

# The Billboard

JANUARY 29, 1955 THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY PRICE: 25 CENTS

## Auto Manufacturers Big Show Business

Shows Prove Invaluable Aid to Sales;  
Managers Increase Entertainment Use

By CHARLIE BYRNES  
CHICAGO, Jan. 22.—Show business is giving the automobile industry a sturdy assist in flooding the nation's highways and byways with an all-time record of cars. Automobile shows have been increasing in number. In 1954 two dozen shows were held throughout the country. This year there will be 36. Matching this rise is a mounting awareness that live talent and production-style presentations can play a vital role in ushering in the new models.

Top-ranking auto show managers have found that pro entertainment, when carefully blended with new car models, adds greatly to the appeal of the car unveiling, providing action that relieves the sameness of the car displays and builds trade show attendance.

**Entertainment Must**  
Entertainment has become virtually a must for several other reasons. The productions, presented at no extra charge to show patrons, serve as a resting place for foot-weary car-shoppers. It also makes the show a family affair and this boosts the gate. The live talent, moreover, is always a natural for publicity.

The Chicago and Denver shows pioneered in the use of live talent. Both believe firmly in entertainment and support their beliefs with sizable budgets. As a result, their features have, over the years, grown into condensed musical revues, complete with production numbers and acts. Shows in Detroit, Cleveland, Des Moines, Seattle and Los Angeles are equally talent conscious, using sizable variety shows to help introduce models to pull people. This year's Indianapolis show will have "Dancing Stars" as its feature attraction, coming in under the banner of Indianapolis booker Kay Keiser, and the Jersey City expo will present fashion and puppet shows.

## GM Motorama Packs Them in

NEW YORK, Jan. 22.—Evidence of the way auto shows have leaped whole hog into show business is the presentation of General Motors' Motorama at the Waldorf-Astoria. Drawing on the creative and organizational talent of Edith and Dick Barstow (Ringling Bros. & Barnum and Bailey Circus stagers), GM offers automobiles, models, names and music.

The 35-minute revue is presented six times daily and features Liana Dayde, Priscilla Gillette, David Atkinson, the Three Cabos, the Seven Ashtons and Victor Young's music, with Young directing a 26-piece orchestra. As to whether the public goes for it, the free-gate production drew 7,000 in the first two hours Thursday (20), and 32,000 from 1 p.m. thru the midnight closing. Police let viewers in groups of 300 to 400.

## KITTY KALLEN SET FOR FILM DEBUT BY U-I

NEW YORK, Jan. 22.—Kitty Kallen has signed a one-picture deal with Universal-International, the parent company of her record label, Decca. The canary will play one of the leads in "The Second Greatest Sex," a Western musical, with shooting scheduled to start in two weeks.

The picture, one in a series of big-budget musicals planned by Universal this year, will mark Miss Kallen's screen debut as an actress, altho she chalked up considerable experience a few seasons ago on Broadway in "Finian's Rainbow." Jeanne Crain, Bert Lahr and Mammie Van Doren are also in the cast, and the singer will receive 100 per cent equal billing with them.

The film deal, a 10-week contract, was only proposed last week; so Miss Kallen was forced to cancel a series of bookings to make it.

Biggest auto show in the field, and probably the biggest user of talent, is the Chicago exposition, which Sunday (16) wound up its nine-day run at the International Amphitheatre. A new record attendance mark of 490,500 was reported and most of these patrons saw its production, "Motorevue of 1955."

Staged by Barnes-Carruthers Theatrical Enterprises, Chicago, it had close to 100 performers in the cast. Five variety acts, a 16-girl chorus line that took part in three colorful production numbers, and a 10-piece orchestra made up the show. Also participating were a score or more beauty queens, representing various communities in Metropolitan Chicago, who served not only to help demonstrate the cars but as a natural for publicity.

(Continued on page 71)

## Congressional Bills Augur Rough Seas For Juke Box Issue

Royalty Exemption Out in Kilgore  
Proposal; House Asks Fact Study

By BEN ATLAS  
WASHINGTON, Jan. 22.—Congress faces what may be the stormiest row in years on the ever-recurrent issue of juke box royalty exemptions.

This time the battle will rage at a speedier pace than in former

Complete texts of the Kilgore and Thompson bills, early industry reaction to the proposed copyright legislation, The Billboard's own position as stated in an editorial, "Facts Versus Friction" and other details on pages 18, 19, 97 and 98.

sessions. An augury of this is already evident in the unusually early hopping this week of two bills to revise the Copyright Act of 1909.

With Congress hardly a few weeks old, the lawmakers are already confronted with (1) A proposal to end the juke box copyright royalties exemption next July 1, and (2) a proposal to create a federal fact-finding commission "to examine, study and make recommendations for the revision" of the entire Copyright Act, instead of limiting congressional action to "piecemeal" amendments.

The bill to end the juke box exemption is sponsored by the most powerful array of lawmakers ever assembled behind this kind of legislation. For this reason, proponents figure they have their best chance in years to get the legislation out of committee and onto the floor of Congress.

However, the legislative proposal for creation of a federal fact-finding commission to study the entire Copyright Act has a possibility to attract considerable interest on Capitol Hill despite the fact that its sponsor is a freshman House member in contrast with the imposing array of 10 senators who have authored the latest bill to end juke box exemption.

**Exemption Foes Elated**  
Juke box exemption foes are particularly elated by the fact that the bill's chief sponsor is Sen. Harley M. Kilgore (D., W. Va.), who is chairman of the Senate Judiciary Committee which handles copyright legislation. Three others among the co-sponsors are also members of that committee.

Kilgore's co-sponsors include Sen. Estes Kefauver (D., Tenn.), who co-authored a similar bill two Congresses ago and who is a high-

(Continued on page 92)

## NEWS OF THE WEEK

**Hygo Television Films On Verge  
Of Setting Deal For 10 Features . . .**  
Amidst the increasingly tough struggle to get more feature films into TV, Hygo Television Films is close to a deal for at least 10 stellar pictures including "Salome, Where She Danced," "Outpost in Morocco" and "Smash-up." This is the third new package that Hygo has come up with in the past year. . . . Page 6

**See Little Chance Of TV Acquiring  
Many Post-1948 Feature Films . . .**  
It is extremely doubtful that TV will ever get post-1948 feature films in any quantity. Actors, directors, writers and musicians want return payments, and in products with casts of thousands the cost can be more than TV distribution is worth. The unions have no set formula for such re-payments, but are in a position to demand that they be negotiated. . . . Page 11

**Columbia Records Guaranteeing  
Higher-Priced LP's for 6 Months . . .**  
Columbia Records this week notified its distributors that it was guaranteeing its higher-priced LP merchandise for a six-month period. The guarantee states that it will issue credits for the difference between existing prices and lowest distributor costs of any such records which may change price during the next half-year. . . . Page 18

**Webcor to Dealers: Fight Cut-Rate  
Houses With Strong Merchandising . . .**  
Webcor's marketing director this week told dealers that they would have to learn to live with discount houses, but that they could combat such price discounting by forceful merchandising and promotion. . . . Page 18

**Ringling Circus Slashes Outdoor  
Ad Concept; Turns to TV Film . . .**  
Ringling-Barnum circus virtually abandons outdoor advertising in favor of a sponsored

TV film deal as John Ringling North accepts the plan suggested by motion picture producer Milton Pickman. . . . Page 71

**Canadian 45 R.P.M. Disk Sales Lag;  
Lack of Dealer Promotion Cited . . .**  
Sales of 45 r.p.m. single records are lagging in Canada according to record manufacturers in that country. They place some of the blame on the dealers' failure to promote the new speed, which sells well on hit records only. . . . Page 18

**'Today,' 'Home,' 'Tonight' Head  
For Record Billings In 1955 . . .**  
"Today," "Home" and "Tonight" already have \$10,391,000 in advance orders on the books for 1955, only a million and a half dollars less than the total gross for 1954 which was in the neighborhood of \$13,000,000. . . . Page 3

**Video Seeks to Lure Industrial  
Giant Into Sponsor Line-Up . . .**  
The top video networks are driving to get industrial giants such as Bethlehem Steel, American Telephone & Telegraph, Kennecott Copper and others into the medium for the 1955-56 season. These financial plans are figured as a potent source of new and needed revenue for the coming color era. . . . Page 2

### DEPARTMENTS AND FEATURES

Amusement Games . . . 109	Merchandise . . . 87
Burlesque . . . 70	Music . . . 18
Carnival . . . 81	Music Charts . . . 34
Circus . . . 78	Music Machines . . . 97
Classified Ads . . . 90	Parks & Pools . . . 80
Coin Machine Market . . . 110	Pipes . . . 88
Coming Events . . . 88	Radio . . . 18
Drive-In Theaters . . . 86	Review Digest . . . 16
Fairs & Expositions . . . 76	Rhythm & Blues Sec. . . 56
Final Curtain . . . 70	Rinks . . . 86
General Outdoor . . . 71	Roadshow Repertoire . . . 86
Honor Roll of Hits . . . 34	Routes . . . 75
Legitimate . . . 16	Television . . . 2
Legit Routes . . . 16	TV-Film . . . 6
Letter List . . . 89	Vending Machines . . . 92
Magic . . . 70	

STARTING  
ON  
PAGE  
56

1955 SPOTLIGHT ON  
**RHYTHM & BLUES**  
RECORDS, TALENT AND TUNES

Another Smash on America's Hottest Label-

**DOT**

SEE  
PAGES 26 & 27

# Nets Pinpoint Drives to Bring Industrial Giants Into Video

## Successes of Present Sponsors Used as Bait to Lure New Clients

By LEON MORSE

NEW YORK, Jan. 22. — The video networks are making their most concentrated drives to get more giant industrial corporations into TV by the season of 1955-56. CBS-TV, NBC-TV and ABC-TV can point to notable successes scored in TV by United States Steel, Dow Chemical, Alcoa, Reynolds Metals, Aluminum of Canada and Du Pont.

But now the pressure is on to move such attractive clients as American Telephone & Telegraph, Bethlehem Steel, Republic Steel, American Cyanamid, Kennecott Copper, Libbey-Owens-Ford Glass, Anaconda Copper, International Business Machines, the Olin-Matheson Corporation and others into the medium, along with their bulging money bags. These firms have financial resources unmatched by the majority of the

current network advertisers, and they would provide a potent new source of network revenue for the coming color era.

The job of getting such cautious firms to venture into the video battleground is difficult, but the webs have the ammunition to command their attention. Reynolds Metals and Dow Chemical are only two of the more striking success stories at the web's disposal.

### Saran-Wrap

Executive veepee Robert Sar-noff of NBC, for example, at a recent speech before the Allentown-Bethlehem Sales Executives' Club, stated that when Dow started advertising its Saran-Wrap on TV in October, 1953, its sales were 120,000 rolls a month. Last October, after a concentrated exposure on the medium, monthly sales of the product had soared to 3,800,000 rolls, according to Sar-noff.

Dow, of course, is extremely happy with its results on TV, so much so that it is reported considering the purchase of additional nighttime programming on the webs. It would then employ its current show, "The Medic," for corporate advertising. Reynolds Metals has another distinguished success, scored with its "Wrap," that the medium has to its credit.

Equally impressive results have been turned in by United States Steel on its dramatic hour on ABC-TV. This sponsor uses the show for two purposes—to sell steel and the corporation at the institutional

level and to boost immediate sales of products using steel. The interesting part of the second pitch is that it concentrates on the sale of many items which are composed only partially of steel.

### Many Facets

Thus, for example, a steel home was the subject of one commercial and millions of dollars worth of these homes were sold via the pitch. During the Christmas season there was a masterful tie-in with appliance dealers, titled "Operation Snowflake," which sold appliances for about a month. Cyclone fences, water softeners and tin cans all have been peddled with sensational results. Another interesting part of U. S. Steel's commercial approach to TV is that it undoubtedly has sparked, in some measure, sales made by its competitors.

The success of the program has entirely revised U. S. Steel's sales thinking, with TV expected to play an increasingly important part in its future. It is also possible that separate divisions of the company, such as the stainless steel division, in the near future will be represented on TV with their own properties.

Probably the top prospect among these multi-million-dollar corporations for an immediate TV sale is the American Telephone & Telegraph Company. This prospective sponsor has indicated a strong interest in NBC's "Wide, Wide, World." Originated by web

(Continued on page 14)

## NBC Flips as 'Toyland' Tops 'Lucy' & Jackie

NEW YORK, Jan. 22.—NBC-TV this week was jubilant over the fact that "Babes in Toyland," its December 18 spectacular, took top Nielsen honors with a 50.5 rating, running 4 percentage points ahead of "I Love Lucy." The third show of the top ten was Jackie Gleason with a 48.1.

The network claims that the rating of its musical extravaganza is the strongest single endorsement of their success. Many people in the trade felt that because the show was presented every week it could not match the ratings of weekly shows but NBC believes it has more than topped them.

Nielson's average audience rating for that week, however, put "Lucy" first with a 47.3, Gleason second with a 38.4 and "Babes" third with a 36.9. The average audience ratings measure the percentage of homes watching an average minute of the program. The Nielsen service measures homes which watch for six minutes or more.

## Caesar to Plan Summer Sub

NEW YORK, Jan. 22.—Sid Caesar will produce his own summer replacement. The comedian is currently shopping around for a comic to headline the stanza. It will be a variety show, complete with a girl and boy singer and an ark. No talent has, as yet, been tapped for the assignment.

Caesar is currently on NBC-TV, Mondays 8-9 p.m.

## 'Space Patrol' Hangs in Air

HOLLYWOOD, Jan. 22.—Switch of agencies by Ralston's, one of two sponsors of "Space Patrol," original TV space series, has resulted in agency canceling the program, leaving the ABC-TV show with only one sponsor, Nestle's.

Net execs say that the future of the series is in doubt unless an advertiser can be found to replace Ralston's, but point out that the cancellation will not take effect several months.

## TV Praise, Criticism In Delinquency Report

WASHINGTON, Jan. 22.—The Senate Juvenile Delinquency Subcommittee's long expected report on TV is due to be issued next week. The report will contain both praise and criticism of TV programs for young people.

The subcommittee will emphasize once again it does not contemplate government censorship in any way, but the subcommittee will display a sharply critical attitude of certain types of "crime and horror shows" which the subcommittee's staff reviewed in the course of their study of possible effects of TV on juvenile delinquency.

The report will point out that, of stations monitored over a seven-hour-a-day, seven-days-a-week period, about 35 per cent of the time was filled with films showing crime and brutality in one form or another.

The subcommittee, however, will praise the National Association of Radio and Television Broadcasters' TV Code Review Board for going into action speedily to tighten the code so that crime and horror pro-

grams during children's hours will not be excessive. The subcommittee will point out that the code is a laudable device for improving programs, but it will stress that the industry should never cease efforts to see that the code is complied with by TV broadcasting stations.

TV aspects of the subcommittee's studies will also be dealt with in a final report which will be separate from the special TV report. In the final report, the subcommittee will request an extension of life and appropriation so that studies can be carried further into TV and other mass media, including magazines, movies and newspapers.

## WABC to Gamble 20G Weekly on Afternoon Show

NEW YORK, Jan. 22.—WABC-TV is expected to be spending an estimated \$20,000 weekly for its new two-and-a-half-hour daytime show which tees off February 28, 12:30-3 p.m. across the board. The station has been earning about \$40,000 weekly and is in the position to gamble with its earnings.

The program will be emceed by Ted Postum, a new personality discovered in Philadelphia video. Marian Colby will be the girl singer, and Bob Carroll the male vocalist. Bob Claver will produce. Ray McKinley will handle the music. All the talent is being signed to 10-year contracts so they can not be hijacked by other networks. Initial pact is for five years, plus a five-year option. All will receive scale for the first 13 weeks, which is firm. Scale on the show will amount to \$600 weekly.

The show had erroneously been reported as also being aired in Chicago, but will be seen here only. WABC-TV will also present a new morning show featuring Sloan Simpson, who previously was on WOR-TV.

## GM Agencies To Air Plans

NEW YORK, Jan. 22.—General Mills has invited its five agencies to make presentations at its Minneapolis headquarters in connection with the advertising plans for its next "crop year." The agencies are William Esty; Dancer, Fitzgerald & Sample; Batten, Barton, Durstine & Osborn; Knox-Reeves, and Tatham-Laird.

These firms will have to come up with some new ideas to push the General Mills line of products. The client would like more nighttime TV and would like a new time period and show to replace "Willy." Also to be considered are plans for moving into daytime TV on a larger scale.

## WAR OF HEADACHES PENDING

### Four New Pain Killers May Fight It Out on TV Channels

NEW YORK, Jan. 22.—Television, which has been a prime cause of headaches to many people both in and out of the business, is liable to help relieve the pain beginning next season. Four important drug outfits are working on new headache cures which will act as pain killers.

Whitehall Pharmacal has a new type pill, faintly related to Anacin, which it will give to the Biow Agency to handle. And Block Drug has a headache powder which will

shortly be ready for marketing. The Grey Agency will supervise the advertising on this product. Two other headache remedies are being readied by Lambert Pharmacal and Bristol-Myers.

When these new headache products get on the market, there may be an advertising war reminiscent of the battle for the buck being waged by P. Gamble, Colgate, Lever, Block and Lambert Pharm.

## 'Peter Pan' Moves From B'way to TV

### NBC-TV to Shift Entire Current Musical From Boards to Screen; a New Trend?

NEW YORK, Jan. 22.—TV is about to make theatrical history. For the first time in the history of video, a current Broadway play will be offered in its entirety, complete with the Broadway players, when NBC-TV offers "Peter Pan" as its March 7 Monday night spectacular, according to reliable information.

The program will run two hours, from 7:30-9:30, and will be sponsored by RCA and Ford Motors, its current advertisers. The legit show, which stars Mary Martin, will be moved intact into TV, using the same scenery and props down to the last wire. "Peter Pan" will close at the Winter Garden Theater on February 20.

It is not known exactly what the network paid for the rights to the presentation, but estimates range between \$250,000 and \$500,000. The "Peter Pan" was not expected to go on the road because its pre-Broadway tryout was a long and exhaustive one across country, the

coin being spent by the network for the show is certain to affect the future of legit on the road.

When producers can get such lavish sums for a single presentation on TV they are very likely to forego road tours, since they are difficult, risky and, in many instances, not too lucrative. Outside of smash musicals and top dramatic shows, few Broadway shows net as much as \$250,000 on the road.

"Peter Pan," however, is something of a maverick show in that it has no movie rights to sell. Producers whose shows have valuable movie rights would think twice about their presentation on TV. This, of course, would apply only to legit shows whose rights would sell for more than the price reportedly paid by NBC-TV for "Peter Pan."

In most cases, film rights to shows are not bought by the movies for more than \$250,000. NBC's next musical spectacular will likely be "Me and Juliet," the Rodgers and Hammerstein presentation, featuring Debbie Reynolds and Eddie Fisher.

## Raye Seg Bait To Hook Spec Clients on NBC

NEW YORK, Jan. 22.—NBC-TV this week was on the prowl for a client or clients with \$1,900,000 available for network shows this spring. Hazel Bishop has asked for relief from five Martha Raye shows and half of five spectaculars, and the web is casing the agencies in search of substitute advertisers.

Bishop has wanted out of the spectaculars for several months. The network finally consented to release the sponsor from its commitment, if it would, in turn, forego its sponsorship of the high rated Martha Raye Tuesday presentations.

This gives NBC an excellent trading position as regards clients. They can have Raye, if they buy the spectaculars. These shows have started to show rating strength, but they are so expensive that it may be difficult for the web to flush clients from the Madison Avenue jungle.

## Gleason Merchant Rights to Kagan

NEW YORK, Jan. 22.—MCA has turned merchandising rights to Jackie Gleason over to Kagan. The Martin Stone organization will concentrate on getting the comedian endorsements and whatever other merchandising devices can be worked up from his "Honeymooners" stanza. Interestingly enough, the Gleason is a CBS-TV concentrate, he retained his own merchandising rights.

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# B.B. Pen Suit Seeks \$1.5 Mil From ABC-Para

## Charges Breach, Fraud Involving 13 Jessel Shows

HOLLYWOOD, Jan. 22.—Suit filed by the B.B. Pen Company, Inc., against ABC-Paramount Theaters, Inc., in Los Angeles Federal Court this week for \$1.5 million may have far-reaching effects insofar as network operations are concerned.

B.B. Pen is charging breach of contract and fraud in regard to pact it had with ABC for telecasting of 13 George Jessel shows over some 80-odd stations during a 26-week period. The suit contends that ABC did not deliver what it had contracted for because in many cases the program was pre-empted by local stations and not shown at all or else shown at a later time or date.

Plaintiff asserts that this violates the contract and resulted in reduced efficacy of a \$715,000 advertising and merchandising campaign geared to the show. Although network execs declined comment because they have not yet had an opportunity to study the suit, first reaction was that stations have right to pre-empt time for public service programming and the web cannot be held to blame for this.

Originally scheduled for 50 stations on the net, the program later went on more than 80, with the plaintiff contending that ABC promised to deliver time on all of these at a certain specified date and hour.

Suit is not expected to come to trial for several months.

# Whitehall Cancels 'Tune'; Campbell May Drop A&C Seg

NEW YORK, Jan. 22.—Whitehall Pharnacal this week cancelled its alternate week sponsorship of "Name That Tune." The show is co-sponsored by Carter Products in the Thursday 10:30-11 p.m. time period Thursday evenings on CBS-TV.

Also on CBS-TV, Campbell Soups is said to be ready to drop Abbott and Costello. The film program is telecast Saturday mornings, 11:30-noon. Campbell has been showing the series in its third run locally, tho in other network localities the same is not true.

# RESTLESS PEOPLE

Television Bureau of Advertising this week named Dr. Leon Arons as director of research. He formerly was vice-president and research director of the William Weintraub agency.

Mitchell Degroot, formerly ABC-TV's director of advertising and promotion, has joined Paul Raymer, spot rep, in a similar capacity. . . . Harriet Friedlander, recently of CBS, has been named program co-ordinator and merchandise director of "Beat the Clock" by Goodson-Todman. . . . Caroline Burke, NBC-TV producer, will speak on the ups and downs of television production at the Fountain House Foundation on January 26.

Robert D. Wood, account exec of CBS-TV Spot Sales, has left to assume the job of sales manager of KNXT and The Columbia Television Pacific networks. . . . W. Howard Chase, partner in the firm of Selva, Lee & Chase, resigned his partnership to join McCann-Erickson, Inc., as vicepee and general executive effective February 1. . . . Harry K. McWilliams, one-time director of advertising and public relations for Screen Gems, resigned as sales manager of Air Programs to join Magna Theater Corporation as advertising, publicity and exploitation director. . . . James A. Wethington, formerly exec vicepee of the William G. Rambeau Company in New York, joined TV station KONA, Honolulu, as sales manager.

Cliff Cochrane, formerly with Green-Cochrane Associates, formed his own public relations firm with offices at 292 Madison Avenue, New York. . . . Robert W. Robb, Calkins & Holden execs, will fly to the West Coast to give two talks on January 25 and 27, on his experiences in a recent trip thru the Soviet zone of Germany. . . . Marjorie Trumbull, columnist for The San Francisco Chronicle and local TV personality, has been signed for NBC's "Home" show as West Coast editor.

Mitchell C. Betters, director of radio and television public relations activities for The Hartford (Conn.) Times, was named special events chairman for the Greater Hartford Heart Campaign. . . . C. W. (Bill) Smith, director of the construction technology division, will appear on three special telecasts on NBC-TV's "Home" show. . . . Gilbert Seldes, critic and playwright, opens a "Television Writing Workshop" in the spring term at the New School for Social Research, beginning February 11.

# LOOKS LIKE BIG NBC YEAR

## 'Today,' 'Home,' 'Tonight' Pull \$10,391,000 So Far in 1955

NEW YORK, Jan. 22.—"Today," "Home" and "Tonight," the NBC-TV participation unit, has already booked \$10,391,000 in advance orders for 1955, just \$3,000,000 behind its entire total for 1954 of \$13,000,000. The shows' projected gross for 1955 now is \$17,000,000 which would mean that, if it made that goal, which seems assured, its billings alone would compare favorably with the amounts earned by the top 10 grossing magazines in the country.

Of the \$10,391,000 grossed already, \$4,400,000 has been earned by "Today," \$4,786,000 has been billed by "Home" and \$1,165,000 by "Tonight." The first two shows seem to be outstripping "Tonight"

in orders, but the disparity can be attributed to the fact that "Tonight" is a fairly new program, only having been on a few months, and experience has shown that these stanzas take time to get established with the advertisers.

### "Home's" Bills

Of particular interest is the fact that "Home" now is outbidding "Today," the veteran of the three stanzas. This is, in good part, due to its higher participation rate. "Home" charges \$6,700 per shot, while "Today" ranges in cost from \$1,900 to \$5,500, and "Tonight" charges \$5,100 per participation.

The most impressive aspect of the participation shows is the new

business they attract to TV. Del Monte Foods, never previously in TV, has placed a \$447,000 order for the "Today," "Home," "Tonight" trinity. It has bought 26 participations in each show. Morton Salt has bought 13 participations in each show. Rath Packing has bought 26 slices of "Today." Waring Blendor has purchased 16 participations in "Tonight." And renewal business has been equally good. Avco has renewed for all of 1955, with a purchase of 52 segments of "Home."

