happy to have been the first air J. E. and Maxine Brown's February release, "Draggin' Main Street" when he spun it on KCLA, Bluff, Ark., recently. . . . F. Gaines, KTAE, Taylor, Tex., comments: "Agree with Big Jim W. 100 per cent on over-promoted shows. Feel that they should be up as advertised." . . . From Chester, S. C., Bob Bolin reports that WGED's "Mountain King" is the most popular live show in the vicinity. Show comprises Frank Watts, Frank Boulware, Melton, Herman Lathrop, O. Minnie McWatters, and Bolin self.

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **SEES JUKE OPS EYING VENDING.** Juke box operators are beginning to explore food vending, with some of them setting up separate vending divisions, according to Sam Bushnell, president of the Conditional Sales Credit Corporation. (Page 90, The Billboard, February 19.)
- **VENDING TO PLAY HEAVY ROLE AT NATD MEET.** Full report of the part automatic merchandising will play in the forthcoming 23rd annual convention of the National Association of Tobacco Distributors at the Conrad Hilton, Chicago, and the full schedule of the meet. (Page 90, The Billboard, February 19.)
- **STUDY NEED FOR JUKE BILL HEARINGS.** Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks, organized this week, is expected to hold hearings on the Kilgore bill to end the juke box copyright royalties exemption. Expect juke box manufacturers and operators to request hearings. (Page 25, The Billboard, February 19.)
- **JUKE OPS MAP TALENT PROGRAM** in Detroit. Television and radio artists, disk jockeys, record distributors and music operators make final arrangements for Detroit's second annual teen-age party to encourage local entertainment talent. (Page 96, The Billboard, February 19.)

- **PONSER QUILTS NY OP BERTH.** George Ponser, for two years executive director of the Associated Amusement Machine Operators of New York, this week announced his resignation. Story names music and game operator to replace him. (Page 89, The Billboard, February 19.)
- **KOLODNY CITES DIP IN CIG PROFIT MARGINS.** Joseph Kolodny, managing director of the National Association of Tobacco Distributors, outlines the declining profit picture in the cigarette industry. (Page 90, The Billboard, February 19.)

IF YOU MISSED READING THE FEBRUARY 19 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New



A Continuing Story of Leadership in Action

Mr. Robot Milk Unit Wins Chi Health Okay

CHICAGO, Feb. 19.—The Chicago Board of Health Tuesday (15) approved its first bulk milk vander.

The machine, made by Mr. Robot, Inc., has undergone months of tests by the Board, Jack Howe, head of Mr. Robot, explained.

Howe said the machine is now in full production and is ready for immediate delivery.

Tests included four months of checking bacteria count in the Chicago Dairy Laboratory, a three-week inspection at the Board's Dearborn laboratory and a daily sample check from machines on location over a two-month period, Howe said.

Included in the Board's approval is the required stipulation that a Board of Health inspector has a key to enable inspection of the inside of the machine and a check of the milk at any time.

Canteen Gross Dips; Net Rises

NEW YORK, Feb. 19.—Consolidated sales of the Automatic Canteen Company of America for the quarter ended December 25, 1954 dipped slightly as compared with the figure for the corresponding quarter a year earlier, altho net income was up a shade.

Sales were \$11,504,240, compared with \$11,655,464 a year earlier. Earnings before income taxes for the quarter were \$689,072, and net income after provision for federal income taxes was \$337,072, equivalent to 58 cents per

(Continued on page 95)

Cole, Hebel, Mills To Hold Combined Show

CHICAGO, Feb. 19.—For the first time in vending history, three vander manufacturers—Cole Products Corporation, Fred Hebel Corporation and Bert Mills Corporation—will hold a special combined two-day exhibit of their machines. The exhibit will be held at the Governor Clinton Hotel, New York, February 25-28.

It will mark the first time three unaffiliated machine manufacturers have arranged to hold a show of this type. The idea is to show a combined display of venders suitable for industrial installation.

The mutual exhibit may be followed by a series of similar showings in smaller cities.

Unit Display

Cole will show its one, three and four-selection "Specials" and its ColeSpa Deluxe models; Hebel its

A LUCKY BREAK FOR COFFEE OPS

SAN FRANCISCO, Feb. 19.—Operators trying to set up office locations for coffee stops were furnished with a cogent sales point by a recent decision handed down by the California State Industrial Commission. That body ruled that if an employee breaks his leg while rushing from the office for a coffee break, he is entitled to workmen's compensation. The vander would keep them inside.

New Spacarb 3-Drink Vender In Production

NEW YORK, Feb. 19.—The Rowe Spacarb D-600, introduced at the National Automatic Merchandising Association's convention five months ago, is finally in full production, with immediate deliveries promised by I. H. Houston, head of Rowe Spacarb, Inc.

The three-selection, 600-cup capacity carbonated drink vender will list for \$895. Features include the Mix-a-Drink, which permits the customer to mix flavors as the drink is being dispensed, and the Select-O-Carb, which allows carbonation control to suit the individual drinks.

The D-600 can be adapted to vend a fourth non-carbonated drink at extra cost. The unit provides refrigeration for all sirup, one-piece, spun-metal sirup wells, a coin-changer mounted inside the machine and a simplified cup dispenser.

Sirup capacity is 10 gallons. Dimensions are 24 inches deep, 29 inches wide and 69 inches high. Weight is 525 pounds. A third horsepower Kelvinator compressor pre-cools the coils.

three and five-flavor ice cream units, and Mills its Coffee Bars, Chocolate Bars and Soup Bars.

Cole will be represented at the meet by Richard Cole, vice-president, and Stanley Gaines, assistant vice-president; Hebel by Fred Hebel, president, and Bernard Osmond, sales manager; Mills by H. J. Foster, assistant to the president.

Other participants at the show will be Superior Vending and Uneeda Vending Service, New York distributors for all three manufacturers, and the Drink Dispensing Service Company, which handles equipment for Cole Equipment & Supply Company. Nat Hochman will represent Uneeda and Ken Bollen Drink Dispensing.

Visitors invited from a four-State area (New York, New Jersey, Connecticut, Pennsylvania) will be operators and plant management.

Sked NABV Convention In Chicago July 15-17

CHICAGO, Feb. 19.—The National Association of Bulk Vendors announced this week its fifth annual convention would be held July 15-17 at the Conrad Hilton re.

Rolfe Lobell, of Leaf Brands, c., convention chairman, stated at this time was decided on cause it is normally slow for erators and also the vacation ison.

Said Lobell: "The time of year ected is ideal for vacation purjes, as well as business. Oper-

ators should plan to bring their families." He said an elaborate ladies' program was planned.

The convention will include business and panel discussions Saturday and Sunday, a luncheon Sunday afternoon. Exhibitors will include manufacturers, suppliers and service concerns covering all phases of the bulk vending industry.

NABV until last year held its convention in the same city simultaneously with the National Automatic Merchandising Association's annual meet.

Coin-Operated Circulation Studied; Life and N. Y. Times Conduct Tests

Limited Sales and High Operating Costs Virtually Eliminate Operator as Factor

NEW YORK, Feb. 19.—Tho it seems unlikely that any widespread installation of venders for magazines and newspapers is imminent, circulation managers are maintaining more than a casual interest in the mechanical merchants as circulation-building devices.

One thing seems fairly certain tho: Whatever development does take place in the vending of periodicals will be done by the publishers; operators just don't fit into the picture.

The deterrent to operators is a simple and obvious one—there isn't any money in it. Any location with a high volume of traffic probably has a newsstand nearby; any loca-

tion with a low volume of traffic probably won't rack up enough sales to warrant the investment in vending equipment and service costs.

Current Tests

Despite these handicaps to profitable operation, such publications as Life magazine and The New York Times are currently running tests with venders, and the mechanical merchants will be given every chance to prove their worth.

Publications can rush in where operators fear to tread because of the peculiar nature of the periodical business. Most businesses chase gross sales with the purpose of adding to gross earnings, figur-

ing that a fixed percentage of the sales will fall in the profit column.

This reasoning does not exist in circulation sales. Gross revenue in newsstand sales doesn't necessarily have to show a gross profit. From the fiscal viewpoint, circulation

(Continued on page 97)

R-M Announces Key Speakers For Convention

PHILADELPHIA, Feb. 19.—The program for the seventh annual Rudd-Melikian, Inc., convention began taking shape this week with the announcement of key speakers and panel discussion topics.

The meet, which will be held at the Hotel Claridge, Atlantic City, April 21-23, is themed to selling. K. C. Melikian, executive vice-president, said: "The theme of our 1955 convention will be based on a high-powered sales program which we are putting together now. We are arranging to have top-flight speakers and sales consultants to bring our distributors the best and latest selling techniques."

Melikian announced that he had invited Senor Joao Carlos Muniz, ambassador to the U. S. from Brazil, to be a guest at the convention.

Dr. W. L. Mallmann, professor of bacteriology and public health at Michigan State College, and Frank Bettger, author of "How I Raised Myself From Failure to

(Continued on page 96)

NAMA Launches Op Financing Study

To Interest More Banks in Vending; Comms. Talk Op Efficiency, 1955 Meet

CHICAGO, Feb. 19.—Operator financing, operator efficiency and the 1955 National Automatic Merchandising Association convention program were headline topics explored by three NAMA committees which met at the Hotel Roosevelt in New York last week. The committee held sessions three succeeding days.

The Operator Financing Committee, chaired by Marcus Kaplan, Virginia Cigarette Service, Roanoke, Va., set as its objective the determination of the ways in which banks can be made better acquainted with the vending industry and the financing problems of the industry.

The financing committee will study the types of facts and information necessary to accomplish this objective. When the facts are assembled, it was decided to plan a meeting with the American Bankers' Association to present this information.

OP Procedures

The Operator Efficiency Committee discussed operation procedures in full-line and specialty vending, purchasing procedures, storage and service techniques and space rentals. The committee was headed by Gerald McClosky, Vend-Dime Corporation, New York.

The Convention Program Committee, led by Meyer Gelfand, the G. B. Macke Corporation, Washington, D. C., decided on the theme

Troop Ships to Get Juice Units

NEW YORK, Feb. 19.—The first installation of an orange juice vander ever to be made on a ship of the Military Sea Transport Command will take place next week when a Snively Groves unit will be placed on a troop transport sailing from New York to German and Mediterranean ports.

Lt. J. C. Will, MSTC purchasing officer, said two other units would be installed on other transports by the end of March. He said that the three installations were on a test basis, and, if the tests prove successful, a large-scale placement of these venders may follow.

Currently, cold drinks are the only products vended on vessels of the MSTC, as hot coffee is constantly made on board, and Ships Services provide a complete line of candies and sundries. Up till now, MSTC drink units have been vending Pepsi-Cola exclusively.

Paul Sullivan, Snively sales representative, negotiated the contract.

of the 1955 meet—"Cavalcade of Service"—and started preliminary planning of the entire program.

It was learned at the meeting that Coca-Cola, for the second straight year, will sponsor a dramatic presentation this year on salesmanship in automatic merchandising.

In a fourth meeting, officials of the 1955 convention met with representatives of the Coca-Cola Company and the Jam Handy Company to outline plans for the production of the presentation.

Meeting with Coca-Cola and

(Continued on page 96)

All-Charm Vender Wins In Gotham Court Case

NEW YORK, Feb. 19.—The all-charm vander Wednesday (16) was given the green light here when Judge Edward Thompson, sitting in the Court of Superior Sessions of New York County, found a Manhattan storekeeper not guilty of violating Section 982 of the Penal Code.

The defendant, Soterios Colovos, had, on his premises, a vander which dispensed charms in varying amounts upon insertion of a nickel.

The city had charged that such a device involves an element of chance in dispensing a thing of value, thereby violating what is commonly called "the slot machine law" here.

The defense based its case on

the assumption that the element of chance was incidental, not dominant, and that the size and shape of the varied charms determined the displacement which was vended thru the coin aperture.

Stanley Kreutzer, of the law firm of Kreutzer, Heller & Selman, representing the defendant, pointed out that the all-charm machine is a merchandise vander holding hundreds of items of varying sizes and shapes, and the fact that the identical amount of the identical items are not dispensed each vend is due to physical and mechanical limitations, not as an inducement to gambling.

Judge Thompson based his de-

(Continued on page 97)

Continental Factory Set For Opening in March

NEW YORK, Feb. 19.—Bob Hirsch, executive of the Continental Vending Machine corporation, said the firm's new Westbury, L. I., plant for the manufacture of the Corsair 20 cigarette vending machine will be open by the end of March, with production to get underway immediately following the opening.

Continental is the manufacturing arm of the National Vending Corporation, one of the largest cigarette operators in the nation, with more than 10,000 locations throughout the country.

When production gets underway next month, it will mark the first venture of the firm into the manufacturing field. The machine, displayed at the National Automatic Merchandising Associa-

tion Convention in Washington last fall, has 20 columns, holds king-size, regular, filter-tip and boxed cigarette packs and vends at three separate prices. Capacity is 520 packs.

10,000 Units

Hirsch estimates the first year's production will hit the 10,000 mark. Altho the firm's operating division is expected to account for a goodly amount of this production, it is expected that the majority of the venders will be sold on the open market.

Some 50 pilot models are on test locations throught the country. Hirsch said the production model will be virtually the same one displayed at the NAMA convention, the only changes being of a minor nature.



YOUR SUPER LOCATIONS DESERVE THE FINEST SUPER V

IS the Finest Capsule Vendor Obtainable and the Industry's Most Beautiful.

Featuring the Greatest Earning Power Ever Built Into a Bulk Vender . . . at 1c, 5c or 10c Play.

Cabinet of two-tone solid oak—trimmed in chrome with glass panels. Smart, unique design with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 800 100-count ball gum. Packed and sold 4 to the case.

