

2d Major TV-Movie Deal Links GE and 20th-Fox

NEW YORK, March 26.—The marriage between the motion picture industry and TV moved nearer this week when the General Electric Company apparently agreed to purchase 26 hours of programming from 20th Century-Fox. The shows are slated to go on next fall in the alternate Wednesday 10-11 p.m. time period on CBS-TV.

This marks the second motion picture company within the space of several weeks to move into TV in a big way. The ABC-TV network recently concluded a deal with Warner Brothers for an hour film series to be programmed on Tuesday nights. It may be expected that other movie companies such as Paramount will also step up their efforts considerably to be represented on TV next fall, if they are not to be indvidiously compared to their competitors. And there is no question but that there is still substantial coin available for such deals.

There seems to have been no decision made as to what kind of show 20th Century-Fox will program for GE. Opinion is that it will be an anthology-type series which will rely on new properties now in the movie company's library and remakes of old features owned by the company. In the program, a film clip featuring a scene from an upcoming full-length picture will get a prominent position. Most of the shows will use younger movie talent, but a few may contain names.

The price GE will pay for the show is not known. Reports are that it will cost an average of

\$100,000—not an exceptional price for such a program. GE pays as much as \$70,000 to MCA for some of its top Sunday evening half hour shows. And the summer run that the show will get will bring the cost down considerably. At the same time enough money will be available to spend generously when the property warrants it.

The GE-20th Century-Fox deal may prove the catalyst in the United States Steel situation. That sponsor has been offered alternate Wednesdays 10-11 at the web. According to the trade, it will be able to count on a strong top-rated show for backing, and the tremendous publicity generated by the movie company's debut into

TV. All this, it is felt, may pay off in ratings. Steel this week was on the verge of saying yes to the CBS bid. It would move out of Tuesday 9:30-10:30 p.m. on ABC-TV.

GE offered its 20th Century-Fox program to NBC-TV in the Tuesday 8-9 p.m. time period. The network turned down the bid because it would not have control of the programming.

Engineer in this newest tie-up between TV and the motion picture industry is Peter Leviathes, Young & Rubicam executive. Y.&R., of course, represents the client, Leviathes, furthermore, was a top executive at 20th Century-Fox before he moved over to the agency.

ACORN TO MIGHTY OAK

Desilu Puts Others in Shade With \$15 Mil, 4-Year Growth

• Continued from page 1

the lot, valued at about \$2.5 million.

Altho there are participation deals involved, Desilu, in addition to "I Love Lucy," owns outright two shows which went on the air this season, "December Bride" and "Willy." The value of film already in the can on these three programs is approximately \$6 million. Hypothesizing that controlling interest in the studio is worth \$1.5 million with equipment adding \$350,000 to \$400,000, the real assets of the corporation, excluding intangibles, are around \$8 million.

Actually, however, this does not measure the true worth of the properties. The 127 "Lucies" filmed by the end of this season, will net an almost clear profit of between \$3.5 and \$4 million on their second run in the United States during the next few years. First runs in Canada, figuring on a price of \$5,000 per episode, should bring in \$600,000 plus. It is impossible to estimate what the potential gross of the show is in foreign markets, especially Great Britain and other English-speaking ones.

With production of the program scheduled for at least two more years, the eventual gross is bound to top \$12 million and could easily reach \$15 million or more. This would place "Lucy" third among

the top motion picture grosses of all times, exceeded only by "Gone With the Wind" and "The Robe." "Bride" Clicks

Judging from its first season success, "December Bride" has a future almost as bright as "Lucy's," and "Willy's" residual value can't be exactly brushed off.

The successful operation is a prime example of what can be done by plowing money back into a company. Profits from "Lucy," for instance, have always been nominal, and this year production has been carried on at a loss (which, however, will be wiped out thru the use of reruns), but the quality of the program has shown continuous improvement, with the company not hesitating to increase production costs from the original \$20,000 to \$40,000 at present.

Further, Amaz has what is probably the most important quality of an administrator, the ability to surround himself with top-notch executives, such as Executive Vice-President Martin Leeds (who, while at CBS, gave Amaz so much trouble that the latter decided he'd better hire him, or so the story goes), production chief Argyle Nelson, art director Ralph Berger, editorial chief Danny Cahn, producer Oppenheimer and writers Robert Carroll and Madelyn Pugh, most of whom receive participation deals. The company has also instituted a policy of bonuses for all personnel, of which there are presently some 450. Four years ago there were 20.

More Expansion

Additional expansion is planned for the future, according to Leeds. During the past year Desilu has invested some \$150,000 in four

DENVER WAGS PICK TV FAVES

DENVER, March 26.—The Denver Post radio and TV editor, Thompson Watt, recently conducted his own poll of favorite TV shows. Denver's likes and dislikes stacked up pretty much the same as national tastes, but a few replies put some of the shows in different categories. "Ringside With Rasslers" was nominated as one of the Best Drama shows, while the "Weather Reports" carried off top honors as the Best Situation Comedy.

"Maiden Form" copped first place as the best "supporting" actress, and the laxity of Denver's water board won top honors under the Mystery and Intrigue series by irate local residents who are perturbed over Denver's water shortage.

Berle-Raye TV Show Collects Three Orders

NEW YORK, March 26.—NBC TV this week already had three orders for participations in the Milton Berle-Raye rotation Tuesday, 8-9 p.m., three weeks out of four. The orders from Sunbeam thru Perrin-Paus and Whirlpool thru Kenyon & Eckhardt have been confirmed. The third order, which will sell it out, is from American Chicle.

The fourth week in this slot is expected to be Bob Hope's for General Foods.

Sunbeam will plug its shave-masters on the Berle-Raye stanza. It also bought for next season participations in three spectaculars under NBC-TV's new "look spread" plan, where it will run its "parade of products." And it recently made a big reorder for the "Home" show. It is understood to be looking for still another regular show.

'Cavalcade' to Stay With ABC

NEW YORK, March 26.—ABC-TV this week won its battle to keep du Pont from pulling its "Cavalcade of America" stakes out of the web. The bankroller renewed on ABC-TV, tho a switch to a new time slot is in store for the show.

"Cavalcade's" move leaves the Tuesday 7:30-8 p.m. open for ABC-TV to place its "Warner Bros. Presents" show into the 7:30-8:30 Tuesday night period. "Cavalcade" reportedly will switch over to Monday night in an undisclosed time.

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CBS-TV Snares 'Willis Wayde'

HOLLYWOOD, March 26.—CBS-TV this week scored a minor coup d'etat by beating the theatrical motion picture companies to the rights for James P. Marquand's best seller, "Sincerely, Willis Wayde." Net plans to screen the show over "Climax" May 5, and already has William Kozlenko developing the TV script.

Net agreement does not affect theatrical film rights, but CBS reports itself besieged with agents trying to get parts for their clients in the show, figuring that actors who appear in the TV version will have a better chance for parts in the feature.

CBS Talks 450G Noel Coward Deal

NEW YORK, March 26.—CBS-TV was this week working out the details of a deal with Noel Coward by which the English playwright-actor-songwriter-producer will produce and star in three 90-minute shows next season. The three-shot package was said to be costing the network \$450,000.

One of the three stanzas will probably be a song recital such as Coward did with Mary Martin in a London benefit not too long ago. The other two will be Coward plays, "Present Laughter" and "Blithe Spirit" are understood to be under consideration, tho Charles Russell, Coward's agent, has recommended that they try one or two Coward scripts that have never yet been showcased this side of the Atlantic.

It is rumored around the trade that Miss Martin would be more than happy to do the song recital with Coward. In fact, her husband-manager, Richard Halliday, was trying to talk the network into such a show even before the deal was made with Coward. As of this

week, however, nothing definite was set with Miss Martin.

Still Unsettled

It is also undecided whether or not the three shows will be in color, where they will be slotted and how sold.

The fact that these three will be an hour and a half long is no indication that CBS-TV is planning to program this length format on a regular schedule, along the lines of NBC-TV's spectaculars. As of this moment, CBS-TV does not plan any other 90-minute shows, according to Hubbell Robinson Jr., the network's program vice-president.

When Russell was in town last week, while being ushered around Madison Avenue by producer Martin Jones, he broached the subject of a Coward package with a couple of top advertisers, including General Foods and General Motors. A call was also put in to a top official at NBC-TV. But before any of these talks got beyond the introductory stage, CBS Board Chairman Bill Paley moved in.

NBC Readies SRO for Sun. Afternoon Specs

NEW YORK, March 26.—NBC-TV has scored again with its spectaculars. The network has virtually sold out its Sunday afternoon spectaculars for next season to Hallmark which has bought six of the eight hour-and-a-half shows and taken an option on the last two. The deal represents \$2,000,000 in program and time billings.

The show which will go into the Sunday afternoon 4-5:30 time period, one week each month, will be produced by Maurice Evans. It will feature the best of the dramatic classics with a heavy emphasis on Shakespeare and George Bernard Shaw. The scripts have not been selected, but Shaw's "Man and Superman" and "The

Devil's Disciple" will be carefully considered.

Evans will act in most of the programs. The ease with which NBC was able to sell these spec-

(Continued on page 42)

Tom Lane to Lennen-Newell

NEW YORK, March 26.—Tom Lane will join Lennen & Newell on April 15 as senior vicepee and management account supervisor. Lane was for six years with M.Cann-Erickson, where he was a vicepee and member of the board of directors.

SPONSOR HUNT

Denove Plans Series About Folks at Work

NEW YORK, March 26. — The working stiff will be glorified, along with other individuals, if a new vidfilm series being planned by Jack Denove Productions finds a sponsor. The half-hour dramatic show is based on the contribution made by people while at work—either to their jobs or to individuals they come in contact with thru their work. The idea is to show how the public has benefited thereby.

Interested sponsors are being shown four pilot films which illustrate the program. They are "Night Call," starring Dean Jagger; "Link in the Chain," with James Cagney; "Smyrna Incident," starring Carl Benton Reid, and the "Marine Was 200 Years Old," with Ward Bond.

The first concerns the contribution of doctors; the second, teachers; the third, naval officers, and the fourth, a Marine sergeant. Because of its collateral goodwill aspects the show is being offered to top corporations first.

Grafman Bows Own TV Film Distrib Firm

CHICAGO, March 26.—Former NBC radio director, Howard Grafman, has opened his own TV film distribution firm here to be known as Howard Grafman & Associates.

Grafman will be Midwest representative for five major production companies, plus the New York Yankees "Game of the Week." The initial clients include Governor Television Attractions, Major Television Productions, National Television Films, Atlantic Television Corporation and Harry S. Goodman Productions.

One of the firm's stronger offerings is "Strange Adventure," a series of 52 quarter-hour strips which originally appeared on "Fire-side Theater." Other attractions in the Grafman portfolio include the "Topper" series, full-length Laurel and Hardy pictures, "Bulldog Drummond" and the MTP roster of "Captain Kid," "The Red House," "Our Town" and "Pygmalion," all features.

Grafman will also represent the "Enchanted Music" series, a 30-minute program of operas, ballets and symphonies. Grafman will be sole distributor in the six-State area of Wisconsin, Indiana, Michigan, Illinois, Minnesota and Missouri.

Gross-Krasne, Roland Reed Set Up Commercial Film Firm

HOLLYWOOD, March 26.—Formation by Gross-Krasne and Roland Reed of a commercial film production company here this week is believed to be only the fore-runner of other production agreements between two of the strongest independent telefilm makers.

Altho Jack Gross, Gross-Krasne chief, said it's too early to talk about such a partnership, other spokesmen for the two companies indicated that it is a definite possibility in the not too distant future.

Guy V. Thayer Jr., Reed executive v-p, becomes general manager of the new combine, Roland Reed-Gross-Krasne TV Commercials, which will headquarter at California Studios, the G-K lot.

Reed, for the time being, will continue to produce "Waterfront" at Hal Roach Studios, and will film "Margie" in partnership with Roach Jr. if the series is renewed (Billboard, March 26), but it appears that as soon as commitments on these two shows have been completed a move of the company to California Studios is indicated.

TV Set Makers Prep for Meet With Magnuson

WASHINGTON, March 26.—A big-scale turnout of TV sets manufacturers is assured for the upcoming April 25 conference called by Sen. Warren G. Magnuson (D., Wash.), chairman of the Senate Interstate and Foreign Commerce Committee, to seek ideas for stepping up production of all-channel tuners in TV sets.

Less than a week after the senator sent invitations to TV set manufacturers to attend the unique conference to be held in the Senate Caucus Room (The Billboard, March 26), the Senate Interstate and Foreign Commerce Committee has received replies from practically every TV set manufacturer in the nation, a committee spokesman said.

There is considerable conjecture as to whether the conference will result in drastic changes in present production plans of sets manufacturers. Senator Magnuson is expected to make an all-out effort to encourage increased output of all-channel receivers as a boon to UHF stations. However, the committee chairman has indicated that he has no intention to dictate what private industry should do, and he will seek instead to suggest a co-operative effort on the part of industry to help UHF.

NEW YORK, March 26.—Herb Sheldon is reportedly negotiating a deal with CBS-TV Film Sales for a quarter-hour film series based on his kiddie puppet stanza now aired live here by WRCA-TV.

GAC to Rep 'Flicka' Films for 20th-Fox

NEW YORK, March 26.—20th Century-Fox has definitely been the hottest name in TV film for the past two weeks. Networks, talent agencies and sponsors have been barraging Fox officials, from Spyros Skouras down, to try to get in on the ground floor of the movie company's new TCF Television Productions.

General Electric this week appeared to have been the first sponsor to connect with Fox (see separate story).

In sales representation, General Artists Corporation scored a triumph by getting "My Friend Flicka," the proposed half-hour

Reed is known to be unhappy with his status of tenant on the Roach lot, especially since its purchase by Roach Jr. With the latter expanding his activities, space has grown increasingly tight, and Roach's own commercial film division has had to rent space at RKO-Pathé Studios.

The only other commercial film producer at Roach, Cascade Productions, pulled up stakes earlier this year and moved to its own studio. Roach yesterday announced that henceforth commercial production at his lot will be limited to that of his own commercial division.

Significantly, Reed and Gross-Krasne both have distribution agreements with MCA, while Roach has ties with ABC-TV.

The partnership further marks the continuing trend of mergers between telepix producers, these being motivated by the improved financial position it results in for companies, the more economical production it makes possible, and the threat posed by the increasing number of theatrical picture production firms entering the TV field.

AVERAGES 26.4 IN 34 MAJOR CITIES

Syndicated 'Waterfront' Proves It Can Match Network Show Ratings

NEW YORK, March 26.—Syndicated shows can more than match the ratings of national shows. This was made abundantly clear in a study of the vidfilm series "Waterfront," made by its distributor, MCA-TV disclosed that the show is averaging a 26.4 in 34 major cities, according to its projected American Research Bureau ratings. The study was made by Pierre Marquis, MCA-TV research director.

It proved that the TV film show reached 5,900,000 projected homes during February, or more homes than were reached by 115 out of 173 rated nighttime network stan-

zas. Among the properties "Waterfront" bested were "Make Room for Daddy," "It's a Great Life," "Public Defender" and "Person to Person."

In its ARB markets the show actually reached 4,156,400 homes. These markets account for 49.2 per cent of the nation's TV sets. Projecting this to a 70 per cent of the nation's viewers to take into consideration markets that ARB does not cover, it was found that the homes reached were 5,900,000. The average rating of network shows, according to Nielsen's figure for January of this year, was 23.6 or some 10 per cent lower than the "Waterfront" rating. ARB does not give any average national

rating, which is the reason Nielsen was relied on.

Other figures revealed that the vidfilm program averaged just under 2.7 viewers per set, giving the show a weekly audience of over 11,000,000 viewers in the 34 market area surveyed. By breaking down the total viewer figure into percentages of men, women and children it was figured that the show was seen by 32 per cent men, 37 per cent women and 31 per cent children.

"Waterfront's" showing is even more remarkable, Marquis points out, when it is realized that these ratings were achieved usually on secondary stations in many markets in many evening fringe time periods, and without the benefit of the strong publicity support received by the usual show programmed on the networks.

For example, in many markets it is viewed 6:30-7 p.m. and 10:30-11. In New York City the vidfilm stanza is seen on WABD, in Los Angeles on KTTV, and in Detroit on WXYZ-TV. Tho these stations all have large audience followings, in no case are they as strong as the major network outlets which have the benefit of stronger publicity and collateral programming.

The "Waterfront" averaged a 26.4, in many cases it has pulled surprising ratings. For example, in Houston it is the top-rated ARB show in the market with a 51.0; in Philadelphia it is the top-rated non-network show with a 32.2; its Spokane rating was 51.3. Reports are also that the program's cost-per-thousand figure is unusually low when compared to the average expensive network stanza.

CELEBRATES 4TH BIRTHDAY

'Early Show' Grossing 40G Weekly for WCBS

NEW YORK, March 26.—One of the most successful feature film programs in the country will quietly celebrate its fourth anniversary next Friday while grossing around \$40,000 a week and running an average Telepulse rating of 10.1.

WCBS-TV's "Early Show" put in its first appearance on April 2, 1951, when its picture was "Repeat Performance" with Louis Hayward and Joan Leslie. This was a month after the debut of the station's "Late Show," which doesn't quite match its younger sister in ratings.

"Repeat Performance" was part of a package of 51 Eagle-Lion releases that the station bought

from Flamingo Films, its first major feature buy. In the four years WCBS-TV has acquired over 850 first-run features, around 25 per cent of which their first play here on the "Early Show."

The station's researchers estimate that in the four years the show has had an estimated total of 614,568,000 viewers. There have been approximately 152 different participating sponsors selling their wares via 7,350 spot announcements.

Price Doubled

The spots originally sold at \$450 each and there were nine sponsors placing 15 spots a week. By December, 1951, the rate was up to \$650, and there were 19 sponsors with 36 spots. Today the rate is \$900, and there is place for 10 participations a day. This year it has usually been sold out, tho there are six availabilities at the moment.

"Early Show" got its highest individual ratings in February, 1954. On February 1 that year "Lost Continent" with Cesar Romero drew a 20.9 ARB.

On April 1, when it celebrates, "Early Show" will play "The Tall Texan" with Lloyd Bridges, which is out of the Lippert package.

Nassours Set Navarro Pix

HOLLYWOOD, March 26.—Telefilm series starring Mario Navarro, eight-year-old Mexican boy, and utilizing an animation-in-depth process called Regiscope, developed by Edward Nassour, was announced by William and Edward Nassour this week.

Series, intended for a kid audience, has been tentatively titled "Mario in Wonderland." The Nassours have already used both Navarro and the Regiscope in a theatrical feature, "The Beast of Hollow Mountain," which they produced for United Artists in Mexico.

Film Replaces 2 Live Shows On KDKA-TV

PITTSBURGH, March 26.—The demise of Du Mont's "Captain Video" and the Morgan Beatty show, two quarter-hour strip shows on KDKA-TV here, has proved a golden opportunity for TV film. The station will program the 7-7:30 p.m. strip with five half hour vidfilm shows, aimed at attracting the kid audiences.

The fortunate film series are "Soldiers of Fortune," "Superman," "Cowboy G-Men," "Lassie" and "Rin Tin Tin." It is not known on what days they will be programmed, but they seem set for a good long run.

TV MELON

To Get 300G From Army Recruit Adv.

WASHINGTON, March 26.—TV will cash in to the tune of roughly \$300,000 on the Army Recruiting Service's national advertising program in the coming fiscal year which starts July 1, it was learned.

This amounts to a third of the million dollar national advertising contract which the Army Recruiting Service is about to issue for next fiscal year. The new contract is \$250,000 higher than the current year's.

The Defense Department is in the throes of making a selection of a national advertising agency to handle the recruiting campaign which will focus on teen-agers and parents.

The contract for the current year is held by the firm of Dancer-Fitzgerald-Sample, Inc., which is among five agencies still in competition for the next fiscal year's contract. Others still in the running are: Buchanan & Company, Inc.; Doherty, Clifford, Steers & Sheffield, Inc.; Grant Advertising, Inc.; and Marschalk and Pratt, a division of McCann-Erickson, Inc.

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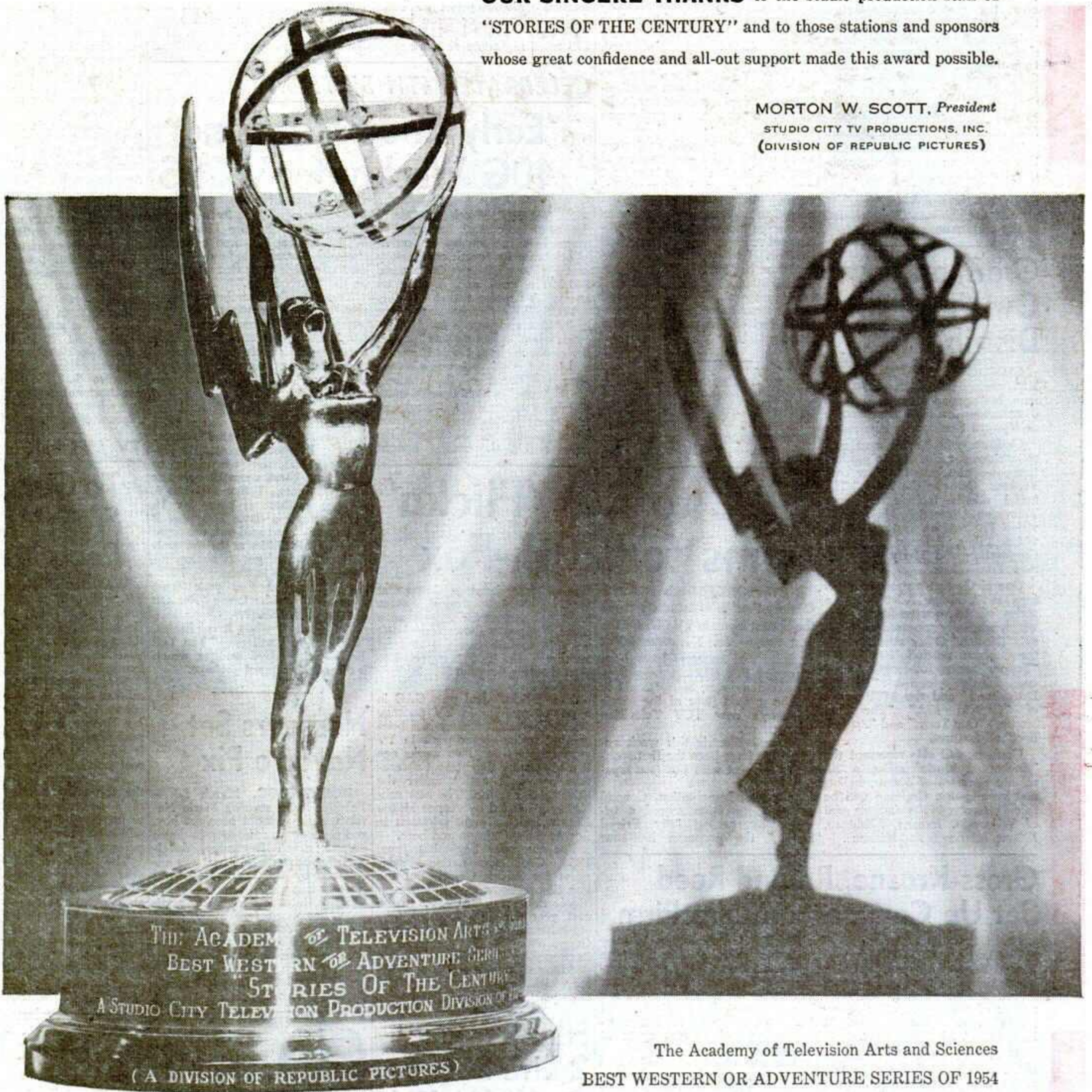
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This One



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The Billboard's Non-Network ARB Film Ratings

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

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

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

All films shown are sold on a syndicated basis unless they are designated by a dagger (†), in which case they are nationally spot booked. Stations are VHF unless the call letters are preceded by the letter "u" in which case they are UHF.

The highest rated opposition program is shown along with each film series listed, and ARB ratings are given for programs competing with the top 10 film series in each market.

For further information on audience size and breakdown, please consult American Research Bureau, National Press Building, Washington 4; 551 Fifth Avenue, New York, or P. O. Box 6934, Los Angeles 22.

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The highest rated opposition program is shown along with each film series listed, and ARB ratings are given for programs competing with the top 10 film series in each market.

For further information on audience size and breakdown, please consult American Research Bureau, National Press Building, Washington 4; 551 Fifth Avenue, New York, or P. O. Box 6934, Los Angeles 22.

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
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HARRISBURG, PA. 4 STATIONS

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

1. Love Lucy, WGAL.....58.9	6. Godfrey's Talent Scouts, WGAL.....44.0
2. Jackie Gleason, WHP.....57.8	7. Lone Ranger, WGAL.....42.9
3. Comedy Hour, WGAL.....51.9	8. Fireside Theater, WGAL.....42.2
4. You Bet Your Life, WGAL.....49.5	9. Big Story, WGAL.....41.1
5. Your Hit Parade, WGAL.....45.7	10. Godfrey and His Friends, WGAL.....40.4

1. Liberate (Music), Guild Films.....WGAL-W, 7:00-7:30.....28.4.....Various, 8.2
2. Eddie Cantor (Music), Ziv-TV.....WGAL-Th, 8:30-9:00.....22.9.....Climax, 26.7
3. Janet Dean, R.N. (Drama), U M & M.....WHP-M, 8:30-9:00.....22.7.....Godfrey's Talent Scouts, 44.0
4. I Led Three Lives (Adv.), Ziv-TV.....WGAL-S, 7:00-7:30.....20.8.....Saturday Review, 11.1
5. Death Valley Days (West.), Pacific Borax.....WHP-S, 7:30-8:00.....19.3.....Show Wagon, 26.2
6. Annie Oakley (West.), CBS Film.....WGAL-Th, 6:00-6:30.....18.9.....Hopalong Cassidy, 15.1
7. Hopalong Cassidy (West.), NBC Film.....WTPA-M, 6:00-6:30.....18.3.....Six Gun Playhouse, 17.5
8. Waterfront (Adv.), MCA-TV.....WHP-S, 9:30-10:00.....18.0.....Academy Award Nominations, 32.0
9. Wild Bill Hickok (West.), Flamingo Films.....WGAL-W, 6:00-6:30.....17.1.....Hopalong Cassidy, 18.0
10. Hollywood Half Hour (Drama), Consolidated TV.....WHP-W, 9:30-10:00.....16.4.....Kraft TV Theater, 22.7
11. Mr. District Attorney (Mys.), Ziv-TV.....WTPA-W, 8:30-9:00.....15.6.....Godfrey and Friends, ---
12. Eddie Cantor (Music), Ziv-TV.....WHP-T, 9:00-9:30.....15.1.....Fireside Theater, ---
13. Stories of the Century (West.), Hollywood TV.....WHP-M, 9:00-9:30.....14.9.....I Love Lucy, ---
14. Superman (Adv.), Flamingo Films.....WGAL-M to F, 6:00-6:30.....13.8.....Six Gun Playhouse, ---
15. Racket Squad (Mys.), ABC Film.....WHP-F, 11:15-11:45.....12.4.....Friday Playhouse, ---
16. Amos 'n' Andy (Comedy), CBS Film.....WHP-Su, 8:00-8:30.....12.0.....Comedy Hour, ---
17. Boston Blackie (Mys.), Ziv-TV.....WTPA-W, 10:30-11:00.....10.9.....Slants on Sports; Snaders, ---
18. Files of Jeffery Jones (Mys.), CBS Film.....WHP-T, 10:00-10:30.....10.2.....Truth or Consequences, ---
19. Craig Kennedy, Criminologist (Mys.), Louis Weiss.....WCMB-F, 8:00-8:30.....9.8.....Jack Carson, ---
20. Life of Riley (Comedy), NBC Film.....WGAL-F, 8:30-9:00.....9.5.....Topper, ---
21. Art Linkletter (Comedy), CBS Film.....WGAL-M, W, F, 5:15-5:30.....8.7.....Late Matinee, ---
22. Star and the Story (Drama), Official Films.....WGAL-S, 5:30-6:00.....8.6.....Two in the Balcony, ---
23. Crown Theater (Drama), CBS Film.....WHP-Su, 8:30-9:00.....8.4.....Comedy Hour, ---
24. Meet Corliss Archer (Comedy), Ziv-TV.....WTPA-T, 9:00-9:30.....6.2.....Fireside Theater, ---
25. Liberate (Music), Guild Films.....WTPA-W, 10:00-10:30.....6.2.....Blue Ribbon Bouts, ---
26. Favorite Story (Drama), Ziv-TV.....WTPA-T, 8:00-8:30.....5.5.....Milton Berle, ---
27. China Smith (Adv.), NTA.....WCMB-Su, 7:00-7:30.....4.7.....People Are Funny, ---
28. China Smith (Adv.), NTA.....WCMB-T, 9:30-10:00.....4.0.....Circle Theater, ---
29. Craig Kennedy, Criminologist (Mys.), Louis Weiss.....WCMB-Su, 9:00-9:30.....3.1.....Television Playhouse, ---
30. Orient Express (Drama), NTA.....WCMB-F, 9:30-10:00.....0.4.....Meet Millie, ---

SAN DIEGO 6 STATIONS

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

1. What's My Line? KFMB.....48.0	6. Toast of the Town, KFMB.....36.3
2. I Love Lucy, KFMB.....43.9	7. Burns and Allen, KFMB.....34.5
3. Jackie Gleason, KFMB.....41.1	8. Disneyland, KFMB.....33.6
4. Private Secretary, KFMB.....38.8	9. You Bet Your Life, KRCA.....33.3
5. Lassie, KFMB.....37.7	10. Topper, KFMB.....31.6

1. †Death Valley Days (West.), Pacific Borax.....KFMB-F, 8:00-8:30.....28.4.....Lawrence Welk, 13.3
2. Waterfront (Adv.), MCA-TV.....XETV-T, 7:30-8:00.....24.9.....Various, 17.7
3. Mr. District Attorney (Mys.), Ziv-TV.....XETV-Th, 7:30-8:00.....24.5.....Various, 17.9
4. Superman (Adv.), Flamingo Films.....KFMB-M, 7:00-7:30.....24.3.....Ramar of the Jungle, 11.4
5. Liberate (Music), Guild Films.....KFMB-T, 7:00-7:30.....24.1.....Search for Adventure, 13.1
6. Annie Oakley (West.), CBS Film.....XETV-T, 7:00-7:30.....19.6.....Red Skelton, 14.7
7. Abbott & Costello (Comedy), MCA-TV.....XETV-W, 7:00-7:30.....18.3.....Blue Ribbon Bouts, 23.4
8. Cisco Kid (West.), Ziv-TV.....XETV-M, 7:30-8:00.....18.0.....Tony Martin, 18.0
9. Eddie Cantor (Music), Ziv-TV.....KFMB-W, 9:30-10:00.....16.7.....Kraft TV Theater, 14.9
10. Where Were You? (Docum.), MCA-TV.....KFMB-S, 9:30-10:00.....15.7.....My Favorite Husband, 9.8
11. Wild Bill Hickok (West.), Flamingo Films.....KFMB-T, 8:00-8:30.....15.1.....Milton Berle, ---
12. Little Rascals (Comedy), Interstate TV.....XETV-M to F, 6:15-6:30.....15.0.....Life With Father, ---
13. Badge 714 (Mys.), NBC Film.....KFMB-W, 10:00-10:30.....14.1.....This Is Your Life, ---
14. Ellery Queen (Mys.), TPA.....XETV-F, 7:30-8:00.....13.3.....Various, ---
15. Favorite Story (Drama), Ziv-TV.....XETV-T, 8:00-8:30.....12.9.....Wild Bill Hickok, ---
16. Your All Star Theater (Drama), Screen Gems.....XETV-M, 8:00-8:30.....11.8.....Burns and Allen, ---
17. Stu Erwin (Comedy), NTA.....KFMB-W, 6:00-6:30.....11.8.....Little Rascals, ---
18. Ramar of the Jungle (Adv.), TPA.....XETV-M, 7:00-7:30.....11.4.....Superman, ---
19. Doug. Fairbanks Presents (Drama), ABC Film.....KFMB-M, 10:00-10:30.....10.6.....Robt. Montgomery Presents, ---
20. Hopalong Cassidy (West.), NBC Film.....XETV-Su, 6:00-6:30.....9.4.....GE Theater, ---
21. Life of Riley (Comedy), NBC Film.....KFSD-Th, 6:30-7:00.....9.0.....Johnny Jet, ---
22. Follow That Man (Mys.), MCA-TV.....KFSD-Th, 6:00-7:30.....9.0.....Liberate, ---
23. Tales of Tomorrow (Drama), Tee Yee.....XETV-W, 8:00-8:30.....8.6.....I Married Joan, ---
24. Amos 'n' Andy (Comedy), CBS Film.....KNXT-F, 7:00-7:30.....8.6.....Cavalcade of Sports, ---
25. Curtain Call (Drama), MCA-TV.....KFMB-T, 6:00-6:30.....8.1.....Various, ---
26. †Death Valley Days (West.), Pacific Borax.....KNXT-Th, 7:00-7:30.....7.3.....Liberate, ---
27. Colonel March of Scotland Yard (Mys.), Official Films.....XETV-Su, 9:00-9:30.....7.1.....Various, ---
28. Your All Star Theater (Drama), Screen Gems.....KRCA-S, 9:30-10:00.....7.0.....Where Were You? ---
29. Man Behind the Badge (Mys.), MCA-TV.....KFSD-T, 6:30-7:00.....6.9.....Johnny Jet, ---
30. Inner Sanctum (Mys.), NBC Film.....XETV-Su, 9:30-10:00.....6.7.....Stage 7, ---
31. Championship Bowling (Sports), Walt Schwimmer.....XETV-S, 9:00-9:30.....6.4.....Two for the Money, ---
32. Stories of the Century (West.), Hollywood TV.....KFSD-W, 6:30-7:00.....5.9.....Various, ---
33. Front Page Detective (Mys.), Consolidated TV.....XETV-Su, 7:00-7:30.....5.9.....Private Secretary, ---
34. Kit Carson (West.), Coca-Cola.....KFSD-F, 6:30-7:00.....5.7.....Johnny Jet, ---
35. Amos 'n' Andy (Comedy), CBS Film.....KNXT-F, 7:00-7:30.....5.5.....Cavalcade of Sports, ---
36. Range Rider (West.), CBS Film.....KRCA-T, 7:00-7:30.....5.1.....Annie Oakley, ---
37. I Am the Law (Mys.), MCA-TV.....KTLA-T, 8:30-9:00.....5.1.....Halls of Ivy, ---
38. Gene Autry (West.), CBS Film.....KNXT-Su, 5:30-6:00.....4.7.....TV Reader's Digest, ---
39. Stories of the Century (West.), Hollywood TV.....KFSD-M, 6:30-7:00.....4.7.....Various, ---
40. Janet Dean, R.N. (Drama), UM&M.....KFSD-M, 10:30-11:00.....4.7.....Studio One, ---
41. Texas Rascals' (Sports), Sportatorium.....XETV-S, 8:00-9:00.....4.3.....Various, ---
42. Captain Z-Ro (Child), Atlas Film.....XETV-Su, 5:30-6:00.....4.1.....TV Reader's Digest, ---
43. This Is Your Music (Music), Official Films.....KFSD-Su, 6:00-6:30.....3.9.....GE Theater, ---
44. Duffy's Tavern (Comedy), UM&M.....XETV-F, 8:00-8:30.....3.9.....Death Valley Days, ---
45. Meet Corliss Archer (Comedy), Ziv-TV.....KRCA-Th, 7:00-7:30.....3.7.....Liberate, ---
46. Rocky Jones, Space Ranger (Adv.), MCA-TV.....XETV-Su, 6:30-7:00.....3.3.....Lassie, ---
47. Scotland Yard (Mys.), ABTV.....XETV-Su, 10:00-10:30.....3.3.....Loretta Young, ---
48. The Falcon (Mys.), NBC Film.....KNXT-F, 10:30-11:00.....3.1.....Pepsi-Cola Playhouse, ---
49. Joe Palooka (Comedy) Guild Films.....KTLA-M, 7:30-8:00.....2.9.....Cisco Kid, ---
50. Follow That Man (Mys.), MCA-TV.....KTLA-T, 9:00-9:30.....2.9.....Fireside Theater, ---
51. City Detective (Mys.), MCA-TV.....KNXT-M, 10:30-11:00.....2.7.....Studio One, ---
52. Scotland Yard (Mys.), ABTV.....KNXT-T, 10:30-11:00.....2.7.....Public Defender, ---
53. Doug. Fairbanks Presents (Drama), ABC Film.....KRCA-W, 10:30-11:00.....2.7.....Big Town, ---
54. Life With Elizabeth (Comedy), Guild Films.....KFSD-F, 10:30-11:00.....2.7.....Pepsi-Cola Playhouse, ---

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Feb. ARB Rating	Top Opposition & Rating
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JOHNSTOWN, PA. 2 STATIONS

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

1. Comedy Hour, WJAC.....68.5	6. Dragnet, WJAC.....66.2
1. Life of Riley, WJAC.....68.5	7. Fireside Theater, WJAC.....65.6
3. Mama, WJAC.....67.5	8. Godfrey and His Friends, WJAC.....64.5
4. Big Story, WJAC.....66.4	9. Television Playhouse, WJAC.....64.4
5. You Bet Your Life, WJAC.....66.3	10. Justice, WJAC.....63.4

1. Ellery Queen (Mys.), TPA.....WJAC-F, 9:30-10:00.....62.7.....Sefick's Place, 0.4
2. Your Star Showcase (Drama), TPA.....WJAC-Th, 7:00-7:30.....44.4.....Various, 0.4
3. Wild Bill Hickok (West.), Flamingo Films.....WJAC-Th, 5:00-5:30.....41.1.....None, ---
4. Superman (Adv.), Flamingo Films.....WJAC-M, 5:00-5:30.....40.6.....None, ---
5. Guy Lombardo (Music), MCA-TV.....WJAC-M, 10:30-11:00.....37.0.....Boxing; Ringside, 2.7
6. Mayor of the Town (Comedy), MCA-TV.....WJAC-S, 11:00-11:30.....35.3.....Wrestling, 2.6
7. Mr. District Attorney (Mys.), Ziv-TV.....WJAC-M, 11:00-11:30.....30.8.....News; Liberate, 0.4
8. Badge 714 (Mys.), NBC Film.....uWARD-M, 8:30-9:00.....3.9.....Talent Scouts, 54.4
9. Liberate (Music), Guild Films.....uWARD-T, 8:30-9:00.....1.4.....Milton Berle, 49.6
10. Inspector Mark Saber (Mys.), Thompson-Koch.....uWARD-M, 8:00-8:30.....1.1.....Burns and Allen, 49.1
11. Liberate (Music), Guild Films.....uWARD-Su, 7:00-7:30.....0.8.....People Are Funny, ---
11. Front Page Detective (Mys.), Consolidated TV.....uWARD-F, 10:00-10:30.....0.8.....Cavalcade of Sports, ---
13. Front Page Detective (Mys.), Consolidated TV.....uWARD-Su, 9:30-10:00.....0.4.....Television Playhouse, ---
13. Paradise Island (Music), Consolidated TV.....uWARD-S, 6:45-7:00.....0.4.....Mickey Rooney, ---
15. Facts Forum (Docum.), Facts Forum, Inc.....uWARD-Su, 10:00-10:30.....0.4.....Father Knows Best, ---
15. Paradise Island (Music), Consolidated TV.....uWARD-Su, 11:15-11:30.....0.4.....What One Person Can Do, ---
15. Public Prosecutor (Mys.), Consolidated TV.....uWARD-M, 7:45-8:00.....0.4.....News Caravan, ---
15. Liberate (Music), Guild Films.....uWARD-M, Th & F, 11:15-11:45.....0.4.....Various, ---
15. Liberate (Music), Guild Films.....uWARD-T, 11:30-12:00.....0.4.....Star Playhouse, ---
15. Facts Forum (Docum.), Facts Forum, Inc.....uWARD-W, 8:00-8:30.....0.4.....Godfrey and His Friends, ---
15. Liberate (Music), Guild Films.....uWARD-W, 12:00-12:30.....0.4.....News, ---

LOUISVILLE 2 STATIONS

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

1. Jackie Gleason, WHAS.....58.5	5. *Bidge 714, WHAS.....44.7
2. You Bet Your Life, WAVE.....50.4	7. What's My Line? WHAS.....44.3
3. I Love Lucy, WHAS.....45.6	8. Dragnet, WAVE.....42.5
4. Our Miss Brooks, WHAS.....44.8	9. Disneyland, WHAS.....41.9
5. Loretta Young, WAVE.....44.7	10. This Is Your Life, WAVE.....41.8

1. Badge 714 (Mys.), NBC Film.....WHAS-F, 9:30-10:00.....44.7.....Pantomime Quiz, 11.3
2. Mr. District Attorney (Mys.), Ziv-TV.....WHAS-F, 10:00-10:30.....40.2.....Various, 5.0
3. Kit Carson (West.), Coca-Cola.....WAVE-Su, 5:00-5:30.....33.9.....Omnibus, 14.1
4. Gene Autry (West.), CBS Film.....WHAS-S, 6:00-6:30.....32.5.....Various, 0.7
5. Passport to Danger (Adv.), ABC Film.....WAVE-Th, 7:30-8:00.....32.1.....Climax, 30.0
6. Liberate (Music), Guild Films.....WAVE-W, 9:30-10:00.....31.8.....Various, 13.8
7. City Detective (Mys.), MCA-TV.....WAVE-T, 9:30-10:00.....29.1.....See It Now, 29.1
8. Superman (Adv.), Flamingo Films.....WHAS-Su, 6:00-6:30.....28.8.....Hopalong Cassidy, 17.7
9. Cisco Kid (West.), Ziv-TV.....WAVE-Su, 5:30-6:00.....26.6.....Ramar of the Jungle, 22.7
10. Eddie Cantor (Music), Ziv-TV.....WHAS-M, 7:30-8:00.....26.4.....Caesar's Hour, 31.1
11. I Am the Law (Mys.), MCA-TV.....WHAS-Th, 8:30-9:00.....26.3.....Ford Theater, ---
11. Waterfront (Adv.), MCA-TV.....WAVE-S, 9:30-10:00.....26.3.....Hollywood Theater, ---
13. I Led Three Lives (Adv.), Ziv-TV.....WHAS-T, 8:00-8:30.....23.8.....Fireside Theater, ---
14. Ramar of the Jungle (Adv.), TPA.....WHAS-Su, 5:30-6:00.....22.7.....Cisco Kid, ---
15. Secret File, U.S.A. (Adv.), Official Films.....WHAS-M, 10:00-10:30.....18.9.....Playhouse of Stars, ---
16. Hopalong Cassidy (West.), NBC Film.....WAVE-Su, 6:00-6:30.....17.7.....Superman, ---
16. Wild Bill Hickok (West.), Flamingo Films.....WHAS-W, 5:30-6:00.....17.7.....Various, ---
18. D. Fairbanks Presents (Drama), ABC Films.....WAVE-T, 6:00-6:30.....12.0.....Various, ---
19. Meet Corliss Archer (Comedy), Ziv-TV.....WAVE-Th, 10:00-10:30.....10.7.....Big Town, ---

SYRACUSE 2 STATIONS

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

1. Jackie Gleason, WHEN.....57.8	6. Academy Award Nominations, WSYR.....47.9
2. I Love Lucy, WHEN.....53.7	7. Disneyland, WSYR.....47.2
3. You Bet Your Life, WSYR.....52.2	8. Fireside Theater, WSYR.....46.8
4. Roy Rogers, WSYR.....50.2	9. Zoo Parade, WSYR.....46.6
5. Dragnet, WSYR.....48.6	9. Mama, WHEN.....46.6

1. Badge 714 (Mys.), NBC Film.....WSYR-Su, 6:00-6:30.....38.8.....Omnibus, 11.0
2. Amos 'n' Andy (Comedy), CBS Film.....WSYR-T, 7:00-7:30.....36.9.....Life Begins at 10, 10.5
3. I Led Three Lives (Adv.), Ziv-TV.....WSYR-S, 7:00-7:30.....34.9.....Halls of Ivy, 13.7
4. Liberate (Music), Guild Films.....WSYR-W, 7:00-7:30.....29.3.....Make Room for Daddy, 20.0
5. Eddie Cantor (Music), Ziv-TV.....WSYR-W, 10:30-11:00.....25.2.....Various, 7.6
6. Superman (Adv.), Flamingo Films.....WHEN-W, 6:00-6:30.....23.9.....Canyon Jack, 17.6
7. Wild Bill Hickok (West.), Flamingo Films.....WHEN-S, 5:00-5:30.....23.2.....Various, 2.7
8. City Detective (Mys.), MCA-TV.....WSYR-T, 10:30-11:00.....21.0.....See It Now, 14.1
9. Fabian of Scotland Yard (Mys.), Telefilm Enterprises.....WSYR-F, 7:00-7:30.....20.3.....Life With Father, 21.0
10. Meet Corliss Archer (Comedy), Ziv-TV.....WSYR-Su, 7:00-7:30.....19.0.....Lassie, 46.3
11. †Death Valley Days (West.), Pacific Borax.....WHEN-S, 10:30-11:00.....16.9.....Your Hit Parade, ---
12. Favorite Story (Drama), Ziv-TV.....WSYR-Th, 7:00-7:30.....16.4.....Pepsi-Cola Playhouse, ---
13. The Whistler (Mys.), CBS Film.....WSYR-Th, 11:00-11:30.....12.7.....Various, ---

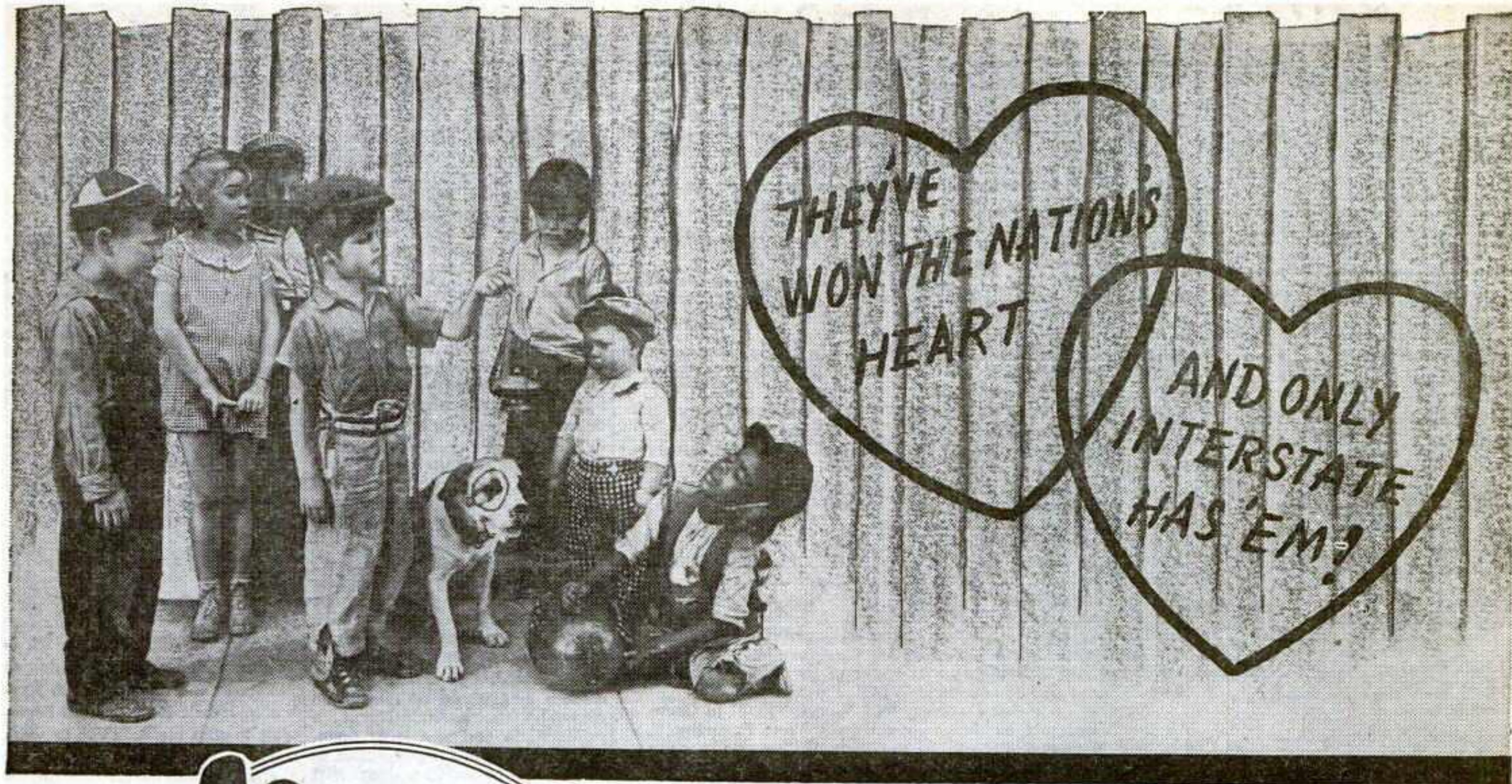
ST. LOUIS 3 STATIONS

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

1. Bob Hope, KSD.....56.8	6. Two for the Money, KWK.....46.3
2. You Bet Your Life, KSD.....51.6	7. Fireside Theater, KSD.....46.0
3. George Gobel, KSD.....50.3	8. Jackie Gleason, KWK.....45.8
4. Truth or Consequences, KSD.....49.0	9. Loretta Young, KSD.....43.5
5. Robert Montgomery Presents, KSD.....47.8	10. Producer's Showcase, KSD.....41.1

1. Badge 714 (Mys.), NBC Film.....KSD-M, 9:30-10:00.....39.9.....Studio One, 15.8
2. City Detective (Mys.), MCA-TV.....KSD-F, 9:45-10:15.....35.0.....Various, 14.9
3. Eddie Cantor (Music), Ziv-TV.....KSD-T, 9:30-10:00.....35.0.....Cavalcade of America, 17.9
4. Cisco Kid (West.), Ziv-TV.....KSD-S, 5:00-5:30.....33.0.....Fred's Action Theater, 5.5
5. Mr. District Attorney (Mys.), Ziv-TV.....KSD-M, 10:00-10:30.....32.7.....Stu Erwin, 9.0
6. Wild Bill Hickok (West.), Flamingo Films.....KSD-S, 5:30-6:00.....31.5.....Cartoons, 5.5
7. Stories of the Century (West.), Hollywood TV.....KSD-W, 9:30-10:00.....29.8.....Best of Broadway, 30.6
8. Racket Squad (Mys.), ABC Film.....KWK-Th, 9:30-10:00.....27.8.....Lux Video Theater, 31.3
9. Your All Star Theater (Drama), Screen Gems.....KSD-M, 10:30-11:00.....26.9.....Florian ZaBach, 1.9
10. Little Rascals (Comedy), Interstate TV.....KWK-M, 5:00-5:30.....26.8.....Various, 4.2
11. I Led Three Lives (Adv.), Ziv-TV.....KSD-W, 10:00-10:30.....26.6.....Masquerade Party, ---
12. Lone Wolf (Mys.), MCA-TV.....KSD-Th, 10:00-10:30.....25.4.....Name's the Same, ---
13. Ellery Queen (Mys.), TPA.....KWK-Th, 9:00-9:30.....25.2.....Lux Video Theater, ---
13. Annie Oakley (West.), CBS Film.....KSD-S, 12:30-1:00.....25.2.....Uncle Johnny Coons, ---
15. Superman (Adv.), Flamingo Films.....KSD-M, 6:00-6:30.....25.0.....Various, ---
16. Hopalong Cassidy (West.), NBC Film.....KWK-F, 5:30-6:00.....24.8.....Various, ---

(Continued on page 11)



THE LITTLE RASCALS

*FASTEST AUDIENCE GRABBERS
ON FILM!*

Just Look!

PHILADELPHIA WPTZ-TV 6:00-6:30 Monday-Friday	AFTER 1 MONTH Daily Average Rating . . . 30.7 Weekly Cumulative 44.0
NEW YORK WPIX-TV 5:30-6:00 Monday-Friday	AFTER 1 MONTH Daily Average Rating . . 10.4 This Program Slot was . . . 1.6
DETROIT WXYZ-TV 6:00-6:30 Monday-Friday	AFTER 5 MONTHS Daily Average Rating . . 36.8 Weekly Cumulative 46.0
LOS ANGELES KNXT-TV 5:30-6:00 Monday-Friday	AFTER 10 MONTHS Daily Average Rating . . . 16.4 Weekly Cumulative 30.6

and

Just Look at These Tremendous Cumulative Ratings on the "LITTLE RASCAL" Programs:

CITY	STATION	TIME	RATING
Detroit	WXYZ	6:00 p.m.	46.0
Seattle	KING	4:30 p.m.	44.5
Philadelphia	WPTZ	6:00 p.m.	44.0
Salt Lake City	KSL	4:00 p.m.	35.7
Denver	KBTW	5:00 p.m.	31.1
Los Angeles	KNXT	5:00 p.m.	30.6
San Francisco	KRON	5:00 p.m.	29.9
Cleveland	WEWS	6:00 p.m.	26.4
Minneapolis	WCCO	5:30 p.m.	20.8

All ratings are A.R.B., January or February, 1955.

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NEW YORK 1560 Broadway PLaza 7-3070

HOLLYWOOD 4376 Sunset Drive NOrmandy 2-9181

Ralston Becomes CBS-TV Producer

NEW YORK, March 26. — Gil Ralston, veteran TV film producer, is joining CBS-TV next week as executive producer of "Captain Callant of the Foreign Legion" for Harry Saltzman's Frantel, Inc. Prior to that he worked on "Cavalcade of America," "General Electric Theater" and "Jewelers Showcase."

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TV FILM PURCHASES

By CHARLOTTE SUMMERS

NBC Film sold "The Falcon" to KRGV, West Waco, Tex.; "His Honor Homer Bell" to KDAL, Duluth, Minn.; "The Visitor" to WTVT, Tampa, Fla.; "Inner Sanctum" to WSUM, St. Petersburg; "Captured" to WTVT, Tampa, and "Dangerous Assignment" to KBET, Sacramento, Calif. "Badge 714," Series A, scored a triple sale with following stations contracting for the series: WALB, Albany, Ga.; KELO, Sioux Falls, S. D., and KOLN, Lincoln, Neb.

"Badge 714," Series B, was sold to WSAU Warsaw, Wis., and WSPD Toledo. KDAL, Duluth, Minn., and WRCA, New York, have signed up for "Paragon Playhouse." The Jorgensen Dairy will sponsor "Hopalong Cassidy" in its one-hour version over KBES, Medford, Ore. Stations sales for "Hopalong" were to WSUN, St. Petersburg, and KOLN, Lincoln, Neb. "Hopalong," Series A and B, in its half-hour version, were sold to WRCA, New York, and KHQA, Quincy, Ill. "News Review" will be sponsored over WOC, Davenport, Ia., and KGLO, Mason City, Ia., by the Green Colonial Furnace Company. "Review" was also sold to WRC, Washington, and "Life of Riley," Series C, to KCSJ, Pueblo, Calif., and KALS, Las Vegas, Nev.

E. W. Godwin's Oil and Godwin & Sons Company will sponsor CBS Films "Amos 'n' Andy" over WMFD, Wilmington, N. C. CBS also sold "Gene Autry" to WMAR, Baltimore; WCAU, Philadelphia, and WILK, Wilkes-Barre, Pa. "Annie Oakley" was contracted for by WLW-T, Cincinnati; KXLY, Spokane, and WTOP, Washington. Other CBS Film sales include: "Range Rider" to WDSU, New Orleans, for the Kellogg Company; WCAU, Philadelphia; KTNT, Tacoma, Wash., and "The Whistler" to KHQA, Quincy, Ill., and WGBI, Scranton.

The Royal Crown Cola Bottling Company has added the Providence, R. I., bottlers to its roster of the "Ames Brothers Show." Series will be seen over WJAR, Providence.

Sterling Television Company sold "Concert Hall" to Cause Air Conditioning to be shown over WJNO, West Palm Beach, Fla., and "Wonders of the Wild" to George W. Brown Company Appliances over WABI, Bangor, Me. The Winerich Studebaker Company will sponsor "Gadabout Gaddis" over WOAI, San Antonio. "Movie Museum" racked up three stations sales: WGR, Buffalo, N. Y.; WPEW, Traverse City, Mich., and WFMJ, Youngstown, O.

The Telenews daily newsfilm service distributed by INS has been sold to WFFA, Montgomery, Ala., and to WBRZ, Baton Rouge, La. "This Week in Sports" will be sponsored by Bethlehem Steel in two additional markets—WOR, New York, and WNAC, Boston. The sports weekly will also be seen over KFDA, Amarillo, Tex., under the sponsorship of Argentine Alpargata Company. General Tire and Rubber Company, dealers which sponsor the sports weekly under the title of "General Sports Time," have added four markets to their list: KOTV, Tulsa, Okla.; KBES, Medford, Ore.; KTNT, Tacoma, Wash.; WMBV, Marinette, Wis.

PRODUCTION NOTES

By BOB SPIELMAN

ABC-TV is considering doing a once-a-month spectacular from Las Vegas, utilizing talent from nitery shows and originating the hour-long program from some neutral point. Net's Western program director, Ken Craig, journeys to Las Vegas this week to look the situation over.

Other new plans the web has in the works are a pair of pilots called "It's a Great Country" and "Navy Baby," being developed by Lou Edelman.

Producer Lew Kerner is turning his immediate attention to a theatrical feature based on James T. Farrell's "Studs Lonigan," but also has a vidpix series in mind. Latter would depict trailer life as seen thru the eyes of a father and his three boys. Kerner thinks that viewers are becoming tired of seeing the same basic sets—living room, kitchen, etc.—and want to look at something new. Intends to shoot background and use stock shots of places all over the United States. What few persons realize, he points out, is that two million people live in trailers in this country.

TCF Production, Inc., 20th Century-Fox's TV subsidiary, is readying a half-hour anthology series (not to be confused with the hour-long GE show), according to Executive Producer Michael Kraike. Manny Fried is assembling scripts.

"Waterfront" star Preston Foster proved himself a nimble man with a guitar and a Gobel-like sense of humor at a recent party, bringing the house down when he stuck three candles on the handle of the instrument, lighted them and kept playing, in a take-off on Liberace. He and his wife, Sheilah, are planning a night club act this summer.

Al Simon, McCadden production supervisor, advocates the standardization of sets and flats so that pieces could be utilized interchangeably. Believes that it would result in considerable saving of film costs.

Shaggy dog story making the rounds of cocktail parties is that CBS wanted to sponsor the television Academy Awards over NBC.

Comic Henny Youngman is huddling with packager Jerry Franks about a projected TV series. Youngman opens at the Sands in Las Vegas on March 30.

Leduc Expands TV Distribution Firm On Internat'l Scale

NEW YORK, March 26. — Marcel Leduc, who used to handle the station contacting side of Mark Hawley's TV film brokerage operation, has been taking steps to expand his new distribution company on an international scale. His firm, International TV Film Services, Ltd., was formed last July when Leduc split with Hawley.

Last week Leduc formed Inter TV Films, Ltd., to be the holding company for his distribution in the U. S. as well as his operation in Canada. Inter has also assumed control of Robjou Films, Inc., of Montreal, which represents several

large European production outfits. Robert Joulet, president of Robjou, becomes vice-president of Inter, which will maintain its headquarters in Montreal.

Leduc has the Canada distribution rights to a couple of TV film properties, including "This Is Your Music" and "Crusader Rabbit." Leduc has named Radio Times Sales, Ltd., of Canada to handle Inter's sales there. Leduc said that Inter also has sales offices in London, Paris, Rome and Amsterdam.

Leduc further said that Inter's European producers have already begun work on a couple of series, which International will have for release here in the fall. Among the producers tied in with Inter are Eden Productions of France, Intergrex of Holland and Incom Centro Cinematografico of Italy.

Controversy on Over Colorvision Process

NEW YORK, March 26.—Controversy arose here this week on the cost-saving merits of Colorvision, the new additive process which enables producers to shoot color images on black and white film stock (The Billboard, Jan. 8).

The process, perfected by a Los Angeles firm, Colorvision, Inc., was demonstrated in New York this week to ad agency execs and commercial producers. It has been hailed as a development that could give color filming a tremendous boost by radically cutting the extra cost of shooting film in color.

However, Peter Keane, Screen Gems' technical director in New York, took issue this week with Colorvision's stand that its process will drastically cut costs of color TV films.

Keane agreed with Colorvision's claim that shooting film for color showing would be less expensive via the Colorvision process than it would be via the use of regular color film stock. However, Keane stated, this savings in production cost would be more than offset by the additional cost of prints when and if a large quantity of color prints are required, as they would be for film shows that eventually wind up in syndication.

No Sound Track

One of the factors that boosts costs of prints made in the Color-

vision process, Keane noted, is the necessity for stripping sound on each print. The Colorvision process leaves no room for an optical sound track.

Colorvision, Inc. is now in the process of manufacturing the Colorvision camera units, which it plans to rent to producers for \$75 a day plus 20 cents per foot of final edited and cut negative. The Colorvision projection lens would be sold for between \$300 to \$400, or would be rented for a few dollars per month.

A REVIVAL

Telenews Starts TV Film Work

NEW YORK, March 26. — Telenews Productions, which two years ago sold its news film services to Hearst Metrotone, is beginning to step up its TV film work again. When the firm bought out a chain of industrial magazines last July, it designated the Telenews Productions, Inc., as the holding company and put its film work under the name Telenews Film Corporation. Robert Strauss, who had been a stockholder in the company, was named president of the film subsidiary.

This week Telenews Film hired Norman Livingston as executive vice-president. Livingston was formerly TV vice-president of Edward Kletter Associates, agency for Serutan. Telenews has been doing some commercials and industrials, but Livingston indicated it's now going to get more into TV program work.

WCPO-TV Buys 55 Feature Pix From Associated

CINCINNATI, March 26.—WCPO-TV here last week bought a package of 55 feature films from Associated Artists, one of the largest such packages ever bought in this area.

Included in the group of features are such films as "Algiers," with Hedy Lamar and Charles Boyer; "Syncopation," with Jackie Cooper and Adolphe Menjou; "Babes in Bagdad," with Paulette Goddard and Gypsy Rose Lee; "The Groom Wore Spurs," with Ginger Rogers and Jack Carson, and "The Winslow Boy," with Sir Cedric Hardwicke and Robert Donat.

Ed Weston made the purchase for the station.

REVOLVING DOOR

Veteran script editor Max Wylie will be the main speaker at the National Television Film Council luncheon meeting March 31 at the Hotel Delmonico, New York. . . . Mel Gold Productions signed Joel Shaw as musical director of its new jingles division. . . . Norman Katz, Associated Artists Productions' exec, left this week for Tokyo, Japan, as the first step in his round-the-world tour. . . . Henry Traiman, editorial supervisor of Robert Lawrence Productions, Inc., has been elected a vicepres.

Robert L. Kronenberg and Associated Artists Productions have completed a deal by which he will handle the TV distribution of AAP's entire catalog of films in the Far West area. . . . Tony Leader, director for Screen Gems' "Ford Theater," has been signed to do 20 more films. . . . Ted Sebern, assistant to the United Productions of America prexy, is no longer with the company. . . . Irving Levine, formerly with Jam Handy, has joined Medical Film Guild to head art and film animation.

MCA-TV Peddles 25,155 Hours

HOLLYWOOD, March 26.—MCA-TV this week racked up one of the biggest single sales in TV film syndication history when WPRO-TV, Providence, R. I., which goes on the air tomorrow, purchased 11 series providing a total of 25,155 hours of programming.

Shows are "Waterfront," "Mayor of the Town," "Man Behind the Badge," "Follow That Man," "The Lone Wolf," "City Detective," "Heart of the City," "Famous Playhouse," "Royal Playhouse," "Counterpoint" and "Playhouse 15." Latter four were sold on a library basis.

Kleenex Buys Summer Time

NEW YORK, March 26.—Kleenex has bought three alternate-week rides on NBC-TV over the summer in what is believed to be its debut as a nighttime TV sponsor.

In the Sunday, 10-10:30 p.m. period, to be vacated for the summer by the Loretta Young show, Kleenex will co-sponsor with Procter & Gamble's Lilt. It has also bought alternate weeks of Tuesday, 9-9:30 p.m. and Friday, 8-8:30 p.m. It is expected to get low budget programs for this eight-week buy.

Christie Comedies Sold in Chi for Late Programming

CHICAGO, March 26.—A new wrinkle in late night programming is the purchase of the Christie comedies by the Charles Furniture Company of Chicago. The films are quarter-hour shows originally produced for Paramount Pictures and have been reissued by Video Center of San Francisco for use on TV. They have been reissued with sound effects, music and straight narration, and feature such old-timers as Bobby Vernon, Vera Steadman, Neal Burns and Billy Dooley.

The deal was set thru the Sander Rodkin agency. Sportsvision is distributing the package.

Answer to a TV Problem...

A film program that appeals to young and old . . . ride the crest of the "do-it-yourself" craze . . . Already in its 34th market.

WALT'S WORKSHOP

The Original "How-To-Do-It" TV Show



Reid H. Ray

FILM INDUSTRIES, INC.
 2269 FORD PKWY. ST. PAUL, MINN.
 America's oldest commercial motion picture company
 Established 1910

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

Offices in principal cities throughout the United States

MCA-TV Film Division

EDITORIAL

Clean Your Doorstep!

This week The Billboard's staffers across the country reported a new flurry of protests against obscene disks. In New England, the South and other sections jockeys, station managers, daily newspapers and pressure groups are becoming increasingly articulate. There is some cause for legitimate satisfaction, for it is surely implicit in the Radio Act that stations operate in the public interest. Surely, too, it is admirable that some segments of the music industry have shown a sincere desire to maintain the song and record output at a socially acceptable level.

Let us not say, however, that our joy is unrestrained. Quite the contrary. In fact, there are elements in this picture which bode no good for the music publisher, the station, the jockey and the record manufacturer.

Chief of these unfortunate aspects is the fact that much of the hue and cry now comes from outside, rather than from within the trade.

Most disgraceful is the fact that much of the hue and cry was fostered and abetted by elements within the industry who acted in order to guard their own selfish interests.

Quite disgraceful too, is the fact that an enterprising, thriving little segment of the music-record field—rhythm and blues—should be universally, and in many instances gleefully pointed to as an evil influence.

Widespread Effect

Several points must be borne in mind: Should this drive result in the imposition of censorship upon the industry, this censorship will be aimed not at rhythm and blues disks, but at all disks. It will affect not only rhythm and blues publishers, but all publishers. It will affect not only rhythm and blues a.&r. men, but virtually all a.&r. men. It will harm not only r.&b. talent, but virtually all talent.

Rhythm and blues struck the big time of its a.&r. men and artists. The widened acceptance of r.&b. material will undoubtedly leave its mark—and a good mark at that—in the pop field. It ill behooves pop publishers, mechanical men and artists to demean r.&b., and it is unfortunate that some will cease only when they latch onto an r.&b. hit.

So let's improve ourselves. That's great. But let's do it ourselves. There's no point in kicking your competitor in the head and inviting the outside world to do it also. The music business is a rough and tumble one, but stupidity will make it infinitely rougher.

VICTOR QUILTS 'COVERAGE'

Pop Policy to Stress Originals & Exclusives

NEW YORK, March 26.—RCA Victor, for one, no longer intends to cover records put out by competing diskeries, even if the wax is breaking for a hit. Like other majors, Victor has been heavily engaged in this frantic pastime, which has become even more hectic with the current acceptance of rhythm and blues material by pop consumers.

This firm policy was voiced this week by Joe Carlton, pop artist and repertoire chief, who said the decision was reached in "complete accord" with the manufacturer's sales and merchandising execs.

In addition to barring cover activity, the label will toughen its publisher policy with respect to exclusives. It was indicated that the label's a.&r. staff will show little interest in new material submitted without firm guarantees of exclusivity.

Behind this dual decision by Victor is the company's belief that diskery effort is watered down by competing ditty by ditty. Altho it has done well in its coverage, nota-

bly with Perry Como's current click waxing of "Ko Ko Mo," the feeling is that total sales would be substantially better if original material were consistently used.

Evils of Covering

Covering, it is thought, may lead to a number of moderate hit disks, sharing total action with a number of other labels. But by pushing thru an original smash, an individual record can sell many more copies than a successful cover and remain active over a much longer period.

Along this line of reasoning it is

(Continued on page 16)

WIRES CROSS

Big Clearance Fuss Centers Around 'Lola'

NEW YORK, March 26.—"Whatever Lola Wants," the big song from the forthcoming Broadway musical, "Damn Yankees," was the center of a clearance hassle this week, during which the first word for the show's title popped up more than once.

It all started when Frank Music promised RCA Victor that Dinah Shore could introduce the tune

(Continued on page 18)

NEW YORK, March 26.—Record manufacturers are more hopeful than ever before that an anti-piracy bill will soon be written into the penal law of this State. Similar bills have passed both houses of the New York State Legislature in recent years but have always failed to win the governor's signature.

Latest bill aimed at disk pirates was passed unanimously this week by the Senate and Assembly. It is now on Governor Averell Harriman's desk, and diskery execs are optimistic over its future.

The bill would make it a misdemeanor to knowingly produce or sell a pirated record. In part, the measure reads:

"Any person who shall directly or indirectly by any means knowingly transfer . . . any sounds recorded on a phonograph record, disk, wire, tape, film or other article on which sounds are recorded, with intent to sell or cause to be sold, or to use or cause to be used for profit thru public performance such article . . . without the consent of the owner, or shall sell any such article with the knowledge

Cities Wield Heavy Broom in Air Wave Clean-Up Campaign

Chi Teensters' 15,000 Letters Flood Stations

By STEVE SCHICKEL

CHICAGO, March 26.—Deejays here this week were bombarded with nearly 15,000 letters, most of them from teen-agers, accusing them of programming dirty records. The letter barrage was sparked by a local Catholic High School newspaper, Cisca, which asked its students to write the stations as part of a "Crusade for Decent Disks" campaign.

As a result WGN here Friday (25) formed a record review board, headed by deejays Saxie Dowell, Jim Lounsberry and Buddy Black; music clearance chief Claire Dowell; program director Bruce Dennis; assistant program director Win Joly; WGN-TV's program director J. E. Fragan, and publicity director Jim Hanlon. The board, which holds its first meeting Monday (28), will pass judgment on records deemed doubtful after they

(Continued on page 18)

WABB REPORTS SONG BANS IN 'AIR EDITORIAL'

MOBILE, Ala., March 26.—In an "air editorial" directed to clergymen, teachers, parents and teen-agers, WAAB here advises its listeners that the station will go to an additional expense and effort to screen offending tunes out of its programming. The editorial, which is run on the air prior to each of the station's major disk shows, was also carried in the Mobile Press Register March 20.

The editorial specifically takes to task the rhythm and blues field and is titled, "About the Music You Won't Hear on WAAB!" The station feels that there has been enough talk, and that action should come from within the industry, rather than from outside sources. The editorial notes that radio is the prime promotion medium, and that if such tunes are not played, the lack of sales will affect dealers, disk manufacturers, songwriters, publishers and artists.

Obscene R.&B. Tunes Blasted In New England

By JUNE BUNDY

BOSTON, March 26.—New England this week was rocked by a violent wave of public censure against rhythm and blues tunes, with press attacks centering most of the blame on local deejays. The pressure was so severe that jockeys from six stations here met Wednesday (23) with local newspaper writers and religious leaders and formed their own record censorship board.

Meanwhile, juke box operators in Somerville, Mass., were also targets of civic displeasure. Under the supervision of the local police department, headed by Lieut. Thomas O'Brien, a Crime Prevention Committee this week handed operators a list of tunes the law wouldn't allow them to carry on their machines.

The Brill Building may be shocked to hear that among the songs on Somerville's "unfit-list" were "Make Yourself Comfortable," "Teach Me Tonight," "Idle Gossip" and "From the Bottom to the Top." Also on the list were "Honey Love" and the "Annie" disks.

Connecticut police in Bridgeport

(Continued on page 18)

Coral Steps Up Action In Package Disk Field

NEW YORK, March 26.—Coral Records is rapidly stepping up its activity in the packaged record field. The label, which established itself solidly in the singles business within the brief span of the last few years, currently has two packages on the EP best-seller list and is planning an ambitious release schedule in both the LP and EP categories.

Current Coral EP sets on the charts are the McGuire Sisters' "By Request" and Teresa Brewer's "Especially for You." The diskery has just issued a Steve Allen LP, "Tonight," and is rushing out two more EP's along the lines of the Brewer and McGuire Sisters packages. These EP's, using current song material, are Don Cornell's "Your Date With Don" and Lawrence Welk's "Yours for Dancing." Coral is also releasing an LP and

EP based on Johnny Desmond's "Play Me Hearts and Flowers."

April Sked

In April, the diskery's packaged record schedule will bounce right along, with sales chief Norm Wienstroer set to issue at least four 12-inch LP's. These will include "Movie Themes" by Dimitri Tiomkin, "Music by Caretta," "Sweet and Lovely," featuring Lou Stein and "Music From Across the Sea," recorded abroad by Sidney Torch. According to Wienstroer, these packages, all hi-fi jobs, will get a solid merchandising push, with much point-of-sale material scheduled.

The Torch album, by the way, highlights an interesting facet of Coral's stepped-up package operation. This album—recorded by Torch and a group of some 50 musicians—will be the first one issued by Coral under a recent agreement whereby Parlophone will produce a series of disks specifically requested by Bob Thiele, Coral's a.&r. chief. Thiele selects the song material.

Jazz, R&B

Thiele's and Wienstroer's package planning also takes in jazz and rhythm and blues. Scheduled in the former category is a Mel Torme live-concert type 12-inch LP, titled

(Continued on page 18)

Atlantic Plans Jazz-Pop LP Entry in April

NEW YORK, March 26.—Atlantic Records will enter the jazz-pop album field full-scale during April. Vice-President Nesuhi Ertegun, director of the LP-EP program, signed several additional artists last week to round out a jazz roster headed by the key West Coast figure, Shorty Rogers.

Bill Russo, arranger, composer, conductor and jazz trombonist, was inked to an Atlantic exclusive, as was the cafe singer- pianist Bobby Short. The latter already has taped a set of show tunes.

Also signed was jazz trumpeter Tony Fruscello. Wilbur de Paris, the Dixieland trombonist-maestro, who has been with the label, was renewed for a long term, and was scheduled to cut a new LP today.

The first Atlantic LP release in the new program will include packages by Rogers, Short, Mabel Mercer, Paul Barbarin's New Orleans band and a set called "Dixieland by Request at Jazz, Ltd."

Diskeries Look for Piracy Bill Passage

that the sounds thereon have so been transferred . . . shall be guilty of a misdemeanor."

The bill differs in one important respect from earlier measures. It clarifies an exemption for broadcasters who must tape recorded material for later rebroadcast. There was no such exemption stipulated in previous proposals.

The parallel anti-piracy bills passed this week were introduced in the Assembly by Malcolm Wilson, and in the Senate by William Condon.

Manufacturers feel that once the bill is signed into law here, other States may undertake similar action. None of the 48 at this time has such a law on its books.

Earlier bills were vetoed by former Governor Thomas E. Dewey on the disputed contention that an anti-piracy law would in fact constitute an amendment of the Copyright Act. As such, it was argued, action was a matter for Congress to undertake. Related to this was the view that an anti-piracy law could grant diskeries a perpetual copyright in their product.

Columbia Pegs Big Contest on CL 500

NEW YORK, March 26.—Columbia Records this week launches its biggest promotion of the second quarter, pegged on the label's CL 500 series of pop LP's. According to Merchandise Manager Stan Kavan, approximately \$250,000 will be spent on the push, including consumer magazine ads, dealer contests and lavish point-of-sale material. The diskery has a special display rack for the line which displays 100 covers, stocks 300 LP's and has built-in inventory control.

In the dealer contest, retailers are asked to write, in 100 words or less, "What the Columbia CL 500

line has meant to me." First prize will be 6,000 travel miles to any area chosen by the winner, or, if he so desires, a 3,000-mile trip for two, or any combination totaling 6,000. Second prize will be a five-year personal service of all CL 500 releases, and third prize will be a two-year service of same.

Area Prizes

In addition, the company will award 12 prizes based on sales performance. These will be handled thru Columbia distributors, each of which will set local dealer quotas. The country will be split in four sections, with a top prize in

(Continued on page 15)

GOVT. BARGAIN DAYS

U. S. Airs 1,500,000 ET's Over 2,580 Outlets for \$2,000,000

Continued from page 1

the U. S. Navy Special Devices Center in New York.

Diversified

Contrary to popular belief, a large percentage of the program deals with shows produced for agencies other than those directly attached to the military. During 1954, Uncle Sam aired shows dealing with soil conservation, income taxes, mental health, employment of the physically handicapped, old age insurance benefits, heart disease, etc. While it is true that much of the "regularly scheduled shows" pertain to armed forces recruitment, there is no specific policy which determines how the recording and transcription dollar will be spent.

Approximately 13 feature transcribed radio shows, with a circulation of more than one million disks, were produced in 1954. Among these were "Guest Stars," for the Savings Bond Division, U. S. Treasury Department; "Here's to Vets" for the Veterans Administration; "Town and Country Time," "Proudly We Hail" and "Forward March" for the Adjutant General's Office, Armed Forces Recruitment Program; "Serenade in Blue," U. S. Air Force; "Broadway on Revue," Training Aids Division, Bureau of Naval Personnel; "The Marines Present," U. S. Marine Corps; "You Were There," American National Red Cross, and "Let's Go to Town," U. S. National Guard, Department of the Army.

Talent used on the shows ranged from such stars as King Cole, Bing Crosby, David Wayne, Ernest Tubbs and other top names, to military bands and other non-professional entertainers. Tho the lion's share of assignments for producers, writers, musicians and talent is directly assigned by Allied Record Manufacturing, approximately \$40,000 is spent outside of the Federal Supply Schedule for these supplemental services.

Performers Get Scale

Charges for the services of actors, actresses, announcers, musicians and sound-effects personnel vary with the locality in which recordings are to be made, but are based on the prevailing union wage scales in those locales, to which the contractor (Allied) may add 10 per cent to cover Social Security and State taxes and his expenses in procuring the talent.

The prices for studio time, and the processing and pressing of both instantaneous and multiple numbers of transcriptions are set forth in the Federal Supply Schedule. Prices

for 16-inch, 12 and 10-inch disks vary, as do the costs of masters, stampers, etc.

In addition to performing its functions for approximately 50 government agencies, Allied also manufactures transcriptions for the Armed Forces Radio Service program.

The basic function of AFRS is to provide American radio shows to military personnel overseas. This mission is accomplished chiefly thru two means; by distribution of transcriptions to 72 AFRS stations overseas, and by short wave broadcast of news, special events, sports, etc.

Best Radio Shows

Approximately 65 hours of radio broadcast material is dubbed weekly on standard 16-inch transcriptions, processed and pressed and later shipped to AFRS stations. A total of approximately 11,000 records are shipped weekly. These programs constitute the top radio shows, i.e. Bob Hope, Amos 'n' Andy, Fibber McGee and Molly, etc. Commercial messages, and any timely connotations are deleted, with pertinent AFRS or federal government spots substituted.

Other functions of AFRS include

the provision of a music library to overseas stations, accomplished with the co-operation of all major recording companies, by dubbing current top song hits and subsequent manufacture and distribution of same on standard transcriptions.