### Client Extras

Part of the programs' lure is the extras it provides clients. Avco, for example, has a permanent kitchen on "Home," which results in a strong subtle plug. When Bissell carpet sweeper mortgaged its future and bought \$500,000 worth of participation programs, NBC gave it a special sales kine which it has been using to good purpose before distributors.

Star-Kist Tuna got a special closed-circuit color show piped to its food brokers in many cities. And the three shows have been traveling to get the shows before the rest of the country. "Home" has made a special Chicago and California junket, while both "Today" and "Tonight" have originated in Florida.

# ZENITH PREXY SPEAKS

## Raps Fellows' Efforts To Smother Fee Video

CHICAGO, Jan. 22.—The context of a letter released this week disclosed Cmdr. E. F. McDonald Jr., president of the Zenith Radio Corporation, had charged that Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, opposed the interests of broadcasters in attempting to align his followers with the motion picture theaters in an effort to stymie subscription television.

In his letter to Fellows, McDonald referred to a January 4 letter sent by Fellows to Chairman McConaughy, of the FCC, which, he said, asked "the Commission to follow a course of action that would delay as long as possible giving the broadcast industry access to a whole new field of competition for the box-office audience."

In his letter to Fellows, McDonald stated, "We have called a sufficient number of your members to know you have apparently undertaken to speak for the association without having taken the trouble to ascertain the views of its members, altho this fact was not disclosed in the paper you filed with the Commission."

### Cites Letter

The Fellows' letter to the FCC, McDonald said, expressed the same view as a recent petition filed by movie theater interests, which have,

according to McDonald, a long record of fighting television in all its forms for their private competitive interests. He also asserted that the theater opposition to subscription TV stemmed from fear that it would give the broadcaster a box office to compete with theaters on first-run movies and other great events not now available on television in any form.

McDonald asked that Fellows make it clear to the FCC that he was expressing only his own opinion and those of a limited number of his association's members, and that the letter was written without the knowledge or consent of his membership and therefore that his statements did not reflect the views of NARTB.

# Webb Set to Emcee NBC AMPAS Aimer

HOLLYWOOD, Jan. 22.—Jack Webb has been signed by NBC to emcee the web's one-and-one-half-hour telecast of the Academy of Motion Picture Arts and Sciences nominations on February 12, first of a trio of award events the web will carry this year.

Others are the AMPAS awards on March 30 and the Academy of Television Arts and Sciences awards. NBC's telecast will mark the first time that the nominations have been aired.

**WANTED**  
**Man with TV SALES EXPERIENCE**

to handle established TV film show. Now playing 24 markets with excellent results. Complete merchandising program with printed material available. Well-known producer who owns show will assist in training period. No investment required—just earnest SALESMANSHIP. Write for details.

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WLW-D	Dayton
WLW-T	Cincinnati

Sales Offices: New York, Cincinnati, Dayton, Columbus, Atlanta, Chicago, Miami

# NEWS IN BRIEF

In an initial decision last week, Federal Communications Commission Hearing Examiner James D. Cunningham turned down an application for Channel 7, Miami, from former FCC Chairman James Lawrence Fly and awarded the channel to Biscayne Television Corporation. Cunningham found that Biscayne, owned by John S. Knight and James M. Cox Jr., both publishers and broadcasters, showed a "clear superiority" over the three other applicants despite its newspaper connections. The losers were South Florida Television Corporation, of which Fly is board chairman; Sunbeam Television Corporation and East Coast Television Corporation, all of Miami. The grant will not be final until the Commission acts on it.

Federal Communications Commission approval last week of two satellite TV outlets in Hawaii—Channel 3, Wailuku, and Channel 9, Hilo—drew a strong dissent from Commissioner Frieda B. Henneck. The stations will duplicate programs carried by the parent station, KGMB-TV, Honolulu, a CBS affiliate. Commissioner Henneck charged that the grants would concentrate ownership of three out of Hawaii's five TV outlets in the hands of one broadcaster, and argued that the two stations should be required to provide some local programming for their viewers.

Importers of foreign-made FM and TV receivers were warned by the Federal Communications Commission last week that some of their imported sets may violate proposed Commission standards limiting oscillator radiation. Importers were urged to inform foreign manufacturers about the proposed standards to avoid possible FCC enforcement actions.

The number of television receivers shipped to dealers in the first 11 months of 1954 topped the number shipped in the same 1953 period by 100,000, the Radio-Electronics-Television Manufacturers' Association reported last week. During November set shipments totaled 774,379 compared with 701,628 in November, 1953, while the 11-month shipments amounted to 6,147,135 compared with 6,043,678 in the same period in 1953.

The Federal Communications Commission last week set March 7 as the date for oral hearings on its proposed rule making to bar Communists or members of Communist front organizations from holding commercial or amateur radio operators' licenses. The proposals made last June would require all applicants for radio operators' licenses to disclose past or present membership in such organizations. February 21 is the deadline for comments.

CBS-TV this week became the first network to join Television Bureau of Advertising. The network affiliated as a charter member. First announcement of charter station membership will be made on February 7.

Many cities are watching the crackdown on radio and TV pitchmen who fraudulently advertise in New York. Edward A. Silver, Brooklyn district attorney, has invited representatives of seven local TV stations and 16 radio stations to meet with him and investigate alleged "vicious practices" of pitchmen who specialize in plugging items at one price and selling products for much more.

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 316,000 WATTS

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Represented by  
**MEEKER TV, INC.**  
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# the *Happiest* show

CHUCKLES! LAUGH!

EVERY WEEK  
**5 BIG BRIGHT**  
HALF-HOURS

“THE

# Eddie Cantor

SHOW”

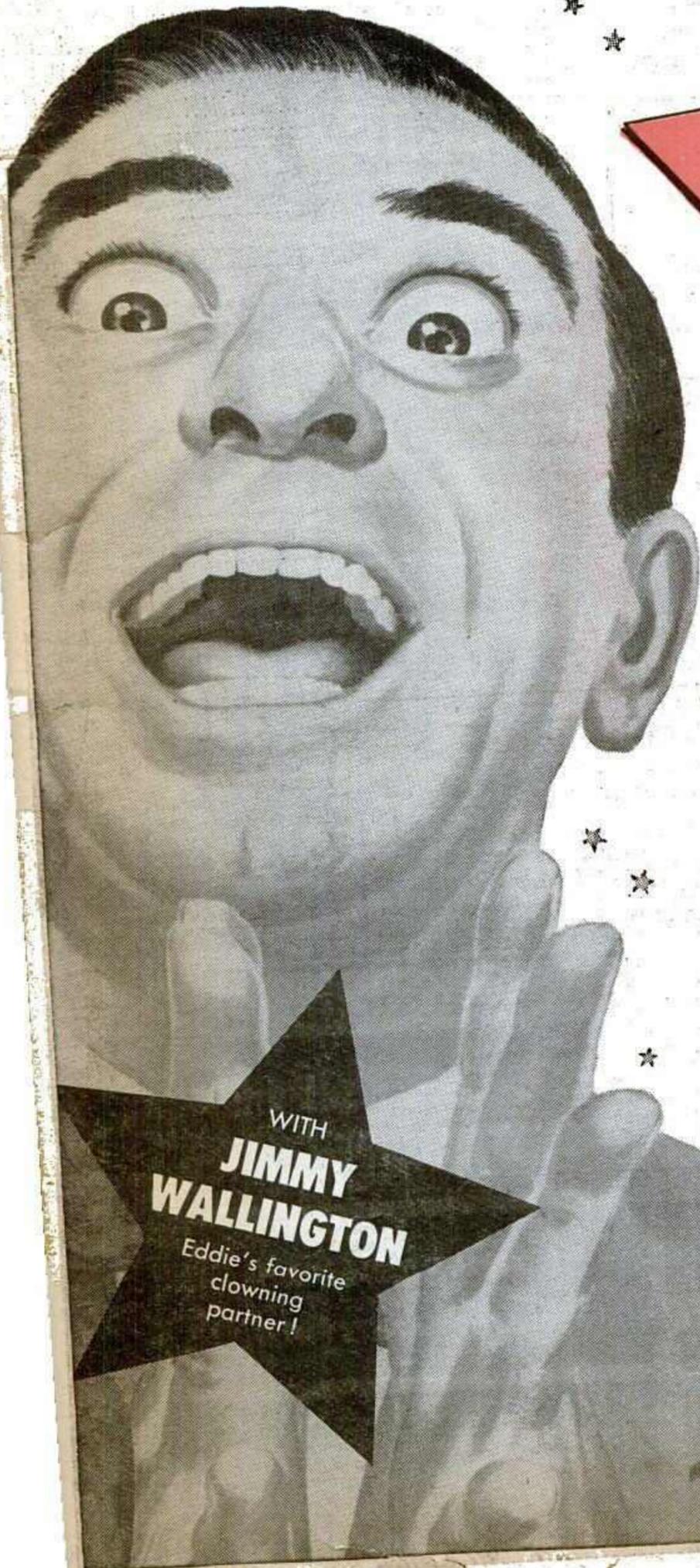
ZIV'S ROLLYCKIN' NEW  
COMEDY HIT!

Starring  
**EDDIE CANTOR**



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## AS! FUN GALORE!



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"Whoopee"

"Margie"

THERE'S  
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"Ida"

**ZIV'S ANSWER TO  
RADIO'S BIG NEED  
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PROGRAMMING!**

Write, phone or wire today for facts on how  
to put the Cantor name to work for you! Hurry!

WITH  
**JIMMY  
WALLINGTON**

Eddie's favorite  
clowning  
partner!

FREDERIC W.

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1529 MADISON ROAD • CINCINNATI  
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The firm now has three shows sold nationally and one in syndica-

tion. The Gene Autry show is sponsored by Wrigley's on CBS-TV, "Annie Oakley" is spot booked nationally by TV Time Popcorn and "Buffalo Bill Jr." will be spot booked by Mars Candy and Brown Shoe beginning in March. The first two are additionally syndicated by CBS-TV Film Sales, as is "Range Rider."

Hamilburg is currently negotiating a syndication deal with CBS Film on "Buffalo Bill Jr." for those markets in which it will not be sponsored by Mars and Brown Shoe, which co-sponsor it in at least 100 cities, including all of the big ones.

## MCA Launching Active Merchandise Campaign on 'Dragnet' & 'Badge 714'

NEW YORK, Jan. 22.—A full-scale merchandise licensing campaign has been launched on "Dragnet" and "Badge 714" by MCA-TV. The new merchandise line includes this job of MCA-TV. The merchandise line includes this job of MCA-TV. The merchandise line includes this job of MCA-TV.

Manufacturers in their fields. The licensees are Ideal Toy for a squad car and police car assembly kit, Transogram for a crime lab and game, Carnell Manufacturing for holster gun sets, and Knickerbocker Plastic for water guns, cap guns and a dart game. These deals were made on the West Coast by Al Dorskind, attorney for MCA Artists, which in this situation represented the producer, Sherry TV, owned by MCA.

In the course of merchandising

"Dragnet," Mincolla expects to try to develop some premiums for "Badge 714," which is syndicated by the NBC Film Division. NBC itself had offered some premiums last year, but has now dropped it.

After he has the "Dragnet" campaign rolling, Mincolla intends to start some merchandising on the shows that MCA-TV itself syndicates. He will also negotiate merchandise deals for such MCA tele-

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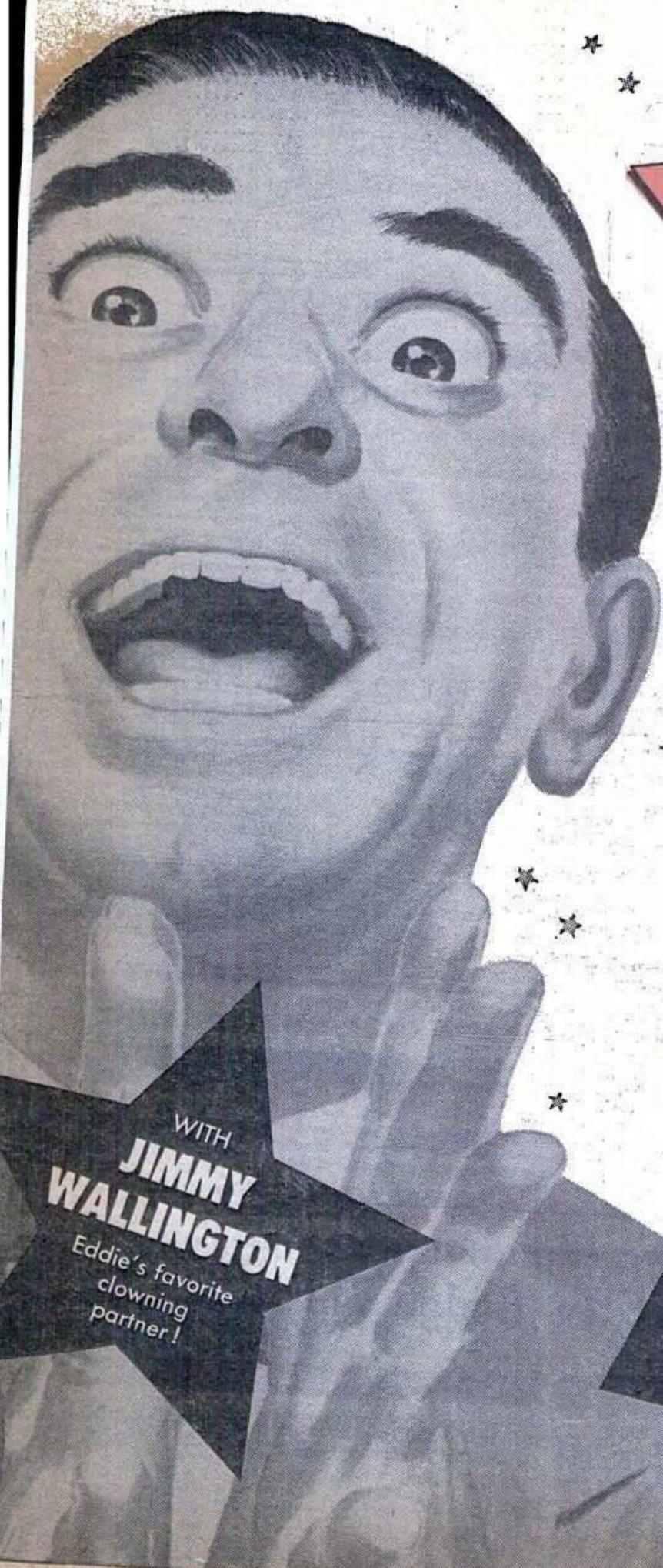
## 'Beery Adventures' Series to Half-Hour

HOLLYWOOD, Jan. 22.—"The Adventures of Noah Beery Jr." being produced and distributed as a 15-minute TV series by United Producers-Distributors will be expanded to a half-hour format, Jerry Courneya, president of UPD, announced today.

With completion of the first 13 of the 15-minute pix, aimed primarily at a young audience, Beery has been signed for an additional 13.

# on RADIO!

## S! FUN GALORE!



THERE'S  
**COMEDY!**

"Ain't She Sweet"

THERE'S  
**MUSIC!**

"If You Knew Susie"

THE  
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**ZIV'S ANSWER TO  
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Write, phone or wire today for facts on how  
to put the Cantor name to work for you! Hurry!

WITH  
**JIMMY WALLINGTON**  
Eddie's favorite  
clowning  
partner!

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1529 MADISON ROAD • CINCINNATI 6, OHIO  
NEW YORK HOLLYWOOD

# TV FILM

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Show features the Moro-Landis Dancers, celebrities visiting San Francisco, and Roxanne Arlen as Torme's girl friend. Mort Green is writing and Gene Fowler directs.

## 'Beery Adventures' Series to Half-Hour

HOLLYWOOD, Jan. 22.—The Adventures of Noah Beery Jr., being produced and distributed as a 15-minute TV series by United Producers-Distributors will be expanded to a half-hour format, Jerry Courneya, president of UPD, announced today.

With completion of the first 13 of the 15-minute pix, aimed primarily at a young audience, Beery has been signed for an additional 13.

## MCA Launching Active Merchandise Campaign on 'Dragnet' & 'Badge 714'

NEW YORK, Jan. 22.—A full-scale merchandise licensing campaign has been launched on "Dragnet" and "Badge 714" by Frank Mincolla, the new merchandising vice-president of MCA-TV. In his three weeks on this job Mincolla has been studying over 10 requests for "Dragnet" licenses that manufacturers have been pitching for the last year.

Mincolla inherited four licenses that were written just before he joined MCA, all with top manu-

facturers in their fields. The licensees are Ideal Toy for a squad car and police car assembly kit, Transogram for a crime lab and game, Carnell Manufacturing for holster gun sets, and Knickerbocker Plastic for water guns, cap guns and a dart game. These deals were made on the West Coast by Al Dorskind, attorney for MCA Artists, which in this situation represented the producer, Sherry TV, owned by MCA.

In the course of merchandising

"Dragnet," Mincolla expects to try to develop some premiums for "Badge 714," which is syndicated by the NBC Film Division. NBC itself had offered some premiums last year, but has now dropped it.

After he has the "Dragnet" campaign rolling, Mincolla intends to start some merchandising on the shows that MCA-TV itself syndicates. He will also negotiate merchandise deals for such MCA talent that is not on TV film.

ALREADY ONE

# King Features for 2d Runyon Series

NEW YORK, Jan. 22.—King Features, which owns all rights to that portion of Damon Runyon's writings which it syndicated to newspapers, is planning to peddle a new TV series based on its Runyon properties, despite the fact there already will be a Damon Runyon TV film series on the air in April.

The situation is a complicated one, arising from the fact that Runyon properties are divided into two portions, each owned by a different group. The columns and other material written for syndication are owned by King Features; the stories written for magazines and syndicated by King Features are owned by Runyon's estate.

The initial Runyon TV film series, being produced by Screen Gems for sponsorship by Budweiser in some 56 markets in April, is based on the material owned by the Damon Runyon estate. The estate sold TV rights to this material to Harry Shore, who in turn made them available to Screen Gems. Shore is involved in the Screen Gems show on a co-production basis thru his firm, Normandie Productions.

### Hunts Sales Rep

King Features is currently looking for a TV sales rep to peddle its Runyon package, which is still in the presentation stage. William Morris ordinarily handles all of King Features' properties for TV. But William Morris represented Shore in the Screen Gems deal and has therefore been disqualified from handling the newspaper syndicate's Runyon offering. Another talent agency, General Art-

### Du Art Expands Black-White Lab

NEW YORK, Jan. 22.—Du Art Film Laboratories here is showing its faith in the future of black and white film by building a new plant for the processing of monochrome. The conversion will cost Du Art around \$250,000.

The lab will install two new machines which it has developed. They run 400 feet of film thru in four minutes. The new machines use a spray rather than an emulsion technique.

ists Corporation, also was involved in the Screen Gems deal as Screen Gems' sales rep in lining up Budweiser as sponsor for the show.

The Screen Gems show will be called "Damon Runyon Theater." It's reported that a Runyon TV show based on the King Features properties would not be able to use the Damon Runyon name in its primary title.

### SILHOUETTES

## Developments Spur New TV Adv. Method

HOLLYWOOD, Jan. 22.—A new method of TV advertising, the silhouette commercial, is gaining popularity with both sponsors and commercial producers.

Two developments this week gave impetus to the silhouette method. Jerry Fairbanks Productions reported a high degree of success with the technique, and the Jayne Drennan Company announced development of a silhouette form. Primary advantages are the unusual and novel effects obtainable, and the reduction in cost from animated film.

Fairbanks' method is to use a process screen, suspending the various elements used in the production on different levels so as to avoid having them block each other out.

The Jayne Drennan Company has developed an animated silhouette standing 14 inches high which can be used in any of half a dozen different ways, with drinking, washing, smoking and dancing included. Three-dimensional effect is obtained by using special lighting, with cost reputed to be 25 per cent lower than for regular animation. Lip synchronization can be accomplished for close-ups.

## Fortune Theater To Get Afternoon Slotting at WOR

NEW YORK, Jan. 22.—WOR-TV's nighttime programing roster is filled to the point where there's no place to put another feature film show. Consequently the station has turned to its daytime schedule for spotting of another run of "Fortune Theater."

Starting Tuesday, February 1, the outlet will start airing across-the-board, 1:30-3 p.m., its English-dubbed Italian films. The same film that aired the week before in the 11:30 p.m. to 1 a.m. slot will go into the afternoon period. The move will see each Fortune film on the air a total of 19 times over a three-week period, thereby topping the 16-time showing that each "Million Dollar Movie" gets.

The station, meanwhile, has had a slow start in picking up sponsors for "Fortune Theater," which bowed this week. The only bankroller to specifically buy time on the show thus far is General Tire, which has purchased seven one-minute spots per week to plug its foam rubber mattresses.

## Production at TV Spots Hits Record

HOLLYWOOD, Jan. 22.—Production of commercial telefilm was reported at an all-time high this week by TV Spots, one of the West Coast's leading commercial producers.

New contracts were awarded to the firm this week by Quality Bakers, Burgermeister Beer, Purex Corporation and Texon Company.

HOLLYWOOD, Jan. 22.—Producers Distributors has acquired rerun rights to the first 52 "Fireside Theater" vidpix filmed, deal being concluded this week between Jerry Courneya, president of UPD, and Gordon Levoy, producer of the pictures.

Levoy, since replaced as "Fireside" production exec by Frank Wisbar, originally shot the films for Procter & Gamble, but retained rerun rights outside the basic 89 markets.

Retitled "Strange Adventure," the program is being released on either one-run, two-run or library package basis to markets outside the basic 89 where it has not been seen before. Courneya has launched a sales campaign thru the mails, and is establishing sales representatives in various cities to handle this as well as others of his series.

Since signing off for P&G, "Strange Adventure" has been syndicated by CBS Film Sales, whose distribution contract has now expired. Each half-hour segment in this series contains two stories. Subsequently "Fireside" went to full half-hour scripts.

## Official Films Seeking New 'Pimpernel' Pix

NEW YORK, Jan. 22.—Official Films this week was negotiating to take over distribution of "The Scarlet Pimpernel," a new vidfilm series which is being produced by Harry Alan Towers in England. Should Official get the show it would mark the third costume drama being readied by the distributor for the 1955-'56 season. The other two are "Robin Hood" and "The Three Musketeers."

Marius Goring will play the part of the Pimpernel. The series deals with an Englishman who helps French royalty escape the clutches of the French revolutionists. The yarns were also made into theatrical films, with Leslie Howard playing the lead in some. Towers also aired a taped version on NBC Radio a couple of seasons ago.

around the globe. The pilot is on the Mau Mau of British Kenya. The next two will be on Costa Rica and Southeast Asia. This series is being produced by the Schlesinger Group, South African theatrical interests.

The only half-hour series Major has handled heretofore falls right into the longhair line that Lesser is now pursuing. It is the series of Bible stories produced by Cathedral Films. Major has sold it in 42 markets.

### CAPT. GALLANT

## TPA Will Syndicate Small Cities

NEW YORK, Jan. 22.—Television Programs of America will syndicate "Captain Gallant" in the smaller markets in which it is not carried by H. J. Heinz, which will sponsor it on NBC-TV Sunday evenings.

In pitching the hinterlands, TPA will try a new gimmick in syndication selling. Mickey Sillerman, exec vice-president of TPA and one of the top salesmen in TV film, has made a film in which he gives a complete sales presentation amidst clips from the show itself, which stars Buster Crabbe and his son Cuffy. This film, which runs a half hour, will be shown all syndication prospects.

"Captain Gallant" is the first show ever sold in which the sponsor gets a complete merchandising campaign for the price of the show. In each market the sponsor gets a couple of hundred posters and a couple of thousand membership kits on which the TPA Merchandising Division handles the mailing.

For two months prior to the Heinz deal, "Captain Gallant" was given a test run in South Bend, Ind., where it raked up a rating of around 30.0.

### 'OUR GANG' WINS FRIENDS

## 'Little Rascals' Series Quickly Climbs To Top-Rated Show in All Markets

NEW YORK, Jan. 22.—The enviable status of being the top-rated multi-weekly show in every market in which it's been on the air long enough to get a rating has been quietly achieved by Interstate Television Corporation's "Little Rascals" series.

Tho it has not received much publicity, the stanza has pulled in ratings little short of phenomenal. Its success underscores once again the fact that films initially shot for theaters and already seen by audiences of millions can still pack a tremendous wallop when aired on TV.

This had previously been proved by feature films, many of which (as in the case of WOR-TV's "Million Dollar Movie") have been able to beat out network television shows in their bid for audiences. There haven't been too many instances, however, where theatrical short subjects have been able to boast the same kind of success on TV now being experienced by "Little Rascals," which is composed of the old "Our Gang" comedies produced for theaters by Hal Roach.

Interstate has sold the package to 19 stations to date. Six of the stations have not yet begun airing the show; five other stations put the show on the air within the past

few weeks and ratings are not yet available. The eight stations, however, that have been showing the films long enough to have them rated have seen the stanza climb rapidly to the point where it all but submerges its competition.

The show is being aired on all stations as a half-hour across-the-board late afternoon feature. Twenty minutes of each day's show consists of "Little Rascal" films, while the remaining 10 minutes is filled in with a local live personality who acts as emcee. In each city the stanza has its own local title.