Less than 25 cases . . . \$61.80 per case

25 cases or more . . . 59.80 per case

New Methods in Production Warrant the Reduced Price.

With Your VICTOR Distributor for NEW and OUTSTANDING CHARMS for Bulk and Capsule Vending

KEEP IN TOUCH

The World Famous

STANDARD TOPPER

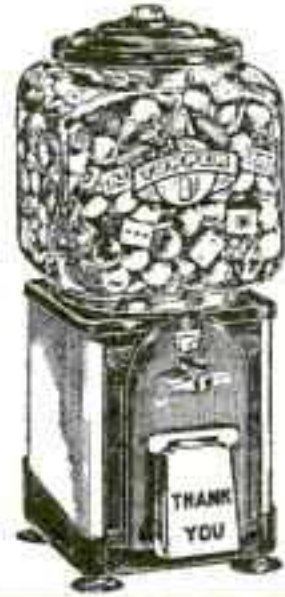
That attractive ensemble—is finished in smooth, hard Duranite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass globe. Packed and Sold 4 to the Case.

Less than 25 cases . . . \$50.00 per case of 4

25 or more cases . . . 48.00 per case of 4

Place Your Orders With Your Nearest VICTOR Distributor
VICTOR VENDING CORP.

5701-13 W. Grand Ave. Chicago 39, Illinois



CIGARETTE, CANDY AND DRINK MACHINES!

THIS WEEK'S SPECIALS!

DUGRENIER CHAMPION 9 Cols., 420 Cap. \$92.50	ROWE CANDY MERCHANT with changemaker 7 Cols., 158 Cap. \$165.00
--	--

UNEEDA CIGARETTE VENDORS

Model E, 6 Cols., 180 Cap.	\$ 75.00
Model E, 8 Cols., 240 Cap.	92.50
Model E, 12 Cols., 300 Cap.	90.00
Model 500, 9 Cols., 350 Cap.	100.00

ROWE CIGARETTE VENDORS

Imperial, 6 Cols., 180 Cap.	\$ 85.00
Imperial, 8 Cols., 240 Cap.	90.00
President, 8 Cols., 320 Cap.	130.00
Crusader, 8 Cols., 380 Cap.	145.00
DUGRENIER CHAMPION, 9-11 Cols., 420 CAP.	100.00
Diplomat Electric, 8 Cols., 340 Cap.	175.00

CANDY MACHINES

U-Select-It, 74 Cap., Wall Model	\$ 52.50
Stoner Candy, Prewar, 160 Cap.	135.00
National Model 918, 162 Cap.	115.00

WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—COFFEE MACHINES, BOTH NEW & RECONDITIONED.

WRITE FOR INFORMATION!

All Equipment Unconditionally Guaranteed.

Trade Prices 1/3 Deposit, Balance C.O.D.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"

NEW . . . RECONDITIONED LIKE NEW

250 Meserole Street, Brooklyn 6, N. Y. • HEgeman 3-6295

VICTOR'S FIVE STAR BABY GRAND

4 Machines with 25 lbs.
100-count Ball Gum **\$57.50**

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Prices subject to change without notice. Write for our filled capsule list for Victor Baby Grand Capsule Machines.

PIONEER VENDING SERVICE

590 Albany Ave., Brooklyn 3, N. Y.
Phone: PResident 4-5358

Adapt Paramount Unit To Vend All 1/2 Gals.

NEW YORK, Feb. 19.—The Rowe Manufacturing Company this week announced that the Paramount Outdoor Milk Merchandiser has been adapted to handle all types of half-gallon containers—including the Purepac in an upright position.

The unit is manufactured by the Paramount Freezing Equipment Company, Newark, N. J., headed by Ed Dembek. Rowe has been exclusive distributor for Paramount's milk venders since the fall of 1954.

According to Charles H. Brinkmann, Rowe vice-president in charge of sales, the Paramount vender gives Rowe a complete line of milk venders for urban, rural or suburban dairy operations. At its Whippany, N. J., plant, Rowe makes dual-selection indoor and outdoor milk venders which dispense half pints, third quarts, pints and quarts.

The adapted Paramount vender comes in two models. The M-1, listing at \$2,500, is a single-selection unit which holds 144 half-gallon containers in an upright position, with storage for another 800 half gallons.

The M-2, listing at \$3,400, holds

288 half-gallon containers in an upright position and another 900 in reserve. It is a dual-selection vender which can dispense products at two prices simultaneously.

While Rowe would make no statement, some milk operators reported that Purepac containers tended to leak when placed on their sides, but held tight in an upright position. It is felt that this factor was responsible for the adaptation of the two units.

Can Vend on Side

Both units can be ordered with the conveyor belts set to vend containers on their side. The M-1 has a side capacity of 119, while the M-2 holds 239 in this position.

Both the M-1 and M-2 will vend half gallons, single quarts or two Canco quarts strapped together in a single delivery.

Available at extra cost are giant-sized Canco or Purepac milk container roof display facsimiles of plastic and fiberglass, illuminated from the inside. They may be decorated with the operator's name and a sales message as a point-of-purchase display. The Canco display is \$300, while the Purepac display sells for \$375.

Display Signs

Paramount venders come with weatherproofed, cast aluminum floodlights, and illuminated plastic and fiberglass wall display signs for exterior lighting and advertising. The venders are equipped with switch-controlled interior lights for servicing and circuit-breaker panels.

The M-1 can be set to vend at any price and accepts any combination of quarters, dimes, nickels and pennies. Refrigeration may be set for any desired temperature, with the freezing unit self-contained and hermetically sealed with an aluminum blower. A 1,000-watt, automatic heater regulates interior temperatures in sub-zero weather, according to the manufacturer.

Exteriors are heavy-gauge stainless steel and interiors heavy-gauge aluminum. The M-1 is four feet wide, eight feet long and seven feet high. Weight is 2,000 pounds. The M-2 is six and a half feet wide, eight feet long and seven feet high. Weight is 3,450 pounds.

Expect Town Fight Over Milk Vender

HILLSIDE, N. J., Feb. 19.—A dispute over the operation of milk vending machines was expected here at a public hearing scheduled this week.

The hearing was to bring together in a verbal clash representatives of two milk companies and local business organizations.

The dispute was expected to center over a vending machine ordinance introduced three weeks ago, designed to ban the installation and operation of the machines here.

Small grocery and delicatessen owners issued protests against the machines, claiming they were eyesores and hurt their milk sales.

Bo Adlerbert, of Sunrise Dairies, one of several milk vending firms which have been in operation here, said the vending ordinances would be unfair to milk distributors. "It isn't right to deny the machines in Hillside after the board of health and planning board issued permits for their operation last year," he said.

The milk venders have been in operation here since last year. The Township Committee was to conduct the hearing.

CHICAGO, Feb. 19.—The United States Bureau of Ships, Navy Department, has approved the full line of Cole Products Corporation.

One, three and four-flavor selection specials were approved for use on Navy installations and ships. The bureau stated that they "conform to the interference reduction requirements of specification MIL-I-16910 (ships)." This means that the full Cole line of cup units is now approved, including the Deluxe units.

Tenco Names David Hampton

LINDEN, N. J., Feb. 19.—David H. Hampton, formerly Midwestern sales manager for Spacarb, Inc., has been named director of vending sales for Tenco, Inc., Edward Aborn, Tenco president, announced this week.

Hampton has worked in food and beverage sales for 20 years and had previously been Eastern sales manager for the Orange Crush Company. He will direct sales and advertising for Tenco vending coffee.

Tenco devotes its entire manufacturing effort to instant coffee. Distribution of its vending concentrate will be on a national basis.

Cole Picks Drink Disp. Parts, Service Outlet

NEW YORK, Feb. 19.—The Drink Dispenser Service Company, 464 W. 18th Street, this week was named exclusive parts and service outlet for cup drink venders manufactured by the Cole Equipment & Supply Corporation.

The deal was negotiated by Howard Brandon, representing DDSC, and Dick Cole, representing Cole. The franchise will be under the personal supervision of Brandon.

DDSC has been operating cup drinks in Manhattan locations for seven years. Brandon said, tho,

that all except a few locations will be disposed of to allow the firm to concentrate on parts and service. Those locations retained will be primarily for pilot and test purposes.

Brandon said that while DDSC will take orders on new Cole equipment, New York is considered an open territory for all distributors, and the firm has the exclusive only on parts and service.

The local outlet also carries parts and performs service for coffee venders and cold drink venders of other manufacture.



Have Newer CHARMS!

Send \$2.50 and receive 100 high quality filled capsules. Contains our complete assortment . . . or send 35c for regular sample kit of charms.

National Sales Agents for ACORN CHARM VENDOR parts and accessories

PENNY KING COMPANY

2538 Mission Street Pittsburgh 3, Pa.

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. Vender (as illustrated) \$24.50 ea.
3 Col. Vender \$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.

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

Beautifully Designed Candle Sticks

WITH REAL CANDLES

in a variety of assorted plated finishes (copper, nickel, silver, and Hamilton finishes).

as finely turned as a collector's miniatures—perfect for holidays and birthdays

FILL YOUR OWN CAPSULES
1 M Capsules and 1 M Candle Sticks with Candles. \$17.25 per FILLED CAPSULES
1 M Candle Sticks with Candles . . . \$20.00 per
Complete line of filled capsules
Complete line of Capsule Merchandise for Sale—Empty Capsules, Key chains, etc.

PAUL A. PRICE CO
55 Leonard St., New York

MAKE MORE MONEY IN VENDING! Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significant news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio
Yes Please send me The Billboard for one year at \$10.
(Foreign rate, one year, \$20)

Name 924
Address
City Zone State
Occupation



Pistachios

BEST GRADE for VENDORS

ask for ZALOOM'S

4 STAR JUMBOS

Perfect. The Finest and Fastest Selling Pistachios. Red, White or Natural.

DELICIOUSLY ROASTED and SALTED.

Packed 5-Lb. Moisture-Proof Bags, 12 5-Lb. Bags to Carton or 25-Lb. Bulk Cartons.

Insist on **ZALOOM BRAND** for the finest quality.



Write us for the name of our nearest distributor if not obtainable from your present supplier.

JOS. A. ZALOOM & CO., INC.
America's Original Masters in Roasting and Salling of Pistachio Nuts
8 Jay Street, New York 13, N. Y.
BEekman 3-7646

OP DIVERSIFIES, GETS TRIPLETS

MINNEAPOLIS, Feb. 19.—Harry E. Johnson, of suburban Bloomington, a Mill City vending machine operator, got himself front page publicity Tuesday.

His wife gave birth to identical triplet sons in Northwestern Hospital.

The arrival proved quite a field day for the Johnsons because the 23-year-old mother of the infants was a Johnson before her marriage.

The Johnsons, advised by their doctor before Christmas to expect triplets, kept the secret from their own parents and grandparents who became great-grandparents. All live in Minneapolis.

Coke Wins Case Vs. Chi Restaurant

NEW YORK, Feb. 19.—The Coca-Cola Company announced this week that the Crossroads Restaurant and Cocktail Lounge, Chicago, had been ordered to pay \$1,171.08 in fines and costs for selling a substitute product when customers ordered Coca-Cola.

Federal Judge Win G. Knoch found the restaurant in contempt of court for violating a preliminary injunction issued against it April 10, 1953.

Name Speakers at NAMA Regional Meet in Dallas

CHICAGO, Feb. 19.—Principal speakers were announced this week for the second regional meeting of National Automatic Merchandising Association to be held in Dallas March 5-6.

The program, which will be essentially the same for all nine regional meetings, follows that of the first meeting, held in Atlanta February 19-20.

The Dallas meet, which covers Region IX (Texas, Oklahoma, Arkansas, Louisiana), will be held at the Adolphus Hotel and is planned to begin at 1:30 p.m., March 5, with an up-to-the-minute report on what's happening in automatic merchandising by G. R. Schreiber, editor and publisher of Vend.

"A Regional Report on Direct Sales to Locations" will be given by Charles E. (Chuck) Brown, Dallas Cigarette Service Company, Dallas.

Joseph Dobson, head of Dobson Vending Service, Inc., will speak on "Automatic Catering—Prime Contractor vs. Subcontractor." Al F. Schmitt, regional chairman, will give a talk on "How to Teach a New Man to Do His Job."

"Profit Clinic," highlight of each regional meet, a seminar on major reasons for failure or success of automatic merchandising operations, will be moderated by William S. Fishman, vice-president, Automatic Merchandising Company, Chicago, and Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee, as they did the seminar in Atlanta.

A reception will be held in the late afternoon sponsored by Ed Brown, Inc., Dallas, and Dobson Distributing Company, Dallas.

Dinner will follow the reception at which two films will be shown: "The 1954 NAMA Convention—Exhibit," candid movies of the exhibit at the convention and business sessions, and the regional premiere of "At the Drop of a Coin," the color motion picture story of automatic merchandising.

Sunday morning, March 6, a special two-hour session will be held on the topic "A Formula for Successful Employee Relations" for owners, partners, managers and executive personnel of NAMA member companies. Moderator was not yet named at press time. The meeting is scheduled to adjourn at 12:30 p.m.

Hosting the meet will be Joseph

Dobson, who is making hotel reservations.

Raymond J. Scheuer, Vendomat Corporation of America, Baltimore, chairman of Regions III and A, this week announced that the reception sponsors would be George Callard and the Coca-Cola Company, Baltimore. This meeting—the third—will be held March 19-20 at the Lord Baltimore Hotel, Baltimore. Principal speakers have not yet been named.