The short wave function totals approximately 13 hours of daily broadcasts from Los Angeles and the same number of broadcast hours by AFRS sub-station in New York. Commercial transmitters are used in both cases, with shows from the West Coast beamed to the Pacific areas, and those emanating from New York beamed to the European continent.

AFRS receives clearances for the transcription of domestic commercial radio shows from all unions and guilds; among these the AFM, AFTRA, Hollywood Co-ordinating Committee and AGVA.

Despite the voluminous degree of activity performed by Allied for numerous government agencies and the AFRS, there appears to be little question that the program fulfills a very definite need. From all indications, the program will be stepped up during the coming years to meet increasing requirements.

ACADEMY AWARDS

Music Trade Eyes 'Best Song' Oscar

By JOEL FRIEDMAN

HOLLYWOOD, March 26.—The highly coveted Oscar, moviedom's most treasured award, is up for grabs again next week with a large segment of the music industry focusing its attention on the nominees in the best song category.

As far as the music business is concerned the current award marks the start of the third decade of selecting best songs from motion pictures. Tho the Academy of Motion Picture Arts and Sciences has been awarding the traditional gold statuettes for the past 26 years, it wasn't until 1934 that the first Oscar was bestowed to the songwriter fraternity. Writers Herb Magidson and Con Conrad took first honors in that year, in winning with "The Continental."

Tho many music business vet-

erans scoff at the Academy Awards with the view that they are part and parcel of the glamour that goes with the Hollywood fable, the emphasis of national television, radio and records has somewhat changed their thinking in recent years.

Just what does the winning of an Oscar mean to the songwriters, the music publishers and the song itself?

It appears to be the consensus that the Oscar is at best of nebulous value in terms of dollars and cents. While it is true that both the nominees and the award-winning tune receive additional performances immediately before and after the winners are announced, the total number of radio and TV plays received is negligible.

Possession of the Oscar, to both writers and publishers, is an intangible value that can be measured only in terms of prestige and honor. More than anything else, it can and does act as an entree for the writer seeking to firmly entrench his position among the movie songwriter colony. The Academy Award credit next to a writer's name frequently is the door-opener to additional motion picture assignments.

In the 20 years of selecting best songs for Academy awards, the Warner Bros. publishing companies, Harms, and Remick & Witmark, take top honors for the most frequent winner. The WB firms

(Continued on page 16)

(Continued on page 16)

WHAT'S A FACT-FIND BILL?

Thompson's Follows New Capitol Pattern

By BEN ATLAS The Billboard Washington Bureau Chief

WASHINGTON, March 26.—A wave of interest in federal fact-finding bodies has been touched off in the music industry by the pending Thompson bill to create a federal copyright fact-finding commission.

Capitol Hill has been getting inquiries from various parts of the industry seeking information on exactly what constitutes a federal fact-finding commission, what it does, what kind of results it is expected to produce, and what its machinery is like.

Fact-finding studies as a means to aid Congress in drafting legislation have been gaining popularity steadily, reaching an all-time peak in the present administration of President Eisenhower.

Since the start of the Eisenhower administration, more than twoscore federal study groups have been created, and proposals for creation of some three dozen others are pending in congress.

Just what is a federal fact-finding group? There is no fixed pattern. It can be a presidentially-appointed commission, a board created by Congress, a study group created by both Congress and the President, or an advisory group set up by any cabinet agency or lesser agency. In many cases, such as when a cabinet officer creates a fact-finding board, special congressional authorization may not be needed.

Expenses for federal fact-finding studies are paid out of the federal treasury. In many cases, special appropriations are authorized by Congress. In others, outlays come from the contingent funds of Congress or from the federal agency which is handling the study.

Appropriations for various fact-finding groups in recent years have run anywhere from \$20,000 for a commission on judicial and congressional salaries to \$7 million for a committee on consultants on social security.

A common method for creation of a federal fact-finding group is along lines suggested by Rep. Frank J. Thompson, Jr., (Dem., N. J.) in his bill to authorize creation of a 13-member commission to study all phases of the Copyright Act of 1909 for the purpose of recommending legislation to Congress

on how to bring the law up to date.

In making this proposal, Thompson has specified that seven of the members of the fact-finding commission be appointed by the President of the United States and that the remaining six be appointed by Congress. Three of these latter members would be appointed by the House Speaker and three would be named by the Vice-President of the United States, who is presiding officer of the Senate.

There is no certainty that this method of choosing members of the fact-finding commission would prevail if Congress gives serious deliberation to the Thompson Bill. The proposed measure can always be revised in committee or on the floor of either chamber.

There is a question in some quarters as to whether the method for appointing the Thompson fact-finding commission is appropriate for a study of the copyright law. For instance, it is pointed out that at least one of the seven members appointed by the President would likely be chosen from the Library of Congress—probably the Register of Copyrights. Members chosen from Congress could possibly include the chairmen of the Senate and House Judiciary Committees.

All three incumbents of these latter positions are known to have specific views already on some aspects of revising the copyright law, particularly the section of the law which exempts juke boxes from copyright royalty payments.

Arthur Fisher, the present Register of Copyrights, and chairman Emanuel Celler (Dem., N. Y.), of the House Judiciary Committee, have testified in previous Congresses in support of legislation to wipe out the juke box copyright exemption. Sen. Harley M. Kilgore (Dem., W. Va.), present chairman of the Senate Judiciary Committee is chief author of the bill now before his committee to wipe out that exemption.

For this reason, the suggestion is being made in some quarters that Thompson should revise his bill by specifying that all members of the commission be appointed by the President from among leading citizens who have had no previous professional, occupational or legislative association with copyright matters.

Advocates of this kind of a (Continued on page 65)

MAJOR FILM FIRMS 100%

Columbia & Universal Open Music Pubberies

By BILL SIMON

NEW YORK, March 26.—This week Columbia Pictures and Universal-International entered the active music publishing field, thereby upping to 100 per cent the number of major film companies represented in Tin Pan Alley.

Columbia Pictures Music Corporation, which actually obtained its membership in the American Society of Composers, Authors and Publishers last November, swings into live operation Monday (28), when Howard J. (Buddy) Robbins takes over as general professional manager under Columbia pic music director Jonie Taps. The music firm is owned jointly by the flickery and Shapiro, Bernstein. Robbins will operate out of the latter's offices.

Robbins has been associated with United Artists, who, while not engaged in actual music publication, has maintained a music promotion wing designed to hype marquee value of its films. This operation will be continued under the direction of Marvin Frank, who will take over Monday (28) on a

free-lance consulting basis. Frank was formerly publicity director for E. B. Marks Music. Robbins, son of Jack Robbins, formerly was general professional manager for the

(Continued on page 16)

FCC Functional Music Rules To Hypo FM's Background Biz

WASHINGTON, March 26.—A boom in commercial FM programming of background music to stores, factories, restaurants and transit lines is expected by Federal Communications Commission as a result of its long-expected issuance

this week of amended rules for functional music operations.

The amended rules, which become effective May 2, liberalize ways in which FM broadcasters can engage in background music operations as supplementary revenue raisers.

The Commission emphasized that its new rules authorize various types of functional music operations only as a subsidiary to regular broadcast service to homes. Subscribers to the auxiliary broadcasts would buy or rent special receivers to get the programs.

Under the revised rules, FM broadcasters may conduct the operation on a simplex basis (broadcasting the regular program to a special receiver and tailoring it to cut out commercials which home radio sets receive) for one year after the effective date of the regulation. Stations are allowed to conduct these operations on a multiplex basis at any time (broadcasting a separate program with no relation to the station's regular program) after one year.

The Commission has established (Continued on page 16)

"Who's Who in Jazz"

...a complete directory of jazz artists on every record label—just one of the profitable features you'll get in The Billboard

review and preview of jazz entertainment and records

an exclusive spotlight section of the April 23d issue

Advertising Deadline—April 15th

Breaking for a Smash!

"TWO HEARTS, TWO KISSES MAKE ONE LOVE"

Recorded on:

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

ST. LOUIS MUSIC CORP.

new BIGHTS!

THE INCOMPARABLE EARTH ANGEL

BEST SONG OF 1955

COMING UP!!!

- OOOKEY OOK
- LOVE WILL MAKE YOUR MIND GO WILD
- HEAVEN IN PARADISE

Dootsie Williams, Inc.

9512 So. Central Ave. Los Angeles 2, Calif.

ANOTHER BMI "PIN-UP" HIT

"IT MAY SOUND SILLY"

Recorded by

- McGUIRE SISTERS...Coral
- JOAN WEBER...Columbia
- IVORY JOE HUNTER...Atlantic
- DOLORES GRAY...Decca
- BILLY FARRELL...Mercury

Published by PROGRESSIVE MUSIC PUBLISHING CO.

Heading For HIT-Land!

BLUE MIRAGE

An Array of Great Records!

THE B. F. WOOD MUSIC CO., INC. 24 Brookline Ave., Boston 15, Mass.

"JIM, JOHNNY, and the JONAS" Three RAYS

CORAL

"Strange Lady in Town"

Recorded by

FRANKIE LAINE

Columbia # 40457

M. WITMARK & SONS

CAMPAIGN

Magnavox Set On Drive to Plug Hi-Fi's

FORT WAYNE, Ind., March 26.—The Magnavox Company will begin a consumer advertising campaign this week to publicize its merchandising of packaged high-fidelity units. The campaign will run in Life and Time magazines and will carry a money-back guarantee which states: "If any of our 1955 Magnavox high-fidelity instruments does not sound better than an assembled-components rig costing three times as much, your Magnavox dealer will refund the purchase price and take back the instrument."

The Magnavox campaign was prompted by a recent editorial spread in Life on the component assemblies. The ad also tries to minimize the onslaught of component publicity by pointing out such claims which state hi-fi can only be attained thru a components rig, and that components cost less than package units for comparable performance, and that "half the price" of a package unit is in the cabinet, are all untrue.

The firm explained its stand in this manner: "It is like claiming your garage mechanic can put together a better car than Cadillac." The firm agrees that home assembled rigs will produce hi-fi, in fact the firm itself manufactures and markets hi-fi components. However, it admits that Magnavox components for home assembly cost more to build and because of small sales volume, cost more to sell. The firm believes that it can service both the home-assembly devotee and the package unit buyer, but wants it understood that the component fans are in the minority, and as such, it is marketing package goods to give the majority the best available at the right price. This, according to the factory, is possible because of mass production.

Capitol Adds 18 Artists to Wax Roster

NEW YORK, March 26.—Capitol Records has signed 18 new artists since the first of the year, thus continuing its policy of developing new wax stars while the firm's current big names keep the sales fires burning for the label.

Capitol has considerable strength on the male vocalist front but is still trying to find a canary to replace Kay Starr. In line with this, the company this year has signed ex-Copa girl Lee Kane and Bunny Paul, Betty Ann Steele, Ella Logan and three girl vocal groups—the Paulette Sisters, the Harris Sisters and—most recently—the Taylor-Maids, along with rhythm and blues thrushes Dakota Staton and Anisteen Allen.

Other new Capitol artists signed this year include the Galahads, Bobby Milano, Danny Capri, the Rover Boys, the Five Keys, the Nuggets, British band leader Johnny Dankworth, jazz pianist Marian McPartland and the Humdingers, country and western warblers.

Would Revise Fair Trade

WASHINGTON, March 26.—Of major interest to phonograph disk retailers and other segments of the music industry, maneuvers to revise the federal fair trade laws are already under way on Capitol Hill in anticipation of next Thursday's (31) report of Attorney General Herbert Brownell's Anti-Trust Committee. The Brownell committee is

Col'bia to Hold 4-Layer Price Set-Up on LP's

Impractical to Peg Every Product the Same, Says Cook

NEW YORK, March 26.—Columbia Records' quadruple-layer LP price structure will remain as is, because "the public has shown its willingness to support our principle."

The company's attitude was clarified this week by Hal Cook, vice-president in charge of sales, who told The Billboard that Columbia has cut prices wherever it could do so without losing money, and any further cuts are out of the question at this time.

According to Cook, "each package we put out must stand on its own." Pricing is based on an appraisal of costs and potential, and the company feeling is that the public is discriminating enough to realize that it's "impractical to have every product at the same price." Cook pointed out last week that Columbia had six classical LP's on The Billboard's Best-Selling Chart, of which four were \$5.95 sellers.

\$3.98 Items

As for the items now listing at \$3.98, "we're not losing money on those particular sets, but we're not making money on them either."

Regarding rumors that Columbia may be contemplating another low-price subsidiary label similar to RCA Victor's Camden line, Cook insisted that the diskery currently has enough going with Columbia and Entree. (Cook himself has no active role in the company's other subsidiary operation, Epic.)

The rumor was tracked to speculation arising from a letter recently sent by the diskery to a publisher, asking for a special rate on a song. Actually, the rate was requested for one specially-priced premium record, not a new Camden (or "Bridgeport") line.

Major Diskers Vie for Kaye

HOLLYWOOD, March 26.—The expiration of singer-comedian Danny Kaye's Decca recording contract is currently causing a flurry of excitement among several major recording companies who reportedly are anxious to lure him into their fold.

Cause for the interest is twofold—Kaye's services as a recording artist and the organization of his independent motion picture company at Paramount Studios. Among those reported to be bidding for him are Capitol, RCA Victor and Columbia.

The firm signing Kaye would logically gain the recording rights to any films to be produced under the Kaye banner, Denna Productions. The company is currently completing "The Court Jester," Sylvia Fine-Sammy Cahn musical.

Kaye is scheduled to appear in the film biography of musician Red Nichols shortly. Alan Livingston, vice-president of Capitol Records Inc., declared that he had received a commitment from Nichols, the recording contracts have yet not been signed. Should Nichols go with Capitol, the soundtrack rights to the film, "Intermission," would also be vested in Capitol.

expected to recommend repeal of the fair trade statutes.

Blueprints for congressional action are being drafted in the Senate and House judiciary committees. At the same time, the newly organized Senate Small-Business Subcommittee on Retailing, Distribution and Fair Trade under Hubert H. Humphrey (D., Minn.) is also preparing to give the issue a once-over. A crop of revision bills is already in the hopper.

Vox Jox

By JUNE BUNDY

PROGRAMMING PALAVER: Dick Johnson, KCIM, Carroll, Ia., is running a 10-minute birthday and anniversary club, sponsored by the local Pepsi-Cola distributors. The show draws from 15 to 35 anniversary requests daily. . . . Bob Jones, KFAB, Omaha, has started his "Five o'Clock Highs" show for the fourth year. The program regularly surveys about 20 dealers and distributors to determine the top-selling local disks, then gives the dealers name-credit when the records are played. . . . KAMQ, Amarillo, Tex., has started a new nighttime show, "Contrasts in Music," which offers three half hour segs of "contrasting" music. Ralph Wayne handles the r.&b. seg; Webb Smith, semi-classical, and Don Hodges, pop. . . . Jerry Heptner, KMBX, Coalinga, Calif., features hit-paraders of yesterday on his "Musical Clock" show.

Len Altman, WSAR, Fall River, Mass., thinks the station has the only one-hour "Arthur Murray Dance Party" show featuring continuous dance music from 11 p.m. to midnight nightly. The airtel features dance music of all kinds—mambo, waltz, foxtrot, etc.—along with recorded comments by local Murray students reporting on their terp progress. . . . Ed Gonzalez, WCMB, Harrisburg, Pa., writes, "Each Saturday afternoon we ask listeners to program a half hour 'Saturday Hop' record show, and mail response has been tremendous."

Bob Terry, WCAW, Gardner, Mass., is livening up his morning show by playing disks with themes that tie in with his chatter. For instance, after a housewife called to complain about housework, he aired Vaughn Monroe's "What a Difference a Day Makes." . . . June Garrett, WAHR, Miami Beach, recently dedicated an entire program to her Marine fans in Korea, playing jazz disks requested by G.I.'s there. Then she mailed a tape to the soldiers, and they played it back on recorders. The boys are now working up a presentation of their own with Japanese jazz and vocalists for airing over Miss Garrett's program in the near future. She suggests other deejays adopt the plan, since it boosts morale of the boys in Korea and their families here. (Continued on page 39)

DEALER DOINGS

By GARY KRAMER

NON-BUYERS: The problem of non-buyers occupying listening booths has been solved by at least one record store. Sam Morrison, of the Bell Sales Company, Knoxville, writes, "We have tried many things in the past without results. Now we have a plan that not only works, but it serves a two-fold purpose. There is a sign in each booth which states, 'There is a 10-cent charge for each record taken into this booth IF NO RECORDS ARE PURCHASED. This money will be turned over to the POLIO FUND.' Our sales are up because we now have listening space for those who want to buy. The ones who have to pay for listening cannot get angry because the money goes to charity."

A flock of recent letters re-emphasize that the simplest and most obvious merchandising techniques are still the most effective. For instance, Frances Mosree, of Clyde's Radio Service, Lenoir City, Tenn., writes, "Down here in good ole Lenoir City all you have to do to make a record move is play it on the loudspeaker down the street. Or, when one teen-ager comes in, play a good fast tune like 'Rock Love,' and every other teenager in town will be in to buy records." The Little Record Shop, Vassar, Mich., splashes the front windows with a bold display of current hit titles. Barbara Ellis, buyer for the Bendix Music Shop, Walla Walla, Wash., points out the ease with which EP's and LP's can be sold if they are simply segregated by type and labeled and arranged so that the customer can find what he wants quickly.

Rhythm and blues disks are not the only ones to arouse controversy. Faron Young's "Live Fast, Love Hard, Die Young" drew the ire of Grandma Dean in Hyannis, Mass. While she likes Young, she argues, "Kids are crazy enough, subjected to many pressures and bad suggestions, without giving them more ideas." Grandma Dean also brings up the necessity of having to buy LP's so cautiously because of the lack of the old 5 per cent return privilege under the new price plans. Along the same lines, Leon Ferguson, of Memphis, writes, "Now that we don't get a return privilege, it is easy to overstock. Records that might be good salable merchandise elsewhere should be returnable. For example, the second 'Glenn Miller Limited Edition' set did not do as well as I expected here, but obviously it has been doing well in other parts of the country for it has been on The Billboard's packaged charts consistently. Why can't the manufacturer work out an exchange deal in such a case and swap them even for LP's that will sell easier in this territory? The present system keeps the dealer from restocking fast sellers as quickly as he should, because of the high inventories it encourages."

Jim Albertson, owner of the Queen Anne Record Shop, Seattle, is blind. Despite this handicap, he manages to run his shop smoothly and successfully. Albertson is in the process of compiling an index card system in Braille for all his classical LP's—and has already got hundreds of them on file.

Westminster Will Stagger Disk Prices

NEW YORK, March 26.—Westminster Records is expected to gradually move to a staggered price policy after its current \$2.99 sale ends April 9. New material issued will be pegged at one of several new prices, probably ranging from \$4.50 to \$7.50.

However, catalog material will remain at the established list of \$5.95 at least until September, when a current price guarantee to dealers expires. At that time some of the label's LP's may be shifted to one or more of the new prices.

Westminster, meanwhile, is guaranteeing delivery of all merchandise on orders received up to the April 9 deadline at the sale price.

Decca LP Plan Set for Stations

NEW YORK, March 26.—Decca Records has established a paid subscription service for radio stations wishing to acquire its LP's for programming. In order to cater to the individual needs of various station operations, three types of plans are offered.

Under one arrangement, stations receive a minimum of 60 pop LP's at a cost of \$50 a year. A second plan gives the station a minimum of 50 Gold Label LP's (classical repertoire) at a cost of \$50 a year. A third plan offers the station both the minimum of 60 pop LP's and the minimum of 50 Gold Label LP's for \$85 yearly.

TALENT TOPICS

DORIS DAY SLATED FOR APRIL LONDON VISIT . . .

Doris Day is slated to make her first visit to London on April 12. On her way to make a movie in France, Miss Day will spend a week in the English capital, meeting the press and possibly making some recordings. When the film unit returns to Britain in May, Val Parnell hopes that Danny Kaye, who will be topping the Palladium bill then, will be able to introduce Miss Day from the stage. The motion picture is titled "The Man Who Knew Too Much" and will be directed by Alfred Hitchcock.

M-G-M's new artist Danny Costello starts a deejay tour this week that will take him to Pittsburgh, Cleveland and Detroit. . . . Meanwhile, M-G-M's Sol Handwerker and Charlie Hasin will represent the label at the Music Operators' Association convention in Chicago next week. . . . Lionel Hampton's orchestra is due back in New York City March 28 after a six-month concert tour of Europe. . . . Nat (King) Cole will start a week's engagement at the Casino Royale in Washington Monday (21).

WCBS deejay Bill Randle is lining up talent for a variety show May 6 at Carnegie Hall for the benefit of the Lighthouse for the Blind. . . . Capitol's English-born Marion McPartland, currently appearing at Baker's Keyboard Lounge in Detroit, will do one of her countrymen a favor next week. British band leader Johnny Dankworth will be in Detroit at the time to plug his first American release on Capitol ("Singin' in the Rain" backed by "Waterloo Walk"), and the lady jazz artist has volunteered to

handle his promotion campaign with local deejays.

Film starlet Barbara Ruick, who recently signed a long-term pact with CBS-TV, this week signed a recording deal with the CBS affiliate, Columbia Records. Her previous record deal was with M-G-M.

Orkster-arranger Neal Hefti, who recorded formerly for Coral, has signed a five-year contract with Epic. Hefti also plans to re-organize his band for the road. Abe Turchin will manage the crew. . . . Trombonist Benny Green will take his band into the Apollo Theater, New York, April 8. . . . Karen Chandler is set to open a one-week stand at the El Morocco, Montreal, April 9. The Rover Boys will move into the same spot April 18.

Thrush Cathy Johnson, discovered by the Four Lads, has signed with Columbia Records. . . . Coral's Eydie Gorme, regular on the Steve Allen TV show, will fly to Toronto Sunday (20) for a muscular dystrophy benefit at the Uptown Theater. . . . Eartha Kitt, currently vacationing after a spell in the hospital, will unveil her new club act at the Town Casino, Buffalo, April 9, where she's been booked for nine days. On April 21, she will go into the Copa, New York, for three weeks. . . . Cat Records, Atlantic's subsidiary label, has signed Scott and Oaks, an inter-racial vocal duo.

The Showboat, Las Vegas, Nev., has decided to put in floor shows, and Milton Deutch is in town this week to book talent for the nitery. The club will specialize in Dixieland talent, with Turk Murphy's band already set for the first show session.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

Schlitz Brewing Company has bought three 15-minute noon-hour spots per week on WCMS, Norfolk, for a new country show starring Eddy Arnold. Seg is labeled "Songs of Eddy Arnold at High Noon." . . . Bob Ferguson, personal manager to Ferlin Huskey, reports that the latter, now working cross country with Martha Carson and the Carlises on package bookings set by X. B. Cosse, is set for a 30-day tour of the West Coast beginning April 14. Huskey will be accompanied by his Hushpuppies.

Texas Bill Strength visited the country deejays in Birmingham and Atlanta last week after winding up on a chain of 14 theaters in Arkansas and Mississippi. He is set for a 14-day tour of one-nighters thru Texas, Colorado and California, beginning May 13. The trek will force Strength to miss the Jimmie Rodgers Memorial Day celebration in Meridian, Miss., May 25-26. . . . Incidentally, officials of KWKH, Shreveport, La., will play hosts at the forthcoming Jimmie Rodgers celebration, and in this connection Jimmie Davis recently had a group of local deejays at his Shreveport home for a roast duck dinner to discuss plans for the Rodgers event. Davis, along with Horace Logan, of KWKH, is on the com-

mittee in charge of entertainment for the two-day affair. Among the guests at the Davis dinner were Norm Bale, KWKH; Country Dale, KENT; Ray Bartlett, manager of Slim Whitman; T. Tommy Cutrer, KCIJ; Bob Strack, KWKH, and Charlie Lamb.

Jimmy Work, a recent guest on Pee Wee King's TVer out of Chicago and the "Big D Jamboree," Dallas, appears on the Prince Albert portion of "Grand Ole Opry" from Nashville April 9. Jimmy recently concluded a five-day swing thru Tennessee, Arkansas, Mississippi, Louisiana and Missouri with Elvin Presley, Betty Amos and Bill and Scotty, the Blue Moon Boys, on bookings set by Bob Neal. . . . Elvis Presley and Scotty and Bill have just wound up dates booked by Biff Collie and Jack Starnes Jr. in the Houston area. Included was an appearance on the KPRC-TV jamboree March 19. According to Presley's manager, Bob Neal, the unit is set solid thru April, with Onie Wheeler, Columbia record artist, engaged to work a number of dates with the group.

Judy Lynn and Her Arizona Playboys set for a Western swing, March 30-April 8, accompanied by (Continued on page 38)

RHYTHM & BLUES NOTES

By BILL SIMON

Charlie Newsome, road manager for the Du Droppers, spent last week frantically hunting up a new lead singer for the group. The unit was set to cut a session for RCA's Groove label, when Bob Rolontz, Groove's artist and repertoire chief, received a call from Jack Angel, of Herald Records, informing him that the current lead singer, Joseph Van Loan, is under exclusive contract to Herald. Seems that some months back Angel paid Paul Kapp \$2,000 for his personal management contract with the group, with the understanding that, at the expiration of its RCA pact in October, the lads would sign with Herald. Meanwhile, they took on a new lead - Van Loan - and Herald signed him to a separate paper.

Herald claims it has a contract with the group effective in October, but RCA says it has the right to exercise two more one-year options. Angel wrote to RCA Tuesday (29) asking for the facts. Seems he has a natural curiosity about his clients' business dealings. P. S.: Just received a call. The Du Droppers have a new tenor and will record for Groove this week.

With just one more week to go, these artists are

leading in The Pittsburgh Courier's annual nationwide poll of Musical Favorites: girl blues singer, Ruth Brown; male singer, Roy Hamilton; male blues singer, Joe Turner; gospel singer, Clara Ward; girl popular singer, Sarah Vaughan; vocal group, Normanares; organist, Bill Doggett; new find, Doryce Brown; big band, Duke Ellington; combo, Louis Armstrong; trio, Erroll Garner.

Ivory Joe Hunter, whose tune "It May Sound Silly" is coming up strong pop-wise, is in New York to cut some more originals for Atlantic this week. . . . Della Reese, former Gospel singer from Detroit, has been signed to cut both pop and r.&b. material for Jubilee. She got the deal on the strength of a song demo cut for cleffers Sid Bass and Roy Jordan. She's managed by Lee Magid.

Savoy Records' Herman Lubinsky found himself in an enviable spot last week with a flock of pop publishers bidding for his tune "Don't Be Angry." The item, which was in Herman's Savoy Music firm, is shaping up strongly via the Nappy Brown waxing, and other labels are rushing cover versions. Sammy Kaye's Republic Music finally landed the plum.

Columbia Contest

Continued from page 13

each area a 4,000-mile jaunt. Second prizes will be four-year subscriptions to the CL 500 series, and third prizes will bring two-year gift servicing.

Ad-wise, highpoints of the push will be three full-page spreads in Look. There will be easel-backed album cover blow-ups, reproductions of the Look pages, a special CL 500 catalog, etc. Three new sets will be highlighted—"Holiday in Rome" by Michel Legrand,

"Gypsy Love" by Bela Babai, and Tony Bennett's "Cloud 7." Along with these, special play will be given the recent Carmel Quinn and Dave Brubeck items.

The drive will run from April 1 thru June 3.

Victor Quits

Continued from page 13

not an uncommon belief in the industry that coverage by a major often serves only to help an independent dishing grow beyond its hoped-for potential. Promotional media, such as the disk jockey,

will often show strong loyalty to the original waxing, and the added hype stimulated by a major jumping on the indie's back frequently redounds to the indie's benefit.

Much of the impetus for covering by majors comes from distributor pressure; they want a share of the local action on any breaking tune.

Victor's new policy, which now will place full responsibility for success at the door of a.&r. creativity, is hoped to result in enough original hits to keep both the distributors and home office accountants happy.

Trade Eyes 'Best Song' Oscar

Continued from page 14

have won five Oscars, the aforementioned "Continental" in 1934, "Lullaby of Broadway" (1935), "The Way You Look Tonight" (1936), "The Last Time I Saw Paris" (1941) and "Secret Love" (1953). They are the only publisher group to repeat three years running, the Paramount (Famous-Paramount) holds a double to its credit in winning in 1949 and 1950 for "Baby, It's Cold Outside" and "Mona Lisa," respectively.

Paramount Has Four

The Paramount group is also the runner-up to Warners with four Oscars, with the Big Three following with three trophies, the old Santly-Joy firm with two, and E. H. Morris; Bregman, Vocco & Conn; Irving Berlin; Bourne, Inc.; Burke & Van Heusen and Chappell with one each.

Of the writers, veteran Harry Warren leads the field with three Academy Award winning tunes in "Lullaby of Broadway," "You'll

Never Know" and "Atchison, Topeka and Sante Fe." Jerome Kern, Oscar Hammerstein II, Johnny Mercer, Jay Livingston and Ray Evans are the only writers to have won more than one Oscar.

In recent years, the quality of winning songs selected has been attacked by many groups. Discounting the tunes that have won Oscars in the last five years or so, virtually every one of the Academy Award winners is now a standard in the accepted use of the term.

Of the current crop of nominees, "Hold My Hand" has the distinction of being the first song published by a new publishing company, Fred Raphael Music, Inc. The other songs nominated are all published by old-line firms, "Three Coins in the Fountain" by Robbins; "Man That Got Away" by E. H. Morris, "Count Your Blessings" by Irving Berlin, and "High and the Mighty" by Warner Bros.

Major Film Firms

Continued from page 14

George Paxton firms, and for J. J. Robbins and Sons.

The U-I set-up ties in to the recently reactivated publishing wing of Decca Records, Northern Music Company, as reported in The Billboard several weeks ago. U-I, of course, is a subsidiary of Decca. Larry Shane, formerly with Famous Music, one of the Paramount Pictres subsidiary firms, takes over as professional manager of Northern. But he will operate out of the U-I studio here.

Other Film Firms

Other major film companies operating in the music field are M-G-M and 20th Century-Fox, who are associated in the Robbins, Feist and Miller combine; Warner Brothers, with Harms, Remick, Advanced and Witmark; Paramount Pictures, with Paramount and Famous. All of these flick pubberies are affiliated with ASCAP.

For some time now hit recordings of film music excerpts have been proving their value at the box office, but now it is felt that the film-based pubberies can cash in heavily on TV directly via accumulated performances as well as thru getting plugs for the film itself. Further, the control of sizable slices of straight background music insures these publishers a weightier share of the ASCAP availability melon.

Robbins' initial projects at Columbia will be the tune "Forbidden Love," from "Tight Spot," and the title song from the English film, "Prize of Gold." Forthcoming are the title song from "Man From Laramie" and the entire score for "My Sister Eileen."

At United Artists, Frank will tee off with the title tune from "Marty," following with material from "The Kentuckian."

Functional Music

Continued from page 14

a subsidiary communications authorization for which FM broadcasters may apply in order to engage in the type of non-broadcast activities contemplated. The new service is limited for the present to special programming of music, news, time and weather reports, and similar subjects, of which functional music is an example. The latter would usually be tailored for reception by industrial, mercantile, transportation, and other business organizations and individuals subscribing to the service. Subscribers would own or rent special receivers which would be activated by an inaudible beep signal to cut out or amplify certain portions of the transmission.

The FCC said that stations seeking to operate this type of service must apply to the FCC within 60 days after May 2.

To make sure the FM broadcaster keeps up his regular broadcasting to homes, the FCC rules require the station to operate at least five hours a day on regular broadcast when it is not operating on "subscription radio" on a simplex basis.

Due to lack of space the following song titles were omitted from the Broadcast Music, Inc., page ad which appeared last week.

(3/26/55)

- COME BACK (Progressive) Ray Charles, Atlantic
- RECONSIDER, BABY (Arc-Regent) Lowell Fulson, Checker
- POISON IVY (Regent) Willie Mabon, Chess
- I'M READY (Arc-Regent) Muddy Waters, Chess
- OH, WHAT A DREAM (Berkshire) Ruth Brown, Atlantic Patti Page, Mercury
- DON'T YOU KNOW (Progressive) Ray Charles, Atlantic
- LOVEY DOVEY (Progressive) The Clovers, Atlantic
- COURTIN' IN THE RAIN (Four Star) T. T. Tyler, 4 Star Arlie Duff, Decca
- EVEN THO' (Acuff-Rose) Webb Pierce, Decca Rusty Howard, Tops
- WHATCHA GONNA DO NOW! (Central) Tommy Collins, Capitol
- YOU'RE NOT MINE ANYMORE (Cedarwood) Webb Pierce, Decca
- SPARKLING BROWN EYES (Forrest) Webb Pierce, Decca
- RELEASE ME (Four Star) Jimmy Heap, Capitol Kitty Wells, Decca Ray Price, Columbia Bob Sandy, Tops

BROADCAST MUSIC INCORPORATED

for your Easter programs!

robe of calvary

Recorded on all labels

Hill & Range Songs, Inc.

LAZY GONDOLIER

★

ADDIO AMORE

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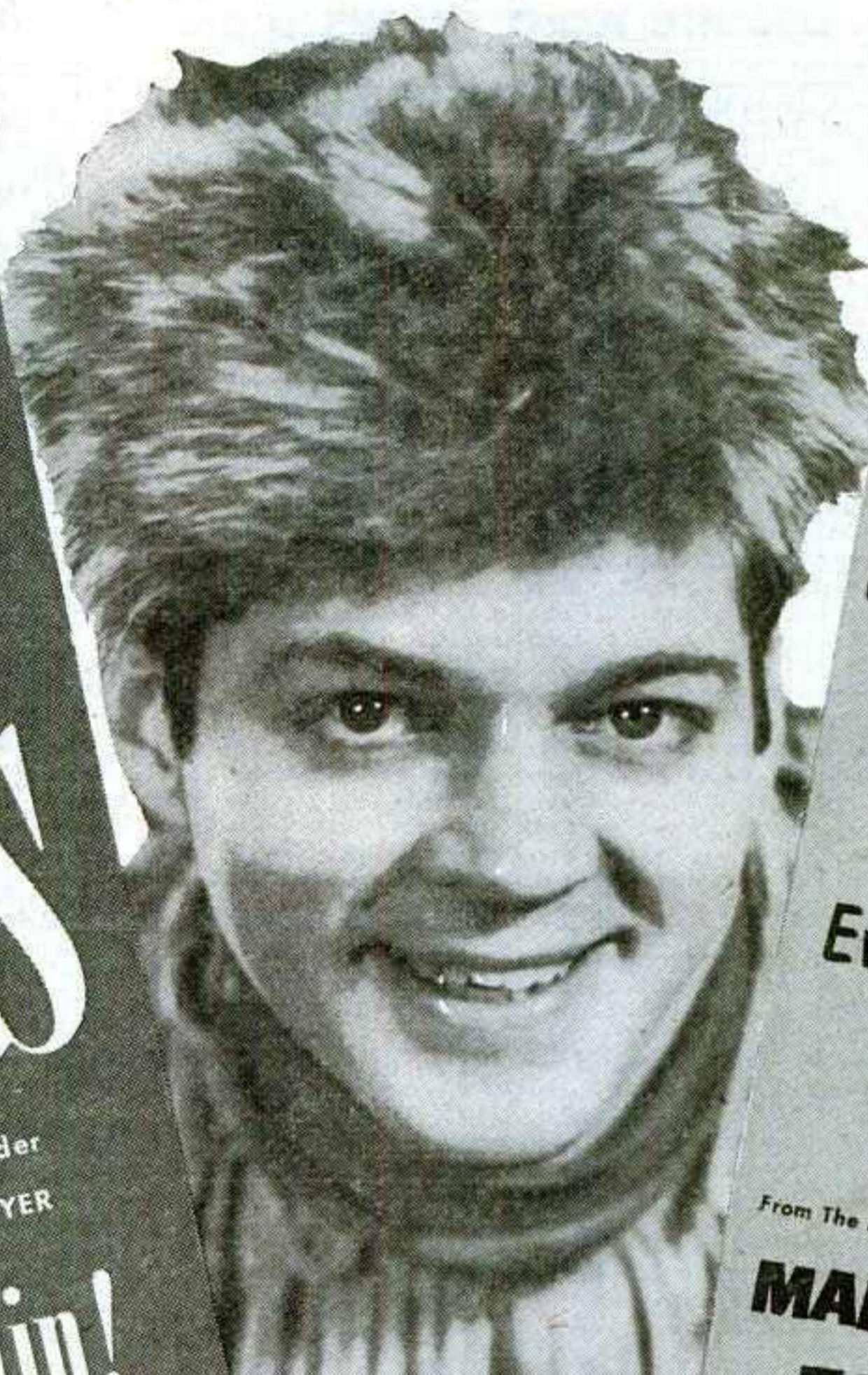
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R.&B. to Make Net Bow With Show on ABC

NEW YORK, March 26. — Rhythm and blues goes network April 7 when the first radio series using live talent and hewing strictly to the r.&b. idiom is debuted by ABC.

The show will repeat each Thursday night, originating from prominent Negro niteries, with the first six scheduled to be aired from the Baby Grand in Harlem. Disk jockey Willie Bryant, familiarly known as the "Mayor of Harlem," will produce the series and act as emcee. ABC execs, who have long been mulling the possibility of an all-Negro musical show, said Bryant will exercise full supervision. Pick-ups will follow from clubs in other cities.

The sustainer, to be called "Rhythm and Blues on Parade," will be aired from 9:30 to 9:55 each Thursday night. It will be made available to all 360 ABC affiliates, and network execs are hopeful that as many as 200 will tie in.

WSM TABS P.A.'s BY OPRY STARS

NASHVILLE, March 26. —WSM has tabulated the results of the personal appearances made by artists of the station's "Grand Ole Opry." In 1954 alone Grand Opry stars played 2,554 personal appearances to a total of 7,662,000 persons. The figures indicate a 1,250 per cent increase in personal appearances and the attendance figures indicate a similar percentage rise since the year 1941.

Obscene R&B Tunes Blasted

• Continued from page 13

and New Haven this week barred "rock and roll" dances and said they would issue no more permits for such affairs. Bridgeport's Superintendent of Police John A. Lyddy said the action was prompted by complaints from parents, adding, "Teen-agers virtually work themselves into a frenzy to the beat of fast swing music."

The Boston deejay censorship committee, under the chairmanship of WVDA deejay Sherm Feller, drew up a five-point statement Wednesday after conferring with jazz expert Father O'Connor of Boston University's WBUR and Monsignor Lally. The boys avowed their awareness of the need to keep disk programming clean for home consumption and promised to keep a sharp alert for offensive lyrics.

At the same time, tho, they pointed out that juke boxes and counter sales are making records available that have never been played on the air. The boys also noted that some New York City stations are heard in Boston, thus exposing local teen-agers to r.&b. disks that are not played by stations here. The spinners said they are concerned about juvenile delinquency, but opined that music and radio can and should be a positive force in combating this evil.

The jockeys haven't decided yet exactly how they'll handle the censorship bit, but they're contemplating putting out a list of disks that are "not recommended" for air play. Meanwhile, they'll work it out on an unofficial basis. The committee appointed to handle details on this project includes Father O'Connor; Feller; Stan Richards, WCOP, and Ed Penney, WTAO, Mass.

Other deejays in the group are J. McDermott, WLYN; Symphony Sid, WBNS; Jay McMasters, WMEX; Art Tacker, WHIL, and John Scott, WEEL. The meet was also attended by station managers, including Arthur Deters, WIDE; Len Hornsby, WVDA; William S.

Pate, WMEX, and Norman Furman, WBMS.

Some Boston stations — WORL for instance — have decided to limit record plays on r.&b. tunes to those recorded by pop artists only, while others will continue to play both types if the lyrics pass muster.

Coral Steps Up

• Continued from page 13

"Gene Norman Presents Mel Torme at the Crescendo," and two 12-inch LP's featuring Les Brown at the Palladium. These will be out in the next couple of months.

Notably successful with rhythm and blues material in the singles field, Coral is merchandising much of this via packages, as Georgie Auld's and the Lancers' "Rhythm and Blues" packages No. 1 and No. 2.

Coral's drive to establish itself in the package field will pick up added impetus in the fall planning and sales campaigns.

Chi Teensters

• Continued from page 13

pass the station's regular screening process.

Oddly enough the three stations which received the most mail — WGN, WAAF and WIND — play mostly pop records, while other local outlets with one or more r.&b. spinners on the payroll received little or no mail. However, the stations are all genuinely concerned and WIND, WGN, WAAF and WMAQ said an individual answer will be sent to each letter writer.

Many tunes appeared with such consistency in letters that station execs decided the writers must be using some kind of a ban list. R.&b. tunes were a prime target, with even "Ko Ko Mo," "Tweedle Dee" and "Sincerely" turning up in some letters.

Wires Cross

• Continued from page 13

first on the NBC-TV spectacular this Sunday (27). Meanwhile, Miss Shore recorded the tune for Victor, as did Sarah Vaughan at Mercury, the Mello-Larks on Epic, Carmen McRee for Decca and Ginny Gibson on M-G-M.

Then came the "war of the wires." First, Frank Loesser's attorneys wired stations that the score could not be played until April 1. Then, on March 16, another wire moved the date up to March 26, while still another wire went out March 22 pushing it back a day to 8 p.m., March 27. One of the wires stated: "My client has issued no licenses to record or perform (the tune), and none will be issued until March 27," despite the fact that five waxed versions were ready and waiting.

The American Society of Composers, Authors and Publishers got into the fray this week, when jockeys across the country jumped the clearance-gun as early as Tuesday (22) and started playing the Sarah Vaughan version. Altho ASCAP claims Frank Music asked them to withhold station clearance until March 27, at least five key jockeys, including Cleveland's Bill Randle and Pittsburgh's Jay Michael, reportedly were given the "go-ahead" signal via long-distance phone by Frank's general professional manager, Mike Sukin.

Gayly announcing that the Sarah Vaughan record would be in the hands of dealers on Monday (28), the day after the NBC-TV show, Mercury tossed some business Western Union's way themselves Friday (25), in a wire to 40 key deejays requesting that they "refrain from playing Sarah Vaughan's Mercury version of 'Whatever Lola Wants' until March 27 in order to give RCA Victor and Dinah Shore the best possible opportunity to reap the absolute maximum benefit from these recording and planning efforts."

Mercury also sent a similar message to 2,000 other deejays on postcards, but it's doubtful if they'll be delivered before Monday.

VS. CLAYTON

Boston Mgrs. Join 'No Play' Disk Fracas

BOSTON, March 26. — The managers of 11 radio stations met here Wednesday (23) in a move to prevent local deejay Bob Clayton of WHDH from getting any more "first-play" exclusives on new releases.

In a joint letter of complaint (which went out this week to record distributors) the broadcasters have requested that all new releases be mailed or delivered to stations at the same time. Distributors violating this "request" will be administered drastic punishment, in that the 11 stations will not only never play the release in question, but will stop playing records manufactured on the offending label altogether.

Deejays have been feudin' about the "who's on first" hassel on several fronts recently, with spinners in Cleveland banding together to try and cut off Bill Randle's supply of new wax last week, and Detroit jockeys cooking up a similar we-won't-play ban a couple of weeks before that.

A cold-war situation has developed in New York since Bill Randle took over a Saturday afternoon spot over WCBS there. However, to date Manhattan deejays haven't put any joint action projects into motion to dry up Randle's supply of "firsts," altho distributors report that some have instigated personal no-play bans against disks played first by Randle.

Meanwhile, the distributors, as usual, are in the middle, since the banned deejays represent a powerful line-up of lost radio-plays. One harassed distributor who prefers to remain anonymous commented, "It might be a good idea to ban disk jockeys."

"Wakely has a Winner"

CORAL
RECORDS

Jimmy Wakely
Sings



**JIM,
JOHNNY
and JONAS**

**PLEASE
HAVE
MERCY**

(on a Fool Like Me)

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year's biggest TV shows...

ENTERTAINMENT

55



Dinah Shore's **WHATEVER LOLA WANTS**
(LOLA GETS)

From the forthcoming Broadway musical: "Damn Yankee"
by Dick Adler and Jerry Ross

with

CHURCH TWICE ON SUNDAY

20/47-6077

Henri René's Orchestra. Arranged by Hugo Winterhalter

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FIRST IN RECORDED MUSIC



A "New Orthophonic" High Fidelity Recording

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NOT SINCE JUBILEE'S RELEASE OF THE FOUR TUNES' "I UNDERSTAND" HAVE THE INDUSTRY'S LEADING INDEPENDENT DISTRIBUTORS, THE NATION'S LEADING DISK JOCKEYS

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AND AMERICA'S BIGGEST OPERATORS RESPONDED WITH THE SUDDENNESS AND THE EXCITEMENT CREATED BY THE RELEASE OF THIS SENSATIONAL NEW RECORDING



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ROOSIES

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PHONOS—HI FI

By STEVE SCHICKEL

MOTOROLA ANNOUNCES CONTEST WINNERS . . .

Winners of the Motorola fourth-quarter distributor principals contest for home radios and phonographs were announced last week by J. B. Anger, assistant national sales manager. The contest was the third phase of the firm's over-all fourth-quarter, 1954, campaign, the other two being pegged at distributor salesmen and sales managers. This phase involved the principals of all independent franchised distributors and company-owned branches. Prizes awarded were five-day trips, expense free, to the Hollywood Beach Hotel, Hollywood Beach, Fla. Winners included T. T. Freck, Freck Radio, Asheville, N. C.; E. B. Copeland, Moore-Handley Hardware Co., Chattanooga; Stanton Thatcher, First Supply Co., Amarillo, Tex.; T. E. Wright, Moore-Handley, Knoxville; Frank Kearns, Kearns, Inc., Atlantic City; M. E. Silver, M. E. Silver Corp., Rochester, N. Y.; M. J. Lichterman, Mills-Morris Co., Memphis; Harold Falls, Motoradio Co., Inc., Kansas City, Mo., and S. R. Herkes, Motorola-Chicago, Chicago.

WILCOX-GAY BEGINS MANUFACTURING . . .

The Charlotte, Mich., plant of the Wilcox-Gay Corporation has resumed production of tape recorders and television parts, it was learned last week. The firm expects to reach full production in a short time on both lines. The television parts are being manufactured for the Garod Radio Corporation, subsidiary of Wilcox-Gay. It is understood that the tape recorder production is an order from RCA. The Charlotte plant is principally set up to manufacture tape recorders.

HALLICRAFTERS REPORTS PROFITABLE FIRST HALF . . .

The Hallicrafters Company, electronic equipment manufacturers, announced a net profit after taxes for the first six months of its fiscal year ending February 28 of \$275,241 as compared with a loss of \$949,337 for the like period last year. Raymond W. Durst, president of the firm, in a message to

stockholders pointed out that the firm has substantial back orders for equipment. He also added that Hallicrafters had substantial improvements in working capital, inventory, trade and bank indebtedness and concluded that "The outlook for the balance of the year appears favorable."

STROMBERG-CARLSON CHICAGO BRANCH CLOSES MARCH 25 . . .

The Stromberg-Carlson Company made known last week its decision to close the Chicago branch office. The firm's television and radio products will now be handled by the Kelvinator division of American Motor Sales Corporation in the Chicago area. William Decamp, zone manager of AMSC, will be responsible for the sales, merchandising and service of Stromberg-Carlson radios, high-fidelity phonographs and television receivers. A meeting between Stromberg-Carlson and American Motors personnel will take place Monday (28) at which time the 1955 line will be shown and plans will be discussed for promotion and advertising. An open house showing for retailers will be held by the new distributor commencing March 29.

ELECTRONIC PARTS SHOW LISTS DISPLAY CATEGORIES . . .

A tabulation by the show staff of the Electronic Parts Show lists the 15 categories of exhibits to comprise the equipment roster of the 1955 show which will be held at the Conrad Hilton Hotel in Chicago May 16-19. Among the groupings are tape recorders, phono mechanisms, test equipment, enclosures, amplifiers, tuners, etc.

STROMBERG-CARLSON'S ANNUAL REPORT . . .

Stromberg-Carlson reported to stockholders that net sales for all divisions for 1954 were \$63,509,429, slightly less than 1953. However, earnings for 1954 amounted to \$1,981,754, which is a 19 per cent increase over the previous year. Net earnings per share for 1954 were \$3.65 as compared with \$3.40 in 1953.

LINER NOTES

By IS HOROWITZ

VOX EXPANDS ON EUROPE AND HOME FRONTS . . .

George Mendelssohn, president of Vox Records, is back from an extended stay in Europe, during which he supervised some 40 recording sessions in the past three months and set two new Continental labels.

The Vox net is now extended by the addition of Pantheon in France. The label, activated this month, will be devoted to classical, 10-inch LP's exclusively. A further addition is Claravox, another Vox subsidiary devoted to classical vinyl, this for distribution in West Germany. Another operation is planned to start soon in South Africa.

The heavy European schedule set by Mendelssohn will see more than 50 additional recording sessions commissioned by the diskery thru the end of September.

On the home front, meanwhile, the label's distribution arm, Polyvox, has opened a branch office in Baltimore. With Sam Kaufman in charge, the new facility will service Maryland, Washington and Virginia. Polyvox has also named Word Music, of Waco, Tex., to cover Texas and Oklahoma.

COLUMBIA TO PROMOTE N. Y. PHILHARMONIC TOUR . . .

Columbia Records has set an ambitious program to promote the New York Philharmonic's first extended United States tour since 1921, and to tie in sales of Philharmonic records wherever the orchestra plays.

The diskery has prepared a special kit for reviewers and radio stations, which are to be shipped in bulk to distributors. Enclosed will be a disk on which commentator Jim Fasset narrates the history of the orchestra. Columbia will also supply scripts, news releases, photos, etc. Classical disk jockeys will be serviced via distributors with copies of the recently-issued Philharmonic recording of Mahler's First Symphony.

Jascha Heifetz, who completed his annual coast-to-coast tour last week in San Francisco, is already on route to Latin-America for a long series of recitals.

E. R. (Ted) Lewis, British Decca chief who has been here on a business trip, interrupted his Stateside talks for a quick plane junket to Paris to attend a Rugby game. He'll be back early next week.

MUSIC AS WRITTEN

LEVY EYES BIRDLAND TOUR HIMSELF . . .

Morris Levy, co-owner of the Birdland nitery, New York, this week decided to book the next Birdland tour himself, a la Norman Cranz. The tour has been handled by Shaw Artists, but last week reports were that the Gale Agency had snagged the account. Levy has been negotiating with a couple of agencies, but finally decided to give it a try himself.

SHAD RECORDS BOWS ON WEST COAST . . .

Shad Records, headed by Shad Fry, has been formed in Hollywood with plans for recording in the pop field only. Company is currently setting its distribution plans and will bow with its first release by singer Buddy Mel on April 1.

DEERHAVEN TAKES IN CORWYN MUSIC . . .

Corwyn Music, a firm started by songwriters Bob Allen and Al Stillman, has been taken into the Les Paul and Mary Ford publishing set-up, which is operated by Irving Deutch. All of the above parties now have a piece of the firm which, like its parent outfit, Deerhaven Music, is affiliated with the Ameri-

can Society of Composers, Authors and Publishers.

JONI JAMES \$3,759 AT CINCY'S FARM . . .

Joni James sparked the box office at Milt Magel's Castle Farm, Cincinnati, Saturday night, March 19, pulling 2,506 paid admissions at a \$1.50 per head for the highest gross of the year to date. Buddy Rodgers, local crew, was in with her. Booking was made by Frank Hanshaw, of the Cincy GAC office, who has the Redheads (Epic) coming in April 16.

New York

Robert Hodges has been appointed production supervisor of WNEW, reporting directly to new program manager John Grogan. Hodges joined the station in 1936 and most recently worked as a producer.

Doris Day arrived in New York this week prior to taking off for Europe. . . . Another Columbia Records artist, Tony Bennett, opens at Maksis' Town and Country, Brooklyn, Friday (1) for one week. . . . Thrush Eydie Gorme works her second consecutive weekend at The Boulevard April 1, 2 and 3. . . . Mindy Carson opens at the

Sahara Hotel, Las Vegas, April 5 for a four-week stand.

Version Records is cutting an album this week with warbler Don Heller. . . . Monte Kaye, manager of Chris Connors, Stan Getz and the Modern Jazz Quartet, is now handling the jazz combo of Kai and Jay (Kai Winding and J. J. Johnson). Miss Connors is the first headliner booked for the new Las Vegas Room in Baltimore, opening Tuesday (29). From there she'll do one-nighters in Michigan April 7-11.

Ella Fitzgerald opens at the Fairmount Hotel, San Francisco, next Tuesday (5), following her current stint at the Mocambo, Los Angeles. . . . Vocalist Karen Rich, whose first Decca release will be issued next week, has signed with General Artists Corporation. She's at the San Su San, Mineola, L. I., April 1-3, following Bob Manning into the spot.

Mitch Miller, Columbia a.&c. chief, will be guest lecturer at the show business class run by Bill Smith and Sidney Kaufman at the New School. . . . Jimmy Rich, of Rich Records, has signed Dolly Otis and the Teens. Latter is a vocal quartet. . . . Joe Loco and

(Continued on page 42)

Best Selling Popular Albums

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

LP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor LM 1837
2. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol W 509
3. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol H 352
4. ARTHUR GODFREY PRESENTS CARMEL QUINN . . . Columbia CL 629
5. PETER PAN—Original Cast . . . RCA Victor LOC 1019
6. BRUBECK TIME—Dave Brubeck . . . Columbia CL 622
7. MUSIC TO REMEMBER HER—Jackie Gleason . . . Capitol W 570
8. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor LPT 3057
9. DEEP IN MY HEART—Sound Track . . . M-G-M E 3153
10. BENNY GOODMAN IN HI-FI . . . Capitol W 565
11. BY REQUEST—McGuire Sisters . . . Coral CRL 56123
12. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M E 244
13. SORTA-MAY—Billy May . . . Capitol T 562
14. I LOVE PARIS—Michel LeGrand . . . Columbia CL 555
15. TONAL EXPRESSIONS—Don Shirley . . . Cadence 1001

EP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor ERB 1837
2. BY REQUEST—McGuire Sisters . . . Coral EC 81098
3. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol EBF 352
4. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor EPBT 3057
5. ARTHUR GODFREY PRESENTS CARMEL QUINN . . . Columbia B 491
6. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol EAP 509
7. PETER PAN—Original Cast . . . RCA Victor EOC 1019
8. MUSIC TO REMEMBER HER—Jackie Gleason . . . Capitol EBF 570
9. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M X 244
10. DEEP IN MY HEART—Sound Track . . . M-G-M X 276
11. GOLDEN HORN—Ray Anthony . . . Capitol ECF 563
12. ESPECIALLY FOR YOU—Teresa Brewer . . . Coral EC 81115
13. SHAKE, RATTLE AND ROLL—Bill Haley . . . Decca ED 2168
14. TOP HITS—Nat (King) Cole . . . Capitol EAP 1-9120
15. LITTLE GIRL BLUE—Joni James . . . M-G-M X 272

Best Selling Children's Records

1. BALLAD OF DAVY CROCKETT—Bill Hayes . . . Cadence CCS 1
2. THE LADY AND THE TRAMP . . . Capitol EAXF 3056
3. PETER PAN EXCERPTS—Mary Martin . . . RCA Victor EYA 48
4. TEDDY BEAR'S PICNIC—Rosemary Clooney . . . Columbia J 213
5. OPEN UP YOUR HEART—Cowboy Church Sunday School . . . Decca K 146
6. 20,000 LEAGUES UNDER THE SEA . . . RCA Victor Y 4004
7. BALLAD OF DAVY CROCKETT—Fess Parker . . . Columbia J 242
8. DOGGIE IN THE WINDOW—Patti Page . . . Mercury Playcraft No. 1
9. LITTLE WHITE DUCK—Burl Ives . . . Columbia J 85
10. PETER COTONTAIL—Gene Autry . . . Columbia J 68

Reviews and Ratings of New Classical Releases

MARIA CALLAS SINGS (1-12")—Cetra A 50175 . . . 77
The brilliant soprano, singing familiar arias in a package of artistic and commercial merit. Both asset, dealers will surely discover. Included are selections by Wagner, Bellini, Ponchielli and Verdi, taken from the extensive Cetra catalog. Good timing on this set.

WOLF-FERRARI: THE SECRET OF SUZANNE (1-12")—Mario Barilello, Ester Orel; Turin Symphony Orchestra; Alfredo Simonetti, Cond. Decca DL 9770 . . . 75

An enthusiastic performance of the comic one-act, the first in complete form to hit the LP lists. This should insure good reception, since the basic appeal is broad enough to intrigue the musical sophisticate as well as the surface listener. But Decca has thrown part of the potential away by casual packaging and the failure (space is given as the reason) to provide Italian text as well as translation. Opera fanciers may resent this lack, almost inexcusable today.

WALTON: PORTSMOUTH POINT; SIESTA; SCAPINO; BACH-WALTON: THE WISE VIRGINS (1-12")—London Philharmonic; Sir Adrian Boult, Cond. London LL 1165 . . . 74

Two different sets of listeners may be reached with this set. "The Wise Virgins" is a ballet suite arranged by Walton from Bach cantata excerpts, with little attempt to alter the Bach harmonies or spirit. The three selections on the flip are saucy, colorful modern pieces, full of wit and warmth. Boult is a past master with this English fare. The recording is life-like and free from souped-up harshness.

BRAHMS: A GERMAN REQUIEM (2-12")—Frankfurt Orchestra and Chorus; Georg Solti, Cond. Capitol PBR 8300 . . . 74

Without question the finest recording of the work from the point of view of sound, this is one of a new series of recordings produced by Capitol in Europe. The deeply felt score is performed with great understanding by Solti, who has begun to enlarge his disk following by highly successful appearances with Stateside orchestras. Soloists Lore Wissman and Theo Adam distinguish themselves here, too, altho the fine choral work is the most immediately impressive. Not a package

to take off on a runaway sales jaunt, this set should nevertheless enjoy consistent movement in larger stores.

FAMOUS TENOR ARIAS (1-12")—Cesare Valletti, Tenor. Cetra A 50176. 73

The Met's Italian-born tenor is well show-cased in this package of arias from four popular operas. Valletti's dramatic flare and purity of tone is heard to good advantage on arias selected from Donizetti's "Lucia di Lammermoor"; Mozart's "Don Giovanni"; Massenet's "Werther" and "Manon." The cover offers a striking montage impression of Valletti costumed for the four roles and as himself. Valletti fans may also be interested in the tenor's Cetra recordings of Donizetti arias alone and a variety of full-length operas, from which this set is extracted.

WAGNER: PRELUDE AND LIEBESTOD FROM "TRISTAN"; DAWN, SIEGFRIED'S RHINE JOURNEY, FUNERAL MUSIC FROM "GOTTERDAMMERUNG" (1-12")—Paris Conservatory Orchestra; Carl Schuricht, Cond. London LL 1074 . . . 72

Schuricht has won many disk fans for his interpretations of Beethoven, Brahms and Schumann, and among these there should be a goodly number curious about his Wagner. They will find the broad conception and soaring line that make for absorbing listening much in evidence here. Add fine recorded sound and you have here an apt Wagner program that should sell moderately well over a sustained period.

LISZT: HUNGARIAN RHAPSODY NO. 2; MASSENET: PRELUDE FROM "WERHER"; LA NUIT DE NOEL (1-10")—Paris Conservatory Orchestra; Albert Wolff, Cond. London LD 9171. 70

Here is a good package for beginning collectors, popular in repertoire and well recorded.

HINDEMITH: DIE HARMONIE DER WELT (1-12")—Berlin Philharmonic; Paul Hindemith, Cond. Decca DL 9765 . . . 71

This is a first disk performance of a "symphony" extracted by the composer from an opera he wrote based on the life of the astronomer Kepler. For collectors of modern music the appeal of the package should be very strong. The performance is excellent. (Continued on page 24)

DISTRIBUTORS!
DEALERS!

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299*

all standard 12-inch long playing HI-FI records, regularly \$5.95 list, at

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(W-LAB label at \$7.50) NOT included in this Anniversary Celebration offer.

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1 Your response to the initial announcement swamped us. Despite our very optimistic advance manufacture, stocks of many records were completely sold out by the second day.

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eration. As a result, virtually every Westminster distributor and dealer in the country is now back-ordered on many items.

3 Therefore, your dealer may be out of stock of the very records you want — and won't be able to get them for you at this price **UNLESS** his order to us is post-

marked on or before midnight, next Saturday!

4 ACT NOW! You may have to wait until after expiration of our Anniversary Celebration for delivery of your records, but you won't be shut out by the literally overwhelming demand, that grows bigger each day!

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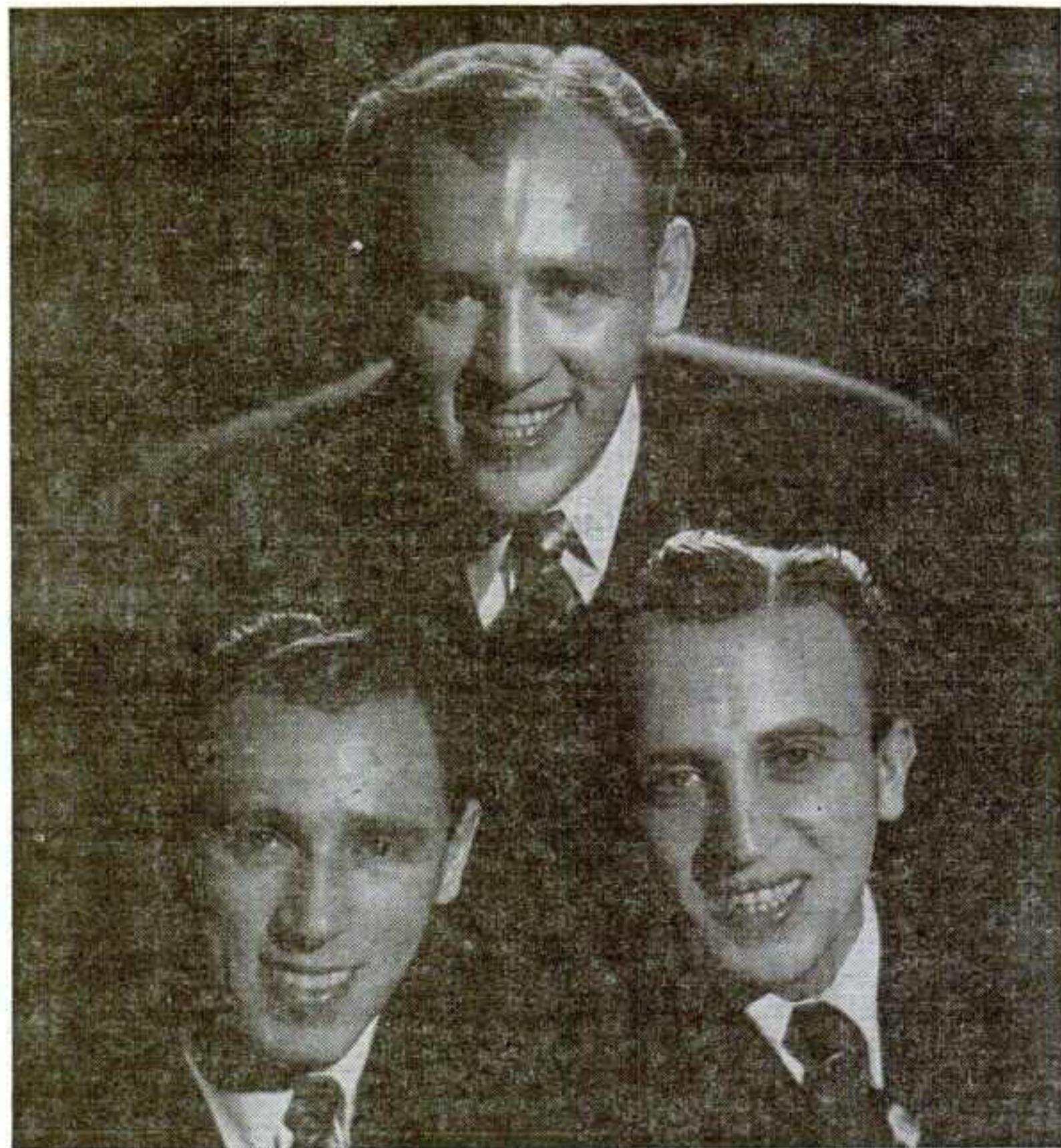
"MY ANGELINA"

WITH THE

LIND BROS.

and the

DAVID CARROLL ORCHESTRA



RECORDED ON

MERCURY RECORDS

#70564

PUBLISHED BY

BUD BRANDON

FREDERICK MUSIC COMPANY

● Reviews and Ratings of New Classical Releases

● Continued from page 22

ance, directed by the composer, can only be considered definitive, and its grip on the musical imagination even on first hearing, is undeniable. One of the more interesting Decca releases in some time, even the mass acceptance is not likely.

L'ESPRIT DE PARIS (Pensee de Sacha Guitry et des autres) (1-12")—Les Editions Francais LL 89969

Here's a real collectors item—recitations in French by the "grand old man" of the French Theater, Sacha Guitry. At 70, Guitry is actually a living legend, having been an intimate of Sarah Bernhardt, Mirbeau, Monet and Rodin. With a discreetly muffled guitar in the background, he recites a number of maxims and penses (ranging from the works of Montaigne and Goethe to Oscar Wilde and Voltaire); while on the flip (to piano accompaniment) he talks about his beloved Paris. Dealers should do well with this package if they take the trouble to contact its specialized market (e.g. schools, French language students, drama students, little theater groups, etc.) Additional sales might be stimulated thru display and promotion tie-ups with local movie art theaters, since many of Guitry's French films are in constant circulation here in cinemas showing foreign pictures.

ELIZABETHAN AND JACOBAN MUSIC (1-12")—Alfred Deller, Counter-Tenor. Vanguard BG 53968

Deller, a master interpreter of 16th and 17th Century songs, renders this material with gentleness and warmth in a voice (male alto) that is rarely encountered today. Works heard are by John Dowland, Thomas Campian, Robert Parsons, John

Bartlett, and other names that are more usually read about than listened to. The recording, for clarity and fidelity, is of the very highest standard. Lute, harpsichord and viols combine to fill out a program that will have strong appeal for the specialist buyer.

NEW DIRECTIONS IN MUSIC AND SOUND, VOL. 1 (1-12")—Rias Symphony Orchestra; Ferenc Fricsay, Cond. Decca DL 976968

The title and cover here would indicate more interesting fare than the package actually holds. Included are five orchestral works by contemporary German and Swiss composers—Blacher, Von Einem, Fortner, Hartmann and Liebermann. Latter was recently represented in concert and wax here by his "Concerto for Jazz Band and Orchestra." All selections show skill in orchestration, but the only real depth is found in the Fortner and Hartmann—both of which are excerpts from larger works. Also, these are the only works in an "advanced" idiom. Performance and recording are excellent.

BACH: HARPSICHORD CONCERTOS IN F MINOR AND D (1-12")—Isabelle Nef, Harpsichord; Oiseau-Lyre Orchestra; Pierre Colombo, Cond. Oiseau-Lyre OL 5004267

Four-square, somewhat earthbound readings of great classic literature, with the D Major better realized. Latter is a transcription of the E Major Violin Concerto, while the F Minor has also gained some currency in a version for violin, which Joseph Szigeti was once fond of playing. Limited potential.

● Reviews and Ratings of New Popular Albums

I LOVE YOU 84
Eddie Fisher (1-12")
RCA Victor LPM 1097

This album should have a heavy sale. Here is Eddie Fisher, one of the two most powerful Victor artists in the pop field—singing 12 great standards smartly arranged by Hugo Winterhalter. Tunes included are "So in Love," "Pretty Baby," "The Girl That I Marry," "What Is This Thing Called Love," "Somebody Loves Me," etc. The appeal of this package is obvious, and dealers can hardly go wrong stocking it. All they can do is make money.

SO MANY MEMORIES79
Patti Page (1-10")
Mercury MG 25210

Here's an album that's virtually a must for dealers. Patti Page, with all her sales power and vocal excellence, sings eight great standards on this disk. Tunes include "Deep in a Dream," "Spring Is Here," "You Go to My Head," "What's New," etc. Disk has good sound, tasteful arrangements, and will appeal to her many fans.

MUSIC FOR TONIGHT77
Steve Allen Ork (1-12")
Coral CRL 57004

Coral hopes history will repeat itself, and that Steve Allen's mood-music album will take off like Jackie Gleason's romantic LP's did for Capitol. Allen, of course, intends to help all he can, via plugs for the package on his network NBC-TV show, which by no coincidence also bears the title "Tonight." Allen goes Gleason one better and plays piano on his LP. He's featured on 12 different selections—nine standards ("Isn't It Romantic," "Imagination," "Long Ago and Far Away," etc. (and three of his own compositions, including the title tune "Tonight." Allen plays a relaxed, pleasant brand of piano, and Neal Hefti's arrangements are good—combining the necessary mood of dreamy lushness with a pleasing simplicity of taste. A smart looking blonde adorns the cover, and just to be different the gal is modestly concealed from the neck down by a giant-sized keyboard. This one should sell.

WALTZES76
Henri Rene Ork (1-12")
RCA Victor LPM 1006

This beautifully packaged LP is evidently one of the first in a series of "Perfect for Dancing" disks. The cover carries a credit line for the Fred Astaire Dance Studios and a small photo of the dancer, while the back features instructions and diagrams for the "Astaire Waltz" and notes that the album selections were chosen for their waltz-ability by Astaire instructors. The tie-up should enhance the LP's sales appeal, while Rene's lush, nostalgic waltz arrangements provide thoroly pleasant listening and mood music programming for jocks. Oldies include "Let Me Call You Sweetheart," "Wonderful One," "Always," "Three o'Clock in the Morning," and "The Anniversary Waltz." The cover spotlights an eye-catching color photo of a handsome waltzing couple.

PORTER: THE PIRATE74
Sound Track (1-10")
M-G-M E 21

The Judy Garland-Gene Kelly sound track album was originally released on 78 r.p.m. back in the late forties, when the M-G-M musical was first shown. However, this is the first time

it has been made available on LP, and the label obviously hopes to cash in on the Academy Award excitement this month, for which Miss Garland has been nominated for best actress honors. The LP features six Cole Porter selections, including some that jockeys are still playing—notably Kelly's personable vocal on "Nina," Judy Garland's expressive thrashing of "Mack the Black" and "You Can Do No Wrong," and their amusing duo on the frisky "Be a Clown."

OLAY! 70
Harmonicats (1-10")
Mercury MG 25193

Eight Latin-American standards are included on this disk—such staples as "Amapola," "Maria Elena," "Peanut Vendor," etc. During the last year there's been evidence of growing interest in harmonica instrumentals. This disk by Jerry Murad and the Harmonicats may be stocked by dealers who have found some consumer interest in their area. The Harmonicats' performance is okay.

GYPSY NIGHTS66
Eddie Csoka Ork (1-10")
Vanguard VRS 7019

A year or so ago indie diskeries were turning out gypsy LP's by the shovel-full. Activity has slackened since then, but there should always be a good potential for a superior entry in the idiom. Vanguard has such an item here with fiddler Csoka and his combo, currently performing in a Salzburg cafe. He has the style, the Hungarian and Rumanian material is not too hackneyed and the sound is brilliant.

Jazz

STAN GETZ AT THE SHRINE80
(2-12")
Norgran MG N 2000

With an ambitious concert album like this under his belt, Stan Getz may be said to have gotten the final measure of recognition of his contribution to contemporary jazz. These "live" takes from the wind-up concert of last year's tour exhibit the exciting elements he has consistently injected into the modern musical scene. The solid ensemble feel of these sides is due in no small part to the brilliant assistance of trombonist Bob Brookmeyer and pianist John Williams. Commercial appeal of this package is enhanced by the folio of photos of Getz included with the set.

JAZZ PART II
JAZZ BAND BALL76
(4-12")

Good Time Jazz I, 12005
Good Time Jazz, which has recorded so many notable examples of New Orleans jazz, has amassed a lot of representative material on this disk. Four great bands of their type—George Lewis, Turk Murphy, Kid Ory and Pete Daily—are in these grooves. All do four numbers each—with the exception of Kid Ory, who is limited to three because of his six-minute session with "Blues for Jimmie Noone." For the buyer who wants virtually a collection on one album—great bands, great instrumentalists, great tunes—this is it.

DESMOND 78
(Paul Desmond (1-10")
Fantasy 3-21

Dave Brubeck's alto saxophonist has turned in one of the most interesting and enjoyable jazz sets in many months. While musicians themselves

(Continued on page 42)

ALL IT TAKES IS TALENT!

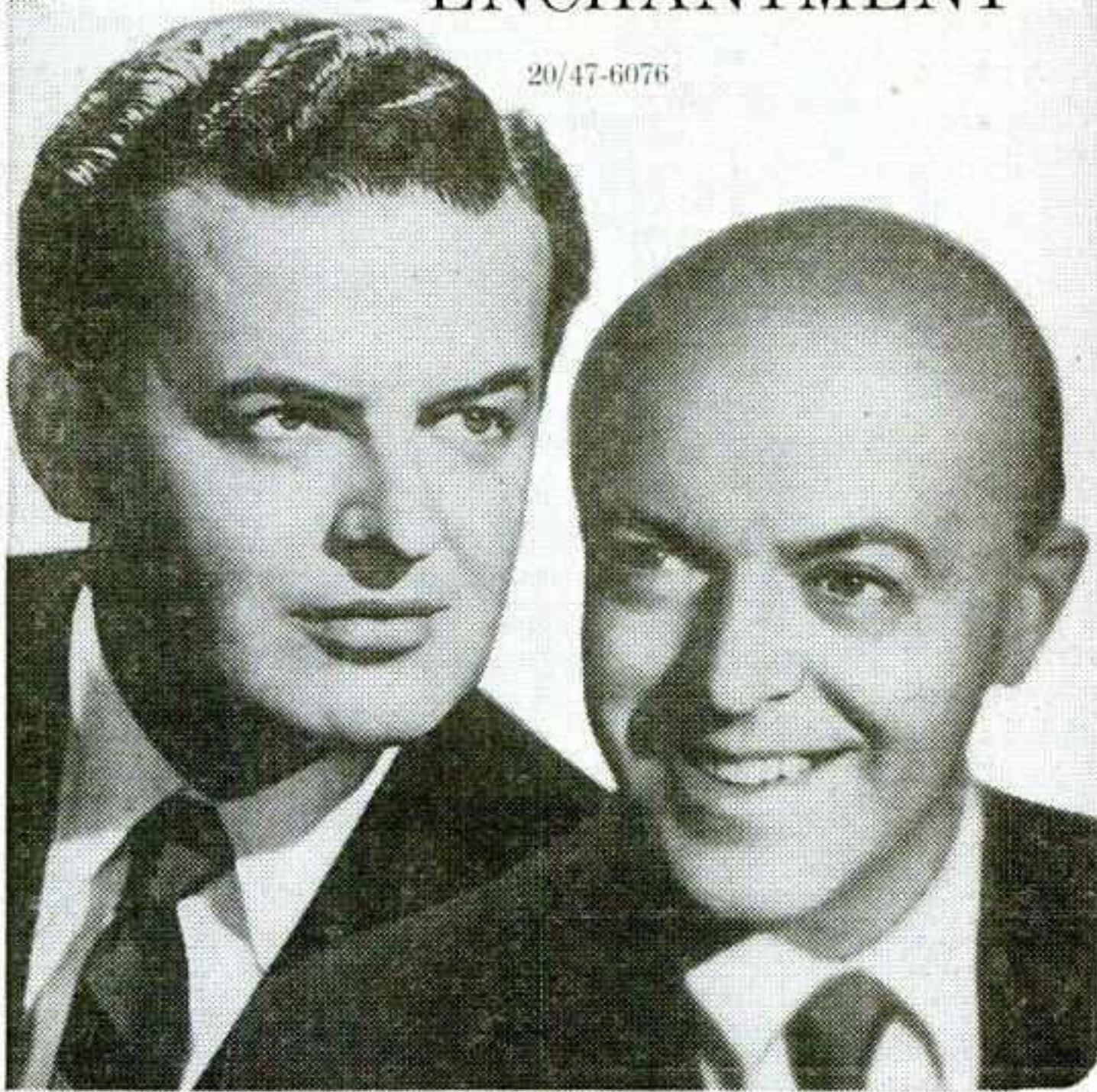
*The Hitmakers...
together on
one great record!*

Hugo

WINTERHALTER and HENRI RENÉ

CRYSTAL CHANDELIER
.....
ENCHANTMENT

20/47-6076



*Her first
for RCA Victor!
the fabulous*

LENA HORNE

LOVE ME OR LEAVE ME
.....
I LOVE TO LOVE

20/47-6073



...Questo disco è magnifico!

LOU MONTE

DREAMBOAT  The ITALIAN WALLFLOWER
(I'll Dance With Her, Henry)

20/47-6072



RCA VICTOR
FIRST IN RECORDED MUSIC



"New Orthophonic" High Fidelity Recordings

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

In line with the general reversal of customary sales patterns in the pop record field over the last year, the best-selling pop chart this week spotlights the changing picture for artists. Whereas a few years ago the chart was dominated by veteran recording stars, this year the unknowns have practically squeezed the former out of the top 30 altogether.

A look at this week's chart, for instance, shows seven newcomers on the list, none of whom have ever had another record in the top 30. The seven include Bill Hayes in the No. 1 spot with "The Ballad of Davy Crockett," Fess Parker with the same song in No. 6. The Cowboy Church Sunday School with "Open Up Your Heart" now goes into its 14th week. Prez Prado is in No. 11 with "Cherry Pink and Apple Blossom White"; Lenny Dee with "Plantation Boogie"; Pat Boone, for the first time with "Two Hearts" in No. 24, and Somethin' Smith and the Redheads (also for the first time) with "It's a Sin to Tell a Lie" in No. 28.

In the album field, TV continues to exert sales influence in both the LP and the EP categories. A striking illustration of the trend showed up this week with Mary Martin's "Peter Pan" album which soared to No. 5 the first time around on the LP chart and No. 7 (also the first time) on the EP chart. The albums were issued about six weeks ago during the run of the Broadway show, but nothing much happened sales-wise until NBC-TV presented the same show less than two weeks ago.

An even more dramatic illustration of TV's selling power in the album field is seen this week in the appearance of "Arthur Godfrey Presents Carmel Quinn" (his new Irish canary protege) as No. 4 on the LP list and No. 5 on the EP chart. It was a first-time showing for the album on both charts.