A rundown of the average daily ARB rating the stanza has been getting is as follows: KNXT, Los Angeles: 15.4; WXYZ, Detroit: 25.1; KING, Seattle: 25.7; KRON, San Francisco: 17.5; KBTB, Denver: 15.0; WBEN, Buffalo: 14.3; XETV, San Diego: 13.9; KPHO, Phoenix: 12.2. It is top-rated show in its time slot in all these markets. In most of the cities, it garners several times the rating of its closest competitor in the same time slot.

For instance, in Los Angeles its top competitor is "Sheriff John" with an average daily rating of 6.7; in Detroit, it is Kit Carson on Tuesday, who pulls in an 8.2; in Seattle

of Major, said he intends to stick to quality shows such as classical music and documentaries. He said he has no intention of trying to compete with the commercial shows of the established syndicators. He hopes to be able to offer stations and advertisers the type of product they cannot find elsewhere.

Lesser has signed to handle four series, two of which are already produced. Those two, both produced by George Richfield's Operatic Films, are "Enchanted Music," 13 half hours of opera, symphony and ballet with Robert Lawrence as moderator, and "Music for Millions," 39 quarter hours of piano classics played by Miklos Schwalb, professor at the New England Conservatory of Music.

The other two series Lesser now has in pilot form. One is a series of 13 half-hour fairy tales set to music. These will be produced by Otto Austin Productions of Lima, O. The pilot is "Hansel and Gretel." Austin will be here in the

## Parker-Steckler Open Royal Park Producing Firm

NEW YORK, Jan. 22.—Frank Parker and Roy Steckler this week chose Royal Park Productions, Ltd., as the name of their new TV film company which will produce a series of half-hour dramas based on stories by name authors. The firm this week bought "Bitter Sands" from Hans Ruesch, author of the novel, "The Racers," on which is based the movie with Kirk Douglas which opens at the Roxy here next week.

In addition, Parker and Steckler are said to be in negotiations for works of Ernest Hemingway and Paul Gallico. They already have deals for stories by Fulton Oursler, James Street, Maurie Callahan and Ray Bradbury. Alexander Greenleaf, author of the legiter "Walk into My Parlor" and the upcoming "Love on Ice," will write the TV adaptations. The series will be hot in color.

Parker is the vocalist on the Arthur Godfrey show, and Steckler is a legit producer.

## Official Winning Advance Orders For 'Julia Jones'

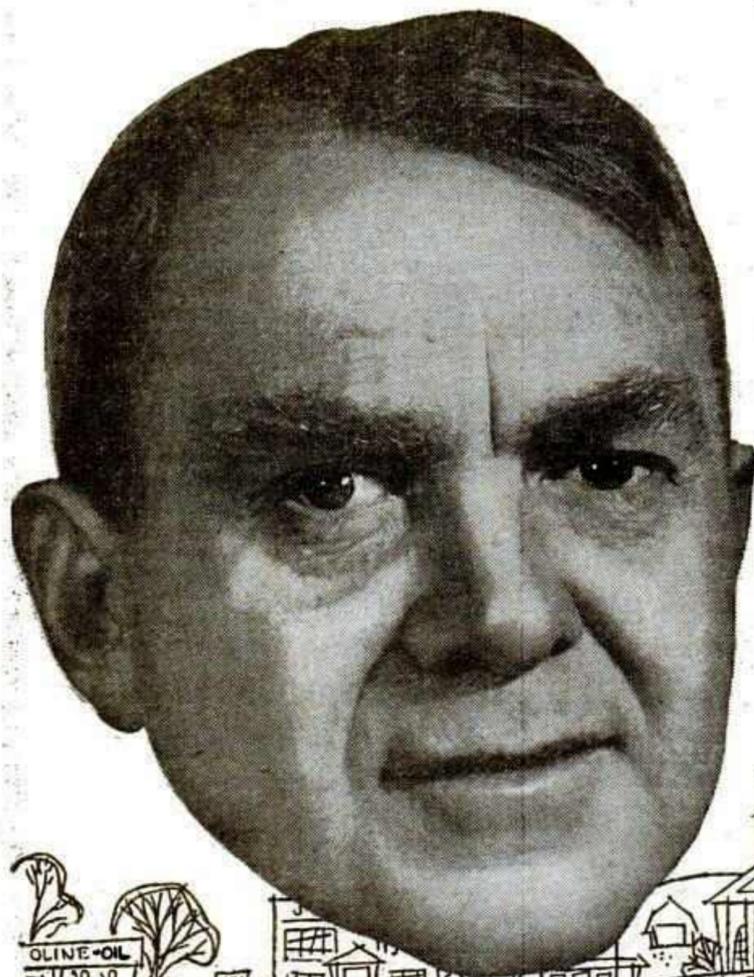
NEW YORK, Jan. 22.—Official Films is virtually certain to okay production of "Heart of Julia Jones," a new daytime soap opera being prepared for syndication. The show, now being sold on a conditional basis to stations, has already elicited four orders. Pending is a large regional deal which would permit Official to go ahead with production.

Orders have been received from SD-TV, St. Louis; WDAF-TV, Kansas City; WCCO-TV, Minneapolis, and WFAA-TV, Dallas-Fort Worth. Charlie Irving will produce.

Official has also begun to rack up sales with its musical quiz, "Tune-O." New buys have been made by Klein's supermarkets for Minneapolis, and WNEX-TV, Macon, Ga. Nu-Way stores, which have the program in Buffalo, N. Y., and WGR-TV, are considering extending it to Syracuse.

Telefilm Enterprises last week named William Schnaudt, formerly of Ziv-TV and WHK, Cleveland, as a salesman in the Midwest. Ito Milt Olin, formerly of United Artists Television and WABC-TV, New York, was appointed a salesman for New England.

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

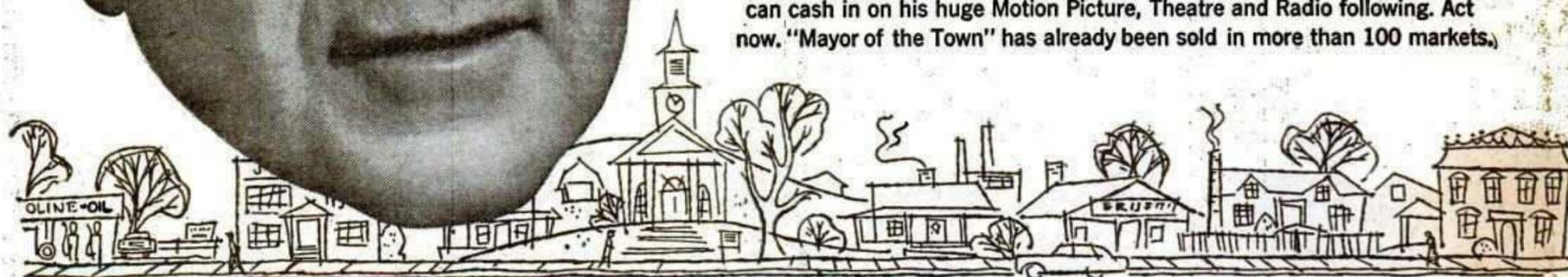


**THOMAS MITCHELL**

**"MAYOR**  
**OF THE**  
**TOWN"**

**39 EXCITING, TOPICAL HALF-HOUR DRAMAS  
 MADE EXPRESSLY FOR TV!**

Here is glorious Americana...all the drama, humor and warmth of an average American town. "Mayor of the Town" has been consistently a top-rated show on radio and TV for many years. It stars Thomas Mitchell, one of America's most famous and beloved actors. Now you can cash in on his huge Motion Picture, Theatre and Radio following. Act now. "Mayor of the Town" has already been sold in more than 100 markets.



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

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**BEVERLY HILLS: 9370 Santa Monica Blvd.**

**ATLANTA: 515 Glenn Bldg.**

**BOSTON: 45 Newbury St.**

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

**CHICAGO: 430 North Michigan Ave.**

**CLEVELAND: 1172 Union Commerce Bldg.**

**ROANOKE: 116A West Kirk Ave.**

**NEW ORLEANS: 504 Delta Bldg.**

**CINCINNATI: 3790 Gardner Ave.**

**DALLAS: 2102 No. Akard St.**

**DETROIT: 837 Book Tower**

**SAN FRANCISCO: 105 Montgomery St.**

**SEATTLE: 203 White Building**

**SALT LAKE CITY: 212 Beason Bldg.**

**MINNEAPOLIS: 1048 Northwestern Bank Bldg.**

**PITTSBURGH: 550 Grant St., Suite 146**

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

**ST. LOUIS: 1700 Liggett Drive**

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

**MCA-TV FRANCE: 49 bis Ave., Hoche, Paris. MCA-TV ENGLAND: 139 Piccadilly, London W1**

**GUY LOMBARDO**



AND HIS ROYAL CANADIANS

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

**PRESTON FOSTER WATERFRONT**



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



**FAMOUS PLAYHOUSE**

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

**JOHN RUSSELL CHICK CHANDLER SOLDIERS OF FORTUNE**



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

**LOUIS HAYWARD THE LONE WOLF**



Louis Hayward stars as the world's most famous adventurer, fighting evil and intrigue everywhere... an electrifying series of 39 films.

**ABBOTT AND COSTELLO**



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

**ROCKY JONES SPACE RANGER**



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

**HEART OF THE CITY**



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

**PAUL HARTMAN PRIDE OF THE FAMILY**



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

**ROD CAMERON CITY DETECTIVE**



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

**KEN MURRAY WHERE WERE YOU?**



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

**ROYAL PLAYHOUSE AND COUNTERPOINT**



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

**GEORGE RAFT I'M THE LAW**



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

**TELESPORTS DIGEST**

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

**TOUCHDOWN**

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

**CHARLES BICKFORD MAN BEHIND THE BADGE**



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

**CURTAIN CALL**



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

**ALAN HALE, JR. RANDY STUART BIFF BAKER U.S.A.**



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

**MELVYN DOUGLAS HOLLYWOOD OFF-BEAT**



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

**PLAYHOUSE 15**

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

**RALPH BELLAMY FOLLOW THAT MAN**



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

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

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

**MCA**

**TV**

*Film Syndication*

## SYNDICATE TOUGHER

Feature Film Distributors Show No  
Hurry to Try On Rivals' Headaches

By GENE PLOTNIK

NEW YORK, Jan. 22.—Feature film distributors used to say that when the day came in which they couldn't dig up any more movies they would go into production of half-hour series and begin to syndicate. But to date no feature distributor has successfully moved into the syndication field, and there is little promise that any of them will in the foreseeable future.

Stations will always be able to pick up special series like documentaries, commentary and kiddie stuff from their feature suppliers. But the agencies and sponsors who want the new, name value, commercial series will have to continue doing business with the tried and true syndicators, the number of which has dwindled gradually over the past year.

The most striking evidence of this can be found in two of the latest and most potent entrants in the feature field, Associated Artists Productions and General Teleradio Film Division.

Associated came into the business last summer with every indication that it would graduate from the feature field to syndication. Eliot Hyman's financial participation in Dougfair gave him an inside track on one of the most successful dramatic series in syndication, "Douglas Fairbanks Presents."

**Outlook Now Different**

But after half a year in business the outlook for Associated is quite different. Every indication now is that it will remain a feature house, tho it will carry a few smaller series like "Johnny Jupiter" and "Candid Camera." Associated right now is in negotiations to turn the 39 first-run Fairbanks films over to another distributor, probably ABC Film Syndication.

General Teleradio once looked as if it were going to move headlong into syndication. Two years ago, before it ever got its hands on any features, GT bought the rights to all of Philips H. Lord's properties. But it has yet to put any of them into distribution. It did produce several "Gangbusters" segments. But it has been holding off TV sales pending theatrical release of a feature version of the show.

Meanwhile, GT is digging hard for more features. Like its counterparts, the only product it has to offer aside from features are series that are noted more for their dignity than their commercial appeal, "Greatest Drama," Fulton Lewis Jr., "Uncommon Valor," and a silhouette series for children.

**MPTV's Record**

The feature companies have certainly not been inspired on the subject of syndication by the experience of the biggest feature outfit of them all, Motion Pictures for Television. In the summer of 1953 MPTV started to move into syndication fast, and within a year it had eight shows in various stages of production. But it failed to show much black ink on any of them. So after a little more than a year it turned all syndication selling over to UM&M, which doesn't have a feature in the house.

Lesser feature houses have made more modest gestures in the direction of syndication, and in almost every instance they've gotten their fingers burned. But for the most part the feature companies have been holding off the specter of syndication as long as they can find one more feature film.

The reason for the fumbings of the feature folk in syndication seems to be primarily one of operational economics, tho it is probably also a simple matter of show business savvy.

Anyone with a good feature picture today can sell it and make some profit, provided the film does not cost him more than \$50,000. For the most part sales are still made directly to stations, which means that a complete prospect list is readily available.

Syndication, on the other hand, has become a highly competitive market requiring a large and ex-

perienced sales force. A feature house, which can do okay with all of three salesmen, will try to ease into syndication by sending its East Coast man peddling the Madison Avenue agencies. There he finds himself in competition with 10 or more men from such outfits as Ziv-TV or MCA-TV. And in the midst of everything he may have to leave town for a few days to carry on his feature business. Thus, he is at a disadvantage at the very first and obvious step of covering all prospects. And the boss won't hire any

additional help until he begins bringing in sales.

Aside from this difficulty, when distributor goes into syndication he has to start acting like a producer. In fact, most of the major syndicators are now actually doing their own production. The feature distributors are usually not trained in this line of work. They are essentially salesmen. They can recognize the TV value of a picture by its stars and box-office record, and they can estimate its potential TV gross. But on the subjects of talent

procurement, shooting schedules, union scales and so on they are frequently quite innocent.

On the other side of this picture is the fact that syndicators have usually not had much difficulty liquidating any feature films they might find on their hands. Tho the NBC Film Division got stuck with its British package, Television Programs of America has been doing a brisk rerun business with the Edward Small package, Official did okay for a year with the Robert Lippert package, and National Telefilm Associates has been doing good business with the features it inherited from TV Exploitations and Comet Television Films.

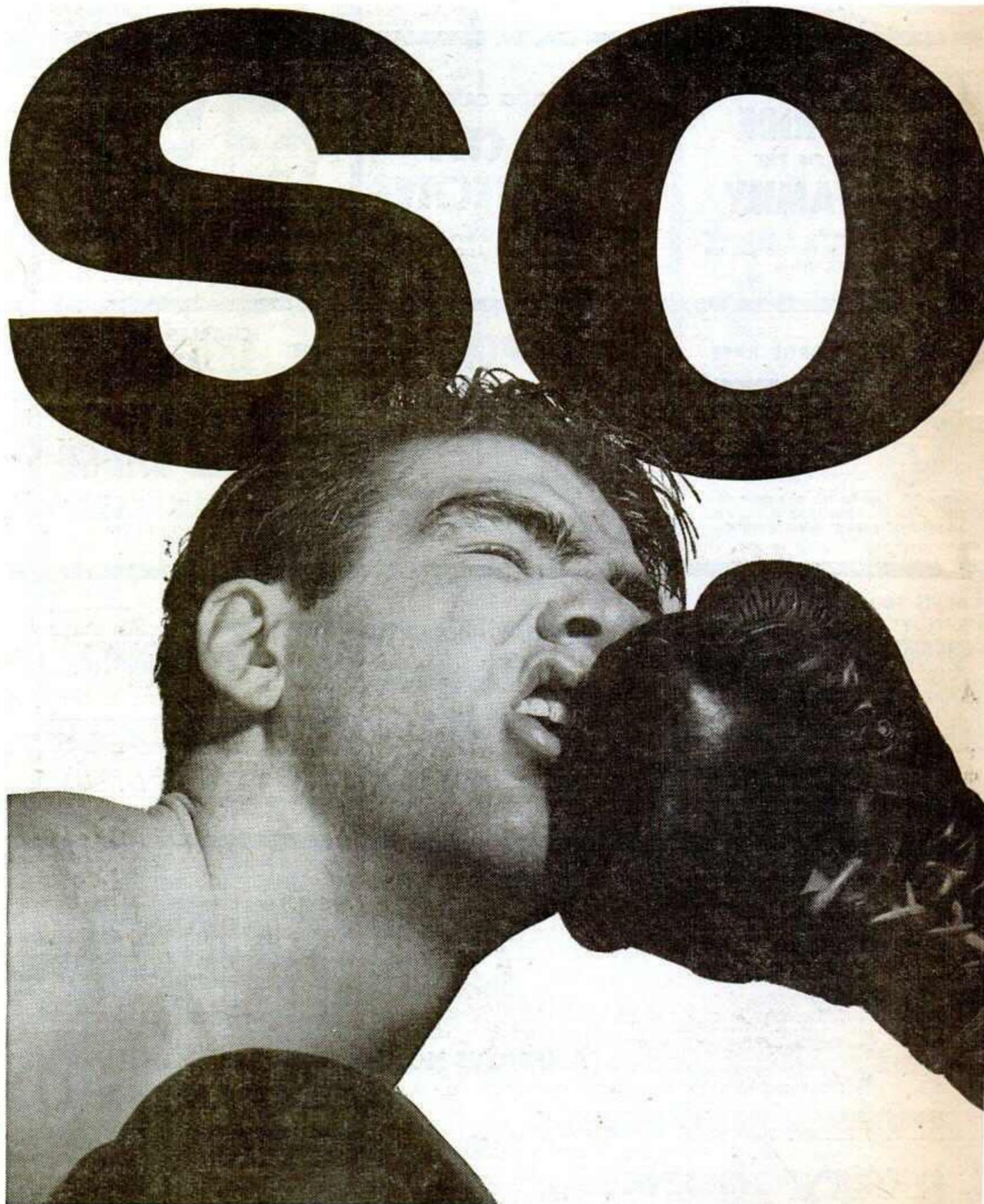
Mainly they are able to carry on this business by mail and phone. And their salesmen are in touch with stations in the normal course of business anyhow. But these tactics do not suffice for syndication.

## CONFIDENTIAL

Guild Films  
Seeks One  
Bankroller

NEW YORK, Jan. 22. — Guild Films this week began its drive to get a national sponsor for "Confidential File." The distribution firm has received the first film in the new series and is already showing it around to interested agencies.

"Confidential File" is now on live in Los Angeles, where it is being telecast over KTTV and getting impressive ratings. The program is produced and narrated by Paul Coates. Guild hopes to have the show on the air by March 1.



NEW YORK, 233 W. 49th ST., N.Y. C., CI 5-5044 . DETROIT, 16603 E. WARREN RD., TU 5-5811 ( DALLAS, 4745 N. CENTRAL EXPRESSWAY, JU 3150 ) SALT LAKE CITY,

## Weill to Push French Pix to Video Outlets

NEW YORK, Jan. 22.—The success he's had with the TV distribution of dubbed Italian feature films has resulted in a decision by Jules Weill, head of Fortune Films, to pick up a batch of French films to be dubbed into English for sale to American TV stations.

Weill will leave for Europe the end of next month. In addition to the new French films he hopes to acquire, Weill plans also to come back with a new group of Italian films to be added to the 82 black-and-white and 26 Italian color pix already in his possession.

Dubbing of the French features

## New Goddard Skein Mapped

HOLLYWOOD, Jan. 22.—Comedy-drama teleseries starring Paulette Goddard has been packaged by agent Bob Schwartz. The format has not been definitely set yet and negotiations are still at an early stage, two ad agencies are reportedly interested in the show.

into English will probably be done in Paris. Weill's package of Italian films began airing in New York this week on WOR-TV as "Fortune Theater." The station is showing each film a total of 24 times over a two-week period in the same manner as its "Million Dollar Movie" pattern.

## COSTS RESTRICT SUPPLY

# Not Much Chance for TV to Get Recent Feature Films

HOLLYWOOD, Jan. 22.—Midst the continuous scrambling for more, newer and better feature films, there is still considerable doubt whether distributors will ever be able to get pictures made after 1948 into TV in any quantity. The reason is that the unions want rerun money on such product, and in pictures with casts of thousands the cost may well be more than the TV market warrants.

This fact is the unknown quantity in any speculation about the

prospect of the majors ever putting their pictures into TV. Those post-1948 pictures that are in TV are usually bankrupt product. They were made by independent companies that are no longer operating as they were then constituted.

Robert Lippert boldly put all his latest pictures into TV within a year after they completed their theatrical runs. The Screen Actors Guild protested. But before they could do anything about it, Lippert stopped producing under his

own name.

Republic Pictures, the only major Hollywood producer that has put its pictures into TV under its own steam, has cleaned out its pre-1948 stock with its current 26-picture "Diamond" package. At present it seems doubtful that Republic's Hollywood TV Service will ever tele-release its newer product.

Just how much it would cost a producer to put his post-1948 pictures into TV is inestimable at this time. The unions have no set formula for these re-payments. What SAG has is a clause in its contract which gives it the right to cancel if the producer puts a feature on TV without SAG consent.

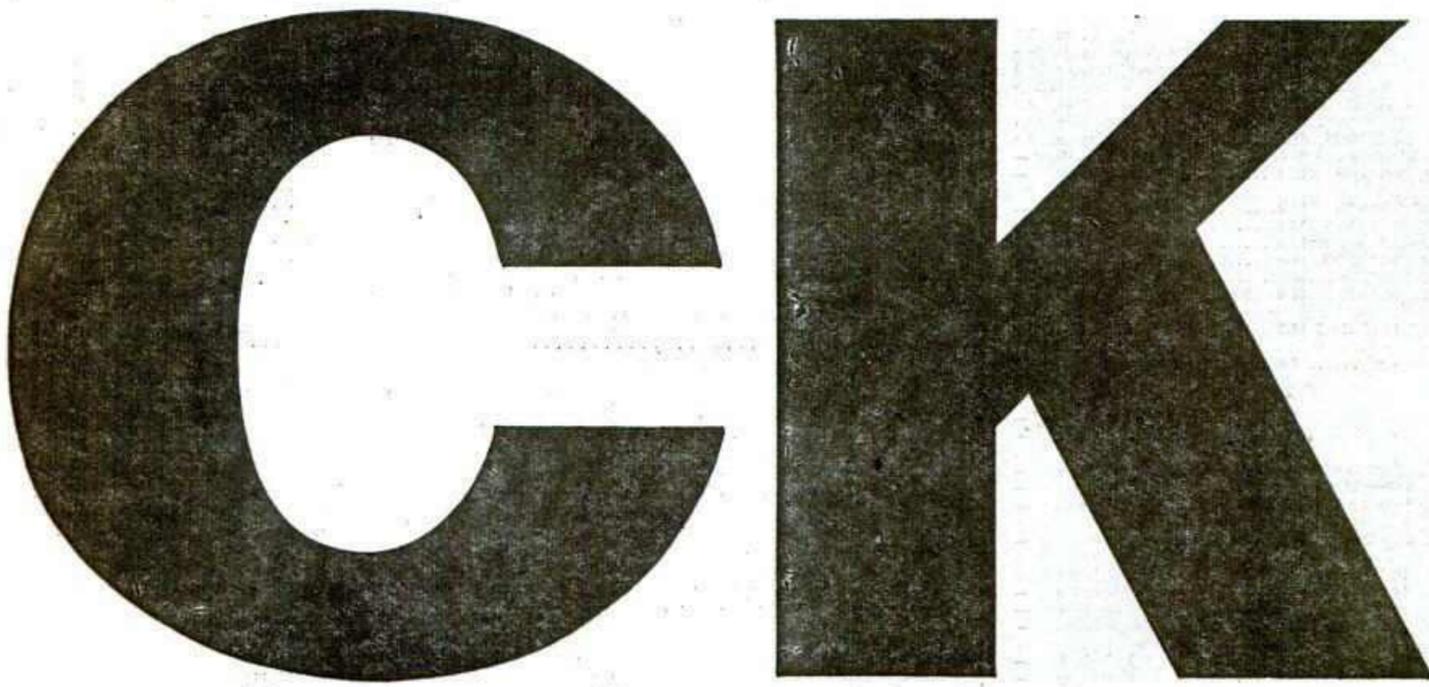
It was this clause which made it possible for SAG to make its historic agreement with Monogram under which each actor gets 12½ per cent of his salary if a picture is sold to TV for less than \$20,000 and 15 per cent if it is sold for more.

SAG points out that this is by no means an industry binding formula. SAG is in a position to negotiate each such situation separately.

The directors have the same release-forbidding clause in their contract. But they were not involved in the Monogram negotiations since they have so far been unable to sign up the independents.

In addition, the producer or TV distributor usually gets caught with a re-scoring bill from the American Federation of Musicians, and then usually has to pay a 5 per cent royalty off his gross receipts to the Music Performance Trust Fund.

There are indications that the actors, directors and writers will work closely together on setting formulas for TV rerun payments, if it is ever actually necessary. The union people seem quite bullish on the subject. But one major producer here recently volunteered the opinion that he didn't think those pictures ever would get on TV.



## THE BIG PLAYBACK...

### TV's most exciting all-sports show!

Available first run — in many markets.

Sponsored by The Ethyl Corporation (through B.B.D.&O.) in 55 cities for the past two years, this quarter-hour TV film series is immediately available in all markets at a price that can't be beat. This is the show that cost this important advertiser less than 90¢ per thousand viewers.

● It's the highest rated quarter-hour sports show in more than twenty major cities...racking up a 38 in Tulsa, 24 in Indianapolis, another 24 in

Omaha, and real sock ratings all across the country.

● Each show features celebrities such as Joe Louis, The Four Horsemen of Notre Dame, Eddie Arcaro, Jackie Robinson, Sammy Snead, Doc Blanchard, Florence Chadwick—and hundreds of others.