Each of the nine meetings this year will be held on weekends, with lunch on Sunday to permit operators to attend all sessions and return home in time for the start of the new work week. Non-members are invited to attend the Saturday sessions. The Sunday meeting is a special meeting for NAMA members only and is limited to owners, partners, managers and executive personnel.

Meeting dates for the remaining meetings were announced earlier (The Billboard, February 19).

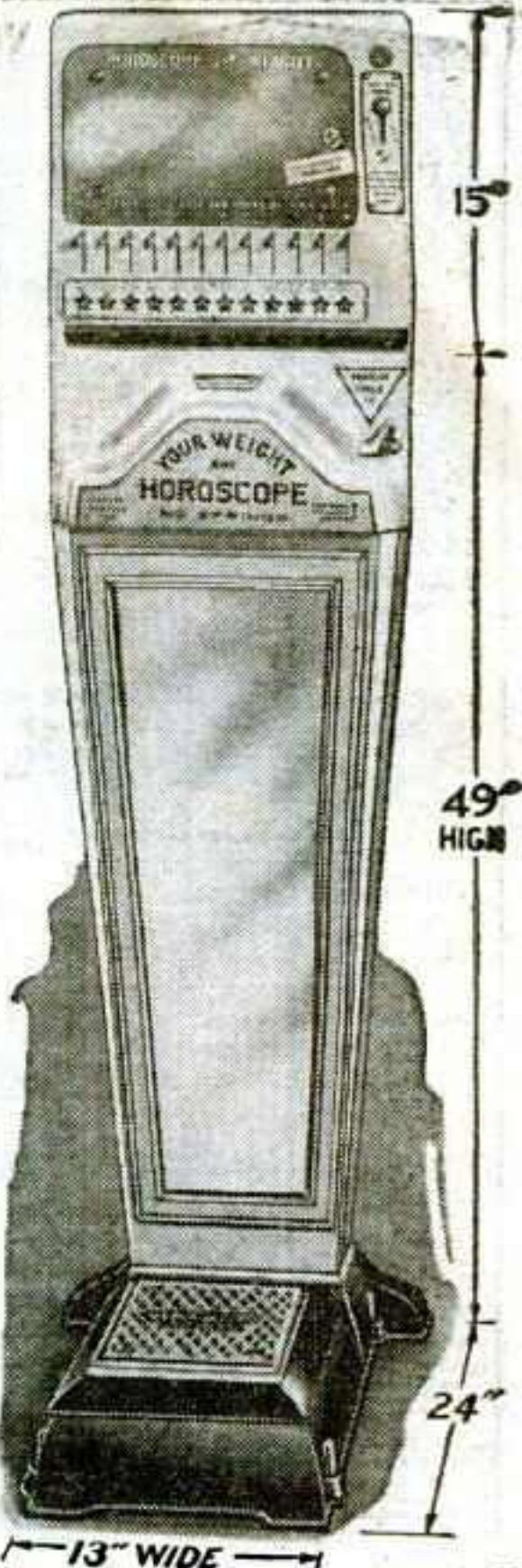
Promote Cookie As Lent Special Thru Venders

CHICAGO, Feb. 19.—Cookies this year will receive more special venter promotion as a Lenten item: Operators report they plan adding from one to three extra columns of cookies per machine during the long Lenten period (February 23 thru April 9).

In addition to stocking more columns of the baked product, operators will step up rotation of cookie flavors so that they will (1) capture a wider market and (2) keep that market satisfied tastewise.

One example of cookie vending promotion during Lent: Automatic Merchandising Company, Chicago-Detroit, has prepared 4 by 8-inch stick-on signs for placement on all its candy equipment. The signs invite: "Enjoy our Lenten Specials." To attract customer attention, letters will be black on an orange glow-type background.

Automatic Merchandising is also one firm that will increase the (Continued on page 96)



5¢ HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS... NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00 DOWN
BALANCE \$10.00 PER MONTH

WATLING MFG. CO.
4650 W. Fulton St., Chicago 44, Ill.
Est. 1889
Telephone: COLUMBUS 1-2772
Cable Address: WATLINGITE, Chicago

GIVE TO DAMON RUNYON CANCER FUND

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. 38¢ lb.
Tab (short stick), 100 ct. 38¢ box
5-Stick Gum 100 packs \$1.90

F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

ACQUAINTED WITH VICTOR'S and original charms for bulk and capsule vending. Send \$1.00 for 20 samples in capsules, prepaid, plus operational confidential wholesale price list.

LOGAN DISTRIBUTING CO.
914 Milwaukee Avenue, Chicago 22, Illinois

HELP YOURSELF TO MORE VENDING PROFITS

Get VEND Every Month Thru a Money-Saving Subscription

More vending men in all phases of the industry are using the money-saving, money-making ideas in VEND every month—to insure profits—to be up to date on every important development in the field.

Less than a penny a day—brings ideas that could mean a fortune to wide-awake vending operators, manufacturers and distributors.

SIGN UP NOW — MAIL THIS COUPON TODAY

Vend Magazine 926
160 Patterson St., Cincinnati 22, Ohio
1 year \$4 2 years \$6 3 years \$8
Payment enclosed Please bill me (Foreign rate, one year, \$6)

Name.....
Address.....
City.....
Zone..... State.....
Occupation.....

RECONDITIONED VENDORS

ALL MACHINES COMPLETELY CHECKED AND READY FOR LOCATION! ORDER WITH COMPLETE CONFIDENCE!

BULK VENDORS

N.W. Model 49, 5¢	\$12.50
N.W. Model 29, 1¢	7.50
N.W. Standard, 1¢ & 5¢	7.50
Silver King, 1¢ or 5¢	8.50
Silver King Hot Nut, 5¢	12.50
Victor Model V, 1¢, Globe	8.00
Victor Model V, 1¢, Cabinet	8.50
Columbus 5¢, Bulk	7.50
Columbus Tri-More, 3 Comp.	17.50
Asco Hot Nut, 5¢	7.50
Atlas Bantam 5¢ Tray	5.95
Regal's 5¢	7.50
Jewel Vendors, 5¢, 2 Comp.	7.50
Cadillac Jr., 5¢	6.95
DuGrenier Adams 4 Col., 1¢	17.50
Mills Adams 6 Col., 1¢	17.50
N.W. Deluxe, 1¢ and 5¢	12.00
Master 1¢	5.95
Pop Corn Sez Machines	\$5.00

SPECIAL CLOSE-OUTS

Master 1¢—NEW	\$ 7.50
Master 1¢ & 5¢ Comb.—NEW	12.50
Advance Ball Gum—NEW	5.00
Sparks Scales—NEW	49.50
Victor Universal—NEW	8.95
Cash Trays	3.50
Hershey Candy	7.95
Comb Machine	13.95
Kleenex Machine	19.50

WRITE FOR CATALOG OF NEW AND USED VENDORS AND SPECIAL LIST NO. 10 OF MERCHANDISE, SUPPLIES, CHARMS AND ACCESSORIES.

1/2 Deposit, Balance C.O.D.

RAKE COIN MACHINE EXCHANGE
609-A Spring Garden Street
Philadelphia 23, Pa.
LOmbard 3-2676

Correction

NEW YORK, Feb. 19.—A story which appeared in the February 19 issue of The Billboard incorrectly identified William B. Robinson. Robinson has been elected president of the Coca-Cola Company.

TECHNOLOGY

When various methods of production are available a manufacturer's duty is to choose that method which gives his customers the finest product at the best price. This is our policy.

We are proud to introduce our new big SUPER SERIES in VACUUM PLATED Gold and Silver—priced at only \$3.75 per M.

These new charms compare favorably with higher priced Special Items. See for yourself... order from your distributor or...

Karl Guggenheim
INC.

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393

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.

MANDELL GUARANTEED USED MACHINES

N.W. DeLuxe 1¢ & 5¢ Comb.	\$12.00
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.G.	6.50
Master 1¢ Bulk Porc.	6.50
Master 5¢ Bulk Porc.	6.50
Master 1¢ & 5¢ Bulk Porc.	6.95
Columbus 1¢ Bulk	6.50
Silver King 1¢ B.G. or Mdse.	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance #2 1¢ B.G.	6.45
Advance #11 Mdse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.56
Pistachio Nuts, Vendor's Mix	.52
Pistachio Nuts, Shell	.48
Cashew Whole	.50
Cashew Butts	.48
Peanuts, Jumbo	.40
Spanish	.33
Mixed Nuts	.55
Almonds, 480 ct., 5 lbs., vac. pk.	.35
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 Charms, 100 ct.	.42
Rain Bio 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

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
225B EAST ARMSTRONG STREET MORRIS, ILLINOIS

VICTOR'S FIVE STAR BABY GRAND

The Choice of Thousands of Choice Locations



CAPSULE 5c OR 10c

Five Star Baby Grand for Vending Capsules, 5¢ or 10¢



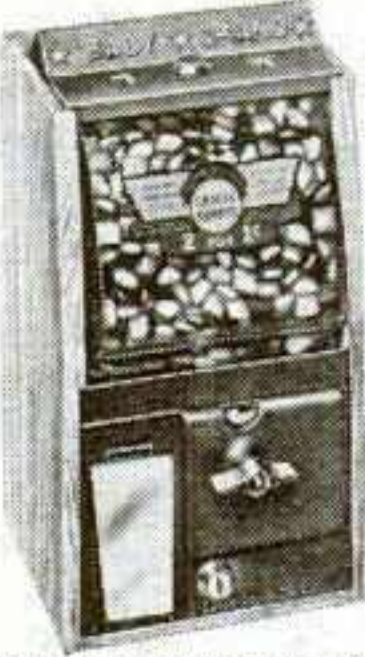
ROCKET CHARMS 5c

Five Star Baby Grand for Vending Rocket Charms, 5¢.



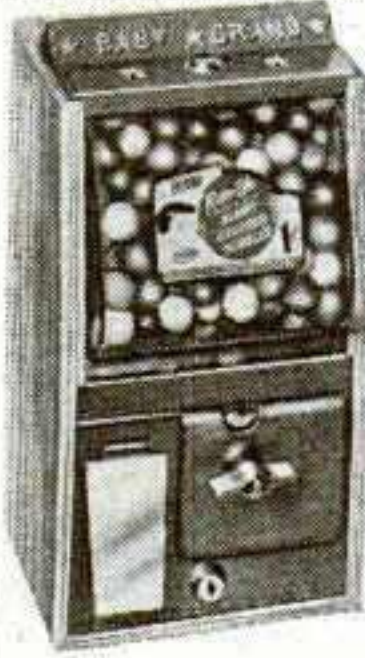
BALL GUM and CHARMS 1c

Five Star Baby Grand for Vending Ball Gum & Charms, 1¢, 140-170-210 count.



CHICLÉ TREATS 1c

Five Star Baby Grand for Vending Chiclé Treats, 2 for 1¢.



100-COUNT BALL GUM 1c

Five Star Baby Grand for Vending 100-Count Ball Gum, 1¢.



QUICK CHANGE-OVER

The Five Star Baby Grand Quick Change-over Merchandise Units can be purchased at only \$3.50 ea. complete, giving you a complete change of merchandise at any time; in a matter of seconds you have a brand-new machine working for you.

FIVE STAR BABY GRANDS ARE PACKED AND SOLD 4 TO THE CASE

ONLY \$12 Per Machine Less than 25 cases 25 cases or more @ \$50.00 per case. @ \$48.00 per case. All prices F.O.B. Chicago.

Place Your Orders With Your Nearest Victor Distributor VICTOR VENDING CORP. 5701-13 W. Grand Ave., Chicago 39, Ill. Manufacturers of the Famous Line of Topper Vendors

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.

Table with 4 columns: Issue of Feb. 19, Issue of Feb. 12, Issue of Feb. 5, Issue of Jan. 29. Rows list various vending machines like Acorn Bulk Vendor, Advance Model D Ball Gum, etc.

22 1/2% Duty On U. S. Units Into Canada

TORONTO, Feb. 19.—An import duty of 22 1/2 per cent is now required on all American-made vending machines shipped into Canada.

Previously, the duty on U. S. machines coming into the country was 7 1/2 per cent if the importer could satisfy customs officials that a similar unit was not currently being made in the country; otherwise, the tariff was 22 1/2 per cent.

The new tariff law requires that all vendors—similar or not—must now pay the higher duty. Canadian vending machine manufacturers admit that they brought pressure on the government to change the tariff requirements because they had begun to feel the competition from the importation of American-made machines, and that they asked for the change as a "protection" measure.

Distributors in Canada of U. S.-made machines would not comment on the move.

Despite the heavy duty barrier, U. S. vending equipment imported by Canada has increased every

(Continued on page 96)

New Item— Just Released 8-BALL RINGS



Golden Vacuum-Plated Ring, with BLACK STONE, on which there's an 8-ball decal.

\$15.25 per 1,000 f.o.b. Jamaica, N. Y.

Or: At Your Distributor. This is the kind of Ring which tickles a youngster. It's HIS idea of "terrific."

SAMUEL EPPY & CO., INC. 91-15 144th Place Jamaica 35, L. I., N. Y.

ATTENTION OPERATORS! SEE IT NOW!!!

VICTOR'S Newest Action Charm



Mouse and Cheese In Bulk \$18.00 M In Capsules \$22.50 M

Above prices F.O.B. your VICTOR distributor's door.

World's Largest Manufacturers of Vendors, Charms and Capsules.

Get them at your nearest VICTOR distributor

VICTOR VENDING CORP. 5701-13 W. Grand Ave., Chicago 39, Ill.

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

Advertisement for Victor's Topper 1c Ball Gum Machine, Victor's Super V Capsule Vendor \$15.45 each, \$14.95 each in 100 lot.