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Ballad of Davy Crockett	2	4
2. Melody of Love	1	12
3. Open Up Your Heart	3	10
4. Tweedle Dee	4	7
5. How Important Can It Be	6	7
6. Sincerely	5	11
7. That's All I Want From You	10	12
8. Play Me Hearts and Flowers	-	1
9. Pledging My Love	-	1
10. Mr. Sandman	7	10
11. Hearts of Stone	8	14
12. Wedding Bells	14	2
13. Ko Ko Mo	12	9
14. Earth Angel	9	10
15. Blue Mirage	-	2

HONOR ROLL OF HITS



The Nation's Top Tunes

For survey week ending March 23

This Week	Last Week	Weeks on Chart
1. Ballad of Davy Crockett	3	6
By Tom Blackburn & George Burns—Published by Wonderland (BMI) BEST SELLING RECORDS: B. Hayes, Cadence 1256; F. Parker, Columbia 40449; T. Ernie, Capitol 3058. OTHER RECORDS AVAILABLE: S. Allen, Coral 61368; J. Brown, M-G-M 11941; B. Ives, Dec 29423; R. Draper, Mercury 70555; W. Schumann, Vic 20-6041; M. Wiseman, Dot 1240. ELECTRICAL TRANSCRIPTIONS: Johnny Desmond, Thesaurus.		
2. Melody of Love	1	13
By H. Engelmann, Tom Glazer—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: B. Vaughn, Dot 15247; D. Carroll, Mercury 70516; Four Aces, Dec 29395. OTHER RECORDS AVAILABLE: E. Bostic, King 4776; D. Carroll-P. Tremaine, Mercury 70521; J. Cook, Crown 139; L. Diamond, Vic 20-5973; J. Haskell, Camden 262; Ink Spots, King 1336; S. Kaye, Col 40417; W. King, Vic 20-0024; F. McCormick, M-G-M 11908; McGuire Sisters, Coral 61334; D. Shore-T. Martin, Vic 20-5975; F. Sinatra, Cap 3018; C. Stone, Cap 3039. ELECTRICAL TRANSCRIPTIONS: Johnny Desmond, Thesaurus; L. Welk, Standard.		
3. Sincerely	2	12
By Harvey Fuqua, Allen Freed—Published by Arc (BMI) BEST SELLING RECORDS: McGuire Sisters, Coral 61323; Moonglows, Chess 1581. OTHER RECORDS AVAILABLE: L. Armstrong, Dec 29421; Bop-A-Loos, Mercury 70569; B. Fields, M-G-M 11917; Johnnie & Jack, Vic 20-6014; S. Lanson, Camden 263; B. Wills, Dec 29432. ELECTRICAL TRANSCRIPTIONS: E. LeMar, Standard.		
4. Tweedle Dee	4	10
By Winfield Scott—Published by Progressive (BMI) BEST SELLING RECORDS: G. Gibbs, Mercury 70517; L. Baker, Atlantic 1047. OTHER RECORDS AVAILABLE: Bop-A-Loos, Mercury 70553; T. Brewer, Coral 61366; D. Collins, Audivox 114; Lancers, Coral 61332; P. W. King, Vic 20-6005; B. Lou, King 1436; S. Lanson, Camden 263; A. Sears, Herald 448; V. Young, Cap 3008. ELECTRICAL TRANSCRIPTIONS: David LeWinter, Standard.		
5. How Important Can It Be	6	8
By B. Benjamin, G. Weiss—Published by Laurel (ASCAP) BEST SELLING RECORD: J. James, M-G-M 11919. OTHER RECORDS AVAILABLE: T. Brewer, Coral 61362; C. Boswell, Dec 29412; B. May, Capitol 3066; L. Monte, Vic 20-5993; J. Smith, Majar 138; S. Vaughan, Mercury 70534. ELECTRICAL TRANSCRIPTIONS: David LeWinter, Standard.		
6. Ko Ko Mo	5	10
By Forest Wilson, Jake Porter, Eunice Levy—Published by Meridian (BMI) BEST SELLING RECORDS: P. Como, Vic 20-5994; Crew Cuts, Mercury 70529. OTHER RECORDS AVAILABLE: J. Caldwell, King 1442; Charms, DeLuxe 6080; G. Crosby-L. Armstrong, Dec 29420; B. Darnell-B. Clooney, X X-0087; Dooley Sisters, Tampa 100; Gene & Eunice, Combo 64; A. Griffith, Cap 3057; H. Hawkins, Vic 47-6022; G. Hill & R. Sovine, Dec 29411; B. & M. Hutton, Cap 3031; Marvin & Johnny, Modern 949; T. Rodriguez, Vic 47-5998. ELECTRICAL TRANSCRIPTIONS: L. Welk, Standard.		
7. Open Up Your Heart	9	11
By Stuart Hamblen—Published by Hamblen (BMI) BEST SELLING RECORD: Cowboy Church Sunday School, Dec 29367. OTHER RECORDS AVAILABLE: Lancers, Coral 61332; R. Clooney & Sister Gail, Col 40422; McGuire Sisters, Coral 61334; G. B. Shea, Vic 20-6021.		
8. Earth Angel	7	12
By Curtis Williams—Published by Dootsie Williams (BMI) BEST SELLING RECORDS: Crew Cuts, Mercury 70529; Penguins, Dootone 348; G. Mann, Sound 108. OTHER RECORDS AVAILABLE: L. Baxter, Cap 3002; S. Lanson, Camden 263; P. O'Day, M-G-M 11904. ELECTRICAL TRANSCRIPTIONS: E. LaMar, Standard.		
9. That's All I Want From You	10	18
By M. Rotha—Published by Weiss & Barry (BMI) BEST SELLING RECORD: J. P. Morgan, Vic 20-5892. OTHER RECORDS AVAILABLE: D. Jacobs, Coral 61260; L. Darnell, Savoy 1151; J. Haskell, Camden 262; J. Heap & P. Williams, Cap 3071; D. Washington, Mercury 70537; A. Williams, M-G-M 11935; York Brothers, King 1434. ELECTRICAL TRANSCRIPTIONS: H. Bluestone, Standard; J. Desmond, Thesaurus.		
10. Hearts of Stone	8	18
By Rudy Jackson, Eddie Ray—Published by Regent (BMI) BEST SELLING RECORDS: Fontane Sisters, Dot 15265; Charms, DeLuxe 6062. OTHER RECORDS AVAILABLE: Bop-A-Loos, Mercury 70568; R. Foley, Dec 29375; Gooters, Coral 61305; R. Gray, Cap 2946; J. Haskell, Camden 262; L. Innis, King 1392; Jewels, R & B 1301; McGuire Sisters, Coral 61335; R. Wells, Vic 20-5955; Vicki Young, Cap 3008. ELECTRICAL TRANSCRIPTIONS: H. Bluestone, Standard; J. Desmond, Thesaurus.		

Second Ten

11. PLEDGING MY LOVE	11	6
Published by Lion (BMI)		
12. PLAY ME HEARTS AND FLOWERS	-	1
Published by Advanced (ASCAP)		
13. CHERRY PINK AND APPLE BLOSSOM WHITE	14	2
Published by Chappell (ASCAP)		
14. BLUE MIRAGE	14	7
Published by B. W. Wood (ASCAP)		
15. DARLING JE VOUS AIME BEAUCOUP	13	5
Published by Chappell (ASCAP)		
16. DANCE WITH ME, HENRY	-	1
Published by Modern (BMI)		
17. WEDDING BELLS	19	3
Published by Mellin (BMI)		
18. DANGER, HEARTBREAK AHEAD	19	3
Published by Robbins (ASCAP)		
19. MR. SANDMAN	12	22
Published by E. H. Morris (ASCAP)		
20. ROCK LOVE	14	7
Published by Jay & Cee (BMI)		
20. IT MAY SOUND SILLY	-	1
Published by Progressive (BMI)		

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

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

Tunes with Greatest Radio-TV Audiences

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

Radio

A Man Chases a Girl (R)	(F)—Berlin—ASCAP
All of You (R)	—Chappell—ASCAP
Ballad of Davy Crockett (R)	(F)—Wonderland—BMI
Blue Mirage (R)	—B. F. Wood—ASCAP
Breeze and I (R)	—E. B. Marks—BMI
Cherry Pink and Apple Blossom White (R)	—Chappell—ASCAP
Danger, Heartbreak Ahead (R)	—Robbins—ASCAP
Darling Je Vous Aime Beaucoup (R)	—Chappell—ASCAP
Dreamboat (R)	—Leeds—ASCAP
Foolishly Yours (R)	—Shapiro-Bernstein—ASCAP
Hearts of Stone (R)	—Regent—BMI
How Important Can It Be? (R)	—Aspen—ASCAP
It May Sound Silly (R)	—Progressive—BMI
Keep Me in Mind (R)	—Famous—ASCAP
Ko Ko Mo (R)	—Meridian—BMI
Melody of Love (R)	—Shapiro-Bernstein—ASCAP
No More (R)	—Maple Leaf—BMI
Open Up Your Heart (R)	—Hamblen—BMI
Play Me Hearts and Flowers (R)	—Advanced—ASCAP
Pledging My Love (R)	—Lion—BMI
Rock Love (R)	—Lois—BMI
Sincerely (R)	—Arc—BMI
Strange Lady in Town (R)	—Witmark—ASCAP
Take My Love (R)	—Feist—ASCAP
That's All I Want From You (R)	—Weiss & Barry—BMI
There Goes My Heart (R)	—Feist—ASCAP
These Are the Things We'll Share (R)	—Famous—ASCAP
Tweedle Dee (R)	—Progressive—BMI
Unchained Melody (R)	—Frank—ASCAP
Young and Foolish (R)	—Chappell—ASCAP

Television

All of You (R)	—Chappell—ASCAP
Ballad of Davy Crockett (R)	(F)—Wonderland—BMI
Breeze and I (R)	—E. B. Marks—BMI
Cherry Pink and Apple Blossom White (R)	—Chappell—ASCAP
Darling Je Vous Aime Beaucoup (R)	—Chappell—ASCAP
Do As You Would Be Did By (R)	—Joy—ASCAP
Hearts of Stone (R)	—Regent—BMI
How Important Can It Be? (R)	—Aspen—ASCAP
It May Sound Silly (R)	—Progressive—BMI
It's Crazy (R)	—Crestview—ASCAP
I've Been Thinkin' (R)	—Acuff-Rose—BMI
Just One More Time (R)	—Paxton—ASCAP
Ko Ko Mo (R)	—Meridian—ASCAP
Let Me Go, Lover (R)	—Hill & Range—BMI
Malaguena (R)	—E. B. Marks—BMI
Melody of Love (R)	—Shapiro-Bernstein—ASCAP
Mr. Sandman (R)	—E. H. Morris—ASCAP
No More (R)	—Maple Leaf—BMI
Open Up Your Heart (R)	—Hamblen—BMI
Sand and the Sea (R)	—Winnerton—BMI
Shake, Rattle and Roll (R)	—Progressive—BMI
Sincerely (R)	—Arc—BMI
Stompin' Down Broadway (R)	—Embassy—BMI
That's All I Want From You (R)	—Weiss & Barry—BMI
Tweedle Dee (R)	—Progressive—BMI
Unsuspecting Heart (R)	—Tee Pee—ASCAP
Wedding Bells (R)	—Mellin—BMI
Who Can Forget? (R)	—B. F. Wood—ASCAP
You Forget (To Tell Me That You Loved Me) (R)	—Ardmore—ASCAP
You'll Always Be My Lifetime Sweetheart (R)	—Wizell & Day—ASCAP

England's Top Twenty

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

Softly, Softly—Cavendish (Sherwin)
 Let Me Go, Lover—Aberbach (Hill & Range)
 Give Me Your Word—Campbell, Connelly (Shapiro-Bernstein)
 A Blossom Fell—John Fields (Shapiro-Bernstein)
 Naughty Lady of Shady Lane—Sterling (Paxton)
 Mambo Italiano—Campbell, Connelly (Rylan)
 Mobile—Leeds (Ardmore)
 Happy Days and Lonely Nights—Lawrence Wright (Advanced)
 Mr. Sandman—E. H. Morris (E. H. Morris)
 Prize of Gold—Victoria (Shapiro-Bernstein)
 Finger of Suspicion—Pickwick (Pickwick)
 Majorca—Mills (Eastwick)
 No One But You—Robbins (Feist)
 Tomorrow—Cavendish (Reis)
 Under the Bridges of Paris—Southern (Hill & Range)
 If Anyone Finds This I Love You—Michael Reine (Ardmore)
 I Still Believe—MacMelodies (MacMelodies)
 If I Give My Heart to You—Robbins (Miller)
 Somebody—Bourne (Bourne)
 Heartbeat—Kassner (Ample)



Buyboard

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

TOP SELLERS— POPULAR Listed Alphabetically

BALLAD OF DAVY CROCKETT	
FAREWELL	(Tennessee) Ernie Ford 3058
CLOSE YOUR EYES!	
DOGGONE IT, YOU DID IT	The Five Keys 3032
IT NEVER OCCURRED TO ME	
MALAYA	The Four Freshmen 3070
LING, TING, TONG	
I'M ALONE	The Five Keys 2945
LIVE FAST, LOVE HARD, DIE YOUNG	
ZOOM, ZOOM, ZOOM	Vicki Young 3076
MAKE YOURSELF COMFORTABLE	
KO KO MO	Andy Griffith 3057
PLEASE HAVE MERCY	
THESE ARE THE THINGS WE'LL SHARE	Bunny Paul 3074
THE SAND AND THE SEA	
DARLING JE VOUS AIME BEAUCOUP	Nat (King) Cole 3027
TWO HEARTS, TWO KISSES	Frank Sinatra &
FROM THE BOTTOM TO THE TOP	The Nuggets 3084
UNCHAINED MELODY	
MEDIC	Les Baxter 3055

COMING UP FAST Listed Alphabetically

BABY YOU	Ray Anthony	
HORNBLOWER'S SERENADE	Dick Stabile	3069
THE BUNNY HOP		
THE HOKEY POKEY	Ray Anthony	2427
DREAM BOAT		
LEAVE MY HONEY BE	Paulette Sisters	3068
FUJIYAMA MAMA		
WHEELS OF LOVE	Annisteen Allen	3048
HONEY BUNCH		
WRITE ME, BABY	The Four Freshmen	3024
OOH AH		
CARELESS	The Gallahads	3060
YOU FORGOT		
TIK-A-TEE, TIK-A-TAY	Gordon MacRae	3085

LATEST RELEASES

Numbers
465 & 466

BLUEBERRIES	
CAN'T WE BE MORE THAN FRIENDS	
The Cheers	3075
LIVE FAST, LOVE HARD, DIE YOUNG	
ZOOM, ZOOM, ZOOM	Vicki Young 3076
YOU'RE A HUMDINGER	
I'M JUST TOO LAZY	
The Farmer Boys	3077
ICHI-BON TAMI DACHI	
WHY OH-H	
Rovers	3078
SINGIN' IN THE RAIN	
WATERLOO WALK	
Johnny Dankworth	3079
THE SNOWY, SNOWY MOUNTAINS	
LOVE IS ETERNAL	
Al Martino	3080
EV'RY DAY	
HOW WOULD YOU HAVE ME	
Lee Kane	3081
IT TICKLES	
LET DOWN	
Tommy Collins	3082
LOVE THY NEIGHBOR AS THYSELF	
MAKE HIM A SOLDIER	
The Louvin Brothers	3083
TWO HEARTS, TWO KISSES	
FROM THE BOTTOM TO THE TOP	
Frank Sinatra, Nuggets	3084
YOU FORGOT	
TIK-A-TEE, TIK-A-TAY	
Gordon MacRae	3085

BEST SELLING— POPULAR ALBUMS Listed Alphabetically

ARTHUR MURRAY CHA CHA MAMBOS	
45 rpm "EP" No. EAP-1-2-3-578 & ECF-578	
33 1/2 rpm No. T-578	
B. G. IN HI FI—Benny Goodman	
45 rpm "EP" No. EAP-1-2-3-4-565 &	
EBF-1-2-565 33 1/2 rpm No. W-565	
GOLDEN HORN—Ray Anthony	
45 rpm "EP" No. EAP-1-2-3-563 & ECF-563	
33 1/2 rpm No. T-563	
THE KENTON ERA—Stan Kenton	
45 rpm "EP" No. EOX-569	
33 1/2 rpm No. WDX-569	
MUSIC FOR LOVERS ONLY—Jackie Gleason	
45 rpm "EP" No. EBF-352	
33 1/2 rpm No. H-352	
MUSIC, MARTINIS, AND MEMORIES—Jackie	
Gleason 45 rpm "EP" No. EAP-1-2-3-4-509	
& EBF-1-2-509 33 1/2 rpm No. W-509	
MUSIC TO REMEMBER HER—Jackie Gleason	
45 rpm "EP" No. EBF-1-2-570	
33 1/2 rpm No. W-570	
PLAIN AND FANCY—Original Broadway Cast	
45 rpm "EP" No. EDM-603	
33 1/2 rpm No. S-603	
SOMETHING COOL—June Christy	
45 rpm "EP" No. EBF-516	
33 1/2 rpm No. H-516	
SORTA-MAY—Billy May	
45 rpm "EP" No. EAP-1-2-3-562 & ECF-562	
33 1/2 rpm No. T-562	
SWING EASY—Frank Sinatra	
45 rpm "EP" No. EAP-1-2-528 & EBF-528	
33 1/2 rpm No. H-528	
VOICES IN MODERN—The Four Freshmen	
45 rpm "EP" No. EAP-1-2-522	
33 1/2 rpm No. H-522 & T-522	
YMA SUMAC MAMBO	
45 rpm "EP" No. EAP-1-2-564	
33 1/2 rpm No. H-564	

TOP SELLERS— COUNTRY & HILLBILLY Listed Alphabetically

ANNIE OVER	
IF LOVIN' YOU IS WRONG	
Hank Thompson	3030
COW COW BOOGIE	
ROCK-ROCKOLA	
Merrill Moore	3034
DID YOU TELL HER ABOUT ME	
YOU SENT HER AN ORCHID	
Jean Shepard	3051
IF THAT'S THE FASHION	
IF YOU AIN'T LOVIN'	
Faron Young	2953
LITTLE TOM	
I FEEL BETTER ALL OVER	
Ferlin Huskey	3001
LIVE FAST, LOVE HARD, DIE YOUNG	
FORGIVE ME, DEAR	
Faron Young	3056
MY GALLINA	
CUZZ YORE SO SWEET	
Simon Crum	3063
RUSTY OLD HALO	
I DREAMED OF A HILLBILLY HEAVEN	
Bill Lowery	3053
THAT'S ALL I WANT FROM YOU	
SEBBIN COME ELEBBIN	
Jimmy Heap, Perk Williams	3071
UNTIED	
BOOB-I-LAK	
Tommy Collins	3017
WAIT A LITTLE LONGER PLEASE, JESUS	
I'M GONNA SERVE HIM	
Chester Smith	2941
YOU'RE A HUMDINGER	
I'M JUST TOO LAZY	
The Farmer Boys	3077

BEST SELLING— "EP" ALBUMS Listed Alphabetically

BAZOOM—The Cheers	45 rpm "EP" No. EAP-1-584	JACKIE GLEASON PLAYS ROMANTIC JAZZ	45 rpm "EP" No. EAP-1-568
BLUE MIRAGE—Les Baxter	45 rpm "EP" No. EAP-1-599	JANE FROMAN SINGS	45 rpm "EP" No. EAP-1-600
THE BUNNY HOP—Anthony, Ellington, Stone	45 rpm "EP" No. EAP-1-605	LES PAUL AND MARY FORD	45 rpm "EP" No. EAP-1-9121
DREAM—The Pied Pipers	45 rpm "EP" No. EAP-1-586	MELODY OF LOVE—Frank Sinatra, Ray Anthony	45 rpm "EP" No. EAP-1-590
THE FIVE KEYS	45 rpm "EP" No. EAP-1-572	NAT "KING" COLE SINGS	45 rpm "EP" No. EAP-1-9120
HANK THOMPSON	45 rpm "EP" No. EAP-1-601	TWEEDLEE DEE—Vicki Young	45 rpm "EP" No. EAP-1-593

"Specialized" HIGH-FIDELITY ALBUMS

Listed Alphabetically

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

BEST SELLING—CHILDREN'S ALBUMS Listed Alphabetically

BALLAD OF DAVY CROCKETT & FAREWELL—	"Tennessee" Ernie Ford	45 rpm No. CASF-3229	78 rpm No. CAS-3229
BOZO AT THE CIRCUS—Pinto Colvig	45 rpm "EP" No. EAXF-3030	78 rpm No. DBX-114	
BOZO'S MERRY-GO-ROUND MUSIC, Ride 1—	Pinto Colvig	45 rpm No. CASF-3173	78 rpm No. CAS-3173
BOZO'S MERRY-GO-ROUND MUSIC, Ride 2—	Pinto Colvig	45 rpm No. CASF-3174	78 rpm No. CAS-3174
D-O-G SPELLS DOG, D-O-G—Mel Blanc	45 rpm No. CASF-3219	78 rpm No. CAS-3219	
GISELE MacKENZIE SINGS CHILDREN'S SONGS FROM FRANCE	45 rpm No. CASF-3224	78 rpm No. CAS-3224	
I'M A LITTLE TEAPOT & THE TEDDY BEARS' PICNIC—Frank DeVol	45 rpm No. CASF-3083	78 rpm No. CAS-3083	
I TAUT I TAW A PUDDY TAT & YOSEMITE SAM—	Mel Blanc	45 rpm No. CASF-3104	78 rpm No. CAS-3104
LADY AND THE TRAMP—Original Cast	45 rpm No. "EP" EAXF-3056	78 rpm No. DBX-3065	
NEVER SMILE AT A CROCODILE & FOLLOWING THE LEADER—Jerry Lewis	45 rpm No. CASF-3163	78 rpm No. CAS-3163	
WOODY WOODPECKER'S FAIRY GODMOTHER—	Mel Blanc	45 rpm No. CASF-3218	78 rpm No. CAS-3218
WOODY WOODPECKER AND HIS TALENT SHOW—	Mel Blanc	45 rpm "EP" No. EAXF-3032	78 rpm No. DBX-3032



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sings two new hits

YOU FORGOT • TIK-A-TEE, TIK-A-TAY

(from the CBS TV Shower Of Stars show "BURLESQUE")

RECORD NO. 3085

FOUR KNIGHTS

FOOLISHLY YOURS • INSIDE OUT

RECORD NO. 3093



The Billboard Music Popularity Charts

POPULAR RECORDS

Best Sellers in Stores

For survey week ending March 23

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Weeks on Chart	Title	Label
1		6	BALLAD OF DAVY CROCKETT—B. Hayes	Farewell—Cadence 1256—BMI
2		9	CRAZY OTTO MEDLEY—J. Maddox	Humoresque—Dot 15325
3		10	TWEEDLE DEE—G. Gibbs	You're Wrong, All Wrong—Mercury 70517—BMI
4		13	SINCERELY—McGuire Sisters	No More—Coral 61323—BMI
5		17	MELODY OF LOVE—B. Vaughn	Joy Ride—Dot 15247—ASCAP
6		4	BALLAD OF DAVY CROCKETT—F. Parker	I Gave My Love—Col 40449—BMI
7		9	KO KO MO—P. Como	You'll Always Be My Lifetime Sweetheart—Vic 20-5994—BMI
8		14	OPEN UP YOUR HEART—Cowboy Church Sunday School	The Lord Is Counting on You—Dec 29367—BMI
9		7	HOW IMPORTANT CAN IT BE?—J. James	This Is My Confession—M-G-M 11919—ASCAP
10		3	BALLAD OF DAVY CROCKETT—Tennessee Ernie Ford	Farewell—Cap 3058—BMI
11		5	CHERRY PINK AND APPLE BLOSSOM WHITE—P. Prado	Marie Elena Rumba—Vic 20-5965—ASCAP
12		9	EARTH ANGEL—Crew Cuts	Ko Ko Mo—(16)—Mercury 70529—BMI
13		11	MELODY OF LOVE—Four Aces	There's a Tavern in the Town—Dec 29395—ASCAP
14		13	MELODY OF LOVE—D. Carroll	Golondrina, La—Mercury 70516—ASCAP
15		2	DANCE WITH ME, HENRY—G. Gibbs	Every Road Must Have a Turning—Mercury 70572—BMI
16		10	KO KO MO—Crew Cuts	Earth Angel—(12)—Mercury 70529—BMI
17		19	THAT'S ALL I WANT FROM YOU—J. P. Morgan	Dawn—Vic 20-5896—BMI
18		5	DARLING JE VOUS AIME BEAUCOUP—Nat (King) Cole	Sand and the Sea—(27)—Cap 3027—ASCAP
19		17	HEARTS OF STONE—Fontane Sisters	Bless Your Heart—Dot 15265—BMI
20		2	PLAY ME HEARTS AND FLOWERS—J. Desmond	I'm So Ashamed—Coral 61379—ASCAP
21		6	PLEDGING MY LOVE—J. Ace	No Money—Duke 136—BMI
22		15	EARTH ANGEL—Penguins	Hey, Senorita—Dootone 348—BMI
23		2	DANGER, HEARTBREAK AHEAD—J. P. Morgan	Softly, Softly—Vic 20-6016—ASCAP
24		1	TWO HEARTS—P. Boone	Tra-La-La—Dot 15338—BMI
25		5	MAMBO ROCK—B. Haley	Birth of the Boogie—Dec 29418—ASCAP
26		1	MAKE YOURSELF COMFORTABLE—A. Griffith	Ko Ko Mo—Cap 3057—ASCAP
27		4	SAND AND THE SEA—Nat (King) Cole	Darling Je Vous Aime Beaucoup—(18)—Cap 3027—BMI
28		1	IT'S A SIN TO TELL A LIE—S. Smith and the Redheads	My Baby Just Cares for Me—Epic 9093—ASCAP
29		8	PLANTATION BOOGIE—L. Dee	Birth of the Blues—Dec 29360—BMI
30		2	IT MAY SOUND SILLY—McGuire Sisters	Doesn't Anybody Love Me?—Coral 61369 BMI

This Week's Best Buys

UNCHAINED MELODY (Frank, ASCAP)—Les Baxter—Capitol 3055

This instrumental is making a big impression in almost all sales areas. Already on the Cleveland territorial chart, the Baxter disk is also selling well in Pittsburgh, Baltimore, Chicago, Milwaukee, Detroit, St. Louis, Atlanta, Durham and Nashville. Flip is "Medic" (Young, ASCAP), which is also showing good action in some parts of the country.

IN THE MOOD (Shapiro-Bernstein, ASCAP) MY MELANCHOLY BABY (Shapiro-Bernstein, ASCAP)—Crazy Otto—Decca 29449

The mania for souped-up piano disks is far from over, judging from the good reception given Crazy Otto's latest record. Operators,

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

in particular, have found it a profitable item. Areas returning best reports include Boston, Buffalo, Pittsburgh, Cleveland, Milwaukee, St. Louis and Nashville. A previous Billboard "Spotlight" pick.

TAKE MY LOVE (Feist, ASCAP)—Eddie Fisher—RCA Victor 6071

While this record has not taken off with the dazzling speed of some of the big Fisher hits, it has moved out nicely this past week. Philadelphia, Buffalo, Pittsburgh, Chicago, Milwaukee, St. Louis, Baltimore, and Nashville sales reports indicated it was off to a fine start and moving out quickly. Flip is "Just One More Time" (Paxton, ASCAP). A previous Billboard "Spotlight" pick.

Most Played in Juke Boxes

For survey week ending March 23

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among 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	SINCERELY—McGuire Sisters	No More—(30)—Coral 61323—BMI
2		7	CRAZY OTTO MEDLEY—J. Maddox	Humoresque—Dot 15325
3		16	HEARTS OF STONE—Fontane Sisters	Bless Your Heart—Dot 15265—BMI
4		8	TWEEDLE DEE—G. Gibbs	You're Wrong, All Wrong—Mercury 70517—BMI
4		4	BALLAD OF DAVY CROCKETT—B. Hayes	Farewell—Cadence 1256—BMI
6		16	MELODY OF LOVE—B. Vaughn	Joy Ride—Dot 15247—ASCAP
7		12	MELODY OF LOVE—Four Aces	There's a Tavern in the Town—Dec 29395—ASCAP
8		6	HOW IMPORTANT CAN IT BE?—J. James	This Is My Confession—M-G-M 11919—ASCAP
9		8	KO KO MO—P. Como	You'll Always Be My Lifetime Sweetheart—(26)—Vic 20-5994—BMI
10		7	KO KO MO—Crew Cuts	Earth Angel—(12)—Mercury 70529—BMI
11		15	THAT'S ALL I WANT FROM YOU—J. P. Morgan	Dawn—Vic 20-5896—BMI
12		8	EARTH ANGEL—Crew Cuts	Ko Ko Mo—(10)—Mercury 70529—BMI
13		7	MELODY OF LOVE—D. Carroll	Golondrina, La—Mercury 70516—ASCAP
14		4	TWEEDLE DEE—L. Baker	Tomorrow Night—Atlantic 1047—BMI
15		8	EARTH ANGEL—Penguins	Hey Senorita—Dootone 348—BMI
16		5	ROCK LOVE—Fontane Sisters	You're Mine—Dot 8570—BMI
17		1	PLEDGING MY LOVE—J. Ace	No Money—Duke 136—BMI
17		1	DANCE WITH ME HENRY—G. Gibbs	Every Road Must Have a Turning—Mercury 70572—BMI
19		1	TWO HEARTS—P. Boone	Tra-La-La—Dot 15338—BMI
20		1	WEDDING BELLS—E. Fisher	Man Chases a Girl—Vic 20-6015—BMI

Most Played by Jockeys

For survey week ending March 23

RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows throughout 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		12	SINCERELY—McGuire Sisters	No More—Coral 61323—BMI
2		10	TWEEDLE DEE—G. Gibbs	You're Wrong, All Wrong—Mercury 70517—BMI
3		6	HOW IMPORTANT CAN IT BE?—J. James	This Is My Confession—M-G-M 11919—ASCAP
4		9	KO KO MO—P. Como	You'll Always Be My Lifetime Sweetheart—Vic 20-5994—BMI
5		4	BALLAD OF DAVY CROCKETT—B. Hayes	Farewell—Cadence 1256—BMI
6		12	MELODY OF LOVE—B. Vaughn	Joy Ride—Dot 15247—ASCAP
7		9	EARTH ANGEL—Crew Cuts	Ko Ko Mo—Mercury 70529—BMI
8		8	CRAZY OTTO MEDLEY—J. Maddox	Humoresque—Dot 15325
9		11	MELODY OF LOVE—Four Aces	There's a Tavern in the Town—Dec 29395—ASCAP
10		5	DARLING JE VOUS AIME BEAUCOUP—Nat (King) Cole	Sand and the Sea—Cap 3027—ASCAP
11		17	THAT'S ALL I WANT FROM YOU—J. P. Morgan	Dawn—Vic 20-5896—BMI
12		11	MELODY OF LOVE—D. Carroll	Golondrina, La—Mercury 70516—ASCAP
13		6	HOW IMPORTANT CAN IT BE?—S. Vaughan	Waltzing Down the Aisle—Mercury 70534—ASCAP
13		1	BALLAD OF DAVY CROCKETT—F. Parker	I Gave My Love—Col 40449—BMI
15		4	DANGER, HEARTBREAK AHEAD—J. P. Morgan	Softly Softly—Vic 20-6016—ASCAP
16		2	IT MAY SOUND SILLY—McGuire Sisters	Doesn't Anybody Love Me?—Coral 61369—BMI
17		2	BALLAD OF DAVY CROCKETT—Tennessee Ernie	Farewell—Cap 3058—BMI
18		17	HEARTS OF STONE—Fontane Sisters	Bless Your Heart—Dot 15265—BMI
19		1	PLAY ME HEARTS AND FLOWERS—J. Desmond	I'm So Ashamed—Coral 61379—ASCAP
20		3	PLEDGING MY LOVE—T. Brewer	How Important Can It Be?—Coral 61362—BMI

INVEST 1 MINUTE READING TIME FOR THE BEST BUYS OF THE WEEK!

3 GREAT NEW RELEASES



**"Whatever
Lola Wants"**

AND

"Oh Yeah"

Sarah Vaughan

MERCURY 70595 • 70595X45



**"The Old
Town Hall"**

AND

**"Dancing and
Dreaming"**

The Laurie Sisters

MERCURY 70596 • 70596X45



"I DIDDIE"

AND

"If It's The Last Thing I Do"

DINAH WASHINGTON

MERCURY 70600 • 70600X45

THE RAVES OF THE TRADE



**"Keep Me In
Mind"**

AND

**"Little Crazy
Quilt"**

Patti Page

MERCURY 70579 • 70579X45



"My Babe"

AND

**"The
Woodpecker
Song"**

The Gaylords

MERCURY 70586 • 70586X45



ALREADY CHARTED AND BREAKING WIDE OPEN!

"DANCE WITH ME HENRY"

AND

"Every Road Must Have A Turning"

GEORGIA GIBBS

MERCURY 70572 • 70572X45

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The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending March 23

Listings are based on late reports secured from top dealers in each of the markets listed.

Atlanta

1. How Important Can It Be? J. James, M-G-M
2. Ballad of Davy Crockett, F. Parker, Col.
3. Blue Mirage, L. Baxter, Cap.
4. Melody of Love, B. Vaughn, Dot
5. Sand and the Sea, Nat (King) Cole, Cap.
6. Tweedle Dee, G. Gibbs, Mer.

Balti.-Wash.

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Make Yourself Comfortable A. Griffith, Cap.
3. Sincerely, McGuire Sisters, Cor.
4. Crazy Otto Medley, J. Maddox, Dot
5. Tweedle Dee, G. Gibbs, Mer.
6. Sand and the Sea, Nat (King) Cole, Cap.
7. Melody of Love, B. Vaughn, Dot
8. Ko Ko Mo, P. Como, Vic.
9. Birth of the Boogie, B. Haley, Dec.
10. How Important Can It Be? B. Haley, Dec.

Boston

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Crazy Otto Medley, J. Maddox, Dot
3. Tweedle Dee, G. Gibbs, Mer.
4. Cherry Pink and Apple Blossom White P. Prado, Vic.
5. Play Me Hearts and Flowers J. Desmond, Cor.
6. Melody of Love, D. Carroll, Mer.
7. It May Sound Silly McGuire Sisters, Cor.
8. How Important Can It Be? J. James, M-G-M
9. Melody of Love, B. Vaughn, Dot
10. Sincerely, McGuire Sisters, Cor.

Buffalo

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Ko Ko Mo, Crew Cuts, Mer.
3. Sincerely, McGuire Sisters, Cor.
4. Tweedle Dee, G. Gibbs, Mer.
5. Crazy Otto Medley, J. Maddox, Dot
6. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.

Chicago

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Crazy Otto Medley, J. Maddox, Dot
3. Melody of Love, B. Vaughn, Dot
4. Open Up Your Heart Cowboy Church Sunday School, Dec.
5. Dance With Me Henry, G. Gibbs, Mer.
6. Cherry Pink and Apple Blossom White P. Prado, Vic.
7. Plantation Boogie, L. Dee, Dec.
8. Tweedle Dee, G. Gibbs, Mer.
9. Sincerely, McGuire Sisters, Cor.
10. Ko Ko Mo, P. Como, Vic.

Cincinnati

1. Tweedle Dee, G. Gibbs, Mer.
2. Ballad of Davy Crockett, B. Hayes, Cdc.
3. Earth Angel, Crew Cuts, Mer.
4. Melody of Love, B. Vaughn, Dot
5. Sincerely, McGuire Sisters, Cor.
6. Ko Ko Mo, Crew Cuts, Mer.
7. How Important Can It Be? J. James, M-G-M
8. It's a Sin to Tell a Lie S. Smith and the Redheads, Epi.
9. Ko Ko Mo, P. Como, Vic.
10. That's All I Want From You J. P. Morgan, Vic.

Cleveland

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Two Hearts, P. Boone, Dot
3. Unchained Melody, L. Baxter, Cap.
4. Unchained Melody, A. Hibbler, Dec.
5. Plantation Boogie, L. Dee, Dec.
6. Wallflower, E. James, Mod.
7. Malaquena, C. Valente, Dec.
8. Melody of Love, B. Vaughn, Dot
9. Close Your Eyes, Five Keys, Cap.

Dallas-Fort Worth

1. Two Hearts, P. Boone, Dot
2. Ballad of Davy Crockett, F. Parker, Col.
3. Melody of Love, Four Aces, Dec.
4. Crazy Otto Medley, J. Maddox, Dot
5. Tweedle Dee, G. Gibbs, Mer.
6. Make Yourself Comfortable A. Griffith, Cap.
7. Dance With Me Henry, G. Gibbs, Mer.
8. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.

Denver

1. Tweedle Dee, G. Gibbs, Mer.
2. Sincerely, McGuire Sisters, Cor.
3. Crazy Otto Medley, J. Maddox, Dot
4. Ballad of Davy Crockett Tennessee Ernie, Cap.
5. Melody of Love, Four Aces, Dec.
6. Ko Ko Mo, Crew Cuts, Mer.
7. Ballad of Davy Crockett, F. Parker, Col.
8. Open Up Your Heart Cowboy Church Sunday School, Dec.
9. Melody of Love, B. Vaughn, Dot
10. Melody of Love, D. Carroll, Mer.

Detroit

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Dixie Danny, Laurie Sisters, Mer.
4. Melody of Love, D. Carroll, Mer.
5. Unchained Melody, A. Hibbler, Dec.
6. Lazy Gondolier, Mantovani, Lon.
7. Tweedle Dee, G. Gibbs, Mer.
8. Dance With Me Henry, G. Gibbs, Mer.
9. Ballad of Davy Crockett, F. Parker, Col.
10. Breeze and I, C. Valente, Dec.

Kansas City

1. Ballad of Davy Crockett Tennessee Ernie, Cap.
2. It's a Sin to Tell a Lie S. Smith & The Redheads, Epi.
3. Crazy Otto Medley, J. Maddox, Dot
4. Cherry Pink and Apple Blossom White P. Prado, Vic.
5. Pledging My Love, J. Ace, Duk.
6. Melody of Love, B. Vaughn, Dot
7. Earth Angel, Penguins, Dtn.
8. Mambo Rock, B. Haley, Dec.

Los Angeles

1. Crazy Otto Medley, J. Maddox, Dot
2. Sincerely, McGuire Sisters, Cor.
3. Ballad of Davy Crockett W. Schumann, Vic.
4. Ballad of Davy Crockett F. Parker, Col.
5. Melody of Love, Four Aces, Dec.
6. Ko Ko Mo, P. Como, Vic.
7. How Important Can It Be? J. James, M-G-M
8. Tweedle Dee, L. Baker, Atl.
9. Melody of Love, B. Vaughn, Dot
10. Tweedle Dee, G. Gibbs, Mer.

Milwaukee

1. Crazy Otto Medley, J. Maddox, Dot
2. Ballad of Davy Crockett F. Parker, Col.
3. Ballad of Davy Crockett, B. Hayes, Cdc.
4. Lazy Gondolier, Mantovani, Lon.
5. Open Up Your Heart Cowboy Church Sunday School, Dec.
6. Tweedle Dee, G. Gibbs, Mer.
7. Ballad of Davy Crockett, T. Ernie, Cap.
8. Rusty Old Halo, M. Jackson, Col.
9. Melody of Love, D. Carroll, Mer.
10. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.

Mpls.-St. Paul

1. Crazy Otto Medley, J. Maddox, Dot
2. Melody of Love, B. Vaughn, Dot
3. Ballad of Davy Crockett, T. Ernie, Cap.
4. Sincerely, McGuire Sisters, Cor.
5. Ballad of Davy Crockett F. Parker, Col.
6. It's a Sin to Tell a Lie S. Smith & The Redheads, Epi.
7. Open Up Your Heart Cowboy Church Sunday School, Dec.
8. Tweedle Dee, G. Gibbs, Mer.
9. Ko Ko Mo, Crew Cuts, Mer.
10. Earth Angel, Crew Cuts, Mer.

New Orleans

1. Play Me Hearts and Flowers J. Desmond, Cor.
2. Ballad of Davy Crockett, T. Ernie, Cap.
3. Crazy Otto Medley, J. Maddox, Dot
4. Ko Ko Mo, P. Como, Vic.
5. Cherry Pink and Apple Blossom White P. Prado, Vic.
6. Melody of Love, B. Vaughn, Dot
7. How Important Can It Be? J. James, M-G-M
8. Melody of Love, Four Aces, Dec.
9. Tweedle Dee, G. Gibbs, Mer.
10. Blue Mirage, P. Faith, Col.

New York

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Crazy Otto Medley, J. Maddox, Dot
3. Tweedle Dee, G. Gibbs, Mer.
4. Ko Ko Mo, P. Como, Vic.
5. Melody of Love, B. Vaughn, Dot
6. Open Up Your Heart Cowboy Church Sunday School, Dec.
7. Cherry Pink and Apple Blossom White P. Prado, Vic.
8. Sincerely, McGuire Sisters, Cor.
9. How Important Can It Be? J. James, M-G-M
10. Fish, M. Carson, Col.

Philadelphia

1. Crazy Otto Medley, J. Maddox, Dot
2. Tweedle Dee, G. Gibbs, Mer.
3. Ballad of Davy Crockett, B. Hayes, Cdc.
4. Ballad of Davy Crockett F. Parker, Col.
5. Melody of Love, Four Aces, Dec.
6. Finger of Suspicion, D. Valentine, Lon.
7. Sincerely, McGuire Sisters, Cor.
8. Ko Ko Mo, P. Como, Vic.
9. Melody of Love, B. Vaughn, Dot
10. Danger, Heartbreak Ahead J. P. Morgan, Vic.

Pittsburgh

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Cherry Pink and Apple Blossom White P. Prado, Vic.
3. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.
4. Dance With Me Henry, G. Gibbs, Mer.
5. Melody of Love, D. Carroll, Mer.
6. Close Your Eyes, Five Keys, Cap.
7. Tweedle Dee, G. Gibbs, Mer.
8. Melody of Love, Four Aces, Dec.
9. Melody of Love, B. Vaughn, Dot
10. Ko Ko Mo, P. Como, Vic.

St. Louis

1. Ballad of Davy Crockett, B. Hayes, Cdc.
2. Crazy Otto Medley, J. Maddox, Dot
3. Tweedle Dee, G. Gibbs, Mer.
4. Cherry Pink and Apple Blossom White P. Prado, Vic.
5. Play Me Hearts and Flowers J. Desmond, Cor.
6. Mambo Rock, B. Haley, Dec.
7. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.
8. Melody of Love, B. Vaughn, Dot
9. Open Up Your Heart Cowboy Church Sunday School, Dec.
10. Ko Ko Mo, Crew Cuts, Mer.

San Francisco

1. Ballad of Davy Crockett F. Parker, Col.
2. Hearts of Stone, Fontane Sisters, Dot
3. Melody of Love, B. Vaughn, Dot
4. Sincerely, McGuire Sisters, Cor.
5. Tweedle Dee, G. Gibbs, Mer.
6. Crazy Otto Medley, J. Maddox, Dot
7. Ko Ko Mo, P. Como, Vic.
8. How Important Can It Be? J. James, M-G-M
9. Melody of Love, Four Aces, Dec.
10. Ballad of Davy Crockett, B. Hayes, Cdc.

Seattle

1. Ballad of Davy Crockett F. Parker, Col.
2. Crazy Otto Medley, J. Maddox, Dot
3. Tweedle Dee, G. Gibbs, Mer.
4. Melody of Love, B. Vaughn, Dot
5. Ballad of Davy Crockett, B. Hayes, Cdc.
6. I Love You Madly, Four Coins, Epi.
7. That's All I Want From You J. P. Morgan, Vic.
8. Sincerely, McGuire Sisters, Cor.
9. Open Up Your Heart Cowboy Church Sunday School, Dec.
10. How Important Can It Be? J. James, M-G-M

JONI JAMES
HOW IMPORTANT CAN IT BE?
Orchestra conducted by DAVE TERRY and THIS IS MY CONFESSION
MGM 11919 78 rpm K11919 45 rpm

DICK HYMAN TRIO
THE OLD PROFESSOR
and **BESAME MUCHO**
(Kiss Me Much)
MGM 11951 78 rpm K 11951 45 rpm

Clicking **ART MOONEY**
HONEY BABE
from the Warner Brothers' Picture "Battle Cry"
and **NO REGRETS** MGM 11900 78 rpm • K 11900 45 rpm

WATCH THIS ONE TAKE OFF!!!
GINNY GIBSON
WHATEVER LOLA WANTS
(LOLA GETS)
and **IF ANYTHING SHOULD HAPPEN TO YOU**
MGM 11961 78 rpm • K 11961 45 rpm

LEROY HOLMES and his Orchestra

UNCHAINED MELODY
and **OLIVIA**
MGM 11962 78 rpm K 11962 45 rpm
WHISTLING BY FRED LOWERY

BETTY MADIGAN

THE WHEELS OF LOVE
and **A SALUTE**
MGM 11950 78 rpm • K 11950 45 rpm

GEORGE SHEARING
COOL MAMBO
and **THE LADY IS A TRAMP**
MGM 11943 78 rpm • K 11943 45 rpm

JACK VALENTINE
SONG OF THE BANDIT
and **DRESSING UP MY HEART**
MGM 11956 78 rpm • K 11956 45 rpm

DANNY COSTELLO

MY OWN WE'RE NOT CHILDREN ANYMORE
MGM 11958 78 rpm K 11958 45 rpm

THE MARION SISTERS

THE SIAMESE CAT SONG
and **HE'S A TRAMP**
MGM 11963 78 rpm K 11963 45 rpm

THE MASCOTS

PLEASE HAVE MERCY
(On a Fool Like Me)
and **DREAMBOAT**
MGM 11959 78 rpm K 11959 45 rpm

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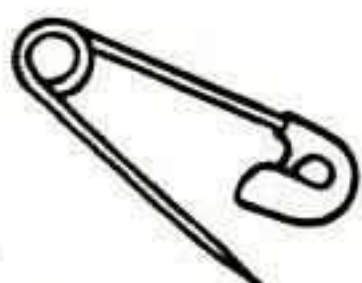
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b/w
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 LULLABYE**



**Columbia #40434 (78 RPM)
 4-40434 (45 RPM)**

* **Billboard**
 8th Annual Juke Box Poll
 March 26, 1955



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PREDICTS...

DISK OF THE YEAR



'Don't Be Angry'



coupled with

'Chop, Chop Boom'



THE CREW CUTS



MERCURY 70597 • 70597X45

GOT IT?... GET IT!

70597

70597

70597

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70597

70597

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70597

The Billboard Music Popularity Charts POPULAR RECORDS

• Review Spotlight on...

RECORDS

KAY STARR

Foolishly Yours (Shapiro-Bernstein, ASCAP) — RCA Victor 6079—This record should put Kay Starr right back on the charts. The gal sings out with warm sincerity and sock dramatic phrasing on the beautiful new ballad. Flip is "For Better or Worse." (Starstan, BMI).

DORIS DAY

Foolishly Yours (Shapiro-Bernstein, ASCAP)—Columbia 40483—The canary has a strong side here and it should pile up plenty of juke and jockey play. She sings the lovely ballad with tasteful phrasing and effective tenderness. Flip is "Two Hearts, Two Kisses" (Hill & Range, BMI).

FONTANE SISTERS

Most of All (Arc, BMI)—Dot 15352—The girls have another winner in this sock vocal of an appealing ballad with an infectious beat. The Fontanes are hot right now, and this disk should keep their average up. Flip is "Put Me in the Mood" (Tula, BMI).

CATERINA VALENTE

The Breeze and I (E. B. Marks, BMI)—Decca 29467—The International thrush gives a vibrant-voiced interpretation of the moving oldie, with lush backing similar to that of her recent click "Malaguena." She sings in English this time, but the accent is still exotic. Flip is "Jalousie" (Harms, ASCAP).

CREWCUTS

Dont Be Angry (Crossroads, BMI)—Mercury 70597—The Crewcuts dish out a personable vocal on the r.&b. hit. The record has a driving beat and the same bouncy kind of zaniness that made their past platters so big with jocks and jukes. Flip is "Chop Chop Boom" (Lee, BMI).

SARAH VAUGHAN

Whatever Lola Wants (Frank, ASCAP)—Mercury 70595—The thrush wraps up a great tune with a warm, sexy vocal treatment that should pay off big in jockey and juke spins. The song is the standout ditty from the score of Frank Loesser's forthcoming Broadway musical "Damn Yankees," and it's backed with a strong promotional push. Flip is "Oh Yeah" (Ross Jungnickel, ASCAP).

DINAH SHORE

Whatever Lola Wants (Frank, ASCAP)—RCA Victor 6077—Dinah Shore's wax version of the new show tune gets a big promotional sendoff Sunday (27) when she introduces the song for the first time on an NBC-TV color spectacular. The big push should be enough to turn the sales tide for the canary, since she gives the song one of her best thrashing jobs—showmanly and with appealing sincerity. Flip is "Church Twice on Sunday" (Holding, ASCAP).

• Reviews of New Pop Records

THE HILLTOPPERS

The Door Is Still Open88
DOT 15351—A Billboard "Spotlight" 3-26-'55. (Berkshire, BMI)
Teardrops From My Eyes...86
A Billboard "Spotlight" 3-26-'55. (Simon House)

DON-CORNELL

The Door Is Still Open86
CORAL 61393—A Billboard "Spotlight" 3-26-'55. (Berkshire, BMI)
Most of All...85
A Billboard "Spotlight" 3-26-'55. (Arc, BMI)

LEROY HOLMES ORK

Unchained Melody85
M-G-M 11962—A Billboard "Spotlight" 3-26-'55. (Frank, ASCAP)
Olivia...74
The chorus joins the ork in this group chant of the name ditty. A gentle and warm waxing that many should enjoy. (Paxton, ASCAP)

BING CROSBY

Jim, Johnny and Jonas79
DECCA 29483 — The refurbished "Cherokee Waltz" is getting a flock of waxings here, now that it's established as one of Europe's top post-war hits. This is Bing's best bid in many months. Figures to see plenty of action.
Farewell...73
A standard, homey-type ballad about one leaving his homeland to rise or fall in "the land of the stranger." For the "Now Is the Hour" fans.

GINNY GIBSON

Whatever Lola Wants (Lola Gets).....78
M-G-M 11961—Here's the first recording of a tune about a self-styled femme-fatale from the forthcoming Broadway musical "Damn Yankees." The lark wraps up a Latin-American-flavored ballad from the show in a silkily, sexy vocal interpretation and plenty of fire. Jockeys will spin, and if the show hits, the song could be good juke wax. Amusing lyrics. (Frank, ASCAP)
If Anything
Should Happen to You...75
A clear-voiced, tastefully phrased rendition of a pretty ballad by a gal who heretofore has been one of the least appreciated vocal talents in the business. This side should get some play, but flip is more commercial and

has promotional push behind it. (Hadley, ASCAP)

THE GAYLORDS

My Babe78
MERCURY 70586 — Little Walter's current r.&b. hit will have above-average potential in the pop market, particularly in such a smoothly tailored version as this. Operators will find this a good item to program. (Arc, BMI)
The Woodpecker Song...76
This is in the group's characteristic vein. Italian lyrics with some extraneous thrown in (a la "The Little Shoemaker"). The Gaylords' fans will enjoy this. (Robbins, ASCAP)

SAMMY KAYE

Jim, Johnny and Jonas78
COLUMBIA 40485 — Ditty once known as "Cherokee Waltz" is back from a click ride in Germany under its new name. Due for many waxings, it is delivered here by the Sammy Kaye ork and chorus with tender understanding. Sentimental appeal of the waltz ditty could take it a long way, and this etching may grab a good part of the action. (Red River, BMI)
Impossible...72
Another smooth side by the ork that's timed just right for several easy and enjoyable turns around the dance floor.

RONNIE GAYLORD

Prize of Gold77
MERCURY 70585 — The plug title tune from the forthcoming flick gets a powerful presentation from Gaylord. On the dramatic side it could go a long way, particularly if the picture clicks. (Shapiro-Bernstein, ASCAP)
Be My Baby Do...74
In a change of pace here, the singer picks up the tempo and charmingly entreats his girl in this rhythm ditty. The material itself could be a little stronger. (Vincent, ASCAP)

JUNE VALLI

Unchained Melody.....77
VICTOR 6078—Here's a strong version of a beautiful ballad that seems to be capturing the fancy of the record-buying public at a rapid pace. The thrush has strength and sincerity. A good play bet. (Frank, ASCAP)
Tomorrow...72
A competent vocal job on an appealing ballad, but flip will probably get
(Continued on page 34)

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The Billboard Music Popularity Charts POPULAR RECORDS

Reviews of New Pop Records

Continued from page 32

- more attention since it's the better side. (Reis, BMD)
- LOU MONTE**
The Italian Wallflower77
 VICTOR 6072—The combination of a wild r.&b. backing with Italian lyrics makes a screwy combination such as will delight disk jockeys—and not a few customers. A cute novelty. (Modern, BMI)
Dreamboat....72
 The singer gives the tune a light, lilting styling that makes for pleasant listening. (Leeds, ASCAP)
- VICKI YOUNG**
Zoom, Zoom, Zoom76
 CAPITOL 3076—An attractive side, with bright sound and a cute lyric, belted out with charm and vigor by Vicki Young. Dave Cavanaugh has provided a backing which is right in the current pop-styled r.&b. trend. (Mills, ASCAP)
Live Fast, Love Hard, Die Young....76
 Another in the same style. The novelty appeal of the lyric supported by bright instrumentation. (Central, BMI)
- GUY MITCHELL**
Zoo Baby76
 COLUMBIA 40468—Here's a cute side, with effective novelty material and a vocal that's belted out with relish. Norman Leyden ork provides nice backing. (Joy, ASCAP)
Nobody Home....74
 Mitchell does a warm reading of this attractive melody. Ditty is strong in novelty value and is touched with the Hungarian, blue seltzer bottle effect. Deejays will find it attractive. (Hawthorne, ASCAP)
- JOAN WEBER**
Lover-Lover76
(Why Must We Part)76
 COLUMBIA 40474—In this unpretentious material, Miss Weber has something that recalls her hit "Let Me Go, Lover." The simple, rententive melody and strong beat make this a fair commercial bet. (Miller, ASCAP)
Tell the Lord....74
 An unusually attractive tune with a message of spiritual uplift. Miss Weber sings with sincerity and a touch of emotion. (Oxford, ASCAP)
- LEE RAYMOND**
Foolishly Yours76
 DECCA 29492—Here's the original waxing of the tune there is so much action about, cover-wise, this week. Decca bought the master from Sound. Raymond warbles manfully and with feeling on the beautiful ballad which has a somewhat complicated but compelling melodic line. Lots of competition on this tune, but Raymond should get his share of plays.
Baby Darling....70
 An okay vocal on a nice up-tempo love ditty, but flip is the side to watch and will get the play.
- THE SUNNYSIDERS**
Hey, Mr. Banjo76
 KAPP 113—This one is a bright, happy, hand-clapping novelty with an infectious twangy banjo throuout. Should get spins, and should do well with the youngsters. (Mills)
Zoom, Zoom, Zoom....73
 Good mixed group does well with another light, gimmicked ditty. (Mills)
- THE FOUR KNIGHTS**
Inside Out75
 CAPITOL 3093—Here's a smart novelty lyric, and the Knights belt it out with plenty of verve and beat. Jockeys will find this good programming wax.
Foolishly Yours....72
 The Knights give this ballad a stylized vocal. Just fair.
- MAHALIA JACKSON**
One God76
 COLUMBIA 40473—The rich and ample voice of Mahalia Jackson is the perfect vehicle for this inspirational tune. Sales on her first Columbia release were good, and ought to repeat here.
You'll Never Walk Alone....70
 This is apt material for the singer, too, but it is built up at a draggy pace so that the force of the climax is not realized. This notwithstanding, it's still an impressive piece of vocalism.
- ROBERTA LEE**
Please Have Mercy75
 "X" 105—The singer ranges over this r.&b.-styled material with practiced ease and with no lack of warmth. It's a good job and ought to move readily in today's market. (Gallo, BMI)
Take a Look at Me....74
 Miss Lee relies here, too, on vocal gimmicks taken from the r.&b. field, and there's no denying their effectiveness. (Angel, BMI)
- GORDON MACRAE**
Tie a Tie75
 CAPITOL 3085—Gay Latin beat of this infectious slicing figures to stimulate interest on the part of many listeners. This could do right fine if exposed.
You Forgot....74
 Sentimental ballad, gently projected by the warm MacRae pipes, will be enjoyed by many. Showcasing on TV will help it get into motion.
- SMILE-LEE**
Over the Waves75
 COLUMBIA 40461—The noted waltz gets a tinny going over in the keyboard style that's currently grabbing nickels on the boxes. "Smile" is, of course, Liberace. (Bel Canto, ASCAP)
Stumbling....72
 Identical Crazy Otto-ish treatment given to the old Zez Confrey novelty on this side. (Feist, ASCAP)
- RUSS MORGAN ORK**
Silver Moon75
 DECCA 29471—The beautiful evergreen, currently in a strong revival under Billy Vaughn auspices, is treated to another slick and dreamy rendition. This Morgan waxing should steer some of the action its way. (Harms, ASCAP)
Nights of Splendor....70
 Another tried and true melody, better known as "Neapolitan Nights," is played with attractive sentiment by the ork. Good program wax. (Fox, ASCAP)
- JACKIE GLEASON**
I'll Never Be the Same74
 CAPITOL 3092—Instrumental by Gleason is quite effective as a mood piece. A sensitive arrangement.
Rain....74
 Same comment.
- HUGO WINTERHALTER AND HENRI RENE**
Enchantment74
 VICTOR 6076—Lush, lyrical instrumental work by RCA Victor's top conductor-arrangers. Rene also solos effectively on the musette accordion. Fine mood music programming for deejays in search of romantic themes. (Lawson-Gould, ASCAP)
Crystal Chandelier....74
 Same comment. (E. H. Morris, ASCAP)
- STEVE ALLEN ORK**
Tonight74
 CORAL 61375—Allen seems to be cutting into Jackie Gleason's territory on more than one front. This is a dreamy, romantic instrumental with heavily banked string section, solo trumpet and piano that suggests the Gleason style without copying it. (Rosemeadow, ASCAP)
Stay Just a Little While....73
 Another instrumental in similar vein. Delightful for background listening or late evening deejay programming. (Lion, ASCAP)
- THE ABBOTT SISTERS**
We're Gonna Bop74
 FABOR 4003—The girls swing into this r.&b.-styled material with zest. Their excitement plus the bright backing of the band sells this simple, rhythmic riff. The teen-agers will enjoy this. (Dandelion, BMI)
My Heart Has a Conscience....73
 A tune with red-hot lyrics that will stir the blood of many a listener. The Abbott Sisters give it a tastefully emotional reading. (Dandelion, BMI)
- IRVING FIELDS TRIO**
Davy Crockett Mambo74
 FIESTA 49—Pianist Irving Fields has cut a very attractive mambo version of the hit tune here. There's sparkling keyboard work, and the trio produces an infectious beat. Watch it. (Wonderland, BMI)
The Crazy Pancho (Medley)....73
 Here's a south of the border-type Crazy Otto. Irving Fields is very competent on the keyboard.
- AL MARTINO**
Love Is Eternal74
 CAPITOL 3080—A solemn, slow-paced ballad warbled with sincerity by Martino. The tune's title is from the current best selling novel based on Mary Tod Lincoln's life. Some extensive tie-in promotion is in the works for the song. This disk should reap its share of extra plays from the push. (E. H. Morris, ASCAP)
The Snowy, Snowy Mountains....72
 A jaunty little ditty with an Alpine atmosphere and hearty warbling by Martino and vocal chorus. The record has a light-hearted pacing that should click with juke customers. (Robbins, ASCAP)
- JERRY VALE**
When I Let You Go74
 COLUMBIA 40463—A relaxed shuffle beat paces an attractive pipe job. The chanter ought to increase his following with this pair.
And No One Knows....72
 Jerry Vale warbles a warm rendition of this sentimental ballad reissued here.
- THE DOODLERS**
Two Hearts74
 VICTOR 6074—This version of the much-recorded tune has a lot of drive, with a solid repeating riff in the background. (St. Louis, BMI)
Don't Shake the Tree....73
 Interesting wax. It's a catchy unusual ditty, and the Doodlers produce a good sound. (Sheldon, BMI)
- GLORIA DE HAVEN**
Save Me74
 DECCA 29461—A highly appealing stylization of an appealing plaint. The flick actress makes one of her strong-



THE CHARMS
TWO HEARTS
THE FIRST TIME WE MET
DE LUXE 6065

BONNIE LOU
TWEEDLE DEE
THE FINGER OF SUSPICION
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A RUSTY OLD HALO
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and are playing it NOW!**



The Billboard Music Popularity Charts POPULAR RECORDS

• Reviews of New Pop Records

Continued from page 34

est disk bids via some warm, sincere warbling here. (Miller, BMI)
Red Hot Pepper Pot... 68
Film thrush offers a spirited if undistinguished rendition of a Latin-style fabrication. (Gil, BMI)

BEN LIGHT AND HIS LIGHTNING FINGERS
"Light's" On 73
"X" 107—Light brings his own well-accepted pianola piano style into the Crazy Otto medley territory, with some help from an old-timey sax, guitar and drums. Four tunes here: "Little Girl," "Everybody Loves My Baby," "Looking at the World Thru Rose Colored Glasses" and "Heartaches." (Leeds, ASCAP)
"Light's" on Foster.... 73
"Swanee River," "Oh Susanna," "Beautiful Dreamer" and "Kentucky Home" round out the public domain side of an all-medley platter, aimed straight at the jukes.

LENA HORNE
Love Me or Leave Me 73
VICTOR 6073—A soft, sultry vocal treatment of the great standard, with artful backing by husband Lenny Hayton. Deejays should spin. (Bregman, Vocco and Conn, ASCAP)
I Love to Love... 69
The thrush slinks thru a set of meaningful lyrics that are probably too suggestive for the airwaves. The disk may do juke business, but artistically it's below Miss Horne's usual high standard. (Hayton-Horne, ASCAP)

THE LAURIE SISTERS
Dancing and Dreaming 72
MERCURY 70596 — Girls give out with some mellow harmony on an appealing soft shoe number. (Rylan, ASCAP)
Old Town Hall... 72
March Oldie in new lyric version is given the "No More" treatment by the girls and a Dixie-oriented ork. (Penn, ASCAP)

SHANNON SISTERS
I'm Sincere 72
"X" 106—Sister trio belts one out in the deCastro idiom, with well-marked support from the Neal Hefti ork. (Marlyn, BMI)
Guilty Shadows... 72
A self-conscious attempt to emulate the exaggerated phrasing and rhythm of several recent group hits. (Meridian, BMI)

LOU STYLES AND "THE STYLISTS"
Don't Just Sit There 72
CROWN 145—Here's a jump blues with good lyrics and flavorful instrumentation. Styles' group has cut a nice side that merits exposure on the boxes. (ASCAP)
Go Go Daddy Go... 68
This side has some lively instrumentation—which is better than the vocal—but in general lacks the appeal of the flip. (Manner, ASCAP)

THE MASCOTS
Please Have Mercy
(On a Fool Like Me) 71
M-G-M 11959 — Slow but solidly rhythmic is this effective reading of the r.&b.-derived ballad. Figures to attract spins. (Broadcast, BMI)
Dreamboat... 70
Banjo backing of this brisk-beat item helps the boys convey a happy mood. Disk has juke potential. (Leeds, ASCAP)

DEBBIE HALEY
The Clock 72
UNIQUE 301—A wistful reading of a catchy tune paced with appealing simplicity. (Pineus, ASCAP)
**My Heart Knows
Your Heart (By Heart)...** 67
Delicate piping by the thrush on a pretty ballad. (Delaware, ASCAP)

CESAR CONCEPCION ORK
Easter Parade 71
SEECO 4164—Instrumental cha-cha-cha version of the evergreen is appropriate to the season. Dancers will like. (Berlin, ASCAP)
Broadway Cha-Cha-Cha... 64
Another rhythmic slice of dance wax, but minus the more general appeal of the flip side. (Seeco)

THE KINGSWAY STRINGS
Theme From "Niagara" 70
ESSEX 391—Pretty melody is bowed gracefully by the ork's string section with church chimes adding tonal color. Pleasant listening, and the side is well suited to jockey programming. (Miller, ASCAP)
Aphrodesia... 70
Another flowing melody is awarded a graceful performance by the ork. Good sound here, too. (Eastwick, BMI)

LIONEL NEWMAN ORK
Conquest 70
LIBERTY 55001—The first release by the new label is a rousing instrumental version of the tune from the flick "Captain From Castile." Orchestration is a little heavy but does not bog down. (Robbins, ASCAP)
The Girl Upstairs... 69
This side features the theme from the forthcoming Marilyn Monroe starrer, "The Seven-Year Itch." Interest in the pic will be high, and should boost this pretty tune. (Robbins, ASCAP)

TONI HARPER
One Hamburger to Go 70
KEY 501—The one-time kid canary has grown up and this is one of her first releases as a full-fledged adult thrush. She sings smoothly and sweetly with a nice feeling for the lyrics, but the material—a bluesy ballad—is only routine. (HR, BMI)
Just Right for Me... 68
A fast-paced rhythm tune gets an okay vocal treatment, but the gal is more effective on the sultry weeper on the flip. (HR, BMI)

BILL DARNELL
Rock and Roll Baby 70
"X" 109—Darnell has been with the r.&b. beat longer than most of the pop stylists, and here he gets expert backing from Sid Bass' ork and group. A clean, jumping side that won't offend anybody. (Marlyn, BMI)
A Million Thanks... 68
Darnell, a forceful rhythm singer, does what he can with some uninspiring lines. (Marlyn, BMI)

JOSE CURBELO
Ardent Night 70
FIESTA 47—Pop deejays looking for an instrumental out of the common groove will give this a whirl. It's a moody Latin piece, with piano dominant. (Pemora, BMI)
Cha Cha Cha in Blue... 68
Get rid of your worries doing the Cha Cha Cha, it says on the wax. Curbelo's quintet has the aid of a vocal group, but the latter is not very effective. (Pemora, BMI)

THE COQUETTES
Leave My Heart 70
VICTOR 6081 — The girls sing an interesting blend of the blues in a minor key with effective backing. An odd disk that just might catch the fancy of jocks and jukes. (Ample, BMI)
Butterfingers... 67
A country and western-flavored reading of an appealing novelty. May attract some juke play. (Tannen, BMI)

THE FRANK MOORE FOUR
Castle Rock 70
EMBASSY 2400 — Rhythmic hand-clapper has an infectious appeal that should insure good juke action if the waxing is handed a promotional shove. (Wemar)
Just in Love With You... 60
The group shows a smooth vocal style in this acceptable waxing. (Morrow)

PROFESSOR PARADIDDLE
The History of the Snare Drum I 69
A-BELL 524—Disk is a two-sided comedy routine recorded before a live audience. Drummer-narrator gives illustrations from "Schenley's Fifth Symphony," to give you the general idea. Has some laughs and is suitable for family consumption. (BMI)
The History of the Snare Drum II... 69
As above. (BMI)

FRANKIE CASTRO
Why Don't You Fall
in Love With Me? 68
MERCURY 70574—The oldie gets a highly stylized reading here that many will find personable. Singer has an arresting "sound," but both his delivery and the backing here are dated for most ears. (Harms, ASCAP)
Say Something... 65
Castro's gimmick of singing as tho choked up with tears would be very effective in a night club act, but it's on the melodramatic side record-wise, and take will be limited. (Bourne, ASCAP)

BRIAN KING
One Little Old Kiss 68
CAMPUS 101 — A bouncy vocal treatment of a novelty, which should get some juke play. Copy on sleeve is aimed at teen-age trade, which might account for some additional sales. (Pico, BMI)
I Am What I Am... 65
Same comment. (Pico, BMI)

FREDDIE BELL
Old Town Hall 67
TEEN 103 — A bouncy Dixieland version of a familiar march with a sprightly vocal. Could get juke play. (Penn, ASCAP)
5-10-15 Hours... 59
Ruth Brown's erstwhile r.&b. hit is treated to a so-so vocal performance.

ANDY SHEPPARD
I'm Crying Alone 66
CADILLAC—An okay vocal on a nice ballad, with able backing by the Ray Charles Singers and Sy Oliver's band. (Riviera, BMI)
What Is Paris? 66
Same comment. (Riviera, BMI)

DICK CAROZZA
How Much I Love You 60
INTRASTATE 21—Carozza's voice is light and listenable, but this never-never land ballad leaves no impression. Backing is strictly routine. (Ethelbert, BMI)
Dream Roses... 55
Same comment. (Ethelbert, BMI)

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KAYE
JONAS"**
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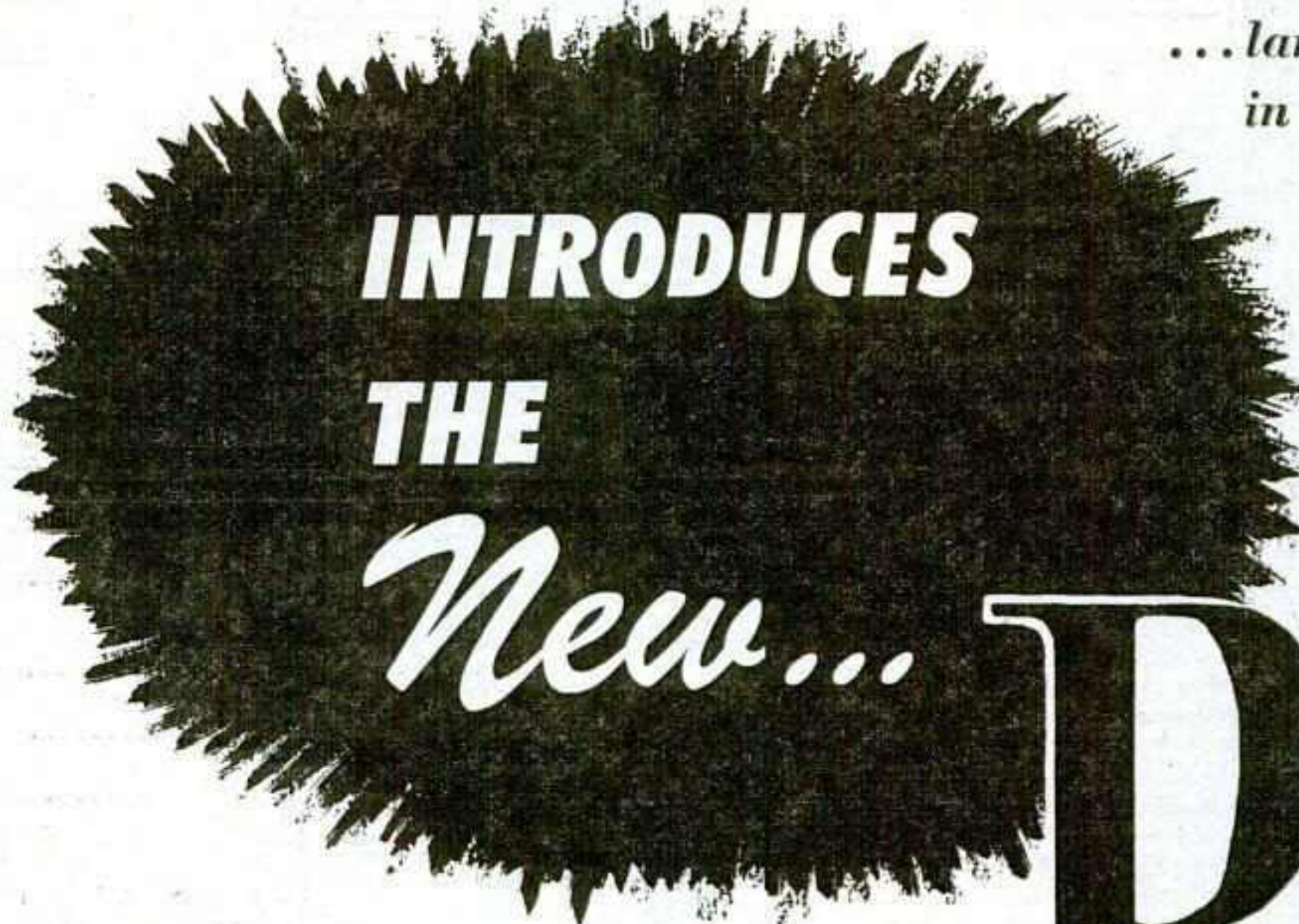
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The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

FOLK TALENT & TUNES

Continued from page 16

the Davis Sisters, Cowboy Copas, Rod Brasfield and Moon Mullican. On April 11, the yodeling Miss Lynn joins up with Faron Young and the Wilburn Brothers for a tour of the Pacific Northwest.

Jack Turner, RCA Victor artist working out of Montgomery, Ala., was honored by the Jr. Chamber of Commerce of his hometown, Halyville, Ala., last Saturday (2) with a Jack Turner Homecoming Day.

Edd McLemore, of "Big D Jamboree," Dallas, is producing the Houston Firemen's Show skedded for April 29-May 1, with a talent line-up including Slim Whitman, Jimmy Wakely, Tex Ritter, Hank Locklin, Homer and Jethro, Charlene Arthur, Sonny James, Gabe Tucker, Maddox Brothers and Rose, the Belew Twins and the Texas Stompers, with Johnny Hicks as emcee.

Lee Ann Meriwether, 1955 Miss America beauty contest winner, made an appearance recently with Marty Robbins over WSM-TV, Nashville.

bor as Thyself," b/w "Make Him a Soldier." The Louvins have the distinction of writing every tune they've ever cut.

With the Jockeys

"Thanks for printing my request for records in the March 19 issue," typewrites Carroll A. Wynn, of KXAR, Hope, Ark. "I've already received shipments of new c.&w. releases from RCA Victor and Fortune. They're both helping us build better country music shows with their records.

to determine their favorite western singer. The leaders, in the order named, were Webb Pierce, Hank Snow, Wilf Carter, Slim Whitman and Faron Young.

The Five Strings, new Columbia recording group, are sporting a new release in "Put Something in the Pot" b/w. "I Like It."

Bob Neal, deejay at WMPS, Memphis, and personal manager to Elvis Presley, promises to send the latter's Sun Record releases as well as biographical data on the "Louisiana Hayride" name to any deejay that writes in.

Reviews of New C & W Records

SLIM WHITMAN Haunted Hungry Heart 87 IMPERIAL 695-A Billboard "Spotlight" 3-26-'55. (Commodore, BMI)

TOMMY COLLINS It Tingles 85 CAPITOL 3082-A Billboard "Spotlight" 3-26-'55. (Central, BMI)

GINNY WRIGHT-TOM TALL Out of Line 80 FABOR 121-Strong country ballad, belted out by Ginny Wright and Tom Tall, tells a tale of troubled, but true love.

YORK BROTHERS House With No Windows 79 KING 1449-Seclusion, complete and total, is the only solution the boys see to the memory of a blasted romance.

THE FARMER BOYS I'm Just Too Lazy 79 CAPITOL 3077-Brisk tempo ditty is packed with humorous punch lines and makes a delightful item for radio programming.

THE LOUVIN BROTHERS Make Him a Soldier 77 CAPITOL 3083-The brothers' highly developed harmony and rhythmic arrangement makes for some strong down-home semi-religious wax.

DUSTY ROSE It Makes Me So Mad 77 FABOR 120-Cute country novelty tells the story of the would-be Romeo who finally gets matched with a lass.

EDDIE DEAN Cry of a Broken Heart 77 SAGE AND SAND 188-After Dean's recent hit with "Hillbilly Heaven," interest in this new release should be keen.

weeper is close to the kind of material he has been putting out for a long time. It's pretty but rather lightweight. (Lorelle, BMI)

PEE WEE KING ORK Jim, Johnny and Jonas 77 VICTOR 6070-One of the many covers of the sentimental ditty, revived under its present title after smashing big in Germany.

SKEETER BONN Number One in Your Heart 74 VICTOR 6052-Another version of this tune has been selling nicely, and tho this reading comes a little late, it still may stir good action.

AUTRY INMAN It's a Shame 73 DECCA 29447-Warbler warns a girl who takes love too lightly.

DAVID HOUSTON Blue Prelude 72 IMPERIAL 685-A small combo backs the chanter attractively in this well-phrased reading of the ditty.

COWBOY COPAS Pledging My Love 71 KING 1456-Copas does a fair reading of the tune that scored sensationally in the r.&b. field.

DON HAGGARD WITH THE SUNSET DRIFTERS Somebody Clipped Your Wings 70 EXCELLO 2052-Haggard and a fem foil offer a spirited country toe-tapper with catchy refrain.

Unloved, Unwed, Unwanted 65 Western weeper doesn't hit on all cylinders. (Excellorc, BMI)

Best Sellers in Stores

For survey week ending March 23

Table with 3 columns: Rank, Record Title, Weeks on Chart. 1. IN THE JAILHOUSE NOW-W. Pierce... 1 9. 2. LOOSE TALK-C. Smith... 2 22.

Most Played in Juke Boxes

For survey week ending March 23

Table with 3 columns: Rank, Record Title, Weeks on Chart. 1. IN THE JAILHOUSE NOW-W. Pierce... 1 8. 2. IF YOU AIN'T LOVIN'-F. Young... 2 16.

Most Played by Jockeys

For survey week ending March 23

Table with 3 columns: Rank, Record Title, Weeks on Chart. 1. IN THE JAILHOUSE NOW-W. Pierce... 1 9. 2. ARE YOU MINE?-G. Wright & T. Tall... 3 12.

WESLEY and MARYLIN TUTTLE "JIM, JOHNNY, JONAS" CAPITOL

PEE WEE KING "JIM, JOHNNY, JONAS" VICTOR #6070

The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

• **Review Spotlight on...**

RECORDS

EDDY ARNOLD

Two Kinds of Love (Towne, ASCAP)
In Time (Harpeth Hills, BMI)—RCA Victor 6069—Arnold continues hot, and both faces here should shape up with plenty of extra action out of pop markets too. "Two Kinds" is the brighter ditty, while "In Time" is an appealing, longing ballad. Plenty of message in both tunes.

CARL SMITH

There She Goes (4 Star, BMI)
Old Lonesome Times (Driftwood, BMI) — Columbia 21382—Consistent Carl isn't likely to snap his string at this time. Both sides should head straight for the money. They're both weepers, and each tells a heart-tugging tale. "There She Goes" tells of love lost, while "Times" recalls happier days. Carl's renditions leave nothing to be desired.

THE FARMER BOYS

You're a Humdinger (Central, BMI) — Capitol 3077 — Here's a brand new country group that shows exceptional talent in its first slicing. Tune is a cute comedy item, with refrain, written by Tommy Collins, and typical of the material he himself scores with consistently. A bright, appealing side. Flip is another sly one, "I'm Just Too Lazy" (Central, BMI).

• **This Week's Best Buys**

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

PLEASE DON'T LET ME LOVE YOU (Acuff-Rose, BMI)—Hank Williams—M-G-M 11928

The late Hank Williams still works a powerful spell on the imagination of the American public. Available over a month, this disk now shows signs of breaking out in a big way. Currently on the Memphis and Charlotte territorial charts, this record is also reported a good seller in Atlanta, Nashville, St. Louis and Western Pennsylvania. Flip is "Faded Love and Winter Roses" (Milene, ASCAP).

IT TICKLES (Central, BMI)—Tommy Collins—Capitol 3082

Folk sources checked thruout the nation indicate unusually enthusiastic reception of this novelty. The artist has entrenched himself solidly with his distinctive material and is finding it easier sledding with each new release. Flip is "Let Down" (Central, BMI). A previous Billboard "Spotlight" pick.

• **C & W Territorial Best Sellers**

For survey week ending March 23

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

Birmingham

1. In the Jailhouse Now, W. Pierce, Dec.
2. I Dreamed of a Hillbilly Heaven A. Carter, Vic.
3. Silver Bells, C. Atkins & H. Snow, Vic.
4. If You Ain't Lovin', F. Young, Cap.
5. Are You Mine? G. Wright & T. Tall, Fab.
6. Hearts of Stone, R. Foley, Dec.
7. Making Believe, K. Wells, Dec.
8. Don't Forget, E. Arnold, Vic.