● Jimmy Powers, famed sports writer, and Bill Stern, noted sports commentator, give you 52 *all-request* programs...the greatest moments in sports. Write, wire or telephone us at once for the status of THE BIG PLAYBACK in your area.



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The only company providing advertisers with Hollywood and New York custom produced national shows, syndicated programming, and commercials—all on film.

BEASON BLDG., PHONE 3-3903 SAN FRANCISCO, 995 MARKET ST., DO 2-1060 ATLANTA, 3130 MAPLE DRIVE, N. E., EX 6100 CHICAGO, 230 N. MICHIGAN, FR 2-3696

## Cinepix Racks Up 4 Sales

NEW YORK, Jan. 22.—Cinepix, Inc., which moved into TV distribution in the past couple of weeks, has already made four sales to stations, two of them here in New York. WOR-TV bought a batch of the firm's cartoons for the "Merry Mailman" kiddie show, and WABC-TV bought cartoons and comedies for Joe Franklin's "Down Memory Lane." WJAR-TV, Providence, bought a group of cartoons, and WCTH-TV, Hartford, Conn., has bought Cinepix' 52 Westerns.

Frank Smith, general sales manager of Cinepix, has named three regional representatives for the new firm. John Leo will cover the West Coast out of San Francisco, Fred Myers' National TV Corporation will cover the South out of Memphis, and Stan Dudelson will cover the Midwest out of Detroit.

## Bolger Maps 'Ships' Skein

HOLLYWOOD, Jan. 22.—Ray Bolger this week announced plans to film a new TV series next year based on "All the Ships at Sea," book by Comdr. William Lederer, rights to which he originally acquired with theatrical pic production in mind.

Series would be filmed under auspices of B&R Productions, Bolger company which is now shooting the star's ABC-TV show.

# 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.

Rank Among Film	Title, (Type) and Distributor	Station, Day, Time	Dec. ARB Rating	Top Opposition & Rating
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## MINNEAPOLIS-ST. PAUL 4 STATIONS

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

1. Jackie Gleason, WCCO .....56.1	6. George Gobel, KSTP .....46.0
2. Toast of the Town, WCCO.....52.8	7. Groucho Marx, KSTP .....44.4
3. I Love Lucy, WCCO.....49.8	8. Dragnet, KSTP .....42.6
4. Person to Person, WCCO.....47.2	9. This Is Your Life, KSTP.....41.2
5. Two for the Money, WCCO.....46.3	10. Talent Scouts, WCCO.....40.2

1. Wild Bill Hickok (West.), Flamingo Films. WCCO-S, 5:30-6:00 ..28.3..... Various, 1.7	1.7
2. I Led Three Lives (Adv.), Ziv TV.....KSTP-T, 9:30-10:00.....25.5..... Stop the Music, 14.5	14.5
3. Annie Oakley (West.), CBS Film.....WTCN-Su, 5:00-5:30.....23.6..... People Are Funny, 12.1	12.1
4. Hopalong Cassidy (West.), NBC Film.....WCCO-S, 6:00-6:30.....23.2..... Big Town, 7.0	7.0
5. Life of Riley (Comedy), NBC Film.....KSTP-Su, 6:00-6:30.....21.7..... You Asked for It, 19.6	19.6
6. Foreign Intrigue (Adv.), Sheldon Reynolds. KSTP-Su, 9:30-10:00.....20.4..... Masterpiece Theater, 26.4	26.4
7. Mr. District Attorney (Mys.), Ziv TV.....KSTP-F, 7:30-8:00.....20.0..... Topper, 24.9	24.9
7. Ramar of the Jungle (Adv.), TPA.....WCCO-S, 4:30-5:00.....20.0..... Football: Local 1145, 4.0	4.0
9. Ellery Queen (Mys.), TPA.....WCCO-S, 9:30-10:00.....15.9..... Your Hit Parade, 34.7	34.7
10. Lone Wolf (Mys.), MCA-TV.....WCCO-S, 10:15-10:45.....15.3..... Barn Dance, 9.8	9.8
11. Cisco Kid (West.), Ziv TV.....WCCO-S, 4:00-4:30.....13.6..... NCAA Football, -	-
12. Favorite Story (Drama), Ziv TV.....WCCO-Su, 9:00-9:30.....13.4..... Loretta Young, -	-
13. Front Page Detective (Mys.), Consolidated TV.....WMIN-Su, 5:30-6:00.....13.2..... You Are There, -	-
14. Racket Squad (Mys.), ABC Film.....KSTP-W, 10:15-10:45.....12.3..... What's My Line?, -	-
14. City Detective (Mys.), MCA-TV.....WCCO-T, 10:15-10:45.....12.3..... Tales of Tomorrow, -	-
16. Florian ZaBach (Music), Guild Films.....WCCO-Th, 9:30-10:00.....10.4..... Lux Video Theater, -	-
17. Liberate (Music), Guild Films.....WCCO-T, 7:00-7:30.....10.2..... Bope Hope, -	-
18. I Am the Law (Mys.), MCA-TV.....WTCN-Th, 10:00-10:30.....10.0..... News; D. Fairbanks Presents, -	-

18. Cisco Kid (West.), Ziv TV.....WCCO-Su, 12:15-12:45.....10.0..... RFD-TV; Paul Giel, -	-
20. Hopalong Cassidy (West.), NBC Film.....WCCO-Su, 11:00-12:00 a.m.....9.8..... Wrestling; Faith for Today, -	-

21. Inspector Mark Saber (Mys.), Thompson-Koch, Inc.....WMIN-Th, 9:30-10:00.....9.4..... Lux Video Theater, -	-
22. Tales of Tomorrow (Drama), Tee Vee Co.....KSTP-T, 10:15-10:45.....9.1..... City Detective, -	-
23. Ringside With Rasslers (Sports), Consolidated TV.....WMIN-M, 9:00-10:00.....8.9..... Studio One, -	-
23. Life With Elizabeth (Comedy), Guild Films.WMIN-F, 9:00-9:30.....8.9..... Line-Up, -	-
25. Biff Baker, U.S.A. (Adv.), MCA-TV.....WTCN-F, 10:00-10:30.....8.7..... News; Football, -	-
26. Championship Bowling (Sports), Walter Schwimmer.....WMIN-S, 6:00-7:00.....8.1..... Various, -	-
27. D. Fairbanks Presents (Drama), Associated Artists.....KSTP-Th, 10:15-10:45.....7.8..... I Am the Law; News, -	-
28. Dangerous Assignment (Adv.), NBC Film.....WTCN-M, 10:00-10:30.....7.4..... News; Star Showcase, -	-
29. Meet Corliss Archer (Comedy), Ziv TV.....WCCO-Su, 6:00-6:30.....7.0..... Life of Riley, -	-
29. China Smith (Adv.), Nat'l Telefilm Assoc.....WMIN-W, 9:30-10:00.....6.8..... Blue Ribbon Bouts, -	-
31. Secret File, U.S.A. (Adv.), Official Films.....WTCN-T, 10:00-10:30.....6.4..... News; Tales of Tomorrow, -	-

32. Invitation Theater (Drama), Tee-Vee Co.....WCCO-Su, 12:45-1:00.....5.7..... Paul Giel, -	-
32. Big Playback (Sports), Screen Gems.....KSTP-F, 10:30-10:45.....5.7..... Father Knows Best, -	-
33. Your TV Theater (Drama), Ziv TV.....WCCO-Su, 11:00-11:30.....5.7..... Tonight, -	-
35. Your Star Showcase (Drama), TPA.....KSTP-M, 10:15-10:45.....4.9..... Willy, -	-
35. Hollywood Half Hour (Drama), Consolidated TV.....WMIN-F, 9:30-10:00.....4.9..... Person to Person, -	-
37. †Death Valley Days (West.), Pacific Borax. WTCN-Su, 10:00-10:30.....4.7..... Masterpiece Theater, -	-
37. Frankie Laine (Music), Guild Films.....WCCO-Th, 10:15-10:45.....4.7..... D. Fairbanks Presents, -	-
39. Liberate (Music), Guild Films.....WCCO-M to F, 8:45-9:00 a.m.....4.0..... Today, -	-
40. Jungle Macabre (Adv.), Radio-TV Packagers.....WMIN-Su, 12:00-12:15.....3.0..... News, -	-
41. My Hero (Comedy), Official Films.....WTCN-W, 10:00-10:30.....2.6..... News; Racket Squad, -	-
42. Walt's Workshop (Educ.), Reid H. Ray, Inc.....WMIN-M, 8:30-9:00.....2.5..... December Bride, -	-

## NEW YORK 7 STATIONS

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

1. Jackie Gleason, WCBS.....60.5	6. Groucho Marx, WRCA .....41.9
2. Toast of the Town, WCBS.....45.5	7. Disneyland, WABC .....37.6
3. I Love Lucy, WCBS.....45.2	8. Studio One, WCBS .....36.5
4. Dragnet, WRCA .....43.7	9. Bob Hope, WRCA .....35.3
5. This Is Your Life, WRCA.....43.4	10. Person to Person, WCBS.....34.8

1. D. Fairbanks Presents (Drama), Associated Artists.....WRCA-W, 10:30-11:00.....20.0..... Blue Ribbon Bouts, 16.6	16.6
2. Superman (Adv.), Flamingo Films.....WRCA-M, 6:00-6:30.....18.0..... News; Early Show, 6.5	6.5
3. City Detective (Mys.), MCA-TV.....WPIX-Su, 9:30-10:00.....13.5..... Television Playhouse, 23.7	23.7
3. Abbot and Costello (Comedy), MCA-TV.....WRCA-S, 6:00-6:30.....13.5..... Ramar of the Jungle, 3.7	3.7
5. Range Rider (West.), CBS Film.....WRCA-S, 6:30-7:00.....12.2..... Saturday Show, 2.9	2.9
6. Flash Gordon (Adv.), U M & M.....WRCA-F, 6:00-6:30.....11.0..... News; Early Show, 6.3	6.3
6. Wild Bill Hickok (West.), Flamingo Films.....WRCA-W, 6:00-6:30.....11.0..... News; Early Show, 8.3	8.3
8. †Kit Carson (West.), Coca-Cola Co.....WRCA-T, 6:00-6:30.....10.7..... News; Early Show, 7.9	7.9
8. Waterfront (Adv.), MCA-TV.....WABD-T, 7:30-8:00.....10.7..... Dinah Shore; News, 13.1	13.1
10. Racket Squad (Mys.), ABC Film.....WABC-Th, 10:30-11:00.....10.6..... Lux Video Theater, 22.6	22.6
11. Sherlock Holmes (Mys.), U M & M.....WRCA-M, 7:00-7:30.....9.9..... Early Show; Weather, -	-
11. Janet Dean, R.N. (Drama), U M & M.....WRCA-T, 7:00-7:30.....9.9..... Early Show; Weather, -	-
13. Badge 714 (Mys.), NBC Film.....WOR-W, 9:00-9:30.....9.6..... Kraft TV Theater, -	-
14. Meet Corliss Archer (Comedy), Ziv TV.....WABC-Su, 6:00-6:30.....7.7..... Omnibus, -	-
14. Amos 'n' Andy (Comedy), CBS Film.....WCBS-S, 5:30-6:00.....7.7..... Junior Frolics, -	-
16. I Led Three Lives (Adv.), Ziv TV.....WABC-F, 10:00-10:30.....7.5..... Line-Up, -	-
17. Cisco Kid (West.), Ziv TV.....WRCA-Th, 6:00-6:30.....7.0..... News; Early Show, -	-
17. Foreign Intrigue (Adv.), Sheldon Reynolds. WRCA-Th, 7:00-7:30.....7.0..... Early Show; Weather, -	-
19. Hopalong Cassidy (West.), NBC Film.....WRCA-Su, 11:30-12:00 a.m.....6.7..... Space Funnies, -	-
20. Mr. District Attorney (Mys.), Ziv TV.....WABC-F, 10:30-11:00.....6.6..... Person to Person, -	-
21. The Unexpected (Drama), Ziv TV.....WABC-M, 9:30-10:00.....6.1..... December Bride, -	-
22. Lone Wolf (Mys.), MCA-TV.....WRCA-S, 11:15-11:45.....6.0..... Late Show, -	-
23. Liberate (Music), Guild Films.....WPIX-M to F, 6:30-7:00.....5.8..... Early Show, -	-
23. Dangerous Assignment (Adv.), NBC Film.....WABC-S, 7:30-8:00.....5.8..... Beat the Clock, -	-
23. Victory at Sea (Docum.), NBC Film.....WABC-S, 10:30-11:00.....5.8..... Your Hit Parade, -	-
26. Favorite Story (Drama), Ziv TV.....WOR-W, 9:30-10:00.....5.5..... I've Got a Secret, -	-
26. Heart of the City (Drama), MCA-TV.....WABD-T, 10:30-11:00.....5.5..... It's a Great Life, -	-
28. Victory at Sea (Docum.), NBC Film.....WABC-Su, 10:30-11:00.....5.2..... What's My Line?, -	-
28. Mr. District Attorney (Mys.), Ziv TV.....WABC-S, 11:00-11:30.....5.2..... News; Lone Wolf, -	-
28. Life With Elizabeth (Comedy), Guild Films.....WABD-M, 7:30-8:00.....5.2..... News; Perry Como, -	-
31. Hopalong Cassidy (West.), NBC Film.....WABC-M to F, 4:00-5:15.....4.7..... Various, -	-
32. My Hero (Comedy), Official Films.....WABC-Su, 6:30-7:00.....4.5..... Roy Rogers, -	-
33. Hans Christian Andersen (Child.), Interstate TV.....WPIX-Su, 6:00-6:30.....4.3..... Omnibus, -	-
33. Secret File, U.S.A. (Adv.), Official Films.....WABD-F, 8:00-8:30.....4.0..... Mama, -	-
35. Ramar of the Jungle (Adv.), TPA.....WPIX-M to F, 6:00-6:30.....3.9..... Various, -	-
36. Ramar of the Jungle (Adv.), TPA.....WPIX-S, 6:00-6:30.....3.7..... Abbott and Costello, -	-
36. Files of Jeff Jones (Mys.), CBS Film.....WABC-W, 10:30-11:00.....3.7..... D. Fairbanks Presents, -	-
38. Colonel March (Mys.), Official Films.....WABC-W, 9:30-10:00.....3.5..... I've Got a Secret, -	-
38. Tales of Tomorrow (Drama), Tee Vee Co.....WABC-Su, 11:00-11:30.....3.5..... News; Late News, -	-
40. Time for Benny (Child.), Consolidated TV.....WCBS-S, 10:00-10:30.....3.4..... Rin Tin Tin, -	-

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Dec. ARB Rating	Top Opposition & Rating
41. Follow That Man (Mys.), MCA-TV.....WPIX-Su, 9:00-9:30.....3.2..... G. E. Theater, -	-			
41. Hopalong Cassidy (West.), NBC Film.....WABC-Su, 3:30-4:30.....3.2..... Various, -	-			
43. I Am the Law (Mys.), MCA-TV.....WPIX-Su, 8:30-9:00.....2.9..... Toast of the Town, -	-			
43. Royal Playhouse (Drama), MCA-TV.....WABD-W, 8:30-9:00.....2.9..... Godfrey and Friends, -	-			
45. Biff Baker, U.S.A. (Adv.), MCA-TV.....WABC-W, 10:00-10:30.....2.6..... This Is Your Life, -	-			
45. †Death Valley Days (West.), Pacific Borax. WABD-F, 8:30-9:00.....2.6..... Life of Riley, -	-			
45. Orient Express (Drama), Nat'l Telefilm Assoc.....WABD-T, 9:00-9:30.....2.6..... Fireside Theater, -	-			
45. Dateline Europe (Adv.), Sheldon Reynolds. WPIX-Su, 7:30-8:00.....2.6..... Max Liebman Presents, -	-			
49. Cowboy G-Men (West.), Flamingo Films.....WOR-Th, 7:00-7:30.....2.5..... Early Show; Weather, -	-			
49. Dick Tracy (Mys.), Combined TV.....WOR-S, 9:00-9:30.....2.5..... Two for the Money, -	-			
51. Rocky Jones Space Ranger (Adv.), MCA-TV.....WABC-Su, 4:30-5:00.....2.3..... The Search, -	-			
51. Half Hour Theater (Drama), Sterling TV.....WABD-Su, 7:00-7:30.....2.3..... Lassie, -	-			
51. Inspector Mark Saber (Mys.), Thompson-Koch.....WPIX-Su, 8:00-8:30.....2.3..... Toast of the Town, -	-			
51. Colonel March (Mys.), Official Films.....WABC-M, 8:00-8:30.....2.3..... Various, -	-			
51. Cowboy G-Men (West.), Flamingo Films.....WOR-W, 7:00-7:30.....2.3..... Early Show; Weather, -	-			
51. Captured (Mys.), NBC Film.....WOR-Th, 9:30-10:00.....2.3..... Four Star Playhouse, -	-			
57. Cowboy G-Men (West.), Flamingo Films.....WOR-T, 7:00-7:30.....2.0..... Early Show; Weather, -	-			
58. Paragon Playhouse (Drama), NBC Film.....WOR-M, T, F & S, 9:30-10:00.....1.9..... Various, -	-			
58. Heart of the City (Drama), MCA-TV.....WABD-M, 8:30-9:00.....1.9..... Talent Scouts, -	-			
60. Hank McCune (Comedy), Minot TV.....WPIX-S, 6:30-7:00.....1.7..... Range Rider, -	-			
60. Inner Sanctum (Mys.), NBC Film.....WOR-T, 9:00-9:30.....1.7..... Fireside Theater, -	-			
62. Crown Theater (Drama), Screen Gems.....WABC-S, 6:30-7:00.....1.4..... Range Rider, -	-			
62. All Star Theater (Drama), Screen Gems.....WABC-T, 8:00-8:30.....1.4..... Bob Hope, -	-			
62. Paragon Playhouse (Drama), NBC Film.....WOR-Th, 9:00-9:30.....1.4..... Dragnet, -	-			
65. Captured (Mys.), NBC Film.....WOR-F, 9:00-9:30.....1.2..... Big Story, -	-			
66. Tales of Old West (West.), Bengal Pictures.....WRCA-S, 11:30-12:00 a.m.....0.9..... Abbott and Costello, -	-			
66. Captured (Mys.), NBC Film.....WOR-M, 9:00-9:30.....0.9..... I Love Lucy, -	-			
66. Big Fight (Sports), Big Fight, Inc.....WPIX-Su, 10:00-11:00.....0.9..... Various, -	-			
66. Annie Oakley (West.), CBS Film.....WABD-S, 8:00-8:30.....0.9..... Jackie Gleason, -	-			
70. Half Hour Theater (Drama), Sterling TV.....WABD-M to F, 1:30-2:00.....0.7..... Welcome Travelers, -	-			
71. Florian ZaBach (Music), Guild Films.....WPIX-F, 10:30-11:00.....0.6..... Person to Person, -	-			
71. Life With Elizabeth (Comedy), Guild Films.....WABD-W, 7:30-8:00.....0.6..... Disneyland, -	-			
73. China Smith (Adv.), Nat'l Telefilm Assoc.....WABD-W, 8:00-8:30.....0.5..... Disneyland, -	-			
74. Liberate (Music), Guild Films.....WPIX-M to F, 2:30-3:00.....0.5..... Art Linkletter, -	-			
75. Boss Lady (Comedy), M & A Alexander.....WABD-F, 10:30-11:00.....0.3..... Person to Person, -	-			
75. Look Photoquiz (Quiz), MCA-TV.....WATV-M to F, 7:15-7:30.....0.3..... Early Show; Weather, -	-			

## COLUMBUS 3 STATIONS

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

1. Jackie Gleason, WBNS.....56.0	6. Two for the Money, WBNS.....44.4
2. Toast of the Town, WBNS.....55.4	7. G. E. Theater, WBNS.....42.1
3. I Love Lucy, WBNS.....52.1	8. This Is Your Life, WLW-C.....40.3
4. Godfrey and His Friends, WBNS.....51.0	9. I've Got a Secret, WBNS.....39.4
5. Talent Scouts, WBNS.....45.4	10. Your Hit Parade, WLW-C.....38.4

1. Foreign Intrigue (Adv.), Sheldon Reynolds. WBNS-Su, 9:30-10:00.....32.8..... Television Playhouse, 21.6	21.6
2. Liberate (Music), Guild Films.....WBNS-W, 7:00-7:30.....28.7..... It's a Great Life, 8.4	8.4
3. Superman (Adv.), Flamingo Films.....WBNS-W, 6:00-6:30.....26.5..... Early Home Theater, 5.5	5.5
4. Secret File, U.S.A. (Adv.), Official Films.....WBNS-F, 9:30-10:00.....22.1..... The Flying "W", 14.1	14.1
4. Badge 714 (Mys.), NBC Film.....WLW-C-Su, 7:00-7:30.....22.1..... Lassie, 31.2	31.2
6. Mr. District Attorney (Mys.), Ziv TV.....WLW-C-W, 10:30-11:00.....21.0..... Blue Ribbon Bouts, 13.7	13.7
7. Amos 'n' Andy (Comedy), CBS Film.....WTVN-M, 7:30-8:00.....20.7..... News; Perry Como, 20.2	20.2
8. Waterfront (Adv.), MCA-TV.....WBNS-F, 7:00-7:30.....20.5..... Ozzie and Harriet, 16.8	16.8
9. Royal Playhouse (Drama), MCA-TV.....WBNS-Su, 10:00-10:30.....18.4..... Loretta Young, 30.6	30.6
10. Racket Squad (Mys.), ABC Film.....WLW-C-T, 10:30-11:00.....17.7..... See It Now, 10.8	10.8
11. Cisco Kid (West.), Ziv TV.....WLW-C-F, 6:00-6:30.....17.4..... Range Rider, -	-
12. Ramar of the Jungle (Adv.), TPA.....WLW-C-M, 6:00-6:30.....16.5..... Terry and the Pirates, -	-
13. Hopalong Cassidy (West.), NBC Film.....WTVN-F, 7:30-8:30.....15.8..... Various, -	-
14. Annie Oakley (West.), CBS Film.....WTVN-Su, 6:30-7:00.....13.9..... Roy Rogers, -	-
15. Range Rider (West.), CBS Film.....WBNS-F, 6:00-6:30.....11.3..... Cisco Kid, -	-
15. I Led Three Lives (Adv.), Ziv TV.....WBNS-T, 9:30-10:00.....11.3..... 9 o'Clock Theater, -	-
17. Florian ZaBach (Music), Guild Films.....WBNS-M, 7:00-7:30.....10.6..... Big Town, -	-
18. Meet Corliss Archer (Comedy), Ziv TV.....WBNS-Su, 6:30-7:00.....9.9..... Roy Rogers, -	-
18. Terry and the Pirates (Adv.), Official Films.....WBNS-M, 6:00-6:30.....9.9..... Ramar of the Jungle, -	-
20. †Kit Carson (West.), Coca-Cola Co.....WBNS-Th, 6:00-6:30.....9.2..... Rin Tin Tin, -	-
21. Heart of the City (Drama), MCA-TV.....WTVN-M, 8:00-8:30.....9.0..... Burns and Allen, -	-
22. Ramar of the Jungle (Adv.), TPA.....WLW-C-S, 8:30-9:00 a.m.....7.9..... None, -	-
23. Lone Wolf (Mys.), MCA-TV.....WTVN-Th, 10:30-11:00.....7.7..... Lux Video Theater, -	-
24. Star and the Story (Drama), Official Films.....WTVN-F, 8:30-9:00.....7.0..... Topper, -	-
24. Dick Tracy (Mys.), Combined TV.....WLW-C-T, 6:00-6:30.....6.8..... Laurel and Hardy, -	-
26. Flash Gordon (Adv.), U M & M.....WLW-C-S, 9:00-9:30 a.m.....6.8..... Feature Film, -	-
28. Wild Bill Hickok (West.), Flamingo Films.....WBNS-S, 6:00-6:30.....6.5..... Disneyland, -	-
29. International Police (Mys.), Flamingo Films.....WTVN-Su, 7:30-8:00.....5.8..... Private Secretary, -	-
30. Dangerous Assignment (Adv.), NBC Film.....WTVN-Th, 10:00-10:30.....5.7..... Lux Video Theater, -	-
31. Files of Jeff Jones (Mys.), CBS Film.....WTVN-W, 10:30-11:00.....5.4..... Mr. District Attorney, -	-
32. Tales of Tomorrow (Drama), Tee-Vee Co.....WBNS-T, 11:15-11:45.....5.0..... Tonight, -	-
32. Cases of Eddie Drake (Mys.), CBS Film.....WTVN-W, 10:00-10:30.....5.0..... This Is Your Life, -	-
34. Hollywood Off Beat (Drama), MCA-TV.....WTVN-W, 8:00-8:30.....4.5..... Godfrey and Friends, -	-
35. Duffy's Tavern (Comedy), U M & M.....WBNS-F, 11:15-11:45.....4.2..... Home Theater, -	-
36. Flash Gordon (Adv.), U M & M.....WLW-C-W, 6:00-6:30.....2.6..... Superman, -	-
36. Beniah (Comedy), MCA-TV.....WTVN-Su, 10:00-10:30.....2.6..... Loretta Young, -	-
38. Ringside With Rasslers (Sports), Consolidated TV.....WTVN-S, 8:15-9:15.....1.7..... Jackie Gleason, -	-
39. Crown Theater (Drama), CBS Film.....WTVN-Th, 9:30-10:00.....1.2..... Ford Theater, -	-
39. Famous Playhouse (Drama), MCA-TV.....WBNS-T, 11:45-12:15.....1.2..... Tonight, -	-

## ATLANTA 3 STATIONS

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

1. I Love Lucy, WAGA.....45.0	6. Bob Hope, WSB.....39.6
2. Toast of the Town, WAGA.....44.5	7. Roy Rogers, WSB.....36.8
3. Dragnet, WSB.....43.5	8. Two for the Money, WAGA.....36.7
4. Groucho Marx, WSB.....43.3	9. *Superman, WSB.....36.5
5. Talent Scouts, WAGA.....41.9	10. Jackie Gleason, WAGA.....36.0
	10. George Gobel, WSB.....36.0

1. Superman (Adv.), Flamingo Films.....WSB-W, 7:00-7:30.....36.5..... Inside Outdoors, 9.2	9.2
2. Racket Squad (Mys.), ABC Film.....WSB-Su, 7:00-7:30.....27.7..... You Asked for It, 17.7	17.7
3. Life of Riley (Comedy), NBC Film.....WSB-F, 8:30-9:00.....25.9..... Topper, 21.7	21.7
4. †Kit Carson (West.), Coca-Cola Co.....WLW-A-Su, 6:00-6:30.....24.5..... Meet the Press, 17.2	17.2
5. Favorite Story (Drama), Ziv TV.....WAGA-T, 7:00-7:30.....24.4..... Pet Time; Grid Classics, 4.4	

# \$50,000,000 CAN'T BE WRONG\*

There's excitement from the first downbeat when the Stars of the Grand Old Opry face an audience. They've been doing it for years. In theaters, in personal appearances, on the longest sponsored radio series (29 years), on records (one star alone has sold 21,000,000). And now Flamingo Films brings to Television the biggest and most popular cast (125 of 'em) ever packaged in one TV Film Series. This thirty minute, brand new, film series is a sure winner — sure to get audiences, sure to make sales.