Admen of every kind Endorse The Billboard as a TOP SELLING FORCE

LOCK-TITI

PATENT PENDING UNFILLED CAPSULES ASSORTED COLORS

A NEW LOCKING CAPSULE NO CEMENTING EQUAL HALVES WRITE FOR FREE SAMPLES

PYRAMID PRODUCTS, INC. 3967 EAST 93d STREET CLEVELAND 5, OHIO

Advertisement for Oak 400 Capsule Vendor: Ready for Immediate Delivery THE BIGGEST MONEY MAKING BULK VENDOR IN THE WORLD. Fool-proof, action activated, guaranteed to be the biggest profit maker in the capsule field.

Of all the trade publications covering all of showbusiness... THE BILLBOARD is the only paper with an AUDITED PAID CIRCULATION.

Advertisement for Vend Magazine: 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!

British Coin Trade Moves Ahead Slowly

Hit by Taxes, High Import Duties; Firms Seek New Ideas, Ease in Laws

LONDON, Feb. 19.—The coin machine industry of Great Britain has not so far joined in the industrial boom sweeping the country.

(Editor's Note: See separate story in the Music Machines section on juke box business in Great Britain.)

Government taxes on new coin devices and high duty on imports, besides other restrictions, have been hindering the business.

A few firms are pressing forward

with new ideas toward expansion and development, but generally manufacturers' and operators' business is lagging. One of the biggest operators in Blackpool—Northern England's equivalent of Coney Island—put it this way: "I've been in the business 36 years, and ever since the end of the war I've been on the look-out for new ideas. The best ones are always advertised in American magazines and newspapers—but they're the very ones we can't buy because of the Treasury's ban on dollar spending. How can we build a thriving business shackled by this sort of restriction?"

Uses Tape Recorder

This same operator followed a (Continued on page 95)

Ops Try New Shuffle Game Attachment

CHICAGO, Feb. 19.—In its sixth week of production of the Skill Tournament, shuffle game attachment unit, Binks Industries is finding operator interest steadily rising.

Where operators are putting these units on location, repeat orders are coming in from distributors, according to Mel Binks, firm president.

Distribution of the units has been concentrated thus far on the Midwest, gradually spreading to other areas. Binks says the attachments have done particularly well in Wisconsin, one of the first areas where they were put on location.

The Skill Tournament is attachable to any drum-scoring shuffle wing game. It is designed so that the operator can install it in a short time. The unit adds up-to-date play features to older model shuffle bowling games and is available in a match play model, the Skill Tournament, and in a regular model, the Flash Skill.

New Salt Lake County Pin Game Proposed

SALT LAKE CITY, Feb. 19.—A new ban on pinball games is being presented to Salt Lake County commissioners.

The County Commission last August tried to ban the games repealing an ordinance licensing units (The Billboard, Sept. 4, 1954). The games, however, have operated since without incident.

South Salt Lake City, meanwhile, threatened to lift its ban on pinballs unless the county prompt action against the games in unincorporated areas.

South Salt Lake Mayor Lothaire said he had received word (Continued on page 95)

Rosenberg Re-Elected N. Y. Coin Operators

NEW YORK, Feb. 19.—In a biennial annual dinner meeting and election, starting at 7 p.m. Thursday and running out of steam Friday (18), the Associated Amusement Machine Operators of New York returned to office by an overwhelming majority Lou Rosenberg, president.

Rosenberg, on a insurgent ticket, headed by Sam Tannenbaum, failed to win any posts in the officer slate. Sanford Warner is the third candidate in the officer slate.

Officers elected were Tannenbaum, former presi-

dent of the organization, vice-president; Milton Green, secretary; Lou Greitzer, financial secretary; Bill Parker, treasurer, and Al Koondel, sergeant at arms.

Named to Board

Elected to the board of directors were Wilbur Aaronson, Harry Berger, Lou Galtzer, George Holtsman, Morris Peskin, Sid Salter, Herb Semel, Sanford Warner and Ira Zucker. Officers are automatically board members.

Despite impressive majorities rolled up by the winning officer slate the election was the most hotly contested in the history of (Continued on page 95)

M. & S. Preps Shuffleboard Precision Wax

CHICAGO, Feb. 19.—M. & S. Tool Works announced this week the production of Precision Wax, a new product for use on shuffleboard games.

The firm has been active in the production of steel pucks for shuffleboard games, since 1948. The puck division was formerly known as Precision Puck Company and the product is called the Precision Puck.

Nils Malmgren, general manager, said that the firm had been working on the development of Precision Wax for several months. It is designed for use on all types of shuffleboards. Malmgren said the firm was in the process of setting up a price for the product. This is the first time M. & S. has made a shuffle game wax product.

Probe of N. Y. Game Business Underway

Investigation May Cover Music, Vending; Operator Group Pledges Co-Operation

NEW YORK, Feb. 19.—An investigation of alleged strong-arm methods in the amusement game industry is currently being conducted by the New York City Department of Investigation.

According to a municipal source, the probe is a "fishing expedition" one which certainly covers the juke box industry, and possibly merchandise vending.

This source said that a complaint had reached the department to the effect that threats of physical force had been used by one game operator to obtain a location from a competitor.

Juke Boxes, Too

He added that the entire amusement game structure will be scrutinized, with juke box oper-

ations to be studied as well for any possible law violations. The probe will continue, he added, "as long as our findings prove fruitful."

Also knowledge of the probe was possessed by several local trade figures, and several interviews with coin machine men have taken place, there has been no official announcement by civic authorities. (Continued on page 95)

Chi Coin Ships New Arrow Bowler

CHICAGO, Feb. 19.—Chicago Coin Machine Company shipped to its distributors this week Arrow Bowler, a new shuffle bowling game with Flash-O-Matic scoring and a match play feature that doubles match scores.

The Arrow has the regular triple match feature—number, star and crown—which lights up at the end of each game, giving the player a chance to match his score with the match number and other features. In addition to this, either one or two of 10 arrows light up on the backglass, which, if matched, double the player's match score. All these match features appear on a mystery basis at the end of the game.

The Flash-O-Matic scoring system consists of a series of potential strike and spare scores which flash (Continued on page 92)

Gottlieb Ships Gypsy Queen, New 5-Ball

CHICAGO, Feb. 19.—D. Gottlieb & Company shipped to its distributors this week, Gypsy Queen, a new five-ball game featuring 16 playing cards that light up for in-line scoring.

On the backglass are vertical rows of four aces, kings, queens and jacks. These cards light up to give in-line vertical and horizontal scores, or "four of a kind" and "straights."

Cards are lighted by shooting balls thru roll-over lanes on the playfield.

Each time a player makes one row of cards in-line, one of eight red lights flash on at the middle of the playfield. The player gets a free game for each line of cards (Continued on page 95)

Blatt Sees Cordial Relations With Authorities Result of Self-Policing

NEW YORK, Feb. 19.—The more than 100 game operators who attended the annual dinner meeting of the Associated Amusement Machine Operators of New York at the Henry Hudson Hotel Thursday (17) were warned by Theodore Blatt, AAMONY counsel, to do nothing to jeopardize the legal position and the respect of municipal authorities earned by the organization.

Blatt disclosed that when the city decided to issue gun game licenses for lunchrooms and restaurants in industrial areas where

children were not likely to congregate, AAMONY sent out four investigators to report any cases of unlicensed locations with gun games.

The location owner was notified that the game was not licensed and should be removed. In cases where no co-operation was forthcoming, the local policeman was called in, or the local precinct was informed of the violation by telephone.

House in Order

Blatt said that the cordial relations with police and licensing authorities just didn't happen—that they came about because the municipal powers were shown that the industry is willing and anxious to keep its own house in order, and to report any instances when it couldn't.

He said that the most likely cause of complaints about game operators is the availability of the machines to children. Blatt cited

the good record compiled by operators in keeping their games in licensed locations, not frequented by minors, and told them the minute they relaxed this policy they would put the entire industry in jeopardy.

As an example of AAMONY's caution in regard to possible law violations, Blatt cited the example of tournament prizes. In 1953 the Alcoholic Beverage Control Board said the giving of prizes is legal if distributed in prescribed tournament fashion.

Proof Positive

However, that wasn't enough for AAMONY. The counsel, realizing that the ABC does not rule for the police or the courts, checked these agencies to make sure that there would be no violation.

When court and police approval was received, the membership took a vote, and, in 1954, tournaments (Continued on page 95)

Exhibit, Williams, Jostle Exec Posts

Mencuri Named Exhibit Vice-Pres.; Weinand Joins Williams as Sales Mgr.

CHICAGO, Feb. 19.—Frank Mencuri was named vice-president of Exhibit Supply and Art Weinand was named sales manager of Williams Manufacturing Company this week in key executive moves by both firms.

Weinand resigned his post as Exhibit vice-president and takes over his new duties as Williams sales manager March 1. Weinand expressed his desire to continue in sales work as reason for the move.

Mencuri, who returns to Exhibit which he left two years ago to join Chicago Coin Machine Company, leaves his sales position with the Minthorne Music Company, Los Angeles.

Mencuri was previously with the Exhibit organization seven and a half years, heading sales for the game division. He worked for a year as sales manager of Chicago Coin before joining the sales staff (Continued on page 92)

10-CENT PLAY WITH NICKELS

TORONTO, Feb. 19.—Game operators considering a changeover to 10-cent play might take a tip from music operators here in making the switch on juke boxes without eliminating the nickel chute.

The customer is so used to dropping a nickel into the coin chute that operators decided to bow to tradition and rather than switch to dime play, set the juke boxes to play on two nickels.

The idea seems to be working out fine, as "double nickel" operators report increased takes.

Williams' Distribs Talk 10¢ Pin Play With Ops

CHICAGO, Feb. 19.—Distributors of Williams Manufacturing Company are contacting operators and arranging field discussions of dime play for five-ball games, Sam Stern, Williams executive vice-president, announced this week.

Stern said that he hopes that all game distributors will contact their local operators and get their viewpoints on the proposed switch from nickel to dime play. Stern described such a switch "the only way to a profitable business for all amusement game operations."

Williams executives hope to

discuss plans for a nation-wide changeover to dime pinball play during the Music Operators of America meet in Chicago, March 28-30. At that time, it is expected, a great number of distributors and operators from all sections of the nation will be on hand to offer their comments and suggestions on the dime play proposal.

Game Survey

A survey of game distributors revealed that the majority of five-ball games in operation are now set for nickel play, altho some have (Continued on page 95)

COIN-OPERATED COP

Automatic Toll Taker Is Regular Sherlock

NEW YORK, Feb. 19.—Benjamin Cooper, of the Taller & Cooper Company, Brooklyn, may have invented the first coin-operated cop.

Coin-operated toll collectors are not new; they are already in operation in New Jersey and New Hampshire.

After the motorist deposits his

coins in the Toll-O-Matic, the unit counts the money and says "thank you, proceed" in lights.

An alarm bell rings; red signals flash; a camera takes his picture; license number is registered, and another gadget records the time of day and traffic lane.

The Toll-O-Matic itself is a gray metal box with a rubber lip into which the motorist tosses his coins.

At dusk the light aperture changes automatically to record the vital statistics. At night, lights are turned on.

An Einstein, Yet

The gadget is also a mathematician. An axel-counting treadle adds up the axels of every car, divides the total by two, multiplies by 25, and flashes the total to the motorist.

First installation will be made in the Garden State Parkway, New Jersey, with other installations scheduled for the New York State highway system.

Select-a-Train Production Model Due in Mid-March

CHICAGO, Feb. 19.—Williams Manufacturing Company announced this week that a production model of its Select-a-Train, a huge electric train game, will be readied by the middle of next month.

Select-a-Train won the Henry A. Guenther plaque for the "most meritorious new piece of coin-operated equipment" at the National Association of Amusement Parks, Pools and Beaches show last December.

The train game is designed for location at train stations, airports, department stores, and other large locations.

Quebec Bill Would Kill Five-Ball Play

QUEBEC, Feb. 19.—A bill to outlaw five-ball games in the Province of Quebec, expected to pass the Quebec Legislature, will close off a profitable area for distributors.

The law introduced by Premier Maurice Duplessis would put the category as bingo-type pinball games, which are illegal in the province.

A delegation called on the premier and pointed out that the legislation was intended to prohibit illegal use of the games. The delegation contended that the five-balls were not part of any illegal traffic.

If the province closes down the games, they pointed out, they

would stand to lose hundreds of thousands of dollars in equipment. Also that tax revenue of \$100,000 would be lost to the city of Montreal thru enactment of the legislation.

Five-balls came under fire because some location owners were paying off in cash for high scores.

However, the operators have one consolation in the meantime. The government has decided to postpone actual enactment for several months.

The reason for this is to allow municipalities, which budgeted their balance sheets on the basis of tax income from the games, to rebalance their budgets and find other sources of revenue.

Purveyor Outlines New Reconditioning Plan

CHICAGO, Feb. 19.—Purveyor Distributing Company plans to put into use a new check sheet system for reconditioning amusement games, according to Herb Perkins, president.

Each mechanical and electrical item checked by servicemen in

the reconditioning processes, will be marked off and initialed by the man making the check.

The check sheet, according to Perkins will be shipped along with the game, so that if there is any trouble with the game on location, it will be easy to spot the source of the trouble and correct it.

Each machine, says Perkins, will be checked by at least two servicemen, and given a final inspection by the front office.

Separate check sheets will be made up for pinball games and for shuffle bowling games, with component parts of the games itemized on the sheets.

Also in the planning stage at Purveyor is a new warehouse of 5,000 square feet for repainting and respraying of shuffle games.

Perkins says that operators, especially those in small towns with equipment often spread out over a 20-mile area, want service calls on machines cut to a minimum. An effective reconditioning program, he says, is one answer to the problem.