Charlotte

1. In the Jailhouse Now, W. Pierce, Dec.
2. Making Believe, K. Wells, Dec.
3. Kisses Don't Lie, C. Smith, Col.
4. That's All Right, M. Robbins, Col.
5. Are You Mine? G. Wright & T. Tall, Fab.
6. Making Believe, J. Work, Dot
7. Live Fast, Love Hard and Die Young F. Young, Cap.
8. As Long As I Live K. Wells & R. Foley, Dec.
9. Loose Talk, C. Smith, Col.
10. Please Don't Let Me Love You H. Williams, M-G-M

Cincinnati

1. In the Jailhouse Now, W. Pierce, Dec.
2. Loose Talk, C. Smith, Col.

JIMMY WORK

singing

"**MAKING BELIEVE**"

Dot 1221

"**JIM, JOHNNY BOND AND JONAS**"

COLUMBIA #21383

Dallas-Fort Worth

1. I Dreamed of a Hillbilly Heaven E. Dean, S & S
4. Making Believe, K. Wells, Dec.
5. Ballad of Davy Crockett M. Wiseman, Dot
6. If You Ain't Lovin', F. Young, Cap.
7. More and More, W. Pierce, Dec.

Houston

1. In the Jailhouse Now, W. Pierce, Dec.
2. That's All Right, M. Robbins, Col.
3. Making Believe, K. Wells, Dec.
4. Silver Bells, C. Atkins & H. Snow, Vic.
5. As Long As I Live, K. Wells, Dec.
6. One by One, K. Wells & R. Foley, Dec.
7. Loose Talk, C. Smith, Col.
8. If You Ain't Lovin', F. Young, Cap.
9. If Lovin' You Is Wrong H. Thompson, Cap.
10. I've Been Thinking, E. Arnold, Vic.

Memphis

1. Making Believe, J. Work, Dot
2. In the Jailhouse Now, W. Pierce, Dec.
3. Ballad of Davy Crockett, T. Ernie, Cap.
4. Daydreaming, J. Newman, Dot
5. Are You Mine? G. Wright & T. Tall, Fab.
6. Loose Talk, C. Smith, Col.
7. I've Been Thinking, E. Arnold, Vic.
8. Make Believe, K. Wells & R. Foley, Dec.
9. I'm Gonna Fall Out of Love With You W. Pierce, Dec.
10. Are You Mine? G. Hill & R. Sovine, Dec.

Nashville

1. In the Jailhouse Now, W. Pierce, Dec.
2. Live Fast, Love Hard and Die Young F. Young, Cap.
3. If You Ain't Lovin', F. Young, Cap.
4. That's All Right, M. Robbins, Col.
5. As Long As I Live K. Wells & R. Foley, Dec.
6. Carry On, Johnnie & Jack, Vic.
7. Whose Shoulder Will You Cry On? K. Wells, Dec.
8. I've Been Thinking, E. Arnold, Vic.
9. Loose Talk, C. Smith, Col.
10. Making Believe, K. Wells, Dec.

New Orleans

1. In the Jailhouse Now, W. Pierce, Dec.
2. Are You Mine? G. Wright-T. Tall, Fab.
3. Loose Talk, C. Smith, Col.
4. Making Believe, K. Wells, Dec.
5. Live Fast, Love Hard and Die Young F. Young, Cap.
6. If You Ain't Lovin', F. Young, Cap.
7. Are You Mine? G. Hill & R. Sovine, Dec.

Richmond, Va.

1. In the Jailhouse Now, W. Pierce, Dec.
2. I've Been Thinking, E. Arnold, Vic.
3. If Lovin' You Is Wrong H. Thompson, Cap.
4. Cattle Call, S. Whitman, Imp.
5. Kisses Don't Lie, C. Smith, Col.

VOX JOX

• Continued from page 15

JOX TRIX: Hugh (Smoky) Ward, W B E U, Beaufort, S. C., writes, "When the last regular passenger train service here was discontinued, all members of the Smoky Ward fan club (between 6 and 16) were invited to ride the last train out as our guests. We received 357 requests for tickets the first two days, and finally had to refuse to accept any more because the railroads could only furnish two extra cars." . . . Morris Reichley, KWBB, Wichita, Kan., is conducting a contest asking listeners to guess how many sides Benny Goodman has recorded for Capitol. . . . Bruce Gilmore, WVEC, Hampton, Va., recently did a simulated deejay show before a group of 250 U. S. Air Force officers' wives luncheon club at Langley Field. Gilmore played records and chatted with the ladies thruout the luncheon, which carried a musical motif, with each table arrangement representing a different song.

Ed Montray, KSO, Des Moines, ran a two-day contest to see how many words could be made from the letters in his name, using no

YESTERYEAR'S TOPS—

The nation's top tunes on records as reported in The Billboard

MARCH 31, 1945:

1. My Dreams Are Getting Better All the Time
2. Rum and Coca-Cola
3. Saturday Night (Is the Loneliest Night in the Week)
4. I'm Beginning to See the Light
5. Ac-cent-tchu-ate the Positive
6. Candy
7. A Little on the Lonely Side
8. Sweet Dreams, Sweetheart
9. More and More
10. Don't Fence Me In

APRIL 1, 1950:

1. Music! Music! Music!
2. Chattanooga Shoe Shine Boy
3. If I Knew You Were Coming, I'd've Baked a Cake
4. It Isn't Fair
5. Rag Mop
6. I Said My Pajamas
7. There's No Tomorrow
8. Daddy's Little Girl
9. Cry of the Wild Goose
10. Dearie

two letters in the same word. He received more than 200 entries totaling more than 15,000 words. . . . Jim Lounsbury, WGN, Chicago, has acquired a pizza sponsor and now serves it right on the show to a studio audience.

Juke Van Oss and Jack McCauley, WHTC, Holland, Mich., report a big mail response to a nonsense-question contest, featuring such queries as "How long would it take an ant to climb the Empire State Building?" . . . Sherm Feller, WVDA, Boston, made the local papers when the station transmitter was knocked off the air for 12 minutes. Feller swore the vibrations from the recorded voice and piano playing of Fats Domino were responsible.

8. Kisses Don't Lie, C. Smith, Col.
9. I've Been Thinking, E. Arnold, Vic.
10. That's All Right, M. Robbins, Col.

St. Louis

1. In the Jailhouse Now, W. Pierce, Dec.
2. I've Been Thinking, E. Arnold, Vic.
3. If Lovin' You Is Wrong H. Thompson, Cap.
4. Cattle Call, S. Whitman, Imp.
5. Kisses Don't Lie, C. Smith, Col.

*A Hot Seller
Country by*
JEAN SHEPARD



Did You Tell Her About Me

Published by Central Songs, Inc.

You Sent Her An Orchid

Published by Starrite Publishing Co.

Record No. 3051

Be sure to see Jean Shepard on the OZARK JUBILEE ABC-TV



The Billboard Music Popularity Charts

R & B Territorial Best Sellers

For survey week ending March 23

Listings are based on late sales reports secured via Western Union messenger service from top rhythm and blues dealers and juke box operators in the markets listed.

Atlanta

1. My Babe, Little Walter, Che.
2. Wallflower, E. James, Mod.
3. Flip, Flop and Fly, J. Turner, Atl.
4. What'cha Gonna Do, Drifters, Atl.
5. Rock Love, L. Reed, Kng.
6. Jailbird, S. Lewis, Imp.
7. You Don't Have to Go, J. Reed, VJ
8. Ashamed of Myself, Midnighters, Fed.
9. Loving You, L. Fulson, Che.

Balti.-Wash.

1. Close Your Eyes, Five Keys, Cap.
2. Pledging My Love, J. Ace, Duk.
3. Lonely Nights, Hearts, Btn.
4. I've Got a Woman, R. Charles, Atl.
5. Johnny Has Gone, V. Dillard, Sav.
6. What'cha Gonna Do, Drifters, Atl.
7. My Babe, Little Walter, Che.

Charlotte

1. Wallflower, E. James, Mod.
2. Pledging My Love, J. Ace, Duk.
3. I've Got a Woman, R. Charles, Atl.
4. Flip, Flop and Fly, J. Turner, Atl.
5. My Babe, Little Walter, Che.
6. Close Your Eyes, Five Keys, Cap.
7. Johnny Has Gone, V. Dillard, Sav.
8. Johnny Ace's Last Letter, J. Fuller, Ala.
9. Come Back, R. Charles, Atl.
10. Earth Angel, Penguins, Dtn.

Chicago

1. Tweedle Dee, L. Baker, Atl.
2. I've Got a Woman, R. Charles, Atl.
3. Pledging My Love, J. Ace, Duk.
4. Earth Angel, Penguins, Dtn.
5. My Babe, Little Walter, Che.

Cincinnati

1. I've Got a Woman, R. Charles, Atl.
2. Close Your Eyes, Five Keys, Cap.



8508 Sunset Blvd. Hollywood 46, Calif.

3. Pledging My Love, J. Ace, Duk.
4. Ring-a-Ting-a-Ling, Midnighters, Fed.
5. Big Boy, B. Jennings, Kng.
6. That's All I Want From You, D. Washington, Mer.
7. What'cha Gonna Do, Drifters, Atl.

Detroit

1. Wallflower, E. James, Mod.
2. I've Got a Woman, R. Charles, Atl.
3. Pledging My Love, J. Ace, Duk.
4. My Babe, Little Walter, Che.
5. You Don't Have to Go, J. Reed, VJ
6. Johnny Has Gone, V. Dillard, Sav.
7. Earth Angel, Penguins, Dtn.
8. Ring-a-Ting-a-Ling, Midnighters, Fed.
9. That's All I Want From You, D. Washington, Mer.

Los Angeles

1. Pledging My Love, J. Ace, Duk.
2. Blue Velvet, Clovers, Atl.
3. I've Got a Woman, R. Charles, Atl.
4. Sincerely, Moonglows, Chs.
5. Tweedle Dee, L. Baker, Atl.
6. My Babe, Little Walter, Che.
7. You Don't Have to Go, J. Reed, VJ
8. Don't You Know, F. Domino, Imp.

New Orleans

1. Pledging My Love, J. Ace, Duk.
2. Flip, Flop and Fly, J. Turner, Atl.
3. Wallflower, E. James, Mod.
4. My Babe, Little Walter, Che.
5. I've Got a Woman, R. Charles, Atl.
6. Don't You Know, F. Domino, Imp.
7. What'cha Gonna Do, Drifters, Atl.
8. Earth Angel, Penguins, Dtn.
9. Tweedle Dee, L. Baker, Atl.
10. You Don't Have to Go, J. Reed, VJ

New York

1. Pledging My Love, J. Ace, Duk.
2. I've Got a Woman, R. Charles, Atl.
3. Lonely Nights, Hearts, Btn.
4. Close Your Eyes, Five Keys, Cap.
5. Earth Angel, Penguins, Dtn.
6. My Babe, Little Walter, Che.
7. Flip, Flop and Fly, J. Turner, Atl.
8. Don't You Know, F. Domino, Imp.
9. Johnny Has Gone, V. Dillard, Sav.
10. Most of All, Moonglow, Chs.

Philadelphia

1. Lonely Nights, Hearts, Btn.
2. Pledging My Love, J. Ace, Duk.
3. Wallflower, E. James, Mod.
4. I've Got a Woman, R. Charles, Atl.
5. Big Boy, B. Jennings, Kng.
6. Come Back, R. Charles, Atl.

St. Louis

1. My Babe, Little Walter, Che.
2. Pledging My Love, J. Ace, Duk.
3. I've Got a Woman, R. Charles, Atl.
4. Wallflower, E. James, Mod.
5. Chop Chop Boom, Dandeliers, Stg.

Reviews of New R & B Records

ELLA JOHNSON
 Alright, Okay, You Win83
 MERCURY 70580 — A Billboard "Spotlight" 3-19-55. (Munson, BMI)
 If You Would Only Say You're Sorry....79
 The singer is very persuasive on this side, too, giving the tune a warm, rhythmically solid reading. Both sides may catch on. (Munson, BMI)

LITTLE JUNIOR PARKER
 I Wanna Ramble78
 DUKE 137—A strong performance by Parker of a gay opus with lots of quick appeal. This could do right fine as a coin-grabber on the boxes. (Lion, BMI)
 Backtracking....75
 Parker shouts a slow blues sincerely. Another good side, altho flip has the immediate edge. (Lion, BMI)

THE ORIOLES
 That's When the Good Lord Will Smile78
 JUBILEE 5189—An impressive reading of a quietly moving ballad on a sacred theme. Standout work by the lead singer. The disk should chalk up considerable juke play and jockey spins. (Jubilee, ASCAP)
 I Need You Baby....75
 A warm, appealing vocal rendition of an attractive ballad, with the lead singer setting a nice pace for the group. (BMI)

THE FIVE WINGS
 Rock-a-Locha77
 KING 4780—Persistent rockin' beat makes for a potent piece of rhythm by the vocal group. (Jay & Cee, BMI)
 Teardrops Are Falling....63
 Group tries a little too hard with the sobbing and all. Doesn't ring true. (Jay & Cee, BMI)

EARL BOSTIC ORK
 When Your Lover Has Gone76
 KING 4790—Here's an instrumental that's very danceable material, with Earl Bostic's alto sax dominating. (Remick, BMI)
 Cocktails for Two....74
 Same treatment of another old standard. (Famous, ASCAP)

RAY REID
 Move It on Over76
 M-G-M 55007—Ray Reid sings out
 (Continued on page 41)

6. Close Your Eyes, Five Keys, Cap.
7. Everyday I Have the Blues, B. B. King, RPM

RHYTHM & BLUES RECORDS

Best Sellers in Stores

For survey week ending March 23

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

This Week	Last Week	Weeks on Chart
1. PLEDGING MY LOVE—J. Ace.....	1	11
No Money—Duke 136—BMI		
2. WALLFLOWER—E. James.....	2	7
Hold Me, Squeeze Me—Modern 947—BMI		
3. I'VE GOT A WOMAN—R. Charles.....	3	10
Come Back—(13)—Atlantic 1050—BMI		
4. MY BABE—Little Walter.....	4	4
Thunder Bird—Checker 811—BMI		
5. EARTH ANGEL—Penguins.....	5	16
Hey, Senorita—Dootone 348—BMI		
6. CLOSE YOUR EYES—Five Keys.....	7	4
Doggone It, You Did It—Cap 3032—BMI		
7. FLIP, FLOP AND FLY—J. Turner.....	10	2
Ti-Ri-Lee—Atlantic 1053—BMI		
8. TWEEDLE DEE—L. Baker.....	6	12
Tomorrow Night—Atlantic 1047—BMI		
9. JOHNNY HAS GONE—V. Dillard.....	8	6
So Many Ways—Savoy 1153—BMI		
10. YOU DON'T HAVE TO GO—J. Reed.....	12	5
Boogie in the Dark—Vee Jay 119—BMI		
11. LONELY NIGHTS—Hearts.....	14	2
Oo-Wee—Baton 208—BMI		
12. SINCERELY—Moonglows.....	11	18
Tempting—Chess 1581—BMI		
13. COME BACK—R. Charles.....	9	7
I've Got a Woman—(3)—Atlantic 1050—BMI		
14. WHAT'CHA GONNA DO?—Drifters.....	—	1
Gone—Atlantic 1055—BMI		
15. DON'T YOU KNOW?—F. Domino.....	13	3
Helping Hand—Imperial 5340—BMI		

Most Played in Juke Boxes

For survey week ending March 23

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

This Week	Last Week	Weeks on Chart
1. PLEDGING MY LOVE—J. Ace.....	1	9
Duke 136—BMI		
2. EARTH ANGEL—Penguins.....	4	15
Dootone 348—BMI		
3. I'VE GOT A WOMAN—R. Charles.....	2	10
Atlantic 1050—BMI		
4. WALLFLOWER—E. James.....	5	5
Modern 947—BMI		
5. MY BABE—Little Walter.....	3	3
Checker 811—BMI		
6. FLIP, FLOP AND FLY—J. Turner.....	8	2
Atlantic 1053—BMI		
7. TWEEDLE DEE—L. Baker.....	6	12
Atlantic 1047—BMI		
8. WHAT'CHA GONNA DO?—Drifters.....	—	1
Atlantic 1055—BMI		
9. JOHNNY HAS GONE—V. Dillard.....	9	3
Savoy 1153—BMI		
10. SINCERELY—Moonglows.....	7	21
Chess 1581—BMI		

Most Played by Jockeys

For survey week ending March 23

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

This Week	Last Week	Weeks on Chart
1. PLEDGING MY LOVE—J. Ace.....	1	11
Duke 136—BMI		
2. WALLFLOWER—E. James.....	2	7
Modern 947—BMI		
3. EARTH ANGEL—Penguins.....	3	11
Dootone 348—BMI		
4. SINCERELY—Moonglows.....	8	11
Chess 1581—BMI		
5. COME BACK—R. Charles.....	4	9
Atlantic 1050—BMI		
5. MY BABE—Little Walter.....	5	4
Checker 811—BMI		
7. CLOSE YOUR EYES—Five Keys.....	7	5
Cap 3032—BMI		
8. I'VE GOT A WOMAN—R. Charles.....	5	11
Atlantic 1050—BMI		
9. TWEEDLE DEE—L. Baker.....	—	10
Atlantic 1047—BMI		
10. JOHNNY HAS GONE—V. Dillard.....	8	5
Savoy 1153—BMI		
11. HEARTS OF STONE—Charms.....	—	10
DeLuxe 6062—BMI		
12. TWO HEARTS—Charms.....	—	1
DeLuxe 6065—BMI		
13. LING, TING, TONG—Five Keys.....	11	2
Cap 2945—BMI		
14. DOOR IS STILL OPEN—Cardinals.....	—	1
Imperial 5340—BMI		
15. FLIP, FLOP AND FLY—J. Turner.....	14	3
Atlantic 1053—BMI		

LITTLE JUNIOR PARKER

sings

I WANNA RAMBLE

b/w

BACKTRACKING

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WHERE DO I GO FROM HERE

DUKE #140

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The Billboard Music Popularity Charts

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b/w

"SHE'S FIVE FEET THREE"

by

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★ ★ ★

Vee-Jay 127

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and

LOVELY & BLUE

RPM 425

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Review Spotlight on... RECORDS

FLOYD DIXON

Is It True (Berkshire, BMI)
Hey, Bartender (Progressive, BMI) — Versatile blues warbler Dixon could jump back into hit contention again with these two contrasting items. "True" is a heart-felt pleader, while "Bartender" is a good rockin' shout that should get a lot of extra plays on the boxes.

WILLIE MABON

Come On, Baby (Arc, BMI)—Chess 1592—In his highly-accepted style, Mabon talks and chants his way thru a typical teasing patter routine aimed at all those chicks out there. Great beat and backing. Flip is "I Feel So Good" (Arc, BMI).

BO DIDDLEY

Bo Diddley (Arc, BMI)
I'm a Man (Arc, BMI)—Checker 814—Sides here are strong contenders for Southern sales. The "Bo Diddley" side is mainly instrumental, with really driving, down-to-earth rattling rhythm. Flip is a hilarious bit of talking-chanting, also with a tremendous primitive beat.

This Week's Best Buys

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

- DON'T BE ANGRY** (Crossroads, BMI)—Nappy Brown—Savoy 1155
This disk has been stirring up an unusual amount of excitement in a number of areas, including New York, Philadelphia, Baltimore, Cleveland, Atlanta, St. Louis, Durham and Nashville. It is now moving rapidly toward the charts. Flip is "It's Really You" (Crossroads, BMI).
- THIS IS MY STORY** (Aladdin, BMI)—Gene and Eunice—Aladdin 3282
After "Ko Ko Mo," anything was bound to be a let-down, but the duo are clicking again with this release. Good sales reports were received from Los Angeles, St. Louis, Baltimore, Atlanta, Durham, Nashville, Pittsburgh, Philadelphia and New York. Flip is "Move It Over, Baby" (Aladdin, BMI). A previous Billboard "Spotlight" pick.
- LOVING YOU** (Arc, BMI)—Lowell Fulson—Checker 812
Following the pattern of "Reconsider, Baby," this disk has garnered very good Southern support and is now beginning to move out in adjacent territories. Now on the Atlanta territorial chart, the record shows every sign of moving on to the national retail and juke box lists shortly. Flip is "Check Yourself" (Arc, BMI). A previous Billboard "Spotlight" pick.

Reviews of New R & B Records

Continued from page 40

- well on this r.&b. tune, and there's good flavor and beat to the accompaniment. Should get a lot of play on the boxes. (Acuff-Rose, BMI)
- I'll Take the Blame**...73
Another r.&b. side, slow and bluesy in beat and style. (St. Louis, BMI)
- THE ROBINS**
- I Love Paris**...75
SPARK 113—Highly unusual r.&b. treatment of the sophisticated Cole Porter tune. It's a shocker, and could get juke and juke attention. (Chappell, ASCAP)
- One Kiss**...72
Group rocks thru a fairly routine chant in thoroughly professional style. Especially good sax chorus here. (Quintet, BMI)
- STICKS McGHEE**
- Double Crossin' Liquor**...74
KING 4783—Sticks McGhee knocks off this novelty blues with considerable individuality. Slow and relaxed tempo. Warrants good exposure. (Jay & Cee, BMI)
- Six to Eight**...74
Another side with novelty lyrics, faster in tempo than the flip, with a strong beat. (Jay & Cee, BMI)
- THE CASANOVAS**
- That's All**...73
APOLLO 471—The Casanovas inject lots of sincere feeling into this reading of the nostalgic romantic ballad, not the Bob Haymes pop tune of same title. (Bess, BMI)
- Are You for Real?**...71
The group swings into this happy opus with solid rhythm. Material is probably not strong enough, however, to pull sustained action. (Bess, BMI)
- OSCAR McLOLLIE**
- Eternal Love**...74
MODERN 955—The beat, bright and crisp, is the main attraction here, altho the chanter and his vocal assistants do a good job of projection. (B & M, BMI)
- Pagliacci (With a Broken Heart)**...72
He's got to keep smiling thru his sorrow, bemoans McLollie in this novelty-type blues. Ought to win some spins. (Rene, ASCAP)
- MAYMIE WATTS**
- There Goes That Train**...72
The Rollee McGill waxing of this appealing Southern blues ditty has shown some action, and this version should also pick up plays. The thrush, who belongs to the catch-in-the-throat school of canaries, does a good job on the vocal. (Vir-Cel, BMI)
- Quicksand**...69
An attractive reading of a bouncy-paced ditty, but flip is stronger material-wise. (Laerteas, ASCAP)
- THE DUDADS**
- I Heard You Call Me Dear**...71
DELUXE 6083—Another new vocal
- group. Lads do a slow ballad on this side. Rendition has warmth. (Franklin, BMI)
- My Baby Misses Me Too**...71
A change of pace from the flip. This is a rhythm side, with swiny beat. (Franklin, BMI)
- THE TENDERFOOTS**
- Watussl Wussl Wo**...71
FEDERAL 12214 — Tenderfoots, a new vocal group, deliver a relaxed style and good beat on this side. (Gallo, BMI)
- Kissing Bug**...69
Routine vocal on routine material. (Gallo, BMI)
- EARL KING**
- Don't Take It So Hard**...71
KING 4780—Chick has to pay for her two-timing ways, says the convincing blues warbler. (Jay & Cee, BMI)
- Gratefully**...63
Neither treatment nor message offer anything notable in this dolorously paced chant. (Wemar, BMI)
- JACK DUPREE**
- Blues for Everybody**...70
KING 4779 — The veteran pianist-blues talker offers some commentary on various members of the community. Down-to-earth side should get some Southern play. (Jay & Cee, BMI)
- Two Below Zero**...70
Mock hard luck blues chanted and talked by Dupree. Man has been locked out by the landlord for non-payment of rent. (Jay & Cee, BMI)
- Spiritual**
- JEWEL-GOSPEL-AIRES**
- After Awhile With Jesus**...77
EXCELLO 2054—Beginning with a quiet bluesy intro by the lead, the group then picks up the beat and closes on an excited note. The harmony and feel for rhythm of this group is outstanding. (Excellore, BMI)
- Oh Lord Guide the Way**...75
Holding to a bouncy, rollicking beat, the group swings merrily thru this material, keeping spirits high all the way. (Excellore, BMI)
- Sacred**
- WALLY FOWLER**
- A Rusty Old Halo**...75
DECCA 29466—Yet another version of the attractive Bob Merrill composition. Fowler handles it straight, with few frills. The choral backing is pretty. (Rylan, ASCAP)
- Down in the Valley of Prayer**...73
Fowler and the chorus exchange lines in swiny interplay here. Two good sides here with basically pop

styling to help sell to a broad market. (Hudson & Dart, BMI)

Children's

ROSEMARY CLOONEY

Peter Cottontail...86
COLUMBIA J 234—Timed just right, this could be one of the big kiddie sellers this Easter season, and then sell year after year.

Easter Parade...80
Same comment.

BURL IVES

Mr. Froggie Went A-Courtin'...78
COLUMBIA J 227 — Columbia has reissued one of its finest Ives' moppet waxings and consumer reaction should be enthusiastic.

The Donut Song...78
Another happy etching pulled out of the diskery catalog.

ART CARNEY

A Thump, A Twinkle, and a Twitch...75
COLUMBIA J 241 — "Or how to make a rabbit," is the subtitle of this cute narrative-ditty. Side will intrigue youngsters of the four-to-seven set.

Flop, Mop, Cotton and Pete...74
Again all that accompanies Carney is a rhythm section in this, another rabbit story.

Other Records Released This Week

Popular

- Blue Moon; In Lovely Old New Mexico**—Ortiz Trio, Decca 29455
- Break Through; Huckleberries** — Mac Williams, American 111
- Can It Be You?; Brother Beware**—Ronnie Deauville, Forecast 104
- I Almost Lost My Mind; Shtiggy Boom**—The Bill Johnson Quartet, Ronnex 1001
- It Can't Be Wrong; I'm Glad There Is You**—Steve Allen Ork, Coral 61376
- The Letter; Slow But Sure** — Bernice Gooden, Forecast 102
- My Own; We're Not Children Anymore**—Danny Costello, M-G-M 11958
- Ooh You Made a Boo-Boo; Way Out Thar in the West**—Sam Ullano, A-Bell 525
- The Oo-Oo Song; Just the One I Adore**—Ginny Lowry, Deed 1002
- Siamese Cat Song; He's A Tramp**—Marion Sisters, M-G-M 11963
- Singin' in the Rain; Waterloo Walk**—Johnny Dankworth, Capitol 3079
- Singin' in the Sunshine in Florida; I'll Never Leave Miami**—Phil Brito, Art 150
- Swanee River Mambo; Take Me Out to the Ball Game Mambo**—Don Ippolito Ork, DeLuxe 2035
- Sweet Georgia Brown; Anniversary Waltz**—Chris Powell, Grand 124

Country & Western

- Bad Girl; Rickey-Do, Rickey-Do** — The Ramblers, M-G-M 55006
- Day Done Broke Too Soon This Morning; Whadaya Want?** — Jack Cardwell, King 1454
- Long, Long, Lonesome Blues; I'm Afraid I Love You** — Jimmie Newsome, M-G-M 55005

Walk Beside Me; Blessed Are They—Eddie Dean, Sage and Sand 199

Rhythm & Blues

What Am I Gonna Do?; Prize Fighter's Papa—Beulah Bryant, Excello 2049

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HONEY BUN
and
GOOD GOLLY, MISS MOLLY
Cat 115

The Sheiks
WALK THAT WALK
and
THE KISSING SONG
(Sweetie Lover)
Cat 116

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234 WEST 56th St.
NEW YORK 19, N. Y.

MUSIC AS WRITTEN

Continued from page 22

his quintet opened today (28) at the Showboat nitery in Philadelphia for a week. . . . Irving Fields is set for an engagement at the London Palladium beginning April 1. Irv Green, prexy of Mercury Records, and Morry Price, sales chief, due in town next week for a series of visits with diskery branches in this area.

Chicago

WMAQ's Latin rhythmized disk jockey, Chan, has joined forces with pleasure tours, and will personally escort a tour group on a 15-day island hopping cruise thru the Caribbean. Chan will continue his "Rio Rhythms" show while on the cruise. . . . The local Wurlitzer store held a preview of its new electronic piano. This item may prove to be a boom to the traveling musician as well as the stay-at-home tootler. The unit is not only portable, but it can be silenced by the use of earphones which allow only the player to hear the music. . . . Singers Joe Barrett and Bob Graham take over the rotating vocal spots on Don McNeill's "Breakfast Club" next week.

Upcoming attractions for the Blue Note are Count Basie who is in for one week beginning April 6, and Woody Herman, also in for one week, beginning April 20. Current at the spot are the Salt City Five and the Barbara Carroll Trio. . . . Singer Peggy Taft joins the show at the Cloister Inn Wednesday, March 30. Lurlene Hunter, Ace Harris and Claude Janes are hold-overs at the club.

Hollywood

The Crew Cuts, currently at the El Rancho Vegas, have been set for an August engagement at Steel Pier, Atlantic City. . . . Gordon MacCrae signed to star in a one-hour TV version of "Roberta" on the "Colgate Comedy Hour" April 10. . . . Maestro Chuck Cabot has added Cathy Bryan as band singer. . . . Music director Eddie Truman is off on a vacation. . . . Mindy Carson signed by Bill Miller for the Ray Bolger show at the Hotel Sahara, Las Vegas, starting April 5. . . . The Guys 'N' Gals have a new release on Coronet, "Seventeen Times." A rhythm and blues tune. . . . Kitty Kallen will donate her royalties from the sale of the first 100,000 records of her new release, "Kitty Who," to the Aster sale campaign. Song will be aired by Kitty on the "Colgate Comedy Hour" of April 3 and has also been

Disney Policy: Will Produce, Lease Masters

HOLLYWOOD, March 26.—James Johnson, vice-president of Walt Disney, Inc., this week revealed a change of policy affecting the company's licensing agreements with many of the major recording companies. The Disney firm will henceforth produce its own masters from both its television and motion picture output, and subsequently lease them to interested firms.

This was the procedure followed in Disney's "Davy Crockett" waxing by Fess Parker. Johnson revealed the production of three additional Davy Crockett story-telling records by Buddy Ebsen and Fess Parker, which have been also leased to Columbia for release on a series of EP's and a 12-inch LP.

Disney will select its own talent and will record on the sound stages on the Disney lot. Procedure in the past has been to grant recording rights and the use of art work to a number of major platter firms on a per-product basis only.

Disney's licensing agreement with Simon & Schuster will not be affected by its new policy.

Johnson also disclosed the licensing of a premium deal with Derby Foods Company in connection with the current "Davy Crockett" hit disk. A record, produced by Simon & Schuster for Derby Foods, may be purchased at supermarkets for 25 cents in conjunction with the company's brand of peanut butter.

slotted in the campaign telefilm to be shown thruout the country shortly. . . . Sammy Cahn and Jimmy Van Heusen are penning two new songs for the Cole Porter "Anything Goes" film at Paramount. Bing Crosby and Donald O'Connor will sing them in the picture. . . . Stanley Adams, ASCAP president, returned to New York. . . . Kay Starr left last weekend for her vaude date at Miami.

Reviews and Ratings of New Popular Albums

Continued from page 24

tend these days to minimize Brubeck himself, Desmond is considered a full-size modern talent—cool, but lyrical and inventive. Here, in some remarkable, trail-blazing arrangements for quintet by Dave Van Kriedt, he fuses Bachian and jazz counterpoint—constantly swinging and creating, erudite and entertaining. On one side his sax is set against a vocal group in another intriguing group of arrangements. Among the collaborating musicians are Dick Collins, trumpet, and Barney Kessel, guitar, both of whom add sales weight. A likely item for musicians, modernist buyers and neophyte jazz fans with longhair leanings.

MARIAN McPARTLAND AT THE HICKORY HOUSE 75 (1-12") Capitol T 574

Mrs. McPartland here plays a breezy style of cocktail jazz that should have wide appeal. Her ideas are modern and fresh, if not startling, and she plays good tunes tastefully—to wit, "Street of Dreams," "I've Told Every Little Star," "Lush Life," etc. Can do well if pushed.

MUSIC FOR LOVING 75 Ben Webster With Strings (1-12") Norgran MG N 1018

As a purveyor of ballads, few jazz tenor saxmen stack up to the one-time Ellington sideman. This is breathy, intimate, tender mood music—still virile and full-bodied. Few jazz men have come off so successfully against a string background. Arrangements, incidentally, are by Billy Strayhorn and Ralph Burns, both of whom know how to handle a ballad with sensitivity and jazz feeling. Included are such tunes as "Sophisticated Lady," "My Funny Valentine," etc. Can sell to mood music buyers as well as jazz fans.

BENNY CARTER PLAYS PRETTY 70 (1-12") Norgran MG N 1015

This is mainly "Mood music" in the jazz idiom, and highly effective. Carter plays such ballads as "Laura," "Tenderly," "Ruby," etc., with a rich tone and tasteful invention. Backing is intimate; rhythm only. There's a market for this one among moderates and moderns, but its appeal isn't limited to jazz regulars. After a steady string diet it could provide an ingratiating change of pace for blue-lights listeners.

LE MOST 70 Bernard Peiffer (1-10") EmArcy MG 26036

Peiffer is one of the leading modern jazz pianists of France, and this American debut disk is a tasty, varied sampling of his art. Accomplished technically, Peiffer leans in the direction of our own Bud Powell and Lenny Tristano, with a few honest debts to Waller and Garner that he does not attempt to hide. He plays here with one of his regular groups, which features two fine tenor men, Bib Montville and Bobby Jaspas, with Roger Guerin doubling on trumpet and alto tuba (which has a trombone-like sound). The ensemble sound is a bit dated, but the rhythmic vitality and technical fluency of the instrumentalists keeps interest from lagging.

BUD POWELL: JAZZ ORIGINAL 70 (1-12") Norgran MG N 1017

The title aptly describes Powell, who is a prime influence among progressive musicians, and whose disks have a substantial-enough hard-core market. This particular collection, like most of his work, is highly uneven in inspiration and technique. In some

instances he's spectacular. Cover is a striking, sweating photo portrait of the artist.

HERE'S ART TATUM 68 (1-10") Brunswick BL 54004

Recordings for this 12-inch issue have been gleaned from two companies and two periods. There are piano solos from Decca (about 1934-'42) and trio sides from Signature (late '40's). Tatum's style hasn't varied thru the years, as evidenced by the comparatively recent Clef survey, which offers newer versions of most of these selections free from the sometime banalities of trio cohorts Grimes and Stewart. Died-in-the-wool Tatum collectors will want this to replace the old shellac originals, perhaps.

STANDARD NOW

Angel Readies New Look for 'Thriff Pack'

NEW YORK, March 26.—Angel Records is readying a new dress for its utility "Thriff Pack," which will move out to market late next month in a refurbished jacket and under the tag of the "Standard Pack."

The step by the diskery marks a drive to give further emphasis to the line, which so far has played a subservient role to Angel's plush "Factory-Sealed" series. Under the firm's present price structure, the Standard Pack will retain Thriff's prices, the lowest of any top-line LP, at \$3.48.

Angel's policy is to duplicate all classical disks in both packages. But the Standard Pack will carry no liner notes or art.

Prior to the diskery's price drop February 1, thriff-pack sales had dwindled to the point where they accounted for less than 10 per cent of total volume. In the last six weeks the lower-cost LP's have advanced to about 30 per cent of all Angel platters sold.

The new standard pack will sport a woven brown jacket, with both a gold label and imprinted spine carrying pertinent music and artist information. Different colored bands will identify the repertoire category of the music contained on the disks.

Atlantic Ups Price of 78's

NEW YORK, March 26.—Atlantic Records will hike the price of its 78 r.p.m. disks from 89 cents to 98 cents retail, effective April 1. The price of Atlantic's 45 r.p.m. disks remains at present level. Atlantic's suggested price to the dealer is 60 cents.

Pressure to up the 78 price has been mounting steadily, particularly from the West Coast, the South and New England. Many stores increased the price on their own.

GAMBLE HINGE, X SONG SEARCH

CHICAGO, March 26.—The Gamble Hinge Music Company here announced this week it was collaborating with Label X in a contest, "Chicago Song Search," which will select a winning song from among entries with the prize winner getting the tune recorded by one of Label X's artists. The winner will also have the tune published by Gamble Hinge which will promote the number free of charge. Another prize for the winner will be a \$485 Noble accordion and case. The contest begins immediately and will run thru June 1.

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HOCUS-POCUS

By BILL SACHS

FLORINE MANNERS has been managing some activity on club dates in the New York and Jersey sector, despite the usual dull Lenten season. She expects to make a two-week trek thru Eastern Canada soon, and plans to follow that with another swing thru the Midwest. . . . Colta Assembly 53, Society of American Magicians, holds its third anniversary luncheon at Johnson's Turnpike Restaurant, Harrisburg, Pa., April 24, with the SAM's national president and other notables slated to attend. Harrisburg magi recently netted a page in The Harrisburg Sunday Patriot News in the form of an article and six photos showing various members of the local magic fraternity in action. Among those pictured were Mrs. and Mrs. Charlie Jones (Colta and Colta), Mrs. Marlin Wolfe, Mr. and Mrs. Monte Swegard, Russell Charles, Sam Burbrow, John Hain and Dr. Edwin Matlin. . . . Bill Neff writes from Kingston, Jamaica: "Been working around South and Central America for some time. Came here from Haiti, the original clambake for the voodoo witch doctors, loaded up with a lot of genuine jungle stuff, including voodoo drums, shrunken heads, etc., as well as a complete new line of zombie charms, spells, potions and anything you want. A hot new angle on real jungle taboo and our added specialties. . . . Heaney the Magician was called to Oskosh, Wis., recently by the sudden passing of his mother-in-law, Mrs. Roy McCarthy. She had a host of friends in magicdom, having traveled with the Heaney unit at various times. . . . Bob Fischer has just closed a six-week stand at the Hungry I, hangout for the intelligencia and the local 400 in San Francisco. He was slated to open last weekend at the Rumpus Room, San Francisco, for three weeks and options. He's been filling in with club dates in the area, but says they're slim picking at this time of the year.

BURLESQUE BITS

By UNO

Bonnie Raye, a talented and good looking singing-emcee from Pittsburgh, is being held over by popular demand at Billy Young and Nat Carter's Burlesque Club in Miami. Featured there is Myra Davis, the "Green-Haired Girl." A recent addition is Bonnie Barnay from the Empire, Newark, N. J. . . . Frankie (Turpin) Hunter, 66, old-time featured comedian in burly, circuses and vaude, died February 26 after a long illness at his home in Denville, N. J. . . . Gypsy Nina pinch-hit for Lynn O'Neil, taken ill for two days last week, at Tony Pastor's, New York. . . . Al Baker Jr., son of Al and Marcella Baker, Hirst circuit principals, is busy producing, directing and starring in a show in behalf of the Community Synagogue of Atlantic City. It will be presented April 2 and 3 with local talent in the personnel. During his regular time their son is a time salesman for radio station WLDB, Atlantic City. . . . Ling Lee is being held over at Abe Neiman's King Cole Show Bar in Denver where Tony Knight and his trio continue to back the shows. . . . The current stock cast at the Gayety, Norfolk, includes Brandy Martin, feature; Artie Lloyd and Eddie Lloyd, comics; Ned Crane, straight man, and Helen Grey, Mae Joyce, Babs Mitchell, Mary Jane Porter and Milo Wyman, strips. . . . Captain DaZita, burly agent, and Max Garden, who recently recovered from a heart ailment, have formed the M.&S. Productions to produce burlesque film shorts for their Galway Theater in Los Angeles. . . . Les Nichols, last season with the Coleman Bros. Shows, has signed to operate the Side Show with the King Reid Shows, opening early in May out of Manchester Center, Vt. Ruby Reed, who produces, stages, sets the shows and costumes

CHING LING and Soo (William and Ruby Hewitt), magical turn, currently working air bases in Florida, with headquarters in Ocala, will remain there until May, when they head for Philadelphia and points north, where they have bookings up until September. Ruby and Bill have been spending much time visiting with Burling Hull in De Land, Fla., renewing a friendship of 30 years. They also recently located Don and Thelma Greenwood after 14 years of looking around. En route to Miami from Dallas, Ruby and Bill suffered the loss of their 40-foot trailer in a highway crash, but no one was injured. . . . Glenn Haywood, after three years of TV and club work in the San Francisco area, has hopped into Spokane, Wash., for several months' stay. . . . Fran O'Brien is emceeing and magicking at Hawaiian Gardens, San Jose, Calif., nitery. . . . Glen Pope is working clubs in the San Francisco sector prior to making another European swing. . . . Frakson has just concluded a three-weeker at Bimbo's 365 Club, Frisco's top nitery. . . . P. C. Sorcar, prominent Hindu magus, is attending classes at the University of Calcutta to brush up on his French and German in preparation for his forthcoming European tour. He was graduated from the Calcutta university in 1933. Sorcar recently returned to India after an extended tour of the Far East with his company of 40 people. . . . Magic Hobby Club, Columbus, O., at its election March 18, named the following officers: George Stewart, president; Walter Scott, vice-president; Tom Stelzer, secretary, and Joseph Kemp, treasurer. Club meets the third Friday of each month at Bob Nelson's Magic Shop, 336 S. High Street, Columbus. . . . Paul LePaul has embarked on another six-month tour of Korea and Japan.

the principal girls at the El Ray, Oakland, Calif., also jumps in to do straights when the occasion demands. The theater's latest stock principals include Val de Val (feature), Bruce (Boob) Brooks, Happy Ray, Bobbie Lee, Tony LaCisero, Linda Carroll, Lolana, Bubbles Lamont, Randy Lane, LaVerne, Gean Prescott and Celeste Paree. . . . A Supreme Court decision in the matter of the granting of a license to Tom Phillips for the return of burly to New York, with Judge Thomas Eder presiding, was postponed for the fifth time from March 21 to April 4. . . . George Durst, of Jamaica, N. Y., forwards a clipping from The Long Island Daily Press of March 14 that gives space under the caption "Should Burlesque With Clothes Be Legalized?" to the answers of six local citizens, all of whom voice their sentiments in the affirmative. Durst himself writes, "Just why can't we, the so-called free people in a free community, have burlesque if we want it? Unlimited thousands of us common, ordinary, average New Yorkers and Long Islanders cannot afford to pay high prices to Broadway musical hit shows or visit sophisticated night clubs. Why doesn't some promoter stage good burlesque in the old Columbia Circuit manner?" . . . Charles McHarry, in The New York Daily News of March 10 under the caption "No Burly on B'dway? Take a Look, Commish," cited several instances mentioning performers' names in Broadway hit shows where, as he describes, "the legit show today is stripping, bumping, bouncing and grinding as it hasn't in years, much to the delight of comfortably filled houses." . . . Strippers at the Blue Mirror club in Washington are Irene Kane, Suzanne Fortune and June Marsh. Vocalist is Lee Raymond.

FOLK TALENT AND TUNES

Continued from page 38

Ernest Tubb's "Midnight Jamboree" originating from the latter's record shop in that city. Georgie is conducting two TV shows weekly via WLBC-TV, Muncie, Ind., in addition to his three hours of deejay work daily over WMRI. "Artists are invited to drop in for an interview," typewrites Riddle, "and records needing plugs are always welcome."

Gene Ryan, deejay at WFMC, Goldsboro, N. C., and Texas Tony Merrill, who works with him occasionally, caught Ferlin Huskey, Martha Carson and the Carlises at Municipal Auditorium, Raleigh, N. C., recently at the invitation of Mozelle Phillips, who flips the c.&w. disks at WMSN, Raleigh. "We have just joined the Deejay Service and expect to start receiving late records soon," writes Ryan. "It's so late when we get anything from the record shops that its popularity has waned by the time we get it." . . . Frank Hayden, formerly a popular country deejay in Kentucky and Tennessee and more recently sports director at KFOR, Lincoln, Neb., leaves the latter post April 1. He says he's angling to get back into the business of spinning the folk and western tunes, where he's the happiest. Dave Chapman, who has his own jockey show on KFOR, is loud in his praise of Hayden as a country wax whirler. Says Dave: "I have yet to meet one that can top Frank Hayden when it comes to really getting down and knowing the country & western music as it should be programmed and played."

Sammy Lillibridge, who mans the c.&w. tables at KFRO, Longview, Tex., comes up with his own ideas on the subject—the horns versus the fiddles in the folk field—as kicked around in this column in recent weeks by the so-called experts on folk and country music. "I can't understand what those who are beefin' against the horns are trying to prove," writes Sammy. "Do they mean hillbilly, western or folk? If they mean the pure hillbilly music, then I'll be the first to admit that it's a fiddle and guitar. But folk! Look up the word, fellows, and study it! In his book, 'Really the Blues,' Milton (Mezz) Messrow used the word folk music to describe the early American jazz and the blues, the soul songs of the American Negro. I don't agree with Messrow on a lot of his theories, but at least the book does establish a link between the only contribution to the arts that America has made and the type of music we are trying our best to promote. Give a listen to some of the so-called hillbilly, folk or c.&w. records shoved at us. Many are done with fiddle and guitar, with not a horn nearer than Birdland. They are strictly r.&b. As a matter of fact, they take the r.&b. tunes and play them with fiddles. Now I don't have a thing in the world against fiddles—some of my best friends are fiddlers—but why can't a man pour his heart and soul thru a horn as well as he can a slide-whistle or washboard? Some of the best folk music was played on a cigar-box banjo and horns."

NBC Readies SRO

Continued from page 2

taclars can be attributed to the 25 rating achieved by Evans and Judith Anderson in "Macbeth" this season on Sunday afternoon. Hallmark will most likely cancel its half hour, Sunday afternoon "Playhouse" at the end of this season. Its budget will be used to pay for its new buy.

NBC is also making eyes in the direction of "Omnibus." The show has been on CBS-TV all during its video career, but is not committed to that network for next season. NBC believes that with "Omnibus" and the Evans spectacular it would have a strong one-two cultural punch Sunday afternoons next season. "Captain Gallant" will remain in the 5:30-6 Sunday time period on NBC following Evans.

THE FINAL CURTAIN

BAGHETTI—Aristide, 81, Italian stage actor, March 21 in Milan, Italy.

CONRATH—Emil J., former president of the International Alliance of Billposters, Billers and Distributors, March 20 in St. Louis. Survived by his widow and a son. Burial in St. Louis.

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LOU STEVENS

COOK—Russell Ames, 57, conductor of the Portland Symphony Orchestra for 14 years, March 22 in Bangor, Me. He had conducted in Hawaii and Kansas City, Mo., and had formerly been a violinist. He retired in 1951.

CULP—Frank S. (Whitey), concessionaire, March 17 in Sisters Hospital, Buffalo, N. Y. During many years in show business he worked on the George Clyde Smith, James E. Straten, Rubin & Cherry, Johnny J. Jones and Ringling shows. At the time of his death he was with New Liberty Park, Buffalo. Survived by his widow, Mary; four brothers, William, Howard, Paul and Floyd; a sister, Mrs. Mary Maschee, and two step children. Burial March 21 in White Chapel Cemetery, Buffalo.

DENVILLE—Alfred, 79, actor and pioneer in the modern repertory theater, March 23 in Harrow, England. He began his repertory theater enterprise in Swansea, South Wales, and at one time had 23 touring companies on the road. He acted the principal roles in the plays he presented and also turned his hand to playwrighting. A Conservative Member of Parliament, he served from 1931 to 1945. In the House of Commons he spoke for actors and the theater.

FOSTER—Lawrence Joseph, 62, concessionaire, recently in Pearce Hospital, Elorado, Ill., of a heart attack. For many years he operated with Moore's Modern Shows and other carnivals. Survived by his widow, a son and five daughters.

GILRAINE—Winifred, 59, retired vaudeville performer, recently in New York. For several years she led her own troupe of interpretive dancers.

GOODWIN—Sidney, 69, for the past 10 years radio director for the American Broadcasting Company, March 13 in Los Angeles. Survived by his widow, a daughter and a brother.

GRACE—Leon, 53, concessionaire on the Dign Wilcox Shows and Eastern Amusement Company, suddenly March 20 in Lewiston, Me. Survived by his mother and a sister. Burial in Bath, Me.

GRENVILLE—Arthur C. B., 74, an organizer and past president of the Drumheller and District Agricultural Society, March 10 at Drumheller, Alta. Surviving are a son and daughter.

GUERNSEY—Guy, 83, credited with the original idea for Chicago's 1933-'34 World's Fair, March 18 in South Haven, Mich. He was for years an alderman and civic leader.

HETH—Henry H., 73, veteran concessions manager of L. J. Heth Shows, March 21 in a Birmingham hospital. (Details in Carnival section.)

HICKS—James N., 57, theater manager, formerly with the Wiltern and Hollywood theaters in Los Angeles for Warner Bros., March 15 in Walla Walla, Wash., of cancer. Burial in Military Cemetery at Sawtelle, Calif.

HISCHBORN—Herman, 47, branch manager for 20th Century-Fox, in New Haven, Conn., March 20. Before going to New Haven he was sales manager for the company's Philadelphia office. Survived by his widow, Katherine; his mother and two sisters. Burial March 22 in Reading, Pa.

KAPLAN—Moe, 73, former theatrical manager, March 18 in Asbury Park, N. J. He had toured the country with such productions as "East Lyna" and "The Two Orphans" and presented on the road Thomas A. Edison's first movie, "The Great Train Robbery." In recent years he had operated a millinery business. His widow, a son and four sisters survive.

KITTELL—Clyde Stillwell, 54, radio news announcer on NBC stations for 27 years, March 23 in Norton, N. J. He began his radio career in 1929 for Station WGY, Schenectady, N. Y., and came to WEAF (now WRCA) in 1931 as a staff announcer. In 1934 he went to WTAM, Cleveland, as program manager, returning to WEAF the next year. He was also known to TV audiences. His widow, a brother and a sister survive.

LE GALLIENNE—Irma Hinton, 79, former actress known professionally as Irma Perry, March 15 at Menton on the French Riviera. She appeared with Leslie Carter in "Zaza" and "Mme. DuBarry." She also appeared with Blanche Bates, William Faversham and Henrietta Grossman. She was the step-mother of actress Eva Le Gallienne. Survived by her daughter, Gwen Le Gallienne, painter and sculptor.

LOCKE—Dean, 65, veteran staffer on American Midway Shows, March 21 in Mercedes, Tex. (Details in Carnival section.)

MILLIGAN—Ted Sr., veteran circus musician and ticket seller, March 9 in Cleveland. He started in show business in 1924 as a musician with the John Robinson Circus. In 1938 he began working as a Slide Show ticket seller with Barnett Bros. In recent years he trouped with Mills Bros., Dailey Bros. and King Bros. circuses. Last season he was with Royal American Shows. Survived by his widow, Doris; a son, Ted Jr., and a daughter, Pat.

MONETTI—Eddie (Bumps), 60, veteran circus clown, March 19 of injuries sustained in a fall while performing his clown table rock act with Posack Bros. Circus in Indianapolis.

NUGENT—James W., 73, veteran outdoor showman, March 18 in Huntington, W. Va. In 1903 he owned and operated the movie, "The Great Train Robbery," and presented it under canvas with a carnival. Later he and his brothers, John P. and Edward P. Nugent, became connected with carnival, circus and park operations. Survived by his daughter, Mrs. Robert Clatworthy, Huntington, and a sister, Mrs. Fred C. Winkler, Portsmouth, O. Services March 21 at Lady of Fatima Church, Huntington, with burial in Woodmere Cemetery, that city.

PELOT—Mabel Wilson, former vaudeville, recently in Newark, N. J. She had appeared for a number of years in the act of Tom Moor and the Wilson Sisters and later teamed with Pelot and Wilson, comedy jugglers. Survived by her husband, Fred, and a sister.

PERUCHI—Chelso Delmore (Pa), veteran dramatic actor and circus and rep performer, March 19 in Chattanooga. In his early years in show business he performed as an acrobat with the Great Imperial and Stang circuses. Later he formed his own company, the Peruchi Players, a repertory company, which toured the South for years. For nine years prior to his retirement in 1953, he was director of the Chattanooga Little Theater. Survived by his widow, Mabel; a son, Don, and a daughter, Mrs. Betty Workman. Burial March 21 in Chattanooga Memorial Park.

POTTER—Arthur, 70, for many years motion picture projectionist at the Six-Mile-Uptown Theater, Highland Park, Mich., recently in that city. Survived by his widow and a son, Albert, operator at the Colonial Theater, Detroit. Burial in Acacia Park Cemetery, Detroit.

RADFORD—Everett G. (Jim), 48, part-time radio and television dramatic actor for Stations WLW and WLW-T, Cincinnati, March 17 in that city of a heart attack. He was a member of the American Federation of Radio Artists. Survived by his widow, Betty; three daughters, Pamela, Germaine and Deborah, and a brother, Jack, Kankakee, Ill.

ROWLAND—Mrs. Florence Ginnett, member of the famous Ginnett circus family of England, March 14 in Massapequa, N. Y. She was the widow of George Rowland, who died during an engagement with the old Hagenbeck-Wallace Circus. Her last appearance, before retiring 30 years ago, was with the Wirth Circus in Australia. Survived by three daughters and two sisters.

SHEARS—James H., 82, pioneer promoter known as Showman Jim, March 18 in Oklahoma City. He is believed to have been the first person to road-show movies. He did one-night stands around the country, carrying his cast and movies in a covered wagon.

WATSON—Charles, 53, veteran ride man, March 23 in Chicago. (Details in Carnival section.)

WESTCOTT—Darrell M. Sr., 66, retired theatrical booking agent, recently in Tacoma, Wash. Survived by two sons, Darrell M. Jr., Bakersfield, Calif., and Louis, with the U. S. Navy.

WHITE—Fanny, 80, mother of motion picture producers Jules, Ben, Sam and Jack White, March 18 in St. Joseph's Hospital, Burbank, Calif. In addition to her sons, she is survived by her husband, Louis, and two daughters, Mrs. Ruth Brand and Mrs. Harry A. Goldman.

WHITNEY—Robert Paul, former musician who had toured the U. S. with Buffalo Bill Cody, March 18 in Louisville. He had played tuba in the Cody show band, had played bass violin in theaters in and near Chicago, was an extra with the Chicago Symphony and occasionally played with opera orchestras. His son, Robert S. Whitney, conductor of the Louisville Orchestra, survives.

ZIMMER—Dena, 62, mother of Ben Zimmer, partner in the former Goldhar-Zimmer theater circuit. Survived by her husband and another son. Burial in Clover Hill Park Cemetery, Detroit.

MARRIAGES

GRIFFIN-PAGE—Bill Addison Griffin, non-pro, and Mary Renfrew Yvonne Page, former star of the "Canadian Ice Fantasy" and holder of the gold medal, the highest award in figure skating, March 25 in San Antonio.

BIRTHS

BUCKHOLTZ—A daughter, Louise Nelle May, to Mr. and Mrs. Bryan Buckholtz 10 in Gresham, Ore. Father is Merry-Go-Round foreman on the West Coast Shows.

JACOBSON—A daughter to Mr. and Mrs. Edward Jacobson recently in Detroit. Father is former owner of the Monroe and Forest theaters, that city.

George Gobel Paces Nat'l Orange Show To Attendance Gain

First 6 Days' Gate Up 12,000 as Comic Plays to Record 22,067 in 2 Shows

SAN BERNARDINO, Calif., March 26.—Setting a new day attendance record, the 40th annual National Orange Show here at the end of the sixth of its 11-day run set up a cushion of nearly 12,000 over the 1954 comparative period.

The turnstiles clicked to a new record Saturday (19) when the event was attended by 51,979. The top day up to that time was 50,744, the first Sunday in 1947. The new mark helped to swell the first part of the run to 139,038 as against its last year's 127,867. In 1954, total attendance was 264,096 and 1949 was the biggest year with 290,699. The Orange Show opened Thursday (17) and closes tomorrow (27).

In addition to the record Saturday, the turnstile count was almost doubled by the appearance of George Gobel, television's latest comedy rage, for two appearances on the Swing Auditorium stage Tuesday (22). The check that day was 22,067, compared with 12,217 a year ago. The peak Tuesday was in 1949 when 21,359 were on the grounds to see and hear Bob Hope broadcast.

Dates Moved Up

The dates for the current stand were moved up about a week to avoid bad weather which in the past had hit the exposition. While no rain was encountered this year, the cool nights took their toll of the evening crowds.

For the first time in its recent history, the Orange show deviated from its policy of a one-pay gate. The usual gate admission of \$1 for adults was charged. In the stadium the exposition is featuring at an additional charge Gene Holter

and His Wild Animal Show two performances during week days and four shows each on Saturday and Sunday. On the independent midway, "Dancing Waters," making its first appearance here, is presented under canvas.

Holter said his business was good
(Continued on page 64)

Blizzard Costs Gil Gray Show 2 Performances

STIOUX CITY, Ia., March 26.—The Gil Gray Circus canceled its final performance here Sunday night (20) and its first show in St. Joseph, Mo., Monday (21) because of a blizzard.

Police notified the show Sunday that road conditions were such that it could not move, and Gray then canceled the two performances.

The Gray circus moves on 10 show-owned motorized units and about 20 privately owned trailers. After St. Joseph this week, it plays Springfield, Mo., for the Shrine during the week of March 28.

Swift Current Ex '55 Nut Increases To \$83,798 Total

SWIFT CURRENT, Sask., March 26.—It will cost the Swift Current Agricultural and Exhibition Association \$83,798 to stage this year's Frontier Days, according to the budget presented to directors by Irving Hansen, managing director.

According to budget figures, this year's show will cost more to stage than the 1954 edition, and will show a proportionate increase in revenues. Revenue is estimated at \$96,337—\$14,534 more than 1954—and will bring an estimated profit of \$12,539, an increase of \$5,553 over last year.

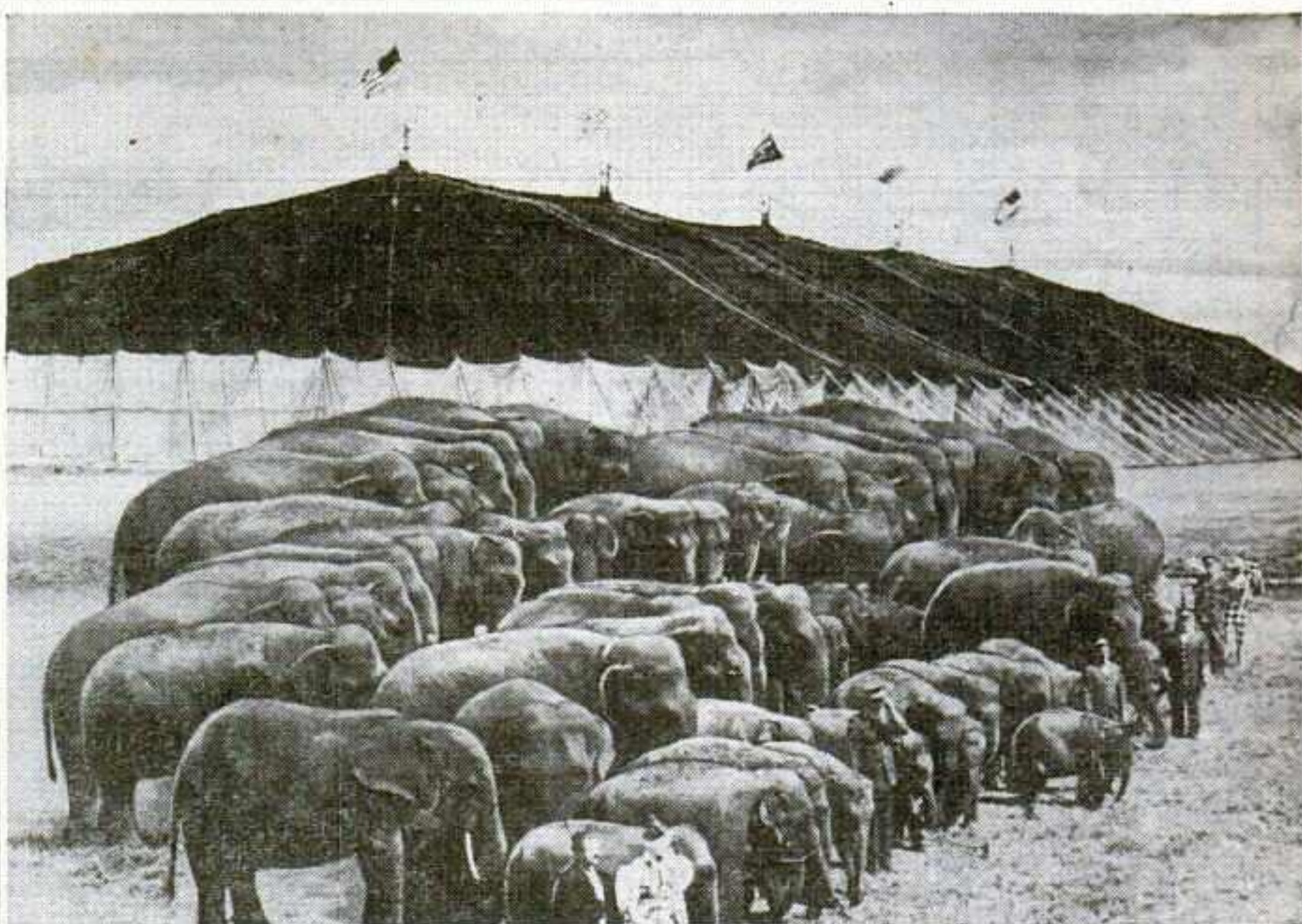
GOP Bingo Bill Moves Forward in New York

ALBANY, N. Y., March 26.—It will be a good three years before legalized bingo arrives in New York State, unless some compromise measure is worked out before the present bill passes thru the Legislature.

The Republican-sponsored measure to have legalized bingo okayed by Constitutional amendment rolled thru the State Senate by a 48-8 vote on Tuesday (22) and now goes to the State Assembly. It calls for lifting the penalties imposed against bingo players in the gambling regulations, and must be approved by two successive Legislatures, then by the public at a referendum. It would be 1958 before the public vote comes up.

Democrats would lift the penalties immediately, until such time as a referendum can be passed. Their idea is patterned on action in the late '30's which struck misdemeanor clauses from the gambling laws, enabling local option on whether to permit bookmaking within the enclosure of flat tracks, pending approval of pari-mutuel legislation.

It is understood strong efforts for a compromise are being made by Democrats and bingo suppliers



A REMARKABLE GROUPING of the entire Ringling elephant herd, 55 in all, was accomplished and photographed recently at winter quarters in Sarasota, Fla. Ed Knoblauch, press chief, and his crew will use the photo as a principal handout on the current tour. Virtually an entire day was spent in massing the elephants because of the virtually untrained status of the newest and smallest bulls and the animosity felt toward them by the old-timers. The bulls are all staked and many of the handlers needed to effect the arrangement dropped out of sight prior to the shooting of the picture. Some retouching was necessary because the closeness and drab color of the pachyderms afforded little contrast. Clowns in the foreground are Freddie Freeman and Al White. Arky Scott, former elephant superintendent, is saluting in the right foreground. Smokey Jones, present superintendent, is in front, alongside of the baby elephant. Baptiste Schreiber is behind him.

DST EXTENSION NEARS REALITY IN NORTHEAST

NEW YORK, March 26.—Extension of Daylight Saving Time an additional month thru October is nearing certainty in the Northeast region. The New England Governors Council has pledged to duplicate any action by the New York City Council, which is studying the idea, and last week Gov. Christian Herter of Massachusetts became the first New England governor to come out publicly in favor of the extension. The DST extension has been opposed by many amusements people since it is expected it will hold people around their homes longer, when they otherwise would be taking off for parks, fairgrounds, midways and theatrical locations.

DU QUOIN FAIR INKS McGUIRE SISTERS

Gal Trio Heads Grandstand Show; George Gobel Sought for Labor Day

DU QUOIN, Ill., March 26.—The Du Quoin State Fair has signed the McGuire Sisters to head up its week-long grandstand show and is negotiating to get George Gobel for its one-performance Labor Day show, Eugene Hayes, co-manager, announced.

The appearance of Goebel, one of television's hottest attractions, hinges on motion picture commitments, Hayes said. The comic is scheduled to begin shooting on July 5 and if the movie is completed, may be available. Also in the running for the one-day stand are Perry Como and Jimmy Durante, Hayes disclosed.

Award Winners

The much publicized McGuire trio were this week awarded The Billboard's first "Triple Crown" award, an industry token of top record activity in the nation's retail stores, juke boxes and in disk jockey play. The award is only given recording artists whose disks place as No. 1 in all three Billboard charts—Best Selling, Most Played in Juke Boxes and Most Played by Jockeys—in any one week.

Supporting the singing trio will be a number of variety acts, including Homer and Jethro, rural comics; Vernon Bumpy and Company, hand balancing; Darris and Julia, dancing; Johnny Bachemin,

musical-dance; All-American Boys, teeterboard; Baudy's Greyhounds and Monkey; Leo DeLyon, comedy, and Francis Brunn, juggling. A 24-gal Hal Sands line will support and Lou Breese's orchestra will cut the show.

Last year's Labor Day grandstand show here featured Eddie Fisher and the Mills Brothers, while the regular show was headed up by comic Buddy Lester and actress Illona Massey.

Program Set

The balance of the Du Quoin attraction program will generally follow the pattern of recent years. Grand Circuit harness racing will be the afternoon feature Monday thru Friday. AMA motorcycle races will open the fair on Sunday. AAA automobile races will take over three afternoons, stocks on Saturday, big car sprints on Sunday and the 100-mile big car championship race on Labor Day afternoon. The society horse show will be held each evening, Monday thru Friday in the open-air arena.

Gem City Shows will provide the midway attractions for the first time.

N. H. Agency List Jubilee Cele Skeds

CONCORD, N. H., March 26.—The New Hampshire State Planning and Development Commission has released the dates of the events that will take place this year during New Hampshire's "Vacation Jubilee."

Some of the dates include May 21-22, Annual Spring Festival and Ball at The Weirs; June 17-19, 35th annual Gypsy Tour and 100-mile National Championship Motorcycle Race, Gilford; July 17, Eastern Summer Ski Jumping Tournament, Gilford; July 29-31, 14th annual revival of the Old Homestead, American Folk Drama, Potash Bowl, Swanzy; August 2-6, New Hampshire League of Arts and Crafts Craftsman's Fair, Gilford; September 17-18, Motorcycle Race and National Hill Climb Championships, Gilford.

Million Seen For Aussie Easter Show

SYDNEY, Australia, March 26.—The 12-day Royal Easter Show gets under way here April 1 with officials hopeful of exceeding last year's attendance figure of 1,157,462. Australia's greatest exhibition, the event covers farm products, manufactured goods, handicrafts, home crafts and practically every human activity. There are lavish entertainment offerings and a heavily attended trotting race program at the arena.

Total prize moneys offered will top \$90,000 this year. John E. Rice, of Wheridan, Wyo., will judge the Poll Herefords and Champion Fat Steer of all breeds.

An innovation this year will be an automatic judging machine for woodchopping contests. The electrical gadget is accurate to an 80th of a second to separate the eight contestants, record individual times of the first five places, and register up to eight dead heats in the event such an oddity occurs.

The Royal Easter Show is consistently above the million mark in attendance with decent weather, but expansion is prevented as it has reached its limit in land acquisition.

Jack Lampton Stricken

COLUMBUS, O., March 26.—Jack Lampton, well known in the outdoor show field thru his association with various circuses and carnivals, was stricken with two coronary occlusions here this week. He is at his home, 1049 Jackson Pike, Columbus, where he will be confined at least six weeks. For the last several years Lampton and his wife have been operating a trailer park at the above address.

THIN MEN, DIETERS: SAVE YOUR STAMPS

MIAMI, March 26.—Louis T. Riley, who is quick to point out that he weighs "well over 300 pounds," is out to organize all outdoor showmen and showwomen who tip the beam at 300 or more into a club. This club, Riley proposes, would be called the "300 Club."

Elaborating, Riley says that no fees of any kind would be collected, that his idea is to entertain those who qualify at a banquet to be given him during the annual Chicago outdoor convention, and that at this first meeting the person weighing the most would be elected president of the club.

Further, Riley adds, such person would continue as club president "just so long" as he or she continues to outweigh all other members.

Riley describes his effort in trying to organize the club as a "friendly act" and urges all show people, who weigh 300 or more pounds, to write him, giving their name, weight and address. Riley's mailing address is P. O. Box 392, LRS, Miami 38, Fla.

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Overall Size: 35" L, 24" H, 6 1/2" W.

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NEW! KIDDIE RIDES

- ★ Rodeo Ride
- ★ Choo Choo Ride
- ★ Speed Boat Ride
- ★ Kiddie Auto Ride
- ★ Rocket Ride
- ★ Pony Cart Ride
- ★ Army Tank Ride
- ★ Miniature Trains

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Mt. Clemens, Mich.

\$MITH RIDES for profits

- KIDDIE BOAT RIDES
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- Jet Fighter KIDDIE RIDE
- Trailer-Mounted AUTO RIDE
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- ADULT CHAIRPLANE
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SPRINGVILLE, NEW YORK

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COIN RIDES
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Boat, Whisp
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Since 1900
800 Case Avenue, Jacksonville, Illinois

HAND-CAR RIDES

REAL MONEY MAKERS
HAMPTON AMUSEMENT CO.
PORTAGE DE SIOUX, MO.

Mack Completes Act Line-Up; Columbus Publicity Underway

COLUMBUS, O., March 26.—With the signing of Mickey King, aerialist, make-up of the program for the new Fred J. Mack Circus has been completed, according to show president Fred J. Pfening.

Also signed were Walter and Erma Harter, dogs and ponies; Happy Spitzer, clown, and his daughter, Frances, two acts; the Sparton Family, which will be featured in several numbers; Al and Diane Ross, clowns; the George Bartons, Liberty and high school horses; and R. A. Miller's elephant, cage animals and Side Show. The Mack show opens April 18.

Publicity Starts

Columbus papers are showing lively interest in the new show. Publicity breaks are beginning to appear altho this overlaps publicity of the Columbus Shrine show, which closes tow days before Mack opens. Some large block ticket sales have been made by Mack, which will have auspices of four major shopping centers in Columbus involving 200 merchants. The merchants are distributing paid tickets, running circus art in their ads and, in one case, issuing a special herald.

TV and radio appearances have been set. One will be an hour-long show on WTVN on the Friday before the Monday opening. Acts and the elephant are to make this show, Pfening said.

Equipment Readied

Sailmaker and assistant boss canvasman, Pearl Houser, is in quarters preparing the big top poles. Jack Oden is in charge of putting trucks in top condition. Orlo Sparton and his son are painting the show. Chief Keys, boss canvasman, will arrive in a few days. Most of the acts will be in about April 14.

General manager Don McCul-

ough is back from a trip on which he checked with General Agent Frank D. Bland on early dates booked by the show. William Smith, who will be front door superintendent, is handling the office in quarters. George Hubler, treasurer, has been commuting from Dayton. Arrangements have been completed with a contractor for special lighting effects and equipment. The show's light plant semi will be equipped with three auxiliary plants for emergency use. A special control panel will be spotted at the back door to control lighting effects during the show.

Many Attend Poli Rites

NEW HAVEN, Conn., March 26.—George Poli, who died March 13 in St. Raphael's Hospital here (The Billboard, March 26), was 58 years old and had been in show business since his teen-age days. The funeral Tuesday (16) was heavily attended by show acquaintances and was assigned a police escort by the mayor.

Publicist for Hippodrome, Skating Vanities and Dancing Waters, Poli had been active in entertainments since his days as an usher at the age of 16 in the Poli-Bijou Theater here. For two decades he had been booking agent for the theaters of his uncle, S. Z. Poli, in New England and New York, and was on close terms with many prominent vaudevillians.

Survivors include his widow, Margaret (Dee) Poli, of 63-177 Alderton Street, Rego Park, N. Y.; his parents, Mr. and Mrs. Joseph Poli, of New Haven; a sister, Mrs. Josephine De Matty, of East Haven; an aunt, Mrs. S. Z. Poli, and many cousins.

Kochman Gets Gas, Dog Food

NEW YORK, March 26.—A gas and oil deal for the Jack Kochman Hell Drivers was set this week along with a deal for dog food for Kochman's Lucky Dogs unit. In return for advertising effort the Kochman groups will receive sufficient quantities of both products to supply their units thruout the season. Some 80 dogs will be carried by the canine unit.

Representing the Kochman group in the ad tie-ins were Bob Conto, general representative, and Stanley Fischer, unit manager.

Gosh Gee-Whizzes At Gadsden, Ala.

GADSDEN, Ala., March 26.—Byron Gosh's All-American Circus recently played a successful date under Chamber of Commerce auspices at the city auditorium here.

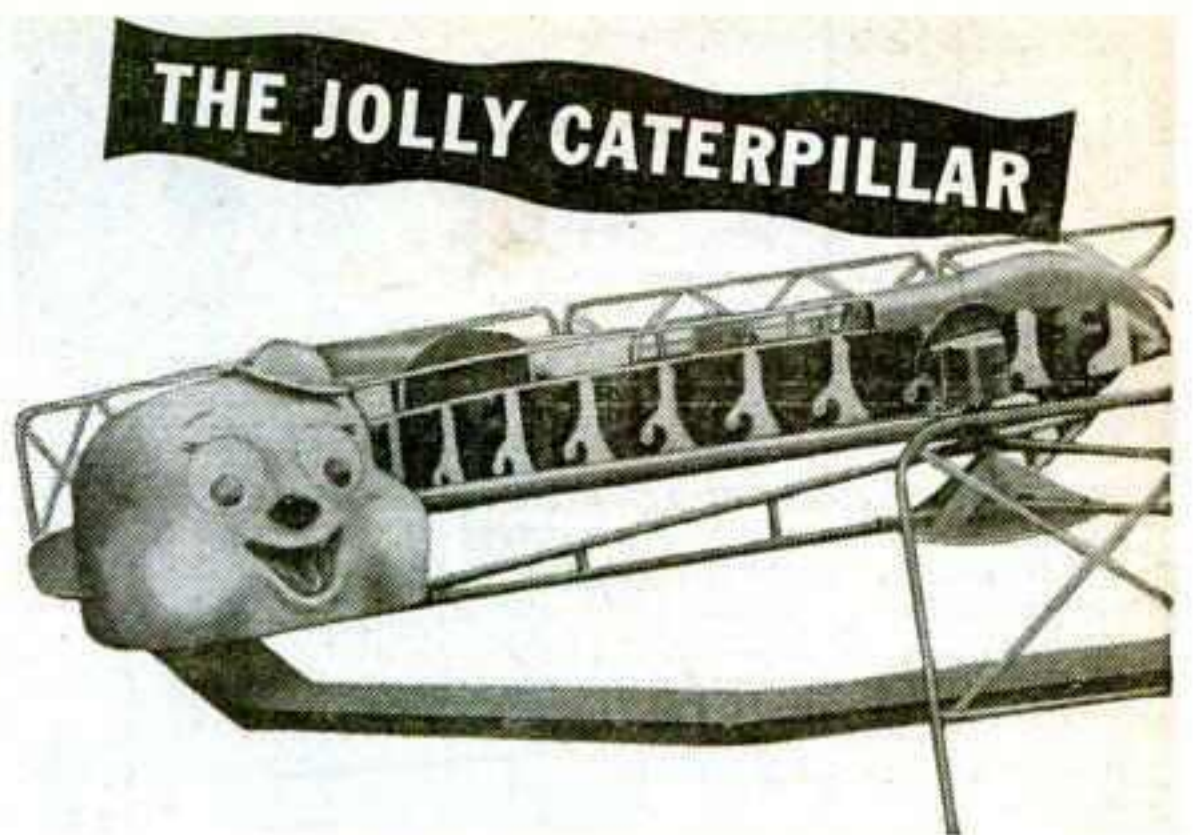
Performance includes Hans and Rosita Claire, Charles and Josephine, Buttons and His Chimp, Billy Kay, Barth and Maier, Barton's Wonder Boys, Dollar's Monkeys, Martha Smiga, Chester and Ramona Calem and producer Byron Gosh.

Early spring dates of the show include Asheville, Hendersonville, Taylorsville and Burnsville, N. C.; Hazard, Harlan and Hyden, Ky.; Rome, Ga.; Hinton, W. Va.; Dalton, Ga.; Huntsville and Fort Payne, Ala.; South Boston, Va.; Mount Airy, N. C., and Hillsville, Va.

R-B Chi Office Folds

CHICAGO, March 26. — Nat Green, manager of the Ringling office here, said the office will be closed after Wednesday (30), when equipment will be loaded for trucking to Sarasota.

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GOODING AMUSEMENT CO.

"We are entirely satisfied with the Jolly Caterpillar and have observed that it easily outgrossed two kiddie rides of another manufacturer."

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HURON KIDDELAND

"The Allan Herschell Jolly Caterpillar has consistently been one of my top rides and I have 14. No maintenance! I haven't even had to pump up the tires! Kids love it and their parents seem to like to ride with them, too."

J. W. (PATTY) CONKLIN, BRANTFORD, ONT.
CONKLIN SHOWS

"The first time out it was among the leaders. I have great hopes for this new Allan Herschell ride. It's simple to operate, requires little or no maintenance, and has an excellent capacity."

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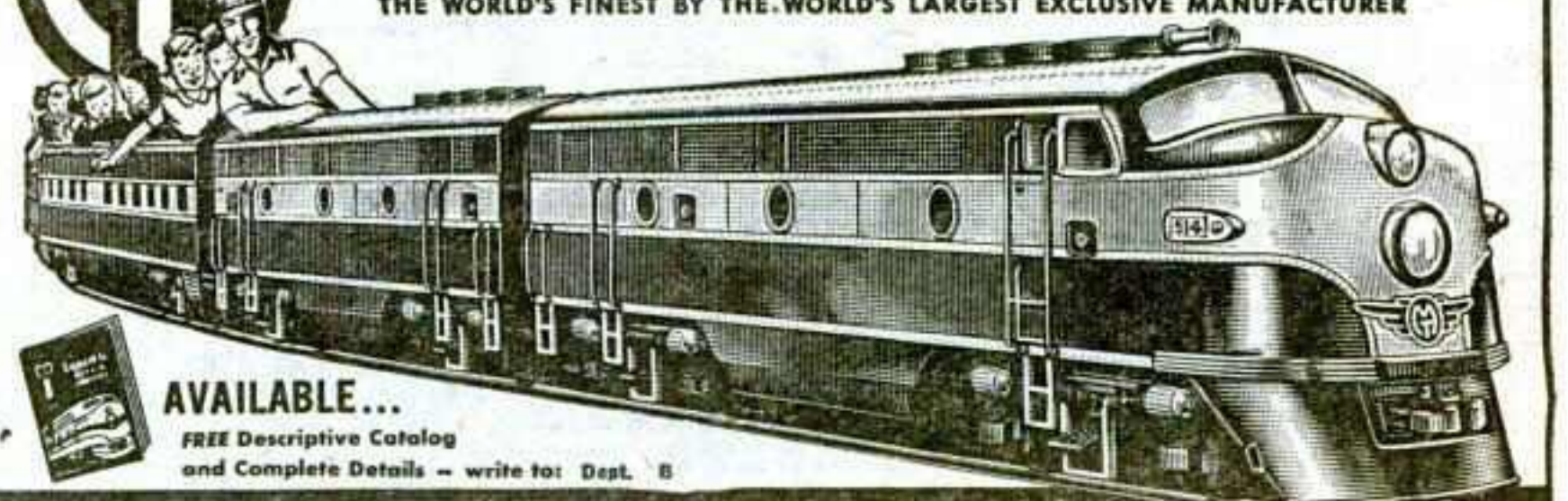
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Train with 3 cars, engine and tender, adult capacity of 36 or 54 children, 600 ft. 16-gauge track and ties; Allan Herschell Auto Ride; Airplane Ride with 6 planes, 12 capacity. Located in Eastern Pennsylvania. Will sell rides separately. BOX D-95, c/o The Billboard, Cincinnati 22, O.

TORONTO SPORTS SHOW GATE SET AT 250,000

TORONTO, March 26.—Management estimates had attendance at the Canadian National Sportsmen's Show at about 250,000 for the event which ended Saturday (19), after eight days and nine nights. General Manager Loyal M. Kelly said the total turnout was some 40,000 higher than in 1954. Event was held in the Coliseum of the Canadian National Exhibition.