There's a basic appeal that moves through the television screens, takes hold of your heart and holds on tight. The Stars of the Grand Ole Opry have that priceless ingredient — compounded of naturalness and sincerity. People everywhere love 'em, believe in them, believe them. Hitch your sales wagon to these stars and you'll win the market. Watch what happens when the star wagon goes to market. It's a big business you buy when you order the Stars of the Grand Ole Opry. \$50,000,000 dollars can't be wrong.

- Q: How many films are there in the series?  
A: 39 half hours the first year.
- Q: Are they available in color?  
A: Yes, siree! Color and Black and White.
- Q: Can we personalize our commercials with star-films?  
A: Many of the stars are available for commercial tie-ins. Let us give you the details.
- Q: Are merchandising or exploitation devices available?  
A: Indeed they are — color postcards, records, mats, photographs, a new "Stars" Board Game for dealer distribution. And many more we'd like to tell you about.
- Q: We know these stars are a smash in the rural sections. What's their appeal in the large Metropolitan Markets?  
A: Glad you asked the question! Stars of the Grand Old Opry sold out Carnegie Hall in New York. (Next time — Madison Square Garden!) Records are broken everywhere. Philadelphia, New Orleans, Baltimore, Cleveland, San Francisco. Kiel Auditorium, St. Louis, completely sold out two performances in a single afternoon.
- Q: What's the national acceptance of the stars of the Grand Ole Opry?  
A: Saturday Evening Post calls Stars of the Grand Ole Opry "an astonishing phenomenon." In their most recent scrapbooks are twenty-five cover stories and major pieces in such national magazines as Colliers, Newsweek, Time, Good Housekeeping, American, Red Book, etc. We'd sure like to show them to you.
- Q: Record sales are an index of popularity. How do these stars rate?  
A: More than 20% of all records sold in this country are made by "Opry" stars. Nation's Business wrote, "many of stars sell far more records than Crosby or Sinatra." Roy Acuff alone has sold 21,000,000 discs.
- Q: Sounds like a real solid opportunity. How do we get this important television franchise for our market?  
A: Call, write or wire Flamingo Films, 509 Madison Ave., New York City. MU. 8-4800.

## Look

"Grand Ole Opry made hillbilly tunes a national pastime and big business!"

## POST

"Grand Ole Opry — an astonishing phenomenon."

## Good Housekeeping

"Country music has become astonishingly successful in the past three years... especially in big towns."

## Newsweek

"Grand Ole Opry artists on personal appearances grossed \$7,500,000 last year!"

## Collier's

"... Grand Ole Opry live audiences have been as great as 43,000 a night!"

and...

## VARIETY

## TV-FILMS REVIEWS

### STARS OF THE GRAND OLE OPRY

With Jimmy Dickens, Roy Acuff, Webb Pierce, Ernest Tubb, Carl Smith, Rod Brasfield, Minnie Pearl, June Carter, Cowboy Copas, Marty Robbins, Kitty Wells, Martha Carson, Duke of Paducah, Goldie Hill, Lew Childre, Lonzo & Oscar, Smilin' Eddie Hill, others  
 Producer: Al Gannaway  
 Director: Richard C. Kahn  
 39 half-hours  
 Distrib: Flamingo Films

Flamingo Films ought to hit the jackpot with "Stars of the Grand Ole Opry," a series of extracts from the Saturday night jamborees of the Opry crew filmed down in Nashville. Aside from the 20-year-old track record the Opry has set on NBC Radio, plus the millions of records the stars of the Opry have sold, Flamingo has as its key asset in the series the fact that the films are just bursting with top-flight entertainment, not only in music but in comedy and dancing. It's one thing to have a show presold in terms of acceptance and

prestige, but Flamingo fortunately has what also appears as a red-hot series that in any case would catch fire on its own.

With a total of 125 acts to choose from, producer Al Gannaway has broken the series down into a setup where five of the Opry stars will rotate as emcees, with others rotating in the various films. Five emcees are Roy Acuff, Jimmy Dickens, Webb Pierce, Ernest Tubb and Carl Smith, with such regulars as Rod Brasfield, Minnie Pearl, June Carter, Cowboy Copas, Kitty Wells, Marty Robbins, Martha Carson and the Duke of Paducah appearing most regularly. Show caught featured Dickens as emcee, surrounded by Miss Carter, Brasfield, Copas, Lonzo & Oscar, Smilin' Eddie Hill, and Lew Childre. It's a plenty talented crew, with Dickens a fine country music singer, Miss Carter a highly talented comedienne, Lonzo & Oscar a topnotch slapstick singing crew, Brasfield a familiar comic and Childre a spirited dancer. If all the Opry pix are as good as this one, Flamingo's got it made.

\*That's what America spends every year on Stars of the Grand Ole Opry — the applause meter in American entertainment is the cash register.

# STARS OF THE GRAND OLE OPRY

Flamingo  
Films

509 Madison Ave  
New York City  
MU. 8-4800



# PRODUCTION NOTES

By BOB SPIELMAN

Four Star producer Don Sharpe uses a variation of the theatrical film test technique for newcomers. Sharpe places promising young actresses in bit parts, then ups them to feature status opposite Dick Powell, Charles Boyer or David Niven if they pan out. Result is development of new blood, as well as solution to the problem of how to get film on newcomers, something that has plagued aspiring actors and telefilm producers, who can't afford to shoot tests, equally. Two of the most promising actresses developed by Sharpe are Colleen Miller and Joann Woodward.

On the same subject, Hal Roach Studio casting director Ruth Burch reports there are more newcomers in Hollywood than ever before and that she's interviewing close to 100 a week, with maybe two or three placed in bit parts.

Flashiest press party for a new TV production in the past several months was thrown by Don Fedderson last week for his "The Millionaire." Star Toni Gerry arrived wearing \$1,000,000 in diamonds, flanked by a bevy of cops. Equally sensational was Liberace, wearing a ruffled shirt and tiered necktie.

Probably most expensive set for a TV pilot ever built has been constructed by CBS for its "Mighty O." pilot. Set is three-story-high replica of the bridge of a Coast Guard cutter. Net reportedly thinks it won't have any trouble selling the pilot, is figuring it won't have to dismantle the set.

Ziv-TV production chief Babe Unger hates canned laugh tracks, but thinks audience reaction is necessary for "The Eddie Cantor Comedy Theater" because TV viewers expect an audience to be there. Film is shown to live audience in rough cut form so that action can be stopped for laughter, giving illusion that performers are reacting to the audience as in theater or radio.

Bob Crosby, working on a book titled "Dixieland, U.S.A.," says he's never known a frustrated musician. Format for Crosby's night-time TV show is nearing completion.

TV is beginning to rival theatrical pix in the massiveness of production. "GE Theater" this week used 150 extras for a circus film: "You Are There" put 50 to work.

Hal Roach story editor Henry Greenberg contends there's really no such thing as an adaptation in TV, that all teleplays are new, even if the titles are not, because stories have to be completely revamped for the medium. Greenberg is high on an offbeat "Public Defender" yarn called "Mama's Boy."

NBC Vice-President John West believes the net will step up its color programing next season, with shows originating from the new Burbank Studios in addition to those coming from New York, rather than replacing them.

Hal Roach exec Sidney Vankeuren this week became a grandfather.

Top TV personalities, including Jack Benny and Groucho Marx, will be present when Eleanor Roosevelt presents the "Humanitarian of the Year" award to Danny Kaye at the annual dinner on March 20.

PTA groups are requesting prints of the "School Teacher Story," "Big Town" segment which was aired this week and carried message in behalf of public schools.

New pilot for a series entitled "Stock Company" will be filmed at Palm Springs by Herb Rogers, producer at the desert resort's playhouse. Stock company players will be used.

Jerry Fairbanks' film for the Rotary Club, "The Great Adventure," will be the first non-theatrical feature film to play in a Hollywood movie house when it's aired at the Chinese Theater February 28.

Wild elephant fight has been filmed in India by producer Frank Ferrin for use in "Andy's Gang," TV adventure series.

Noah Beery Jr., more used to horses than boats, fell into the Pacific Ocean off San Clemente Island during filming of his TV adventure series last week, had to be rescued by the Coast Guard.

# TV FILM PURCHASES

Sales of NBC Film Division's "Badge 714," Series B, since the series was first made available for syndication last fall mounted this week to 104 markets. "Badge," Series A, has been sold in 173 markets, while the new property, "The Adventures of the Falcon," has now been sold in 55 markets. Other NBC Film programs hitting new highs are "Dangerous Assignment," now sold in 172 markets; "Victory at Sea" in 130 markets; the half-hour "Hopalong," Series A, in 93 markets.

This week's NBC Film Division's sales include: "Badge 714," Series B, to KSLA, Shreveport, La.; WFEL, Peoria, Ill., and WMTV, Portland, Me., for Howard Beer. "Inner Sanctum," KLRJ, Las Vegas, Nev.; "Captured," WCPO, Cincinnati, and "Life of Riley," Series A, to KFXJ, Grand Junction, Colo., for Pacific Fruit. "Hopalong Cassidy," in its half-hour format to KLAS, Las Vegas, Nev., and "Dangerous Assignment" to WITH, Fort Lauderdale, Fla.

The Stedman Company and the Local Furniture Company, of Reno, Nev., will sponsor CBS-TV Film Sales' "Amos 'n' Andy," over KTLC, Beaumont, Tex., and KZTV, Reno, Nev., respectively. Gene Autry will be sponsored by Inglis Baking and Woodbury Dairy in Fresno, Calif., over KMJ and by Highland Dairy in Las Vegas, Nev., over KLAS. Station KROC, Rochester, Minn., also purchased Gene Autry. CBS sold "Files of Jeffrey Jones" to KCOP, Los Angeles, and "Annie Oakley" to Continental Bakery over WHBQ, Memphis.

"Rin Tin Tin," a Screen Gems property, was sold to five new markets this week. They are: WTOG, Savannah, Ga., for Roger Wood Packing Company; KID, Idaho Falls, Idaho; WFIE, Evansville, Ind., for Gold Medal Dairy; KRGV, West Waco, Tex., and WALA, Mobile, Ala., for Dairy Fresh Corporation. "Big

# REVOLVING DOOR

Albert A. Duryea, vice-president in charge of East Coast operations for Pathe, a subsidiary of Chesapeake Industries, has resigned effective January 22. Duryea will announce his plans at a later date.

Ezra Baker, formerly director of sales at International Motion Picture Studios, has joined the commercial sales staff of Screen Gems. . . . Monroe Mendelsohn, sales promotional director of Guild Films, is off to Florida for a brief holiday. . . . Chester M. Ross, Bonded TV Film Service prexy, left for the West Coast for a 10-day conference with the company's Los Angeles execs.

Robert Wechsler, former Benton & Bowles promotion account exec, joined Screen Gems as sales promotion manager, and Ezra Baker, ex-director of sales at International Studios, Inc., has joined its expanding commercial sales staff. . . . Chester Burger has left his slot as national newsfilm manager at CBS-TV to join Ruder & Finn Associates of New York as a member of the sales and planning staff.

Two NBC Film division sales promotion brochures, prepared by Grey Advertising under the supervision of Jay H. Smolin, NBC Film's manager of advertising and promotion, received top awards at a printing exhibit held last week. The awards—for typography, layout, use of color and design—went to brochures promoting "The Adventures of the Falcon" and the rerun principle.

# Gross Joins G-K as Exec

HOLLYWOOD, Jan. 22. — Expected heavy production schedule for 1955 has resulted in Mickey Gross, formerly of the publicity firm of Gross-Simpson, joining Gross-Krasne, Inc., as an executive of California Studios.

Gross will share the studio operations duties with Sol Dolgin, who previously handled the task alone. Completion of three new stages now under construction will place California Studios among the top two or three telefilm lots and necessitated the realignment.

Gross-Krasne production for MCA-TV is expected to get in full

# THE BILLBOARD SCOREBOARD

## TV Film Commercials In Production Since December 1

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

Advertisers (and show if any)	Products Agency	How Many	Length in Sec.	Type (C denotes Color)
American Film Producers, 1600 Broadway, New York				
U. S. Army—Army Recruiting—Dancer-Fitzgerald & Sample		12	20 & 60	L
U. S. Army—WAC Recruiting—Dancer-Fitzgerald & Sample		4	20 & 60	L
U. S. Army—Nurse Recruiting—Dancer-Fitzgerald & Sample		4	20 & 60	L
Gordon M. Day Productions, 108 East 30th St., New York				
Community Coffee—Coffee—H. S. Benjamin Assoc.		4	60	J & L
Jack Denove Productions, 7142 Sunset Blvd., Hollywood				
Pacific Tel. & Tel.—BBD&O		4	54 & 115	L
Five Star Productions, 6530 Sunset Blvd., Hollywood				
Union Electric Co.—Stoves—Gardiner Adv.		5	20	F
Gulf Brewing Co.—Beer—Foote, Cone & Belding		1	20	F
Val-Lo-Will Chicken Farm—Val-Lo-Will Chicken—Olian & Bronner		1	20	F
Chrysler Corp.—Cars—McCann-Erickson		1	120	S
Falls City Brewing Co.—Beer—Prater Adv.		5	60 & 20	L & F
Sheaffer Pen Co.—Sheaffer Fineline—Russell M. Seeds		1	60	L & F
Lalley & Love, Inc., 3 East 57th St., New York				
Westinghouse Electric (Studio One)—Coffee Maker—Food Mixer—McCann-Erickson		2	20	LA
General Mills—Betty Crocker Pancake & Waffle Mix—Dancer-Fitzgerald & Sample		2	60	L
Procter & Gamble—Dash—Compton Adv.		6	Various	L
Leatheric, Inc. (Spanish Version)—Various Products—Cunningham & Walsh		4	40	L
Whitehall Pharmacal (Doug Edwards)—Anacin—Biow Co.		2	Various	L
Loucks & Norling Studios, 245 West 57th St., New York				
Goodyear—Tires—Y & R		8	65 & 130	L
Gillette—Razor—Maxon Co.		1	48	F
Stanley Neal Productions, 475 Fifth Ave., New York				
Phillip Packing Co.—Phillip's Soup—Towne Adv.		12	60 & 20	L
Ray Patin Productions, 6650 Sunset Blvd., Los Angeles				
Rainier Brewing Co.—Rainier 20's Beer—Miller & Co.		6(3C)	20 & 6	F & L
Bardahl Mfg. Co.—Oil—Wallace Mackay		3	10	F
International Harvester—Refrigerator—Leo Burnett		2	20	S
G. Heileman Brewing Co.—Beer—Leo Burnett		4	10, 20 & 60	F
Pure Oil Co.—Gas—Leo Burnett		1	60	F
Wisco 99—Gas—W. B. Doner & Co.		1	60	S
Calif. Marine Curing & Packing—Carnation Tuna—Erwin, Wasey & Co.		1	20	F
Screen Gems, Inc., 233 W. 49th St., New York				
Coca-Cola—D'Arcy Adv.		1	60	S
Swans Brothres—Sunbeam Bread—Direct		2	10 & 30	L
Colgate Palmolive—Veto Spray—Bryan Huston		2	60	S
Wheaties—Reeves-Knox Adv.		1	60	F
Richard Hudnut (Hit Parade)—P. Quick—Kenyon & Eckhardt		1	60	L
Fletcher Smith Studios, Inc., 321 E. 44th St., New York				
F. W. Fitch Co.—Ideal Hairtonic—E & J Gallo Winery—Gallo Wines—Carlo Vint' Adv.		25	10, 20 & 60	L
Quality Bakers Assoc.—Sunbeam Bread—OBA		2	60 & 20	L & F
Vidicam Pictures, 240 E. 39th St., New York				
Block Drug Co.—Ammident—Harry B. Cohen		1	60	L
Lipton Soup—Soup—Young & Rubicam		1	60	L
Fort Pitt Brewing Co.—Beer—BBD&O		1	75	L & S
Esso Standard Oil—Esso—Marschalk & Pratt		1	—	L

swing in February or March, taking up the slack occasioned by Ziv-TV's gradual transfer to American National Studios.

# Nets Pinpoint

Continued from page 2

president Sylvester (Pat) Weaver, this programing concept aims at broadening the viewer's horizon by taking him to unique and interesting places he would ordinarily never see. Talks have progressed to the point that the web has been asked to submit a sample film.

## Double Ad Value

These companies can no longer claim that they cannot afford TV because it only provides them with an institutional vehicle. It is almost impossible to draw the line between what creates institutional and what creates consumer appeal in video. Both are so related that one helps the other. Educating the consumer to buy a certain kind of copper or certain kind of steel certainly will result in larger sales, even if they are not made as directly.

On the local level, TV has been successful in selling the medium to utilities companies and banks, firms which rarely sponsored radio shows because they felt they would not benefit greatly enough. These businesses have shown the way to the giant corporations which will eventually have to get into TV. Unless they wish to neglect a medium whose sales promise is potent.

Playback" was sold to WDAK, Columbus, Ga., and "All Star Theater" to KSD, St. Louis, for Budweiser Beer.

Eight national advertisers have bought all available time on WPIX, New York, for the Liberace series. The sponsors are: Simoniz Company; The Toni Company; Gold Seal Company; The Best Foods, Inc.; Old Dutch Coffee; American Bakeries Company; Procter Electric Company, and The Tea Council.

Eveready Batteries, thru the National Carbon Company, its parent company bought a heavy schedule of announcements around such WPIX, New York, program leaders as Liberace, "Ramar of the Jungle," "First Show" and "I Am the Law." The Block Drug Company of Jersey City, N. J., has picked WPIX's "First Show" and "Follow That Man" as major vehicles for a program of commercial participations.

The United Gas Corporation will sponsor "Mayor of the Town," distributed by MCA-TV, for the next 52 weeks over WOAI, San Antonio, and Handy Andy Community Stores will sponsor Television Program of America's "Ramar of the Jungle," for a half hour, starting February 3. This is in addition to "The Star and the Story," an Official Films property, which Handy Andy will sponsor as replacement for their current series, "All Star Theater," distributed by Screen Gems, Inc.

Mutual Savings Bank and Savings Bank Insurance Company in Boston purchased reruns of General Teleradio's "Greatest Drama" for airing on WNEC, Boston.

International News Service sold its sports show, "This Week in Sports," to the Bethlehem Steel Company which will sponsor it in three major Eastern markets. This sale marks the steel company's first entry into TV on a regular basis. The stations which will carry the show are WTTG, Washington; WBAL, Baltimore, and WFIL, Philadelphia.

The Coca-Cola Bottling Company added a new market to its roster of "Kit Carson" sponsorship with the purchase of the Saturday 5:30 to 6:30 p.m. slot on WTVP, Decatur, Ill. Kilborn's Dodge-Plymouth signed with WTVP for alternate sponsorship of NBC Film Division's "Badge 714."

Continued from page 12

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Dec. ARR Rating	Top Opposition & Rating
19.	Tales of Tomorrow (Drama), Tee Vee Co.	WAGA—Su, 7:00-7:30	7.0	Racket Squad, —
20.	Texas Rassin' (Sports), Sportatorium	WLV-A—S, 11:00-11:30	6.8	Stories of Century; Late Show, —
21.	Inspector Mark Saber (Mys.), Thompson-Koch	WLW-A—F, 10:00-10:30	6.0	Line-Up, —
21.	Your Star Showcase (Drama), TPA	WSB—Su, 5:30-6:00	6.0	Super Circus, —
23.	Yesterday's Newsreel (Docum.), Ziv TV	WAGA—W, 6:30-6:45	5.3	Cartoon Time, —
24.	Meet Corliss Archer (Comedy), Ziv TV	WLW-A—M, 7:00-7:30	5.0	Cisco Kid; Big Town, —
24.	Yesterday's Newsreel (Docum.), Ziv TV	WAGA—M, 6:30-6:45	5.0	This Is the Story, —

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Dec. ARR Rating	Top Opposition & Rating
26.	Inspector Mark Saber (Mys.), Thompson-Koch	WLW-A—W, 10:00-10:30	4.5	This Is Your Life, —
27.	Heart of the City (Drama), MCA-TV	WSB—W, 2:00-2:30	3.8	Robert Q. Lewis, —
28.	Yesterday's Newsreel (Docum.), Ziv TV	WAGA—F, 6:30-6:45	3.7	Cartoon Time, —
29.	Hollywood Off Beat (Mys.), MCA-TV	WSB—M, 2:00-2:30	3.0	Movie Matinee, —
30.	Paul Killiam (Comedy), Sterling TV	WAGA—S, 6:00-6:15	2.3	Annie Oakley, —
31.	Old American Barn Dance (Music), MCA-TV	WLW-A—F, 10:30-11:00	0.7	Person to Person, —
32.	Facts Forum (Docum.), Facts Forum, Inc.	WLW-A—Th, 10:30-11:00	0.3	Lux Video Theater, —

EDITORIAL

# Facts Versus Friction

The perennial battle is again joined. ASCAP is again seeking to remove the juke box exemption in the Copyright Act. Juke box operators will again close ranks to preserve the status quo. Amid all the legislative hubbub there's one clear note: Rep. Frank Thompson's bill calling for a Fact-Finding Commission.

Some weeks ago The Billboard stated its position, which is essentially that outlined by Representative Thompson. It necessarily follows that we are opposed to the measure favored by ASCAP and introduced by Senator Kilgore and his colleagues in the Senate.

We are of the opinion that hearings on the Kilgore bill will have one salutary result: They will emphasize, both to Congress and the music business, the need for fact finding. The hearings will highlight the complexity of the problem; the tactics of pressure groups with selfish motivations; the failure of these groups to take into consideration the music business at large.

We believe an equitable solution—one that would protect the publisher's and writer's property right while guaranteeing that the operator will not be exposed to an unjust levy—is im-

*(Continued on page 97)*

# House, Senate Bills Hopped On Juke Copyright Legislation

## Kilgore, Nine Senators Back Royalty Plan

WASHINGTON, Jan. 22.—A bill to end the juke box copyright royalties exemption was introduced yesterday (21) by Sen. Harley M. Kilgore (D., W. Va.), chairman of the Senate Judiciary Committee, and a powerful group of nine co-sponsors.

The Kilgore bill is similar to the McCarran bill which was shelved by the Senate Judiciary Committee in the last Congress, but the latest bill in addition to being sponsored by the chairman of the Senate Judiciary Committee, which handles copyright legislation, has the co-sponsorship of the following: Sens. Estes Kefauver (D., Tenn.), Wayne Morse (Ind., Ore.), William Langer (R., N. D.), Frank A. Barrett (R., Wyo.), Hubert H. Humphrey (D., Minn.), Joseph C. O'Mahoney (D., Wyo.), Olin D. Johnston (D., S. C.), Frederick G. Payne (R., Me.), Matthew M. Neely (D., W. Va.).

The Kilgore bill, like the McCarran bill, runs less than 40 words, and proposes to amend the Copyright Act by eliminating the following sentence from the law:

"The reproduction or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs."

The amendment would become effective next July 1.

### Kilgore's Statement

Kilgore in introducing the bill delivered a statement in its behalf on the Senate floor. He declared that the purpose of the legislation is "repeal that section of the Copyright Act which permits operators of coin-operated music machines to perform copyrighted musical compositions for profit without payment to the copyright owner and without the owner's consent. 'As now written,' he continued,

The following is text of bill introduced by Kilgore and nine co-sponsors to end the juke box copyright royalty exemption.