Vermont Exempts Coin-Operated TV From License Fee

MONTPELIER, Vt., Feb. 19.—Coin-operated television sets in hotel rooms and in other public lodging areas in Vermont are exempt from the so-called "juke box tax licensing act," according to a ruling of Leonard W. Morrison, State tax commissioner, and approved by the State's attorney general.

The decision, handed down January 10, was based largely on the fact that the law enacted by the 1951 Legislature specifically exempts coin-operated radios in public guest rooms from the \$25 license fee charged for other devices providing musical, vocal, or visual entertainment.

Mencuri Exhibit V.-P.; Weinand Joins Williams

Continued from page 91

of Minthorne Music in August, 1954.

Weinand has been in coin machine sales work for the past 19 years. With Exhibit for three



FRANK MENCURI



ART WEINAND

years, he advanced to the position of general sales manager, and a year ago was named vice-president. Before joining Exhibit, Weinand for 16 years was with the Rock-Ola Manufacturing Corporation, where he rose to the position of vice-president in charge of sales and advertising.

Chi Coin

Continued from page 91

from left to right on lights located on the Formica playfield directly in front of the No. 1 pin, and continue to travel until the first puck is shot.

Scoring Value

The object is to shoot the puck to stop the strike and spare count on the highest possible scoring value.

The highest strike score a player can make is 800, achieved when the puck is delivered at the time this scoring flashes on the backglass and playfield. Five different scoring values for strikes and spares range from 800-550 down to 200-110.

As soon as the player finishes his shot and after his score is tallied in any particular frame, the Flash-O-Matic score light again begins to travel from left to right for his next frame or for the next player.

The Arrow Bowler can be adjusted to operate with advance type scoring, rather than Flash-O-Matic, if the operator desires. With the advance scoring in operation, the game indicates to the player before he shoots what score will be received for a strike or spare. The strike-spare scoring changes for each frame played. However, when more than one person plays, all players receive the same strike score in any particular frame.

The Arrow is available for 10-cent and three-for-quarter play. It has the regular last frame "shoot again" feature.

THE BILLBOARD INDEX ADVERTISED USED MACHINE PRICES AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns for machine names and prices across four issues: Feb. 19, Feb. 12, Feb. 5, and Jan. 26. Includes items like ABC (United), All Star Basketball, Beach Club, Beauty, Be Bop, Blue Skies, Boston, Bowling Champ, Bright Lights, Bright Spot, Buffalo Bill, Cabana, Champion, Citation, Coney Island, County Fair, Circus, Daffy Derby, Dealer, Deluxe Baseball, Deluxe World Series, El Paso, Eureka, Floating Power, 400, Five Star, Four Horsemen, Freshie, Frolic, Futurity, Gigbe Trotter, Golden Nugget, Gondola, Gold Cup, Havana, Hawaii, Hayburner, Hi-Fi, Hit 'n' Run, Ice Frolics, Jockey Specials, King Pin, Knock Out, Leader, Lucky Inning, Maryland, Mexico, Nevada, Nifty, Nine Sisters, Oklahoma, Palm Beach, Palm Springs, Paradise, Pennant Baseball, Pinch Hitter, Pinky, Quarterback, Rio, and Rodeo.

COINMEN YOU KNOW

Detroit

Communications to:
Hal Reves
Woodward 2-1100

Op Assoc. Head On Fla. Vacation . . .

Ed Carlson, of Carlson Music, 15031 Lesure, and head of the local United Music Operators' Association, is expected back to work some time in March. He and Mrs. Carlson are vacationing in Florida.

A new company has been established here on the Northwest Side by Arthur Hebert and Anthony Sanders, of the Art Music Company. They are adding amusement games to their music machine line, operating this new branch under the name of Detroit Coin Machine Exchange, Inc.

The Nichols brothers, of N and N Music, Flint, Mich., were in town last week.

Fred Chlopans, secretary of the Detroit Shuffleboard Association, is proud of a new camera presented to him at a party last week.

New York

Communications to:
Aaron Sternfield
PLaza 7-2800

Young Service School Dates Are Set . . .

Service schools for local Wurlitzer operators are scheduled at Young Distributing Company Tuesday (21), March 7 and March 21. According to Joe Young, 55 operators attended the February 7 session. Hank Peteet, factory engineer, and Henry Salvis, service engineer at Young, are the instructors. Sessions start at 6 p.m.

Mrs. Sam Andiman (the former Carol Lynne Shore) leaves the De Perri Agency March 1 after eight years. Carol Perry Wachtel's right arm and media director, expects to assume a new career as a mother. Her resignation is effective March 1.

Al Simon reports that Triple-Strike is selling strongly, and the 10th Avenue outlet expects to have the new Genco gun game in this week. Visitors at Simon Sales last week were Jerry Koci, engineer, and Sam Ginsberg, Chicago Coin.

Lou Wolberg, Runyon Sales, is some ill. New members of the associated Amusement Machine Operators of New York are Harold Trager and George Witt, Dublin ending; Phil Mersky, Associated

Amusement, and Sol Leventhal, S&O Vending.

Al Glazebrook, in charge of Canada Dry's vending sales, returned last week from a three-week vacation in the British West Indies. Meyer Parkoff, Atlantic-New York, is in charge of the campaign for the United Jewish Appeal in the coin machine industry.

Saul Waring, for three years on The Billboard's coin machine staff, has joined De Perri Advertising, Inc., a firm which specializes in coin machine accounts. Fred Yolen, Modern Tobacco, is expected to return from his Florida vacation this week.

Ray Knoss, Arrow Music, left for a Florida vacation. Charles Engelman has sold his route to Max Schwartz, Suburban Music, and is building bungalows on his property at Mahopac, N. Y. Phil Simon is in the hospital for observation.

Pittsburgh

Leon Leffingwell
Walnut 1-0102

Keeney Venders Popular in Area . . .

Raymond Watts, manager, Mills Automatic Merchandising Corporation, reports the Keeney electrically operated venders are in use all over this area. The new type take up less space, says Watts, and can be sandwiched into diners where space is at a premium.

Three service calls received by Raymond Watts, of Mills Automatic Merchandising Corporation, gave him what he calls a Cook's Tour of this area. The calls were from Connellsburg, Pa.; Johnsonburg, Pa., and Fairmont, W. Va.

Martin Gluckow, of East Liverpool, O., who vends cigarettes, ice cream and candy in the mills, has put out 100 capsule venders. Harry Wyner, of the Automatic Vending Machine Exchange, reports sales of his Grenier machines are picking up steadily.

Sidney Reinwasser, known on coin machine row because of his keen interest in vending, reports his son, Billy, who supplies music and announcements vocally in auto showrooms for special events and who has helped in production work at Pittsburgh's famed Playhouse, recently did a fine job for the Lincoln-Mercury dealer at Turtle Creek, Pa.

Bob Stanton and Dan Feldman, partners in Stanton Distributors, report satisfaction with the operation of Stoner vending machines. Because the units have specialized designs, they do a better job, they say.

Washington

Communications to:
Delores Newcomb
EMerson 3-7451

Vend Profits Come Harder in Capital . . .

Dick Zigler, of Canteen Company, shares a widespread belief among Washington coinmen that more work is necessary to produce the same profits. Collections are holding their own at Canteen, and Dick believes business will pick up soon.

Michael Bushdid, owner of Michael Enterprises, says collections are picking up. Bushdid adds that his game room at National Airport continues to do a tremendous volume.

BARGAINS OF THE WEEK

SHUFFLE GAMES

Keeney Century . . . \$340
Keeney 4-Pl. League . . . 20
Un. Mars . . . Write
Un. Team . . . 325
Un. Imperial . . . 250
Un. Leader . . . 285
Classic . . . 165
Clover . . . 160
Official . . . 85
C.C. Gold Cup . . . 195
C.C. Triple Score . . . 165
C.C. Double Score . . . 135
C.C. Crown . . . 145
C.C. Holiday . . . 495
Genco Match Pool . . . 275
Genco Shuffle Pool . . . 175

BINGOS

Surf Club . . . \$375
Ice Frolics . . . 315
Palm Springs . . . 210
Beach Club . . . 265
Yacht Club . . . 145
Coney Island . . . 80
Spot Life . . . 70
Dude Ranch . . . 275

NEW

KEENEY SPORTSMAN DELUXE

The Number One Ride Game. Something different and a proven money maker — competitive scoring — timing device — moving pop-up targets.

MISCELLANEOUS

Ex. Six Shooter . . . \$100
Ex. Jet Gun . . . 125
Seeburg Shoot the Bear 160
Telequiz with film . . . 100
Keeney 4-Pl. Attachment for Shuffleboards . . . 125

18 Fl. Rock-Ola

Shuffleboard. \$149.50

SPECIAL

United Carnival Rifle Gallery. \$385

SHUFFLEBOARD SUPPLIES

Shuffleboard Game Wax, Case (12) . . . \$ 3.50
Pucks (Set of 8) . . . 12.00
Fast Wax, Case (12) 4.50
Score Sheets, 10 Pads 7.50
Fluorescent Lights, Pr. 22.50
Used Rock-Ola Shuffleboard, Lites, Pr. . . 12.50
Adjusters 18.50

J. H. KEENEY DELUXE CIGARETTE VENDER
Write for prices

WANTED

Bingos, Late Shuffle Games, Targettes, Gottlieb Super Jumbo, Late Seeburgs.

PURVEYOR DISTRIBUTING COMPANY
4322-24 N. WESTERN AVE.
CHICAGO 18, ILLINOIS
PHONE: JUNIPER 8-1814



ADVERTISERS know exactly what THE BILLBOARD

delivers because The Billboard is a member of the Audit Bureau of Circulations.

WANTED TO BUY

Good used Tents—40x100 and 50x130 square end. What do you have?

BUCK STANLEY

Box 311 Lake Charles, La.

THE MARKET PLACE for the COIN MACHINE INDUSTRY

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

CLASSIFIED ADVERTISING

ADVERTISING RATES

REGULAR CLASSIFIED ADS

Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.

RATE: 15¢ a word—Minimum \$3.00.

CASH WITH ORDER

DISPLAY CLASSIFIED ADS

Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.

RATE: \$1.00 a line—\$14.00 per inch.

CASH WITH ORDER

unless Credit has been established.

ADDRESS ALL ORDERS AND INQUIRIES TO:

THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words.

On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

Business Opportunities

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best set for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. chm19

FOR SALE—50 SHIPMAN LIFE SAVER Machines and 10 3-column Candy Machines. Best offer, all new. Ed Martell, Turners Falls, Mass. mh12

VENDING MACHINES
Tissues, Sanitary Napkins, Cosmetics, Cigarette, Candy, etc. Simple, practical, low cost vending machines designed and produced for any purpose.
POLARIS MANUFACTURING CO.
Peru, Illinois.

10 PERFUME DISPENSERS — COLMA 2 column, brand new in factory sealed cartons. Mir. a one-year guarantee. Cost \$49.50 each; sacrifice \$37 each or \$350 takes all. Also 3 and 5 columns at reduced prices for clearance. Box M-114, c/o Billboard, Cincinnati 22, Ohio.

Help Wanted

PHONOGRAPH MECHANIC—MUST KNOW how to repair latest type Seeburgs, Wurlitzers and AML Good pay, excellent working conditions. Must be able to furnish good references. Write or phone Ga. Music Co., 1139 Sixth Ave., Columbus, Ga. mh5

WANTED — BINGO AND SHUFFLE MECHANICS: good pay and good working conditions. Persons must be sober and furnish references. Write Box 733, The Billboard, Chicago, Ill. fe26

Parts, Supplies & Services

COIN-OPERATED TIMERS — ELECTRONIC, automatic; no buttons to push or mechanical levers to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. fe26

STAMP FOLDERS AS LOW AS 15 CENTS per M. Send for samples. City Distributors, 145 Ainslie St., Brooklyn, N. Y. mh12

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities; immediate delivery. Write for prices. Veddeo Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcut ch-fe26

Routes for Sale

600 1¢ BALL GUM AND CHARM Machines. Part Acorns and Victor, 70 stands. Locations are within 125 mile radius of Savannah, Ga. \$13,000. Terms: Box M-113, c/o Billboard, Cincinnati 22, Ohio.

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell?
MACK H. POSTEL
2952 Milwaukee Ave. Chicago 18, Ill.

CIGARETTE MACHINES — DuGRENIER 7 col. S, \$45; 7 col. V, \$50; 9 col. W, \$55; Rowe Imperial, 8 col., \$45; 8 col., \$50; Unedapak E, 6 col., \$45; 8 and 9 col., \$55. Quarter operation, refinished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia, Pa. EVERgreen 6-4244.

CIGARETTE MACHINES — REAL LOW prices, DuGrenier 7 col.; Unedapa, 6 col.; Rowe 8 col. quarter operation; candy machines. U Select II, 74 bar; DuGrenier, 72 bar, all machines \$25 each. Cookie machines, \$10 each. Harris Vend, 2717 N. Park Ave., Philadelphia, Pa. fe26

ELECTROS, 8 COL. QUARTER OPERA- tion, \$70; All Coin, \$75; Northwestern Deluxe Plastic Globes, \$5; Master Comb, \$4; Dual Nut with base, \$20; Wurlitzer 1015 Cobra Arm, \$90; 145 Stepper, \$3; Packard Hide-a-way, speaker, 5 boxes, 4 clamps, 100 ft. used cable, \$35; Seeburg Rifle Range, Shoot the Chutes, \$15; Pinball Yanks, \$15; Telecard, \$20. Weaver, 1332 Arkansas, Pittsburgh 16, Pa.