Included in the total was a figure of 69,000-odd persons who paid separate admissions to the stage and water revue. The event also offered a boat and marine show, motor show, travel show, cottage show, "squirrel midway" and three dog shows. Music was a 30-piece orchestra directed by J. D. (Scotty) Wilson.

The list of activities included bowling competitions, sports demonstration area, demonstrating casting pool, photographic fair, cribbage tournament, barber shop quartettes, and square dancing.

\$32,000 for Talent

The talent, estimated by Kelly to cost \$32,000, was booked thru William Shilling of New York. In the lineup of acts were Josephine Berosini, high wire; Alexander Konyot, dressage horse; Jimmy Risk, horseshoe pitching; Jan Risko, juggler and plate spinner; Sidney, boxing kangaroo; Joan Salvato, fly casting; Eddie Gillen and Company, comedy diving; Atomics, tumbling; Frank's retrieving dogs; Synchronettes, ballet swimmers, and the French-Canadian Guides, log rolling and canoe tilting. Show ran for two hours and also included square dancing. Father and son team of Tommy McClure and Alan emceed from different points around the tank and stage.

Kelly said arena performances were sold to standing room capacity on five of the eight nights, and that attendance at the sportsmen's show proper topped 50,000 on each Saturday, while the over-all attendance hit a new record.

Third County In Title of Mineola Group

WESTBURY, N. Y., March 26.—The sponsoring organization of the Mineola Fair and Industrial Exposition has picked up additional yardage in its name. The new title is the Agricultural Society of Queens, Nassau and Suffolk Counties.

Addition of Suffolk in the title makes official the activities of the fair in that county. Abandonment of the old Riverhead Fair during World War I left Suffolk without fair representation for the last 40 years.

The directors of the society include two members from Suffolk, Leslie Weiss of Patchogue and Austin H. Warner of Calverton, both elected in anticipation of the consolidation. The society's name was expanded by a certificate issued by the State Department of New York.

4-Hour Telecast To Show Arrival Of Beatty Show

LOS ANGELES, March 26.—A four-hour telecast will welcome the Clyde Beatty Circus here for its 12-day run on the Washington and Hill Street lot Wednesday (30).

The telecast over KTTV is scheduled to start at 6 a.m. when the show train arrives here from Redlands. Cameras will pick up the unloading and the arrival on the lot. For the lot shots, the station will use, in addition to its ground crew, cameras atop a seven-story building directly across the street.

Beatty is scheduled for guest appearances on the Amos n' Andy, George Fisher, and Bill Ballance radio shows, coast to coast.

Radio-TV Plugs

Shirley Carroll, director of radio and television publicity for the local stand, said that 200 guest spots and ticket giveaways are set. The Carrolls, Shirley and Norman, appeared with Francis Kitzman, head of the billposters, on NBC's "It Pays to be Married" to plug the arrival of the circus. Radio and television stars will be hosted at the opening performance.

KTTV's "Sheriff John" presentation started early in the week plugging the circus stand.

Television shows that are slated to use plugs include the "Bob Crosby Show," "Queen for a Day," "Tennessee Ernie Ford," "Truth or Consequences" and Art Linkletter's "House Party." "Queen" and "House Party" are also presented on radio. Telestation KCOP will do a remote from the back yard on March 31. Jack McElroy will handle the patter. Mrs. Carroll said that a number of tapes for later release will be cut during the first four days of the show's run.

N. H. Assn. Sets State-Wide Queen Contest

CONCORD, N. H., March 26.—A new feature of New Hampshire agricultural fairs will be the selection of a queen at each event, with a State Fairs' Queen to be crowned at the annual banquet in 1956.

The association had considered the queen project last year, but only the Canaan Fair selected a queen—Lorraine Tibbals, 20, who became State Fairs' Queen of 1955.

The State association also voted to ask each fair management to submit to the board of directors' suggestion for running the 1956 queen contest.

Ringling Kin Produce Play About Leitzel

SARASOTA, March 26.—An original play by Hester Ringling Sanford and based on a character inspired by the late Lillian Leitzel will be presented by the Palm Tree Playhouse here Tuesday (29) thru April 3.

The one-act play, "Pearls and Sawdust," is being directed by Stuart Lancaster, producer-director of the Playhouse, and a grandson of Charles Ringling. Mrs. Sanford is a daughter of Charles Ringling. A minor part is played by a great-grandson of Ringling.

Betty Warren Jones, general manager of the Playhouse, which is one of 25 winter Equity stock companies in the U. S., said that Mrs. Sanford and Miss Leitzel were friends on the Ringling circus. The scene of the play is in the backyard of a circus. Mrs. Sanford also is to star in two other plays to be produced by the Playhouse this winter.

Lucas, Admire Plan Gentry-Mix Circus For Ballpark Dates

WASHINGTON C. H., O., March 26.—Buck Lucas and J. C. Admire, with other staffers, worked out detailed plans here Sunday (20) for taking out a ball-park circus to be called W. W. Gentry-Joe Mix Circus.

Gentry will be treasurer and office manager. Mix will be featured in the performance. Lucas will supply about 20 head of stock and serve as general manager. Admire will be agent, with Max Maurer as his assistant.

Besides circus acts and animals, the show will carry about three rides and a line of hanky panks. It will play two-day stands behind telephone promotion and auspices. Opening is set for May 20.

Texas Rodeo Inks Wakely

CHICAGO, March 26.—Jimmy Wakely, country and western artist, will be the name attraction at the Top O' Texas Rodeo, Pampa, Tex., Eldred O. Stacey, Music Corporation of America, announced this week. Dates are August 3-6.

Stacey, who was for years in the Dallas office of MCA, moved here recently to head up the agency's fair and outdoor department.

GALS, GALS, GALS IN THE DRINK

REGINA, Sask., March 26.—Typographical error in The Regina (Sask.), Leader-Post recently gave the impression the nearby city of Moose Jaw might be promoting "Dancing Waters" or Lottie Mayer's "Disappearing Water Ballet." Story, with a Moose Jaw date-line, stated: "For the past week water with a high choline content has been kept in the reservoir."

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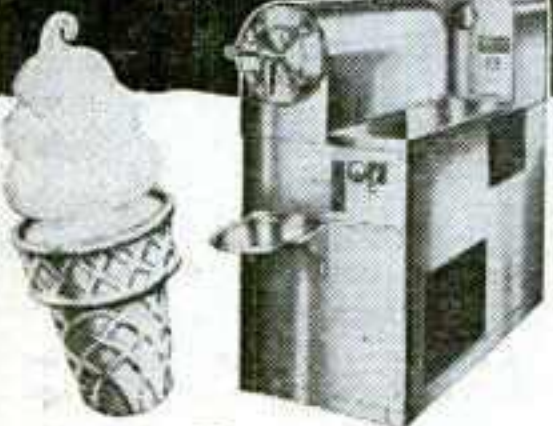
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When answering ads . . .
SAY YOU SAW IT IN THE BILLBOARD!

NEW DEVELOPMENTS

Double-Drum Frank Broiler Introduced

NEW YORK, March 26.—A new infra-red frankfurter grill that is said to cook the franks faster, tastier and easier has been introduced here under the Broil-Quik label. The grill has two removable drums, each individually operated with automatic controls. It has two incoloy sheathed tubular infra-red grilling elements, one in the center and one at the top of each drum. Each drum holds 40 frankfurters. The actual grilling is done on one drum at a time while the other keeps the finished franks hot and tender for hours. Manufacturer states the grill can cook 40 franks every five minutes or 480 per hour.

Maker points out some of the major features are that each drum is automatically timed. Has a bun warmer on top with a water pan that steams the buns and keeps them soft. Unit is made of triple chrome plated steel and the drums of stainless steel for easy cleaning. Measurements are 21 inches wide, 11½ deep and 28 high.—Broil-Quik Appliance Company, 615 West 131st Street, New York.

Two Dispensers Added to Line . . .

CHICAGO—Two dispensers, a single and twin, have been added to the line of Heat Exchangers, Inc., here. The Buckingham Twin has a maximum capacity of 18 gal-

lons (9 gallons in each bowl); is 16 by 29 by 29 inches high; has hermetically sealed ½ horse power heavy duty compressors; operates on 60 cycle A.C. current, 115 volts; weighs 185 pounds and lists at \$499.50 f.o.b. factory. Unit has two separate cooling circuits for two flavors; cools from 75 degrees down to 42 degrees in five minutes or less; has a stainless steel cabinet and cup storage for 400 cups between the faucets, the manufacturer states. The single unit has six gallon capacity and is 10 inches wide, 17 inches deep and 30 inches high. It weighs 45 pounds and lists at \$109.50 f.o.b. factory.—Heat Exchangers, Inc., 2003 West Fulton Street, Chicago 12.

Combination Ice Shaver . . .

FLAGTOWN, N. J.—A combination ice shaver and dispensing case that has a number of new features, is being manufactured here. Unit is glass-enclosed, has a hinged rear door that is said to seal out dust, first and air currents which tend to contaminate and hasten melting of ice. When open, the door becomes a work counter. Unit's interior and exterior is made of baked-on, hammer tone enamel and occupies a space 22 inches wide by 14½ inches deep by 26½ inches high. It has
(Continued on page 48)

Eat, Drink Prospects Good in Denver Area

DENVER, March 26.—Concession business in the Mile High City gets underway full time within the next fortnight with the opening of stands at city parks, municipal buildings and outdoor theaters.

Ned Collins, head of Mile Hi Enterprises, reports that already Saturday and Sunday business is good at stands open in city parks. All will be completely redecorated by the time season opens for daily operation in mid-April.

Collins, whose concession franchise includes the local baseball park, says that Mile Hi expects to handle more than a half million people at the diamond stands this season as the Denver baseball nine plays its first season under a AAA franchise. He pointed out that nearly \$7,500 in new fixtures and equipment was being added to the baseball park's stands and would be in operation at the first game April 21.

In addition to installing additional equipment from other concession installations, Collins is adding several Insta cook machines that will bring his capacity up to an estimated 20,000 people that

can be served during game intermissions. He pointed out that the Insta cook hamburger machine,
(Continued on page 48)

Outlines Rules For Drive-In Snack Bar Ops

NEW YORK, March 26.—Ten basic rules for conducting successful concession operations at drive-in theaters were outlined here recently by Bert Nathan, president of the International Popcorn Association and also head of the Theatre Popcorn Vending Corporation, Brooklyn. The rules were set down during a regional meeting of the popcorn group.

They follow:
1. Proper layout, whether the operation is for station concessions or cafeteria.
2. Efficient equipment of modern appearance.
3. Prices of food and refreshments should conform generally with those at drive-ins elsewhere
(Continued on page 48)

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JIMMY GUASTAMACCHIO

WORK ON SCHEDULE AS RIVERSIDE SETS PREEM

AGAWAM, Mass., March 26.—Opening of Riverside Park will take place next Saturday (2), according to owner-manager Ed Carroll. Altho ride refurbishing has been going on for some time, other general duties for the personnel were apportioned at a meeting at the park last Sunday (20). Advance work is on schedule, it

was said, altho rainy spells have interfered with some of the outside painting.

New lighting has been outlined for the Whip and Looper, both of which will have tall, flashing titles above the rides. Other projects include erection of new steel buildings to house the gift shop and glass pitch as part of the general improvement work on the north side of the park. The photo studio has been moved from this section to the north-south midway.

The looper has been shifted from the center of the midway to a new location, and the Whip is sporting a new, modern front.

Monterey, Calif., Sets Health Show; Rosy Outlook Seen

MONTEREY, Calif., March 26.—A health show, to be housed in a new tent that will provide 10,000 square feet of floor space, will be the featured new attraction at the 1955 Monterey County Fair and Horse Show. The exhibit will offer all-live demonstrations.

Prospects for the fair are extremely good, according to Secretary-Manager George T. Wise. The Monterey Bay area, he says, is enjoying the best business in its history.

Last year the fair pulled a record 110,000 in four days, with the West Coast Shows unit exceeding its guarantee "substantially," Wise observed. The fair this year will operate with a 75 cent gate, up 25 cents from last year.

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Crafts Expo.: San Gabriel, Calif., 31-10.
Dickson United: Wilson, Okla.
Drew, James H.: Gaffney, S. C., 30-9.
Franklin, Don: New Braunfels, Tex.
Harrison Greater: Columbia, S. C., April 1-9.
Lane, Leo: Hinesville, Ga.
Midway of Mirth: Hoxie, Ark.
Mighty Interstate: Albany, Ga., 1-8.
Milliken Bros.: Blackshear, Ga.
Newton's Rides: Elk City, Okla.
Page Bros.: West Point, Miss.
Southern Valley: El Dorado, Ark.; Hope 4-9.
Southland Greater: Lake Charles, La.
Stephens, C. A.: Lake City, Fla.
Strates, James E.: Savannah, Ga.
Tennessee Valley Am.: Amory, Miss.
Texas Kidd: Alvin, Tex.
Tassell, Barney: Fargo, Ga.; Fitzgerald 4-9.
Tidwell, T. J.: Odessa, Tex.
Wade Greater: Cleveland 2-9.
Wolfe Am.: Spartanburg, S. C., 2-9.

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Beatty, Clyde: Redlands, Calif., 29; Los Angeles 30-April 16.
Cole, George W.: Clarksville, Tex., 31; Mount Pleasant April 1; Gilmer 2; Arp 3; Athens 4; Grand Saline 5; Sulphur Springs 6; Farmersville 7; Celina 8; Whitesboro 9.
Cristiani Bros. and Bailey Bros.: West Palm Beach, Fla., 29-30; St. Petersburg, April 1-2; Texarkana, Ark., 9; Marshall, Tex., 11.
Davenport, Orrin: Dayton, O., 29-April 2; Columbus 11-16.
Hagen Bros.: Orange, Tex., 30; Lufkin 31; Henderson April 1.
Hamid-Morton: Washington 29.
Kelly-Morris: Hollywood, Fla., 29; Homestead 30; Miami Springs 31; Opa-locka, April 1; South Miami 2; Key West 4; Marathon 5; Ojus 6; Fort Pierce 7; Stuart 8; Vero Beach 9; New Smyrna 11.
Polack Bros. Eastern: Erie, Pa., 29-April 2.
Polack Bros. Western: Odessa, Tex., April 1-2; Santa Rosa, Calif., 11-12; Oakland 14-24.
Ringling Bros. and Barnum & Bailey: New York, March 29-May 8.

Ice Shows

Holiday on Ice, International, No. 1: Hanover, Germany, 29-April 7; Berlin 9-24.
Holiday on Ice, International, No. 2: Bangkok, India, 29-April 20.
Ice Capades: Fort Worth April 7-12.
Shipstads & Johnson's Ice Follies: Minneapolis 29-April 17.

Miscellaneous

Magnum the Magician: Havana, Ill., 29; Divernon 30; Chapin 31; Galesburg April 1; Genoa 4; Monterey, Ind., 5; Tippecanoe 6; Bremen 7; Knox 8.
Merchants Free Circus & Palace of Wonders: Hallettsville, Tex., April 2; Aransas Pass 4; Three Rivers 5; Beeville 6; Rockport 7; Seadrift 8; Taft 9; Port Isabel 10; Harlingen 11; Edinburg 12; Fairfurlias 13.
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Popcorn Execs Tie In With Simonin's Ads

PHILADELPHIA, March 26.—A group that includes many popcorn industry biggies is participating in a new public relations and testimonial program endorsing Popsit Plus, corn seasoning produced by C. F. Simonin's Sons, Inc., this city.

According to James A. Ryan, president of the seasoning firm, those taking part in the testimonial series include Francis Barnidge, president, Prunty Seed & Grain Company, St. Louis; Will J. Conner, executive vice-president, John Hamrick Theaters, Seattle; Larry Goldmeier, president, Poppers Supply Company, Philadelphia, and Philip L. Lowe, Theatre Candy Company, Inc., Boston.

Popsit Plus, liquid seasoning made of peanut oil, was created by Simonin's nine years ago to fill a need for oil with special properties, packed in smaller, more convenient containers.

At the same time that the testimonial series of ads is being run, the firm is scheduling a series of advertisements pointing up the qualities of the oil.

In outdoor locations, Popsit Plus is recommended by Simonin's for use in frying chicken and shrimp, and French fries as well as for popping corn.

Snack Bar Rules

Continued from page 47

in the area and should be determined, where advisable, by agreement between the concession operator and owner or management.

- Special food items should be dispensed properly or not handled at all.
 - Concession signs should be easy to read, telling the patron in large letters the items available and their prices.
 - Efficient help, properly trained by persons capable of training, with constant supervision maintained.
 - Cleanliness of help, including clothing and person.
 - Convenient placing of condiments for foodstuffs.
 - Quick accessibility to inventory stocks to meet contingencies.
 - Proper use of the main directional microphone to sell concession items, to sell the operation institutionally, and to sell the many services offered by it—bearing in mind the fact that the investment represents many thousands of dollars.
- It was brought out that concessions at drive-ins are important as sources of income both on their own and as a box-office stimulant.

Denver Prospects

Continued from page 47

operating semi-automatically, can turn out 400 toasted hamburgers an hour. His milk shake machines, also Insta, can turn out a shake or a malt every 10 seconds.

Mile Hi Enterprises, regional distributor for ice cream Bon Bons, recently completed an extensive sales promotion program to push the ice cream novelty, and Collins says that, unlike many other hot weather foods, the sale of Bon Bons held up well during the winter months. He looks toward one of the biggest seasons yet with the coming of summer. One of the unique sales gimmicks that is proving advantageous is the delivery of bon bons directly into the home by the American Home Beverage Distribution Company, which previously handled only soft drinks.

Food Equipment

Continued from page 47

a 4½ inch diameter hopper size; pound per second cutting capacity, and has adjustable, removable cutting knives.—Clawson Machine Company, Inc., Flagtown, N. J.

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APRIL 2, 1955

CHICAGO RIVERVIEW SETS NEW FEATURES

Race Cars, Animal Show With TV Tie-In, Life Show, Miniature Golf Scheduled

CHICAGO, March 26.—River-view Park here will open its season May 18 and will feature a new ride it is building itself and a trained animal show with a "Super Circus" tie-in.

Also scheduled as features are two revivals—Lou Dufour's "Life" show and a miniature golf course.

William Schmidt said that the new ride is derived from an English model called Indianapolis Racers and used here some time ago. Special cars are being built for it and these will be called "Hot Rods," he said. This is not the German importation also known as "Hot Rods."

TV Animals

Featured as permanent attractions at the under-canvas animal show will be Pogo, the Boxing Kangaroo, and wrestling alligators, both worked by Al Szasz and Ada Ash. These are being booked thru the Associated Booking Corporation, with which Al Dobritch, of "Super Circus" is connected.

Scientific Cites Park Sites for 3-in-Line Games

NEW YORK, March 26.—A battery of 3-in-Line games has been ordered from Scientific Machine Corporation by Kennywood Park in Pittsburgh, according to Max Levine, president of Scientific. A roll-down game, 3-in-Line is an individual unit as distinguished from a group game.

Levine listed other park and resort operations of 3-in-Line as Fred Martell, of Asbury Park, N. J.; Carlisle Miller, of Roseland Park in Canandaigua, N. Y.; Burni Brothers, of Palisades (N. J.) Amusement Park; Hap Halladay, of Rockaways Playland; George W. Long, of Dreamland Park, Seabreeze, N. Y.; Joseph H. Schuler, of Olympic Park, Rochester; Ed Flynn, of Olcott Beach Park, Olcott Beach, N. Y.; Jack Carliner, of Willow Point Park, Webster, N. Y.; Louis Rabkin, of Point Pleasant, N. Y.

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Allan Herschell 3-Abreast Merry-Go-Round, Nat'l Amusement Devices Train with 800 feet track, Kiddie Boats, Planes, Ferris Wheel, Fire Engines, Cars and Planes. All in top condition. Will accept best cash offer. All rides must be sold together. Now in operation at
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Phone: Hillcrest 3-3871

These regular acts will be augmented with acts which also play the "Super Circus" television show. Dobritch and Schmidt pointed out that this will be limited to animal acts. After appearing on the TV show on a Sunday they will be booked at the park for the ensuing week. At the park, the show will be billed as "Pogo the Boxing Kangaroo and 'Super Circus' Animals."

Plans also call for continuing use of the Rotor and Flying Cars, both importations which have been in use at Riverview in past seasons.

Pier Musicals Arranged for Atlantic City

ATLANTIC CITY, March 26.—A varied program of free nightly musical events will be held on Garden Pier next summer, it was announced by Director Richard S. Jackson, of the Department of Parks and Public Property, following a conference with Mall Dodson, chief of the City Press Bureau, and William McMahon, who again will serve as musical director for the pier.

Encouraged by the "standing room only" audiences at the municipal pier last summer, Jackson said the 1955 program will follow the same pattern, with some additions. The arena contains 1,400 seats facing the stage in the center of the uptown civic center.

The 25-member Atlantic City Festival Orchestra, conducted by William Madden, will present 15 concerts of popular music during the season. The orchestra will open the pier program with a concert Friday evening, July 1, followed by performances Sunday, July 3, and Monday, July 4. Other orchestra concerts will be given on succeeding Sunday evenings until September 10. Monday evenings will be held "open" for performances postponed on account of rain or for special events.

Organ concerts will be given each Tuesday and Wednesday with youth talent programs directed by Miss Lucille Russo, who will also direct community singing each Thursday. Local musical organizations will be represented Friday evenings. McMahon will again book outstanding musical organizations for programs on Saturdays.

Complete Zoo Building

FREDERICKTOWN, Mo., March 26.—Bill and Ruby Allen, owners-operators of Allentown Zoo here, report completion of a 30 by 60-foot concrete building to house animals and birds for resale to zoos, showmen and pet shops. The zoo has been open all winter and has done exceptionally good business on weekends, the Allens report.

Palisades Receives New Rides, Golf Unit

PALISADE, N. J., March 26.—Three European units and a show front arrived from Europe for Palisades Amusement Park on Thursday (24) and will be among the new attractions on hand for the April 9 opening.

Imported by Mickey Hughes, the additions are a Kiddie Hot Rod ride, Kiddie Motorcycle Carrousel, and Globe of Death Motordrome. Also on the boat was a new front for the Magnet-Drome, a Rotor-type ride.

Savings Result From NAAPPB Insurance Meet

NEW YORK, March 26.—An over-all premium savings to all those insuring under the special amusement park public liability insurance plan, resulted from the annual meeting of the insurance committee of the National Association of Amusement Parks, Pools and Beaches here last week. John Logan Campbell represented the carrier, the Associated Indemnity Corporation of St. Louis.

Campbell, Baltimore broker and consultant, noted that this was a reversal in the trend of regular rate increases in recent years. He said it was a real achievement, especially in view of the inflationary times.

Campbell said the committee's analysis of premium volume versus accident loss payments indicated a decided improvement over previous years. As a result the committee, in agreement with the carrier, decided to extend credit ratings for the forthcoming policy years to all those accounts showing a satisfactory loss ratio.

In addition, accounts with an unfavorable loss ratio will still have their previous rate level retained.

Attending the meeting were Don Dazey, association president, and Paul H. Huedepohl, executive secretary; Herbert P. Schmeck, Elmer Strunk, G. P. Price and Edward J. Carroll, committee chairman. Besides Campbell, official insurance consultant, the carrier was represented by Harry Lees, vice-president; Lucien T. Roy, assistant superintendent, liability division, and Matthew Dunne, resident vice-president, New York.

Edgewater Sets April 8 Opener For Detroiters

DETROIT, March 26.—Edgewater Amusement Park is readying for a full-scale opening April 8, with maintenance crews completing refurbishing. The park will operate full weeks from the start.

No major changes or additions of any attractions are planned for this season, according to park manager Milton Wagner, with attention directed more toward promotion and policy than construction.

Planned tentatively is the introduction of television acts and stars of national fame, as they become available, as free acts on the mall.

Dime Night, with rides and other attractions at the bargain price, is planned for Tuesday and Thursday evenings this year. Dime Night was run last year only on Wednesday, which will be dropped this season. Results were considered good, and the popularity of the economy policy prompted its spread to two mid-week nights.

Foehl No Longer At Willow Grove

Harry Jacobs, One of New Owners, To Manage; Promotion Man Signed

PHILADELPHIA, March 26.—Willow Grove Amusement Park will operate this season without the services of Elmer Foehl, for many years its manager and a past president of the National Association of Amusement Parks, Pools and Beaches.

One of the first things made known Thursday (24) when title to the historic park officially changed hands from the Philadelphia Transit Company to the new owners, a combine of businessmen, was that the managerial duties will be assumed by one of them, Harry B. Jacobs of this city.

A spokesman said "Mr. Foehl is no longer associated with Willow Grove" but would not go into further details, nor could Foehl be reached for comment about his future plans.

It was explained that whereas the operation's many aspects had long been performed by one individual, there will be a breakdown of various responsibilities under the new management. In line with this, a promotion-public relations specialist will be brought in very shortly to handle these duties plus outing bookings.

"Fresh Approach"

Altho all the owners and the promotion man are well versed in business practices, they are not basically park people. While admitting this the spokesman said their "fresh approach" will result in a better-looking and operating park.

The promotion man has been in consultation with experienced people in the parks industry, it is known, and it was said that there will be no drastic changes in the operation during the early part of the season, which opens April 9.

Fireworks are on the schedule for this year, and George A. Hamid agency acts will be offered.

By the time the funspot swings into daily operations in late May, it was said, the owners will have decided on any new techniques for Willow Grove. Until then they will coast along with the same entertainment and ticket price policies.

Willow Grove Sets Features For Opening

PHILADELPHIA, March 26.—Howdy Doody and his Pals will be the headline attraction for the younger set at the opening of Willow Grove Park's 60th anniversary season, on Easter weekend. They will be seen in three shows both Saturday and Sunday and in the company will be network favorites Zippy the Chimp, Clabelle, Chief Featherman, Papoose Shining Leaf and Buffalo Vic, who will act as master of ceremonies.

Under new ownership, Willow Grove is setting up several events for the season. In addition to Howdy Doody for the kiddies, there will be attractions for the grown-ups including bands, vaudeville and circus features, and an Easter Fashion Parade in which a panel of judges will award prizes

(Continued on page 64)

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3. Scale and Age, flat rental \$900.00.
4. Penny Arcade. Exclusive. Space 28'x50', plus side work shop (no equipment included). Flat rental \$2,250.00 or 25 per cent of gross. Reply to

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CONN. MEET PULLS RECORD TURNOUT

Assn. Re-Elects Paul Johnson President; Seeks Increased State Aid Payments

TERRYVILLE, Conn., March 26.—A record number of member fairs of the Association of Connecticut Fairs re-elected Paul Johnson, Bethlehem, president for '55 at its annual meeting here Saturday (19) in the Terryville High School building. In all, 47 of the State's annuals were represented in addition to executives from fairs in New York, New Jersey and Massachusetts.

An attempt to get increased State aid was reported by William Kielwasser, of the association's legislative committee. He announced that the Department of Agriculture had asked for a \$40,000 appropriation for fairs this year, compared with the \$25,000 received in recent years.

Milton Danziger, secretary-manager of the Massachusetts State Fair, Weymouth, was a guest speaker and discussed premium books. Paul Corson, secretary of the Topsfield (Mass.) Fair, spoke on the arrangement of exhibits, and George A. Hamid, general manager of the New Jersey State Fair, Trenton, addressed the fair managers and also emceed the entertainment held in the school's auditorium.

State Contest

The board of directors was given the task of developing a new State-wide contest at fairs to replace the traditional apple dish

contest which will be discontinued this year. It was announced that one new fair will be held this year, the Ledyard Fair on September 10. The Southington Grange Fair has changed its name to the Southington Fair.

Other officers elected are William Stark, Chester, first vice-president; James Schlagel, Guilford, second vice-president; Joseph Bartlett, North Haven, secretary-treasurer, and Mrs. Joseph Bartlett, North Haven, assistant secretary-treasurer. Major fair board of directors are J. Francis Ryan, Terryville; Hugh Godman, Brooklyn; D. Everett Neelans, Tazardville, and Samuel Blakeslee, Goshen.

The board of directors for 4-H fairs is made up of Warren Brockett, North Haven, and Eileen Gallagher, Caterbury. Kenneth Hale, Cheshire, was named director of local fairs and Frederick Libutzke, Hartford, representative to the Department of Agriculture.

Fair dates for '55 were announced as follows:

Major fairs: Hamburg, August 20; Winchester, August 20-21; Chester, August 27-28; Brooklyn, August 27-28; Goshen, September 3-5; Woodstock, September 3-5; Haddam Neck, September 5; Bethlehem, September 10-11; North Haven, September 8-11; Terryville, September 17-18; Durham, September 23-25; Guilford, September 16-17; Hazardville, September 27-28; Berlin, September 30-October 2; Danbury, October 1-9; Harwinton, October 1-2; Portland, September 17-18; Stafford, October 6-9; Riverston, October 8-9.

District fairs: Old Lyme, August 6; Norwich, August 12-13; Bridgewater, August 19-21; Columbia, August 26-28; Marlborough, August 27; Ledyard, September 10; Norwich, September 9-10; Southington, September 9-10; Wapping, September 10; Wallingford, September 17; Glastonbury, October 8.

Local fairs: Preston City, August 20; Bozrah, August 27; Seymour, September 10; Echo Grange, September 10; Hamden Grange, September 17; Meriden Grange, September 16-17; Cheshire, September 24.

FFA and 4-H fairs: New Haven County, August 12-14; Windham County, August 6-7; Madison, September 10; Fairfield County, August 19-20, and Hartford County, August 27-28.

SASKATOON, Sask., March 26.—With good weather, attendance at this year's Saskatoon Exhibition should be up 50 per cent, S. N. MacEachern, manager, told a meeting of the Travelers' Day Parade Association. Last year's attendance for the week was 116,295.

"Those of us close to exhibition work, both here and in Regina," he said, "feel that we will have the most successful year in our history."

WINTER FAIRS

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Arizona

Miami—Globe-Miami Community Fair, March 30-April 3.
Yuma—Yuma County Fair, April 13-17.
Ken Baker.

Florida

Port Pierce—Indian River Youth Show, April 29. M. B. Jordan.
Quincy—West Florida Fat Cattle Show & Sale. A. G. Driggers.

Oregon

Gresham—Multnomah Co. Spring Garden Fair, April 20-24. Duane Hennessy.

CANADA

Manitoba

Brandon—Manitoba Winter Fair, March 28-April 1. Miss A. Hogeland.

Calgary Mulls Expansion of Ag Departments

CALGARY, Alta., March 26.—A program of expansion of livestock and agricultural facilities is being considered by the Calgary Exhibition and Stampede, Ltd., according to Arthur W. Crawford-Frost, president. The expansion will make this division of the fair one of the most modern in Canada, he declared at a banquet of the Alberta Kereford Association.

The board is anxious to provide more stabling facilities for livestock, and adequate eating and sleeping quarters for herdsmen and others whose work brings them to the various shows and sales staged by the exhibition board, he said.

Bldgs. Set for All-Year Use By Fredericton

FREDERICTON, N. B., March 26.—The Fredericton Exhibition is prepared to expand its amusement facilities and extend full co-operation for the benefit of troops who will be training at Camp Gagetown.

Discussion here today revealed contemplation of a dance hall, an amusement center and a restaurant, to be operated thruout the year.

Invermere, B. C., Elects A. L. Young

INVERMERE, B. C., March 26.—Aubrey L. Young was elected president of the Windermere District Fall Fair. R. B. Harris is vice-president and Mrs. George Annis is secretary-treasurer. This year's fair will have an old-timer theme, with emphasis on the early history of the Columbia Valley.

Schedule N. C. Fair Course for April 28-29

ROCKY MOUNT, N. C., March 26.—The fair management short course sponsored by the North Carolina Association of Agricultural Fairs will be held at the North Carolina State College, Raleigh, April 28-29.

Norman Y. Chambliss, association president and operator of the Rocky Mount Fair, said topics will include building the agricultural fair premium list, how to make animal exhibits more educational, over-all fair management, cost of exhibits, and present status of county fairs in North Carolina.

Plans also call for a two or three-hour discussion period. Agricultural extension service leaders will be on hand to answer all questions.

Registration Set

Registration will begin in the college Union Building at nine a.m., April 28. The first sessions

PNE Plans Restricted Advance Ticket Sales

VANCOUVER, B. C., March 26.—The Pacific National Exhibition will have its giant advance ticket sale lottery this year, but the chances are the tickets will be sold at PNE gates and not on Vancouver streets.

Tickets will be sold at fair gates if the federal justice department reaches an unfavorable decision, or if a favorable decision comes after June, according to J. S. C. Moffitt, fair chairman.

In Ottawa a justice department official said a decision is unlikely before Parliament adjourns, probably in June or July, because the ruling must wait until all evidence is given before the Commons Committee studying the criminal code.

James W. Wardrop, of Vancouver, recently elected president of the B. C. Fairs' Association at a meeting held in Chilliwack, stated: "Agricultural fairs must be allowed an advance sale of tickets for car and other draws to assure their development. We must obtain clearance on advance ticket sales. The money goes to finance new buildings, improve grounds, develop quality stock and on the whole, build up agriculture in British Columbia."

"Advance sale of tickets is our rain insurance," he explained, "as

it assures a good crowd even in bad weather."

Canadian Fairs' Association is sending the lottery committee of Parliament a brief which will deal with lotteries, such as the one conducted by the PNE every year to stimulate advance ticket sales.

The provincial government said that the lottery, which offers cars and other valuable prizes, was illegal. Attorney General Robert Bonner said regulations permit lotteries in connection with agricultural fairs but they do not cover advance sales made off the grounds.

St. John's Ex Sets Heavy Use of Canvas

ST. JOHN, N. B., March 26.—The first major exhibition for St. John since 1938 will be featuring a tent city this fall. It has been made known that the St. John Exhibition will include from six to 10 tents of 42 by 215-foot size, to offset the lack of suitable permanent exhibit structures in the area near the grandstand.

D. R. Neal, association manager, said details are nearing completion on the various exhibit classes, requirements and premium lists. The committees are studying several projected classes, including women's work, handicrafts, arts, hobbies, flowers, vegetables, cattle, and dog and cat shows.

Neal added that several commercial organizations have arranged for space. Plans include harness racing, six-act grandstand show, midway, square dance competition, fireworks, and other entertainments.

HOW TO DO IT

It's a Cinch To Put Kibosh On Your Fair

BOSTON, March 26.—It's simple to harm or even kill your fair, according to Leo Doherty, director of fairs in the Massachusetts Department of Agriculture. If you're a committeeman, here's all you have to do:

1. Stay away from meetings.
2. If you go, arrive late.
3. Criticize last year's committees.
4. Avoid joining in discussions; wait until after the meeting and tell how it should have been run.
5. Do nothing yourself, but complain that a chosen few are running everything.
6. Be suspicious of everyone offering ways and means of running a good fair.

If you are not picked for a committee it's just as easy to ruin the fair: just get mad and refuse to help the fair. Or, if you are picked, find some alibi not to serve since it's much easier to sit back and criticize.

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Brodbeck-Schrader Set in Mont., S. D.

Kinsley, Kan., Based Unit to Open April 15; Faces Strong Fair Route

KINSLEY, Kan., March 26.—The Brodbeck and Schrader Shows this season will go into new territory, making a swing thru Montana and South Dakota in June and early July.

Northern dates set recently include the Miles City (Mont.) Round-up and the Range Riders

Reunion-Black Hills Round-up at Belle Fourche, S. D.

The show will launch its season April 15 at Guthrie, Okla., playing the annual 89'ers Celebration there. All-Shools Day at McPherson, Kan., and the Ness City fifth annual Pioneer Celebration will follow in order, giving the show an opportunity for a strong start.

The fair route includes the Central Wyoming Fair and Rodeo, Casper; the Colorado State Fair, Pueblo; the Arkansas Valley Fair, Rocky Ford, Colo.; the Kay County Fair, Blackwell, Okla., and the Kansas State Fair, Hutchinson, the latter booked for the ninth straight year.

Back on the show's mid-summer date list is the Oregon Trail Days at Gering, Neb., from which event the show will swing into Kansas fairs.

Winter quarters' crew has been busy here readying equipment. The crew consists of Loren Henson, lot foreman; Don Taylor, Merry-Go-Round; Lloyd Whelan,

(Continued on page 56)

W. Coast Shows Plan Kid Spots In Calif., Ore.

Three to Go Up; Westlake, Calif., Set for April 6 Bow

SAN FRANCISCO, March 26.—West Coast Shows, the Mike Krekos organization which includes the West Coast Shows and West Coast Exposition Shows, is entering the permanent Kiddieland business.

According to Bobby Cohn, general agent, a number of these amusement centers are planned thruout California and Oregon. The first is set to open April 6 in Westlake, a Henry Doelger development near here. A long-term lease has been signed with this famed housing developer.

The Westlake operation will be near the shopping center of the development. There are 409,000 people reported living within a five-mile area from which the park can draw.

The Kiddieland will be operated by Mr. and Mrs. Ed Lane. The area will include seven kid rides and also feature picnic grounds and tables and a "birthday house" for parties complete with ice cream, cake and favors.

Two more spots are planned in the near future, one each in California and Oregon.

Catlett Adds Kiddie Train

BONNER SPRINGS, Kan., March 26.—Catlett Greater Shows will spring April 1 in Turner, Kan., with a total of eight rides, one more than was carried last year.

Show recently purchased a Kiddie Train from the Raines Amusement Company. Also added this winter was a diesel light plant, purchased from Toby McFarland of Stewart & Stevenson, light towers and a new front entrance.

EVENTFUL SESSION

NSA Sets Blood Program, Revives Linderman Fund

NEW YORK, March 26.—The National Showmen's Association, nearing the end of its social season with only one more meeting remaining, had its most productive session in some time on Wednesday (23). There were several guests and the long program included many items of interest. Developments included the following:

1. Revival of the Linderman Fund, with more than \$3,000 pledged.

2. Establishment of a blood subscription project.

3. Resignation of one member from the board of governors and two committee chairmanships.

President John S. Weisman, outlining the history of the Linderman

Food, Talent, Music Liven NSA Shindig

NEW YORK, March 26.—One of the most successful in-club affairs of the National Showmen's Association was the first Saturday night (19) dinner, dance and entertainment. Chairman Dave Brown had an impressive line-up of acts, many of which were brought in by his committee members, and Joe Gilbert served as emcee.

About 100 persons attended. Beside the buffet meal, they were treated to first-rate talent and then dancing which kept the affair going until after 2 a.m.

Appreciation for all acts was well divided. Talent included George Michel, pop baritone; Lynn Stanton, vocals; Mabel Lee, rhythm and blues singer-dancer; Louise Woods, lyric soprano; Charles Frank, of the Steel Pier, sleight of hand and pantomime; Al Wilson, musical novelty; Sugar Tones, vocal group; Brennan and Gladstone, accordionists, and Al Romano's band.

Also on the committee were Jack Stern and Frank Blatsky, vice-chairmen; Morris Brown, James Burdgon, Frank Capell, Tom Coffee, Henry Kaufman, Charles Davenport, D. D. Simmons, Sam Walker, Ike Weinberg, Sam Weiser and Steve Yerkes. Door prizes were given to Irving Pearlstone, Charles Young and Henry Collomb.

Fund, charted its yearly course from the time it was established with \$3,000 in 1944 to the present time, when it contains only \$44. As originated by Linderman, then owner of the World of Mirth Shows, the money was to be administered as an emergency fund for needy showmen. Names of the borrowers were never to be revealed. At no time was the fund in any way connected with the NSA.

Altho many borrowers repaid their loans, Weisman noted, the percentage was so small that the balance dwindled over the years. A new fund, with "teeth in it," was approved at the meeting. As de-

(Continued on page 55)

Jimmy Drew Adds 2 Rides

SWAINSBORO, Ga., March 26.—James H. Drew Shows, making ready here for an April 1 opening, has added two new kid rides to its line-up, a Skyfighter and a Jolly Caterpillar. Both were purchased from Allan Herschell Company of North Tonawanda, N. Y.

Owner Jimmy Drew announced that Bill Hughes will have the bingo with the show this season. All trucks, trailers, rides and gear have been overhauled and repainted and the show is set for the bow.

Buck Preem Set for April 21 In Troy, N. Y.

TROY, N. Y., March 26.—Activity at the O. C. Buck Shows winter quarters has been stepped up to assure the completion of all work programs in ample time for the scheduled April 21 opening here.

A number of the contracted personnel is on hand in addition to a sizable work force which has been rebuilding units under the direction of owner Oscar Buck. Considerable heavy work had to be accomplished in view of the fact that the show is switching back to trucks this year after two seasons on rails.

Jim Quinn, general agent, reports a strong route lined up for the organization, including several still dates involving towns closed for a number of years.

Crafts' \$60,500 Bid Wins Phoenix Pact

Frank Babcock's 55G Offer Is Second Highest Received by Arizona State Fair

PHOENIX, Ariz., March 26.—Orville N. Crafts was awarded the carnival midway contract at the Arizona State Fair for 10 days starting November 4. The Crafts organization, including Crafts 20 Big Shows and Crafts Exposition Shows, was the highest bidder with its offer of \$60,500.

Crafts has played the date for the past eight years. Usually it is the wind-up run of the season.

In the bidding for the date, Frank W. Babcock United Shows, Los Angeles, was second high with an offer of \$55,000, submitted by Larry Ferris, the show's manager. The Siebrand Shows did not sub-

Crafts Biz Climbs As National Orange Show Gate Tops '54

12,000 Attendance Hike Boosts Gross; 21 Major Rides, 18 Kid Rides in Line-Up

SAN BERNARDINO, March 26.—Business for the Crafts Shows on the midway of the National Orange Show is up over the same 1954 days for the first six of the 11-day run. Crville N. Crafts, owner, said.

The exposition is running ahead in its attendance by 12,000 with a new day record of 51,979 set Saturday (19). This figure along with an increase of 9,850 over the 1954 Tuesday because of the appearance of George Gobel, television comic, on the Orange Show stage March 22, brought the first six days attendance to 139,038. Last year this period pulled 127,867. Attendance on Gobel day was 22,067, against 12,217 for the same time a year ago.

Crafts with his managers, Frank Warren, of Crafts 20 Big Shows, and Roger Warren, Crafts Exposition Shows, set up a flashy layout. Again using four Ferris Wheels abreast, the high rides and light towers are spaced to attract maximum business both day and night.

Ride Line-Up

The line-up includes 21 major rides on the adult midway and 18 kid rides in a separate section. The number of concessions was reported as 90. The six shows include Hell's Belles, A. W. McAskill; Midget Horses, Cal Lipes; Western Museum, Smokey Wells; Siamese

Twins, Cliff Younger; Frog Lady, and Expose show.

Crafts added to the flash of the high rides with four 60-inch searchlights and 40 towers.

Tuesday (22) the show owner was host to the Pacific Coast Showmen's Association and its Ladies' Auxiliary. A top 40 by 150 feet was set up at one end of the lot for the activities. Crafts served both lunch and dinner buffet style to more than 300 visitors and show personnel.

Chas. Travers Buys Into 20th Century

McCrary to Divide Time Between Show, Other Interests

MUSKOGEE, Okla., March 26.—Charles Travers, concessions manager of King Reid Shows for several years, has purchased an interest in 20th Century Shows, E. D. McCrary, partner with Jess Wrigley in the organization, announced.

Wrigley and Travers will devote all their time to the operation of the show while McCrary will divide his time between the carnival and other business interests in San Antonio.

Activity at winter quarters is being stepped up to make ready for the show's April 30 opener in Fort Smith, Ark.

Jack Schareing Back in Action

CHICAGO, March 26.—Jack Schareing, former show owner and general agent, who has been retired for close to 22 years, announced this week that he had signed as general agent on Motor State Shows. Schareing passed thru Chicago Monday (14) en route to join the Frederick's org in Detroit.

He formerly owned World's Exposition Shows in addition to serving as general agent for a number of other shows. For the past 22 years he has been off the road living in Long Beach, Calif.

Chas. Carroll Adds 5 Fairs To '55 Route

MINNEAPOLIS, March 26.—Carroll's Greater Shows this year will play five affairs not before serviced by the show, Charles H. Carroll, owner, announced. Last year the organization was titled Veteran United Shows.

Three Minnesota annuals have been signed, those at Anoka, Jackson and Worthington. Also new to the route are fairs at Guthrie Center, Ia., and Homer, Neb. Carroll recently closed the Diamond Jubilee and July 4 Celebration at Trolley, N. D. Major fairs on the show's route include North Dakota annuals at Flaxton, Crosby and Bottineau.

Show is scheduled to open at

(Continued on page 56)

Day at National Orange Show Nets PCSA \$1,500

SAN BERNARDINO, Calif., March 26.—The annual Showmen's Day for the Pacific Coast Showmen's Association and its Ladies' Auxiliary at the National Orange Show here Tuesday was estimated to have swelled the coffers of these two organizations approximately \$1,500.

The groups were the guests of Orville N. Crafts and the personnel of his Crafts 20 Big Shows and Crafts Exposition Shows on the midway.

Crafts supplied a 40 by 150-foot big top for the activities. He also served the visitors lunch and dinner buffet style. Admission to the grounds was free with badges being supplied at the clubrooms.

The club's committee was headed by M. J. Doolan and Matt Her-

The show featured "Grandfather

Follies" presented on one of the Crafts rolling stages. The acts, composed of members of the PCSA and its Auxiliary, included Maree Beaudet Rhodes, dancer; Doreen Dyke and Alice Blash, comedy; Emily Bailey, Madison Hope, Ruth Woods, Mary Bacigalupi, Florence Lusby, Helen Vaughn, and Katherine Goldstein, chorus; George Surtees, production and emcee, and George Vest, organist. Ron and Bill Knowles, local singers, were an added attraction. Red Cardena offered solos.

Frank Warren, manager of the Crafts 20 Big Shows and PCSA president, thanked the group for the turnout. He also made a brief theatrical appearance in the turn done by Doreen Dyke and Alice Blash.

The event got underway at noon and lasted well into the night.

CONTINENTAL SHOWS

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Special rates to family-type Shows. All Stock Concessions open, but will not overload. Sell ex on Custard and Scale and Age. Place Bingo after Beaufort—some Percentage open. Place Sound Car; party with me last fall, contact. Place Agents for office Ball Game and Couple for Mr. Dickerson's two Stock Concessions. Wire Beaufort, S. C. No phone calls, please.

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OPENING EXCELSIOR SPRINGS, MO., APRIL 28

CAN PLACE CONCESSIONS OF ALL KINDS

(NONE BOOKED). Want Coke Bottles, Milk Bottles, Pank Rack, Huckley Buck, Slat Rack, Dip, Break Dish, Short Range, Hi-Striker, Duck Pond, Pitch-Till-You-Win, Bowling Alley, Bee Hive, Spot-the-Spot, Coke Pitch, Penny Pitch and Hats. SIX CATS OPEN along with one or two of the above. EXCLUSIVES OPEN—Long Range, Custard and Glass Pitch. RIDE HELP—Second Man for Tilt (Ramon Martinez, answer). Also Help for Kid Rides. Must drive semis.

WINTERQUARTERS NOW OPEN

Address: 701 N. Main St., Excelsior Springs, Missouri

WANT WANT WANT NEW ENGLAND AMUSEMENT CO.

OPENING APRIL 28th, PLAYING NEW ENGLAND TERRITORY. FREE GATE. Two Grind Shows; this is very good Show Territory. Foreman for Octopus and Jenny; must drive. Kiddie Ride Help. One Man and Helper to up and down concessions. Also Agents for Cigarette Block, Glass Pitch, Ball Game and French Fries. Have opening for Shooting Gallery, Pitch-Till-You-Win, Ball Games, etc. What have you? All replies to

60 PARKSIDE ST. HARRY J. KAHN SPRINGFIELD, MASS.

WANT—G & B SHOWS—WANT

LAST CALL—OPENING APRIL 8, MASON CITY, W. VA.—ON LOT APRIL 6

Jewelry, Glass Pitch, Coke Bottle, Buckets, Basket Ball Games, Watch-La, Spot, Cork Gallery, Lead Gallery, any concession working for stock. Book any Show but Girl. Can place Ride Help on all Rides. Must be able to drive. Winter quarters open now. All replies to

GEORGE BROAS, 627 30th St., Parkersburg, W. Va. Phone 2-1254. No Collect Calls.

GIRLS—DANCERS WANTED—GIRLS

MRS. HONEY LEE (WALKER) STACK

For season on Blue Grass Shows. 6 young, attractive Girls, experienced and inexperienced. Good salaries guaranteed every week. Wardrobe furnished. No false, fancy promises. Canvas boss; Bill Ward and others. Joanne, Beth, Kitty, Bobbie, Bernie (100%), Russel and all others, come on in! Every one must be in Pensacola by Wednesday, April 6. Opening Saturday, April 9. Write General Delivery, or Wire c/o Will Call, Western Union, Pensacola, Fla.

RIDE MEN WANTED

First Men for new Tilt, Wheel, Octopus, Merry-Go-Round. Must be able to drive semis. Drinkers and chasers, do not apply. Good wages with the best treatment in the business. No collect calls or wires. Write stating all. Can place a few more Concessions for the Soo Locks Centennial and Marine Fair, June 28 to July 17 inclusive. Good proposition to Fun House and Grind Shows that can book for the season. A solid route in upper and lower Michigan.

SKERBECK'S GREAT NORTHERN SHOWS

DORCHESTER, WISCONSIN

GRAND AMERICAN SHOWS

Opening April 28 in Mo. Proven Still Dates with Strong Sponsors. Ottumwa, Muscatine, Fort Dodge, Waterloo, Iowa. Centennial Celebrations start May 28-30, Riceville, Iowa; June 6-8, La Porte City, Iowa. Centennials, Celebrations and Fairs to follow. WANT—Grind Shows with own equipment; Fun House, Mechanical, Snake. Want to buy 5 Wheel. Will buy or book Little Dipper or small Roller Coaster. Want Cook House, Photos, Age, Scales, Ball Games, Balloon Dart, Cork Gallery, Watch-La, Hoop-La, Hanky Panks, Grind Shows that work for 25¢ or 50¢ and put out stock. No grift, no count stores. Can place two more Ride men who want to be with a sober outfit. Write L. O. WEAVER, Mgr., Fairbank, Iowa.

Motor State Rushes Final Preparations

DETROIT, March 26.—Motor State Shows are rushing the final preparatory work here in winter quarters so that all equipment will be in A-1 shape for the April opener. Shows and the Arcade are currently being refurbished, as most rides and rolling stock have been overhauled.

The Joe J. Frederick-owned show has expanded its Southern route this year. Already contacted are fairs in Tennessee and Mississippi and several others are pending in Louisiana. According to Frederick the show will play only five still dates with the rest of the route made up of celebrations and fairs in Michigan, Ohio and Indiana.

Unit Schedules

The No. 1 unit is scheduled to tote 12 office-owned rides. The No. 2 unit will again play small celebrations and fairs. Many concessionaires will be back. Orville Woods is adding another concession to bring his total to three. Charles Krekeler is framing a new cookhouse which he will take out with his 14 other concessions.

Mrs. Joe Frederick, wife of the owner, recently underwent surgery. Jack Schareing, former show owner, joined as assistant to Mr. Frederick. Recent visitors here included Mr. and Mrs. W. (Wingy) Schaeffer, H. J. Utley and Fred Allen.

Hold Last Rites For Henry Heth In Racine, Wis.

RACINE, Wis., March 26.—Funeral services were held here for Henry H. Heth, 73, who died Monday in a Birmingham hospital following a heart attack. He was the brother of L. J. Heth, owner of the show bearing his name, and served as concession manager on that organization for many years.

A veteran of 51 years in the carnival business, Heth was a member of the Showmen's League of America, Greater Tampa Showmen's Association, Elks, and the Masonic and Shrine temples of Miami.

In addition to his brother, he leaves his wife, Mrs. M. Heth; a daughter; two sons, Sherman and Wallace; another brother, Robert, and three nephews who are also in show business, Floyd, Louis E. and Warner.

WANT DROME RIDERS

Long season. Best equipment, tips, good salary. ALSO—Want Kiddie Ride Foreman and Help for Drome and Rides. Open late May.

EARL PURTLE

7612 Sweet Briar Road Richmond, Va.

FOR SALE

Greyhound, 14 unit, mounted on trailer, or can be purchased separately. In good condition, has had very little use. Also A.B.T. Shooting Gallery, used one season, 7 guns. This unit complete and very well framed.

EUGENE J. DEAN

Salisbury Beach, Mass.

WANT CARNIVAL

For Sons of Italy Club Celebration. Date open. Large, dry grounds available. Complete Carnival only. Please contact

VETO J. PRESUTTI

Box 35, Bellaire, Ohio

I. T. Building Office Trailer; Sets Opener

NEW YORK, March 26.—I. T. Shows expects to create a splash at its fair dates this year with a new office trailer. Bought from National Movers, the trailer has been perched on the winter quarters lot at Roosevelt, Long Island, while a crew headed by John Leonard has been renovating it.

General Manager Phil Isser says the interior will be sectioned into three rooms. He and I. T. President Is Trebish described the trailer as something the show has long needed. It will contain an office, reception room and entertainment room.

Isser, who returned from Miami with Morris Brown last week, announced that the No. 1 Unit will open the first week in April on Rockaway Avenue in Brooklyn, between Hegeman Avenue and Linden Boulevard. Trebish will be in charge, assisted by Big Al Howard.

Haverstraw promoter Morgan Demarest has come up with three dates which clarify the I. T. route. July 6-11 are dates of the Haverstraw Old Home Week promoted by B'nai B'rith, Chamber of Commerce and Italian-American Club; July 13-18 is the Hudson Valley Firemen's Convention and Parade in Kingston, and August 15-21 is the Don Bosco Juniorate College Fair in West Haverstraw. The Don Bosco Men's Club is sponsoring the fair, which has a goal of becoming a permanent Rockland County fair, with profits reverting to the college. The event will be held on Route 9W and will use two 60 by 140-foot tents.

Charles Watson Dies in Chicago

CHICAGO, March 26.—Funeral services were held here Friday for Charles (Red) Watson, 53, veteran ride man, who died Wednesday (23) in Hines Veteran Hospital. He had been out with a number of road shows but in recent years had confined his activities to Chicago area lots.

He was a member of the Showmen's League of America and of that organization's American Legion Post. He leaves his wife, Mildred, and a son. Funeral services were conducted by the League and the Legion post with burial in Showmen's Rest.

MANNING SHOWS, INC.

OPENING APRIL 9, KINSTON, N. C.

CONCESSIONS: Long and Short Range Galleries, Novelties, Slum Stores. SHOWS: Harms, contact me. RIDES: Can Place Kid Rides, Ferris, Water Ride. RIDE HELP: Semi Drivers; Dick, Van Phil Bartlett, wire. Write or wire

ROSS MANNING

Kinston Hotel, Kinston, N. C.

BADGER STATE SHOWS

Opening at Rochester, Minn., May 6. Playing the Range for the Month of June When There Is Three Paydays a Week; Then 14 Fairs Starting at Fertile, Minn., July 3.

Can use Ball Games of all kinds; Scales, Pitch-Till-You-Win, Hoop-La, Glass Pitch, Basketball, Balloon Dart. Also can use 10-in-1, Motordrome or Snake Show. Also Ride Help on Tilt, Dodgem and Second Men in all Departments. Can also use Pony Ride; Cap Ward, contact. Agents wanted for Stock Stores. Ray Ellis, contact Johnny.

Address: 1815 S. 108th St.

Milwaukee, Wis.

VIRGINIA GREATER SHOWS

GRAND OPENING SUFFOLK, VIRGINIA, APRIL 11

Want exclusive on Custard, Photos, Age and Scales, Novelties, Basket Ball; all Hanky Panks open. Want Man and Wife for Cookhouse, Agents for office-owned Hanky Panks. Want Electrician who understands Diesel Light Plants. Want Wildlife Show, Monkey, Unborn, Pony Ride, Penny Arcade. Wally White wants Side Show Ticket Sellers, Girls for Acts inside, Sword Swallower. Johnny Aldridge, contact Wally White. All mail and wires to

Wm. C. (Bill) Murray

Box 461, Suffolk, Virginia

YOUR BARR '55 LINE
COMING NEXT WEEK

T·E·N·T·S
CONCESSION, CIRCUS, CARNIVAL
AMERICAN TENT CORPORATION
America's Largest Builders of Fine Show Tents
201 E. Water St. Norfolk 10, Va.
Representative G. C. Mitchell
BILL SANDERS

FOR SALE
Portable Long Range Shooting Gallery mounted on Ford truck. All in first-class condition, 20 guns. Will book with Show. Real bargain at \$2,250. Evans Race Track like new, used twice, \$250. 2—40 ft. Merry-Go-Round Tops and Side Walls, no holes, \$125 each. 1—36 ft. Merry-Go-Round Top and Sidewalls, used 8 weeks, good as new, \$175. Marquee, 14 by 14 ft., with poles, \$75. Lots of other equipment for sale, too numerous to mention, at bargain prices.
MIKE PRUDENT
124 Cedar Ave. Patchogue, N. Y.

Southwest Amusements
Opening April 5, Socorro, New Mexico. Long season Fiestas, Rodeos, Fairs.
WANT
Concessions—Ride Help—Funhouse—Shows.
FOR SALE—36-seat Mix-Up.
Wire or write
WILLIAM T. TUCKER
2413 Franzen Rd., Albuquerque, N. M.

ROD LINK
WANTS GRIND STORE AGENTS
Bucket, Swinger, Six Cat Agents. Will open about April 12.
Write or wire: Fremont, Ohio.

AGENTS WANTED
For Six Cats and well-framed Hanky Panks. Chuck, Bob, Bill, and Ray, answer. Open about April 12.
JOHNNIE ERNEST
421 North Grove Street
Wichita, Kansas

MIDWAY CONFAB

Mr. and Mrs. Kenneth H. Garmen, owners of Sunset Amusement Company, left their Coral Gables, Fla., winter home Wednesday (23) to head for the show's Excelsior Springs, Mo., winter base. En route the Garmens planned to visit a number of friends in various cities. Sunset org is scheduled to open at winter quarters April 28.

Paul J. (Dixie) Baty, former ride, show and concession operator, is currently operating Baty's Shoe Hospital & Novelty Company at 1007 Woodside Avenue, Greenville, S. C. Baty is interested in getting letters from old acquaintances. . . . Mrs. Eunice Grove, who has wintered in Houston, writes she'll have her concessions on Royal Midwest Shows when the organization springs April 23 at Charleston, Ind.

Jimmie Donahue, Amusement Company of America staffer, is doing okay following surgery at Alexian Bros. Hospital in Chicago. He expects to be released from the hospital in the near future. . . . Mike Calderozzi, concessionaire with Curley Graham last year on Mighty Page Shows, is recuperating following stomach surgery in Roper Hospital, Charleston, S. C.

Max Goodman, former show owner and concessionaire, and his wife, Sadie, recently celebrated their 50th wedding anniversary in Miami Beach, where Goodman is now operating a hotel. . . . Al Kaufman, veteran concession op, is back on the Chicago scene after a Florida jaunt with Mrs. Kaufman. . . . J. P. (Jimmy) Sullivan, Canadian show owner-manager, is expected to be in Chicago April 12 for the meeting of the nominating committee of the Showmen's League of America.

Ben Merson is ill at home in Brooklyn, and also recovering at home in New York is Joseph Baizman.

Arthur's Cafe in Bath, Me., continues to be a popular place for midway folk. Recent drop-ins there include Cliff Mullins, owner of Mullins Pine Tree Shows; Bob Tilton and Kay Veldez. Bobby Lowberg recently visited and expects to be discharged from the Army soon. Robert W. Tilton is back on the Bath scene after being ill for much of the winter. . . .

Ken Davis postals from Long Beach, Miss., that he plans to again have his bingo and hanky-panks on the F. C. Bogle Shows this season. Show bows April 7 in Pittsburg, Kan.

Joe Pearl, mailman, front gate and agent for The Billboard on Gold Medal Shows, visited Knoxville recently en route from Tampa to the show's winter base in Atlanta. Pearl will hold down the three jobs on the Denton show for the third successive season.

Bob McCarthy notes from Newark, N. J., that Joe Conti and Larry Freedman were pitching sharpeners and cutters at a local Woolworth store, and that Scully De Luca was at Steele's book shop with his latest novel, "The Son of Joe the Grinder." Martin (Muttie) Brynes, another showman turned author, was due in the store to push his book, "I Love to Lie." McCarthy also ran into such Florida returnees as Joe Ross, John Glynn, Joe Krain, Louis Stockton and Matty Savoy. . . . Harry Davenport will be back with a Snake Show on John H. Marks Shows this year. . . . Mrs. Etta Henderson sustained injuries in an automobile accident March 23 when her car was demolished in a head-on collision near Meridian, Miss. She was treated for a cut leg and multiple bruises. Mrs. Henderson is confined to her home in Meridian.

En route to Philadelphia from Pittsburgh recently, Lisa Del Mar stopped at Reading, Pa., to visit Col. Lew Alters at his home. . . . Doc W. C. Crosby cards that he is in Veterans' Hospital, Dublin, Ga., to undergo surgery. He would appreciate hearing from friends. . . . Mr. and Mrs. Delmar Groves have signed to tour with the Gooding Amusement Company. Groves will manage a Gooding unit, while Mrs. Groves will help in the office. Groves was formerly with the Powelson Amusement Company, Coshocton, O., for eight years. He is presently working in the carpenter department at Gooding quarters.

Art Frazier and Charles Magid left Biloxi, Miss., March 17 on an extended trip that will take them to El Paso, Tex., where they will spend several days on the Clyde Beatty Circus before moving on to Santa Rosa, Calif., and Vancouver, B. C.

Joseph Lehr, spot worker, is out of the hospital and recuperating at his home, 2322 N. 16th Street, Philadelphia 43. He would like to hear from friends.

Stanley Kligfeld, who wrote a number of stories on outdoor show business when he was associated with the Wall Street Journal, reports that he has entered the general practice of law in New York. Kligfeld studied for the bar while employed by The Journal. . . . Mrs. Ike Rose reports that she plans to tour with seven midgets this year. . . . Darnell Brown, exotic dancer, is doing double duty in Atlanta where she is the top hostess at the Queen of Clubs and dancing at the Club Peachtree.

Newly admitted into the National Showmen's Association are Art Zarrillo, sponsored by Morris Vivona; Harry Howrick, sponsored by Frank Capell; Jesse T. Sendar, John Fitzgerald Jr., Sol Abrams and Frank Kellar, all sponsored by Morris Batalsky; and Anthony Carto, Ben Sharken, Alex Silverman and Samuel Goldstein, all sponsored by Abe Rapps.

Making the rounds in New York are Morris and Dom Vivona, Roy (Pepsi-Cola) Jones, Shirley Levy, Sidney Goodwalt, Charles Zucker, Steve Yerkes, Sambo Peterson, John Tumelty, Irving Sherman, Abe Rapps, Frank Capell, Dick and Phillis Geist, Harry and Evelyn Currie, Sidney Daiell, Herman Cohen, Jack Martin, Abe Fabricant, Jack Zupan, Eugene Keane, Sam Shaw, Joe Lux, Walter Fried, Charles Young, the I. T. Shows gang, Frank J. King, L. James Quinn, Abe Steinberg, Jack Allen, Harry Flanagan, Allan A. Travers and Charles Reich. All dropped in on the NSA last week.



WANT FOR SHRINE CLUB SPRING FAIR AND FESTIVAL, WARRINGTON SHOW GROUNDS, NAVY BLVD., PENSACOLA, FLA., APRIL 9 TO 16. BIG NAVY PAY DAY—TWO SPECIAL CHILDREN'S DAYS, FOLLOWED BY OFFICIAL OPENING IN OWENSBORO, KY., APRIL 28-MAY 7.

CONCESSIONS	Hanky Panks of all kinds, Prize Everytime Concessions, also Six Cats for Stock, Short Range, Derby, Diggers, Penny Arcade, American Palmistry, etc.
SHOWS	Motordrome, Snake, Monkey, Unborn, Wildlife, Colored Revue. Will furnish complete outfit with beautiful 90-ft. front. (Charlie Taylor, please wire your intentions.) Will book Side Show with own outfit or will furnish complete equipment, to open in Owensboro.
KIDDIE RIDES	Kiddie Boats, Autos, Ferris Wheel, Live Ponies, or any non-conflicting Kiddie Ride.
HELP	Foreman for Wheels. First and Second Men on all Major Rides. Must be licensed semi drivers. All Help to join at Pensacola.

All address C. C. Groscurth, Gen. Mgr., 816 West Elm St., Tampa, Florida




OPENING ATLANTA, GA., APRIL 11, 1955

WANT Girl Show With Own Equipment

Fun House, Glass House, Monkey Show, also Wildlife and Big Snake. CAN PLACE Foremen and Second Men on all rides; must drive semis. WILL BOOK Hanky Panks of all kinds.

Winter Quarters now open Napier Field. Write — wire — call
JOHNNY J. DENTON—Napier Field, Dothan, Alabama



30 CAR RAILROAD SHOW ON TRUCKS

OPENING APRIL 30 — FORT SMITH, ARKANSAS

CONCESSIONS—Want legitimate Concessions of all kinds.

SHOWS—Want Fun House and Grind Shows with own equipment.

RIDES—Dark Ride, Round-Up or any major ride not conflicting.

HELP—Want Second Men on all rides; must drive.

★ WANT TO BUY—Monkey Race Track with Cars ★

CONTACT: E. D. McCrary, Jess Wrigley, Charles Travers, Co-owners
 P.O. BOX 1395, MUSKOGEE, OKLA.




10 DAYS—EAST DETROIT—10 DAYS

Gratiot and Ten Mile Road Starting April 14—A Proven Money Maker.

WANT—Hanky Panks of all kinds. MUST stand rigid inspection. WANT for Duke Dennison's new Side Show—Side Show People. ZARRO, contact me; Glass Blower (commission). Young attractive Girls for Posing Show; long season, send pictures. Side Show People, contact Duke Dennison, 5033 Pontiac Lake Rd., Pontiac, Mich. Federal 4-6196; none collect. Concessions contact C. O. STEWART, Mgr., WORLD OF PLEASURE SHOWS, 82 Orchard St., Mt. Clemens, Mich. Phone Howard 3-1562

WILL BUY LATE MODEL OCTOPUS



WANT WANT WANT

CONCESSIONS—Can place Hanky Panks of all kinds. No flats.

SHOWS—Operator for Side Show; have complete Show, Banners, transportation, etc. Same for Drome. Will place for season, any worthwhile Grind Show. Preacher Side Show Operator, contact. Johnnie Burns, you busy?

HELP—Ride Men for all Rides; must be sober and reliable and drive.

FOR SALE—Circus Big Top; complete with blues and 500 reserves, marquee, poles and rigging.

Opening May 9, Bremerton; Proven Stills to follow with the Best of Fairs in Northwest

DOUGLAS GREATER SHOWS

E. O. DOUGLAS RT. 5, BOX 1770, KENT, WASH. HAROLD HICKS

BLUE GRASS SHOWS

WANT SIDE SHOW

For 1955 season, commencing at Owensboro, Ky., April 28.

Will book party with own outfit or will furnish complete equipment. Best of propositions. Address:

C. C. GROSCURTH, Gen. Mgr.
 816 W. Elm St. Tampa, Florida



Strange and Weird Attractions
 Devil Child, Wolf Boy, Many others, Shrunk Heads at reduced prices. Closing out sale. Free Folder. Write
TATE'S CURIOSITY SHOP
 3858 E. Van Buren St.
 Phoenix, Arizona

HOROSCOPE PITCH WORKERS

HOROSCOPES—ASTROLOGICAL READINGS
 Complete line of horological services and readings. Also different sizes and styles. Graphology, Tactile, Palmistry, Chirop. Dreams, Crystal Gazing, Psychological Tests. Cards. 112 Pg. Illustrated Catalogue of Horoscopes. P. P. 502

NELSON ENTERPRISES 336 S. HIGH ST. COLUMBUS, OHIO

HUBERT'S MUSEUM

228 W. 42nd St. New York, N. Y.

Open all year round

Want Freaks and Novelty Acts. State salary and all particulars in first letter.

T. J. TIDWELL SHOWS

Want for Portales, New Mexico, Dairy Show, April 4-9; Hanky Panks of all kinds, Shows and Rides that do not conflict. Can use General Agent who knows Southwest. Answer T. J. Tidwell, Manager, Odessa, Tex., March 28 thru April 2.

NOLAN AMUSEMENT CO.

OPENING APRIL 15-23, SPRINGFIELD, OHIO. FOLLOWED BY:

Zanesville, Ohio; first in, downtown, Waterman lot by A&P Store. Barberton, Ohio; first in, downtown at Magic City Shopping Center. Fremont, Ohio; first in, regular show location, The Roger Young Park. Elyria, Ohio; first in, same location as last year, Middle Ave. & Oberlin Rd. Weirton, W. Va.; first in, downtown at the Community Center.

WANT CONCESSIONS, SHOWS, RIDE HELP

CONCESSIONS—Novelties, Age & Scale, Arcade, Lead Gallery, Ball Games, Coke Bottle, Hoop-La, Add Dart, Cork Gallery, Hi-Striker, Games of all kinds. Ride Help for all Rides. Can place Shows with own equipment. Want Electrician. Man and Wife for Illusion Show. Rides—Live Ponies and any Rides not conflicting. Want to buy Transformer Truck complete. Must be A-1 for cash. Want Manager for #2 Unit to open in May. Also Concession and Ride Help.

FRED NOLAN, Route 2, South Zanesville, Ohio

CIVIL DEFENSE EXPOSITION

"OPERATION SCRATCH"

April 7 thru 17

WILLARD PARK, STATE AND WASHINGTON STS.—IN HEART OF INDIANAPOLIS
LARGEST SPRING EVENT IN INDIANA

100,000 tickets distributed which are spendable at all Midway Attractions and Concessions. This operation backed by leading civic organizations of State of Indiana.

WANTED—Concessions, Hanky Panks that work for stock only. No Flat Stores will work in city of Indianapolis this year. Can place Catering Stands of all types.

NOTICE TO PITCHMEN—Don't miss this one.

SHOWS—Motordrome; Snake Show, Side Show, Girl Show, Minstrel Show or any other outstanding Shows with own equipment.

PAUL MILLER, c/o Civil Defense

3951 North Illinois St. Telephone Hickory 9652 Indianapolis, Indiana
Six weeks to follow, including Indianapolis Speedway 500-Mile Race.

THOMAS Land Shows

WANTED AT ONCE

OPENING APRIL 16, WILLIAMSON, W. VA.

Hanky Panks of all kinds. Also P.C. with two or more Hanky Panks. Also want High Striker, Age and Scales, Photo, Ball Games, Pitch-Till-You-Win, Balloon Darts, Cigarette Gallery, Hats and Novelties, Hoop-Las, Fish Pond (Orville Miller, write), Knife Racks. Want Agents for Swingers, Bucket Concession. Can place Ride Foremen and Second Men, must drive.

All wire L. I. THOMAS, Circleville, Ohio

SOUTHERN VALLEY SHOWS

Want for SOUTHWEST ARKANSAS DISTRICT LIVESTOCK SHOW, Hope, Ark.; 6 Big Days and Nites, April 4-9 Incl., followed by ARKANSAS STATE SPRING LIVESTOCK SHOW, being held on State Stockshow Grounds (Roosevelt Rd.), Little Rock; 10 Big Days and Nites, April 14-23 Incl. (Free gale at both dates.)

Concessions: Can use Concessions of all kinds. Novelties, Hats, Pitchmen open; also Custard, Long and Short Range Galleries (reasonable privilege).

Shows: Want Shows with own outfits except Side Show, 2-Headed Baby, Gorilla Show (Frank Ellis, get in touch).

Rides: Want to book for these two dates—Eli Scrambler, Moon Rocket (Bill Cannaday, contact), Spitfire, Fly-o-Plane and Little Dipper. Contact

EDDIE MORAN, Owner JOHN D. MARTIN, Secy.-Mgr.
EL DORADO, ARK., THIS WEEK; HOPE, ARK., NEXT WEEK.

BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

Opening West Terre Haute, Ind., April 28-May 7. We always open on Monday

Positively no gypsies and no flats wanted. Can place Photos, Custard, Age and Scale, Cork Gallery, Balloon Dart, Milk Bottle, Record & Plate, String Game, Pitch-Till-You-Win, Penny Pitch, Short Range, Coke Bottle, Root Beer, French Fries. Due to disappointment will sell EX on Glass Pitch and Novelties. Can place a few good Ride Men in all departments; must drive semi and have license. Will book Glass House, Snake, Fat and Illusion Shows. Can place good Concession Agents. Jim and Butch Hanlon, get in touch with Bill Stophel. All replies and wires to

ERNIE ALLEN, 669 Swan Street Terre Haute, Indiana

UNITED EXPOSITION SHOWS

Opening April 1, 4400 No. Broadway, St. Louis, Mo., for 10 days. Two more lots to play, 10 days each. Plenty of money in St. Louis.

Can place a few more Ride Men who drive. Want Hanky Panks, also Hanky Pank Agents who know how. Have openings for a few Grind Store Agents who can take orders. (Otto Menzel, contact.) We have a strong spring route. Want Fun House Operator. Good proposition for Side Show Operator, top 20x80, front 100 ft. What have you? Ride Men, come to Winterquarters. Park Metropolitan Airport, 3 miles south of E. St. Louis, Ill., on Highway 3.

Wire C. A. VERNON

East St. Louis, Ill., until March 30; then 4400 No. Broadway, St. Louis, Mo.

GLADES AMUSEMENT CO.

Opening in Virginia, May 16

Want to lease or will book for the summer Merry-Go-Round with or without transportation. Can also use set of Kiddie Rides. All Concessions contracted for the summer get in touch immediately.

JERRY SADDLEMIRE

Phone: ORange 5-2131 La Belle, Fla.
P.S.: Dutch, get in touch.

CLUB ACTIVITIES

Miami Showmen's Association

1799 N. W. 28th Street, Miami

MIAMI, March 26. — More than 150 members attended the March 21 meeting which was presided over by Cliff Wilson, secretary, in the absence of President Samuel E. Prell. Oscar C. Buck and Ben Weiss were also absent, as they are getting ready to go out for the coming season. Seated with Wilson on the dais were David B. Endy, president emeritus; William Cowan, past president; William B. Moore, past president; Bob Parker, past president, and Sam Solomon, past president, Showmen's League of America. Invited up to sit on the rostrum were Max Goodman, Harry Weiss, Mort Messias, Irving Biscoe, Eddie Edwards, Jimmy Finn and Al Bassinger.

Plans are under way for the new stage curtains with which to beautify the auditorium. Cliff Wilson is in charge of all details.

Michael Roman, the new chairman of the entertainment committee, replacing Marty Weiss, who is now the Executive Secretary of the club, announced at the last meeting that a free "Hit the Road Dance" will be held in the club-rooms on Saturday (26). All members and friends are invited. A five-piece orchestra, led by Irving Propper, will supply the music for that night.

Mel Dodson, chairman of the building management committee, left for Savannah to take care of a little business, and he hopes to be back for the last meeting of this season.

Whitey Tara, chairman of the blood bank committee, made an appeal for blood and collected \$780 which gives us a total of \$1,020; and also got quite a few pints of blood from the members themselves, who raised 301 pints of blood and gave out 50 pints, which leaves a balance of 251 pints of blood in the Blood Bank. Co-chairman is Charles Wright.

The relief committee, consisting of Bill Bryant and Lyman Truesdale, are always out trying to cheer up the sick ones.

The blood bank committee thanks the Ladies' Auxiliary for their check of \$135, and in addition a few pints of blood given by the ladies which was put toward the Miami Showmen's Association Blood Bank.

Quite a few of the boys have left to join their various shows, and the club hopes to hear from them soon.

Ladies' Auxiliary

The winter season came to a close Wednesday (23) with a hit-the-road party. Entertainment was offered by Ray Goldman, Regina McLinden, Naomi Bradley, Pearl

Ridings, Myrtle Brooks, Mary Ellen O'Rear, Danny Murphy of the men's club and Billy Garber of the auxiliary. Tuesday (22) Pearl Ridings gave a potato pancake social which was a big financial success. President Ada Cowan thanked members for their support of various club activities. Refreshments were served by a committee headed by Lois Weiss and Myrtle Duncan.

Dean Locke Dies Following Crash

MERCEDES, Tex., March 26.—Dean Locke, 65, veteran staffer on American Midway Shows, died here Monday (21) of injuries suffered in an automobile collision. Don Brashear, owner of the show and who was driving the car in which Locke was a passenger, escaped injury.

Locke had been with the Brashear organization for the past 18 years. The show recently closed here after playing the Rio Grande Valley Livestock Show.

W.G. WADE SHOWS

Can Use for Season RIDES—SHOWS AND CONCESSIONS

G. P. O. Box 1488 Detroit 31, Michigan

FOR SALE

Transformers mounted on 1948 Fruehauf enclosed Low-Boy Semi. #5—Eli Ferris Wheel and Semi, 1953 Kiddie Whirl Ride and Truck, Merri Organ for Kiddie Rides, complete Dark Ride, Top 40x60 good canvas, 5 Illusions, 1953 Allan Herschell Kiddie Auto Rides, Tractors, Semis, amp sets, horns, etc.

FAITH WOLF

Albert Pike Station, Box 64 Hot Springs, Ark.

GOOD WAX SHOW FOR SALE

About 50 or 60 heads; also mummy and mermaid. In glass case with banners and blowups. Also Dope Show, other, etc. Cheap for cash.

SIMON WARNER

P. O. Box 46, Shelbyville, Tennessee Phone: 904

COUNTY FAIR SHOWS 2d Call

Want for a strong route of Fairs and Celebrations. Concessions—Can still use few Hanky Panks. What have you? Rides—Need capable, sober Help on all Rides who drive. Shows—Want Girl Show, Athletic Show, 10-in-1 or any worth-while Show with own equipment. Sammy George, write me.

H. H. GRAY

Box 828 Burwell, Nebr.

WANTED

BINGO CALLERS

Six-day work day in Beautiful Park. Year round. Outside city of Buffalo.

JACK GILBERT

Hotel Stuyvesant, Buffalo 9, N. Y.

CONCESSION AGENTS WANTED

Tim Ayliffe wants Agents for the following office-owned Concessions: Coke Bottles, Balloon Darts, Five-in-Line, Cat Rack, Popcorn, Cotton Candy. You have the "X" on your game as we only carry one of a kind. All replies to

TIM AYLIFFE

Lee Becht Amusements Mt. Healthy 31, Ohio P. O. Box 92

MAJESTIC GREATER SHOWS

Opening April 8, 13th and Senate St. Indianapolis, Ind.

All those contracted, reply. Will load out of winterquarters Mason, Mich., April 1. All answers

SAM GOLDSTEIN

18486 Washburn Detroit 31, Mich.

WANT AT ONCE

Wheel Foreman, also Jenny Foreman, Second Men on both Rides. Top pay. For Sale or Trade for Popcorn Trailer, Custard Machine on G.M.C. Truck; A-1 condition, ready to go to work. Have late model house trailer for Ride Foreman to live in. All replies to

C. W. HENDRIX

General Delivery, Morgan City, La.

AGENTS WANTED

For Bowling Alley and Pin Store. Also want Hanky Pank Concessions. Johnny Johnson, Bob Allsup and Ed Morris, contact. (This midway is not over-booked.)

"OZZIE" EARL DIXON

c/o American Eagle Shows Madill, Okla., this week

WANT AGENTS

For 6 Cats, Buckets, Swinger and Hanky Panks. Opening April 1, Gaffney, S. C.