"Section 1 (E) of Title 17 U. S. Code (Act of March 4, 1909, Public Law 349, 60th Congress, second session, as amended) is amended by striking out the following:

"The reproduction or rendition of a musical composition by or upon coin-operated machines shall not be deemed a public performance for profit unless a fee is charged for admission to the place where such reproduction or rendition occurs."

"This act shall take effect as of July 1, 1955."

Kilgore's co-sponsors are: Sen. Estes Kefauver (D., Tenn.), Sen. Wayne Morse (Ind., Ore.), Sen. William Langer (R., N. D.), Sen. Frank A. Barrett (R., Wyo.), Sen. Hubert H. Humphrey (D., Minn.), Sen. Joseph C. O'Mahoney (D., Wyo.), Sen. Olin D. Johnston (D., S. C.), Sen. Frederick G. Payne (R., Me.), Sen. Matthew M. Neely (D., W. Va.).

three who are members of Congress) shall constitute a quorum.

Sec. 5. (A) Members of Congress who are members of the Commission shall serve without compensation in addition to that received for their services as mem-

*(Continued on page 98)*

## CAPEHART RAPS KILGORE BILL AS 'SAME FIGHT'

WASHINGTON, Jan. 22.—Sen. Homer E. Capehart (R., Ind.), commenting on the Kilgore bill to end juke box royalty exemptions, declared he was opposed to it and that Congress should reject it.

"It's the same old fight," Capehart said. He (Kilgore) is as wrong as he can be. Someone has introduced a bill like that in nearly every Congress, and Congress has turned it down, as it should be."

"the Copyright Act provides that playing recordings in coin-operated music machines at public places where no admission fee is charged is not deemed a public performance for profit. The practical effect of this provision has been to deny composers and authors of the musical works performed on juke boxes a just share in the profits which their works earn by being so performed," he said.

"All other commercial users of music—without exception—are required to compensate the copyright owners for commercial use of their music. Under the provisions of the Copyright Act, radio and television networks and stations, hotels, restaurants, night clubs, dance halls, skating rinks and all other media of commercial entertainment may not perform a copyrighted musical composition—whether by means of phonograph records or otherwise—without the permission of the copyright owner. The only exception is the juke box, which benefits today from a special exemption accorded in 1909 to the type of music machine then in use in Penny Arcades.

"When during the era of the Penny Arcade the Congress granted this special exemption to coin-operated music machines, it could not possibly foresee that these relatively few and primitive devices would grow into today's gigantic juke box industry. Whereas, in 1909 the intake of coin-operated music machines was comparatively nominal, and today the juke box industry is a multi-million dollar en-

*(Continued on page 97)*

## Thompson Bill Asks Study of Copyright Act

WASHINGTON, Jan. 22.—Rep. Frank Thompson Jr. (D., N. J.) introduced a bill this week proposing creation of a federal fact-finding commission to study the Copyright Act of 1909 and recommend ways to modernize it.

Under the Thompson bill, the Commission would consist of 13 members, seven of whom would be appointed by the President of the U. S., and three by the Vice-President and three by the Speaker of the House.

In introducing this legislation, Representative Thompson issued a statement citing The Billboard magazine for its recent series of editorials in which The Billboard suggested creation of a presidential fact-finding commission as a new approach to the problem of revising the Copyright Act and bringing it up to date.

The Commission, as proposed by Thompson, would be authorized "to examine, study and make recommendations for the revision of all laws pertaining to both domestic and foreign copyright." Under the Thompson bill, the Commission would be expected to report to Congress in a year.

Not more than two members of each of the two congressionally appointed groups would belong to the same political party, the bill specifies, while not more than four of the seven members appointed by the President would be members of the same party.

### Quotes The Billboard

Representative Thompson accompanied his introduction of the bill with an extension of remarks into the Congressional Record in which he quoted in full The Billboard's recent series of four editorials and an article on the legislative history of attempts to exempt juke box copyright exemptions.

In his remarks for the Congress-

*(Continued on page 97)*

# TEXT OF MEASURES ON COPYRIGHTS, JUKES

Following is text of Rep. Frank Thompson's (D., N. J.) Copyright Fact-Finding Commission bill:

Creating a federal commission to study the copyright laws and to make recommendations for their revision.

That there is hereby established a commission to be known as the Commission on the Copyright Laws (hereinafter referred to as the "Commission").

Sec. 2. (A) The Commission shall be composed of thirteen members appointed as follows:

(1) Seven persons appointed by the President of the United States:

(2) Three appointed from the Senate by the Vice-President of the United States; and

(3) Three appointed from the House of Representatives by the Speaker of the House of Representatives.

(B) Of the first class of members specified in subsection (A), no more than four members shall be from the same political party. Of the second and third classes of members specified in subsection (A), no more than two members from each class shall be from the same political party.

Sec. 3. The President shall designate the member of the Commission who shall be the chairman, and the member who shall be the vice-chairman.

Sec. 4. Seven members of the Commission (including at least

# Why The Billboard Favors Fact Finding:

The Billboard, in a series of three editorials (December 4, 11, 18), called for the appointment of a Fact-Finding Commission to explore the need for changes in the Copyright Act of 1909. Two bills were introduced in Congress last week pertaining to copyright issues. One of these, Rep. Frank Thompson's

bill proposing a Fact-Finding Commission, closely parallels The Billboard's position as stated in its editorials. With this adding to the immediacy of the situation, and since The Billboard's editorials were entered into the Congressional Record, we repeat the series of editorials at this time.

EDITORIAL

## Let's Just Get the Facts

(This is the first of a series of editorials on copyright legislation. The Billboard believes Congress should confine its 1955 legislation on this subject to appropriating money for a Fact-Finding Commission to be appointed by the President to explore changes in the entire Copyright Act of 1909.)

Proponents of copyright legislation designed to remove the existing juke box exemption have already laid plans for the introduction of bills in the new Congress convening in January. Thus, for the fourth time in as many years, legislation will have been initiated. And there is little doubt but what one or another of the proposed bills will reach the hearing stage; and so for the fourth time in as many years, juke box operators on the one hand and licensing organizations (spearheaded by ASCAP) on the other, will be presenting the same old conflicting evidence.

Justice moves slowly, often necessarily so. Evolution in the copyright law, as in any major law, moves ponderously. And there is justice in this slowness; for it is difficult to undo the damage caused by a new law that is a bad law.

But those of us who have followed copyright hearings over the years cannot fail to wonder if this annual performance before Congress is not impending, rather than contributing to progress. Is this series of return engagements the only way to cope

*(Continued on page 100)*

COPYRIGHT EDITORIAL

## Inequities Vs. Interdependence

(This is the second in a series of editorials on copyright legislation. The Billboard believes Congress should confine its 1955 legislation on this subject to appropriating money for a fact-finding commission to be appointed by the President.)

It is dangerous to attempt to modernize the Copyright Act of 1909 by piecemeal legislation. There are many areas of the Act which need clarification. More important, the music industry has grown under this 1909 law to vast proportions, involving investments running into billions of dollars. We are only beginning to learn how sensitive is the interdependence of all phases of the music business, one upon the other. If piecemeal legislation upsets this balance, there is no quick way of determining in advance how extensively several phases of the music industry could be damaged economically.

How easily the existing balance in the music industry could be upset can be illustrated by a review of some of the previous efforts to correct what were considered inequities in the Copyright Act. Today, after the passage of years, many would argue that it was extremely fortunate that justice moved slowly, so slowly that many of the proponents of changes in the Copyright Act changed their minds before it was too late.

What were some of these areas of dispute, areas

*(Continued on page 100)*

COPYRIGHT EDITORIAL

## Reasons for Fear

(This is the last of a planned series of editorials on copyright legislation. The Billboard believes Congress should confine its 1955 legislation on this subject to appropriating money for a Fact-Finding Commission to be appointed by the President.)

Last week we discussed the dangers inherent in attempting to modernize the Copyright Act by piecemeal legislation—the dangers involved in upsetting the peculiar balance of the music industry. We noted that piecemeal legislation could boom-erang on the very segments in the industry that think they could benefit from a copyright amendment removing the juke box exemption. Pointing out that another congressional hearing could contribute little, we stated that a Fact-Finding Commission was needed to gather testimony and carry on research. Such a commission would operate in an atmosphere free from pressure, bitterness and fear.

A commission will be able to go beyond the organized groups in the juke box industry and beyond the licensing organizations in order to better understand the opinions and problems of the individual juke box operator, songwriter, publisher and record manufacturer.

### Operator's Viewpoint

The point of view of the individual operator is important to explore. Very often he is a marginal operator. He honestly feels an unfair music levy would drive him out of business. Like any other businessman, he would resent being forced by an

*(Continued on page 100)*

## VOX JOX

By CHARLOTTE SUMMERS

**OPERATION BOOKCASE:** For more than three years now the shelves of a children's library in "A-Bombard" Nagasaki, Japan, have been filled with books largely thru the efforts of a Cincinnati housewife, Mrs. Helen Hester. Since 1950 over 2,000 books have been sent to the Nagai Memorial Library by Mrs. Hester. It all started when Rex Dale, WCKY, Cincinnati, read a letter from the late Dr. Paul Takash Nagai, whose wife was killed in the A blast during World War II. Dr. Nagai wrote Dale that the children were growing up with empty heads because they were too poor to buy books.

Mrs. Hester heard the appeal and agreed to package the books and ship them from her home. Contributions of books and postage money from listeners have made it into a "Books for Nagasaki" project which continues from day to day. Before his death, Dr. Nagai wrote and expressed his gratitude many times. He wrote, "Children are joyfully receiving the books—they recognize this as the American Spirit."

**JOX TRIX:** "Drivin' Along," a two-hour program designed especially with the motorist in mind, premiered on WMGM, New York, on January 16, with John Connelly in the driver's seat. The show is heard every Sunday from 5 to 6:55 p.m. Connelly gives motorists traffic and weather conditions on all highways leading to and from Metropolitan New York and, between bulletins, spins light and bright pop records tailored to the driver's taste. As the driver of a 1923 Stutz Bearcat, Connelly suggests routes, gives hints for better and easier driving and up-to-date statistics on driving data. Weather conditions at Idlewild and LaGuardia airports are included.

Contributions from the audience are invited. The best letters from WMGM listeners telling about the most courteous action they have seen on the road during the week will be read on the air, and Connelly welcomes calls from those motorists with telephones in their cars. Each month he will acquaint listeners with the traffic officer of the month appointed by the  
(Continued on page 48)

## DEALER DOINGS

By JUNE BUNDY

**JUST BROWSING:** Fred Tremblay, who operates a music store in Quebec, Canada, celebrates his 40th anniversary as musical director of the Drapeau Theaters this month. A veteran vaudevillian, 64-year-old Tremblay started his career playing trumpet in New York nickelodeons at the age of 14. . . . Libby Munn, McCrory's Store, Savannah, Ga., writes "We have this cute disk jockey Sol Ratner over Station WJAR here, and I do believe every teen-ager in town tries to buy more records than the other. They come in and say 'Sol played so-and-so and said he bought the record from you so I want a copy too.' So you see working with your disk jockeys helps a lot. This might not be the way most sales girls increase sales, but believe me it has helped mine." . . . Disk jockey Larry Brownell, WKBW, Buffalo, N. Y., informs us that dealers aren't the only one who find people are confused about the title "Shake, Rattle and Roll." Larry knows one case where a group of teen-agers asked for the disk by the title "Steak Without Any Rolls."

**TRAFFIC BUILDERS:** R. A. Bailey, Oklahoma Record Shop, Kansas City, Mo., has hit upon an effective promotion to hype sales in his new location. During opening week he had all customers write their names down for a drawing. As a prize Bailey offered winners their choice of three silver dollars or any four records in the shop. "Most of them took records," says Bailey, "and that saved me money, since the four records cost me less than the three silver dollars, I found that customers came in two or three times that week just to get another chance at the drawing. It really put my business on top." . . . Dorothy Perry, of The Music Box, Indianola, Miss., writes that the store is building sales via radio time buys: monthly free-record giveaways (with each customer receiving one chance for each record purchased) and weekly window displays featuring the coming "record hit." She notes that sales always increase on the featured disk "so it proves customers do watch your windows." Dorothy also points out that the store's radio time is purchased on shows of varying musical categories (country and western, pop, etc.) so as to reach all types of disk buyer.

**IN THE FIELD:** N. Freitas, Freitas Music, Stockton, Calif., is really cashing in on the new rhythm and blues craze among teen-agers. The store has specialized in r.&b. disks for the last four years, and consequently has "one of the best r.&b. stocks in Northern California." Business has been very good, according to dealer Freitas who notes, "I believe this fad will continue for another year or so and then there'll be another change, but who knows what? Perhaps back to big bands  
(Continued on page 48)

## JUKE BOX WRAP-UP

Wurlitzer, major juke box manufacturer, unveils new 1955 phonograph line. Model features high fidelity, 104 selections and 45 r.p.m. disks. Firm urges operators to program half of the machine with EP's, a good wedge for moving to dime play.

Sentinel Radio Corporation announces plan to link coin-TV with juke box business. Firm readies showings of 27-inch set built into a cabinet designed to hold a juke box as well. Sked music operator shows in Chicago and on the West Coast.

Detroit music operators ready second teen-age party. Plan event in two high schools. Will be assisted by disk jockeys, city officials, newspapers, radio, television, etc.

Major juke box manufacturers agree to exhibit at the 1955 MOA convention. Decision marks first time in MOA's history that manufacturers will be in force. Firms will continue to supply recording companies with machines for their exhibits.

Background music paid by food manufacturers—not by locations. Storecast supplies chain stores with continuous music and charges advertisers. Sponsors include Armour, Swift, Snow Crop, Libby's, Mennen.

For full details on these stories see Music Machines department beginning on page 97.

## Ratheon Backs Finance Set-Up For Retailers

CHICAGO, Jan. 22.—The Raytheon Manufacturing Company, maker of high-fidelity phonographs, tape recorders and television sets, this week announced a new financing program for dealers. It will be underwritten by Raytheon in conjunction with the dealer's local bank and contains an obligation by the manufacturer to repurchase any repossessed units. This differs from similar plans which call for a repurchase on only a percentage of merchandise financed.

Under the program, the dealer's bank is protected against fraud, conversion of financed merchandise and other specified risks, it was pointed out. It is also protected against forged and invalid or fictitious paper.

### Program Highlights

Here are some of the highlights of the program from the dealer's  
(Continued on page 48)

### Coral Signs

Continued from page 18

deal on all songs written by "Big D" artists, including the show's co-owner and emcee Johnny Hicks, who wrote "Show Me."

"Big D" is aired over KRLD, Dallas, and features Helen Hall, Douglas Bragg, the Belew Twins and the "Big D" band, The Texas Stompers. Coral's artist and repertoire director, Bob Thiele, has signed the four performers to contracts and has first refusal rights on all the other acts on the bill.

Coral will release the first four singles by the "Big D" artists in March, and a three-way promotion on the platters is in the works by Coral, the "Big D Jamboree" and Trinity. The "Big D" show is owned by Ed McLemore and

## Gobel Inspires Adelson, Scott

HOLLYWOOD, Jan. 22.—The fame of television comic George Gobel apparently knows no bounds. A success in night clubs and TV, Gobel's quaint expression, "You can't hardly get them no more," has inspired a song by the same name, penned by Len Adelson and Ed Scott. Tune was recorded this week by the Hi Lo's on Starlite Records, and rushed into release. Bradford Music (BMI) is the publisher.

## M-G-M Signs Pact For Gene Sheldon

HOLLYWOOD, Jan. 22.—Comic Gene Sheldon, star of the "Colgate Comedy Hour" television show, has signed a term recording contract with M-G-M Records. Sheldon, who has featured the banjo in his theater and night club dates, will do four sides this month, recording banjo instrumentals on "Coquette," "Alabama Sound" and "Four Leaf Clover" among them.

### M-G-M Plans

Continued from page 18

Vienneau, but this is the first time the label has put so much public emphasis on its new line.

The four new releases will be mailed to 500 r.&b. deejays and record librarians, and a similar deejay-concentration policy will be followed on future r.&b. disks. In addition to the four artists mentioned above, M-G-M's r.&b. artist roster currently includes Sam Taylor, the Ramblers, Bobby Prince and Mamie Thomas.

Hicks, who also pilots deejay shows over KRLD and KSKY in Dallas.

Meanwhile, Thiele has also signed teen-age canary Molly Bee and the Pickard Family.

## RCA CITATIONS

### Awards Go To Seidel And Sacks

PHILADELPHIA, Jan. 22.—RCA Victor awards of merit will be presented tonight to Robert A. Seidel, executive vice-president of RCA consumer products, and Manie Sacks, vice-president and general manager of the record department. The ceremonies will take place at the Barclay Hotel here.

Seidel will be cited for his supervision of the reorganization of the firm's home instrument division into two separate departments—television, and radio and Victrola.

Sacks' citation will stress his contributions to the record department, which enjoyed one of its most profitable years in 1954, and will include mention of Sacks' know-how in the areas of tunes and talent.

Eighteen other RCA executives will receive similar awards.

## London Plans 3-D Displays

NEW YORK, Jan. 22.—London Records is readying a set of three-dimensional, full-window displays to be made available to dealers on a rotating basis. Five are already in use. The diskery will provide one for each of 30 distributors' territories by June 1.

The elaborate display which unfolds to occupy four by six feet of window space will be furnished with five separate, interchangeable plug panels, so that dealers may feature London sets that move best in their territories. Catalog segments covered by the panels include opera, Mantovani, background music, ballet and new releases.

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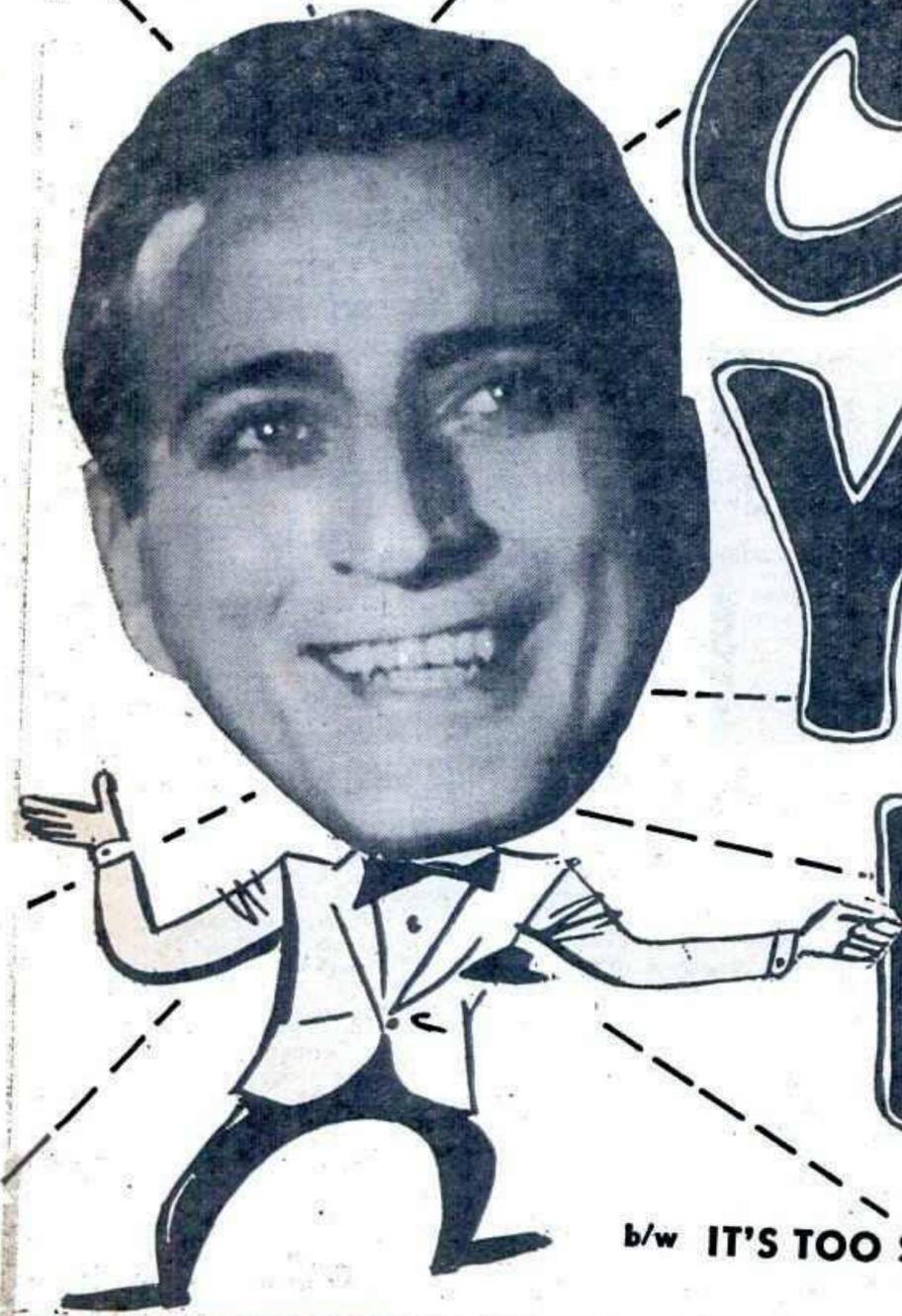
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# TALENT TOPICS

## LA VAUGHAN BOOKINGS PROVE DISK VALUE . . .

Sarah Vaughan's new popularity among pop fans since her hit record of "Make Yourself Comfortable" on Mercury proves why every singer wants a hit record. Altho the thrush always has done well in jazz spots, she is now receiving fabulous offers from regular night clubs for personals. Since the disk hit her price per week jumped as high as \$5,000 for clubs and \$7,000 for theaters. She has been booked solidly since December and has had to turn down many lucrative offers. Last week she headlined the show at the Apollo Theater in New York, and after this booking she headlines the Chicago Theater for three weeks. She gets top billing on the "Birdland Show" which tees off on a six-week, one-nighter tour starting February 11. The singer is managed by her husband, George Treadwell, and booked by the Gale Agency.

## THREE PEPPERMINTS WIN MERCURY DISK CONTRACT . . .

Amidst a lot of fanfare, hoop-la and celebrities, a vocal trio billed as the Three Peppermints were selected as the winners of the 14-State talent hunt sponsored by the Squire Dinee Company, packers of Ma Brown food products. The three girls in the act, Marjorie Reski and Joan and Jane Erickson, all from Fargo, N. D., won as their prize a recording contract with Mercury Records and an engagement at the Chez Paree, Chicago. The finals were held at the Chez Paree Thursday (20) with the entire judging and presentation telecast over the facilities of WGN-TV. The show marked the first telecast ever originated from the supper club. Art Talmadge, vice-president of Mercury Records, and Dave Halper, one of the Chez owners, were judges of the final competition.

## CONN. SPOT SWITCHES TO NAME SHOWS . . .

Wright's Steak House, Plainville, Conn., one of the largest night spots in the Hartford area, has switched from straight dance policy to name floor shows. The initial offering, the Four Aces, January 12-15 drew fair response, with owner George Navickas bringing in Duke Ellington for January 19-20 on the strength of first week's grosses. Ella Fitzgerald comes thru January 26-29. Paul LaPire's orchestra provides dance music. Navickas is booking thru Music Corporation of America, New York, and other units. Wright's has capacity for 800 persons, with floor shows on at 8:30 and 11 p.m. A novelty twist has teen-ager matinees on Saturdays from 3 to

5 p.m., with a floor show at 4 p.m. Soft drinks, of course, are on the menu.

## COPENHAGEN BOOKS TWO JATP SHOWS . . .

Norman Granz's "Jazz at the Philharmonic" is set for two appearances in the Gymnastic Hall, Copenhagen Denmark, on February 9. It will have stiff competition from the "Holiday on Ice" revue which occupies the big KB Hall the entire month of February. The same set-up prevailed last year but both drew full houses. Tentative make-up of the JATP unit is Ella Fitzgerald, with accompanist Don Abney, Oscar Peterson, Buddy de Franco, Roy Eldridge, Bill Harris, Flip Phillips, Ray Brown, Dizzy Gillespie, Herb Ellis and drummer Louis Belson. It is possible that pianist Art Tatum will also be with the JATP unit. Duke Ellington and his band are set for appearances here during March.

## DECCA SIGNS WARD GROUP FOR POP AND R&B . . .

Decca artist and repertoire chief Milt Gabler has signed Billy Ward and His Dominoes. The label plans to record Ward for both the pop and rhythm and blues markets. Ward had some big r.&b. records on Federal, and more recently has recorded for Jubilee.

M-G-M has signed West Coaster Tommy Alexander and his orchestra and Bud Jones, a country and western artist. Alexander's first sides on the label will be "Was That the Human Thing to Do?" backed by "Don't Be That Way." Jones has cut "Worried Mind" and "Blue Tail Fly," with backing by the Rio Grande Playboys.

Decca a.&c. exec Paul Cohen has signed the Beaver Valley Sweethearts who recorded for Coral at one time. Cohen planes to California next week, where he will record new Decca artist Bob Wills and Sue Thompson. . . . M-G-M is bringing out a new album, "Little Girl Blue," by Jonie James, which will be available January 28 on all three speeds. Miss James plays two days at the State Theater, Hartford, Conn., starting January 29. . . . Robert Maxwell opens at the Hotel Statler, Cleveland, February 14. . . . George Shearing is booked at the Monte Cristo Club, Palm Beach, Fla., from February 4 to 7. . . . Betty Madigan guests over "In Town Tonight" over WBBM-TV, Chicago, January 26 and 27. While in Chicago, Miss Madigan will also do a week's guest spot over Don McNeill's "Breakfast Club" on ABC-TV. . . . The Four Joes open at the Black Orchid in Chicago, February 1.