READY FOR LOCATION

Bally Variety \$499.50
United Nevada 325.00
Bally Bright Lights 95.00

Wagner Amusement Machines

2011 East Main St., Rochester 9, N. Y.
50 TRADIO COIN RADIOS—QUARTER play, 3-step steel cabinets, International Timers. Good playing condition, \$15 each, or \$600 for entire lot. B&R Sales, 2416 W. Davis, Dallas, Tex.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines: give full description and lowest price. Box 673, The Billboard, Chicago 1, Ill. fe

SCALES, COFFEE, CIGARETTE AND other vending machines, also counter machines and small Arcade pieces. What have you? State price. Roger Sullivan, Boonville, Ind.

	Issue of Feb. 19	Issue of Feb. 12	Issue of Feb. 5	Issue of Jan. 29
iddle & Turf (Evans)	175.00 285.00	275.00 295.00	295.00	295.00
lly (Chicago Coin)	295.00 325.00	325.00	49.50	49.50
mba (Exhibit)	49.50	49.50	49.50	49.50
rewball (Genco)	49.50	49.50	49.50	49.50
Shok Basketball, 2 player	325.00 345.00	345.00	345.00	345.00
arp Shooter (Gottlieb)	59.50	59.50	59.50	59.50
ew Boat	175.00			
ey Chest (Genco)			125.00	125.00
gapore	475.00	475.00		
th Pacific (Genco)	54.50	54.50	54.50	54.50
ocial Entry (Bally)	49.50	49.50	49.50	49.50
t-Lite (Bally)	60.00 69.50	65.00 69.50	65.00 70.00	55.00 65.00
	70.00 75.00	70.00 75.00(2)	75.00(2)	75.00(2)
	95.00 100.00	95.00(2) 100.00	95.00(2)	85.00(2)
			100.00	95.00(2)
			100.00	90.00
s (United)	65.00	65.00	90.00	90.00
vertime (United)	49.50	49.50	49.50	49.50
hine Park (Bally)	50.00	50.00		
er World Series				
Williams)	75.00 195.00	75.00 195.00	195.00	195.00
Club (Bally)	350.00 370.00	350.00 365.00	350.00 370.00	
	375.00 385.00	370.00	375.00(4)	325.00
	395.00	375.00(4)	395.00	365.00(2)
		395.00		370.00(4)
				395.00(2)
		160.00		
ico (United)	69.50	69.50	69.50	
s Leaguer (Keeney)	69.50	69.50	69.50	
-of-a-Kind	18.50	18.50	18.50	18.50
Musketeers (Gottlieb)		69.50	69.50	
erbird				195.00
ad (Chicago Coin)	49.50			
s	175.00 225.00	175.00 225.00	175.00 225.00	175.00
				225.00(2)
ewed (Exhibit)		74.50	74.50	
King (Bally)	35.00	25.00 35.00	25.00 99.50	25.00
		99.50		
les	510.00 535.00	490.00	550.00(2)	595.00
	550.00	550.00(3)	595.00	
Club (Bally)	115.00 125.00	125.00	135.00	125.00
	135.00 150.00	135.00(2)	145.00(2)	135.00(2)
	159.50 160.00	145.00 150.00	150.00(2)	145.00(2)
	175.00	159.50	160.00(2)	150.00(2)
		160.00(2)	175.00	160.00(2)
		175.00		175.00
		65.00	65.00	65.00

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- Check classification you want your ad to appear under.
 - Business Opportunities
 - Help Wanted
 - Parts, Supplies & Services
 - Positions Wanted
 - Routes For Sale
 - Used Coin-Operated Equipment
 - Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
 - Regular
 - Display

- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard
Coin Market Place
2160 Patterson St.
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 issues Next 4 issues Next 3 issues Next issue only
\$_____ Payment enclosed

Name _____
Address _____
City _____ Zone _____ State _____

Rosenberg

Continued from page 91

the organization, with impassioned speeches being made in regard to the eligibility of some of the candidates, and colorful theories being offered about parliamentary procedure during the nominations.

George Ponser, retiring executive director of the organization, was given a vote of thanks for his services by the membership. Ponser introduced Ely Kasper, who replaces him.

Guests at the dinner meeting included Meyer Parkoff and Murray Kaye, Atlantic-New York; Irving Holtzman, head of the Long Island Operators' Association; Al Simon, Simon Sales; Perry Lowengrub, Runyon Sales; Jim Caggiano and Al Gilbert, the Coin Machine Employees Union, and Arnon Sternfeld and Grace Fleming, The Billboard.

Cited were women operators Rose Cantola and Mrs. Jackson, as well as Clare Morano, secretary at AAMONY headquarters.

Gottlieb Ships

Continued from page 90

completed. He gets up to eight additional free plays for landing a ball in a special ball hole which lights up each time a line of cards is completed.

Making four roll-over lanes at the top of the playfield gives the player one card in each suit on the scoreboard. A hole above the special ball hole spots one of the cards on the scoreboard for in-line scores. The number of free games made by a player is registered on a scoring reel on the left side of the backglass.

The Gypsy Queen has three ball-bumpers and two flippers, which are operated by pressing buttons on the sides of the cabinet. The backglass of the game is decorated with the picture of a gypsy looking over the top of a large crystal ball, showing the 16 cards.

Salt Lake

Continued from page 91

from county commission chairman Lamont B. Gundersen stating that an ordinance banning the games would be passed. He indicated that the South Salt Lake council would permit pinball games to operate unless the county took positive action to ban them in unincorporated areas.

Action in the Utah counties has followed the banning of pinballs in Salt Lake City, where they had been operated for 20 years (The Billboard, August 14).

Other pinball game bans were drafted by Ogden and Provo, following the Salt Lake City action.

10-Cent Pin Play

Continued from page 90

noticed a trend toward dime play in this field.

Stern said that a switch to dime five-ball play would result in increased income for operators and savings in purchases of new equipment due to larger factory production runs (The Billboard, February 19). About 10 per cent of five-balls now produced by Williams are set for dime play, according to Stern.

In addition to proposing a dime play, Stern suggested that operators also ask for front money from their locations to assure themselves of steadier profits. This would give operators a percentage of game takes for depreciation costs before the regular split is made with the location.

British Coin Trade Moves

Continued from page 91

hunch by giving a new twist to an old idea. Putting a microphone and tape recorder in a sound-proof booth he set up a "Hear Yourself Speak" department, and saw it pay big dividends.

The customer pays a nickel for 60 seconds recording time during which he can speak, sing or play a musical instrument. The tape automatically plays back what it has recorded.

To give the booth an extra scientific touch the operator fitted a cathode ray tube which registers the sound waves as they are made.

This one machine brought in more business than any other the operator has employed. Says he, "It gave the customer the fun of hearing his own voice—and the average man found it irresistible."

Cashing in on the popularity of the "Voice Recorder" he began production of them for general distribution, and it is now selling briskly for around \$600.

War Cut Output

Altho this one machine caught the public interest, the industry generally is still laboring under the hangover caused by World War II. From 1939 to 1945—no new ma-

Game Probe

Continued from page 91

ties, and none is expected until the investigation nears a conclusion.

Theodore Blatt, counsel of the Associated Amusement Machine Operators of New York, speaking at the annual meeting of the organization Thursday (17), said AAMONY had nothing to fear by such an investigation.

Promises Co-Operation

Blatt cited AAMONY's history of keeping its own house in order, and promised the Department of Investigation complete co-operation in the probe. Here's how Blatt outlined the progress of the investigation and it agrees substantially with what a person close to the investigation said: One operator, an AAMONY member, lost his location to a non-member. He went to license commissioner McCaffery and charged that threats of violence to the storekeeper had been used to get his location. The License Department then tossed the case into the lap of the Department of Investigation, and the search was on. Blatt said that heads of the local music and cigarette associations were interviewed, as was Lou Rosenberg, AAMONY president.

Blatt added that the investigator asked for and was given the membership list of the association. He said that AAMONY would continue to do everything in its power to aid in the investigation.

Candy Sales

Sales of confectionery and competitive chocolates by manufacturers in December, 1954, were lower in terms of poundage but higher in value than sales the previous December, according to the Commerce Department. Sales of package goods made to retail at more than \$1 per pound were down 5 per cent in poundage and up 9 per cent in dollar value; from 50 to 99 cents per pound, down 2 per cent and up 14 per cent; at less than 50 cents per pound, up 7 per cent and 1 per cent; bar goods were down 8 per cent and 1 per cent; 5 and 10-cent specialties up 5 per cent and 7 per cent, and bulk goods, including penny items, up 12 per cent in poundage and 11 per cent in dollar value.

chines were made or imported. Operators staggered on with old patched-up machines, and saw their public gradually slipping away.

The prewar incentive of "something for nothing" went overboard when strict rationing ended the traditional cigarette prizes. Now, to woo back the old customers and lure in new ones, operators are racking their brains for a desperately needed gimmick.

One manufacturer, who hopes he has hit the lucky formula, makes a wall machine ball game with the 5-win 2-lose gallery, giving prizes of chocolate, fruit, gum and candy for a win, together with a free ball. He markets the machines for \$60. Where the units have been tried out, encouraging results indicate they may prove a success.

Jet-Age Trend

New machines now being manufactured are designed to fit in with the modern jet-age and catch the eye of scientific-minded teenagers. Names like "Strato-Play" and "Inter-Space" are common among the wall machines and table games. Even the veteran "What-the-Butler-Saw" machines have been given a new look—with their lusty, busty blondes and brunettes further inflated thru 3-D.

In general, sites have not changed much here over the years. There is a higher proportion of casualties in the cities, where offices and stores tend to take over immediately a site begins to flag.

One of the new markets being explored here is the department stores, which have been trying out kiddie rides with astonishing success. Executives of one main chain reports that once junior has had one ride on a horse or rocket-ship he manages to get his parents back into the store. The rides these stores are using cost \$600. Ride time lasts 75 seconds and costs the kids a nickel.

Cordial Relations

Continued from page 91

and prizes were able to give collections a shot in the arm.

Blatt also discussed, at the general business meeting, the problems of loans to locations. He suggested an arrangement with the Food Dealers' Industrial Bank of Brooklyn whereby the operators could deposit \$33,000 at 2 per cent, and the bank would put up a credit of \$100,000.

6% Interest

When a location asked for a loan, it could get it from the bank at 6 per cent, the limit of all loans to be a figure three times the sum the operator has on deposit.

Blatt merely offered this as a possible program, suggesting that variations of this plan could probably be worked with other banks as well.

He emphasized that the agreement would be chattel mortgages, so the loan would be secured in the event the location was sold.

Also discussed was a model location contract which provided, among other things, that the commission split shall take place after deduction of all license fees, taxes and cost of prizes, and that a sum be determined for liquidated damages, based on so many dollars a week remaining of the unexpired term of the agreement, in the event of a contract breach.

Canteen Gross

Continued from page 87

share of common stock based on 584,886 shares outstanding.

Earnings before income taxes for the corresponding quarter a year earlier were \$603,460, and net income after taxes was \$281,460, or 59 cents a common share, based on 464,500 shares outstanding.

According to Nathaniel Leverone, chairman of the board, stockholders subscribed for 95,316 shares of the 97,481 shares offered under the company's subscription offer which expired February 14. The underwriters will take down the 2,165 unsubscribed shares.

SHUFFLE GAMES

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Chicago Coin TRIPLE STRIKE THUNDERBOLT CRISS CROSS TARGET

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BIG LEAGUE BOWLER 55

GENCO

SHUFFLE MATCH POOL \$265 SHUFFLE POOL 175

BALLY

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BINGO 5 BALLS

BALLY

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HAYBURNER	75.00	CONEY ISLAND	75.00
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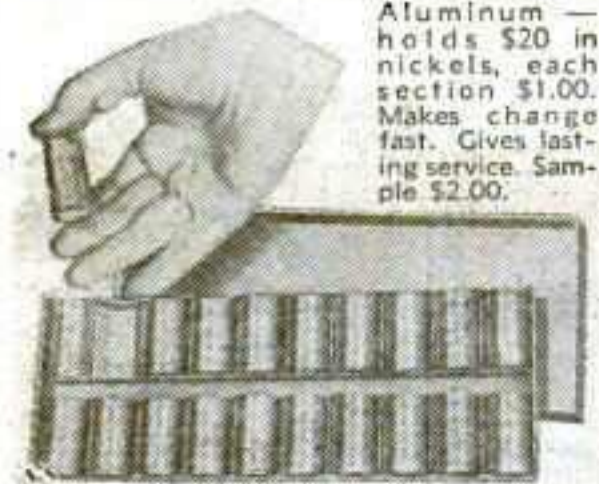
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Ham Bowler (United)	275.00	295.00(3)	295.00(3)	295.00 325.00
	295.00(2)	315.00 325.00	315.00 325.00	335.00
	305.00			
10th Frame Bowler (Chi. Coin)	75.00	75.00(2)	75.00	75.00
Triple Score Bowler, 10th Frame (Chi. Coin)	150.00	150.00	195.00	
10th Frame Super Shuffle Alley (United)	125.00	125.00	115.00 125.00	115.00
Triple Score Bowler (Chicago Coin)	150.00(2)	150.00	150.00(2)	150.00
	175.00 195.00	175.00(2)	175.00(2)	175.00(2)
		195.00		
10th Frame Bowler (Bally)	345.00	315.00 345.00	345.00	315.00 400.00

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NAMA Launches Financing

Continued from page 87

Jam Handy were Bernard J. Kiley, Airport Vending Service, Inc., Cicero, Ill., 1955 convention chairman; Meyer Gelfand, convention program chairman; William C. McConnell Jr., Automatic Merchandising Corporation, Medford, Mass., vice-chairman, program committee; I. H. Hourton, NAMA president; Mason Dunn, Vendway, Inc., Manville, R. I., and Glenn Leach, convention manager.