TEX ROBERTS

c/o James H. Drew Shows

FOR SALE

38-ft. 3-abreast Spillman Merry-Go-Round, A-1 condition. Horses, etc., refinished like new. Sell for cash only, no trade.

JOE FREDERICK

2263 Newton Detroit 11, Mich. Phone: Trinity 3-2860

BARNEY ABEL

Have proposition for you, get in touch with me immediately at my home by letter or phone. FOR SALE—1948 Dodge Tractor and 22 ft. Trailer; two 14x16 Cat Racks, complete; one 10x16 Top and Frame; all good shape and cheap. ALLAN TRAYERS, 5717 Hoffman Ave., Philadelphia, Pa. Sherwood 7-9334.

LOOK! NOTICE! WANT!

FOR ONE OF THE SOUTH'S BEST LOCATIONS AT MOREHEAD CITY, ATLANTIC BEACH, N. C.

Non-conflicting Rides. Want to buy 3-Abreast Merry-Go-Round. This is a wonderful spot for Kiddie Rides. Notice—If you have any of the following Concessions, can place you for season: Custard, Jewelry, Scales, Floss, French Fries, Photos, Lead Gallery, High Striker, Novelties, Sea Shells, Basket Ball, Bingo, Pronto Pups, Grab and Ball Games. Can place other flashy straight sales Concessions. Want Ride Help and Concession Agents. All contact

SHERMAN HUSTED

Morehead City, Atlantic Beach, N. C., c/o Western Union, or Phone 64131. No collect calls.

GATTO AMUSEMENTS WANT

CONCESSIONS—Bingo, Grab, French Fries, Popcorn, Apples, Hanky Panks of all kinds. RIDE HELP—Merry-Go-Round and Chairplane Foreman, Second Men for all Rides, Diesel Electrician.

Winterquarters now open—Butler Park, Washington, N. J. Opening Bridgeport, Pa., April 14-23; Hatboro, Pa., 25-30; Woodlyne, N. J., May 2-7. All replies:

ROX GATTO

13 CHURCH LANE

FERNWOOD, PA.

WANT INDEPENDENT SHOWS, RIDES AND CONCESSIONS

for the
CAMBRIA COUNTY AMERICAN LEGION CELEBRATION

Ebensburg, Pa.,
Week of July 11 to 16.
This is one of Pennsylvania's largest annual celebrations.

Write
ROLAND E. FISHER
3 S. Market Street Selinsgrove, Pa.

YOUR BARR '55 LINE
COMING SOON

FOR SALE 18-Car Caterpillar Ride

1948 ALLAN HERSHELL
This amusement ride has been in storage in Salem, N. H., since 1952. This is the last item in the estate of the late William T. McNally to be sold. Make an offer.

MICHAEL H. McNALLY
465 Quincy Shore Blvd.
No. Quincy 71, Mass.

PRUDENT'S AMUSEMENT SHOWS

Want Ride Foreman and Second Men for Merry-Go-Round, Ferris Wheel, Roller Coaster. Help: We want, must be good, as we pay top wages. Prefer licensed semi Truck Drivers. No collect calls, please. Phone Patchogue 30315.

MIKE PRUDENT
124 Cedar Ave. Patchogue, N. Y.

WALKER OSBOURN WANTS AGENTS

Two Count Store (Harry White, come on). One Pin Store, Balloon Darts, Color Darts, Ball Games, Watch-La. All concessions are new and well flashed. I have for Sale—Penny Pitch, complete with new blue fly 12x12 frame, 8x6 top and frame complete with velvet background; priced to sell. 1937 Fruehauf Van, closed body, 900x20 tires, like new, vacuum brakes, clearance lights. Everything works. Price \$250.00. Will deliver reasonable distance. Show opens April 9, Springdale, Ark. All replies to WALKER OSBOURN, Clayton, Okla.

RIDE MEN WANTED

For Rotor-Ride. Opening in early May. (Jim Edwards, Bill Mulligan, Curly and Chuck Holmes, Butch Burke and others I know, write.) Top salaries, long season. Must drive semis.

JAMES E. (JIM) DEAL
2225 Colorado Ave., Santa Monica, Calif.

CARNIVAL WANTED

For Centennial, Warrensburg, Mo. July 3 thru 9. Being produced by Rodgers Producing Co. Contact

C. L. PARK
Radio Station KOKO
Warrensburg, Mo.

HELP WANTED

Second Men for Merry-Go-Round and Wheel, Grinder and Ticket Seller for Midget Horse Show, Man to take over factory-built Fun House on semi trailer. Want Concessions of all kinds. Buckets, Six Cats, Swinger, Bingo. Agents for Hanky Panks and Pea Pool. Man with one or two small Grind Shows. Useful people in all departments, especially want Show Painter now. PARADA SHOWS, H. C. SWISHER, Ph. 468, Box 125, Caney, Kansas.

NSA Sets Blood Program

Continued from page 51

scribed by Weisman a committee of "sympathetic but practical" men will administer the rejuvenated fund. It was suggested that loans be limited to \$100 with a one-year time limit.

The plan, it was reported, is for one-year notes to be signed by the borrower. At the end of a year the committee will decide whether to extend the length of the loan, or, if they feel the borrower is shirking his responsibility to repay, they will empower the club counsel to take legal action. It was stressed that the money will be loaned in keeping with Linderman's desires to help needy showmen, and that those truly unable to repay at the end of a year need have no fears of being hounded for the money. There were 36 pledges of money for the fund, ranging from \$1,000 down to \$10.

Bloodmobile Visit Set

The Blood Assurance Program, explained by a Dr. Broad and supported by club physician Dr. Jacob Cohen, involves the subscription of one pint for which the individual, his spouse and children are entitled to four pints apiece when needed for one year. If 10 per cent of a group join, then a portion of pints is set aside for the organization to do with as it wishes. Joiners with no dependents get unlimited quantities of blood for the year, but the blood is not transferable outside the joiner's family. Since no blood is taken from those over 60, anyone can "sponsor" one of those members and have him get the full benefits of a subscriber.

A card will enable the subscriber or his family to have blood administered anywhere in the country, it was stressed, without having to pay for it or go thru red tape. It was decided that a Bloodmobile will be stationed at the club for the season's final meeting Wednesday (6) between 5 and 8 p.m. Enough equipment will be set up to handle a dozen donors at once, based on the show of hands indicating some 40 men and women will be present to donate blood. Photographers will be present for publicity purposes, this being the first show-type organization in the country to take part in the program.

Weisman read a letter by Danny Thaler in which Thaler said "constant clashes" with other members have prompted his resignation from the board of governors, and from the chairmanships of the house and shut-in fund committees. The new office-holders are Tommy Wolfe, on the board, Tom Coffey, house committee, and Dr. Cohen, shut-in fund. Thaler emphasized that he bore no ill will but merely wished to be relieved of the duties.

Long applause greeted the report by Dave Brown on the initial Saturday night dinner, dance and entertainment (19), attended by more than 100.

Strates Units Begin 10-Day Savannah Run

ORLANDO, Fla., March 26.—Ten cars of James E. Strates Shows equipment were routed to Savannah, Ga., for a 10-day stand in that city beginning yesterday. The remainder of the Strates paraphernalia is slated for Washington and the scheduled regular season opening their April 7. The Savannah date will end in ample time for all of the show equipment to be assembled in Washington.

The Savannah date, well located in town, reportedly is the same stand held by David B. Endy for a number of years. Endy is still interested in the date, reportedly an excellent spot for rides.

The Strates organization will be the first of the big shows to get its regular season under way.

Metropolitan Sets Opener In Montgomery

NEW YORK, March 26.—Metropolitan Shows, 25-car railroad operation, is in good shape both financially and legally, Shirley Levy said here yesterday, and has a 15-man crew working on equipment in Alabama for the April 29 opener.

Winter quarters is at the site of an old mill at 222 May Street in Montgomery, Ala., where the show closed last year. Mrs. Levy said the opening still date will be in that city, following which Metropolitan will play Anniston and a couple of other Alabama spots.

Work in quarters is being supervised by Sam Levy. It was said Metropolitan will carry 10 kiddie rides, 8 major rides and 15 office-owned shows.

Jack Dickstein Named Secretary Of Detroit Club

DETROIT, March 26.—Jack Dickstein, former parkman and talent booker, has been appointed secretary of the Michigan Showmen's Association, Bill Green, president, announced. He succeeds Bob Morrison, who resigned recently.

Dickstein was president of the club in 1950-'51 and served as secretary under Harry Stahl.

Paul Greeley was appointed to the dual capacity of recording secretary and building manager.

WANT

Full Carnival or Rides for July 25-26-27-28-29. Historically Famous Neshoba County Fair Old-time Campground Fair Need at least 5 Major Rides (could use 7). Not less than 3 Kiddie Rides. Show with light plants. We need 40 Concessions with 3 to 5 Shows. We have the best ride spot in Mississippi. 65 years of full fair programs. Grandstand Shows, Harness Races, etc. Write Neshoba County Fair P. O. Box 92 Philadelphia, Mississippi

Johnny Tinsley Readies Equipment For April 16 Bow

GREENVILLE, S. C., March 26.—Personnel is busy here at the winter base of Johnny T. Tinsley Shows where rolling stock, rides and shows are getting a going over. Organization will bow here April 16.

Owner Tinsley and Mack McNewly are supervising the work. Jimmy Miller is handling the electrical end and Captain Fair, assisted by William Hunter, is busy on the trucks. Howard Ward will be the new ride superintendent and Gene Bollinger will operate the Caterpillar. Marie and Pete Martel will handle the Snake Show. Show is awaiting delivery of its new Scrambler, which is due arrive in April or May.

Mayo Tinsley, secretary-treasurer, was recently guest of honor at a birthday party. Carol and Ace Ergle are sporting a new Moon house trailer.

Visitors included Edna Alcido, Grace Hamilton, Molly and Mack McCaslin, Jimmy King, Mr. and Mrs. A. C. Ergle Sr., Horace Smith, Jack McCauley, Georgia Forester, Ruby Everling, Willie Hewitt and Milton McNeice.

Harris Org Bows April 23

FINDLAY, O., March 26.—Royal Midwest Shows will make its bow April 23 at Charlestown, Ind., under VFW auspices, Bill Harris, manager, announced. Harris is back in the running again after being sidelined for a while due to illness. Opening stand will run eight days, he said.

AGENTS WANTED—HELP WANTED

BINGO HELP WANTED

WHITESIDE CONCESSIONS

OPENING APRIL 9, KINSTON, N. C.

Three Military Areas to Follow

AGENTS for Pitch-Til-You-Win, Fish Pond, Shoot-Til-You-Win. Can place One Count Store Agent, also P.C. Dealers. Want sober Men to take care of other concessions and general all-round Help. Good treatment, pleasant surroundings. Want sober, reliable Foremen and Ride Help, Semi Drivers, contact. Winter Quarters open. All replies:

A. R. (DUTCH) WHITESIDE
c/o Ross Manning Shows, Kinston, N. C.

P.S.—WANT Experienced Bingo Help for H. W. Jones Bingo. Contact Howard Drayer, Mgr., c/o Ross Manning Shows.

O. C. BUCK SHOWS

Opening April 21, TROY, NEW YORK

Playing proven Still Dates and Celebrations and 12 Fairs until November.

CAN PLACE Side Show due to sickness of former operator. Also Fun House, Glass House, Illusion Show, Monkey Show or any Grind Show not conflicting.

CAN PLACE Ride Help that can drive semis.

O. C. BUCK

Winter Quarters, Troy, New York

JIMMIE CHANOS SHOWS

OPEN MUNCIE, IND., MAY 1

Want legitimate Concessions of all kind—Glass Pitch, Pitch-Till-You-Win, Bumper, Age and Scales, Long and Short Range Shooting Gallery, Photo Gallery, Basket Ball, African Dip, Ball Games of all types, Custard. Want Shows with own outfit except Girl Show. This show has 12 office-owned Rides. No gate, no racket. Want Ride Help who can drive semi for Flying Scooter, Rolloplane, Ralla Coaster. Want Foremen for five Kiddie Rides. All Help who have been corresponding report at winter quarters April 20, Greenville, O. All replies to

JIMMIE CHANOS

801 EAST 5TH STREET Phone 491 between 6 p.m. and 8 p.m. GREENVILLE, OHIO

ANCHOR TENTS



The Showman's Choice

Finest Materials—60 Yrs. Experience. Recognized as the Tent House of FIT—STYLE—AND QUALITY

Concessions—Show Tents—Ride Tops—Bingo—Merry-Go-Round—Cookhouse Tops 4 DAYS' SHIPMENT MOST SIZES. Phone 5-8105

ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

BARNEY TASSELL UNIT SHOWS

WANT FOR FITZGERALD, GA., WEEK APRIL 4

RIDES NOT CONFLICTING—SHOWS OF MERIT and Concessions of all kinds, including Hoop-La, Photos, Age & Scales, Balloon Darts, String Game, Long Range, small Glass Pitch, Ball Games, Coke Pitch and Coke Bottles. Working our way toward Virginia and Maryland, in and around Washington, D. C., for summer season. Want Merry-Go-Round, Tilt-a-Whirl and Rolloplane Foremen and Second Men. Contact Dick McSpadden. Must drive semi trailers.

WIRE THIS WEEK, FARGO, GA.

CONCESSIONS WANTED

OUR AMERICAN-CANADIAN ROUTE OPENS MAY 2 IN NEW YORK STATE. OUR FIRST FAIR OPENS IN CANADA ON JUNE 16. HAVE 24-WEEK SEASON, INCLUDING 12 FAIRS AND TWO CELEBRATIONS.

Can place Hanky Panks of all kinds, Novelties, Jewelry, Glass Pitch, Penny Pitch, Ball Games, Fish or Duck Ponds, Derby or Grayhound Racers, Pitch-Till-U-Win, Hi-Striker. Special proposition for modern Arcade. (Pat Davino, please contact.)

Write Wire Phone **KING REID SHOWS**

WINTER QUARTERS MANCHESTER, VERMONT

HARRISON GREATER SHOWS

LAST CALL — LAST CALL — LAST CALL
OPENING APRIL 1-7-2 FRIDAYS AND 2 SATURDAYS—COLUMBIA, S. C.

Slum Concessions of all kinds open, will sell exclusive on Bingo, Cook House, Popcorn and Candy Apples, Candy Floss, Custard, Photos, Buckets and Six Cats. Want Business Manager with own Concessions. Few choice Concessions open. Will book any worthwhile Show with or without outfit. Have complete outfit for organized Minstrel Show; Johnny Riddick, waiting on you. Have complete Side Show for right party with acts. Want Girl Show with or without outfit. Want Merry-Go-Round Foreman, Ferris Wheel Foreman, Chairplane Foreman. Sam Smith, Joseph Hedgebeth, Jimmy Evans or anyone who worked for me before, get in touch or come on to winter-quarters. All mail and wires to **FRANK HARRISON** Columbia, South Carolina

RIDE HELP WANTED

Foreman #12 Wheel, Foreman 2-Abreast Merry-Go-Round, Second Men on all Rides. Top salary. Must be sober and reliable and be licensed Truck and Semi Drivers. Joe Bielek and Elmer Armstrong, get in touch at once. Move on lot April 6.

LEE BECHT AMUSEMENTS

P. O. BOX 92, MT. HEALTHY 31, OHIO PHONE: JACKSON 5686
P.S.: W. G. Keffler, call collect at once; important.

LAST CALL F. C. BOGLE SHOWS, INC. LAST CALL

OPENING THURSDAY, APRIL 7, PITTSBURG, KANSAS. Concessions: Any non-conflicting Hanky Panks, \$15.00. Six Cats, Buckets, Swinger, \$35.00. Shows with own equipment. Absolutely free: Girl, Drome, Side Show, etc. Help: All departments—Ride Men, Hanky Panks, etc. Contact **F. C. BOGLE, Mgr.** ARMA, KANSAS, PHONE 3205—No collect calls, please. P.S.: Sam Epple, Lloyd Griffin, wire your address. Frank Garvey, expecting you.

LIMITED SUCCESS

Fresno Polio Offering Pulls 2,500, Nets \$608

FRESNO, Calif., March 26.—Altho local newspapers called it the greatest amateur show ever staged in Fresno, financially the March 11 March of Dimes variety-skating show staged in Memorial Auditorium under the sponsorship of Fresno District Lodge No. 87, International Association of Machinists, was below expectations, according to Paul J. Gilbert, manager of Skateland, who produced the show.

In analyzing results, Gilbert pointed to several defects he believed responsible for the net of only \$608 for the polio campaign. The fact that the show was presented after the Dimes drive had been completed, he thought, had an adverse effect. Gilbert also pointed out that a mistake was made in offering the entertainment as a free-gate attraction, depend-

ing upon voluntary contributions for its success. On that score "we missed the boat," he said, "as there were 57 unions backing the show with a total of 35,000 members to support it." Perhaps of equal importance was a badly messed up collection by the unions' auxiliaries. "They muffed their cue so badly that the collection was repeated 10 minutes later, resulting in an additional \$208," said Gilbert.

About 2,500 people turned out for the show composed of about 18 variety acts and 23 skating features, a total of 140 performers taking part. Variety acts competed in the first half of the program for trophies donated by the unions and Skateland. The show was presented on the floor of the auditorium, thus providing a 50 by 90-foot area for the spectacle that included numerous specialty and chorus skating numbers.

Advance publicity for the affair was plentiful. The two local papers gave the show eight write-ups, some with pictures, and seven radio stations plugged it two weeks in advance of the date. "Skaters were interviewed so often that I lost track of them," said Gilbert. In addition, they were on television five times.

Gilbert says that since the show he has been deluged with requests for a repeat of it by numerous organizations in town. However, he has accepted only one invitation to put on a show. This is for the St. Paul Armenian Cathedral charity bazaar, to be held April 28-30 in the Auditorium. Gilbert plans 15-minute shows the first two nights and a one-hour presentation on closing night.

WORLD MEET

Barcelona Welcomes U. S. Entry

NEW YORK, March 26.—The 1955 world roller skating championships will be held October 21-23 in Barcelona, Spain, it was announced March 12 by the Federation Espanola de Patinaje in a letter to George F. Apdala, president of the United States Amateur Roller Skating Association.

The contests will be held in the Municipal Palace of Sports, a covered building constructed by the city for the Mediterranean Games, Olympic style, which will take place in June and July at Barcelona.

Entry of United States skaters in the contests, considered a milestone in skating circles, has been received enthusiastically by the Spanish federation. "We consider it a great honor to have the American roller skating association here," the letter read, "and you may be sure that our followers will give you a tremendous welcome."

B-S to Mont., S. D.

Continued from page 51

kidney rides; Harold Herrman, Rock-O-Plane; John Knight, Tilt-a-Whirl, and Tommy Jones, Ferris Wheels.

Concessionaires Carl Ushel and Wilbur Potts also have been busy in quarters, building new equipment.

Gene Knight's 10-in-one show was signed recently.

Other show and concession personnel will include Mr. and Mrs. Cliff Knox, Jack Nazworthy, Mr. and Mrs. Francis Wood, Mr. and Mrs. Bill Wood, Mrs. Elizabeth Wood, Mr. and Mrs. Andrew Crandall, Al Whitlock, Mr. and Mrs. John Ernest, Mr. and Mrs. Earl Probert, Mr. and Mrs. W. H. Kuhn, Mr. and Mrs. Eddie Young, Mr. and Mrs. Bob Jacobs, Mr. and Mrs. Tom Simpson, Mr. and Mrs. Bill Boutell, Eddie and Ronald Proberts, Mr. and Mrs. T. D. Smith, Mr. and Mrs. R. O. Little, Mr. and Mrs. John Main, Mr. and Mrs. Art Taylor, and Mr. and Mrs. C. D. Benson.

E. J. Kastle, Mr. and Mrs. Dwayne Steck and W. R. Cook have contracted rides with the show. Mrs. Phyllis Rockwell, widow of the late Mike Rockwell, carnival owner, has placed a ride and plans to travel on the show.

Charles Carroll

Continued from page 51

Litchfield, Minn., on May 16 and will play fairs and celebrations in both Dakotas, Minnesota, Nebraska and Iowa.

One major ride has been added, Carroll said, and another is planned before the July 4 busy season sets in. Altho winter quarters are not officially open here, work has been under way for several weeks. New fluorescent lighting is being installed on the Tilt-a-Whirl.

CURVECREST RINK-COTE

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

PERRY B. GILES, Pres. Curvecrest, Inc. Muskegon, Michigan We invite you to bring your skates to Curvecrest and see for yourself!

NEW PORTABLE SKATING RINKS

Write today for full particulars. Lynn's Portable Rinks Sissonville Star Route, Box 102 Charleston, W. Va.

WANTED

Man and wife combination for teaching and managing new Roller Rink in Midwest. Please include scope of experience, programming, promotion and organization in first letter.

BOX 795

The Billboard Chicago 7, Ill.

ROADSHOW REP

"HERE'S a little grist for those rep readers who enjoy reflecting on tent reps, their folks and their doings of former years, so please tell Al Pitcaithley to move over, as I'd like to borrow a little space," writes John D. Finch, Olney, Ill. "I remember when it was nothing unusual for the average small Midwestern town to get three, four or even five week-stand reps in one season, if crops and general business conditions were good, and sometimes when they were not so good. Those were the days when the Choates Comedians title was one to conjure with in the Illinois, Indiana, Kentucky and Tennessee territories. It featured such names on its roster as Mom and Pop, Arlie and Mae Choate, Others were Ed and Sally B. Flynn, Booth Howard, Maybelle Lazarre; Gene and Maizie Kenmore, Ray and Bernice Zarlinton, Fritz and Christy O'Brecht, Lee Ayers, Johnny Dietz, Audrey Hardesty, Howard Stillman, the Dewights, Gene and Grace Bradley, U. S. Allen, Jimmy Allen, the Valpos, George and Marie Crawley and many others, some deceased and others scattered to the four corners. It will be remembered that the aforementioned George Crawley, in addition to penning many popular rep bills, wrote the immortal 'Sputters,' which became the piece de resistance of virtually every Toby comic in the country. Do you remember when few week-stand shows did concerts, other than on Saturday (getaway) night? Occasionally, if their roster included plenty of good specialty people and a funny black, they'd offer an additional one on Friday night. Such offerings as 'Pete in the Well,' 'Wireless Telephone' and 'Over the River Charlie' were standard concert features. Speaking of blackface acts, I still recall Jimmy McKiver as being the funniest comic I ever saw work. Does anyone remember Jimmy, and his son, Jamie, who did blackface exactly like his dad?"

DOT AND JESS SUN, managers of the Sun Players, currently playing circle stock in Kansas, with headquarters in Abilene, report business excellent. It's been 18 years since a rep show has been in the area, the Suns recalling that the Ray Bash and Cliff Carl outfits having been the last in. The Sun opera will play the territory until late May, at which time it opens its tent show in Iowa. The Suns plan to make the same towns they have played for the past six years. The cast includes Maxine, Leo and Mike Lacy, Bud and Pat Imig, Carl Park, Dave and Maureen Koch and the Suns. . . . Resuming his recollections of the rep trade's brighter days, John D. Finch, Olney, Ill., asks whether readers recall when most reps were doing one or more Bob Sherman plays each season, plus a Broadway play or two on a royalty basis. "Was there one that never did 'Tildy Ann,' Harrison's 'Push' or Sainly Hypocrites," not to mention 'John Slater'? Do you remember when, in addition to the yearly reps, a town would also get a one-night look at a tented 'Uncle Tom,' 'Jesse James' or minstrel show? Speaking of minstrels, does anyone remember the Yankee Minstrels, an under-canvas, all-white aggregation launched during World War I or immediately following it? They paraded, I recall, in Army uniform. How many folks recall a popular rep and stock bill called 'Ace in the Hole'? Do they know that Jimmy Judge and Jimmy Stone collaborated in authoring it during a stock engagement? Stone later became, and still is, one of the most-published playwrights supplying the school and amateur market. He now lives in Hollywood and is seen occasionally in movie and TV character roles. He has appeared in 'Gunsmoke,' 'The Kid From Left Field,' 'The Raid,' 'Phantom Ape' and 'Glass Web'."

Drivin' 'Round the Drive-Ins

THE TRAIL, Fredericksburg Road and Hi-Park Drive-In theaters, San Antonio, are conducting an Oscar contest March 3-30. Entrants are asked to name all six Academy Award winners from nominees posted in the snack bars. Winners who name all six correctly will receive passes to their theaters. . . . In Philadelphia, Tri-State Buying and Booking Service is now handling the Hazelton (Pa.) Drive-In for Celeste Rossi Jr. . . . The North Carolina secretary of state has issued a charter to Madison Outdoor Theaters, Inc., Marshall. Authorized capital stock is \$50,000, with \$600 stock subscribed by L. B. Ramsey and J. C. Dodson, both of Marshall, and Zeno Ponder, Alexander. . . . Sal Adorno Jr., formerly general manager of M&D Theaters, Middletown, Conn., is completing construction of an 850-car drive-in, to be known as Middletown Drive-In. . . . Paul W. Amadeo, general manager, Pike Drive-In Theater, Newington, Conn., has installed a new Cinema-Scope screen 104 feet wide and 44 feet high.

In Wilmington, Del., Chief Judge Paul Leaby signed an order in U. S. District Court classifying creditors and approving the plan of reorganization of M and S Amusement Enterprises, Inc., including the sale of the local Brandywine Drive-In to the A. M. Ellis Theaters Company, Philadelphia, for \$85,000, of which \$60,000 is to be paid in cash and the balance in 32 non-interest bearing promissory notes. . . . Manos Enterprises, Inc., have purchased the controlling interest in the Super Skyway Drive-In Theater, Allentown, Pa. Sol Shocker will remain as managing director. . . . Out of Philadelphia, Roy Sullender's National Theater Service is now handling Silver Springs

Drive-In, Hogestown, Pa.; Midway Drive-In, Lewistown, Pa.; Huntingdon Drive-In, Huntingdon, Pa., and Mount Holly Springs, Mount Holly Springs, Pa.

The new 1,000-car de luxe Drive-In Theater of the Walter Reade chain is fast taking shape on the Absecon Boulevard leading into Atlantic City. One of the first units, a giant attraction board, has been completed, and other crews are busy erecting the giant screen. Dave Weinstein, who manages Walter Reade's Atlantic Drive-In Theater, also located near Atlantic City, said the new open-airer is scheduled to open around Decoration Day.

Charles W. Maclary, father of State Representative Robert P. Maclary, Pleasant Hill Drive-In, Wilmington, Del., has died. . . . The Kerry Drive-In, Wilmington, used a pre-opening ad campaign with newspaper copy picturing an outdoor screen labeled "It's wide," and radio spots featuring a youngster informing mother of the coming reopening. . . . A hearing on the petition of M & S Amusement Enterprises, Inc., operating the Brandywine Drive-In, Wilmington, for a final decree discharging it from reorganization and terminating court proceedings, will be held in the U. S. Court Room, Wilmington, before Chief Judge Paul Leaby on March 28. An order confirming the reorganization plan, including sale of the drive-in to the A. M. Ellis Theater Company of Philadelphia, was signed by Judge Leaby March 15.

OPEN A DRIVE-IN THEATRE

AT LOW COST

New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars. SPECIAL OFFER! Tempered Masonite • Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19,

SPECIAL SALE!

NEW "CHICAGO" SHOE SKATES, Men's and Ladies' . . . \$9.50 Pr.
250 SETS BROWNIE PRECISION WHEELS 2.50 Set

250 PR. MEN'S AND LADIES' NEW SHOES WITH USED SKATES. New 78SP reject wheels \$8.50 Pr.

250 PR. NEW MEN'S SHOES, leather lined, broken sizes, formerly \$6.75. NOW \$5.50 Pr.

3600 ECONOMY PRECISION Bearings, fit any wheel 20 Ea.

150 SETS ROYAL PRECISION WHEELS 2.50 Set

350 SETS HOWARD FIBRE PRECISION WHEELS60 Set

WOOL POM-POMS, all colors . . . 3.00 Dz.

SUNNY FUR POM-POMS, with bells, lumbo size 4.00 Dz.

Write—Wire—Phone!

Terms: 1/3 Down, Balance C.O.D.
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R-B Advance Sure To Break Record

Newspaper Campaign Credited as Old Standard of \$500,000 Is Surpassed

NEW YORK, March 26.—Appearances thru today are that the Ringling Bros. and Barnum & Bailey Circus advance will be the highest ever in the gross column, but that the net may not equal that of last year's.

Altho better than a \$500,000 advance sale is in the making for the Madison Square Garden run, which opens Wednesday (30) and lasts thru May 8, taxes continue to cut into the take here. The show benefitted from the federal tax relief in 1954 when the levy was cut from 20 per cent to 10 per cent. In the interim, however, New York City has come up with a 5 per cent tax on top of that. Tickets are scaled from \$1.50 to \$6.50.

Line-Up Told For Ringling N. Y. Telecast

NEW YORK, March 26.—Circus fans and the general public will get a coast-to-coast taste of the Ringling circus Tuesday night (29) in an hour-long program which will carry more acts than any TV show seen to date. At least a dozen acts will be seen, plus part of a spec and an elephant-jammed finale. Several revisions in the line-up were made in recent weeks and the finished program was not prepared until yesterday.

The NBC show will be billed as the Jello show by General Foods and its Benton & Bowles ad agency. There will be five commercials of which all but one will be for Jello and the fifth for Birds-eye products. Introduced will be Jello's seventh flavor, Apple Jello.

The production will be built around a discussion between John Ringling North and commentator John Daly. The announcer will ask North questions about the production and the viewer will see the camera pick up acts as North explains various phases of circus. [\(Continued on page 64\)](#)

Henry's Set Up In Gainesville; Plan 7-Trucker

GAINESVILLE, Tex., March 26.—Henry Bros.' Trained Animal Show has set up winter quarters at Gainesville, and will open out of here with seven show-owned trucks and trailers. Two new trucks have been delivered by Frankie Schmitz.

Todd Henry just returned from Los Angeles, where he disposed of some show equipment. He brought a truckload of circus equipment back with him. Glenn Henry is buying for all departments and also readying his own acts.

Bob Payne is preparing rolling stock. Riley Huggins is in charge of canvas, poles and seats, and the section of chairs, plus 15 links of blues, are being painted. Todd Henry is directing work on the light plants, one of which will be for trailers only.

En route from California, Henry stopped at the roadside for some sleep and was awakened at 1:30 a.m. by Norman Anderson and then again at 2:15 by Big Bob Stevens. Both showmen were on the same route and spotted his circus truck. On the Coast, Todd visited his two brothers, Hap and Cliff Henry and their families, Joe, Anna and Teddy Metcalf, Harry Phillips and Sam Houston.

A \$1,000,000 advance was eyed hopefully a week ago as mail and window sales poured in as a result of promotion chief Milton Pickman's heavy emphasis on newspaper advertising. Altho the city and its environs are lightly papered in comparison with previous years, the heavy use of display ads in the papers is credited for the big advance sale. Last year's figure of over \$400,000 in this department went by the boards early this weekend and the till is expected to show a good portion of the second half-million by opening night. As usual, biggest part of the advance is for the Easter holidays period. The \$1,000,000 figure may not be reached since a two-day rain and cold snap cut deeply into the Garden's box office advance.

TV Publicity Good

Publicity-wise, the Big One has scored fairly well but is going to reap a rich harvest of video benefits as the opening approaches. Big guns in the TV assault are the [\(Continued on page 64\)](#)

Hagen Sidewalls In San Antonio After Blowdown

SAN ANTONIO, March 26.—A sudden windstorm at Uvalde brought a rain-soaked tent of the Hagen Bros.' Circus down on about 400 spectators, most of them children, on Sunday (20). No one was seriously hurt.

The high and gusty winds struck shortly after the spectators settled in their seats.

The circus moved on to San Antonio, where it gave two shows Monday and Tuesday (21-22) without the use of the big tent, which was new this spring. Afternoon performance Monday was given out in the open. A canvas was stretched around the wagons for the evening show and the two Tuesday performances. Attendance was fair, with the circus coming in on the heels of a sudden cold wave which accompanied the sudden windstorm.

2 Davenport Dates Set New High Marks

SIoux FALLS, S. D., March 26.—Orrin Davenport's circus played to record business in both St. Paul and Sioux Falls. The gross here was the best in the show's history and that in St. Paul topped all others in the 32-year history of the date, according to sources there.

Afternoon business in St. Paul was the best ever, while the Davenport show attracted turn-away crowds Friday night (11), Saturday (12) morning and afternoon. On Sunday (13) the show had a turnaway at a 1:30 p.m. show but a half house for the 5:30 p.m. twilight show.

In Sioux Falls, also a Shrine date, Davenport scheduled three shows for each day, and the attendance reached 75,000 on the run.

The big business was in keeping with reports from some other indoor shows also. Some observers have noted that early winter dates were off in most cases for all shows but that a marked improvement has been accomplished at later ones.

St. Paul weather was mild, which helped in bringing busloads

CRISTIANI CARDS 1,000-MILE JUMP

SARASOTA, Fla., March 26.—Bailey Bros. & Cristiani Circus will make a rugged 1,061-mile jump from St. Petersburg, Fla., to Texarkana, Ark., as it makes a switch in territory only days after its opening.

The show starts at Fort Pierce, Fla., Saturday (26) after a rehearsal there Friday (25). Thursday (31) will be spent en route between West Palm Beach, a three-day stand, and St. Pete, a two-day stand. April 3-8 is set aside for the long jump. Texarkana is contracted for April 9, with Marshall, Tex., set for April 11. Show is heading for Galveston and Corpus Christi dates.

Gray Sues in Case Of the Blond Lion

SAN ANGELO, Tex., March 26.—A beautician has filed suit against Gil Gray for \$187 which she says she was promised for bleaching a lion platinum blond. Mrs. Rita Anderson said the cat died while the bleach was drying.

Gray said the suit was a publicity stunt. They tried to bleach the lion February 18, after an earlier experiment on an alley cat had worked okay. The cause of the lion's demise was not stated in the suit.

Indianapolis Scores New High for Polack

DECATUR, Ill., March 26.—The Indianapolis stand of Polack Bros.' Circus, Western unit, topped all previous attendance records with the Shrine reporting an aggregate attendance of 88,000.

This was the first time the show played in the big State Fair Coliseum, now under different management and providing much more capacity than the Murat Temple.

Five of the eight performances were the indoor equivalent of straw houses and an estimated 5,000 were turned away from the two Sunday (20) performances. Plans are under way to make it a six-day stand next year; it was cut to four days this time because of the greater seating capacity.

The advance promotion was handled by Joe O'Donnell. A strong

of children from a 60-mile radius. William Collins, carnival owner, hosted a group of 40 youngsters at one show. Visitors included Rink Wright, Omaha producer, and Mrs. Wright; Jack and Mabel Karoli, the Phil Fines, Bill Alcott, Don Adams, Happy Holmes and Noel Van Tilburg. Mrs. Earl Shipley completed new wardrobe for the Victor Julian dog act to be used when the act opens at Radio City Music Hall, New York. The show was unable to get into the St. Paul Auditorium until late because of a basketball tournament, but Chuck Marine's property crew set the show in good time.

Performance of the Davenport show includes Prince El Kigordo's lions, the Ortans' high pole, Dieter Tasso's slack wire juggling, the Zavatta family's riding and balancing, the Flying Deislars, Jack Joyce's camels, Kelly-Miller Elephants, worked by Fred and Shirley Logan; Chai and Somai and Young China, Elly Ardelty, Joan Day, Ingrid Meredith, Corrine Dearo, Payo and Mai, Dorieta Konyot, Joe Lemke's chimps, and the Kinris Duo.

Beatty Aggregation Opens Year's Trek

Hannefords, Truzzi, Zacchini, Hanel On Program With Lion-Tiger Offering

EL PASO, Tex., March 26.—The Clyde Beatty Circus kicked off its new season with performances on three days here and with bad weather thruout the stand.

The performance includes Clyde Beatty's wild animals, the George Hanneford Family of riders; the Al Hanel Troupe and the Ivanovs, bar acts; Hugo Zacchini's human cannonball, and Truzzi, the juggler.

New seat wagons were in use. Last year's canvas is being used again. Railroad cars, cages and ticket and concession wagons have been newly painted.

Vic Robbins is back again as bandmaster and Johnny Cline is equestrian director again. Tommy Hanneford is repeating as announcer. Charles Cox and Sam Alexander again have the Side Show.

Concello, Moore

Clyde Beatty was on hand here and taking an active part in operation of the show. Art Concello was on hand the day before the opening but was not on the lot for the remainder of the run. Bill Moore, general agent, was on the show. Zacchini was late in arriving and missed the first performance.

As presented here the program is as follows:

Display 1—"Circus on Parade" spec. 2—Al Hanel Troupe, bars; Kay Vicki and George (Hanneford), trampoline; Ivanovs, bars. 3—Clowns. 4—Elephant and pony combinations in end rings. 5—Clyde Beatty's Lions and Tigers. 6—Rudis and Hanel Girls, traps. 7—Clowns. 8—Johnnie Cline's dogs and ponies; Clyde Beatty ponies. 9 [\(Continued on page 64\)](#)

R-B to Place Road Tour Ads Thru Agency

Film-Wise Ad Men Study New Formula For Road Advance

NEW YORK, March 26.—The Ringling circus will place its ads thru an agency this year during the road tour. Altho the show has been working thru agencies in its metropolitan runs in the past, the under-canvas advertising has traditionally been among the contracting press agent's functions.

It has not been learned how the new policy will affect advance operations, altho it is understood the contracting press agent this year will be working further ahead of the show. Results of the heavy newspaper ad campaign here will determine the tactics to take elsewhere, it is assumed.

Not unfamiliar with handling Ringling business in New York, the Monroe Greenthal Agency is still undecided as to just how it will approach the road problem. As of [\(Continued on page 64\)](#)

E. R. Gray Plays 3-Week Route In Ill., Ind., Ky.

PETERSBURG, Ind., March 26.—E. R. Gray's Indoor Circus opened at Fairfield, Ill., Monday (21) to good business despite rain and snow. The show has a route of three weeks, all one-day stands. At Petersburg Wednesday (23), show had a full house for each performance.

Line-up includes Gray, announcer; Ruby Haag, dogs; the Hodgsons, comedy wire; Lew Christy, Comedy bike; Aerial Christiansens; Gordon and La-Venia, ropes and whips; Patricia Carol, rolla-bolla; Naomi Haag, rolling globe; Allen's Performing Black Bears, and clowns headed by the Bakers.

Route includes Nashville, Ill., (28); Providence, Ky., (29), and Mount Vernon, Ind., (30).

MILLS REPORTS BANQUET PLANS

JEFFERSON, O., March 26.—Reservations are being accepted for the opening banquet and performance of Mills Bros.' Circus here April 16. The show has been in quarters here this winter.

E. C. Lampson, publisher of The Jefferson Gazette, is taking the reservations. John Creamer is chairman of the affair, which will be at the Jefferson High School cafeteria after the opening show.

Carey Emrie Gravely Ill

CINCINNATI, March 26.—Carey Emrie, retired circus clown, who put in more than 50 years on the road with various old-time circuses, including Ringling, is gravely ill in Ward A-3 at General Hospital here. Emrie celebrated his 87 birthday October 26 last.

The veteran circus performer was stricken ill last July. He spent several weeks in a local hospital and just before Christmas went to the home of his son in Punta Gorda, Fla., to recuperate. He returned to Cincinnati two weeks ago, and was admitted to the hospital Wednesday (23). Hospital physicians give little hope for his recovery.

UNDER THE MARQUEE

By TOM PARKINSON

Not many organ grinders are still in business so it was a special occasion when four of them crossed paths at Houston this winter. They are John Firolla, Ben L. Williams, Raymond Beebe and Philip J. Kirkland.

Paul Lavelle, bandmaster of the NBC "Band of America," has advised Mike Piccolo, Pittsburgh, that the April 4 program will be devoted to circus music.

Life Magazine recently carried a picture of the Riding Hansels, with the Bertram Mills show in England. . . . George Valentine, manager of the Valentino Sisters and Cherie, writes that the act is playing Quebec City, Que., and other Canadian dates prior to making the Rink Wright date in Omaha, starting April 11.

Lew Christie writes that he is making E. R. (Pop) Gray's dates with his comedy bike act and the Aerial Christiansens. He'll also make the Omaha Shrine date, followed by the St. Louis Police show.

Eddie Howe, Ringling press agent, had a photo and story in The New York Herald Tribune Tuesday (22), with the new "no-adjective" policy showing thru in the first paragraphs.

When Jerome Wilson's Gran Circo Americano closes its Puerto Rico run April 4, the Antonetts will go to Sarasota; the Drougetts, Mills Bros.; Flying Hartzells, King Bros.; Mister Ralph, Sarasota; Kosmar wire act, St. Louis Police show;

Miller's Midget Elephant, Fred J. Mack Circus; Art and Marie Henry, Omaha Shrine show; Lott and Joanne, Orrin Davenport's show; Wilson, New Orleans; Eddie Pedrero, Sarasota; Marvin Eck, Minnesota, and Jose Daniel Compo, Mell Henry and James B. Harrington, staying in Puerto Rico.

Twelve Ceylon elephants crashed into a British Navy oil depot there and caused some damage while the Navy authorities in Ceylon and London cabled about what to do. Ceylon refused to permit shooting the elephants. Finally, the local zoo caught the bulls and will credit the Navy with profits from any that might be sold.

Harry LaBrequé, veteran circus agent, is at a rest home on Carson Street, San Antonio, recuperating from a paralytic stroke. He has the use of his left hand and reports his right arm is getting strength back again.

The German circus, Apollo, which has had much bad luck recently touring the Mediterranean area, now has lost six trucks as a result of a fire caused when the trucks were on a train and proved too high to clear high voltage wires.

The Vernon McReavys, heading north from Mexico, visited Ben Davenport's quarters at Gonzales, Tex., and then resumed their trip to Minnesota. . . . Wayne Guthrie, of The Indianapolis News, continues his series of circus columns with one on parades at Peru, Ind., and another about clowns. Latter is tied in with appearance of Polack Western and Lou Jacobs in Indianapolis.

Jack LaPearl, Hagen Bros. clown, suffered a heart attack at Del Rio, Tex., and has decided not to troupe this season. He will stay at the home of the Melvin J. Olsens, Indianapolis.

Fred Bailey Thompson, who wrote a children's book, "Animals Have Tales," was honored by a Fred Bailey Thompson Day, March 5, in suburbs of Atlanta, with Civitans and Woman's Club taking part. He autographed copies of the book.

CFA Wallace Ahlberg, St. Paul, reports that the Twin City fans caught the Noel Van Tilburg-Edna Curtis show in Minneapolis and the Orrin Davenport show in St. Paul. Leo Hamilton announced and spotlighted the 50 CFA members at one Minneapolis show. The Flying Deislars, back from a tour of Australia, played both of the Minnesota circuses.

The Ceplars Family, high wire, plays an Oklahoma date April 1-10 and then returns to its home town, San Antonio, to play Fiesta Week on Alamo Plaza, marking the first time the fiesta has booked an act.

Alice From Dallas, fat lady with Ringling-Barnum for years, and her husband, Frank T. Julian, tattooed man, are retiring and living in Dallas. Julian is resting after stroke. Both declared in a story for The Dallas Morning News that they are lonesome for circus life.

Lou Nelson, in Cleveland with a riding club recently and with Hunt Bros. earlier, will be with Mills Bros. this season as a press agent. . . . Ringling-Barnum will play Newport, R. I., under the auspices of the North End Club, reports J. J. Doolan. . . . The Howard Morgan Berrys are to leave Bangkok April 10 with a shipment of elephants, cassowaries, snakes and apes.

Russell Arundel, a bottler with plants on Long Island, has donated two baby gorillas to the National Zoological Park, Washington. They were caught in Africa by his son, Marine Capt. Arthur Arundel, and flown to the U. S. in a plane piloted by Joe Laurie III.

Arrival and unloading of the Clyde Beatty Circus train in Los Angeles is to be televised March 30. . . . Lyman Sheldon, Hollywood, Calif., fan, was written up

in the Home magazine which is carried by many newspapers thruout the country. Article featured his circus room, where several meetings of CFA have been held.

This Week magazine in its Sunday (20) edition carried a full-page story about Ringling's newly enlarged herd of 55 elephants.

Joe McMahon, of Hagen Bros. advance, visited Charles Tiede and Jack Guill at Racine, Wis. . . . Jake Posey, Huntington Park, Calif., was confined to his home with sciatica rheumatism. . . . B. J. Collins left Beatty and will be with King. . . . Chicago area members of CFA met Friday (25) with plans to elect officers.

John F. Cuneo Jr., Libertyville, Ill., reports his boxing kangaroo has completed its first major date, the Toronto sports show, and scored well. . . . Clown Popo DeBathe finished up a long club run in San Francisco and will make Rink Wright's Omaha circus.

Jay Jaxon, clown stiltwalker, worked Indianapolis for the Polack Western Shrine date and made the papers several times. In one photo he was paired with an Indiana star basketball player in a contest for altitude. Show was augmented for its first appearance in the State Fair Coliseum instead of the smaller Shrine Temple in Indianapolis.

The Paul Van Pools, Joplin, Mo., journeyed into Texas to see circuses but missed Beatty and Hagen because of storms. He reports much activity in Hugo, Okla., quarters of Kelly-Miller and George W. Cole circuses, visiting with D. R. Miller, seeing Kelly Miller's new home, looking over Frank Ellis' two pit shows, watching Bill and Jackie Wilcox prepare to set out with the Cole billing job and talking with Manager Herb Walters at the Cole quarters.

Among the Orrin Davenport people stopping over in Chicago between dates at Sioux Falls, S. D., and Dayton, O., were Davenport, Harry Thomas and Earl Shipley.

Babe Woodcock and son, Buckles, went to Oklahoma City to visit relatives and will return to Hugo, Okla., where Bill Woodcock is readying the Miller-Woodcock Elephants. . . . Bob Dickman has arrived in Hugo to take over the advance of the Tex Carson Circus. John Foss is contracting for that one. . . . Red Folker will be boss canvasser on George W. Cole Circus.

From Polack's Eastern unit, Paul V. Kaye writes that the Wilkes-Barre Shrine potentate, Alan W. Geary, died between shows and a special service was held prior to the night show. . . . Those making a hospital show included Franklin and Astrid, Costine's Chimps, Helmut Gunther, Evelyn Frielani, Carmen Slayton, Brenda Freddi, Gretle Torreannis and Gerda Frielani, Gene Randow, John Seims, Larry Benner, Al Ackerman, John Cirillino, Fred Werner, Jack Kreczmer, props. . . . Henry Kyes assumed his annual chef's chores at Callahan's, Wilkes-Barre.

Larry Benner made two TV shows and Jack Klippel visited a children's hospital. . . . Show has taken on a "new look" with prop men sporting new coveralls and caps and with new colored flood lights for each ring in operation. . . . Jimmy McGee visited while en route to Madison, Wis., to join Bill Kay. Other visitors included Mr. H. E. Vonderheid, Fred Vonderheid and Carlin Buiger, all of Von Bros. Circus; George Barlow Jr., Don Edwards, Dutch Logston, Jack Kweit and Mrs. Kris Krenkel.

Kitty and Gabby Wendt, the Aero-Stylites, made "Big Top" Saturday (26), Orrin Davenport dates at Hibbing and Duluth, Minn., and Grand Forks, N. D., followed by the Rogers Bros. Circus route. They will do their new aerial number, Goddess of the Moon.

H. R. Ray letters that he has played over 50 schools in Canton,

O., territory since closing with the Tony Diano animal unit in January. Ray was skedded to be at the Elks Hall, New Philadelphia, O., for the circus fan get together March 27. He adds that Rex Williams left the Diano Ranch to take over the Norma Davenport elephants, which will be with Rogers Bros. Circus this season. Williams' wife, Barbara Ann, will also be with the show.

Mack and Valla McCall played the Sports and Auto Show at Toledo, March 5-13. The couple were also slated to appear at the Goodyear Sports Show, March 21-27, and open with Jacobson's Hollywood Indoor Circus, April 1, at Rockford, Ill. . . . Jimmy (Jimbo) Douglass, clown, has recovered from a recent accident and has signed with King Bros. Circus. Douglass, who missed touring his school unit, Circus Time, this winter because of the accident, has been posing for the Saltzman Studio of Art, and has also been manufacturing parade heads and costumes in his Douglass Productions shop. He and Rawl (Bo) Hart worked the three-day National Stock Car Races for the Miracle Power Corporation recently.

Millie the Mystic and Karzana's Bird and Monkey Revue have been working night clubs in the Daytona Beach, Fla., area. They are prepping new equipment at their quarters in Holly Hill, Fla. . . . Helen and Kirk Adams are working out their dogs and ponies for a summer tour of fairs under the Ernie Young banner at their Holly Hill, Fla., quarters.

"Super Circus" acts for April 3 will be the Three Fayes, Roman gladiators, who will go to Australia after the TV performance; Francisco and Dolores, perch; Jimmy O'Neal, barrel jump, and Koko and Company, man or monkey. Coming in for the April 10 "Super Circus" program will be A. Robin, the Banana Man; Chester Juszyk and the World Jungle Compound Wild Animals; Chai and Somay, Oriental act, and Mickey King, aerialist. Scheduled for March 27 were the Bulgarus Troupe, recently arrived for Mills Bros. Circus; the Hoffmans, juggling; Leo Gasca, wire, and Baudy's Greyhounds, reports Alex Dobritch.

Claire and Tony Conway, back in Washington after their trip to Sarasota. Catching Hamid-Morton, they visited with the Danny Gordons, the Dime Wilsons, Al and Joyce Vidbel and the Alberto Zoppes.

Erskine York, former trouper, was a guest clown when Polack Eastern made Lewiston, Me. John Loomis, novelty man; Robert Ross and family, of Eastern Amusement Shows; Mugsy Martin, concession operator, and R. W. Tilton, Side Show operator, also visited.

Several Orrin Davenport people, including Earl Shipley and Harry Thomas, visited the Gil Gray show, and Thomas was telling about his new son, Gary Leska Thomas, born in Dallas March 5.

Charles Velvin Turner reports that an ailment is acting up again and he will not be with Kelly-Miller as advertising manager, at least until his health shows improvement.

Johnnie Grady is back with Ringling after many years' absence. He recalls that he and Merle Evans arrived on the lot the same day in 1919.

The Atwell Club, showmen's gathering point in Chicago, this week hosted press and promotion people from the Chicago home show as well as circus and carnival people.

Clowns Ernie Burch, Jimmie Armstrong and Frankie Saluto arrived at Sarasota in time to take part in filming of commercials for the Ringling TV show, scheduled for Tuesday (29). Also taking part were Duffy, Duane Thorpe, Harry Klima, Karl Stephan, Fred Hanlon,

Bill Hanlon, Gene Lewis, Albert White, Freddie Freeman, Charlie Bell and Frank Cromwell. First try at the film job was a failure and it all had to be repeated several days later.

Paramount Hotel in New York again is the headquarters for many Ringling people, including Paul Eagles, Frank Braden, Leon Pickett, Theo Forstall, George Blood, Eddie Johnson, Harry Bert and more.

Laura May Petrillo is with Ringling and Mike Petrillo is back in the prop department. . . . Walking Mike Doyle is with the Ringling show and keeping the calliope going. . . . Bobby Nelson has been in Sarasota, and he reports his injuries from an auto crash are healing.

Sammy Grossman came down to Sarasota from New York to spend several days arranging the 1955 music of the Ringling show. . . . Bonnie Kora, granddaughter of Charlie Bell, was his guest at R-B quarters shortly after she won a Diaper Derby contest in the Sarasota Pageant of Sara de Sota.

Lyricist Irving Caesar and John Ringling North were together in Sarasota recently, working on 1955 music, and now are in New York. . . . Hap Hazard, wire walker, was in Sarasota. . . . Harold and Minnie Alzana visited Ringling quarters. . . . In the Sarasota pageant recently, Ringling participants included Count Nicholas, the Yong Sisters and Brothers, nine of the Albert Yuene Troupe and Duane Thorpe. Thorpe had the old Bell Wagon, and other floats included three of the show's 1955 models. New R-B wardrobe also was used. The Doll Family rode the old pony tableau built in 1933. At the head of the parade were Henry Ringling North, in Spanish wardrobe and on horseback, and Marion Seifert, in riding habit.

Ringling-Barnum has purchased a 70-foot flat car from the Royal American Shows, reportedly to carry the newly added air-conditioning equipment. . . . The R-B okapi is being held up in quarantine. . . . Show's new menagerie top will use five center poles and a single ring of quarter poles.

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Want Promotional Director, Banners, Merchants' Tickets, Outright Sales. 10 years at many of our Fairs, never sold Banners; virgin route for promotion.

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Bannerman, contact: following contact Jack Arnott, Beryle Hazelwood, Goldie, Otis and Romie. Need Prop Man and Seat Men. Show opens April 14.
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WANT
Another Trombone, and perhaps a modern, good Trumpet Player for Mills Bros. Circus season. Report no later than April 13 at Jefferson, Ashtabula County, Ohio. Union, sober, reliable and gentleman at all times. Write, air mail to **JOE ROSSI, c/o General Delivery, Huntington, W. Va., till April 4; after that Jefferson, Ohio, c/o Mills Bros. Circus.**

4-BANNERMEN-4
Men or Women Phonemen. Mills Bros. Circus. We collect within the hour. Pay every night. R. S.—Where art thou? Mickey—Come in. Second Annual. Wire
JIMMY SMITH
c/o Western Union Cumberland, Md.

PHONEMEN
Sober producers. Tickets, book, 25%. pay daily. Strong sponsor. Need one Office Manager. Doc Reichart, contact me at once.
RALPH W. STEVENS PRODUCTIONS
313 Houston Bldg., San Antonio, Texas
Phone: Capitol 4-2922

GIVE TO DAMON RUNYON CANCER FUND

OVER POLICY

Fields Quits Ringling; Press Ducats Cut 25%

NEW YORK, March 26.—Veteran publicist William Fields, who has aided the Ringling Circus in publicizing its Madison Square Garden date for many years, resigned last weekend because of an unnamed newly instituted policy. Fields' resignation caused a realignment of manpower with resultant matching of personnel with newspapers, as press chief Ed Knoblauch and his agents made the first contacts last Monday (21), the first day of spring.

Fields wired his resignation to circus president John Ringling North in Florida effective last Saturday (19). He told The Billboard he resigned "Because of a fundamental disagreement with a particular one of the several new policies recently instituted by the management."

"With this specific directive I took such wide and such grave issue both as to its feasibility and fairness that I could not with any consistency or integrity operate as a factor in its practice, hence my resignation to Mr. North."

The circus took a different view. Altho all officials contacted refused comment, one spokesman, voicing regret, said the Fields' departure was occasioned by his being busy with four hit shows on Broadway which have deprived him of the necessary time he would have to devote to the circus.

Fields, one of the most successful of Broadway publicists, and one of the few considered expert enough to function in the dual role of a circus agent, has had hit shows on Broadway, practically without interruption, for years. Union rules specify the use of additional agents when a publicist adds shows to his current string.

Last week, before Fields' resignation and the publicists made their first forays on the town's dailies, promotion chief Milton Pickman told staffers that they would have to accomplish their chores with a considerably smaller allotment of complimentary press tickets.

Ticket Cut 25%-50%
Initial reports said that Pickman had cut the ducats available for press and radio representatives in half. A 25 per cent cut was made

about two years ago. Yesterday it was said the cut in ducats was nearer 25 per cent.

The complimentary in this town, as well as many others, are practically worth their weight in gold. The agents are constantly deluged with requests, many from persons difficult to turn down in view of their importance in controlling written and spoken words.

Several years ago staffers estimated the Big Show had to use as many as 10,000 free ducats to publicize the New York date alone. While something of an awesome figure it is somewhat easier to understand when it is remembered that many could properly be charged off to the season's work activity as a whole since this town is the center of newspaper wire and picture services, magazine editorial offices and radio and television networks, plus many of the nation's top-flight free-lance writers and photographers.

Kenneth Mayo, former Associated Press representative and New York World-Telegram feature writer, is aiding with the New York date. He helped in preparing advance material in winter quarters. It is understood that he will not go on tour.

Hunt Quarters Buzz as Acts, Crews Get Set

BURLINGTON, N. J., March 26.—Hunt Bros.' Circus quarters here are busy, with both acts and operating personnel on hand.

The Bogino-Bostock Troupe returned from the Minneapolis date, as did the LeVine Chimps. The Oliver Sisters and Louis will return after their engagement at the Palace Theater, New York. Eddie Arvida, traps and ponies, arrived from Miami. Ray Sinclair is working a new dog, pony and monkey act. Roy Bush is working the eight elephants daily, with assistance from Lou Barton.

Charles T. Hunt and Mr. and Mrs. Charles J. Hunt have returned from their Miami home. Welby Cooke also returned.

The show's camel was on the Garry Moore TV show recently. A new mobile comfort station similar to those on Ringling is being added to the show. The show's new cabled tent was put up recently for inspection. Ivan Douglas is boss canvasman.

Tanit Ikao, who has the concert, arrived in quarters with new animals and snakes, including a 10-foot python. Ten men are painting seats and chairs.

The show's new helicopter arrived in quarters Wednesday (23). Roy Bush made a round-trip of 4,400 miles and brought it in on a special trailer. He and Welby Cooke will take five baby elephants and six Palomino Liberty horses to the Shrine show at Buffalo. The Bogino-Bostock Family also will play that stand.

RIDERS COVERAGE ON KING CIRCUS

MACON, Ga., March 26.—Bareback riders are converging on King Bros.' Circus here from three directions. Coming back for another season will be the Riding Conleys, of Batavia, O. A three-people act, Les Smahas, arrived here several days ago from Melbourne, Australia, and their stock will arrive by boat at Charleston, S. C., soon. The Dorchesters, a 10-people riding act, has arrived from England. They were with the big Chipperfield Circus in Britain last season.

George W. Cole Opens Thursday; Staffers Named

HUGO, Okla., March 26.—Opening date of the George W. Cole Circus will be Thursday (31) at Clarksville, Tex., it was announced this week. Quarters are busy and people are arriving.

Herb Walters, co-owner, is general manager and Mrs. Walters will have the front door. Floyd Hill, general agent, now is 40 days ahead. He formerly was with Walters on dramatic shows. Bill and Jackie Wilcox have the billposting. Mr. and Mrs. Ernest Wiegand, who will do 24-hour work, and Bill English, who will have concessions, are working temporarily on promotions. Mrs. English will be in the office. Ted LaVelda will be Side Show manager and has a new Side Show top and banner line. Arthur Atchison will be cook in the new pie car.

Red Foker will be back for his sixth season as general superintendent, and other staffers include Harry Boucher, mechanic, and Jimmy Smith, props.

Performers will include Hope Ray, ladder, web and cloud swing; Beryl Hazlewoods, Rawls Family, Johnnie Frazier; Bob and Billie Grubb, with Liberty horses (six); Happy Scott, clown with trained ducks; Charlie and Shirley Rex, elephants and trap act, and Leona Hill, Hammond organ, mail and The Billboard agent.

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For Two Months — Animal — Ground and Aerial Acts — Also Clowns
Especially Need Girl Troupe — Or Line —

State Lowest — Send Photos — WRITE - WIRE - PHONE

ALSO NEED NOW PROMOTERS AND PHONEMEN

Get in touch immediately.

Clarence Walter, call me — Ben Yearty

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WANTED ELEPHANT FOR KID RIDE

Must be gentle. Season's work. Give lowest week price.

Full information will be given. Write

BILL EHR, Mgr.
Northwest Booking Agency

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PHONE CREWS

We need Managers (with car) with Phone Crews. Must be reliable for State-wide deals.

Call Columbus, Ohio LUdow 6223

VON BROS.' CIRCUS

Wants Phonemen. Hamid Organist with own organ, or small Band; Family Acts, Elephant Man, Billposters (Man to work School Tickets), Candy Butchers, Working Man who can drive, come on. Show opens April 2nd, Marion, S. C.

HENRY VONDERHEID, Marion, S. C.

3 PHONE MEN

Strong Ticket Men. Towns set to go. Collect if I know you. Phone 6777.

E. J. FLOYD

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JOHN WALLACE

Call Jackson 5-4554, Hartford, Conn.

WANTED

Banner Man for Free Street Circus and Parade. Buck Reager, answer. Show opens Hallettsville, Tex., April 2. Wire

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Salt Lake City 9-3627 or Seattle 2614.

PHONEMEN—2

Grotto Tickets, also Vets' Paper. Permanent position.

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Acts of all descriptions. 4 days—April 20-23. Can place Phone Men. Drunks, save your time and mine. Can place high-class Banner Painter. Joe Mix, get in touch.

J. C. Patterson

Fairview Hotel Mansfield, Ohio

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Phonemen for Hartford, Conn., Lions' Club Festival Program. U.P.C.'s, 25% on both. Answer

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Good Marquee 30 ft. wide by 25 ft. deep, white top with blue and white wall, used one season, \$150.00; one square end 28x60 with 7 ft. wall (white), used one season, \$150.00; one 60 ft. round end with four 20 ft. middles, 10 ft. wall, used two seasons, in fair shape, \$500.00; Six Horse Liberty Act (matched), work good, 7 to 9 years old, with white trapings, \$1,500.00; few Lion Cubs at \$50.00 each.

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Can use 2 more Clowns

HOWARD W. SUESZ

Black Hotel, Oklahoma City, Okla.

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616 W. 34th St., Charlotte, North Carolina. Phone Franklin 69327. Show opens April 11. Contact me right away. Johnny Walker—Frenchie—Bob Morton. Can also use 2 good Prop Men, salary \$35.00 week. Come on.

HOTTEST DEAL IN THE COUNTRY!

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Completely automatic. Signal light. Advertised in Life and Good Housekeeping. Approved by U.I.

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Send \$7.50 for Sample Set.
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Swiss Watch with sweep second-hand and expansion band... Smart cuff links... matching Tie Clip... Money Clip and Key Holder! Send \$7.90 for sample set. Same as above with rebuilt Elgin or Waltham Watch, \$8.90.

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Fastest selling all purpose sharpener and glass cutter

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when answering ads... SAY YOU SAW IT IN THE BILLBOARD!

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.

Sheldon Cord Products, Chicago, is now selling trouble lights to medium houses, wholesalers and jobbers. A new special price is available to quantity buyers in 25, 50 and 100-foot lengths. Sheldon's trouble lights feature a new snap-off gage, double cord, all-copper wire interior and heavy-duty UL-approved plug. The firm has also come out with a new line of economy-sized floodlights. Orders are processed in less than 24 hours by the Midwest's largest cord manufacturer. Special prices are offered on floodlights to quantity buyers.

Bob Nelson, of Nelson Enterprises, Columbus, O., dealer in supplies for mental magic, astrology, horoscopes, etc., has issued a new catalog containing listings of a wide variety of such merchandise. Nelson has been in the business for 34 years and has been an advertiser in The Billboard during those years.

Cash Sales Company, Pittsburgh, reports strong sales of its new religious item, a gold tone key chain with religious medallion, identifica-

tion card and three individually molded hand-painted miniature figurines, each figurine being held separately in a transparent plastic covered section. The entire unit is closed with a gold tone snap. E. L. Klein, owner, says this item is moving well and invites inquiries for quantity prices.

A new action novelty is amusing to fishermen and of interest to souvenir, premium, toy and novelty buyers. Called Lucky Strike, it consists of a colorful plastic molded fisherman and a fish on a line of fine steel piano wire. When the fisherman is set upright on a table, he rocks back and forth as tho fighting a fish. The item retails for about 49 cents. H. Fishlove & Company, Chicago, manufactures the item.

William Zakoor, owner of Border Novelty Company, Detroit, has established the firm under a partnership with George Zakoor, Vito DeSanito and Frank Verville. The firm wholesales novelties and asks readers to write for their specials.

PIPES FOR PITCHMEN

by BILL BAKER

PROF. JACK SCHARDING'S... kindness in sending us the following dope will never be erased from the folds of our memory. The reports which appear here were compiled by brother Scharding shortly before he took off for Detroit from Long Beach, Calif., and contain all the low-down on all the friends from whom he has heard during the past several months.

JACK DILLON... who pitched health books and snake oil in Ohio, is now deputy sheriff in a desert town on the California-Arizona border.

KID CARRIGAN... also a well-known book worker, is now retired and is living in Los Angeles.

ROBERT (RED) HALLIE... for many years a horoscope pusher, is presently a bank employee in Los Angeles.

MRS. IRENE HARRIGAN... better known as a member of the

team, The Martinellas, who did a mental act some years back, now has a jewelry concession in the Newberry store on Hollywood Boulevard.

JACK ELLIOTT... and his wife, who worked jewelry and pens for many years, have a pretty flashy gift store in Long Beach, Calif.

TEXAS DOC HARLAN HASS... who used to operate a med show, is now auctioneer in and out of Los Angeles.

MRS. ADA HUME... whose late husband Earl used to pitch scopes thruout Ohio, is now working as a clerk in the Newberry store in Hollywood Boulevard.

LARRY BETENGER... better known as King Lamar, the boy who did a mess of med pitching at various Midwest fairs, has a radio store in Seattle.

OUT NEXT WEEK

THE BILLBOARD Spring Special

(DATED APRIL 9)

The Important Annual Spring Buying Guide for Novelty, Prize and Premium Merchandise...

ATTENTION, ADVERTISERS

How much will it cost you not to advertise in this all-important merchandise issue? It is not too late to be represented...

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The Billboard Circulation Dept., 2160 Patterson St., Cincinnati 22, O. Start my subscription at once with the SPRING SPECIAL issue. I enclose \$10 for one full year (52 issues) which saves me \$3 on single copy price.

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hottest pitch on the street

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• NEW BRIGHTER COLORS

• WORKERS AVAILABLE...

See Your Jobber!

The OAK RUBBER CO.
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MECHANICAL JUMPING FUR DOG!

DOZEN.....\$ 4.00
GROSS..... 43.20

Minimum Order \$5.00—Include Postage with Order. 25% Deposit Required on C.O.D. Orders

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\$3.95 dozen. \$45.00 gross.
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COMING EVENTS

Alabama Birmingham—Better Homes Expo., May 15-22. Fat O'Toole, Town House.
Arizona Mesa—Jaycees Rawhide Roundup, March 31-April 2.
Arkansas Hope—Southwest Ark. Dist. Livestock Show, April 4-9.
California Okdale—Clover Roundup, April 10.
Colorado Denver—Home Show, May 8-15.
Florida Miami—Do-It-Yourself Show, April 13-19.
Georgia Atlanta—Home Builders' Home Show, April 11-18.
Illinois Chicago—Modern Living Exposition, March 26-April 3.
Indiana Charlestown—VFW Spring Festival, April 23-30.
Iowa Des Moines—Iowa Sports & Vacation Show, March 31-April 5.
Louisiana Alexandria—La. Market Poultry Show, March 30-April 1.
Michigan Detroit—General Motors Motorama, March 29-April 3.
Minnesota Minneapolis—Northwest Sports, Travel & Boat Show, April 8-17.
Mississippi Canton—Madison Co. Livestock Show, April 13-14.
Missouri Bolivar—Kiwanis Club Jr. Livestock Show, June 16.
Nevada Las Vegas—Heldorada Days, May 13-16.
New Mexico Truth or Consequences—Fiesta Rodeo, April 1-3.
New York Syracuse—Sportsmen's Show, April 28-May 3.
North Carolina Welcome—Easter Celebration, April 8-11.
Ohio Canton—Sportsmen's Show, April 1-6.
Oklahoma Idabel—American Legion Spring Festival, April 2-9.
Texas Corpus Christi—Buccaneer Days, May 12-15.
Utah Delta—Millard Co. Jr. Livestock Show, May 20-21.
Virginia Richmond—Jr. Stock Show & Sale, April 12-13.
Washington Auburn—Northwest Jr. Livestock Show, April 14-16.
Wisconsin Madison—Wisconsin Sport, Travel & Vacation Show, April 26-May 1.
Wyoming Casper—Rocky Mountain Oil Show, June 23-26.
Canada Ontario London—Miss Canada Pageant, June 26-27.
Quebec Montreal—Eastern Canada Better Home Builders' Show, April 18-23.
Saskatchewan Regina—Sportsmen's Show, May 3-11.
Washington, D.C. Biltmore Hotel, April 28-30.

Letter List

Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail to be listed according to the office of The Billboard where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.
Aberth, Anna; Adams, Dewey; Adams, Oscar; Alexander, Chas.; Allen, Bucky; Allen, Chas.; Anderson, Sadie; Anderson, Frank & Andrea; Andrews, James S.; Antonette Family; Armand, Bill; Arneaus, Johnnie; Bacon, Earl; Baker, James M.; Baker, Joe; Baker, Mrs. Ruth A.; Banks, Howard C.; Barlow, Penny; Barnes, M. & Mrs.; Barnett, Robt.; Barst, O. & Ena; Barth, Chas.; Bartstrom, Mrs.; Bates, Albert; Bates, Shirley; Bayles, Edw.; Beard, Elbert Lloyd; Beck, Robt.; Behler, Reid; Best, Dick; Billard, Mrs. Ann; Birch, Ernie; Blackburn, Mrs. E. J.; Black, James; Bloch, Dr. (Hypnotist); Bloom, Jimmie; Bluestein, Morris; Bluestein, Sam; Boatman, Mrs. Sam; Boone, Eugene; Borelli, James Francis; Bowlingbaker, Lucas; Brady, L. P.; Brainerd, Ed; Brandell, Billy; Bromell, Frank L.; Brown, Clarence; Brown, Fitz; Brown, Mrs. Jessie; Brown, Ollie; Budd, Charlie; Buffkin, Emmitt; Cain, Lewis; Caldwell, Geo.; Cane, Mrs. Lue; Carlin, Neil; Carroll, Mrs. J. R.; Cecil, Herbert; Chacos, Bill; Chapman, Ike W.; Chapman, Mrs. Edna; Chirkell, James; Christian, Arthur L.; Clark, Clark; Clark, Don; Clark, Joe L.; Clawson, Ralph; Clements, Dorothy; Cole, Brownie; Cole, Geo. (Ferris Wheel); Cole, Jack; Collins, Tex Slim; Compiano, Hazel; Conner, Rufus; Conway, Lewis Lee; Cooper, Charlie; Corriel, Dottie; Cousert, Robt.; Cox, Loftin G.; Crabb, Harold L.; Croom, Mrs. Dottie; Cruze, O. & Mrs. C.; Cuthrie, Lois; Danvies, Bobby; Danovich Jr., Dan; Davidson, James; Davidson, J. E.; Davis, Eddie; Davis, Harry E.; Davis, Harry L.; Davis, John; Davis, Mrs. Mina; Davidson, Mimmie; DeFrisco, Eddie & Babe; DeWoss, Stanley A.; DeWald, Freida; DeWalt, Bert & Corinne; Deibert, Ed; Delano, Pvt. Buddie; Delph, Tommie; Dickson, Harvey; Dimock, Kenneth; Dixon, Dick; Dold, Calvin Milton; Donehon, Frances; (c/o Mrs. Josephine Stueber); Drake, Bob V.; Duane, Bino (Aerial Act); Duchene, Lewis P.; Ellis, Buster; Englie, Wallace; Ephraim, Miller; Errett, Raymond; Evans, Johnny; Ewing, L. C.; Farmer, Ada Estelle; Farney, Edw.; Farrell, Thos. R.; Fay, Jimmy; Felmet, Bob; Fetter, E. J. & Mrs.; Fisher, Geo.; Flager, Geo.; Flaig, Geo.; Flake, Mrs. James; Flower, Mildred; Foley, John J.; Forner, August X.; Franklin, Fred; Frawley, Dennis C.; Frierson, H. L.; Fulford, Thaddeus; Furfurson, (Tarheel); Gable, Jos.; Gallagher, Jimmy; Gann, Bill & Alice; Gardner, Shorty; Gaudreau, Duke; Geer, Frank; Gentry, Mrs. Dorothy; Giardino, Angelo; Gibson, Glenn G. & L.; Girouard, Anthony; Glasgow, W. R.; Gonzales, Eddie; Gordon, Al; Gould, Jay (Jay Gould Circus); Green, Johnnie; Greene, Eddie; Griffin, Mrs. Doris; Griffin, Lloyd; Gutherman, Eddie; Hackett, E. 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AN 18-FOOT HEAVY BODIED REGAL Python on hand for immediate shipment. Alcock Python, large Boa Constrictors, Anacondas, Green Iguanas, Tegus Lizards and extra large variety of animals and birds. This week's special, "lovable baby Golden Spider Monkey," thirty dollars. Tarpon Zoo, Tarpon Springs, Fla.

CHIMPANZES—ONE BABY, 750¢; ONE male, 2 years, \$750; one female, 2 years, \$650. All super tame, wear clothes, ready to work. Alton Freeman, Kendall, Fla.

FOR SALE—SIX TAME RHESUS MONKEYS, collar and chain broken, fat and healthy. Price \$250 each. Ready for selling, too large for monkey speedways cars. Wanted to buy small Rhesus Monkeys or Baboons for speedway cars. Earl Chambers, World of Mirth Shows, Box 611Y North Side Station, Richmond, Va.

FOR SALE—FREAK CALF; 3 LEGS, white face, 2 months old. Make an offer. Eli Pfister, Route 2, Rockford, O.

SPIDERS, \$30; SQUIBBLES, \$22; CINNA- molas, Whiteface, \$25; Owls, \$25; Pitfalls, \$50. Bronson Tropical Birds, 149B Fort George, New York 40, N. Y. Lorraine 9-0940. ap9

MOTHER AND NURSING BABY RHESUS Monkeys, \$75 combination. Wonderful attraction. Chimpanzees, \$450 up; Snakes, Monkeys, Animals; everything for animal shows, carnivals, etc. Write for complete list. Trefflich, 228 Fulton St., New York.

PARAKEETS, RARE—EIGHTEEN DOLLARS dozen; stainless steel cages, twelve dozen. Two birds and cage shipped upon receipt five dollars. Wm. H. Schreck, 635 N. Second St., Fort Pierce, Fla.

PLENTY SNAKES, ALL KINDS—ALSO Alligators, Horned Toads, Armadillos, Coati-mundis, Kangaroo Rats, Agoutis, white Fantail Pigeons, white Doves, Peafowl, Monkeys, white and spotted Rats, deodorized Skunks, Wild Cats, Guinea Pigs, Peccaries, Parakeets, Goats. Ohio Martin Locke, Phone 141, New Braunfels, Tex. ap30

RINGTAILS, \$30; SPIDER MONKEYS, \$28. Many other birds and reptiles. Animalia Tropicales, Inc., 2324 Amsterdam Ave., N. Y. 33, N. Y. WA 7-7400. ap2

WANTED—PUMA CUBS AND BOB CATS. Marine Enterprises, Inc., Hermosa Beach, Calif.

8 FT. ALLIGATOR—35, 3 FT., 8x16 FT. Tandem Show Trailer with tank truck center. All \$500. Guy Feasel, 5365 Allison, Arvada, Colo. ap9

1955 BABY BEAR CUBS—READY FOR immediate shipment. Orders also accepted for later delivery. Guaranteed delivery anywhere in U. S. Don McDonald, Bowmanville, Ontario, Canada.

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ALL FLAVORS POPULAR FOR SNOW- balls, cones, drinks. Fast Airmail service: quality best. Prices lowest. Ice Shavers and supplies. Outfits, \$8.50 up. Free illustrated catalog. Snowball Company, 9534-B Lemturner, Jacksonville 8, Fla. ap23

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L.A. area. 8 alleys. Top franchises. 100% loc. Well est. 5 leagues. High net. Low price #21467.

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FOR SALE—ROLLER RINK; 50'x140' PORTABLE, complete with skates, counters and fully equipped except building or tent. Margaret Hillsbeck, 542 West State, Jacksonville, Ill. ap9

FOR SALE—FINEST WILD LIFE EXHIBIT on road. 1953 truck, good tent, plenty animals. Complete show, ready to operate. Poor health reason for selling. Cheap for cash. James Heron, General Delivery, Punta Gorda, Fla.

FREEZER UNIT, WHICH MAKES MILK- shakes and sherbet at a high profit, must be sold immediately. Unit completely installed in retailer, sold with or without trailer. Contact John Gamertfelder, 151 N. 15th St., Coshocott, Ohio.

MAIL ORDER BUSINESS—100% PROFIT at home. Free details. Fisher's, Dept. B42, 4750 So. Central, Los Angeles 11, Calif. np

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\$100 TAKES 100 3 & 4 POCKET 10 OZ. duck Money Change Aprons, brand new. Raymond Knox, 1208 Walnut St., Phila. 7, Pa.

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BERBIES, \$1 & \$2; WIGS, \$5; OSTRICH feathers, \$10 up, military, baby crown, corsets, Coats Cheap. Free list. Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

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ABOUT ALL MAKES OF POPPERS—CARAMEL Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krispy Korn, 120 S. Halsted, Chicago, Ill. my14

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400 FOLDING CHAIRS; 199 TWO PEOPLE Canvas Benches, slightly used, fold flat. Ross McKay, Meivern, Kans.

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BLUE TENT—RED TRIMMED, 110 FT. IN the round, 30 ft. middle piece, overall 110 ft. by 140 ft. Fire resistant. Used one season. Leo Bronson, Inc., 185 Church St., New Haven 4, Conn. ap2

BUILD GROUP ATTRACTIONS—TESTED plans: Funhouse, \$10; Miniature Golf, \$7; Panel Front Show, \$7; Pit Show, \$300; and Turtle Girl, \$8; Mouse Circus, \$5; Bingo, \$5. All \$33. Free circular. Brill, Box 875, Peoria, Ill.

CARNIVAL RECORDS — BAND ORGAN, calliope, Hammond organ records, 6, \$5; tape recordings, \$9. Carnival Record Co., 903 N. Seventh, Springfield, Ill. ap16

CHAIROPLANE, OCTOPUS, SHORT ARM and Trailer, 20x40 Bingo Top and Frame. Big Six-Horse Race Wheel. Mickey Percell, So. Williamsport, Pa. ap2

CORK GALLERY AND PENNY FITCH, canvas, both good; frames, shelving, backdrop, ten guns, some stock. International truck to haul, complete, \$400 or best offer. Hughey, 841 Lawrence Ave., Chicago 40, Ill. ap5

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NEWZETTE'S WHITE MINK RECORDS offer specials: 100 Letterheads printed (your copy) \$1.35; Envelopes, Membership Cards...