# FOLK TALENT & TUNES

By BILL SACHS

## Around the Horn

Hank Thompson and the Brazos Valley Boys, under the personal management of Jim Halsey, play the Southwestern Exposition & Fat Stock Show, Fort Worth, January 28-February 6, for the Falstaff Brewery, St. Louis. Hank and the lads have just concluded a trek thru Georgia, Alabama, South Carolina and Florida for promoter Norm Riley, who has them set for a similar swing thru New England early in the spring. Wanda Jackson (Decca), who works Hank's radio and TV shows in Oklahoma City and the Trianon Ballroom there on Saturday nights, recently made a four-day tour with Hank and Brazos Boys.

Advised by his doctor to rest for awhile, Red Turner has resigned from WLW-T, Cincinnati, after 10 years at WLW stations. Turner will devote his future career to gospel singing. . . . "Louisiana Hayride" officials, Shreveport, La., are already mapping plans for the annual Jimmy Rodgers Memorial program, which they will sponsor at Meridian, Miss., May 25-26. . . . Teddy and Doyle Wilburn guested on the Randy Atcher TV show in Louisville

Friday (21), and Saturday (22) were Pee Wee King's guests on WBBM-TV, Chicago. . . . Dede Martin is currently appearing on TV in the Los Angeles area.

Curley Gold, appearing with his Texas Tune Twisters (7) on KSNV-TV, San Francisco, is dicker with promoters and agents in the Pacific Northwest with a view to barnstorming that sector. . . . Doug Bragg, a feature on "Big D Jamboree," Dallas, the last two years, has just come up with his first Coral release, "Day Dreaming," b.w. "The Texas Special," the latter penned by Johnny Hicks, "Big D" emcee and co-producer. . . . Betty Howard, who has been handling publicity for the WLW "National Barn Dance," Chicago, has resigned, with Richard E. Hellyer taking her place.

Big Jim Wilson, who whirls the country wax at WHOO, Orlando, Fla., comes up with an interesting observation regarding personals. "More and more recently," typewrites Big Jim, "personal appearances of the big stars have been drawing poor crowds in Orlando and vicinity. Hank Thompson was in town recently with his western swing band. This was his second trip to Orlando. On his first visit in January, (Continued on page 50)

# RHYTHM & BLUES NOTES

By BOB ROLONTZ

The Billboard is presenting in this issue its "Spotlight on Rhythm and Blues." It is a survey of the r.&b. field, covering all types of activities of r.&b. artists, including recordings, one-nighters, talent, r.&b. packages and much more. Articles and stories cover all areas of the country and are active in r.&b. recordings, including New York, Chicago and Los Angeles.

This is an especially felicitous time to spotlight the r.&b. field. For the swinging, infectious and melodic tunes that have come out of the r.&b. field have, over the past year, swept all before them. Not even when country tunes were dominating Tin Pan Alley was there the same air of excitement and the commotion as there are today about r.&b. tunes and r.&b. artists. At the moment, and perhaps for a long time to come, r.&b. records are the pop records of the day, and every single diskery (even those that never knew what r.&b. records were a few years ago) are now issuing their own r.&b.-styled disks.

What is especially noticeable and heartwarming about the upsurge of r.&b. tunes is the fact that the original records of the hits, made by the pioneers in

the field, are also the ones that sell in the pop field. Even the cover records made by top pop artists have to share the pop market with the original disks. This means that many r.&b. artists, limited a short while ago to a small circle of fans, are now known to all record buyers.

As everyone knows, pop jockeys now spin r.&b. disks, and there are more r.&b. jocks on stations in all sections of the country than ever before. Artists that have come up with hit disks now get a chance to appear on TV and radio shows, and to play theaters and clubs that once never knew of their work. It proves that talent knows no barriers.

The pioneers of r.&b. records, a group of capable independent labels, are, as is to be expected, reaping the reward of the current popularity of r.&b. disks. And we are pleased our many friends among the indie diskeries are at last able to sell records at a rate that will keep the wolf away from the door for years. But just to prove that no one has a complete monopoly on r.&b. wax, and to keep the competitive spirit high, the major labels have shown that they, (Continued on page 54)

## FUNNY FIELD

### Coral Adds De Wolfe, La Gingold

NEW YORK, Jan. 22. — Coral Records is rapidly becoming the Boswell-label of the comic field, with 12 top-flight comedians currently under contract. The latest comedy stars pacted by artist and repertoire chief Bob Thiele are Hermione Gingold and Billy De Wolfe.

De Wolfe and Miss Gingold (one of Britain's ace comedienne and the first woman included in Coral's comedy series) appeared on Broadway together last season as the stars of John Murray Anderson's "Almanac." In the past, comedy monolog records seldom broke any sales records, but Coral's series clicked right away. Its "Life of the Party" album (featuring eight big name funny men) chalked up more sales last year than any other Coral package, with the exception of the Les Brown set, while several of the comedy singles have shown up on The Billboard's territorial charts.

### Small Price Fuss Breaks In Toronto

TORONTO, Jan. 22.—A minor price war broke out here before and after the announcement by RCA Victor of its cutting record prices in Canada, following suit upon its American parent.

The war, unusual in the trade in Canada, broke out when a major retailer announced 12-inch LP prices at \$4.45, 10-inch LP at \$2.55, \$2.85 and \$3.70. His announcement predated Victor's own record cutting announcement by only a day. But his prices were lower than Victor's.

As a result other retailers, foremost among them two department stores in Toronto, announced a 25 per cent reduction on all labels.

When Victor came out with their new "suggested" prices for Canada, the retailers were caught short. Victor's prices began at \$4.80 and ran to \$3.80, \$3.20 and \$4.20.

Thus far other labels have followed Victor's move, with two exceptions, Decca and Capitol. They are likely to follow, but no announcement has been made by either.

Meanwhile, the Toronto price war is gradually easing off, with prices getting quietly back to where they belong.

### WMAQ Music Seg Change

CHICAGO, Jan. 22. — WMAQ, local NBC outlet, changed the format of its three-hour Saturday afternoon music series, effective this week. Under the new set-up, the station will use as its goal theme, "High High-Fidelity Music." The program is aired from 1:30 to 4:30 p.m.

The new show is an outgrowth of "New Dimensions," a pioneering broadcast venture over WMAQ in the field of binaural reception. This program is still being heard over the station Thursday evenings. Heading the new show will be disk jockey Tom Mercein.

The series will combine the musical efforts of the NBC Chicago Orchestra, directed by Whitey Berquist; experimental binaural tape recordings, and the latest in high quality hi-fi disk recordings. In the binaural section of the show, listeners will be asked to listen to both the FM and AM outlet simultaneously for full impact and effect.

### Coral Renews Top 3 Artists' Pact

NEW YORK, Jan. 22. — Coral Records' artist and repertoire chief, Bob Thiele, has re-signed the la-

### GENE, EUNICE'S ALADDIN DISK

HOLLYWOOD, Jan. 22.—Gene and Eunice, vocal team who originally cut the fast rising "Ko Ko Mo" on Combo Records, were pressed into service again this week to record the song for Aladdin Records. Unique situation came about when Aladdin exercised a contract they hold with the team, a pact which Leo Mesner of the Aladdin firm, reported takes precedence over any agreement Gene and Eunice may have held with the Combo firm.

Mesner indicated the contract also called for the publishing rights to original music penned by Gene Forrest, who clefted "Ko Ko Mo." Tune was purchased by Buddy Morris' Meridian Music last week.

## NEWS REVIEW

### 'Concert' Is Neat Pkg. By Decca

By STEVE SCHICKEL

CHICAGO, Jan. 22.—A special preview of a forthcoming Decca album by the Teddy Phillips ork, "Concert in the Sky," was held here this past week. An unusual disk package conception, the album is done in flashback technique. Narration is skillfully handled by disk jockey Howard Miller and some good vocal backing is supplied by the Jack Halloran Choir.

A poetic narration leads into reprises of the theme songs of such deceased music business greats as Bunny Berrigan, Eddie Duchin, Dave Tough, Hank Williams, Glenn Miller, Russ Columbo, Hal Kemp and Ben Bernie.

Artists performing on the disk, all well chosen from local entertainment business forces, include the Phillips ork, Frank Payne, Russ Carlyle, Don Jacoby, Dick Marx, Frankie Rullo and Woody Mercer.

Phillips' manager is donating his share of the royalties to the Cancer Fund. Meanwhile, negotiations are under way for a Universal-International filming based on the album. Only hindrance to such a move is a demand by the American Federation of Musicians that the tootlers be paid again at movie rates. Decca is prepping some heavy promotion for the album which should get plenty of air play.

### RCA Exec Off To London on EMI Confabs

NEW YORK, Jan. 22. — George R. Marek, RCA Victor director of artists and repertoire, flew to London Thursday (20) on a business trip that is expected to include high-level confabs with executives of Electric & Music Industries. Purpose of the talks is to re-examine the reciprocal status of RCA and EMI in view of the proposed purchase of Capitol Records by the British diskery (The Billboard, January 22).

Victor's reciprocal pact with the HMV arm of EMI is slated to run until early 1958. It has been speculated that upon expiration of the current term of the contract EMI may shift distribution of HMV disks in the United States to Capitol. Another likelihood is that some of the HMV product may be merchandised here under the banner of Angel Records, formed late in 1953 by EMI as classical outlet. Marek will be abroad for about 10 days.

bel's three top-selling artists of 1954—Teresa Brewer, Don Cornell and the McGuire Sisters. Miss Brewer and Cornell start their fifth years with the label and the McGuire, their third.

All three contracts were long-term deals.

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## Capehart Biz Gains in '54; Hi-Fi Up 380%

ST. LOUIS, Jan. 22.—In a year-end report delivered this week by E. W. Gaughan, vice-president and general sales manager of the Capehart-Farnsworth Company, it was announced that the firm's sales in all divisions were higher in 1954 than in 1953. The report was presented to distributors attending a spring sales conference here.

"We have made phenomenal strides," Gaughan said. "Capehart's 1954 unit sales were 380 per cent of the 1953 figures, and we have reason to believe that 1955 will be far greater." It was also announced that, despite a general industry decrease in radio, Capehart's radio sales had increased in 1954.

The year-end statistics pointed out that Capehart now has 80 full-line distributors handling high fidelity, radios and television. These distributors handle approximately 10,000 retail accounts. In addition, Capehart now has 78 of the large major retail accounts in the country. The distribution network, according to Gaughan, now covers over 97 per cent of the country's marketing areas.

## Martin Seeks 750G In Piracy Action Over 'Heart' Tune

HOLLYWOOD, Jan. 22.—Action asking \$750,000 for damages, injunction and an accounting of the profits for alleged piracy of the tune "Where Is Your Heart?" was filed by composer-producer Leo Mantin in U. S. District Court here this week (19).

Suit names Broadcast Music, Inc.; Romulus Films, United Artists, CBS, NBC, ABC and 13 recording companies as defendants.

Complaint by Mantin alleges that he composed "Where Is Your Heart?" and produced a musical sketch, "Moulin Rouge." Mantin claims the song, also known as "The Song From Moulin Rouge," was used in the Romulus film, although he never gave his consent. Networks were named defendants because of the allegation they aired the song without his permission.

Recording companies named in the action include Capitol, Columbia, London, Brunswick, Decca, Mercury, RCA Victor and other indie labels.

Tune, recorded by Felecia Sanders on Columbia, was a big hit two years ago.

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# MUSIC AS WRITTEN

## LITTLE GOLDEN ISSUES

### CARTOONS' MUSIC . . .

Little Golden Records is releasing a number of new disks with music from Walt Disney movies and music from other movie and cartoon shows. One new release features the theme song from Walt Disney's TV show, "Disneyland"; two others feature music from the forthcoming Disney flick, "Lady and the Tramp"; another has music from the Disney cartoon "At the Country Fair." Material from Warner Brothers' "Elmer Fudd" is on another disk, and Roy Rogers and Dale Evans sing two kiddie tunes on another new release.

### RCA UPS FEENEY IN CANADIAN PUSH . . .

In a move to increase the national sales office for RCA Victor Records in Canada, Jack Feeney, former manager of records in Toronto, was made head office representative. Succeeding Feeney is Clem Bull, while the new representative in Western Ontario will be Jack McLachlan.

Feeney's background includes several years in the retail field, during which time he was manager of a record, TV and radio store in Hamilton. In his new position he will call on RCA Victor and "X" record distributors across the country.

### WOOD MUSIC NOW IN POP FIELD . . .

B. F. Wood Music, a catalog with a high concentration of classical and educational material, has made its first foray into the pop field with a tune which has already garnered six records. Wood, an affiliate of Mills Music, has had its "Blue Mirage" cut by Decca, Columbia, Mercury, Capitol, Essex and Rainbow. Marty Mills, professional manager, states the firm is on the lookout for more foreign pop-type material. "Mirage" is a German import.

### LINK HAS NEW PLAN; TO LEAVE MARKS . . .

Harry Link, music exec, who during the past 20 years has headed up the professional departments of Irving Berlin; Leo Feist, Inc., and Ed. B. Marks, is understood to be set for a top spot in an unusual publishing enterprise. Link will not re-sign with Marks Music at the expiration of his present contract, March 12. Link, now in Florida on a three-week vacation, will announce future plans on his return.

### IMPERIAL NAMES RAY TO EXECUTIVE POST . . .

In the first of a series of moves aimed at expanding the operation of the company, Lew Chudd, president of Imperial Records, Inc., announced the appointment of Eddie Ray to a top post within the firm. Ray will function in a dual capacity, that of producing records as well as maintaining liaison with Imperial distributors. A co-writer of the current song hit, "Hearts of Stone," Ray served in a sales capacity for the past five years with Central Record Sales Company, Hollywood.

### ZIV GIVES CANTOR AM SPONSORS SALES AIDS . . .

The Frederic W. Ziv Company is chalking up a first in the transcribed local radio field this month by giving away quantities of sales promotion and merchandising aids free to sponsors of the firm's new Eddie Cantor series. Sales promotion kits usually provide one or two samples of merchandising aids, but this is the first time they've been given free in quantity to sponsors.

### KFAB QUITS CBS AFTER 23 YRS. AS AFFIL . . .

In a surprise move this week, radio station KFAB, Omaha, terminated its 23-year-old affiliation agreement with CBS. It is expected that station manager Harry Burke will announce KFAB's affiliation with NBC shortly. Meanwhile, the station is making plans to close down its Lincoln, Neb., studios and move staffers there to the station's Omaha headquarters.

## New York

Merv Griffin will visit deejays in the East and Midwest to push his latest Columbia waxing, "Hot Cha Cha." . . . Mahalia Jackson will visit jocks in Detroit, Cleveland and Pittsburgh next week to spur her first Columbia disk, "Rusty Old Halo." . . . A new Western dance band, the Billy Gray ork, opened at the Trianon Ballroom in Oklahoma City Friday (21). Eddie Bonnemere's latest recording on Royal Roost is "The Trolley Song." . . . Tuxedo Records has signed new talent. One is thrush Vicki Evans who was discovered on the amateur hour at the Apollo Theater here. The other is a spiritual group, the Imperial Gospel Singers of Philadelphia. . . . "Mambo-mania," a new tune recorded by the Belemonte ork, was penned by H. Boye, H. Lindsey and B. Eisenhauer.

Savoy Records has pacted the Davis Sisters, one of the country's top gospel groups. They are managed by Ronnie Williams. . . . The latest recording of "Malaguena" by thrush Caterina Valente on the Decca label, which is getting some action throught the country, is the 348th recorded version of the tune. The tune was penned originally by Ernesto Lecuona as a piano piece.

Philip O. Alexander, manager of the New Orleans office of the American Society of Composers, Authors and Publishers, has been transferred to ASCAP's offices in Denver. Alexander succeeds L. H. Severson, who resigned because of ill health. William J. Barzen succeeds Alexander as district manager of the New Orleans office of ASCAP. James G. Bullington, former field representative for ASCAP in Baltimore, has been promoted as a representative on the radio-TV station relations division. The Society has issued the second in its series of ASCAP music on records, "Cities and Towns," to radio stations this week.

Radio Rarities, producers of the album "The Investigator," has signed a contract with Reuben Ship, the writer of the saga, for exclusive rights to the drama for 28 years. . . . Thrush Arlyne Tye, who has just cut a record for M-G-M, will guest Art Ford's show all next week. . . . Writer Paulo Alencar heads for Brazil next week to do recording and writing. He will be away for six months.

Basin Street, jazz nightery, is shuttered until April 7 for alterations and redecoration. It will reopen in April with Louis Armstrong. Other names lined up include Ella Fitzgerald, Dave Brubeck, Woody Herman and Erroll Garner. . . . Bill Farrell will be at the Falcon in Detroit starting January 28.

Lionel Hampton is not taking any loot for his first tour thru Israel. . . . The Crew Cuts will start two weeks of one-nighters in the Midwest February 19. With them are the David Carroll ork and the Tracey Twins. . . . Roy Hamilton's mother, Mrs Evelyn Groover, passed away on January 15 at the Jersey City Medical Center.

Dave Brubeck, Gerry Mulligan and thrush Carmen McRae will appear at Carnegie Hall here in a

## Olympic Readies Big Promotion on AM-TV-Phono Set

NEW YORK, Jan. 22.—Olympic Radio and Television, Inc., is readying the biggest advertising program in its history to promote a new low-priced radio-phono-TV combination this spring. The console, tagged "The Washington," is the first three-way set to retail under \$200.

The \$199.95 price tag will be prominently displayed in consumer magazine ads—Life, Look, Saturday Evening Post, Time, Newsweek, New Yorker, New York Times Magazine and Ebony, in addition to a heavy concentration of trade advertising. The agency is Product Services, Inc., here.

midnight concert on March 12. The concert is being produced by Bob Gardiner and Don Friedman. . . . The Rover Boys have been held over for 10 days at the El Morocco in Montreal. . . . Sarah Vaughan has been set for three appearances on the Ed Sullivan TV show over CBS. Her first appearance will be on March 6.

## Chicago

The Crew Cuts filled a three-day engagement at the Chez Paree, their biggest club to date, when star of the show, George Jessel, left because of other commitments. It is understood that the youngsters racked up a good following and are being considered for a return engagement. The group left last week on a 14-day tour with the David Carroll orchestra, also part of the Mercury roster. . . . A party is being held Thursday (27) for Pee Wee King, with RCA Victor as host. The party will salute King's new TV show out of WBBM-TV, Chicago, and his latest release, "You Can't Hardly Get Them Like That No More." . . . Madam Ophelia Oglepuss, of the "Kukla, Fran and Ollie" show, was the guest on Stud Terkel's show Sunday (23). Terkel plays and recounts various phases of music from jazz to opera and spices the delivery with guests from the field being spotlighted. Madam Oglepuss discussed opera singers.

Sylvia Syms opens at the Cloister Inn Wednesday (26), where she broke house records last October. Carried over again are singer Laurie Allyn and singer-pianist Ace Harris. . . . Bob Drews, deejay on WAAF, begins his own TV show over WTVO, Rockford, Ill., and will continue with his Chicago radio chores. His new vehicle is titled "Detour With Drews" and will feature mostly comedy. . . . Eileen Todd, of Coral Records, was back in town. . . . WGN's Big Ten, 10 top deejays on the station, have added a new listing to their weekly listing of the 10 top tunes as requested by listeners of the top 10 WGN deejays. The station is now issuing a listing of the 10 tunes that just missed. . . . Pearl Eddy is currently appearing at Eddy's, Kansas City. . . . The Leon Sash Trio is slated for a long engagement at Libby's Club Norridge.

## Hollywood

Jimmy Hilliard, "X" Records repertoire chief, arrives this week for a series of recording sessions, among them four sides with Helen Grayco. . . . Spike Jones draws a two-page spread in Life, featuring the large variety of his zany instruments. . . . Bob Crosby sliced a brace of sides at Coral Records. . . . Jimmy Bryant rejoins Cliffie Stone's "Hometown Jamboree" gang. . . . Arranger Dennis Farnon has been set to write, arrange and conduct the music for five upcoming UPA cartoon features. . . . New vocal group called "The ASCAPS" cut their first side for Four-Star Records titled "B. M. I Love You." . . . Mae Williams signed to open a six-week engagement at the Biltmore Bowl. . . . Jack Brooks and Harry Warren have been signed to pen the songs for "Artists and Models," next Martin and Lewis film at Paramount. . . . Rosemary Clooney slated for a three-week stand at the London Palladium next March. . . . Maurice Hart, veteran disk jockey who exited the field some years back, returns via CBS Pacific Network. . . . Livingston and Evans have dusted off "A Place in the Sun," originally clefled for the pic of the same name, and added a new set of lyrics. Tune, now known as "Tonight, My Love," has been recorded by Karen Chandler on Coral. . . . Tony Travis planed to New York last week for recording sessions with Hugo Winterhalter at RCA Victor. . . . Jerry Johnson, disk promotion man, off on a tour of Northwest disk jockeys plugging the Johnny Maddox recording of "The Crazy Otto." . . . Capitol Records release their album from the Disneyland "Davy Crockett" series. . . . Perez Prado comes back to town January 29 with a three-week run at the Crescendo.

## D-B-H Biog Film Rights To 20th-Fox

HOLLYWOOD, Jan. 22.—The highly sought after film rights to the biography of the late Buddy DeSylva, Lew Brown and Ray Henderson, famed songwriting team, were secured here this week by 20th Century-Fox.

Deal was negotiated by agent Danny Winkler and Darryl F. Zanuck, and calls for the payment of \$200,000 against a percentage of the film's grosses. Use of many of the great musical compositions identified with DeSylva, Brown and Henderson is included.

In another movie-music business deal, Frankie Laine was set to sing the song, "Strange Lady in Town," from the Warner Bros. picture of the same name. Laine will not appear in the film, but will sing the tune in the main title credits. Deal also involves the release of a Columbia recording of the song penned by Ned Washington and Dimitri Tiomkin.

## Foley Inks Martin, Crossroads Boys

SPRINGFIELD, Mo., Jan. 22.—Red Foley has signed a five-year contract with Grady Martin and the Crossroads Boys to head up the music portion of his new television show, "Ozark Jubilee," which makes its debut tonight as a regular Saturday night feature on the ABC coast-to-coast network. Foley has turned over the reins of his band to Martin, who has been a mainstay of the Foley group the past seven years.

At the same time it was announced by Dub Albritten, of Red Foley Enterprises, that the Foley office has signed Martin to a five-year, personal-management contract, and that the firm has signed a three-year recording contract with Decca Records for Martin and His Crossroads Boys. The band has been augmented by additional personnel, and plans are under way to build the Martin crew into a top country and western dance band, Albritten says. The group will continue to accompany Foley on his personals.

## Pacific Jazz Holds Line on Prices

HOLLYWOOD, Jan. 22.—Dick Bock, president of Pacific Jazz Records, this week notified distributors that his firm would continue to hold the line on its present price structure for at least a period of 60 days.

In a letter to distributors, Bock declared he had no intention of lowering prices of his LP merchandise and in the event such price reduction is warranted in the future, the firm would give ample warning and guarantee the distributors current inventory.

Pacific Jazz will continue to sell its 10-inch LP's at \$3.85 and 12-inch LP's at \$4.85.

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# PHONOS—HI FI

By STEVE SCHICKEL

## RAYTHEON ISSUES TAPE RECORDER . . .

The first tape recorder ever to be produced by the Raytheon Manufacturing Company was introduced to the trade this week as part of the firm's new line of TV and radio products. The new recorder was revealed six months earlier than had been anticipated for inclusion in the 1955 line.

The unit operates on both speeds, and has magic-eye indication control for positive recording and accurate playback volume. Tapes cannot accidentally be erased because of a safety-interlocked one-knob record and playback control. The unit also has an editing key, crystal microphone, six-inch Alnico speaker, fast forward and rewind provisions, two auxiliary outlets, and separate inputs for radio and microphone.

The set is available in a black leatherette finish and will retail at \$189.95.

## V-M UNVEILS DE LUXE TAPE RECORDER CONSOLE . . .

Leader in the new line of V-M accessories for the firm's Model 700 Tape-O-Matic tape recorder is the V-M de luxe console speaker. A 12-inch Alnico permanent magnet speaker is matched to the portable base reflex chamber. The base has a gold metal grille with a contrasting rose and gray covering to match the recorder. The base has a carrying handle on the top for easy movement, plus a 25-foot sound cord and plug. There is a compartment for cord and plug storage. Also included in the new V-M accessory line are a crystal microphone, a ceramic microphone, a recorder cover for the 700 model, a mike stand, plus a connection cord for use with the various input channels.

## "BIG 5 FOR '55" THEME OF CAPEHART CONFERENCE . . .

The Capehart-Farnsworth Company's high-fidelity, radio and television distributors, attending a sales conference in St. Louis last week, were presented with a complete merchandising program for the first half of the year, built around the theme "Big 5 for '55." It illustrates the five new models included in the firm's line of TV and radio equipment as well as hi-fi. On hand at the conference was a pilot model of Capehart's high-fidelity unit which is being built in conjunction with the Dunbar Furniture Corporation. This unit will feature Capehart's equipment placed in cabinets built to order by the furniture firm. The new line, according to firm officials, will get extensive advertising and display promotion at all sales levels.