Clinton S. Darling, NAMA executive director, attended both the Operator Financing and the Operator Efficiency committee meetings;

E. G. Moller, NAMA secretary of the efficiency committee and Leach, secretary of the financing committee, were on hand for all meetings.

Members of the efficiency committee attending, besides McClosky, were Wallace T. Collett, W. W. Tibbals Company, Cincinnati; William Courtney, Automatic Refreshment Service, Youngstown, O.; John Hobson, Rowe Manufacturing Company, New York; Bernard J. Kiley, and Berton Steir, Automatic Merchandising Corporation, Medford, Mass.

Besides Kaplan, the following attended the financing committee: Collett; Thomas A. Buckley, the Vendo Company, Kansas City; Paul Little, Pepsi-Cola Company, New York; J. Richard Howard, Howard Vending Service, Inc., Indianapolis; Kiley; Ray Leonard, Rowe; William McConnell, and James W. Vipond, D & B Distributors, Inc., Scranton, Pa.

On hand for the convention program committee, besides Gelfand, were McConnell, Kiley, Dunn; M. J. Estrem, Vendomatic, Inc., Minneapolis; Vernon Fox, Vernon Fox Company, Chicago; Frank Ghinelli, Capital Vending, Inc., Lansing, Mich.; Victor B. Neiswanger, Elgin, Ill.; George A. Schroeder, Schroeder Products Company, Inc., Woburn, Mass., and Harry Schwartz, Kwik-Kafe, of South Jersey, Camden, N. J.

R-M Announces

Continued from page 87

Success in Selling," will speak at the meet.

Bettger, who spoke at last year's R-M convention, will speak on how to increase the production of individual salesmen by proper planning of sales time and how to find more and better locations for Kwik-Kafe machines.

Keynote Address

The three-day meeting will open with a keynote address by Melikian. Lloyd K. Rudd, president, will talk on coffee. W. J. Manning, general sales manager, and James C. Wickersham, advertising manager, will talk about advertising and sales promotion. Plans for the coming year, said Melikian, call for aggressive selling in the "controlled coffee break" territories and expansion into more markets. Expansion is high on the list of topics to be discussed.

Panel discussions and open forums will be devoted to selling in general and in automatic merchandising in particular. Melikian said that plans are now being made to have other sales consultants attend the meeting to talk to R-M distributors.

Sixteen awards to R-M dealers will be presented at a dinner Friday night for outstanding performance during 1954.

Melikian said that a number of paper cup manufacturers were planning to hold open houses and sponsor entertainment in conjunction with the R-M meet. It was announced that some firms would display some new products.

The seventh annual convention and R-M's eighth anniversary fall close together this year, Melikian said.

Plans call for a tour of the new R-M plant at Hatboro, Pa., on April 23-24 if it's completed by that time. The new Hatboro plant will house all the manufacturing and processing departments of the company as well as the general offices. At the present, R-M occupies three buildings in various parts of Philadelphia.

Supplies of oranges and tangerines for the first half of 1955 are considerably larger than a year ago while supplies of grapefruit and lemons are slightly smaller, according to the Agriculture Department. Stocks of canned juices at the beginning of the year were about the same as a year ago, while supplies of frozen juices were larger than a year before.

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Chicago Coin Criss Cross... 300.00	Ice Frolic... 300.00	Seeburg M-100-C... 450.00
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Keeneey Bonus Bowler... 250.00	Palm Beach... 125.00	1100 Wurlitzer... 185.00
ARCADE	Saddle & Turf Club Model... 250.00	BALLY KIDDY RIDES—WRITE
Exhibit Shooting Gallery... \$265.00	Hi-Fi Yacht Club... 175.00	
Exhibit Star Shooting Gallery... 325.00	Beach Club... 275.00	
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Write or wire for prices
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Promote Cookie

Continued from page 89

number of cookie columns in its machines. William S. Fishman, vice-president, said this week that candy units will carry at least one, and up to four, more columns of cookies than at other times of the year.

Promotion Sidenote

(An interesting sidenote on the promotion: At the end of Lent, similar stick-on signs promoting a fresh assortment of candy will replace the cookie banners. Fishman contends this will renew interest in candy products, encourage Lenten cookie customers to again get in the habit of buying candy and generally step up candy promotion for better volume.)

Vendall Service Corporation Chicago, is another operation to take advantage of higher cookie demand during the next six weeks. A. Garrick Alex, Vendall president said that while at least one column of cookies is carried in all his candy units, some will be converted to 100 per cent cookie units during this period.

"Cookies," said Alex, "account for 20 per cent of my candy machine volume now, compared with only 5 per cent three years ago." He added: "And this 20 per cent will be increased during Lent if the products are made available to customers."

While Vendall's cookie volume has risen 15 per cent to take 20 per cent of its candy machine volume, Alex noted that actual candy bar volume alone had only dropped 10 per cent.

There is actually no drop in variety of candy being vended, he pointed out. Greater use of cookies and the greater number of columns their use requires only meant that candy bars (still vended in the same wide variety) are rotated brand and type-wise at a faster rate.

Duty on Units

Continued from page 90
year since 1951 (American venders were banned in Canada until January, 1951, because of Canada's shortage of U. S. dollars). A \$100 U. S. machine for example, entering Quebec province, faces costs totaling \$38, including 22 1/2 per cent import duty, 10 per cent sales tax, the special 5 per cent provincial sales tax, as well as local vending license plus shipping and handling expenses. A 15 per cent excise tax was lifted by the government last April.
The new tariff became effective January 27.

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Coin-Operated Circulation

Continued from page 87

revenue is not an end—it is a means to an end.

Ad Revenues

Life and The New York Times depend on advertising revenues for the bulk of their income. These revenues are determined largely by the number of sales of their publications to readers. The greater the number of reader sales, the greater the amount of advertising revenue—and the higher the rate—these periodicals may expect.

Hence, if vending will boost circulation, publications are interested in vending, even tho the operational cost may exceed the revenues from automatic merchandising.

The operator, tho, can see no direct profit from a magazine or newspaper—if it's not in the coin box, it just isn't there.

Life Tests

Stuart Powers, merchandise manager for Life magazine, has been fiddling around with venders for a year and has acquired a slightly jaundiced viewpoint.

Life bought 10 pilot models of an electric vender made by C. W. Hatcher, Valley Forge, Pa., an instructor at Girard College. Three of them are currently on location, one at LaGuardia Field, another at

Travers Air Force Base, in California, and a third in an Atlanta parking lot. The LaGuardia unit has been in operation a year; the other installations are fairly recent.

According to Powers, the LaGuardia unit has been plagued with micro-switch failures and the vender has been out of operation a good portion of the time.

100 Capacity

Capacity for a normal issue of Life is about 100. The Hatcher unit runs on a 2.5 horsepower motor and feeds from the top.

Powers disclosed that Life has also bought some mechanically operated magazine venders from the U. S. Sound and Signal Corporation, Columbia, Pa. This unit is gravity fed and holds about 50 copies of the average Life issue. So far no mechanical difficulties have been reported.

Powers feels that volume will be extremely difficult to achieve in a weekly magazine vender. About 82 per cent of Life's circulation is mail subscription, with the balance of purchasers buying the magazine an average of once a week.

Limit on Sales

In other words, the maximum number of sales a Life vender could sell to any one individual in the course of a week is one. In transportation terminals and other heavily-trafficked public locations, newsstands are usually available to handle these sales. In not-so-heavily-trafficked locations, it hardly seems worth the trouble.

Powers contends that most products which can be vended at a profit—like cigarettes, candy and soft drinks—run in the black primarily because they can and do rack up several sales a day to the same individuals—that when an individual makes a purchase, he doesn't cease to be a prospect for the next seven days.

To add to the woes, the newspaper drivers' union is asking questions about the news vender. The teamsters want to deliver magazines and newspapers to the venders, but servicing them is not their cup of tea. Automatic Canteen is currently helping Life out with its mechanical problems.

Daily Publication

According to Pat Reynolds, in charge of vending sales for The New York Times, the daily publication of newspapers is an asset as well as a handicap.

The asset, of course, is that the same customer can pick up his morning Times from a vender six times a week. The handicap is that nothing depreciates like a newspaper—whatever the vender hasn't sold within the space of a few hours is a dead loss.

The Times currently has a dozen U. S. Sound & Signal units on location in subway stops in Manhattan. They hold about 40 average-size papers each, with daily sales running about 25 to a vender. The USS&S units used by the Times come without changemakers, but Reynolds said they could be installed as optional equipment.

Arrest Blue Sky Promoter in Phila.

PHILADELPHIA, Feb. 19.—A blue sky vending salesman was arrested here on charges that he obtained money under false pretenses. Jack Kootcheck was arrested on a complaint of Mrs. Margaret Heiss who told investigators that she and her husband had purchased eight nut venders from Kootcheck for \$325. He was supposed to place the machines on location but failed to do so.

Kootcheck is held on bond for a hearing. Detectives are trying to locate more people who may have been bilked by Kootcheck, who advertised in neighborhood weekly newspapers that a person "could make \$400 a month on a part-time basis." The venture would take an initial investment of \$600, the ad read.

All-Charms

Continued from page 87

cision for acquittal on the premise that the element of chance does not dominate, and that the buyer gets value for his money.

Intent of Law

In a deposition to the court earlier this month, Kreutzer maintained that the intent of Section 982 is to prevent organized gambling and that its application to the all-charm vender was an unreasonable interpretation, at odds with what the framers of the law had intended it to be.

The ruling by Judge Thompson was in direct contradiction to a prior ruling handed down early last year by Judge S. J. Ohringer in Bronx Magistrate Court—and Judge Thompson said so.

The Bronx decision held that the element of chance was paramount in the all-charm vender. This ruling was appealed, but the appeal was later dropped. The Superior Sessions Court is a higher tribunal than the Magistrates Court.

Hard Work

Kreutzer's deposition emphasized that charm machine operators are neither gangsters nor racketeers, but businessmen who invest capital in equipment and supplies, work hard and long hours to get locations and service their machines, and earn their livelihood by selling merchandise to the public.

The latest ruling is in line with a 1950 decision handed down by Judge Morris Proskauer; the cases were similar and the outcome the same. However, the Thompson ruling is not expected to involve the legality of the mixed ball gum-charm vender which has previously been banned here.

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WITH TRIPLE MATCH and REPLAY feature

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2 BONUS POINTS added to Score for each Unit of Time under 70!

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5 LIONS good for TEN POINTS each!