200 8 1/2 x 11 LETTERHEADS, 200 6 1/2 ENVELOPES both for \$3.50. Back to blue ink-Mallo Press, 767-B Leith St., Flint 5, Mich. ap18

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A-1 ORGANIST—NON-UNION; FOR COCK-tail lounge or rink. Address Organist, 203 Grove St., Charleston, S. C. ap9

ACCORDIONIST—FOR BAR, HILLBILLIES, Large repertoire memorized. c/o Lon Shaw, U. S. Federal Highway No. 90, Lake City, Fla. ap16

ACCORDION PLAYER—WANTS JOB IN Western or hillbilly band; ten years' experience, 25 years old. Have wardrobe; will travel. Also play Spanish guitar. Phone MA8481, John Herrington, Parkway Hotel, Room 215, Minneapolis, Minn. ap16

MUSICIANS

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DOUBLE DRUMMER—AVAILABLE FOR circus. Have own transportation and sleeper, ride two. Join at once or Elmer J. Peterson, 541 Pleasant Dr., Dallas 17, Texas. ap16

DRUMMER, DOUBLE VOCALS — PLAY your style Vocal range, low A to Eb. Age 27, neat appearance, no bad habits, experienced. Location spots with well established unions desired. Johnny Blake, 834 Drake St., Madison, Wis. Phone Alpine 54044. ap9

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PIANIST—GOOD RHYTHM MAN, DOUBLES flashy accordion and vibes. Combo, shows or piano bar. Available April first. Musician, Room 211, Oakland 7, Calif. ap16

SOLO PIANO AVAILABLE MAY I. COCK-tail lounge, hotel dining room or resort spot preferred. Large repertoire. Photos. Anywhere. Write or wire Dick Smith, 2304 N. Trail, Sarasota, Fla. ap9

TENOR, CLAR., ALTO—COMMERCIAL band or combo. Good tone, reader, references, good appearance. Contact Ralph Hockaday, 729 Main, Manchester, Iowa. ap2

TENOR, ALTO, CLARINET — COMBO, name hotel experience. Transpose, fake, Dixie clar.; dependable; consider anything. Charles Salvirio, 1422 Avenue H, Birmingham 8, Ala. Phone 58-2833. ap9

TRUMPET—NAME BAND EXPERIENCE. Available April 1. Clarence Arnold, 340 North Topeka, Wichita, Kan. ap16

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

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ATTRACTIVE BUSINESS CARDS—\$2.95 per 1000; 100 Posters (11x14), \$7; 1000 Bond Letterheads, \$6 Taylor, 5103 Forty-third Ave., Hyattsville, Md. ap2

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COMBO MUSICIANS, ACCORDION, guitar, all others; commercial, personable, fake; locations. State all. Picture. Write Leader, Box 31, Oak Creek, Colo. ap9

GIRL AERIALIST — EXPERIENCE (account disappointment); for high ladder work; long season. State all first letter; send photo. Contact Jerry D. Martin, 8312 Florida Ave., Tampa, Fla. ap9

MUSICIANS—ALL CHAIRS; LOCATE DES Moines; steady work; no sleeper. All letters answered by return mail. Jack Cole, 1125 68th St. ap9

WANTED—GIRL MUSICIANS FOR COMBO. Must be union, steady club location. Woody Recording Co., 3825 Speight, Waco, Tex. ap9

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SALESMEN WANTED

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others. All popular miracle fabrics: nylon, dacron, orlon. Exclusive styles, top quality. Big cash income now, and future. Equipment free. Hoover, Dept. N-109, New York 11, N. Y. ap23

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES — OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 120 West 83rd St., Los Angeles 2, Calif. my7

REAL TATTOO MACHINES — NEW DESIGNER, outfit \$19 and up; ready mixed colors, #12 needles. Milt Zeis, 728 Lesley, Rockford, Ill. je25

WANTED TO BUY

AUTOMATIC CARD PRINTING PRESS—Hand crank operated "Chicago" or "Wall" make. Write Box C-193, c/o Billboard, Cincinnati 22, O. ap16

CALLOPE — REPAIRABLE; GIVE FULL information about machine. Cash waiting. Box C-192, c/o Billboard, Cincinnati 22, Ohio. ap2

WANTED—ROLLOWHIRE RIDE, ROTO-whip, other Novelty, Rides. Write Tramer, Georgetown, Mass. ap16

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS... Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word—Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS... Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line—\$14 per inch.

Forms Close Thursdays for the Following Week's Issue

COMBO MUSICIANS, ACCORDION, guitar, all others; commercial, personable, fake; locations. State all. Picture. Write Leader, Box 31, Oak Creek, Colo. ap9

WHAT'S A FACT-FIND BILL?

Thompson's Follows New Capitol Pattern

Continued from page 14

fact-finding commission suggest that the President choose an impartial group of prominent leaders of the calibre of the present Hoover Reorganization Commission.

It is suggested that a fact-finding commission constituted in this manner should, like the Hoover Commission, be given an outlay ample enough to assemble a competent staff of economists, legalists and other experts to gather the necessary data from the various industries affected by the Copyright Act.

Former President Hoover's commission on organization of the executive branch of the government has gained recognition as an exemplary type of fact-finding body. Ex-President Hoover, whose first commission of this kind handed up a voluminous study during the Truman administration, is in the process of producing additional results now. Hoover's chief instruction to his commission members and staff has been: "First get the facts—from both sides. No preconceptions. When you get all the facts, come up with whatever conclusions they induce."

This commission includes such eminent leaders as Atty. Gen. Herbert Brownell Jr., James A. Farley, Arthur S. Flemming, all appointed by President Eisenhower. As specified by the law which authorized creation of this commission, the fact-finding group also includes three members appointed by the Vice-President of the United States and three by the House speaker.

The commission's work has been spread among several task forces, each headed by leading industrialists, businessmen and professional men such as Dr. Edwin L. Crosby, director, American Hospital Association; Gen. Robert E. Wood, former chairman, Sears, Roebuck; Dr. Harold W. Dodds, Princeton University; John R. Lotz, former chairman, Stone & Webster Engineering Corporation; Paul Grady, partner, Price Waterhouse; Gen. Mark W. Clark, president, the Citadel; Henning W. Prentis Jr., chairman, Armstrong Cork Company, and Charles R. Hook, chairman, Armco Steel.

Productive Group

The latest Hoover commission has already turned in several volumes of findings, the bulk of which is certain to get serious deliberation from Congress. The first Hoover commission, set up in 1947 to streamline the federal government, was a highly successful one. Congress accepted nearly 200 of its recommendations, saving taxpayers up to \$2 billion in government operating costs.

Altho six members of the present Hoover commission were congressionally appointed, only two of the commissioners in this bracket are members of Congress. The other members in this category were appointed from private life.

As an illustration of how widely varied the make-up and working methods of a federal fact-finding group can be, it may be worth taking a cursory glance at government study

groups established in the first year of the Eisenhower administration. Within that period the President, the Cabinet and Congress established 32 commissions, boards and study groups. These included 14 groups set up by the President, 12 by Congress thru public law and six appointed by, and responsible to, Cabinet officials.

Group Appointments

Here is a capsule picture: Groups appointed by the President by executive order: The President's Advisory Committee on Government Organizations; the National Agricultural Advisory Commission; the Government Contract Committee; Operations Co-ordinating Board; Advisory Committee on Government Housing Policies and Programs.

Groups appointed by Presidential letter: Advisory Board on Economic Growth and Stability; President's Committee on International Information Activities; National Security Council Planning Board; Conference on Occupational Safety; the President's Conference on Administrative Procedure (this one reported to the attorney general).

Committees named by Cabinet officers: Cabinet Committee on Flood Relations in the British Isles and Western Europe; Committee on Study of Foreign Economic Policy; Committee on Study of St. Lawrence and Great Lakes Project; Committee on the Production and Utilization of Minerals and Metals; Committee to Study Army Organization (appointed by Army Secretary Robert T. Stevens); Advisory Committee on Fiscal Organization and Procedure (appointed by Defense Secretary Charles E. Wilson); Committee to Eliminate Inter-Service Competition in the Development of Guided Missiles (appointed by Defense Secretary Wilson); Committee to Study Anti-Trust Laws (appointed by Atty. Gen. Brownell); Advisory Committee of the Labor Department (appointed by Labor Secretary James P. Mitchell); Committee to Study the Organization of the Department of the Navy (appointed by Navy Secretary Robert B. Anderson).

Committees appointed by Congress thru special legislation: District of Columbia Council on Law Enforcement; Board of Actuaries; Commission on Organization of the Executive Branch of the Government; Commission on Intergovernmental Relations; Corregidor-Bataan Memorial Commission; Farm Credit Board Committee; Rubber-Producing Facilities Disposal Commission; Commission on Foreign Economic Policy; Commission on Judicial and Congressional Salaries; Commission for the Bicentennial of Columbia University; Advisory on Weather Control, and Jamestown - Williamsburg - Yorktown Celebration Commission.

At least two boards created by the President enlarged the duties and responsibilities of groups established by former President Truman. The Operations Co-ordinating Board replaced the Psychological Warfare Board, and the Conference on Occupational Safety replaced the Conference on Industrial Safety.

4 Service Schools Staged by United

MILWAUKEE, March 26.—United, Inc., Wurlitzer distributor in Wisconsin and Upper Michigan, held a series of four operator service schools this week thruout its territory.

Woody Johnson, United's road

salesman, and Reid Whipple, Wurlitzer representative, conducted the sessions in Wausau, Stevens Point, Oshkosh and Fond du Lac.

A two-day service school has been scheduled in Milwaukee on March 31 and April 1. According to owner Harry Jacobs Jr., United will present operators attending the Milwaukee event free tickets for the Braves' home games.

Op Meeting Opens Monday; Labeled Largest in History

Five Speakers Prepared to Discuss Current Copyright Legislation

CHICAGO, March 26.—The 1955 Music Operators of America convention opens its doors Monday (28), launching what has already been labeled as the largest, most successful juke box industry event ever staged.

What operators and guests will attempt to accomplish in just three short days will include visiting with the 40 firms exhibiting at the convention, attending the morning operator business sessions, discussing common local operator problems

and attending the annual banquet.

Certain to dominate the convention will be the subject of copyright legislation. Prepared to talk on the subject are Sidney H. Levine, legal counselor of MOA; Congressman George P. Miller, of California; George A. Miller, president and general business manager of MOA; Hilmer Stark, general manager of the coin machine division of The Billboard, and Barney Young, head of National Juke Box Music.

The exhibit floor will spell out

music—all kinds. Manufacturers on hand will include record companies, juke box manufacturers, phonograph needle companies, trade publications, radio stations, radio-television manufacturers, music publishers and title strip firms, in addition to kiddie ride companies, vending manufacturers, coin mechanism manufacturers and other coin machine firms allied with the juke box industry.

Monday, March 28

The operator business sessions are scheduled as follows:

The meeting will begin promptly at 10 a.m.

Invocation by Father Thomas Maher, of St. Margaret Mary's Church.

Official opening of the 1955 MOA convention—George A. Miller, national president.

General remarks on the progress of MOA and the automatic phonograph industry—Ray Cunliffe, vice-

(Continued on page 68)

Ops Lower Barriers To Dime Play: Use Location Step-Ups

96% Using 10c Play Report Takes Up; Business Varies Following Move

CHICAGO, March 26.—The barriers between one record for a nickel and one record for a dime on juke boxes throt the country have been lowered.

Approximately 2,500 music operators, according to The Billboard's Music Operator Survey Panel, have successfully converted some portion of their equipment to straight dime play.

Editor's Note: This is the third and last article in a series

dealing with the various aspects of dime play. This article covers the actual conversion methods used by operators in various types of locations. It checks collection patterns just after a change has been made, and again three to four months later. All percentages have been based upon information supplied by panel members.

As was previously pointed out, the biggest problem operators have had to face when going to dime play has been lack of inter-industry co-operation, the failure of others to go along with the change. But once this problem was

(Continued on page 77)

Como to Intro Miss Juke Box At MOA Dinner

CHICAGO, March 26.—Two West Coast girls and a native New Yorker are the finalists in the Miss Juke Box contest sponsored by RCA Victor and the Music Operators of America.

The winner will be presented at the MOA banquet Tuesday night (29) by Perry Como.

The finalists are Genny Davis, 28, North Hollywood, Calif., professionally known as Virginia Maxey, who has sung in the orchestras of Charlie Barnet and Tony Pastor; Sunny Graham, the Bronx, New York, who has sung with the Rhythmettes, a vocal group, and in night spots, and Kay

(Continued on page 70)

TO THE EDITOR:

Ops Air Copyright Views Via Letters

(Editor's Note: You are invited to submit your comments for publication on the proposed copyright legislation now in Congress or on any aspect of the copyright controversy between juke box operators and licensing organizations. Letter must be signed and contain company affiliation, if any, and address, to be considered for publication. The Billboard will withhold publication of name upon request. The Billboard reserves

the right to publish letters in part, if necessary or to withhold from publication if necessary. Letters should be limited to 500 words.)

To the Editor:

Enclosed please find a copy of letter that I am sending to all my phonograph locations. Of course it is a slap at ASCAP and maybe too controversial to print but I feel that a great many operators read and subscribe to The Billboard and we kind of feel that The Billboard is

(Continued on page 68)

10,000 MUSIC MACHINES

Bay State Juke Ops Launch Drive To Aid Palsy Fund; Seek \$15,000

BOSTON, March 26.—Bay State operators hope to raise between \$15,000 and \$25,000 in the first State-wide music promotion for organized charity in history. The Eastern Massachusetts Music Operators' Association will set aside each Friday during May for the "Music Helps Johnny Fight Cerebral Palsy" wing of the United Cerebral Palsy drive. Entire proceeds of an estimated 10,000 juke boxes during those days will be set aside for the drive.

Thursday (17), more than 100 operators and officials of New England music organizations at-

tended an EMOA meeting at the Hampton Court Hotel, Brookline, to work out the details.

Nelson N. Marshman, executive director, United Cerebral Palsy Association for Massachusetts, thanked the association for its efforts and predicted the juke box promotion would gain national recognition.

Plan Outline

The plan, as outlined by James Geracos, EMOA president, and David Baker, EMOA treasurer, calls for each operator placing cards with the following copy on his juke boxes:

"Music helps Johnny fight cerebral palsy. Your quarters and dimes will help cerebral palsied children. (There are 10,000 C. P. children like Johnny in Massachusetts.) Keep this machine busy every Friday. Proceeds of this machine will be donated to the Cerebral Palsy Fund, Courtesy Massachusetts Music Operators' Association."

The first machine has been placed in the Hotel Vendome, Boston. Photos of Lu Ann Sims, star of Godfrey show and currently at Blinstrub's, and Sammy Davis, currently at the Latin Quarter, were

(Continued on page 77)

MOA Ops to Get New Constitution, Bylaws

CHICAGO, March 26.—George A. Miller, president and general business manager of Music Operators of America, and Sidney H. Levine, legal counselor of MOA, Friday completed the drawing up of a new constitution and set of bylaws for the organization.

Miller said the new bylaws would be presented to MOA executives during a special meeting Sunday evening and if passed would be submitted to music operators attending the first business session of the convention.

Miller and Levine said that the new constitution and bylaws included a few major changes—specifically with regard to MOA membership—and a host of other minor variations which have been discussed at various meetings since the last convention.

The draft of the constitution and bylaws follows:

Constitution and Bylaws of Music Operators of America, Inc.

NAME

Section 1: This organization shall be known as MUSIC OPERATORS OF AMERICA, INC.

OBJECTS

Section 2: To foster the interests of those persons, firms or corporations engaged in the business of operating coin-operated phonograph music machines and any and all other coin-operated devices that produce music; to procure uniformity and certainty in the customs and usages of said business; to establish uniform rules and regulations consistent with the laws of this State and the United States; to correct unlawful abuses practiced in the said business and industry; to secure a freedom and protection from unjust or unlawful exactions; to establish a center for the diffusion of knowledge and exchange of information which will aid and benefit the people engaged in this industry; to promote and encourage a higher efficiency in the eradication of unfair and improper practices in the industry which are contrary to law and to generally do all things which a corporation organized under the law may do in all matters tending to the uplift, welfare and improvement of said business and industry in all its business, social and moral aspects.

To encourage, sponsor and build better public relations between manufacturers, distributors, and suppliers and music operators.

To secure the co-operation and assistance of the press and all trade magazines to the end that this industry shall be brought to the attention of the general public in its proper light.

To keep and maintain the automatic phonograph industry separate and apart from all other coin-operated businesses.

To guard against the passage of harmful and deleterious federal legislation which may adversely affect the interests of the persons engaged in the automatic phonograph industry, and to encourage the passage of federal legislation that will benefit the automatic phonograph industry.

MEMBERSHIP

Section 3: Membership shall consist of three classes: regular, associate and honorary.

Regular members shall be those persons, firms or corporations who are engaged in the business of owning and operating coin-operated phonograph music machines, and or other devices that produce music, and/or any person who is an officer or an attorney for a State or local music operators' association within the territorial limits of the United States of America, and who have been duly approved for such membership by Music Operators of America, Inc. The President, the Business Manager and the Attorney of the corporation need not be engaged in the business of owning and operating coin-operated musical equipment, and need not be a representative of a State or local musical operators' association to hold membership in the corporation.

Associate members shall be those persons, firms or corporations who are engaged in the business of manufacturing and/or are distributors of coin-operated phonographs, or any of its accessories or appurtenances, including but not limited to records, needles, parts and other auxiliary equipment.

Honorary members. Upon recommendation of the membership committee and approval of the Board of Directors, the corporation may elect to honorary membership such persons who have attained prominence thru their efforts on behalf of the corporation and its membership and have proved themselves to be persons of the highest moral character and achievement. Such persons shall have none of the rights or obligations of a regular member.

BOARD OF DIRECTORS

Section 4: The activities of Music Operators of America, Inc., shall be conducted by a Board of Directors, consisting of all duly elected officers and 11 additional persons duly elected by the membership. No person is eligible to hold office unless he is a member in good standing.

The President shall act as Chairman of the Board of Directors, and the Secretary shall act as Secretary thereof.

Unless otherwise required a simple majority of the votes cast shall be sufficient to adopt any resolution or motion or to take any action, but the President shall be entitled to vote in case of a tie only.

Actions taken by the Board of Directors on the approval of the majority of its members need not be taken pursuant to a regular meeting

(Continued on page 68)

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:

OPERATORS IN SOMERVILLE, MASS., have been told by a city committee headed by the local police chief to remove objectionable records from their machines, or else.

DECCA RECORDS MAY SOON release some Sunny Gale and Jaye P. Morgan records. The diskery is negotiating for some older masters by the two canaries now held by record exec Eli Oberstein.

ATLANTIC RECORDS IS RAISING the price of their 78 r.p.m. wax to 98 cents.

ANTI-PIRACY BILL expected to become part of the penal law in New York State.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

Urge Location Assistance and Up Collections

DAYTON, O., March 26.—Never overlook location owners when trying to build music and amusement machine collections, even when the location owner seems indifferent, warn Walt and Jim Ullmer, operators here.

The brothers, whose routes cover a large territory made up of many villages and towns in the Wright-Patterson district, have made it "routine policy" to listen to location owners before making any machine installations or a change in record programming.

Since their routes include locations with two, three and even four machines, this policy means a lot of time spent in missionary work.

But Jim and Walt decided a long time ago to allocate as much time as possible to visits with location owners. One by one, every location owner is called upon for an informal chat.

During such calls, the brothers point out to the location owners that mutual co-operation results in bigger profits for both. The location owner is urged to jot down comments made by customers on the records and the amusement games and pass them along to the operator. The brothers also encourage location owners to voice their opinions of equipment.

"When the location owner discovers that his willingness to understand what his customers want in the line of music and amusement games affects the amount of his commission check, operators can count on location co-operation," the Ullmers point out.

10c Play Near 100% Mark in Hartford Area

HARTFORD, Conn., March 26.—Dime play continued to highlight music operator activities here this week as conversions neared the 100 per cent mark.

Abe Fish, head of General Amusement Games, estimated that only a handful of locations in the city were still geared for nickel play. "The dime play move in this city indicates what music operator co-operation can accomplish," he said. "I hope our success can serve as an example to coinmen in other cities, contemplating a similar move."

Meanwhile, Jim Tolisano, president of Music Operators of Connecticut, reported that he expected dime play in Boston in the near future. Tolisano recently returned from operator meetings in Boston and Worcester, where he helped set up dime play programs.

Minthorne Music Adds Telefunken Line to Operation

LOS ANGELES, March 26.—Minthorne Music Company, Seeburg distributor, which for the past year has been expanding its scope of operation into fields allied with the music machine industry, has taken on the exclusive distribution of the new Telefunken radio line. Minthorne will handle distribution of the line in 11 Western States.

Phono-Vend Names DeBarros Sales Rep

SAN ANTONIO, March 26.—Phono-Vend of Texas, Rock-Ola distributor here, has appointed Frank DeBarros as sales representative, Lou Sebastian, sales manager, announced this week.

DeBarros, well known in the coin machine field both in Texas and Louisiana, has had many years experience in the trade.

Prior to his leaving Phono-Vend two years ago, DeBarros sold Rock-Ola machines for a former distributor many years.

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar week for new events scheduled in your area.

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.

April 4—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

April 12—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

April 13—Retail Amusement Association of Canton, O., monthly meeting, Massillon, O.

April 17—Music Guild of New Jersey, 18th annual banquet, Elizabethan Room, Hotel Essex House, Newark, N. J.

April 18—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

April 19—Los Angeles Division, California Music Merchants' Association, monthly meeting, Hotel Gaylord, Los Angeles.

May 10—Westchester Operators' Guild, fourth annual banquet, New Parkway Casino, Tuckahoe, N. Y.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

10c PLAY GOAL

Miami Operators Form New Trade Association

MIAMI, March 26.—A new coin machine operators' association was formed at the El Comodoro Hotel here Thursday (17) in a move to pave the way for 10-cent play on Greater Miami juke boxes.

Approximately 50 operators attended the meeting presided over by Al Schlesinger, personal representative of George Miller, president of the Music Operators of America. The new organization is the Amalgamated Machine Operators' Association.

The Amusement Machine Operators' Association, which functioned here for nearly five years, passed out of the picture along with the Automatic Music Guild, a short-lived organization formed by a small group which broke away from the Amusement Machine Operators' Association early this year.

Practically the entire membership of both groups attended the organization session, which included election of a slate of officers.

Harry Zimand, of Acme Music and Vending, was elected president. Other officers are Willie Levey, Mellow Music, vice-president; Harold Carson, Juke Box Company, treasurer, and Keith Nelson, M & N Amusements, secretary.

Named to serve on the executive board were Al Miller, Morris Marder, Willie Blatt, Harry Steinberg, Dave Friedman, Whitey Pincus, Murray Gross and Frenchy Hermitet.

In a vote to decide which of two contesting unions would receive the support of the new association, the Upholsterers, Furniture, Bedding and Allied Trades Union was selected over the International Brotherhood of Electrical Workers. Charles Karp, business agent of the upholsterers' local, indicated that he would place the coinmen's group in another union more closely related to its line of business.

The coinmen attending the meeting paid tribute to the capable manner in which Schlesinger brought the two groups together. The unity move, it was predicted, would lead to an early decision on whether or not an all-out campaign for dime play would be adopted. Harold Carson, Coin-Operated Service, pointed out that Miami was the only large city in Florida still on nickel play.

Shaffer Salesman, Harold Rose, Dies Of Heart Attack

COLUMBUS, O., March 26.—Harold Rose, 25-year veteran of the automatic phonograph business, died here Tuesday (8) of a heart attack.

Since 1952 Rose was employed by the Shaffer Music Company, Seeburg distributor, as a salesman covering Virginia and West Virginia.

Funeral services were held in Marietta, O.

Long Island Ops Set For Dime-Play Drive

NEW YORK, March 26.—Long Island juke box operators, viewing the progress being made in 10-cent play in other sections of the metropolitan area, will soon start a dime play drive of their own.

According to Irving Holtzman, president of the Automatic Coin Operators of Long Island, conversions will begin in the western section of Nassau County, near the New York City line, and work eastward thru Nassau and into Suffolk County.

Next week, operators in Elmont, Valley Stream, Floral Park and New Hyde Park, all just over the city line, will attempt to get their communities on a 10-cent basis.

The Long Island association, meeting once a month in the Elks Club, Huntington, has a dual status as far as the operators are concerned. Juke box operators are all members of the Music Operators of New York, with ACOLI

acting as a branch of the Gotham organization. However, as far as games are concerned, the group operates as a separate entity.

Membership is around the 30-mark, but the members operate about 90 per cent of the boxes on the island, and the majority of the games.

No Free Play

Unlike New York City, Nassau and Suffolk communities do not require licensing of game types, although any game with a free-play feature is illegal. The pinball games may be and are placed on locations, as in New York, the biggest earners are shuffleboards.

Officers are Irving Holtzman, Freeport, president; Harry Pugliase, Huntington, vice-president; Charles Ehrle, Bay Shore, secretary-treasurer. On the board are Sandy Moore, Nassau-Suffolk Amusement; Tilford Gross, T&T, and Herman Saperstein, Patchogue.

This Business of Color

"Color is as important to business as to life itself" says a famous scientist. And AMI says: "Agreed! Our first aim in bringing out Model 'F' was to improve the automatic music business." The "F" not only delivers a new kind of automatic music — Multi-Horn High Fidelity and Sonoramic Sound — but also presents this new music in a startling, potent fashion — with COLOR.

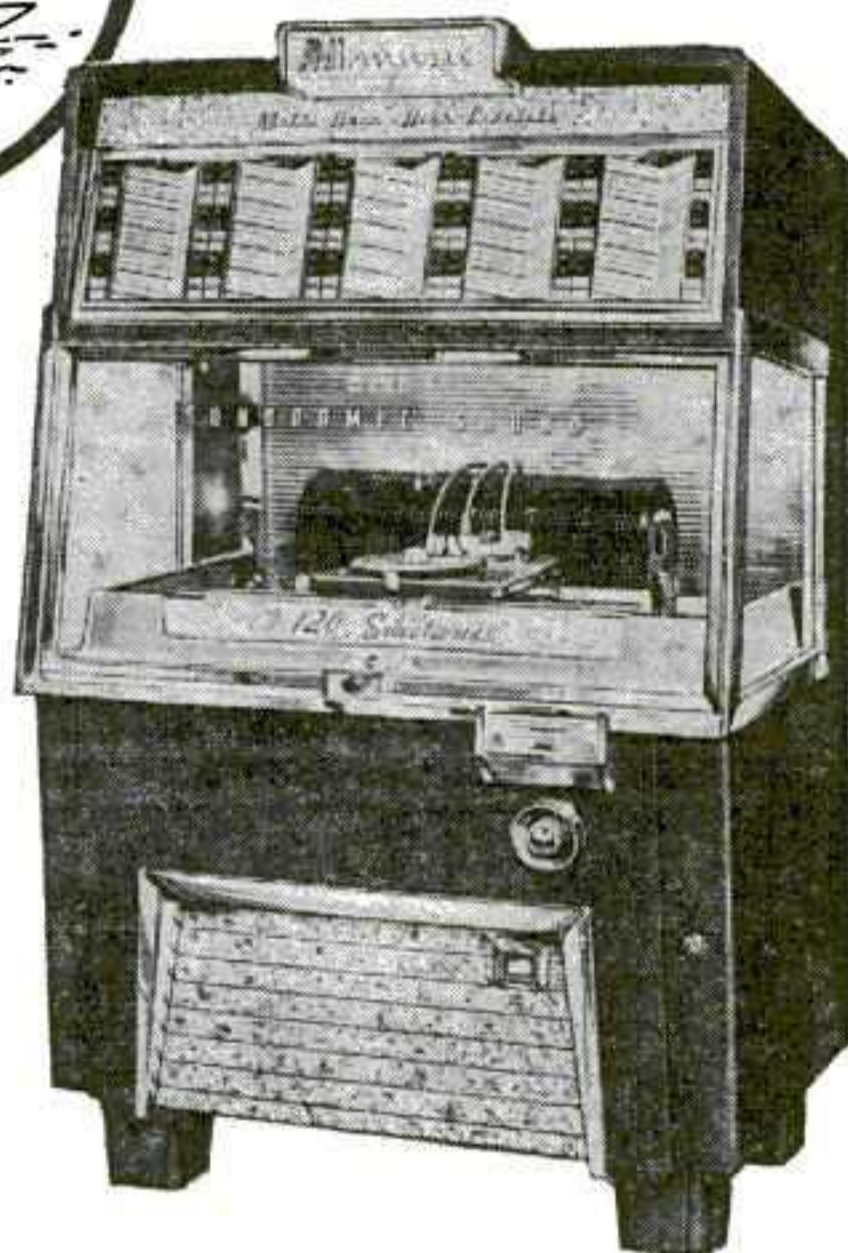
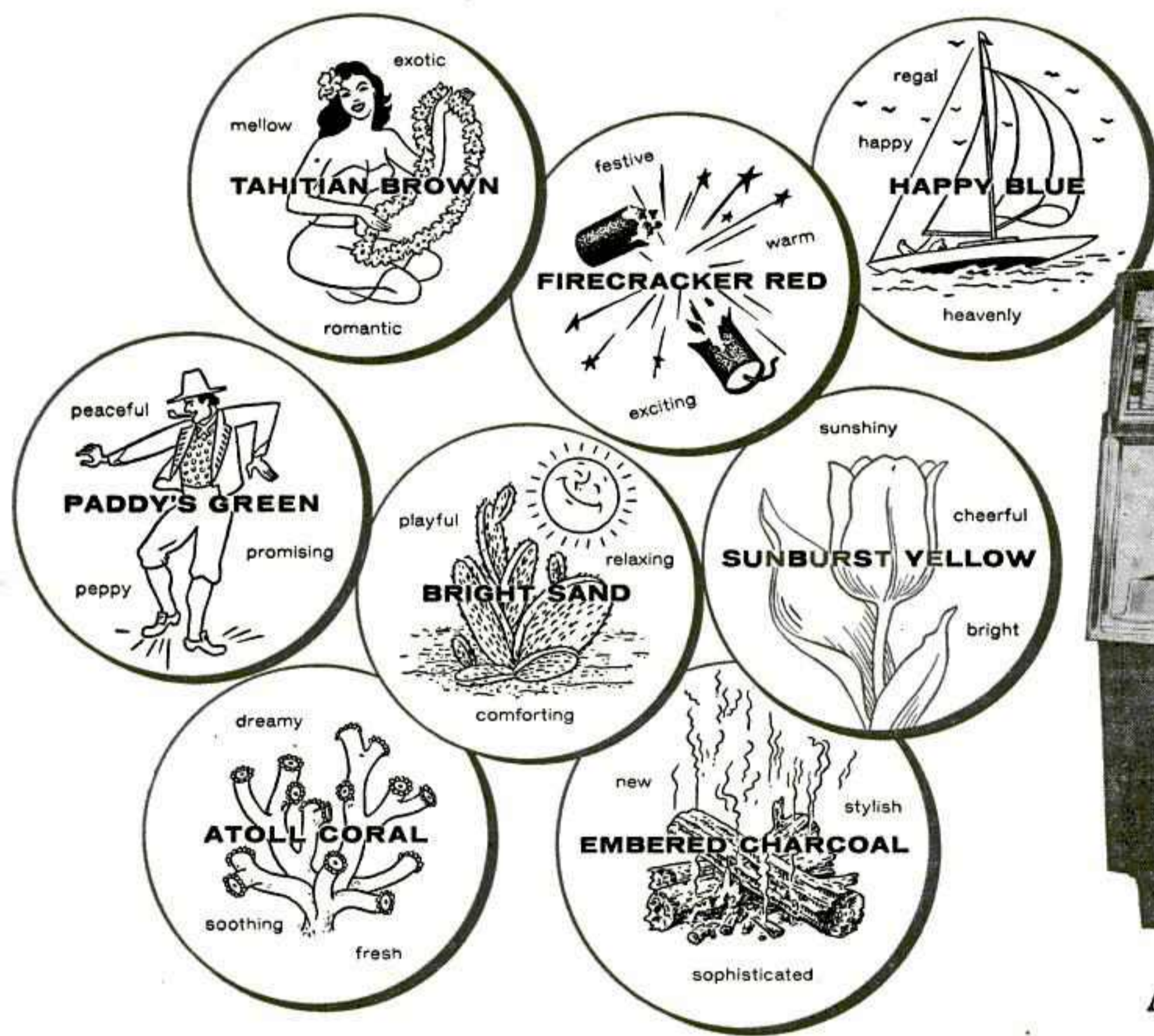
"Color increases the pulse rate!" says another color authority, and what else should a new juke box do but announce its presence with a gorgeous, streamlined cabinet rich in the newest, most dramatic colors?

The "F" brings color showmanship to its theatrical peak, with a choice of 8 spectacular new colors to suit every location and stimulate the public into increased music purchases. Color does the *selling* job, the music *satisfies* the customer.

Let color go to work for you to produce more business and make more money. Locations can't say "NO" when you offer them the irresistible advantages of color showmanship. And the public can't keep away from the new "F," the one juke box that controls their moods, creates and preserves the urge to BUY MUSIC.

COLOR MAKES THE MOOD

Here are some moods, produced by the "F's" 8 Different Colors:



AMI New Model "F"

FULL RANGE MULTI-HIGH FIDELITY • SONORAMIC SOUND • 120, 80 AND 40 SELECTIONS • 8 MAGICAL, MONEY-MAKING COLORS

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

MOA Ops to Get New Constitution, Bylaws

• Continued from page 66

of the Board of Directors, but may be authorized by telegram or letter to the Chairman of the Board of Directors.

OFFICERS

Section 5: The officers of the corporation will consist of the following: President, six Vice-Presidents, Secretary, Treasurer, Business Manager, Sergeant at Arms.

Officers of the corporation, with the exception of the Business Manager, shall serve without pay. The compensation of the Business Manager shall be fixed by the Board of Directors.

ELECTION OF OFFICERS AND MEMBERS OF THE BOARD OF DIRECTORS

Section 6: Officers and members of the Board of Directors shall serve for a term of three years or until their successors are duly elected and qualified.

The officers shall perform the duties usually pertaining to their office and such other duties as the Board of Directors shall from time to time prescribe.

A nominating committee of seven persons shall be appointed at directors' meeting by the President (or the Board of Directors). The nominating committee shall consist of at least two persons who are not officers or directors of the corporation.

Any group constituting of at least 10 regular members may nominate a candidate or candidates for officers or members of the Board of Directors, in addition to those persons nominated by the nominating committee.

A plurality of votes shall be sufficient to elect any officer or member of the Board of Directors.

Each regular member in good standing shall be entitled to cast one vote.

Elections shall be held by secret ballot unless unanimously waived. Not more than two persons from any one State in the United States shall be eligible to hold office or be a member of the Board of Directors.

MEMBERSHIP MEETINGS

Section 7: General membership meetings shall be held at least once a year during the month of March at a place to be designated by the President (or Board of Directors). Notice of said meeting shall be sent by the Secretary at least 15 days prior to the date fixed for the said meeting.

SPECIAL MEETINGS

Section 8: Special membership meetings shall be called by the Secretary at the order of the President, the Board of Directors or upon the written request of 10 per cent of the regular members in good standing. Written notice of all special meetings must be given by letter mailed to all the regular members in good standing at their addresses, as the same may appear on the records of the corporation, at least 15 days prior to said meeting and shall state the purpose of said meeting. Only the particular business for which the special meeting was called shall be transacted at said meeting.

BOARD OF DIRECTORS

Section 9: The Board of Directors meetings shall be held at least once each year during the month of March and at such other times and places as the President or a majority of the board determines.

QUORUM—GENERAL MEMBERSHIP MEETINGS

Section 10: A quorum at all general membership meetings shall consist of 10 per cent of the regular members in good standing.

QUORUM—BOARD OF DIRECTORS

Section 11: A quorum of the Board of Directors shall consist of seven members in good standing.

DUES

Section 12: Regular members shall be required to pay dues in the amount of \$25 per year in advance on the first day of July of each year.

Associate members shall pay as dues the sum of \$250 annually.

FISCAL YEAR

Section 13: The fiscal year of the corporation shall run from July 1 to July 30 of each year.

VOTE

Section 14: Regular members who are in good standing shall have one vote in the affairs of the corporation.

FUNDS

Section 15: All funds shall be deposited in a bank or trust company selected by the Board of Directors. Withdrawal of funds shall be made upon the order of such officer or officers as the Board of Directors may designate.

COMMITTEES

Section 16: All committees, except the Board of Directors, shall be appointed by the President. The following committees are hereby created: A Bylaws Committee, Membership Committee, Entertainment Committee, Publicity Committee, Convention Committee, Finance Committee, Committee on Legislation.

The President may appoint such other committees as in his discretion he deems advisable.

The President shall appoint to any given committee only those members in good standing. A member may serve on more than one committee at the same time.

MEMBERS IN GOOD STANDING

Section 17: No member shall be deemed in good standing if he is delinquent in the payment of his dues.

ATTORNEY

Section 18: The Attorney shall be retained to supervise the legal affairs of the corporation on an annual basis by the Board of Directors. His compensation shall be fixed by mutual agreement.

ORDER OF BUSINESS—MEMBERSHIP AND BOARD OF DIRECTORS

Section 19: The order of business both at general membership meetings and the Board of Directors' meetings shall be as follows: Roll call, minutes of preceding meeting, reports of officers, reports of committees, unfinished business, new business, membership application, admission of new members, good and welfare, adjournment.

AMENDMENT TO BYLAWS

Section 20: The bylaws of the corporation may be amended by an affirmative vote of two-thirds of the votes cast by those entitled to vote at any general meeting, or by an affirmative vote of two-thirds of the votes cast at any meeting of the Board of Directors; provided, however, that written notices of the proposed amendment is given either to the membership at large or to the members of the Board of Directors at least 15 days before the date set for the meeting.

RESIGNATION FROM MEMBERSHIP

Section 21: Resignation from membership may be accomplished by written request addressed to the President or Secretary, but such resignation shall not discharge such member from liability for any dues or other charges owing at the time that the resignation is to take effect.

Ross Keglars Forge Ahead With Big Lead

MIAMI, March 26.—Ross Rock-Ola continued to forge ahead in the AMOA Bowling League by capturing four games from American Operating Company Monday, while the second place Music Makers dropped three out of four to Marino Music.

Radio Center took three out of four from Acme Music while Advance Music and All-Coin failed to field full teams and forfeited their games.

Bernie Morris, a newcomer on the Radio Center squad, nailed down high individual honors with a 233 game and a 531 series. Morris recently entered the coin machine business thru the purchase of a music route from Johnny Morgan.

Acme Music team won high team game with 734 and high team series with 2,072 pins.

The standings:

	Won	Lost
Ross Rock-Ola	65	31
Music Makers	53½	42½
Acme Music	51	45
Advance Music	49	43
Marino Music	50	46
Radio Center	44½	46½
All-Coin	31½	57
American Operating	32	64

Other top games were rolled by Max Becker, Acme, 165; Scotty Daddis, Acme, 181; Eddie Dee, Acme, 179; Don Garbett, Ross Rock-Ola, 197; Eli Ross, Ross Rock-Ola, 178; Morry Horwitz, Ross Rock-Ola, 168; Bob Collins, Music Makers, 166; Bernie Koganofsky, Music Makers, 150, and Ray Mitchell, Music Makers, 168.

Largest Op Meet

• Continued from page 65

president of MOA and co-chairman of the convention.

"Present Copyright Legislation"—Sidney H. Levine.

An open discussion on a third copyright organization will follow and will be led by Barney Young. "The Whys of Fact Finding" will be the subject set aside for Hilmer Stark, of The Billboard, which will close the Monday morning session.

Tuesday, March 29

The meeting will begin promptly at 10 a.m.

Invocation by Rabbi Noah Gamsi, of the Chicago Loop Orthodox Synagogue.

"Advertising and Promotion," by Roy Block, Grey Advertising Agency.

Presentation of John Haddock, of AMI, Inc.

Address by Congressman George P. Miller.

General comments of the industry—Bill Gersh, Cashbox.

Presentation of the Advertising Plan—Rodney Pantages.

Wednesday, March 30

Invocation by Reverend Harold McElvany, of the Hemenway Methodist Church of Evanston.

Discussion on record one stops—Louis Boorstein, Leslie Distributing Corporation.

Personal income tax and depreciation and how they apply to juke box operators—Leo Kaner, C.P.A.

Remarks by Clint Pierce, first vice-president of MOA.

Remarks by Al Denver, vice-president of MOA.

Unfinished business and an open discussion by all attending will close the final session.

Executive members and committeemen who were responsible for making this year's convention the best in MOA's history were George A. Miller, Ray Cunliffe, Albert S. Denver, Martin Britz, Jack Mulligan, Clint Pierce, Sidney Levine, Phil Levin, Hirsch de La Vez, Dick Steinberg, Larry Marvin, Howard Ellis, Jimmy Tolisano, Lest Montooth, Wes Elster, Bill Hullinger, Harry Snodgrass, Clem Stetson, William Blatt, George Workman, Gene Atkinson, Victor Ostergren, Leo C. Miller, Tommy Winthrow, Ben Chemers, Walt Hemple, Norman Gefke and Lewis Ptocek.

TO THE EDITOR:

Ops Air Copyright Views Via Letters

• Continued from page 65

the only outlet we have outside the MOA to express our gripes.

We feel that this is very bad legislation as it is aimed at only the operator and the location owner and I, for one, will have no need for The Billboard if this bill is passed as I operate exclusively in rural areas where the take from the boxes is very small and feel that it would put me out of business. Henceforth no need for The Billboard.

I know you have published both sides to this bill but I would like to hear more reports from the operators themselves on this matter.

Here's the letter I sent to all my locations:

Dear Sir:

ASCAP has promoted a bill in Washington that has been endorsed by some very well-known Senators and Congressmen, to impose a royalty tax on all juke boxes in the U. S. A., and as the bill now stands this tax could be as high as \$60 per year per box, as that is the amount now taxed on background music.

We must fight this vicious legislation as it is aimed at the location owner and the operator.

Our national organization the Music Operators of America, Inc. (MOA), of which I am a member, is doing all in its power to combat this legislation in Washington, but they need help, yours and mine.

I am doing my part by paying my membership dues promptly and by enclosing some stamped cards with the names and addresses of our Hon. Senators and Congressmen from this district to you.

You can do your part by stating on the back of these cards that you oppose these bills and asking them to vote against their passage, be sure to sign your name and address to the card.

On cards to Senators refer to Bill S. 590.

On cards to Congressmen refer to Bill H.R. 2677.

If this bill passes it will go into effect July 1, 1955, and I feel assured also that if passed it would be the Swan Song for a lot of Juke Boxes in public places.

Your help will be greatly appreciated.

Lloyd L. Keister
Cap's Amusement Company, Inc.
Frontenac, Minnesota.

To the Editor:

I have just finished reading your "Fact Finding Heats Up" editorial and also the adjoining story "Gets in the Copyright Act." While I agree with the statement in your editorial that the habits of Congress are a bit difficult to understand, I must admit to a similar lack of understanding of Billboard's position in this fact finding matter.

As an individual member of the juke box industry, I would like to ask you just what facts or what findings Billboard is seeking as far as the juke box industry is concerned.

Since 1909, by federal statute, the juke box industry has been exempt from royalty fees. The proponents of anti-exemption legislation seek to change that law. For quite a period of years our industry has prevailed in convincing fair and impartial members of Congress to continue this exemption. We have, in these various hearings, never defended our position. We have always confirmed it. In the process, however, we have defended our industry from cries of "hoodlums," "gangster infiltration," "preferential treatment," etc.

While we have considered it unfair to be forced into the position year after year of restating our position and getting it confirmed by Congress, as far as I know this industry has never contemplated a change in the manner of stating its position.

Fact Finding

Billboard presented this Fact-Finding Commission idea, editorially, as a trade paper representative, in part at least, of the juke box in-

dustry. This would tend to indicate to those unfamiliar with the problem that this thinking represented the thinking of the juke box industry. I would like to ask that Billboard make some comment on this. Does the juke box industry favor a fact-finding bill? My personal feelings are that it does not and that there is a good merit to that thinking.

What could this industry gain from a Fact-Finding Commission? We already have the protection of the federal statutes. Is it Billboard's thinking that fact finding will enhance this position? You seem to make quite a point in your editorial on "opinions of unbiased copyright experts such as Professor Watler J. Derenberg, Professor of Law at New York University."

In your copyright article you state that Professor Derenberg informed Mr. Thompson that the proposed legislation for creation of a Federal Fact-Finding Commission has stimulated a great deal of discussion at New York University's Law School which, Professor Derenberg says, has done some pioneer work in the field of copyright and is currently holding an advanced seminar on literary and artistic property.

Personally, I take a dim view of your recognition of Professor Derenberg as an "unbiased copyright expert" when I look at the seminar roster of experts he is associating with. These include, among others, Herman Finkelstein, general attorney, American Society of Composers, Authors and Publishers; Edward E. Colton, negotiator for the Dramatists' Guild; John Schulman, general counsel, Authors' League of America; Morris Ebenstein, legal department, Warner Bros., Inc.; Samuel M. Tannenbaum, vice-president and resident counsel, Broadcast Music, Inc.

Is it any wonder that I do admit, as a member of the juke box industry, a lack of understanding of Billboard's position?

E. R. Ratajack
AMI, Inc.
Chicago.

To the Editor:

The music merchant for years has been harrassed by bills in Congress for the sole purpose of paying the Copyright owner another tax. Their greed has blinded them to the history of the business.

We should like to remind them when the founding fathers of ASCAP were able to obtain the Copyright Law of 1909, they deliberately desired the exemption of the coin-operated music machine, because it performed an invaluable "plugging" function as a mechanical salesman of their new tunes. Wherever possible, it replaced the costly pluggers (male or female) in the music shop; thruout the country, who pounded the piano or sang the latest tunes in order to sell records or sheet music to the buyer.

44 Years' Growth

In the past 44 years, nothing has changed except that the nation got bigger, ASCAP got bigger, and incidentally, the automatic phonograph business got bigger. Even the number of tunes increased, as an expanded manufacturing industry supplies thousands of new renditions each year. The writers and publishers keep figuring out how many ways they can say "I Love You" which taxes the ingenuity of the recording companies as to what treatment will make it sound best and be acceptable to the public.

ASCAP forgets what radio in the 1920's did to the sale of records and sheet music. Practically every phonograph and record manufacturer, when radio came in, went bankrupt, except those who were sustained by their long-haired market (most of it in public domain) and not ASCAP (pop) tunes.

It was the introduction of the modern selective automatic phonograph in 1934 that revived the record business, because it purchased

(Continued on page 70)

ROCK-OLA STEALS THE SHOW

**World Premier of Model 1448,
destined to be the Pace Maker of the Industry,
is the Highlight of the M. O. A. Convention.**

**Preview Showing in the ROCK-OLA Booth
in the Grand Ballroom of the Morrison Hotel
takes everyone by surprise.**

**See the Great All-New
120 SELECTION HI-FIDELITY MODEL 1448
at your Distributor's Show Room
during INTERNATIONAL ROCK-OLA DAYS,
April 24th and 25th, 1955.**

ROCK-OLA

MANUFACTURING CORP.

800 North Kedzie Avenue
Chicago 51, Illinois

Ops Air Copyright Views

Continued from page 68

most of the record production at that time. ASCAP knows without the wide use of records, their tunes would be worth very little.

Record Revolution

It is a well-established fact that the phonograph record has revolutionized the music business. The songwriters' and publishers' existence is practically keyed to it. So completely do the music publishers and writers today recognize that without records their songs are worth very little that most publishers will not even print copies of a song unless they can get one of the recording companies to make a phonograph record. Publishers are so anxious to have their songs recorded that altho there can be no exclusive rights on recording, once one company has made a record of a song, they will frequently commit themselves not to show a song to anyone else until after the release of a recording, if one manufacturer will record it.

The writers also recognize that without the phonograph record they cannot hope to make any money from their music. Many popular music writers, including some of the most successful, do not even go to a publisher with their songs at first. They begin their efforts to place their music by going to the record companies. They know that if they can obtain a recording commitment, then any publisher will take their song and they can also demand a bigger advance from the publisher.

Indeed, the music publisher today has substantially abandoned certain types of promotion—introduction and performance of his song by the dance bands, or the varied activities of the so-called "song-pluggers." He depends for the most part on the disk jockey and the coin machine, and he concentrates his promotional effort on them.

Creative Production

A phonograph record is, in itself, a creative production. It is much more than reproduction merely of a musical composition written by the authors of the song. The best illustration of this is the well known and regularly occurring fact that one company's recording of a particular song will sell and another's will not.

In other words, the recording company is not just a mechanical agency doing a mechanical job—it is a producer and editor of any song the writer or publisher brings to it. No song is recorded as written or copyrighted. As a matter of fact, all they at the record companies ordinarily get when a song comes to them is a lead sheet—the single melody line. Many of the popular writers do not even set down the harmony of their tunes—in fact, do not even know how to do so.

It is the job of the a&r man—to select the song that he wants to record, then to determine the treatment that will make it sound best (and there is, of course, a wide variety of possible treatments), then to choose among the available vocalists for the style they believe is best suited to that song and treatment, then to plan and provide the instrumental background—perhaps a small group, perhaps a large or-

chestra to furnish a lush background setting, or perhaps something completely novel, such as a harpsichord, and, in short, they must provide a musical presentation to the public from their overall conception of the song.

Commercial Success

The commercial success of the recording depends upon this overall conception and upon the way the overall conception is presented to the public. That is why one company's recording of a song will sell a million copies and all the other recordings will sell only a small fraction of that.

One most important thing to remember about the value of the record in promoting the money worth of a song is that the record is the ideal presentation of the song. It is a complete artistic production that goes far beyond what the composers produce and the publishers market. As the ideal presentation it encourages listeners, whether they hear it played by disk jockeys or in coin machines, to buy that song either on records or on sheet music.

There is no doubt whatsoever in my mind that the coin machines are important to the record business and to the music publisher and the composer. They bring money into the pockets of the publisher and composer by their own purchases of records, by the promotion they give to the sale of sheet music.

I, therefore, believe that if the bills before this Committee are going to cut down the number of coin machines or the number of records purchased by the machine operators, it is bad for everyone concerned—publisher, composers and phonograph record manufacturers alike.

This much we know, if ASCAP does not, these bills before Congress will reduce tremendously the coin-operated mechanical salesmen that have been "plugging" their wares for many years and tremendously reduce the use of records by this constant market and greatly reduce this medium that promotes and stimulates the sale of records on a retail level.

These bills will not accomplish the purpose of increasing the income of songwriters and publishers, altho it will tap a new source for the "brass" that's directing ASCAP.

This, "brass" points an accusing finger at the large aggregate investment of the music merchants without pointing out their expanded benefits due to what is in effect a vast network of 450,000 "showcases" in every city, town and hamlet in America.

It was the free enterprise and initiative of 8,500 music merchants who invested their money and effort that created it and maintains it, and ASCAP will not control it by default.

Hirsh de La Viez
Hirsh Coin Machine Corporation
Washington, D. C.

EXPORT MARKET HEALTHY: MFRS. ADD DISTRIBS

CHICAGO, March 26. — A continued increase in the dollar volume of U. S. juke box exports was indicated last week when manufacturers listed their foreign franchised distributors (The Billboard, March 26).

Three of the four major juke box manufacturers — AMI, Rock-Ola and Wurlitzer—reported an increase in the number of foreign distributors compared to last year at this time. Only Seeburg, which handles all of its exports thru the American Steel Export Company, with the exception of shipments to Canada, listed the same number.

AMI boosted its distributorships from 36 to 39, Rock-Ola from 29 to 31, and Wurlitzer added three bringing its total to 42.

COINMEN YOU KNOW

New York

Communications to:
Aaron Sternfeld
PLaza 7-2800

Operators Await License Date . . .

Ely Kasper, executive director of the Associated Amusement Machine Operators of New York, reports collections well ahead of last year. A rush of new locations is expected to be registered with the new fiscal year for city license fees begun.

New AAMONY members are Sol Leventhal, S&L Vending, and Mike Romash, who bought part of John Sullivan's route. New members of the Coin Machine Employees' Union are Paul Mersky, Audiau Amusements; Art Wundling, Allied Amusements; Manny Eeder, Beam Music; Al Poster, New York Vending; Al Meyers, Rockaway Arcade man, and Mike Falcaro.

Ernie Baker, veteran music and game operator, occupies floor space with Bill Furst and Bill Schwartz, local Stoner outlet. Baker is converting to dime play in bar locations, but is shying away from it in locations frequented by teenagers.

Arthur Moore, Atlantic Highlands, N. J., operator, was a 10th Avenue visitor. Fran Lo Mauro, secretary to Bob Slifer at Seacoast Distributors, is home from the hospital recovering from a recent automobile accident.

Mike Munves has completed his 150-game shipment to Walt Disney in California for the Disneyland Kiddiepark. Al Gilbert, Coin Machine Employees' Union, reports that 250 tickets for the union's annual dinner at the Carnival Room, Hotel Capitol, April 24, have been sold.

John Benfari, local music operator, was in St. John's Hospital with a fractured back, result of a collision between his car and a department of sanitation truck. Phil Simon has been released from the hospital.

Bob Luttmann, Long Island music operator, is back from his Florida vacation. Ray Knoss, Arrow Music, is also back from Florida.

Visitors to 10th Avenue recently included Louis Tartaglia, County Vending, Port Chester, N. Y., and Maurice Wein, New England Music, New London, Conn. Jack Gordon, Eastern regional manager for Seeburg, visited Meyer Parkoff and Murray Kaye at Atlantic-New York. He reports that Philadelphia is at least 30 per cent on dime play.

Herman Purnell, Salisbury, Md., visited Bill Schwartz at Furst & Schwartz last week. Harry Stern came in from the Williams Factory in Chicago and visited on 10th Avenue. Greenwich Village is going strong for 10-cent play, and the latest estimate is that 20 per cent of the city's juke boxes are on a dime.

Murray Kaye, Atlantic New York, reports that export business is picking up, with large orders going to Belgium and Italy. John Connolly moved into his new home in Levittown. Alan Schlang, son of Barney Schlang, Local 1690 official, was Bar-Mitzvahed Saturday (12). The father of Mac Polay, United Phonograph Service, died recently. Coin machine leaders in New York will occupy a table at a testimonial dinner at the Plaza Thursday (24) in honor of Jack Weil. Governor Harriman will speak.

Como to Intro

Continued from page 65

Malone, 25-year-old blonde of Beverly Hills, Calif., who sings in French, Italian and Hebrew, as well as English. Miss Malone made several appearances on West Coast radio shows and in night clubs.

Chicago

Communications to:
Ken Knaut
Central 6-8761

Donan Has Top Sales Month . . .

Mac Brier, Donan Distributing Company, reports the firm had one of its best months in February, since it has been in business. This, says Brier, was due to the success of the recent Bally games. June Wiebrecht is the new secretary at Donan. Don Moloney, head of the firm, is working to develop Donan's export business.

Joe Kline and Wally Finke, First Coin Machine Exchange, are happy about the new showroom arrangement where they now display a solid row of 16 different shuffle games at all times. Another room is reserved for pin game and Arcade equipment. Floor traffic has been heavy, with good reaction to the two current Chicago Coin games, Arrow Bowler and Triple Strike Bowler, and Exhibit's new Model "500" Shooting Gallery.

Paul Mademann, president of Standard Metal Typewriter Company, was on an extended trip to the Pacific Coast. Mademann was to make stop-overs at all important distributing points en route.

Judd Weinberg reports export shipments to France at the D. Gottlieb & Company plant have accounted for the biggest share of the firm's game exports. "There's no language barrier when it comes to playing pinball games," says Judd. Alvin Gottlieb is back from a Florida vacation.

Howard Freer faces a lot of moving problems. He and his wife are leaving for Los Angeles, where Howard has joined Simon Distributing Company as a co-partner with Jack Simon.

Sam Stern, Williams Manufacturing Company, says more and more distributors around the country are meeting with operators and discussing dime play on five-ball games. Stern calls the move a necessity to all concerned in the industry.

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.

	Issue of Mar. 26	Issue of Mar. 19	Issue of Mar. 12	Issue of Mar. 5
AMI				
Model C 40	175.00			\$195.00
Model E 40	400.00			395.00
Model E 80	450.00			640.00
Model A	\$99.50(2)	\$99.50	\$99.50 100.00	99.50 135.00
Model B	185.00		119.50 125.00	
Model C	215.00		175.00 200.00	150.00
			174.50 175.00	
			195.00(2)	
			199.50 215.00	
Model D-40	250.00 295.00	295.00 300.00	275.00	295.00 300.00
			295.00(2)	
			300.00	
Model D-80	350.00 365.00	375.00	375.00(2)	375.00
			395.00	
Model E 120	500.00		595.00(2)	595.00 670.00
EVANS				
Constellation	175.00		175.00	
MILLS				
Constellation			75.00	59.50
ROCK-OLA				
Comet	725.00	725.00		
1422	49.50 50.00		49.50 50.00	59.50
1426	75.00		49.50 65.00	69.50(2)
			69.50	
1428	119.50 150.00	150.00	125.00 150.00	150.00
1432	250.00	219.50	229.50	229.50
1434 Rockets	325.00	325.00	325.00	325.00
1436			300.00	
1436, 78 RPM			325.00	
SEEBURG				
H-146-Hideaway	25.00 50.00	35.00	35.00(2)	35.00
H-147-Hideaway	25.00 65.00	50.00	35.00 50.00	50.00
H-148-Hideaway	35.00 75.00	65.00	65.00	65.00
HM 100-A Hideaway	275.00			
M 100-A (78 RPM)	325.00 349.50	349.50 375.00	349.50 350.00	349.50 350.00
	350.00 375.00		375.00(2)	375.00(2)
			395.00	
M 100 B	500.00 525.00	525.00 569.50	525.00 565.00	515.00 525.00
	569.50 575.00	575.00	569.50	569.50 575.00
			575.00(2)	
M-100-BL	600.00	600.00	600.00	525.00 600.00
M-100-C	650.00(2)	650.00	650.00	625.00 650.00
M-100-G				745.00
M-100-W				725.00
146	49.50			50.00 59.50
147	69.50		74.50	65.00 69.50
				89.50
147-M				95.00
148		125.00	125.00	125.00
148 ML	159.00	159.00	109.50 129.00	109.50 159.00
WURLITZER				
1015	54.50 75.00(2)	75.00 99.50	50.00(2) 75.00	69.50 75.00
		105.00	99.50	99.50
1017 Hideaway	89.50			
1080			50.00 69.50	
1100	119.50 140.00	185.00	119.50 135.00	119.50 175.00
	150.00(2)		185.00	185.00
1200		209.00		
1250	195.00 199.50	199.50	175.00 199.50	199.50 200.00
	225.00			225.00
1400	279.50(2)		304.50 325.00	279.50 325.00
	325.00(2)			
1500	345.00 369.50	395.00 425.00	375.00 384.50	395.00 415.00
	395.00(2)	445.00	395.00 425.00	425.00(2)
			445.00	445.00
1500-A	425.00			
1517 A Hideaway	495.00			
1550	350.00			
1700	425.00	425.00	425.00	425.00
				695.00

Star Title Plans New Building

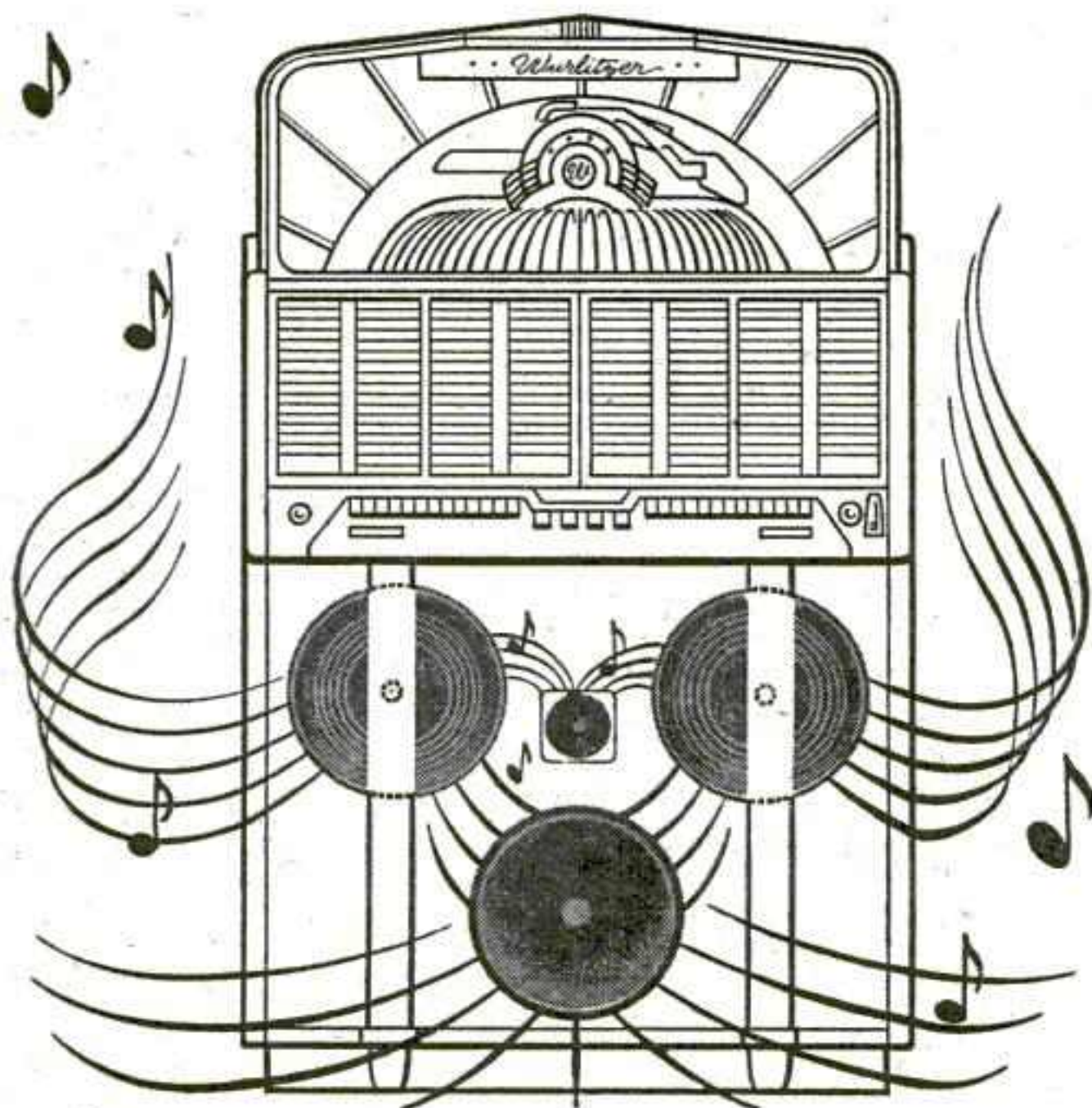
CHICAGO, March 26. — Del Haun, head of Star Title Strip Company, Inc., announced here this week that plans were underway to construct a combination printing plant and office building in Pittsburgh.

Haun, in Chicago for the Music Operators of America convention, said that the firm was currently operating out of two different buildings, the printing plant on one end of town and the business offices on the other.

The new building will be one story high with ample parking facilities, Haun said.

GIVE TO DAMON RUNYON CANCER FUND

The **Truest High Fidelity** Sound Ever Achieved on any Automatic Phonograph



Wurlitzer's Improved Dynatone Sound System Offers More Speaker Cone Area Than Any Other Juke Box.

Even though the Wurlitzer 1800 has three 12-inch bass woofers and a treble tweeter to hit those high notes, it proves that true Hi-Fi is not just the number of speakers but the perfect balance between pick-up, amplifier, baffle and speaker capacity.

The Wurlitzer 1800 HAS this balance.

It distributes sound over a full 180° arc rather than by a series of beams.

It takes the mask off the music as never before—
Takes in more money than any phonograph in history.

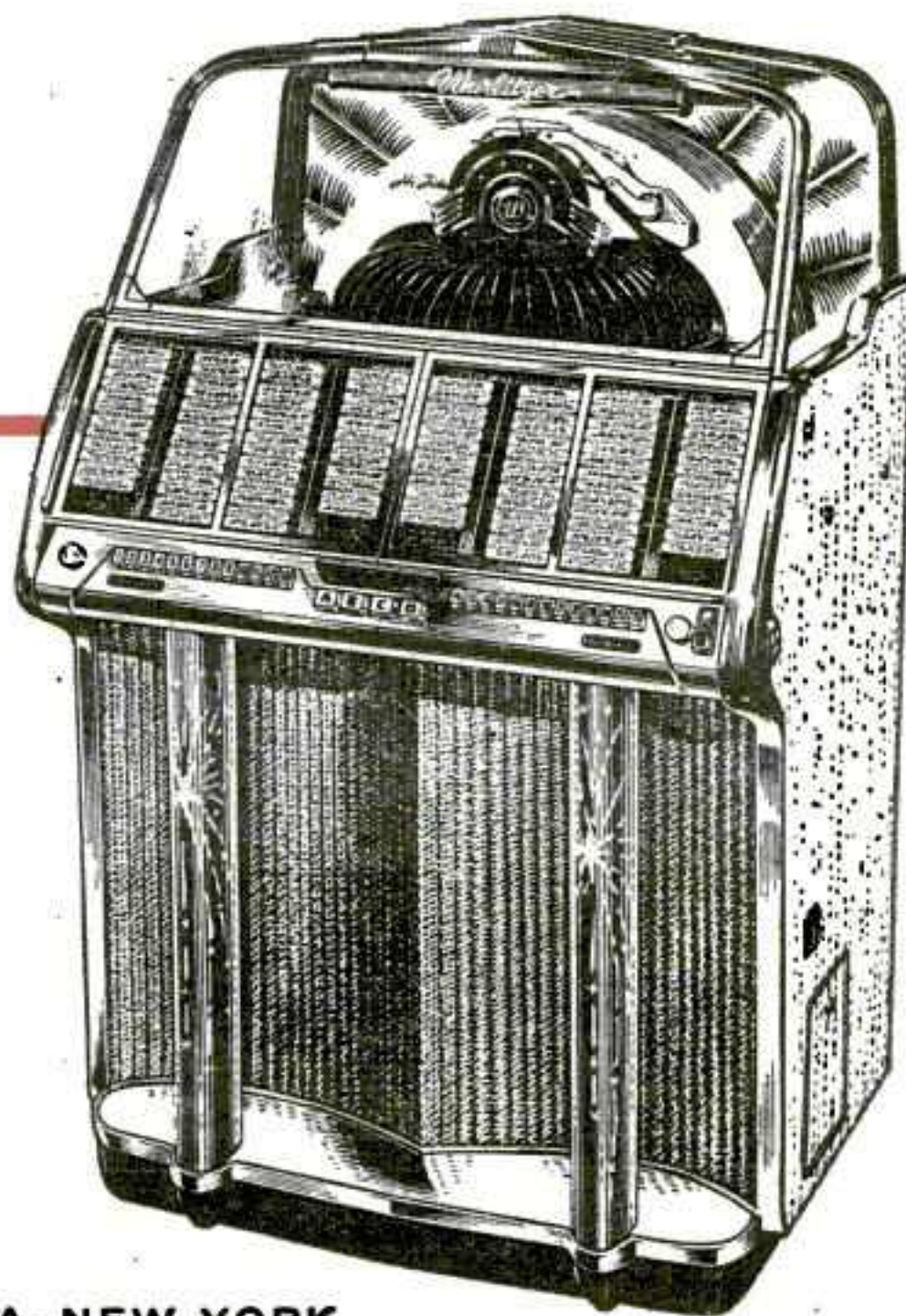
**GET INTO THE
BIG MONEY
WITH THE
Wurlitzer 1800**



**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



VENDING MACHINES

CIGARETTE VENDING

Supermarts—Top Spots Despite Counter Sales

ST. LOUIS, March 26.—Cigarette vender operators have long avoided placing machines in supermarts because of competitive market sales—but a St. Louis operator has found the stores excellent locations.

Despite the fact that the average supermarket offers cigarettes at low priced "leaders" and makes strenuous efforts to sell them by the carton, Al Price, head of Al Price Tobacco Company here, has found these locations profitable.

With several hundred electric cigarette venders thruout St. Louis, Price has put a lot of study into broadening location coverage and has come up with some good ideas.

He was one of the first cigarette vender operators in the city to convince neighborhood druggists that they were actually losing money selling cigarettes over the counter, and thus, created scores of machine locations.

Price has likewise successfully exploited the big food store field—thru simply determining some facts

for himself which fit right into the situation.

Bucks Low Prices

With the knowledge that he would be bucking low cigarette prices featured in supermarts, Price nevertheless put in a couple of "test locations" and found results good. He also found that several

(Continued on page 75)

R-M Lines Up Agenda For Atlantic City Meet

PHILADELPHIA, March 26.—Officials, at Rudd-Melikian, Inc., are currently busy lining up an agenda and roster of speakers for the firm's annual convention to be held April 21-23 at the Hotel Claridge at Atlantic City.

According to Mrs. Jean Jackson, R-M sales promotion head, this convention will differ from previous ones in that no manufacturers or suppliers will exhibit, with the activities confined to the franchised operators.

She added that invitations have been sent out to 130 dealers, and about 100 and their wives are expected to attend. In addition, R-M employees have been invited.

Cocktail Parties

Two business sessions are scheduled for each day. In the evenings, cocktail parties will be sponsored by Continental Can Thursday (21), Canada Dry Friday (22) and Lily-Tulip Saturday (23).

In addition, Dixie Cup will participate in the entertainment

N. J. Operators Merge Routes

WEST ORANGE, N. J., March 26.—The Lewis Vending Service and the Eastern U-Select-It Corporation, two fair-sized North Jersey industrial vending operators, have merged. The new firm will keep the name of the former organization, but will headquarter at the latter organization's offices at 15 Northfield Avenue here.

The merger gives Lewis one of the largest routes in the area, with 1,200 pieces of equipment and 500 locations. The U-Select-It operation consisted of about 400 candy and cigarette venders, all in factories. The Lewis operation consists of 700 candy, cigarette, cookie and ice cream units.

Both firms have been operating for 14 years. Lewis officers take over the merged organization. They are David Seldman, president; David Kranztohr, treasurer and Leon Kranztohr, secretary.

New Firm Bows 400-Cup Coffee Unit; \$299 List

LOS ANGELES, March 26.—Coffee-Break-O-Matic Corporation, a new vending manufacturer here, announced this week the production of a new coffee vending machine specially designed for self-servicing by small volume locations.

The unit may be installed as a counter and/or console vender.

It lists for \$299. An optional stand, available in several models, sells for \$10 to \$29 depending on model.

The vender itself, with a capacity for powdered ingredients for 400 cups, is 21 inches wide, 15 inches deep, 24 inches high, and weighs 67 pounds. It has a stainless steel front panel, cup dispenser and cup well.

Coffee Mixing

Coffee black, coffee with cream, coffee with sugar, and coffee with cream and sugar are metered by adjustable cams. Mixing is done in the cup, eliminating mixing bowls and clogged lines. The cup-well and a plastic door assembly pull out for cleaning.

Other features are canister-paddles to prevent bridging or hardening of commodities, an automatic cut-off float with an overflow pan, thermostatically controlled stainless steel water heater, safety valve on heater-tank, adjustable pressure regulator on outlet side of tank, and a blower fan to keep commodities dry. The vender plugs into any 115 volt, 60 cycle line 8½ ampere capacity.

Uneda Sells 30 Drink Machines to Schrafft's

NEW YORK, March 26.—This week the Uneda Vending Service received the largest single check in the history of the organization—\$28,000. The sum was in payment for 30 Spacarb cup drink venders, sold by Uneda to Schrafft's Stores.

According to Nat Hochman, Uneda head, Henry O'Brien, crack Uneda salesman, negotiated with Schrafft's for three months to nail down the sale.

All the machines were placed Wednesday (23) on a single location—the 30-story building of the New York Life Insurance Company. Schrafft's, long famous in the area as operator of restaurants and confectionery stores, also main-

tains a sizable concessions division. In the New York Life Insurance Building, it maintains a coffee cart service.

The drink machines are the only coin-operated units in the insurance building. They are placed in corridors, one to a floor. While Schrafft officials could not be reached for comment, it seems a safe guess that coffee vending machines will be considered next.

Meanwhile, Uneda reports steady progress on its sundry and cookie venders. According to Hochman, the firm is on a planned production basis, with about 10 sundry venders and 10 cookie venders going out each week.

Candy Show Set for July

NEW YORK, March 26.—A full line of candy vending products will be shown at the Metropolitan Candy Broker Association's second annual Confectionery and Allied Products Exhibit to be held at the Hotel Commodore, July 16-19.

According to Harry V. Schechter, exhibit chairman, more than 100 manufacturers will be represented, with 26 broker-exhibitors in individual rooms.

Schechter said vending operators will be invited to the show. A turnout of about 1,000 is expected.

program. The banquet is scheduled for Friday night (22).

Greeting the operators will be the following R-M executives: L. K. Rudd, president; C. K. Melikian, executive vice-president; W. J. Manning Jr., general sales manager; J. C. Wickersham, advertising manager; C. J. Thomson, assistant sales manager; Mrs. Jean Jackson, sales promotion manager; P. J. Kelly, purchasing agent; Stanley Carter, manufacturing superintendent; Joseph Bahr, treasurer, and Rudolf Dornseiser, head of the Kwik-Kafe Coffee Processors of America, Inc.

Balto NAMA Meet Hosts 203

BALTIMORE, March 26.—The newly styled package-type 1955 regional meetings of National Automatic Merchandising Association are going over big.

Further proof came this week with the release of the official attendance figures of the third held, the combined meeting of Regions III and A at the Lord Baltimore Hotel, Baltimore, March 19-20.

Consistent with the first two regionals held, the Baltimore meet was the largest regional ever held in that area with a total attendance of 203, of whom 95 were operators.

Elected to new posts at the meeting were Raymond J. Scheuer, Vendomat Corporation of America, Baltimore, formerly chairman of Region III, named treasurer; Ralph Globus, Kwik-Kafe of Baltimore, chairman of Region III; M. C. Lonergon, Lonergon Cigarette Service, Lynchburg, Va., vice-chairman, Region III; James W. Vipond, D. B. Distributing, Inc., Scranton, Pa., chairman, Region A; Robert M. Miller, Miller Bros. Mercantile Enterprises, Inc., Her-

(Continued on page 75)

PENNY VEND

Op Builds Thriving Bulk Route

ST. LOUIS, March 26.—After little more than two years in the field, Gregg Bergzen is now one of St. Louis' top penny vending machine operators, thanks to his steady faith in the bulk vending business.

Under the title of North Side Utilities, Bergzen is buying vending machines at 100 units per order and is spreading the Missouri city with both nickel and penny venders offering ball gum, tab gum, peanuts, and confections.

Bergzen began with a route of Northwestern penny venders, and despite the fact that it was popularly supposed that the high price of gum and peanuts had eliminated any profit, he began showing a worthwhile return from the outset.

This, it later developed, was due

(Continued on page 74)

Fresh Brew Coffee: New Vending Factor

CHICAGO, March 26.—Fresh-brewed coffee may perk up hot competition in coffee vending this year.

At least four firms, three of them new to vending, are now producing machines which vend fresh-brewed coffee.

United Coffee Corporation, Chicago, oldest among the manufacturers by virtue of its having produced a pilot model in 1953, is in production on its 600-cup 3002 model which brews from ground coffee beans. For the first time since the machine was pilot-produced in 1953, it will be offered to other operating firms.

Originally, the unit was available only to ABC Vending Corporation and its subsidiaries. The machine is being offered to "selected operating companies," according to Paul Rosenbaum, president of United, and will continue to be sold to ABC. Price has not yet been announced.

S & L Sales, Inc., Omaha, produces two models of fresh-brewed units: one, listing at \$500 with a 115-cup capacity, and a larger unit, with a 250-cup capacity that lists for \$995. The units vend from a heated urn-type container which in turn is filled from a portable unit carried to the location by the routeman. An automatic cup drop is standard; the smaller unit makes it suitable for counter placement.

Vend-O-Matic Company, New Orleans, has a fresh-brewed coffee machine, but it is not known whether developers of the unit are manufacturing the machine for other operators. Leon Rich, Jack Rich Jr. and Leon Rich Sr., are the developers of the unit which is in operation in New Orleans. The operating firm of Vend-O-Matic brews fresh coffee daily, as do other fresh-brew unit operators. The machines can be adjusted to serve coffee as strong or as weak

Canned Coke Debut Looms

NEW YORK, March 26.—The long-awaited entry of Coca-Cola into the canned drink field became official this week with the announcement that the beverage will be packaged in cans for military forces in the Far East.

However, Coca-Cola officials did not disclose the size of the cans, or whether the cans are to be flat-top or cap-top. Cans will be provided by the American Can Company.

Canning will be by the Coca-Cola Bottling Company of California at its Hayward, Calif., plant. The product will be sold exclusively to the Coca-Cola Corporation for export only.

A company executive said, "Initially, at least, (the firm) will confine its distribution of the canned product to the United States Military Forces in the Far East where unusual production and marketing conditions indicate that the canned product may have unique advantages."

7 Regional Chairmen Named For Candy Wholesaler Meet

NEW YORK, March 26.—Ben T. Cullen, general attendance chairman for the annual convention of the National Candy Wholesalers' Association, to be held July 31-August 4 at the Sherman Hotel, Chicago, this week appointed the seven regional attendance chairmen. They are:

Saul Levine, Scott Tobacco Company, Woburn, Mass., New England; Ben Glass, Pittsburgh Candy and Cigar Company, Pittsburgh, East; Claude B. Poole, C. B. Poole, Inc., Gaffney, S. C., Southeast; C. W. Berry, Berry Cigar and Candy

as the individual location desires.

Vend-O-Matic's machine, called the Coffee Break, uses the strong New Orleans coffee which natives prefer, and was developed after three years. The machine is a small counter model, measuring about two feet square.

A fourth unit, made by Hot Coffee Enterprises, Inc., New Orleans, a fresh-brew machine, uses either pure or chicory coffee. Coffee is freshly dripped every morning in the firm's plant, says president J. M. Cohn, is then put into vacuum sealed pre-heated stainless steel containers and brought to the vending machines piping hot and ready for immediate use.

Spray Coffee Company, Denver, active as a coffee supplier since 1901, is increasing its operation of fresh-brew coffee equipment. Under a separate firm, Coffee Time, Inc., the roaster firm officials Floyd Pool Sr. and Jr. have set up a Denver route of S & L fresh-brew machines. The units, contract-pro-

(Continued on page 75)

VendFilm New AMC Division

ELGIN, Ill., March 26.—Vend-Film, Inc., producers of vending training films set up by Bill Fishman, vice-president of Automatic Merchandising Company, is now a division of Automatic Merchandising.

Fishman announced that the VendFilm program for 1955 would be two films a month on specific vending equipment and that the Film-A-Month club program had been dropped.

As a division of Automatic Merchandising, VendFilm's staff consists of Fishman and other members of AMC who will work on films dealing with equipment in which they specialize. Former VendFilm managing director H. Jay Bullen recently resigned his post.

Fishman stated that there are now three times as many operators using films on a rental basis as there were six months ago. He said VendFilm will continue to put out films on a strict rental of \$15 per showing and outright sales (price depending on the length of the film) in the future.

VendFilm has just finished a film on the National slug rejector. The movie, 25 minutes long, teaches routemen the fundamentals of maintenance and servicing.

Within two weeks, two additional films on coffee machine installation and recommended servicing procedures will be completed (both will use as illustrations the Bert Mills coffee vender). Both are 22 minutes long. Manufacturer representatives from Mills and National Rejectors participated in making the films as technical advisers.

A third film—or series of films—on coffee machines (again using Bert Mills' units as the subject) is now in the preliminary planning stage.

Company, Tyler, Tex., Southwest; Carl C. Tood, Tood Candy Company, Kansas City, Kan., Prairie States; George C. Weimuth, Jefferson-Weimuth Company, Terre Haute, Ind., Midwest, and Frank O. Norman, Norman Confection Service, Stockton, Calif., West.

A Ford Thunderbird automobile and a Ford panel truck will be awarded under the joint sponsorship of the Fred W. Amend Company and the Reed Candy Company. All wholesalers, their employees, or their husbands or wives will be eligible for the awards.

APRIL 2, 1955

LOUDEST POLICE WHISTLE!



New method of construction—featuring tongue and groove interlocking assembly—avoids rough surfaces, spaces, splitting, etc.—making it as loud and durable as expensive regulation whistles!

Sensation of the Charm Industry—

COMPARE

it with any other on the market!

No other whistle of this QUALITY at this price. **\$9.00** per M

LOUD SHRILL from the first customer will attract many more buyers—EVERY WHISTLE WORKS! They can be used in Capsule or Ball Gum and Charm machines.

Be AHEAD in your territory—WRITE TODAY

PAUL A. PRICE CO.

55 Leonard St., New York 13

VICTOR SAVES YOU \$\$\$\$\$ and time by automatically sealing capsules. Also gives you better mds. for your dollar. Your Victor dist. is at your command. World's largest manufacturer of capsules, charms and bulk vendors. **VICTOR VENDING CORP., Chicago 39, Ill.**

GIVE TO DAMON RUNYON CANCER FUND

Ridgewood, N. J., Mulls Licensing Of Food Venders

RIDGEWOOD, N. J., March 26.—Village officials of this Bergen county community are currently investigating an amendment to the sanitary code which would require the licensing of food vending machines.

While F. W. Gauch, Ridgewood health officer, was not available for comment, a board of health spokesman explained that particular study will be given to temperatures which must be maintained for perishable foods.

Also to be studied will be the mechanisms of the venders themselves. The amendment would require that certain specifications be met before a vending machine could operate in the community.

The proposed amendment would provide for a scale of license fees, with the amount varying with the type of equipment.

Venders Increase Mo. Milk Sales

COLUMBIA, Mo., March 26.—Milk vending machines last year increased milk consumption in 50 Missouri counties, according to University of Missouri extension specialists.

Vending machine milk sales accounted for at least \$130,000 more in consumer expenditures for Class I milk in the State during the year; milk that would otherwise have gone into manufacturing use.

Davis Heads Hebel Sales

ADDISON, Ill., March 26.—Fred Hebel Corporation this week announced the appointment of Clint Davis as sales manager.

Davis, electrical engineer and formerly a Hebel executive, succeeds Bernard Osmond, who will officially resign his sales posts April 15. Hebel manufactures three-selection and five-selection ice cream venders.

VenDime Ready On New Quarters

NEW YORK, March 26.—The VenDime Corporation, operator of full-line vending installations in Manhattan office buildings, will soon move to headquarters at 76 Reade St. in lower Manhattan.

The firm will occupy half a floor of a small office building there. Currently, the firm has been using Franklin Stores, one of its locations, as a headquarters.

Partners Gerry McClosky and Bob Loeffler emphasized that the move does not mean that VenDime will depart from its policy of storing supplies on location and using drop shipments to locations in lieu of warehousing.

McClosky pointed out, tho, that space is needed for administrative work, and that the new headquarters will serve as a depot for some supplies which cannot be accommodated on locations.

The move is tentatively set for April 4.

Precision-Built for PROTECTION & PROFITS!

ACORN

The only completely die-cast aluminum, precision built

ALL-PURPOSE VENDOR

- Vends CHLOROPHYLL GUM—all bulk mds.
- Polished, easy-to-clean merchandise chute.
- Tamperproof! Held by top lock, body clamp only.
- Guaranteed mechanically—weighs less than 7 lbs.

1c & 5c mechanism slides into place—no screws!

IMPROVED!
SILVER-STREAK
BRUSH HOUSING & BALL GUM WHEEL

MANUFACTURING CO., INC.
11411 Knightsbridge Ave., Culver City, Calif.

EASTERN OFFICE: PENNY KING CO., 2538 Mission St., Pittsburgh 3, Pa.
WESTERN OFFICE: OPERATORS VENDING MACHINE SUPPLY, 1023 S. Grand Ave., Los Angeles 15, Calif.

EXCLUSIVE DISTRIBUTORS WANTED

Ideal vendor for PROMOTIONAL SELLING. A well-built 10¢ vendor dispensing an exclusive SMOKE-HOUSE COCKTAIL ALMOND. Close FACTORY SUPPORT and a strong factual SELLING KIT plus a FINE MACHINE offer a rare opportunity.

PROTECTED TERRITORY given to men who can produce and are experienced in selling through Business Opportunities.

Write fully, giving experience, references to
AMERICAN PRODUCTS CORP.
P. O. BOX 2749, CLEVELAND 11, OHIO

THE "The Amusement Industry's BILLBOARD" Leading Newsweekly

... with Audited Paid Circulation to match!

NOW—You Can Expand Your Vending Business with this KEENEY Deluxe COFFEE VENDER

KEENEY'S Unseen Ingredient!

Look closely at this new Keeney Deluxe Coffee Vender—study its superior features and you'll see more than the physical materials of which it is made. You'll see the attitude of a company determined to make and market a more practical, better performing unit designed by men who are never quite satisfied until they have produced a far superior product. It's the "unseen ingredient" that insures lasting, low cost performance.

LET'S LOOK AT THE VISIBLE FEATURES:

All controls are conveniently located on the face plate. Each selector button actuates the entire vending cycle by means of snap-action. Automatic light below coin insert indicates when vender is empty. Full safety features include: Coin Lockout—Ground Wire in power cord—Shock-Proof Mountings to prevent free operation and to protect all controls from damage or misadjustment—Built-In Coin Changer that may be pre-set to return 1 to 4 pennies change—stainless steel Mixing Bowls, Hot Water Containers and stainless steel coffee, sugar, and cream containers—Adjustment to control quantity of ingredients—adjustable Temperature Controls—Anti-Overflow Float and shut-off switch—Water Supply Pressure Regulator—a simplified easily accessible electro-mechanical mechanism with standard components—slow-blow type fuses—service outlet—toggle switch for servicing without disconnecting line voltage—swing-up top for easy loading without removing containers. Auxiliary Reserve Tank optional. Every feature to insure successful operation!

Write FOR YOUR FREE CIRCULAR!

J. H. Keeney & CO. INC.

2600 WEST FIFTIETH STREET

CHICAGO 32, ILLINOIS

300 CUP CAPACITY

Experienced coffee vender operators agree that this new 300-cup Keeney Deluxe Coffee vender ideally combines the average capacity requirement for smaller size at a much lower investment per unit. It is but 19 3/4" wide by 15 1/2" deep by 52" high! You can install a single unit for marginal locations, or group these compact venders for mass dispensing in larger places.

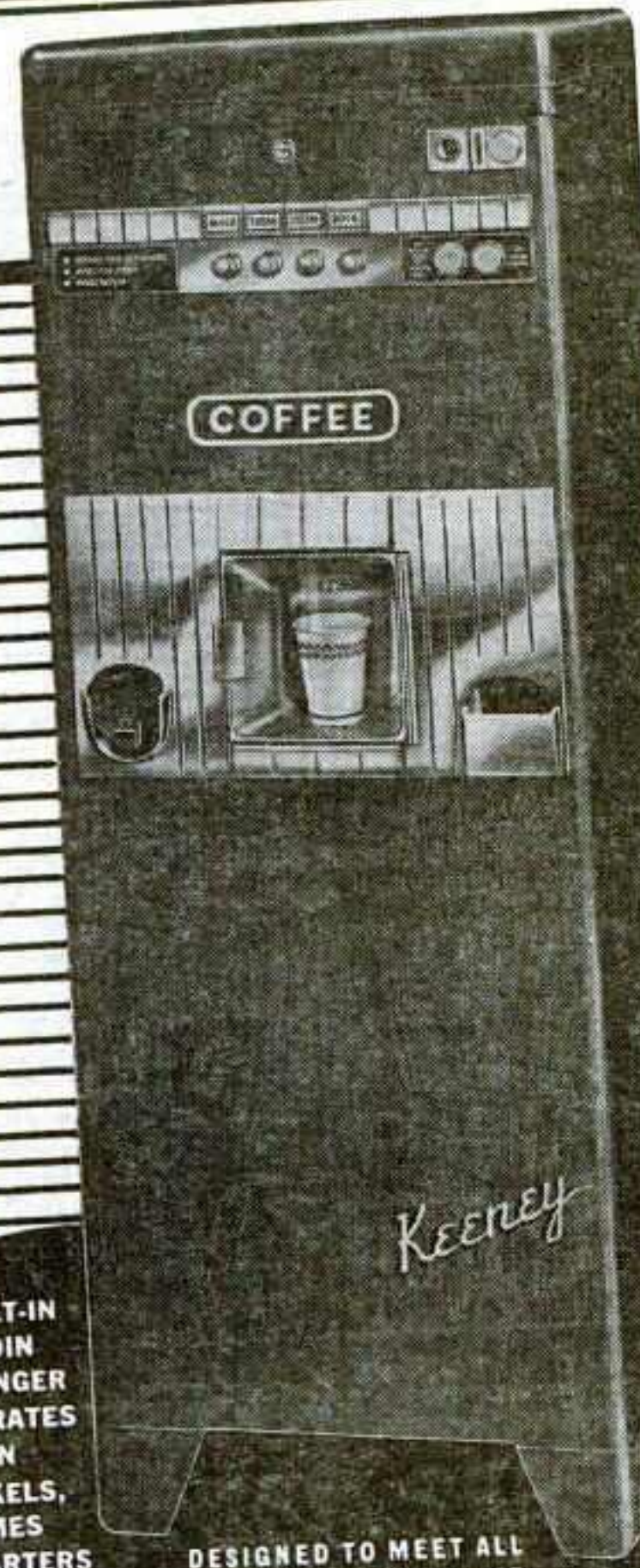
4 SELECTOR BUTTONS

- Black Coffee • With Sugar • With Cream • Sugar and Cream

EASY TO OPERATE!

Insert a dime at top and 1 to 4 pennies drop into the built-in coin changer return outlet while a cup vends automatically at the left. Open dispensing chamber door, place cup in position, depress one of four selector buttons and the cup fills up with a full 6 1/2 ounces of rich full-flavored hot coffee, as you want it, when you want it, almost instantly! Sugar and cream containers and the mixing bowl are of stainless steel for easy cleaning as well as to preserve ingredients and insure cleanliness at all times.

*Price pre-set at option of operator.



BUILT-IN COIN CHANGER OPERATES ON NICKELS, DIMES OR QUARTERS

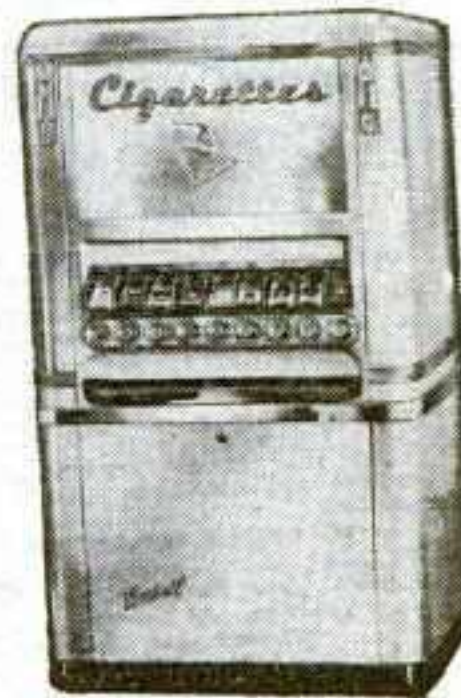
RETURNS CHANGE IN CORRECT AMOUNT AUTOMATICALLY

DESIGNED TO MEET ALL KNOWN REQUIREMENTS FOR HEALTH AND SANITATION AT LOW COST OPERATION.

A VARIETY OF FINISHES

The Keeney Deluxe Electric CIGARETTE VENDER

★ Year after year, operators have made much more money with this Keeney Deluxe electrically operated Cigarette Vender. Nine double columns dispense regular or king size packs alternately from front or rear and "the pack you see is the pack you get!" Capacity 432. Has quick price adjustment on each column, swing-up top, 3-way match vending. Write for circular.



GET YOUR SHARE OF THE BIG PROFITS IN GUM WITH THE FAMOUS *Northwestern* PACKAGE



GUM VENDER
This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts sales.

TAB

GUM VENDER

You'll hit the jackpot with this tab vender. New "Quick Change" merchandise drum cuts servicing time in half. Ten columns for wide selection and bigger capacity have doubled and even tripled sales.



BALL

GUM VENDER

Profit with ball gum through the famous Northwestern Jet. Vend ball gum, ball gum and charms, or capsules—1¢, 5¢ or 10¢ play. Available in chrome for outstanding flash.



Wire, write or phone for complete details

THE NORTHWESTERN CORP.
235B East Armstrong Street, Morris, Ill.

See \$6½ Mil Loss For Ala. Distributors If Cig Tax Hikes

BIRMINGHAM, March 26.—A proposed 1-cent hike in the State cigarette tax could cost Alabama tobacco distributors an annual loss in business of more than \$6,600,000, according to figures compiled by the Tobacco Tax Council.

At present, it was made known, Alabama wholesalers gross an estimated \$51 million annually from their cigarette business. If an additional 1-cent is added to the State tax, cigarette sales will drop about 13 per cent, the council estimates. Such a drop, it added, would reduce the wholesalers' gross to \$44,370,000.

Correspondingly larger losses in trade volume would be incurred by the retail business establishments of the State, the council points out.

"Anticipated State revenues derived from the 1-cent increase will fall short of the claims made by the advocates of the increase," the council states. "The State treasury will suffer losses on still other taxes because of the financial injury wrought upon the wholesale and retail tobacco distributors."

Cigarette Output

Private estimates reported by the Agriculture Department indicate that king-size and filter tip cigarettes combined accounted for nearly two-fifths of total consumption in 1954 compared with about one-fifth two years earlier, and predicted further gains in these categories during 1955. Marketing of the 1954 burley crop, completed by mid-February this year, indicate a record crop estimated at 1,870,000,000 pounds.

MANDELL GUARANTEED USED MACHINES

N.W. Deluxe 1¢ & 5¢ Comb.	\$12.00
N.W. #33 1¢ Porc. B.G.	7.95
Master 1¢ Bulk Porc.	6.50
Master 5¢ Bulk Porc.	6.50
Master 1¢ & 5¢ Bulk Porc.	6.50
Columbus 1¢ Bulk	6.95
Silver King 1¢ B.G. or Mds.	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1¢ B.G.	6.45
Advance #11 Mds.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	56
Pistachio Nuts, Vendor's Mix	52
Pistachio Nuts, Sheik	48
Cashew Whole	52
Cashew Butts	50
Peanuts, Jumbo	42
Spanish	35
Mixed Nuts	35
Almonds, 480 ct., 5 lbs., vac. pk.	85
Baby Chicks	33
Rainbow Peanut	32
Boston Baked Beans	32
Jelly Beans	28
Licorice Lozenges	28
Leaflets (similar to M & M), 550 ct.	40
Assorted Fruit Chunks, 100 ct.	42
Rain Blo Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 280 lbs. minimum, prepaid, per pound	28
100 ct.	30
Adams Gum, all flavors, 100 ct.	48
Wrigley's Gum, all flavors, 100 ct.	48
Beach-Nut, 100 ct.	48
Hershey's Chocolate, 200 ct.	1.40
Minimum Order, 25 Boxes Assorted.	

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator.
1/3 Deposit, Balance C.O.D.

NORTHWESTERN SALES AND SERVICE CO.
MOE MANDELL
446 W. 36th St., New York 18, N. Y.
Longacre 4-6467

VICTOR'S 5-STAR BABY GRAND
Convertible Vendor—Instant change-over to
CAPSULE VENDING
ROCKET CHARM
ROCKET CHARM BALL GUM & CHARMS
CHICLE TREETS
100-COUNT BALL GUM

\$12.50 each less than 25 cases;
\$12.00 each 25 cases or more.

Time Payment Terms Available.
ROY TORR
LANSDOWNE, PA.

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

BULK VENDORS, ATTENTION!
Due to the High Price of Nuts, We Offer for Sale . . .

Boston Baked Beans, 30 lb. ctn.	28¢ lb.
Rainbow P-Nuts, 30 lb. ctn.	28¢ lb.
Bridge Mix, 30 lb. ctn.	28¢ lb.
Licorice Lozenges, 30 lb. ctn.	8.00
Baby Chicks, 30 lb. ctn.	37¢ lb.
Virginia Spits, 30 lb. ctn.	36¢ lb.
Mixed Nuts, 30 lb. ctn.	52¢ lb.
Cashew Nuts, 30 lb. ctn.	52¢ lb.
Teeny Beans, 33 lb. ctn.	55¢ lb.
Hershey-ets, 25 lb. ctn.	52¢ lb.
M & M's, 25 lb. ctn.	56¢ lb.
Almonds, 5 lb. can	90¢ lb.

BULK VENDORS

Silver King, 1¢ or 5¢	\$ 8.50
Silver King Hot Nut, 5¢	12.50
Victor Model V, 1¢, Globe	8.50
Victor Model V, 1¢, Cabinet	8.50
Columbus Tri-More, 3 Comp.	17.50
Cadillac Jr., 5¢	6.95
DuRenier Adams & Col., 1¢	17.50
Mills Adams & Col., 1¢	17.50
Pop Corn 5¢ Machines	55.00
S. K. Hunter or Penny Back	10.00

GET ON OUR MAILING LIST. MANY MORE SPECIALS TO FOLLOW.

WRITE FOR CATALOG OF NEW AND USED VENDORS & SPECIAL LIST NO. 10 OF MERCHANDISE SUPPLIES, CHARMS AND ACCESSORIES.

1/3 Deposit, Balance C.O.D.
RAKE COIN MACHINE EXCHANGE
609-A Spring Garden Street
Philadelphia 23, Pa.
LOmbard 3-2674

YOUR SUPER LOCATIONS DESERVE THE FINEST SUPER V

IS the Finest Capsule and 100-Count Ball Gum Vender Obtainable and the Industry's Most Beautiful



Featuring the Greatest Earning Power Ever Built Into a Bulk Vender . . . at 1¢, 5¢ or 10¢ Play.

BALL O'FIRE
Hot Cinnamon Gum. This 100-count Ball O'Fire Gum has just been made available to vending machine operators and is the HOTTEST SELLING PIECE OF GUM on the market today.

Your SUPER "V" holds 950 100-count Ball Gum.

Be the first in your territory to cash in on this new, red-hot bulk vending merchandise.

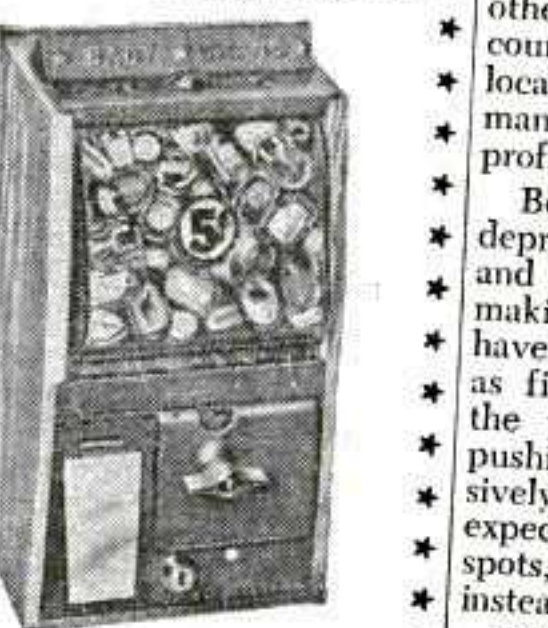
KEEP IN TOUCH
With VICTOR for NEW and OUTSTANDING CHARMS for Bulk and Capsule Vending

The World Famous **STANDARD TOPPER**

That attractive ensemble—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

'5-STAR' BABY GRAND
5 Vendors in One Instant Change-Over



Convertible Vendor
Get Instant Change-Over to:
★ CAPSULE VENDING
★ ROCKET CHARMS
★ BALL GUM & CHARMS
★ CHICLE TREETS
★ 100-COUNT BALL GUM

\$12.00 EACH IN 25 CASE LOTS
\$12.50 Ea. Case Lots.
All Models Packed and Sold 4 to Case.
LESS THAN 25 CASES @ \$50.00 PER CASE.
25 CASES OR MORE @ \$48.00 PER CASE.
ALL PRICES F.O.B. CHICAGO.

Place Your Orders Now!
VICTOR VENDING CORP.
5701-13 W. Grand Ave., Chicago 39, Ill.

Joseph Cullman, Benson & Hedges, Dies in N. Y.

NEW YORK, March 26.—Joseph F. Cullman Jr., president of Benson & Hedges and director and chairman of the Executive Committee of Philip Morris & Company Ltd., Inc., died Friday (18) in his apartment here. He was 72.

A leader in the tobacco industry for more than half a century, Cullman was also president of Cullman Bros. Inc., a director of the American Sumatra Tobacco Corporation, the Companion Life Insurance Company and the Underwriters Trust Company.

Cullman was one of the leaders in the introduction of filter-tip cigarettes and pioneered the development of Connecticut shade-grown tobacco for cigar wrappers.

Hospital Trustee
He was a trustee of the Mount Sinai Hospital, treasurer of the hospital and a board member of the nursing school. He was also a director of the Neustadter Convalescent Home and the Hillside Hospital.

Cullman was graduated from Yale in 1904. He leaves a brother, Howard S. Cullman, chairman of the Port of New York Authority, a widow, a daughter, four sons and 12 grandchildren.

15,000 Packs of Marlboros Given Away by PM Office

NEW YORK, March 26.—More than 15,000 smokers visited the Park Avenue offices of Philip Morris & Company Ltd., Inc., Friday (11) to sample the new king-sized Marlboro with filter and cork tip. They came in response to a single full-page advertisement in a local newspaper inviting them to have a smoke on the house.

Each visitor was given a full pack. The line started at 8 a.m. and continued until 6 p.m. Crowds reached the morning peak between 9 and 10, and again during the lunch hour. By noon PM officials had handed out 5,000 free packs.

During the lunch hour another 5,000 free loaders packed the firm's reception rooms and an additional 5,000 packs were distributed, according to company officials.

Penny Vend

Continued from page 72

almost entirely to the fact that other operators had become discouraged, pulled machines out of locations, which, under Bergzen's management have remained profitable.

Bergzen has never let talk of depression or recession worry him, and consequently, he is perennially making a go of locations which have been the property of as many as five or six other operators in the past. "Nobody seems to be pushing penny machines aggressively," he points out. "Where we expected a tough battle to obtain spots, we found ourselves welcome instead."

Before launching his vending operations, Bergzen was an appliance dealer. While the usual vending machine operator is likely to feel that he is in an intensely competitive business, Bergzen says, "this is peaceful compared to appliance merchandising."

What with discount houses, co-ops, "backdoor selling by distributors," and such, he found appliance business life a depressing chore. "It got so that the only pleasure I had was going to some vending machines in the back of the store and getting some peanuts or gum," he said. "One day it occurred to me that if these machines were so popular with myself and my employees, that there might be a future in operating them—and my new venture began."

Tab gum machines are the backbone of the current vending operation of Bergzen, who, as might be expected, has many locations in the buildings of St. Louis appliance distributors and retailers.

NOW is the TIME for all GOOD CHARMS to come to the AID of Your Machines

Good and NEW

MUSTARD SEED	\$15.25
GUN and HOLSTER	15.25
BILLIARD BALLS	15.25
8-BALL RING	15.25
BIG GAME HEADS	7.75
PLASTIC FLOWERS in Flower Pots	10.00
EYEGLASSES	15.00
RUBBER HEELS	5.00
PAPER SHOOTER	8.75
EGGS	12.75
PLASTIC DICE	15.25
BINOCULARS	15.00
THREE MONKEYS, Color-Inlaid	6.00
VACUUM-PLATED CHARMS, SERIES #45	5.50

All price, per 1,000 f.o.b. Jamaica, N. Y.
Or: At Your Distributor.

SAMUEL EPPY & CO., INC.
91-15 144th Place
Jamaica 35, L. I., N. Y.
World's First and Largest Charm Manufacturers

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.

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.	40¢ lb.
Clor-o-Vend Chicks, 320 ct.	40¢ lb.
Chicle Chicks, 320 & 520 ct.	36¢ lb.
Bubble Chicks, 320 & 520 ct.	36¢ lb.
Tab (short stick), 100 ct.	38¢ box
5-Strick Gum 100 packs	\$1.90

F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant • Newark 4, N. J.

VICTOR'S TOPPER
1¢ BALL GUM MACHINE, \$12.50 each, \$12.00 100 or more.

VICTOR'S SUPER V CAPSULE VENDOR
\$15.45 each
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Terms available.
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LANSDOWNE, PA.

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APRIL 2, 1955

We Have Newer CHARMS!

Send \$2.50 and receive 100 high quality filled capsules. Contains our complete assortment . . . of send 35¢ for regular sample kit of charms.

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VICTOR'S 5-STAR BABY GRAND
Convertible Vendor—Instant change over to: Capsule Vending, Rocket Charms, Ball Gum and Charms, Chicle Treats, 100-Count Ball Gum.

\$12.50 each less than 25 cases;
\$12.00 each 25 cases or more.

Deal #1—4 5-Star Baby Grands with 1000 filled Victor Capsules . . . \$64.50
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Deal #3—With 25¢ Chicle Treats . . . \$1.25

All Victor models available, f.o.b. Brooklyn. Time payment plan, trade-ins accepted. Write for our filled Victor capsule list.

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MR. OPERATOR:
Do you operate 1¢ charms, capsule or similar bulk vendors? Well, we would like to know about you. We have many new fresh items to help spark your machine sales. Free samples available. Prepaid shipments, low prices. Yes, it will pay you to get on our mailing list.

FREE Miniature Imported Cigarette Lighter when you answer this ad.

Ohio Gum Supply Corp.
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ATTENTION! Bulk Candy Operators
Ferrara Sweet Shell Candies are low in price and high in quality. Try some in your machines. For samples and prices write to

FERRARA CANDY COMPANY, INC.
2204 W. Taylor Street
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FILLED CAPSULES, \$15.00 per M
Special Get-Acquainted Offer. Send only \$15.00 for 1000 FILLED CAPSULES. Satisfaction Guaranteed.

CHAMPION VENDORS SUPPLY
1119 E. Houston San Antonio, Tex.

Fresh Brew
Continued from page 72

duced for S & L by John Mitchell Company, Dallas, hold from five to 12 gallons of coffee, thermostatically controlled for proper serving temperature.

Under Coffee Time's installation program, machines are located in industrial plants, warehouses, business centers. Typical locations include the new \$11 million distribution plant of Safeway Stores and the Rocky Mountain Telephone & Telegraph Company where six machines are installed.

Coffees roasted by Spray Coffee Company are sold to a third firm, Liquid Coffee Company, located next door to Spray. Liquid Coffee brews the beverage for distribution to Coffee Time's machines. It is put into 5, 10 and 15 gallon vacuum type jugs which are used to transfer the beverage directly to the machines. Most of current stops operate on a dime.

Another operator of fresh-brew coffee machines, Consolidated Vending Service Company, Burbank, Calif., operates United Coffee Corporation machines, has installed 50 in the Lockheed Aircraft Corporation plant in Burbank and expected to have 75 or more units in the outlet.

Consolidated, less than a year old, was formed by Ronald Wolff as president and Joseph Sinay as vice-president and secretary in June, 1954.

The firm, which now has the operating rights to the United machine in a number of Western States.

"We have been very well pleased with the reaction of our people to this type of coffee machine," said Ray Osgood, personnel manager of the Missiles Systems Division of Lockheed. "The number of cups dispensed per day indicates a wide popularity, as well as indicating that a number of people find the coffee so satisfactory that they drink several cups a day."

Six Consolidated employees are stationed at all times in the Lockheed plants, which employs some 27,000. They have supply depots, provided the aircraft company, at which they keep filled percolators, cups and the other materials they need to keep their operation at a peak.

Cig Vending
Continued from page 72

ideas of his own were justified. The outstanding asset on which the vender operator may depend is the fact that the checkstand cashiers in large supermarkets are always "too busy to sell cigarettes." That is, Price indicated, unless the customer adds the cigarettes to her shopping purchases as she is checked out of the store, she will seldom find a clerk available to sell a single pack of cigarettes.

This is true whether the customer has dropped into the store expressly to buy cigarettes or feels a need for a smoke while shopping. It is difficult for a smoker to obtain cigarettes for immediate consumption in the food store; rather than break into a line of customers going thru the check-line, or to otherwise "interrupt things," the single pack customer will go elsewhere.

Locating Vendors
Locating a vender in the front of the store where the customer can simply help himself has proven the ideal solution. Price points out. People often leave their place in a check-line, make a quick trip to the cigarette vender, return to their place in line, and "light up."

Another asset to Price's supermarket operations is that he has found far less resistance on the part of store owners than he had anticipated. Usually, the supermarket owner is well aware of the problems associated with checkstand sales. Most owners would like to put their cigarettes out on a self-service basis, but this is not practical.

Thus, concludes Price, rather than further burdening the busy checkstand operators, the vending machine offers the perfect solution. "With the split in takes amounting to just about the same profit to the store, we are reaching a much more extended supermarket coverage than expected," he said.

Calif. Vending Firms Chartered

SACRAMENTO, March 26.—Quick Vendors, Inc., has been granted a State charter to deal in vending machines in Los Angeles County. Authorized capital is \$25,000. Incorporation papers were filed by Norman B. Silver, Los Angeles. Directors are Lew E. Feldman, Robert G. Feldman and Ben L. Solomon, all of Los Angeles.

Watkins Cigarette Service, Inc., has been granted a charter to deal in cigarette vending machines and related equipment. The firm is an Arizona corporation with an authorized capital stock of \$300,000. The main address is listed as 4115 E. Van Buren, Phoenix, Ariz. California agent is Clarence McCann, Blythe, Calif.

Balto NAMA
Continued from page 72

shey, Pa., vice-chairman, Region A. (Region III consists of Maryland, Virginia, Delaware, District of Columbia; Region A, Pennsylvania and New Jersey.)

In addition, Marcus Kaplan, Virginia Cigarette Service Corporation, Roanoke, Va., and John W. Stehl, Coca-Cola Bottling Company, Baltimore, were elected area chairmen for Region III.

Meyer Gelfand, G. B. Macke Corporation, Washington, talked on direct sales; William McConnell, Automatic Merchandising Company, Medford, Mass., on automatic catering; Charles Gee, Coca-Cola Bottling, Baltimore, on how to teach a new man to do his job; C. R. Schreiber, editor and publisher of Vend, a current report on the industry, and William Fishman, Automatic Merchandising Corporation, Chicago, and Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee, again moderated a Profit Clinic on automatic merchandising.

Wayne M. Logue, Brady Vending Company, L. I., N. Y., chairman of Region II (New York State), announced this week confirmations of several of the speakers at Region II's meeting April 2-3, which will be held at the Hotel Commodore, New York.

Logue will speak on automatic catering; Michael Bruck, Long Island Tobacco Company, L. I., N. Y., direct sales; Morton B. Holland, Holland Vending Corporation, Mespeth, N. Y., on how to teach a new man to do his job. C. S. Darling, NAMA executive director, will deliver an address entitled "Where Are We Headed?" a general industry report. Hedeman Products Company will sponsor the reception.

Both NAMA members and non-members are welcome to attend the all-day sessions Saturday, April 2. The Sunday morning session is for members only.

John Guthrie, chairman of Region V, this week announced that Region V's meeting will be held at the Hotel Carter, Cleveland, April 16-17 (Region V takes in Ohio, Michigan, Kentucky and West Virginia).

"LOOK WHAT BLEW IN!"

Here's a little charm to really "Whet your whistle" and fill your cash register . . . a 2 tone plastic Policeman's Whistle that's sure to be the big blow around town. Don't miss out on this colorful charm that every little "copper" is sure to go for. If you want your share of these profit making charms—just whistle!

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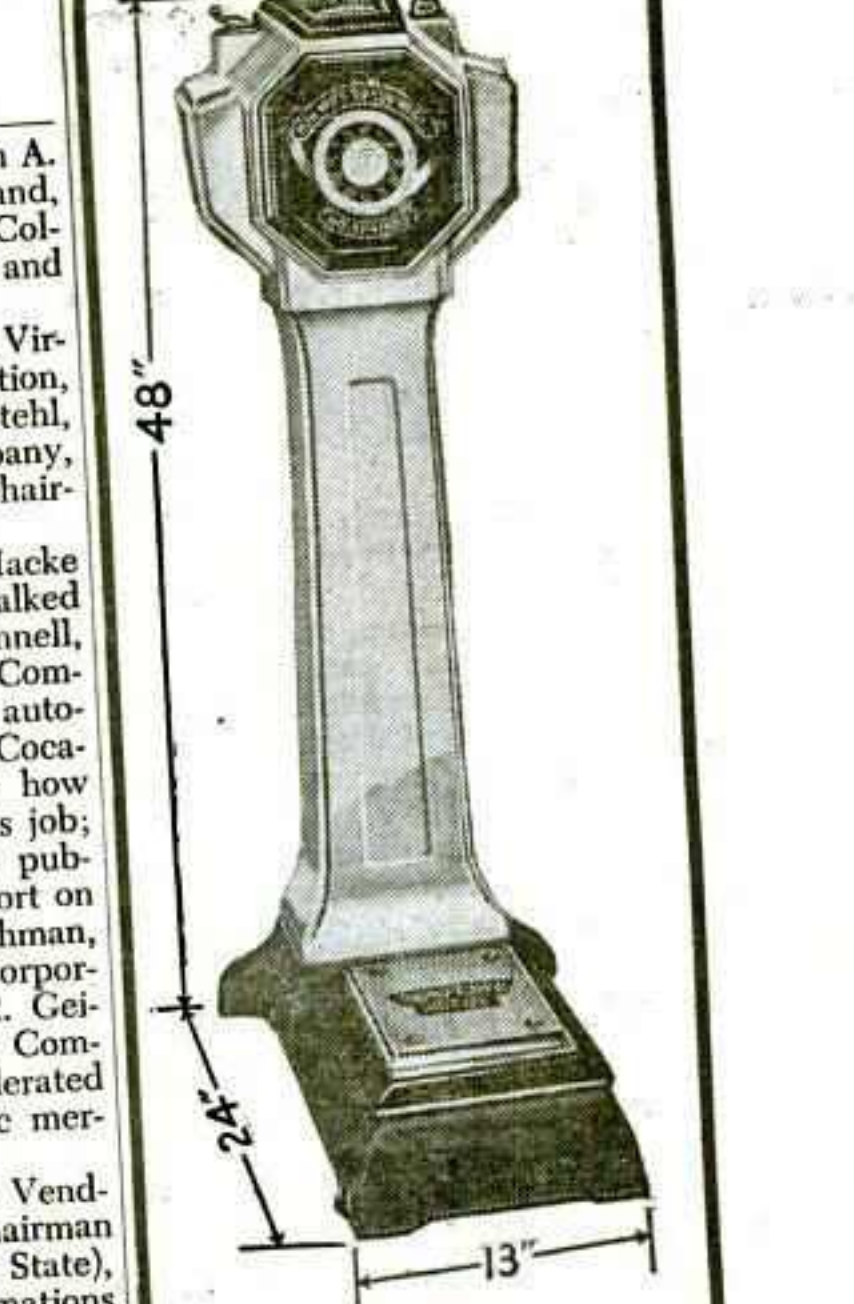
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OAK'S NEW TAB GUM VENDOR

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Tobacco Outlook

The same quantities of leaf will be absorbed by manufacturers of tobacco products during the 1954-'55 marketing year in the United States as in 1953-'54, according to expectations at the Department of Agriculture. In the 1955 calendar year cigarette consumption is expected to be fairly near the level of 1954 with king size and filter-tip cigarettes likely to gain a greater share of the market. In 1954 the total output of cigarettes was 402 billion—5 per cent lower than in 1953 and nearly 8 per cent below the 1952 level. Supplies of flue-cured and burley for 1954-'55 are 4 and 8 per cent greater than for 1953-'54.



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Over 67,000 ACTIVE BUYERS read The Billboard classified columns each week

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Imperial, 6 Cols., 180 Cap. \$ 85.00
Imperial, 8 Cols., 240 Cap. 90.00
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DUGRENIER CHAMPION, 9-11 COLS., 420 CAP. 100.00

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Model E, 4 Cols., 180 Cap. \$ 75.00
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Model 500, 9 Cols., 350 Cap. 100.00

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U-Select-It, 74 Cap., Wall Model . . . \$ 52.50
Stoner Candy, Pre-war, 160 Cap. . . 135.00
National Model 918, 162 Cap. . . 115.00

EXTRA SPECIAL! ROWE DIPLOMAT ELECTRIC 8 Cols., 340 Cap. \$135.00

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.

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"The Nation's Leading Distributor of Vending Machines"
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IDEA EXCHANGE

Distrib Holds 'Forum' With Ops—Ups Trade

ST. LOUIS, March 26.—Making it a routine policy to sit down with every operator and discuss the whys and wherefores of every operation, has paid excellent dividends for Ed Randolph, head of Rite-Way Sales Company, Bally Manufacturing Company distributors here.

Randolph, who towers well over 6 feet 2 inches, and has been a familiar figure in the State's coin machine operations for more than two decades, is active in many phases of the St. Louis industry. Thus he finds it not difficult to sooth down even the busiest

operator, asking him to relax in a comfortable chair and "get it off his chest." In the process, Randolph picks up valuable tips on management, selling, repair and collection methods, which he is glad to pass along to those who can benefit from such advice.

"It makes me a sort of better business bureau and father confessor rolled up into one," says Randolph. "However, we have found that most operators have little or no contact with each other except for the yearly show, or bumping into each other occasionally on routes. Consequently, any sort of news or helpful information which can be passed along is valuable."

Randolph goes out of his way to "make life easier" for his customers. For example, shortly after opening up the mid-town St. Louis showroom, he found that the lack of parking space was keeping customers away.

Going to work on the problem, Randolph contacted a family living across the way from the Rite-Way showroom, and framed a plan whereby its backyard became a parking lot large enough to accommodate eight or 10 automobiles. The fact that the lot is always full is adequate proof that this service is well appreciated.

Slug Rejector Produced by United Firm

CHICAGO, March 26.—United Manufacturing Company has produced a slug rejector unit which will be standard equipment on all shuffle bowling games shipped by the firm.

The unit will be part of the equipment on the Clipper Shuffle Alley, shuffle bowling game shipped to distributors this week.

Bill De Selm, United sales manager, describes the slug rejector, which will accept nickels, dimes and quarters, as "simple, compact and trouble-free."

The unit has no moving parts, with exception of the slug deflector. It operates entirely on gravity. The slug rejector, according to De Selm, is designed to accept all coins, compared to more critical coin chutes which often reject coins as well as slugs. The self-contained unit is factory adjusted before it is shipped, according to the firm.

Pinballs Approved For R. I. Saloons

PROVIDENCE, March 26.—Pinball machines, until now frowned on by Rhode Island authorities for use in bars, now have the green light in the State.

A bill permitting games of chance and skill to be placed in Class C-licensed liquor establishments, recently passed by the General Assembly, was signed by Governor Roberts.

Michael Mahoney, Woonsocket representative in the House, introduced the bill which should mean placement of many machines and shuffleboards in the State in coming weeks.

Keeney, Williams Exhibit at MOA

CHICAGO, March 26.—J. H. Keeney & Company and Williams Manufacturing Company are among more than 60 coin machine firms exhibiting products at the Music Operators of America convention here at the Morrison Hotel, thru March 30.

Williams will show a new kiddie game unit, Sidewalk Engineer, designed for the department store, variety store market, while Keeney will show its new coffee vending machine and its cigarette vender.

Sidewalk Engineer features a model of an International Harvester tractor enclosed in a showcase, and which can be operated by levers on the cabinet which move the tractor forward or backward, left or right.

Tractor Operation
Dropping a dime in the coin chute, the kiddie can make the model tractor do most every-

thing a real tractor can do. The tractor is at "work" on a simulated freeway, and moves "crushed rock" with a plow attached to its front.

Art Weinand, Williams sales manager, said that a number of these units are being displayed at the show, while model of the firm's Select-A-Train, electric train game will be exhibited at the Williams factory during the MOA convention.

Keeney's new coffee vender, displayed at the convention, is a 15½-inch deep, 52-inch high unit, with 300-cup capacity. Newly designed, it has a built in coin changer for nickels, dimes and quarters. It has four selector buttons. Cabinets are available in standard wood grain finish and green mahogany, and also in light mahogany and colored hammerloids at no extra cost.

PINBALL NAMES SET THE PACE

CHICAGO, March 26.—Bally Manufacturing Company executives seem to have a knack for picking apt monikers for pinball games.

Late last year the title, "Big-Time" was given to a Bally pinball, and soon after, the name was used as the title of an NBC-TV spectacular seen by an estimated 40,000,000 viewers.

In 1948 the firm picked the name "Citation" for one of its pinball games, the name of the horse that won the Kentucky Derby. The horse continued to win racing events in the country, while the pinball proved a best-seller.

Williams Ships Polar Hunt, New Rifle Game

CHICAGO, March 26.—Williams Manufacturing Company shipped to its distributors this week, Polar Hunt, new .22 rifle game featuring a "handicap" time selector which allows the player to time his own shooting in any of three different time brackets.

This is designed to let "poor shots" compete with "sure shots." The player selects his time handicap before he begins to fire, by pressing a button at the front of the cabinet, which lights up the handicap time units—50, 60 and 70—one at a time on the backglass.

Each unit of time the player saves in shooting scores 100 points if he has made a perfect score on 25 shots, or 10 points in absence of a perfect score.

The game is decorated with a North Pole scene, and the targets are similar in scheme—penguins, seals, walrus, and a special "North Pole" target.

Target Scoring

Five penguins are first to pop up, each scoring one point. Next, four seals swing into view, each tallying two points. The penguins come back for an encore, good for a 10-point bounty this time up, and then the choice target—an igloo that glows until a bull's-eye target on either end of the igloo

(Continued on page 78)

FRESH START

Tough Times Fail to Stop Wyoming Op

DOUGLAS, Wyo., March 26.—Despite the fact that almost the entire State has suffered heavily from both drought and stock-killing blizzards, M. C. Albaugh, head of the Albaugh Music & Distributing Company here, is buying both new games and phonographs.

"We go on the theory that it requires constant fresh interest to keep amusement games of any type pulling play," Albaugh said. "Consequently, to make up for the rather serious slump which has existed for the past six months, we simply install plenty of new games to increase the take proportionately."

Douglas is in the midst of a prolific stock-raising section and its economy is tied directly to the cattle industry. Thus, Albaugh was dismayed when 1954 produced an all-time low in the amount of rainfall for the area, presaging poor pasture lands.

When this was followed during the winter months by blizzards which stacked snow drifts six feet high, killing cattle out on the open range, the Wyoming operator had every reason to be discouraged.

Nevertheless, Albaugh is "buying anyhow" amusement games and phonographs, which make up equal divisions of his current operation.

Ind. Governor Signs Anti-Pin Measure

INDIANAPOLIS, March 26.—Indiana's tough anti-pinball bill, under which a pinball game award of anything more than a replay is punishable by 10 years imprisonment, was signed by Gov. George N. Craig March 12.

Tho the new statute is stringent, Indiana pinball operators scored a major victory when the Senate public policy committee softened the definition of a "gambling device" by adding that "an immediate and unrecorded right of replay mechanically conferred on players of pinball games and similar amusement games shall be presumed to be without value."

Because the Senate's committee deleted its emergency clause, the measure will not become effective until July or August, when all the Acts of the Indiana General Assembly, which adjourned sine die March 7, will be promulgated by the governor.

Senator Thomas C. Hasbrook, Indianapolis Republican, who as a member of the House of Representatives sponsored even more stringent anti-gambling bills in the

sessions of 1951 and 1953, was the author of the legislation which is generally rated as one of the toughest measures in the nation.

The Hasbrook bill of 1951 died in conference committee, while the 1953 measure was invalidated by the State Supreme Court because it allowed exemptions to churches and fraternal and charitable organizations.

In its penalty clause, the new law retains the severity of the bills

(Continued on page 78)

Bally Preems Gayety, New Pinball Game

CHICAGO, March 26.—Gayety, an in-line pinball game with a new kicker mechanism that ejects a ball out of one pocket into an adjacent pocket, was shipped this week by Bally Manufacturing Company.

The new feature, called "Magic-Pockets," combines with the "Magic-Lines" feature which was an earmark of previous Bally games, to give the player a better opportunity to make in-line scores.

With the "Magic-Pockets" feature lighted on the backglass, the player may move balls in the top row of holes to the left or right.

The 25-ball holes on the playfield correspond to 25 numbers on the backglass scorecard, in-line scores made by lining up numbers

(Continued on page 78)

Set Bally School At Lieberman Omaha Hdqtrs.

CHICAGO, March 26.—Lieberman Music Company will host a Bally Manufacturing Company service school at the Lieberman Omaha headquarters, April 12-13.

The school will be conducted by Bally field engineers, Bob Briether and Paul Calamari. Jerry Harris, of the Lieberman organization, will be on hand to greet operators and servicemen.

Briether and Calamari will reveal up-to-date servicing tips and operating methods. In addition, explanations of wiring diagrams and coverage of the new Bally in-line game, Gayety, together with the firm's Magic and Mystic Bowlers, will be detailed.

Lengthy question and answer periods are scheduled to help solve individual operating and servicing problems.

Gottlieb Games Boost Dime 5-Ball Pin Play

CHICAGO, March 26.—The percentage was closer to 10 per cent. A recent juke box operator poll by The Billboard showed that 87.6 of juke box operators also operate other types of coin machines, and 83.5 of these machines are games. Thus a switch to dime play in the field has a direct effect on a similar move in the game field.

Set for dime play, Duette, a new two-player five-ball game was shipped to Gottlieb distributors last week (The Billboard, March 26). The initial multiple player game produced by the firm was Super Jumbo, which permits up to four players to compete, and was shipped late in September. Both of the games set for 10-cent play, and both, according to the firm, are doing well on locations.

Gottlieb said that he was not working for nation-wide dime five-ball play to the extent of discussing

(Continued on page 79)

Bay State Ops

Continued from page 65

made with officials of the EMOA and UCPAM in front of the machine.

Redd Wins Draw

The machine, a Wurlitzer from Redd Distributors, was chosen by the association in a draw. It will remain there for 18 days, after which juke boxes from other distributors will be substituted until all distributors have displayed their machines. The Vendome is headquarters for the drive.

Out-of-town speakers at the meeting were Myron S. Hillman, Lavoie & Hillman, Inc., Fall River, Mass.; John T. Lazar, Lazar Music Company, Manchester, N. H.; Sam Orenstein, Triangle Distributors, Providence; Anthony Joseph, secretary of the Music Guild of Rhode Island; Walter T. Stadnick, Stad Distributing Company, Central Mills, R. I.; Edward A. Dyer, North Providence, and Chriss Alexion, North Providence.

Meanwhile, the publicity committee, under the chairmanship of Phil Swarz, launched its public relations campaign for 10-cent play.

A big press, radio and TV campaign this week accelerated dime play conversion in the metropolitan area. The Boston Traveler kicked off with a Page 1 spread and cartoon, treating the situation in a light vein.

Other papers followed and there was no doubt that the public was made thoroly aware of the change that is taking place in the juke boxes in these parts.

The Traveler story was based on an interview with James Geracos, president of the Eastern Massachusetts Operators' Association. It traced the costs of operation from 1927 on thru the point where Geracos said that costs in the business had risen as high as 300 to 400 per cent.

The punch line was: "Just think of the poor nickel. He used to buy a cigar, a cup of coffee, a subway ride, a telephone call, etc. Shucks, he's getting almost as extinct as the pal on his back, the buffalo."

Assn. Drives Ahead

Meanwhile the association has been driving ahead. A group of EMOA members, headed by Dave Baker, the group's treasurer and operator of Melo-Tone Music of Arlington, journeyed to Providence Tuesday (15) to give the operators in that area a pep talk on dime play. Current plans call for operator co-operation with the Rhode Island Cerebral Palsy Drive.

Baker and the EMOA group also visited Manchester, N. H., to give operators in that State some first-hand facts on how the Massachusetts group was organized. The meeting in Manchester produced good results, with the New Hampshire operators coming in to the weekly meeting of EMOA at the Hampton Court Hotel, Brookline. Rhode Island operators also attended the meeting.

Local distributors are also wholeheartedly behind the dime play drive, as well as the Cerebral Palsy campaign, and all four had representatives at the meeting. On hand were Bob Jones, Redd Distributing Company; Louis Blatt, Jerry Columbo and Irwin Margold, Trimout Automatic Sales.

Both Geracos and Baker had encouraging news to report of steady increases in membership in EMOA. Both pointed out that, so far, no opposition had come from the public. The group, intent on keeping the campaign rolling, will meet again Thursday (24). Operators from the entire Eastern Seaboard were invited to the meeting.

Lower Barrier to Dime Play

Continued from page 65

solved and the public was informed of the conversions, operators still had to decide how and when the conversions would be made.

Switching Job

The job of switching to dime play requires far more than simply walking in a location and removing nickel chutes. Operators, altho it has been explained that dime play is necessary to meet rising costs, must still convince both location owners and the public that dime play is paving the way to better equipment and music.

In addition, changes on machines must be made—removing the nickel coin mechanisms, adding new decals to the boxes which inform customers that tunes are set for dime play, and in many cases new records, such as EP's, must be added—and these changes cannot be made on location.

The result has been that operators have switched one machine at a time (larger operators have changed as many as five to 10 machines a day). Every time an operator pulled a machine from a location, a newer piece of equipment was installed in its place. Thru this method of stepping-up equipment, operators have had time to make the necessary changes and also the opportunity to supply locations with better equipment.

Typical Method

Typical was the method of conversion used by operators in Niagara Falls, N. Y. Operators worked together, changing locations one city block at a time. Opposition from location owners was negligible because each knew that their competitors were also boosting juke box prices.

Along with better equipment, the use of EP's has also lightened opposition. Gene Bykowski, head of Mutual Music Company, Toledo, found that using a liberal amount of EP's and changing more records per week has kept opposition to a minimum.

But even with planned advertising campaigns and extensive public relation programs, operators saw the number of plays on their equipment drop immediately following conversions. Approximately 70 per cent of the operators participating in the Survey Panel reported play dwindled following conversions.

Collection Results

Collections, however, because of the increase in price, did not parallel the number of plays. Of the 70 per cent who said that play fell following conversions, only 10 per cent reported that collections dropped below prior averages. Thus, operators found that altho fewer customers were playing their equipment, the gross collections were not affected. In fact, approximately 85 per cent of the operators answered that collections climbed a little, and the remaining 5 per cent said that there was no difference.

After customers were accustomed to the change and became aware of the newer equipment and better records, play began picking up again. Of the 70 per cent who reported play had dropped, 45 per cent said that play had returned to

normal within two to three months, with the other 55 per cent reporting that altho play had climbed it was still below average maintained on nickel play.

But collections represented the real gains. Of all the operators who switched to dime play, 96 per cent reported that collections were up. The remaining 4 per cent reported that collections were either level, which represents an approximate 50 per cent decrease in play, or down, which would show an even greater drop in play. Of the 4 per cent, reasons for this decrease were attributed to location resistance and other operator non-co-operation.

Percentage Increases

The per cent of collection increases ranged from 10 and 20 per cent to 100 per cent.

Operators favored taverns to all other types of locations for introducing dime play, with cocktail lounges ranking second and restaurants a close third.

Bowling alleys and drugstores, while far below the three favored locations, were listed as spots not too difficult to convert.

Teen-age spots, on the other hand, were referred to as taboo. Operators seemed to feel that the teen-ager was the one exception when converting to dime play. The rule here seems to be, "Conversions in teen-age spots should be made only when absolutely necessary—when other location owners complain about the spot being on nickel play."

With approximately 35 per cent of the nation's operators now using dime play on some of their music equipment, the trend to eliminate nickel chutes on phonographs is apparent.

It has been predicted that by 1956 the majority of the equipment on location throuth the country will be set for dime play.

Tri-County Op Ass'n Formed

CLIFFSIDE PARK, N. J., March 26.—About 30 juke box operators in Bergen, Hudson and Passaic counties have formed the Tri-County Music Association, Inc. Officers are Rudy Leibgeb, president; Sam Matty, vice-president; John Stanzick, treasurer, and Carl Procope, secretary.

Jersey Shore Ops

Continued from page 65

box employees' union in the area. Ed Burg, executive of the Runyon operating division, Newark, was named head of a committee to investigate the possibilities of 10-cent play in the area.

Present at the meeting were Bob Slifer, Seacoast Distributors, Rock-Ola outlet; Meyer and Oscar Parkoff, Atlantic-New York, Seeburg, and Ed Adams, Automatic Music Service, Elizabeth. The next meeting is scheduled for April 7.

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NEW: UNITED MANHATTAN

Variety	495	Frolics	175
Hi Fi	325	Atlantic City	115
Surf Club	325	Coney Island	85
Ice Frolics	325	Spot Lite	75
Palm Springs	325	Havana	295
Dude Ranch	285	Tropics	195
Yacht Club	130	Hawaii	325
Beach Club	245	Golden Nugget	99.50
Beauty	225	Genco 400	89.50
Palm Beach	125		

5-BALLS

4 Horsemen	99.50	So. Pacific	54.50
All Star	99.50	Tampico	69.50
Bowling Ch.	59.50	Oklahoma	69.50
Double Shuffle	59.50	Pinch Hitter	59.50
Daffy Derby	59.50	Summertime	49.50
F.S.	275.00	Gondola	49.50
Maryland	69.50	Samba	49.50
Freshie	59.50	King Pin	89.50
Lucky Inning	59.50		

Brand New Closeouts

Wms. ALL STAR BASEBALL . \$375
Genco 4 PLAYER SKEEBALL . 350
MIGHTY MIKE SPARRING PARTNER . 895
Genco SILVER CHEST . 125

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ROYAL "17" (17 Col.), Elec.—Request Circular

Rowe Pres., 10 or 8 Col., Fac. Reb.	155
National 950, 9 Col., Fac. Reb.	145
National 930, 9 Col., Fac. Reb.	130
Unedapak 500, 9 Col., Fac. Reb.	135
DuGrenier "W," 9 Col., Fac. Reb.	125

CHANGEMAKER
Dispenses 2 dimes, 1 nickel for 25¢.
In stock, \$89.50.

ARCADE

MUTO. DRIVE YOURSELF
AUTO-PHOTO
HYDRO DUCK GUN

Mighty Mike . \$575.00
Air Football, New . 375.00
Air Hockey, New . 350.00
Set Shot Basketball . 345.00
Photomatic, Late . 545.00
Voice-o-Graph . 495.00
Wms. Big League, F.S. . 395.00
Wms. DeL. Baseball . 325.00
3-D Theatre . 199.50
Chi. 4-Player Derby . 195.00
Ev. Bat-a-Score . 175.00
Ch. Baseball, Champ . 195.00
Exh. Jet Gun . 145.00
Auto. Drivemobile . 145.00
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New Standard-Rapid COIN-COUNTER
Counts and wraps Pennies to Halves. Rugged, Light, Accurate, Portable. Try One on Money-Back Guarantee. **189.50**

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KICKER & CATCHER \$49.50

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Binks Zipper	39.50
Art Show & Film	49.50
ABT Challenger	75.00

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Genco WILD WEST JUNGLE GUN, MATCH . \$295
UNITED SPORTLAND . 455
EXHIBIT STAR SHOOTING GAL . 300
EXHIBIT SHOOTING GALLERY . 290
WILLIAMS SUPER JET . 325

LIKE NEW

United DeLuxe Carnival	335.00
Genco Rifle Gallery	265.00
United Jungle Gun	250.00
United Shooting Gallery	199.50
United Night Fighter	175.00
Genco Sky Gunner	150.00
Shoot the Bear	145.00
Exhibit Jet Gun	99.50
Exhibit Space Gun	99.50

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CHICOIN CRISS CROSS TARGET

United Banner, Match Score	399.50
United Ace, Match Score	345.00
United Leader, Match	275.00
United Chief, High Score	265.00
United Team, S.A., Match Score	275.00
United League, S.A., High Score	265.00
United Imperial, Match Score	245.00
United Royal, High Score	225.00
United Classic, Match Score	150.00
United Olympic, High Score	145.00
United Clover, Match Score	125.00
United Cascade, High Score	120.00
United Super 5 Player, S.A.	99.50
United De Luxe, S.A., 4 Player	89.50
Chi. Criss Cross, Match	325.00
Chi. Holiday, Match	525.00
Universal 18' Bowl-a-Matic	325.00

SUPER SPECIAL! Genco Shuffle Pool . \$149.50
Genco Match Pool . 199.50

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- Mechanism overhauled
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- Playfield renovated
- Rails refinished

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1/2 deposit, balance Sight Draft or C.O.D.

WURLITZER 1015 \$99.50

Bally Preems

Continued from page 76

vertically, horizontally or diagonally on the scorecard.

The "Magic-Pockets" feature also permits the player to release some balls from top row holes for additional playfield action. This occurs when a ball in an end hole of the top row blocks a ball jumping from an adjacent hole. The blocked ball then continues down the playfield.

The ball-kicking feature is activated by the player pressing either of two buttons on the cabinet to move a ball left or right.

With the "Magic-Lines" feature lighted on the backglass, the player is permitted to move the first three lines of the card up and down to build better scores. This is done by turning knobs located on the front molding of the cabinet.

In addition to the "Magic-Lines" and "Magic-Pockets" features, Gayety also contains advancing scores, 200 and 300 corner scores, spot-numbers, and extra balls.

The game gives the player five balls for a nickel, with additional coins deposited to light "Magic-Lines" panel, "Magic-Pocket" panel, light corners panel, light and spot numbers, light and advance scores, and play for extra balls.

Gayety is decorated on playfield and backglass with night life scenes.

Ind. Governor

Continued from page 76

offered by Hasbrook in 1951 and 1953. For a first offense for participating in "professional gambling," the new bill calls for a possible \$1,000 fine and one year imprisonment. For a repeated violation, the penalty rises sharply to a fine of \$5,000 and 10 years imprisonment.

Gambling Restrictions

Anyone who accepts or offers to accept, "for profit, money, credits, deposits or other things of value risked in gambling, or any thereon or interest therein," engages in "professional gambling," according to the statute. Without limiting the generality of this definition, the Act continues, "the following shall be included: maintaining slot machines, one-ball machines or variants thereof, pinball games which award anything more than an immediate and unrecorded right of replay . . ."

Another bill which would have imposed a \$25 annual fee on shuffleboards, pinball games and gun games died in the Senate after approval by the House.

Williams Ships

Continued from page 76

is hit by the player. This splits the igloo in two, revealing the "North Pole," which sinks from view, while the player pops away at it.

The igloo bull's-eyes count for 100 points, while each time the player scores a hit on the tip of the "North Pole," he makes 100 points, as well. The pole can be hit up to five times before disappearing.

Last, but not least to appear, are two walruses, good for 1,000 points each. Five hits can be made on the walruses, for a total of 5,000.

The authentic-type .22 rifle operates on direct electrical contact, the targets reflected from the bottom of the cabinet onto the backglass. Polar Hunt is available with match and replay features in the De Luxe model, or in a regular straight novelty play model. The game is equipped for dime play. The cabinet is 28 inches wide.

ATTENTION—
Iowa and N. Illinois Operators!
WE HAVE GOTTLIEB'S GREATEST!
DUETTE
2-Player Amusement Game!
ORDER NOW!

WANT TO BUY!
WILL PAY TOP \$
—CASH or TRADE

Daisy May—Hawaiian Beauty—Green Pastures—Poker Face—Queen of Hearts—Happy Days—Guys-Dolls—Grand Slam—Flying High—Four Stars—Coronation—Cross Roads—Wild West—Globe Trotter—All-Star Basketball.
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5 ea.—Wurlitzer 104-sel., 5-10-25c	
5 ea.—Seeburg 20-sel., 5c	
25 ea.—Packard 24-sel., 5c	

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United CARNIVAL GUN	3385
Genco RIFLE GALLERY	315
Exhibit SHOOTING GALLERY	235
Seeburg SHOOT THE BEAR	175
Genco NIGHT FIGHTER	150
Exhibit JET GUN	125
Wms. ALL STAR BASEBALL	295
Exhibit DALE GUN	50

WANT TO BUY FOR CASH or TRADE

LATE BINGO GAMES
LATE 5-BALL GAMES

PHONOGRAPHS

WURLITZER 1500	3395
WURLITZER 1550	545
WURLITZER 1500A	495
WURLITZER 1015	95
AMI MODEL E—120 Selection	675
SEEBURG M-100C	675

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Williams SAFARI GUN
New Write!

NEW GAMES

Williams SPITFIRE
Bally GAYETY
United CLIPPER BOWLER
Gottlieb DUETTE

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1100	150.00
1250	195.00
1400	325.00
1500	395.00

ROCK-OLA

1422	\$49.50
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AMI

D-80	\$350.00
A	99.50

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Our pucks are often imitated, but never equalled. We manufacture PRECISION made pucks for all types of shuffle games. Compare our pucks with others.

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United Chief	2295.00
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United Clover	169.50
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Chi Coin Advance Bowler	285.00
Keeney Carnival Bowler	159.50
Keeney 10 Player	129.50
Keeney 4 Player Match	109.50
Chi Coin Hi-Speed Triple	295.00

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Bally . . .	Chi Coin . . .
ATLANTIC CITY . \$ 95.00	ADVANCE . . . \$225.00
BEACH CLUB . . . 245.00	CROWN BOWLER . 140.00
BRITE LITES . . . 50.00	HI-SPEED CROWN . 195.00
CONY ISLAND . . . 60.00	HI-SPEED TRIPLE SCORE . 145.00
DUDE RANCH . . . 275.00	HOLIDAY 495.00
HI-FI 295.00	KING 295.00
PALM SPRINGS . 295.00	STARLITE 325.00
SPOT LITES . . . 65.00	10TH FRAME SPECIAL . 125.00
SURF CLUB . . . 345.00	DOU. SCORE . . . 125.00
YACHT CLUB . . . 125.00	
	United . . .
	CLOVER \$145.00
	IMPERIAL 235.00
	10TH FRAME STAR . 100.00
	Brand New!
	CHI. COIN ARROW
	Write for removal sale price.

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Rock-Ola . . .
Special! 1436A, 78 rpm, 120 Selection
\$275

1436A, 45 rpm, 120 Selections \$345.00
1428 Magic Glo, 20 Sel. 95.00

Write for Removal Sale Price on 1438 Comet, 120 Selections, Like New . . . 1446 Hi-Fi, Brand New!

AMI . . .
Model C, 40 Sel. . \$195.00
Model D, 40 Sel. . 275.00

WURLITZER . . .
Model 1100, 24 Sel. \$125.00

WALL BOX MODELS
Rock-Ola Wall Box, Model 1544, 120 Sel., Like New . \$49.50
Rock-Ola Receivers, Model 1715, 120 Sel., Like New . 49.50
30 Encore Wall Boxes, new, in original cartons. Each 5.00
35 Universal Single-Weighted Stands, new, Each 12.50

Here They Are! KIDDIE RIDES

CHI COIN AROUND THE WORLD TRAINER	\$375.00
BALLY SPACE SHIP	225.00
EXHIBIT PONY EXPRESS	175.00

Terms: 1/3 Deposit, Balance Sight Draft

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Distributors Rock-Ola, Chicago Coin

Panoram Operators!
FOR SALE
Overhauled Projectors for Spares. We carry a full line of Panoram Parts.
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14 22" Shuffleboards, 5 12" Shuffleboards. Complete with scoring units and lights. Fourteen of these units are now on location. Price \$200.00 each F.O.B. Detroit.
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12530 Hamilton Ave. Detroit 3, Mich.

GIVE TO DAMON RUNYON CANCER FUND

United Bows

Continued from page 76

the third frame the player faces Super scores and "hard" strikes. This system is repeated thru the ninth frame, while the tenth frame holds the Super score opportunity, combined with an "easy" strike. The traveling light feature gives the player an additional opportunity to score in any of five different

scoring brackets, depending on his timing in delivering the puck. The top score in a frame would be a Super strike made when the traveling light is passing over the 1,000 point score value. A score of 9,700 is tops for a game.

A match play model of the game, Super Clipper, is also available. This model has a four-way match—number, star, and double clover. Both games are equipped for dime play.

Gottlieb Games

Continued from page 73

the idea with distributors and operators, but said he felt that 10-cent play on the games would eventually be accepted by most operators.

Nationwide Move

Williams Manufacturing Company, another large producer of five-ball pin games, is sparking a move to nationwide five-ball dime play thru distributors of the games. Distributors in a number of areas are contacting operators and arranging field discussions of dime play.

According to Sam Stern, Williams executive vice-president, many distributors are of the opinion that dime five-ball play is an important step and a necessary step for the survival of the industry. With operators' costs up, said Stern, the operators cannot continue with nickel play and realize a profit.

Stern feels that in the near future the majority of five-balls shipped out of the Williams factory will be equipped with dime coin chutes. Up to this time, about 10 per cent of five-balls produced by the firm were set for 10-cent play.

Lee Turner Retires

ST. LOUIS, March 26.—Lee Turner, formerly a partner with Earle Rainey in the operation of Ace Novelty Company here, has announced his "semi" retirement from the coin machine field. Lee, who accumulated a long string of income property investments during the past 20 years, will play the role of "gentleman landlord."

See FIRST First!



VISIT OUR NEW ENLARGED SHOWROOMS AND SEE OUR FINE DISPLAY OF NEW AND USED GAMES. ENJOY OUR "KOBINMEN'S KOFFEE CORNER" AND MEET YOUR FELLOW OPERATORS!

SHUFFLE GAMES

NEW Chicago Coin
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ARROW BOWLER
CRISS CROSS TARGET

FIRST-Conditioned UNITED—Match

MERCURY, D.L. \$435
BANNER 395
ACE 348
TEAM 275
LEADER 285
IMPERIAL 245
OFFICIAL 95

UNITED—High Score

SHUF. TARGETTE .. \$385
SPEEDY 375
CHIEF 275
ROYAL 225
SUPER 6 PLAYER .. 95
DELUXE 6 PLAYER. 75

CHICAGO COIN

FLASH \$395
STARLIGHT 325
SUPER FRAME 325
TRIPLE SCORE 155
CROWN 155
DOUBLE SCORE 125

KEENEY

CARNIVAL \$135
6 PLAYER, Jumbo Pins
with Formica 75
BIG LEAGUE
BOWLER 55

GENCO

SHUFFLE MATCH
POOL \$215
SHUFFLE POOL 155

BINGO 5 BALLS

BALLY

VARIETY \$495
HI-FI 335
SURF CLUB 355
ICE FROLICS 310
PALM SPRINGS 315
DUDE RANCH 285
YACHT CLUB 265
BEACH CLUB 265
BEAUTY 215
FROLICS 165
PALM BEACH 125
ATLANTIC CITY 125
SPOTLIGHT 85

COUNTER GAMES

NEW

M & T ZIG ZAG
(Bingo), Reg. \$79.50, \$29
BINK'S ZIPPER 35
KICKER & CATCHER. 49

FIRST-Conditioned

ABT CHALLENGER .. \$25
BEST HAND 19
Gottlieb GRIPPER .. 19

WANTED!

CC HOLIDAY
BOWLERS
Bally CHAMPION
BOWLERS
ARCADE EQUIP'M'T
FIVE-BALLS

TARGET GUNS

NEW

Exhibit MODEL 500
Genco WILD WEST
United BONUS GUN
Keeney RANGER

FIRST-Conditioned

Genco BIG TOP \$395
Exh. SPORTLAND .. 415
DELUXE CARNIVAL .. 385
RIFLE GALLERY 335
YOU SHOOT (Remington
22 with live ammo) 345
SHOOTING GALLERY 245
COON HUNT 225
SHOOT THE BEAR.. 150
JET GUN 125
SIX SHOOTER 95
RAY GUN 75
PISTOL PETE 65
DALE GUN 65

MUSIC SPECIAL

Chicago Coin
BAND BOX
(Animated
Orchestra) \$155

ARCADE

BRAND-NEW CLOSEOUTS

Genco 2-PLAYER BASKETBALL \$325
Chicoin ROUND THE WORLD TRAINER 575

FIRST-Conditioned

Chicoin 6-PLAYER BASEBALL, Like New \$325
Genco 2-PLAYER BASKETBALL, Like New 295
Bally BIG INNING 150
TELEQUIZ with Film 115
Chicago Coin GOALEE .. 95
ZINGO 65

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AM1 MODEL B, C, D
ROCKOLA 1424, 1426, 1428, 1432, 1434, 1436
COMPLETE SELECTION OF 5 BALL PIN GAMES, BINGO GAMES AND ONE BALLS.
ALL TYPES OF ARCADE EQUIPMENT.

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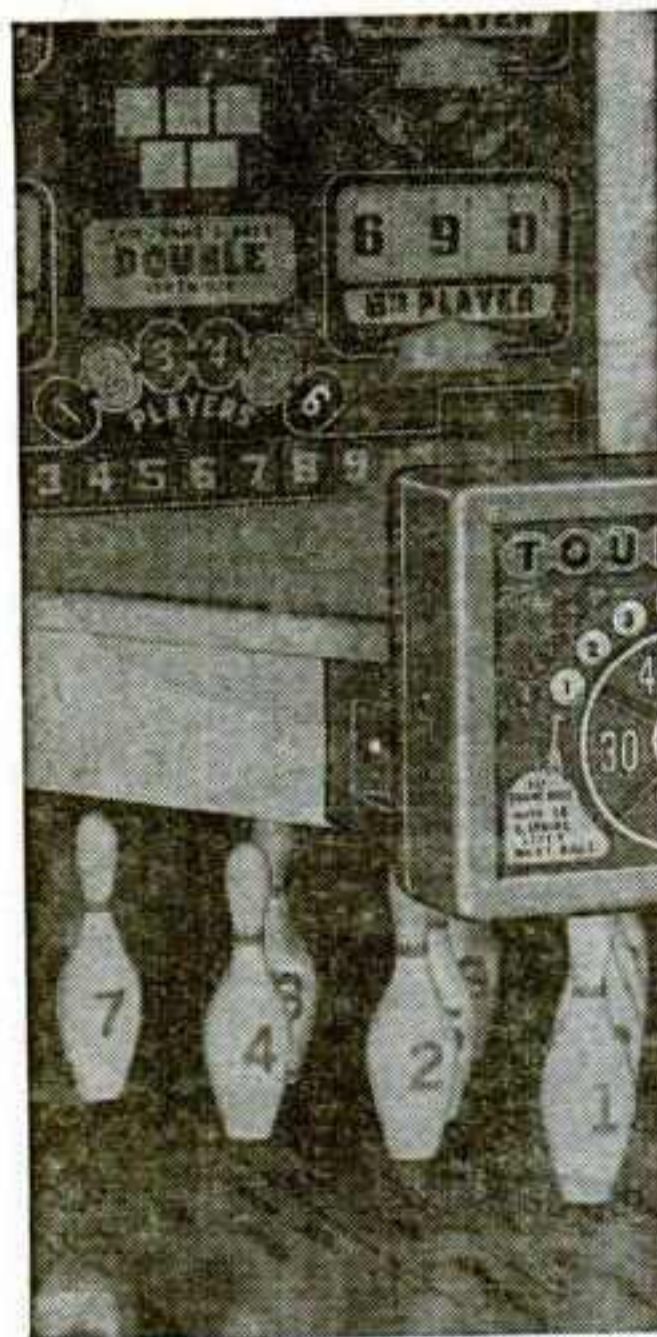
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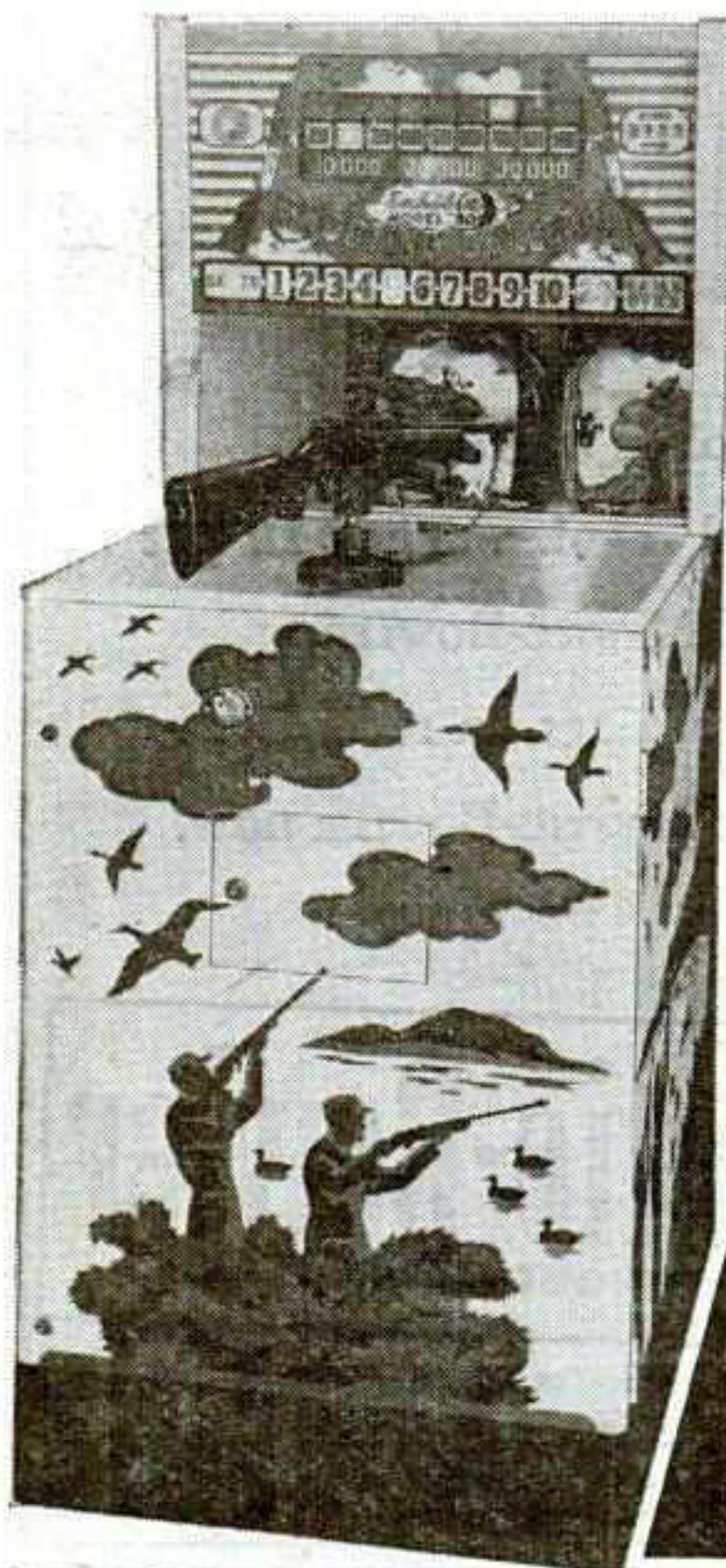
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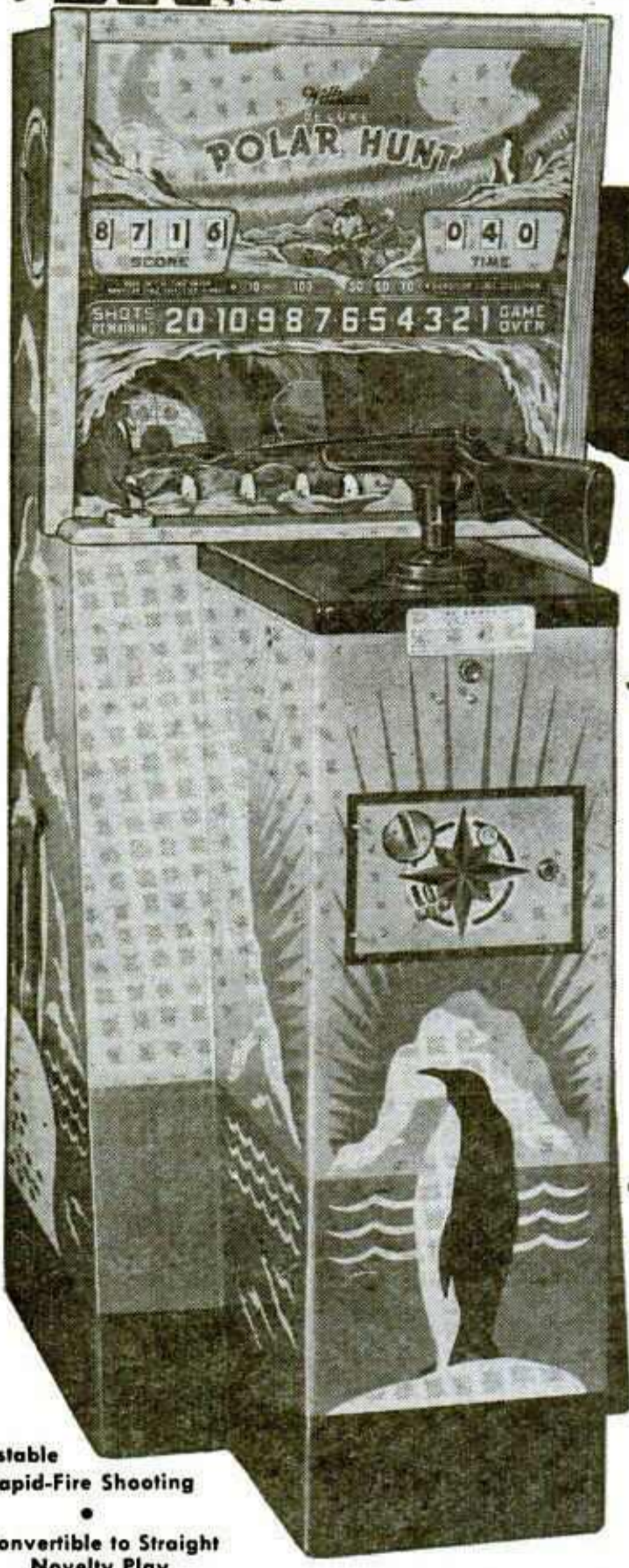
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Features Galore...



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Any time during the game when player scores 3 strikes he gets an "Extra Bonus of 600" added to his score. Each of 6 players has an independent "Triple Strike Panel" along side his score.

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Player by timing his shot to strike pins when highest score is lit on "Flash-O-Matic" panel receives 600 for strike and 450 for spare.

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POPULAR **Magic-Lines** PLUS AMAZING NEW **Magic-Pockets**
MORE FUN FOR PLAYERS **MORE PROFIT FOR OPERATORS!**



Balls JUMP OUT of holes
 and jump to holes that build up score



GAYETY Card above shows that player has lit 3 numbers by skill-shots into 3-hole, 6-hole, 10-hole. With MAGIC-LINES lit player turns knob, moves first line of Card UP, placing lit 10 in corner, as illustrated by second Card above. With MAGIC-POCKETS lit player may press button to kick ball out of 6-hole into 5-hole, then into 4-hole, while ball in 3-hole jumps to 2-hole, then to 1-hole. Returning to MAGIC-LINES knobs, player moves second line DOWN and third line UP, scoring 10-4-1 as a diagonal 3-in-line.

MAGIC-POCKETS may be played to RELEASE BALLS from top-row holes for down-field action. Simply shoot or button-kick a ball into 1-hole, then button-kick other balls toward 1-hole. Then balls jumping out of 2-hole, being blocked by ball in 1-hole, escape for down-field action. Or 7-hole may be blocked to release balls out of 6-hole.

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Thrilling combination of MAGIC LINES and MAGIC-POCKETS, plus all the profit-proved play-appeal of the greatest Ballygames, from BEACH CLUB to BIG-TIME, is getting the biggest cash-box approval in years. Operators report record-smashing earnings from GAYETY. Get your share! Get GAYETY now!

TURN KNOBS
 with MAGIC-LINES lit to move first 3 lines of Card UP and DOWN for best possible score.

PRESS BUTTONS
 with MAGIC-POCKETS lit to move balls in top row of pockets to LEFT or RIGHT for best possible score.

SEE
Bally
BOWLERS
 PAGE 81

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