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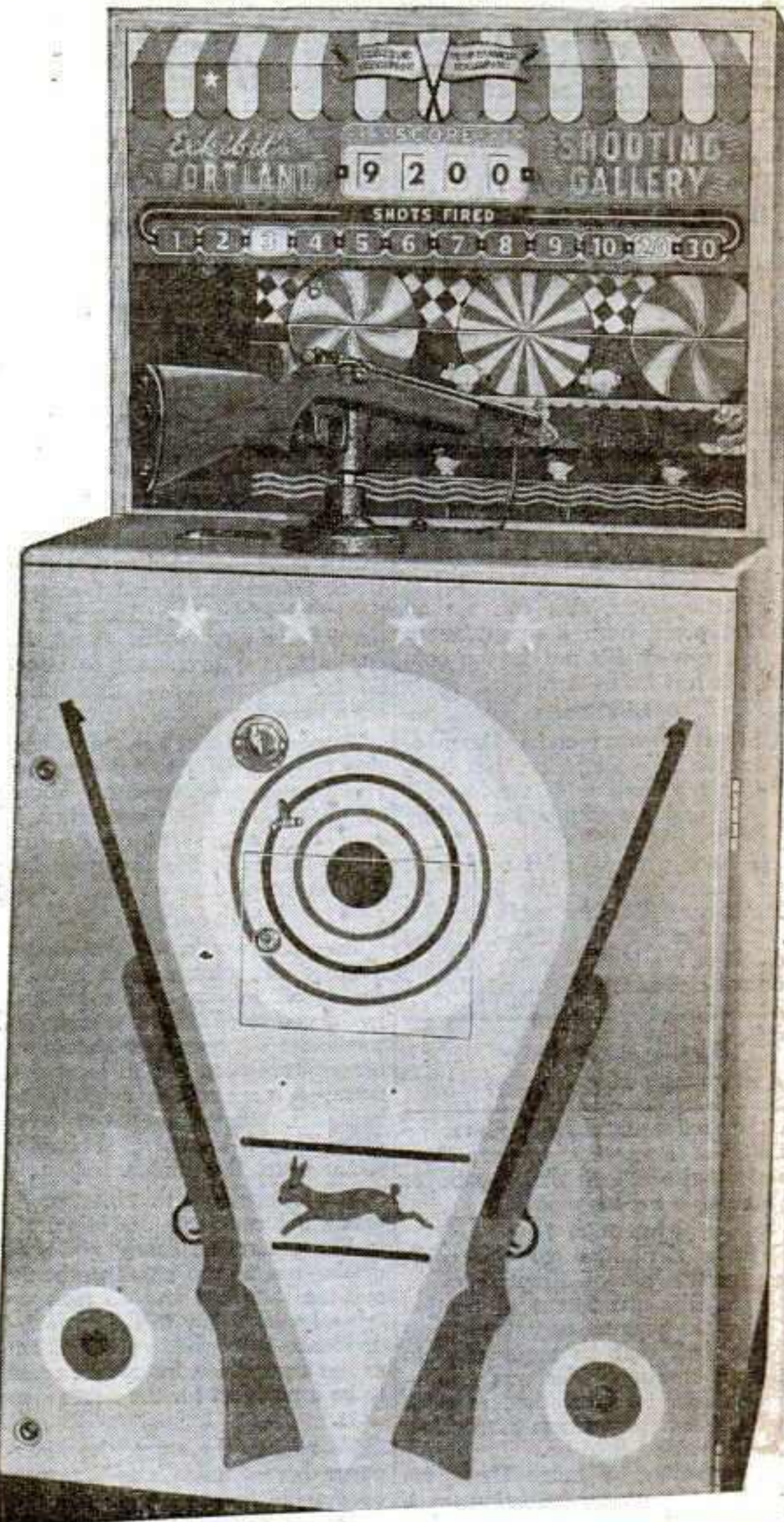
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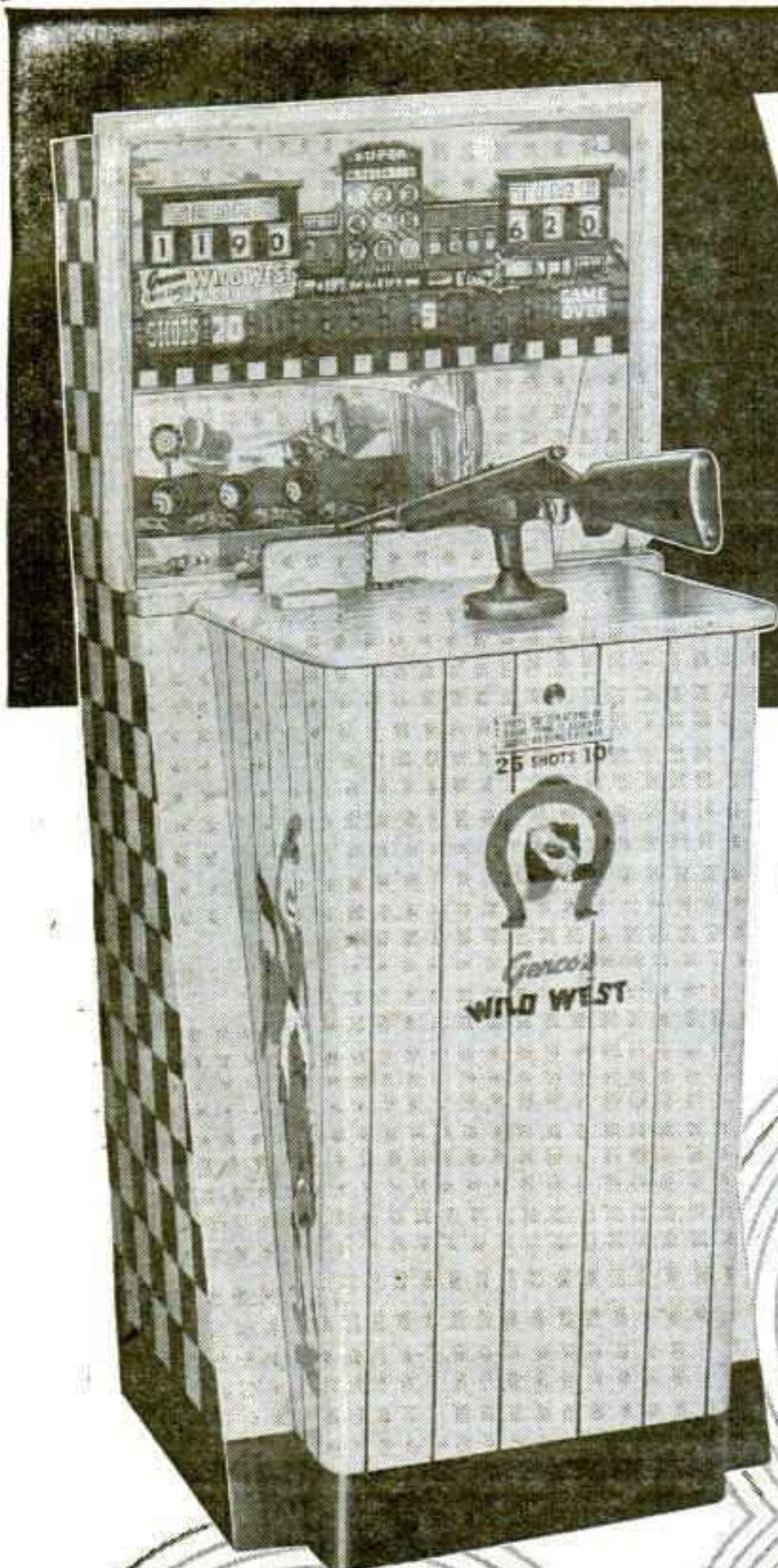
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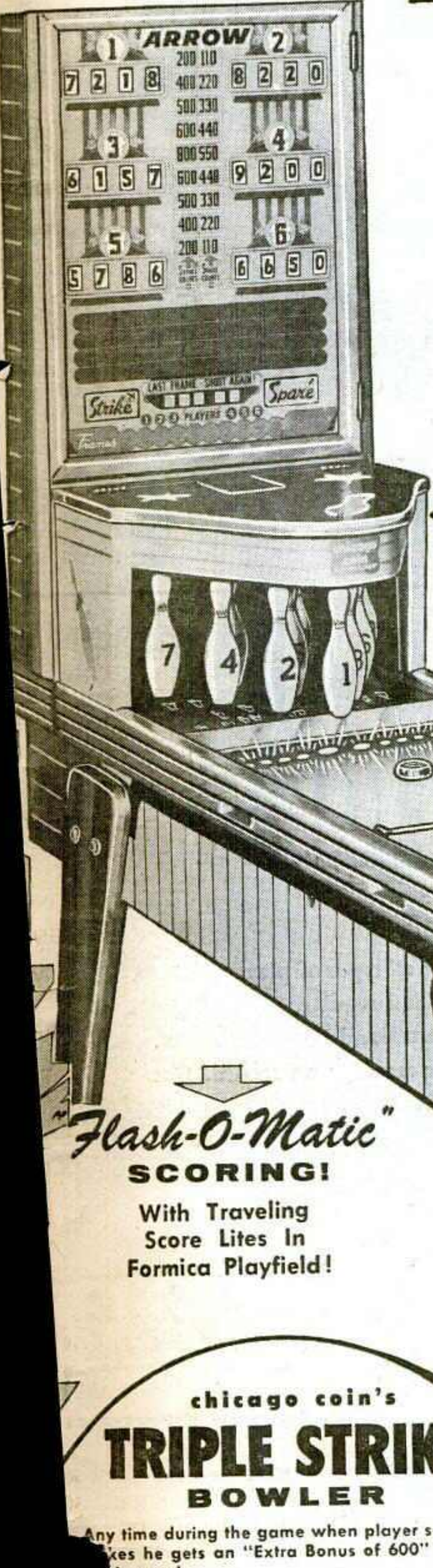
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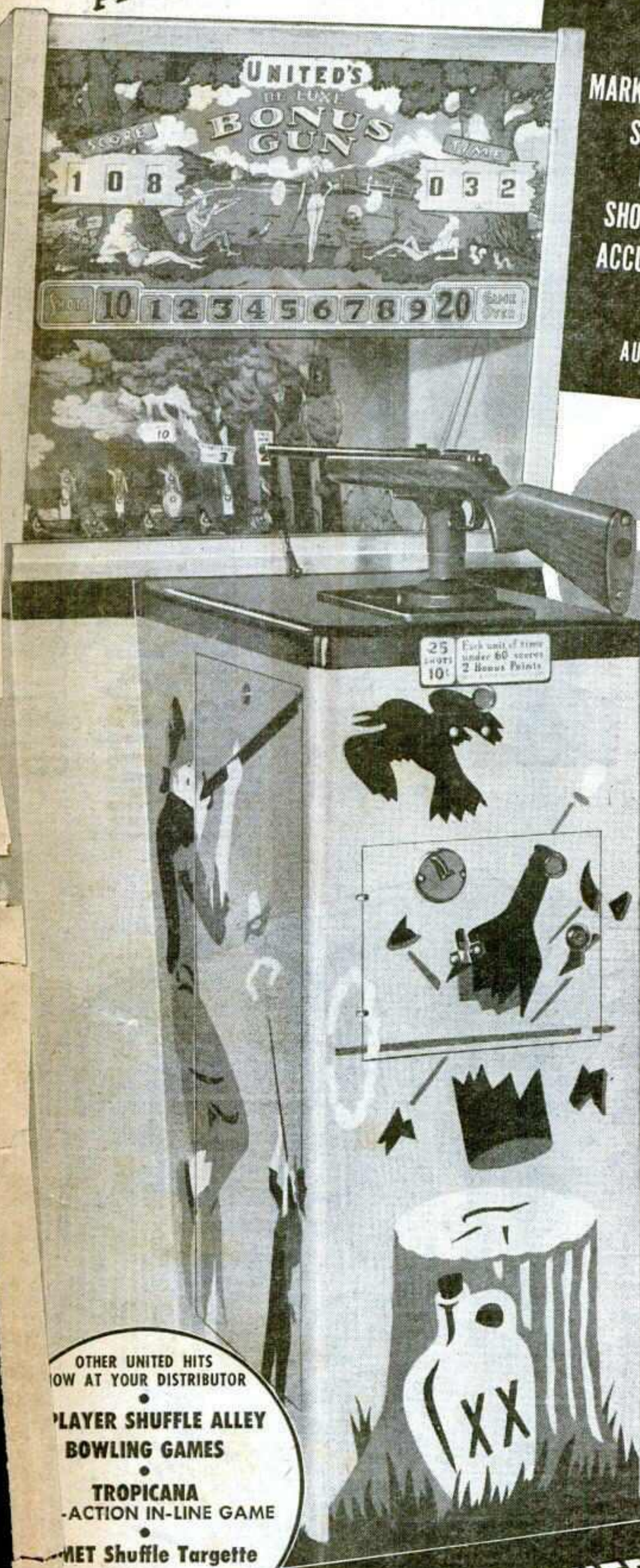


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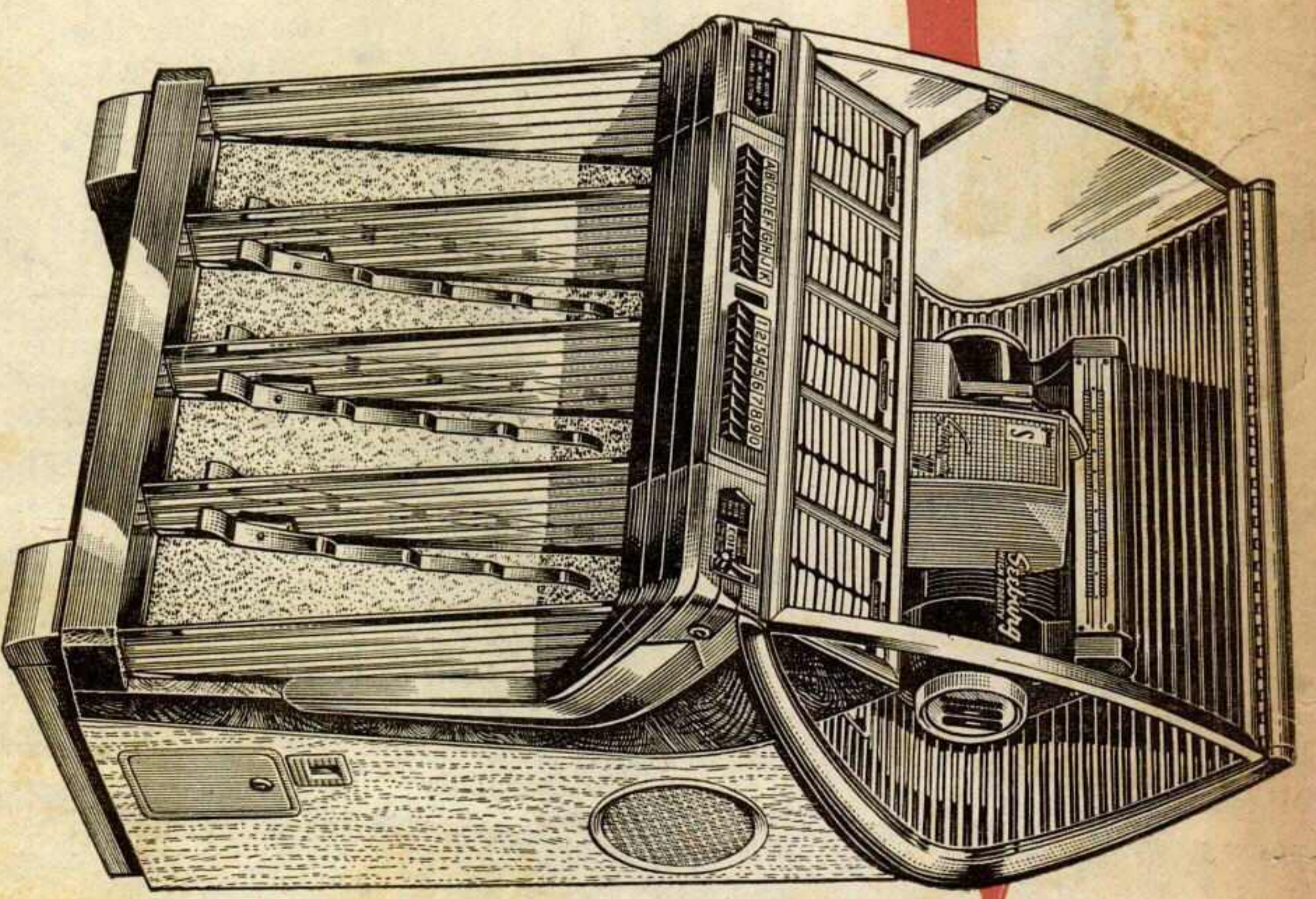
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