# LINER NOTES

By IS HOROWITZ

## CAP PLANS MILSTEIN LP ANNIVERSARY DRIVE . . .

Capitol Records is readying a number of new LP's by its top violinist Nathan Milstein which are due for introduction during a publicity drive marking the Russian-born artist's 25th season before the American public. In February the label will release a Milstein disk coupling the Bach Partita No. 2 in D Minor, including the famous "Chaconne," and the Bach Sonata No. 1 in G Minor, both for unaccompanied violin. In March Capitol will issue yet another Milstein LP, this coupling two popular concertos.

Milstein, meanwhile, performed the Beethoven Concerto with the New York Philharmonic in a nation-wide broadcast Sunday (23). It was his 55th solo appearance with the orchestra, or more than any other violinist still active today.

## MOZART-GIESEKING ORDER DEADLINE EXTENDED . . .

Angel Records has extended the deadline for orders on its Mozart-Giesecking limited edition from January 31 to March 31. The company's thinking is that the LP price shake-up may have curtailed the placing of some orders by persons gambling on the likelihood that its price of \$75 may be reduced. The company, however, has guaranteed the price of the plush 11-LP set will remain as is.

Angel is also alerting dealers to the forthcoming United States tour by Giesecking which will feature the pianist in some 25 appearances between February 1 and April 2.

## RAISED RIMS, CENTERS GAIN LP ACCEPTANCE . . .

More LP's are appearing with raised rims and centers, a design aimed at protecting grooved surfaces from damage. RCA Victor introduced the development last fall under the trade name of "Graveyard," and now some of the labels which are custom pressing accounts of the diskery also sport the new design. Among these are Montilla, Concert Hall and the mail-order clubs Book-of-the-Month and Music Treasures.

Some of Capitol's new LP's are also being molded with raised rims and centers. It could not be learned whether Capitol has adopted the Victor design or is using one developed independently. It is known

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

A new line of four speaker systems and a record changer have been added to the National Company line in order to offer a more complete and integrated line of high fidelity. The Horizon record changer will retail at \$67.50, and features inter-mixing of 7, 10, and 12-inch disks without pre-setting. . . . Crescent Industries this week announced the appointment of Jay Nierenberg and L. D. Lowery, Inc., as representatives in two Eastern territories. O. W. Carmen has joined the Lowery organization to service Crescent customers in the new territory which covers Pennsylvania, Delaware, New Jersey, Maryland, Virginia, and Washington. The Nierenberg firm will cover upper New York State.

Forty sales representatives of the V-M Corporation gathered at the firm's home office for the second annual sales seminar this week. They were presented with the theme "Blueprint for Action," as well as selling plans for the rest of the year. . . . The board of directors of the 1955 Electronics Parts Show in Chicago will again hold a reception for foreign visitors. A cocktail party and buffet supper will give exhibitors a chance to meet with the foreign visitors Sunday, May 15. Hostesses versed in French, German, Spanish, Portuguese, Dutch, and other languages will be on hand. The party show will be held at the Conrad Hilton Hotel in Chicago May 16-19. . . . A leather carrying case designed to hold the TR-1, the first transistorized radio, manufactured by Regency, a division of I.D.E.A., Inc., is now being made available to distributors, according to a factory source. The case is made of cowhide, has a pocket to carry the earphone attachment, and a strap for attachment to the owners' belt. The case will retail at \$3.95.

Recoton has announced a new advertising promotion covering the Recoton magnetic turnover cartridge, and the servicemen's "on the job" Phoneedle kit. The needle kit sells to servicemen for \$9.90, the price of the needles in the package, with the magnifying viewer, assorted screwdrivers, wrenches, mirrors, nuts, and guides, included free. The cartridge, the '500', will also sell for \$9.90. The cartridge is complete with a two-sapphire styli. . . . Stromberg-Carlson has appointed William J. McCluney as district merchandiser in Texas, Arkansas and parts of Oklahoma. He will handle advertising, promotion, service, and general relations involved in the distribution of hi-fi phonographs, radios and television sets. The firm also announced it has placed 16 of the largest amplifiers ever put out by the company on the U.S.S. Forrestal.

that Capitol had long experimented with a similar design.

## BOOK-OF-MONTH HOLDS TO \$3.60 DISK PRICE . . .

The Book-of-the-Month Club has no plans to lower its \$3.60 price on the firm's "Music Appreciation" records in the wake of general industry slashes. The company is actively recording new material to feed its mail-order list.

Upcoming releases already cut and in the can include a reading of Bach's Third Orchestral Suite by George Szell and a group of Cleveland musicians dubbed the Music Appreciation Orchestra, the same artists in a coupling Richard Strauss' "Till Eulenspiegel" and Smetana's "Moldau," a performance of Haydn's Symphony No. 102 by Fritz Stiedry and the Stadium Concerts Orchestra and recordings of the Schubert "Unfinished" Symphony and Tchaikovsky's Fifth Symphony by an orchestra led by Max Rudolf.

## MAJOR AND MINOR:

Mercury is readying the first LP recording of Respighi's "Vetrati di Chiesa (Church Windows)" by Antal Dorati and the Minneapolis Orchestra. The elaborate work for organ and augmented percussion will be coupled with a reading of Respighi's "Feste Romane," and they will be promoted as a companion disk to Dorati's earlier "Pines" and "Fountains" package.

Fred Grunfeld, record reviewer who has also run several classical radio programs, is preparing "Music and Recordings," the first of an annual series of volumes to be published by the Oxford University Press. . . . Philips Records has cut the sound track of the English movie, "Romeo and Juliet," now showing here. The LP will be released by Epic.

The Philharmonia Orchestra of London will make its first American tour next fall under the baton of Herbert von Karajan, who also will direct the Berlin Philharmonic in its appearances here starting next month. . . . Metopera tenor Richard Tucker has cancelled his May debut at La Scala. While in Italy he was scheduled to cut an opera with Maria Callas, a project which also has been cancelled.

Larry Green, Vox executive, returned this week from an extended business trip to Europe. The label, meanwhile, has recorded the first English version of Stravinsky's "L'Histoire du Soldat" in a performance directed by Emanuel Vardi.

## Classical Best Sellers (All Categories)

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

1. OFFENBACH: GAITE PARISIENNE; MEYERBEER: LES PATINEURS—Boston Pops Orchestra (Fiedler) . . . . . RCA Victor LM 1817
2. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1838
3. BRAHMS: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) . . . . . Capitol P 8271
4. OFFENBACH: GAITE PARISIENNE; CHOPIN: LES SYLPHIDES—Philadelphia Orchestra (Ormandy) . . . . . Columbia ML 4879
5. BEETHOVEN: SYMPHONIES NOS. 5 AND 8—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1757
6. GROFE: GRAND CANYON SUITE—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1004
7. TCHAIKOVSKY: THE NUTCRACKER SUITE—Minneapolis Symphony (Dorati) . . . . . Mercury OL 2-101
8. RESPIGHI: PINES OF ROME; FOUNTAINS OF ROME—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1768
9. PUCCINI: TOSCA—Callas, La Scala Orchestra (de Sabata) . . . . . Angel 3508
10. BEETHOVEN: SYMPHONIES NOS. 1 AND 9—NBC Symphony (Toscanini) . . . . . RCA Victor LM 6009
11. BERLIOZ: TE DEUM—Royal Philharmonic (Beecham) . . . . . Columbia ML 4897
12. TCHAIKOVSKY: NUTCRACKER SUITE—NBC Symphony (Toscanini) . . . . . RCA Victor LRY 9000
13. VERDI: REQUIEM—Shaw Chorale, NBC Symphony (Toscanini) . . . . . RCA Victor LM 6018
14. MENDELSSOHN: VIOLIN CONCERTO; BRUCH: VIOLIN CONCERTO—Milstein, Pittsburgh Symphony (Steinberg) . . . . . Capitol P 8243
15. BEETHOVEN: SYMPHONY NO. 6 ("Pastorale")—NBC Symphony (Toscanini) . . . . . RCA Victor LM 1755

## Reviews and Ratings of New Popular Albums

### MAMBO MANIA . . . . . 73

Perez Prado Ork (1-12")  
Victor LPM-1075  
Perez Prado was one of the ringleaders in the swing-over to mambo rhythms in the Latin-American field last year, so his name on a mambo package is bound to pack extra sales appeal. A "mad" candid closeup of the mambo king adorns the cover, and it's eye-catching enough to account for additional sales. Prado is one of the better mambo exponents around today, and this LP features 12 of his best selections, including his own "Marilyn Monroe Mambo," "St. Louis Blues Mambo" and "Skokiaan."

### THE FAVORITE SONGS OF ETHEL WATERS . . . . . 72

(1-12")  
Mercury MG-20051  
Ethel Waters' albums are scarce so this one should do well sales-wise. The years may have dimmed the quality of her voice somewhat, but her artistry of expression has never been more poignant. The emotional impact of the star's vocals on this LP is tremendous. Selections range from her familiar legit hits—"Happiness Is a Thing Called Joe," "Supper-time," and "Travelin'"—to "Sometimes I Feel Like a Motherless Child" and "The Crucifixion."

### JOANNE SINGS . . . . . 65

Mary Stuart, Percy Faith Ork (1-10")  
Columbia CL-6333  
The diskery has taken advantage of the click TV soap opera on its parent company's TV network and signed the lead, Mary Stuart, to sing modernized folk tunes and lullabies just as she does on camera. As Joanne Barron, Miss Stuart plays the role of a young widow and mother. These are some of the tunes she sings to her TV daughter. It's a collection of attractive and melodic tunes done smoothly and warmly to fine Percy Faith backing.

## Jazz

### BOB BROOKMEYER QUARTET . . . . . 77

John Williams and Red Mitchell (1-10")  
Pacific Jazz PJLP-16  
Trombonist Bob Brookmeyer has become one of the more popular of the younger cool jazzmen. He first gained attention from recordings he made with Stan Getz and he furthered his reputation on his tour of Europe with Gerry Mulligan. These new recordings feature the trombonist in a group of new tunes and standards with some of the new efforts penned by bassist Red Mitchell and two by Brookmeyer himself. The other musicians on the date are John Williams on piano and Frank Isola on drums. The music is in the modern groove, moody and interesting. It should be of strong interest to cool fans.

### LE JAZZ HOT . . . . . 76

Django Reinhardt and the Quintette of the Hot Club of France (1-10")  
Angel ANG 6003  
The death of guitarist Django Reinhardt in 1935 was a real loss to the jazz world. Not only was Reinhardt an extremely capable and talented musician, but he was one of the very few European musicians who could be rated with great American jazz artists. Many attribute the present important position of the guitar in the jazz idiom to Reinhardt's influence. The label has re-released, on this new set, many recordings made by Reinhardt during his career, covering his work in the 1930's, 1940's and

1950's. These include "Oiseaux des Iles," "Dinette," "Rythme Futur" and "Nuages" recorded before World War II, and "Festival 48," "Old Man River" and "Diminishing" made after the war. "My Serenade" was made in the '30's with the original Q.H.C.F., and offers a brilliant solo by Reinhardt. This set should interest all neophytes and is a must for collectors who do not have these sides in their libraries.

### TONAL EXPRESSIONS . . . . . 73

Donald Shirley, pianist (1-12")  
Cadence LP-1001  
Shirley's first LP is likely to arouse the same interest and enthusiasm that his recent New York night club debut did. His combination of the technique of the classically trained musician with inventive new ideas for stylings of the best-loved old standards in a subdued modern jazz idiom is a formula for eventual popular success. Shirley's arrangement of "Man I Love," the most ambitious undertaking in this set, shows his talents—and his shortcomings—in sharp focus. An appealing lyricism, a rhythmic sensitivity and a "feel" for exciting contrapuntal development are there to offset occasional lapses into pretentiously melodramatic statements.

### THE BERYL BOOKER TRIO . . . . . 70

(1-10")  
Cadence CLP-1000  
Cadence's first LP is a tasteful jazz instrumental package recorded by an all-girl trio, a rarity in the jazz field itself. The well-integrated backing of Bonnie Weitzel and Elaine Leighton provides a suitably subtle showcase for Miss Booker's simple but effective piano work. Practically all of her solos are characterized by an unusually strong melodic line. Selections include six nostalgic standards—"Tenderly," "Body and Soul," "Night and Day," "My Funny Valentine," "My Ideal" and "I Don't Know Why."

### ITALIAN JAZZ STARS . . . . . 66

(1-10")  
Angel 60001  
The Italian approach to modern jazz has much in common with the more widely known approach of the Swedes. They play with a light touch, with a delicacy that is never marred by stridency, elaborating their sides over a lilting swinging beat. Their main source of inspiration is the work being done today in the U.S.A., but the Italians are not mere imitators. An excellent example of the imagination and craftsmanship of jazzmen there is the one big band selection in the set, Niccolosi's "Collaboration." Most impressive soloists are Oscar Valdambri on trumpet, Gianni Basso on tenor and Flavio Ambrosetti on alto. Collectors interested in good jazz slightly off the beaten track will find this rewarding.

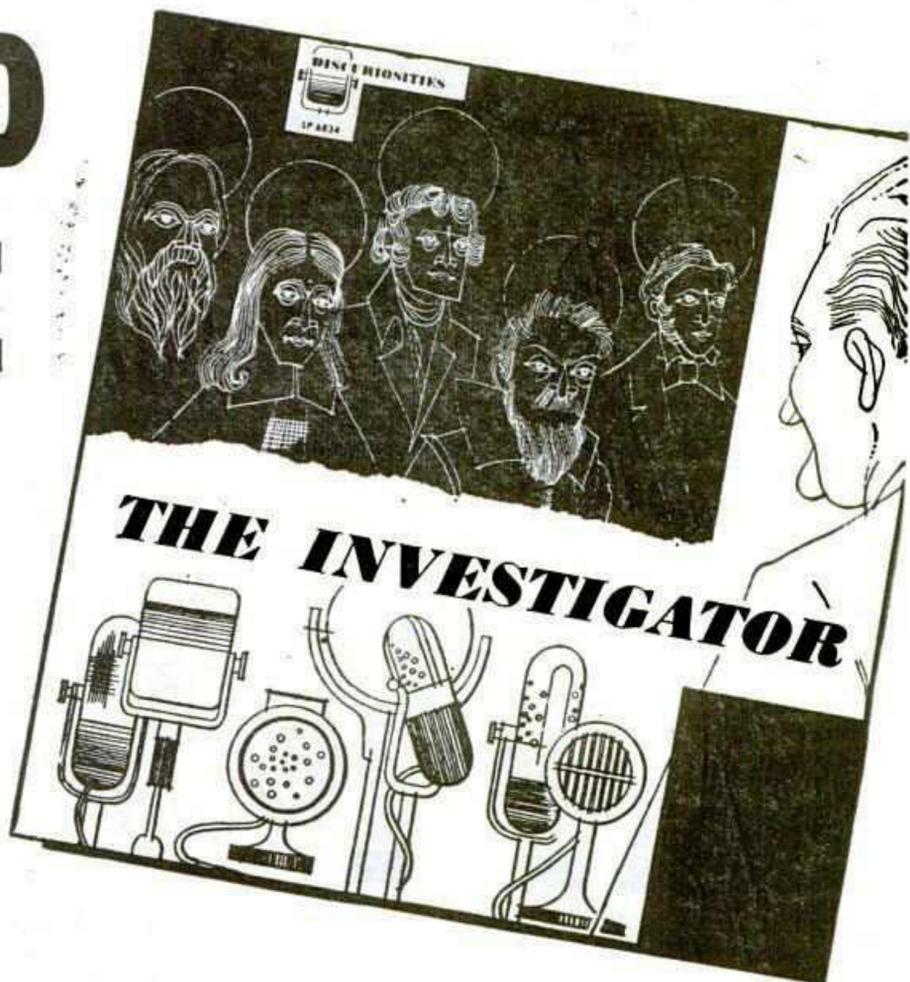
### THE JUTTA HIPP QUINTET . . . . . 63

(1-10")  
Blue Note 5056  
Added to the roster of European modernists who impress with their jazz knowledge and ability is this combo of alto, tenor, piano, bass and drums out of Germany. More, the pianist—wonderful, too—is a young lady. Obviously influenced by American jazz records, the group manages to deliver interpretations of their own on some familiar standards. Recording is excellent. Jazzophiles will  
(Continued on page 48)

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*"Desiree"*

(We Meet Again)

and

*My Own*  
*True Love*

(Tara's Theme)

Coral 61301 (78 RPM) and 9-61301 (45 RPM)

**CORAL RECORDS**  
America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

• **Reviews and Ratings of New Classical Releases**

**CALLAS PORTRAYS PUCCINI HEROINES (1-12)**—Maria Callas, Soprano; Philharmonia Orchestra; Tullio Serafin, Cond. Angel 35195 .....79

Here's strong meat for the growing host of Callas admirers. Included are arias from Puccini's "Manon Lescaut," "Madame Butterfly," "La Boheme," "Suor Angelica," "Gianni Schicchi" and "Turandot." The exciting dark timbre of the soprano's voice has been captured admirably in the recording. What impresses most is the concentrated drama and emotion Miss Callas is able to convey. This ability is probably unmatched today. The set, with a striking cover photo of Miss Callas, faces strong sales in its field.

**TCHAIKOVSKY: SERENADE IN C, OP. 48; PROKOFIEFF: CLASSICAL SYMPHONY (1-12)**—Pittsburgh Symphony; William Steinberg, Cond. Capitol P 8290 .....78

This is by far the best recording of the lovely Tchaikovsky score in the catalog, the inspired playing and direction abetted by superb sound. It is probable, too, that many will find the popular Prokofieff work also the most satisfactory available; it is played with sparkle and true brilliance by the orchestra. The coupling is smart, awarding the disk strong potential among a broad base of buyers. Good prospects here.

**MENDELSSOHN: A MIDSUMMER NIGHT'S DREAM (1-12)**—Philharmonia Orchestra; Paul Kletzki, Cond. Angel 35146 .....76

One of Mendelssohn's most popular orchestral works, it holds its incidental music to "A Midsummer's Night's Dream." This new set includes the Overture, Scherzo, "Ye Spotted Snakes," Intermezzo, Nocturne, Wedding March, Dance of the Clowns and the Finale. It is colorfully performed by the Philharmonia Orchestra under Paul Kletzki, with soprano soloists Adrienne Cole and Eileen McLoughlin, and a fine chorus. The set features attractive art work and interesting liner notes. It should appeal to many collectors, especially those in the building stage.

**BEETHOVEN: SYMPHONIES NOS. 5 AND 8 (1-12)**—Pittsburgh Symphony; William Steinberg, Cond. Capitol P 8292 .....74

This LP has much to recommend it, including an excellent performance by Steinberg and the Pittsburgh, and Capitol's usual fine quality of sound reproduction. However, the field is highly competitive on both symphonies, and Toscanini has the exact same coupling on Victor. Under the new pricing set-up, the Toscanini version sells for \$3.98, while this LP is tagged \$4.98—another factor which will undoubtedly act against the package's best sales interests. The album's striking cover art, tho, is a sales plus.

**BACH: CANTATAS AND ARIAS (2-12)**—Bach Aria Group; William H. Scheide, Director; The Robert Shaw Chorale; Robert Shaw, Cond. RCA Victor LM 6023 .....73

Frequently heard in recital since its formation in 1947, the Bach Aria Group has done much to familiarize concertgoers with the Bach cantata repertoire. In this set its members are heard in two complete cantatas (Nos. 42 and 60) not previously available on disks. And there are also many different selections from other cantatas. Vocal soloists are Eileen Farrell, Carol Smith, Norman Farrow and Jan Peerce. Miss Smith's contralto artistry is outstanding, tho all contribute effective performances. The set will be recognized as a valuable contribution to the recorded literature by Bach collectors, with the potential somewhat broadened due to the popularity of the soloists.

**BIZET: SYMPHONY IN C; SCHUMANN: CARNAVAL SUITE, OP. 9; (1-12)**—Stratford Symphony Orchestra Camden CAL 193 .....72

At the new price of the Camden label this set is an excellent buy, and it should move nicely across dealers' counters. Stratford is the label's name for the London Philharmonic Orchestra, and Serge Koussevitsky is the conductor here. Performances of the two familiar works are first-rate, and the recording is surprisingly good in spite of the fact that it was cut many years ago. Fine value here for the new collector.

**TWO-PIANO FAVORITES (1-12)**—Pierre Luboshutz, Genia Nemenoff, Duo-pianists. Camden CAL 198 .....70

Here's a thoroly worthwhile package by one of the finest duo-pianist teams in the field. No alias on Camden this time, which should be a sales-plus for the album, since Pierre Luboshutz and Genia Nemenoff are names that mean something to serious collectors. The LP's 11 selections are varied enough to satisfy many tastes, ranging from Strauss' "Der Rosenkavalier" waltzes and Falla's "Ritual Fire Dance" to Moussorgsky's "Coronation Scene" from "Boris Godounoff."

**BERNSTEIN: "JEREMIAH" SYMPHONY; ON THE TOWN; FACSIMILE (1-12)**—St. Louis Symphony; RCA Victor Symphony; L. Bernstein, Cond. Camden AL 196 .....68

Considering the swath that Leonard Bernstein cuts in musical circles, it is of more than passing interest that these recordings by the composer of three rather different youthful works of his should be re-released. Sound-wise, it is one of the most successful transfers to LP in the Camden series, being fresh and clear and only occasionally on the thin side. An important—and inexpensive—buy for collectors of modern music.

**PROKOFIEFF: PIANO SONATAS NOS. 6 AND 7 (1-12)**—Robert Cornman, Piano. London LL 902 .....65

Two late works in which the idiom is uncompromisingly modern, with dry, percussive textures predominating. The composer relaxes occasionally, as in the sec-

ond and third movements of the 6th Sonata where the abrupt plunges into unexpected tonalities recall the perky, mischievous Prokofieff of an earlier period. Devotees of the ultra-modern school will appreciate Cornman's brilliant realization of this fiendishly difficult music.

**MOZART: CLARINET CONCERTO IN A MAJOR, K. 622; BASSOON CONCERTO IN B FLAT MAJOR, K. 191 (1-12)**—Gervase de Peyer, Clarinet; Henri Helaerts, Bassoon; London Symphony Orchestra; Anthony Collins, Cond. London LL 1135 .....66

The soloists here are first desk players of Ernest Ansermet's Orchestre de la Suisse Romande and their bright, virile readings add new luster to these ever-popular concertos. Clarinetist de Peyer makes his first solo appearance on records in a technically faultless but warm performance. Helaerts is more restrained and stays closer to conventional readings of the Bassoon Concerto. Severe competition limits sales potential.

**FEDERICO MOMPOU: PIANO PIECES PLAYED BY THE COMPOSER (1-12)**—Angel 35147 .....61

Mompou, a contemporary Spanish composer, so far unrepresented in the LP catalog, gets deserved recognition in this program of short piano pieces. The inspiration of this music is the Spanish landscape, its dancers, its guitarists, its folk songs. The style, however, most closely resembles that of Ravel and other late French impressionists. And the composer is an eloquent interpreter.

**GREEK FOLKSONGS (1-10)**—Irma Kolassi, Mezzo-Soprano; Andre Collard, Piano. London LD 9147 .....60

Greek folk song recordings are relatively rare, so this LP should be of special interest to collectors. Mezzo-soprano Irma Kolassi has a rich voice and a dramatically effective delivery. The songs themselves bear a haunting similarity to those of Southern Spain. English translations of the eight folk songs give the album cover additional interest.

**TCHAIKOVSKY: VIOLIN CONCERTO; MEDITATION, OP. 42 (1-12)**—David Oistrakh, Violin; Philharmonic Orchestra; A. Gauk, Cond. Colosseum CRLP 10010 .....60

For some years, Colosseum's Oistrakh reading of the Tchaikovsky concerto has been one of the label's top sellers. At the time of its release, this thrilling performance made such a deep impression that it was possible to forgive its inadequate sound reproduction. Here it is re-released in a "new edition," but the sound still leaves much to be desired. A recent Decca recording of Oistrakh in this work will be the one fans of the Soviet fiddler will want.

**BACH: THREE SONATAS AND THREE PARTITAS FOR UNACCOMPANIED VIOLIN (1-12)**—Emil Telmányi, Violin. London LLA 20 .....59

The point of interest here is the use by Telmányi of the "Vega" bow, a curved instrument that permits the performer to play on three or four strings simultaneously. He is thus able to play chords without the customary breaks required by the modern bow. This then is largely of interest to collectors with a musicological turn. Unfortunately, Telmányi's skill is not of a quality to appeal generally. In its limited class, this album also has to compete with a disked performance by Ralph Schroeder (also with curved bow) on Columbia, which musically has more to say, altho the London set is better recorded.

**MOZART: VIOLIN AND PIANO SONATAS NOS. 21, 26 AND 33 (1-12)**—Brenton Langbein, Violin; Maureen Jones, Piano. London LL 1069 .....58

Attractive reading of the three Mozart sonatas by two efficient performers, with Miss Jones at the piano the more convincing artist. Moderate sales likely, but only in large classical outlets.

**Ratheon Backs**

• *Continued from page 20*

viewpoint. Only a 10 per cent down payment is required, and the 90 per cent balance may be paid over a period of 90 days. Also three 30-day extensions may be granted by the bank to a maximum financing period of 180 days, subject only to a provision that the second and third extensions must be accompanied by a 10 per cent reduction in the amount outstanding. If the dealer elects to sell under the recourse plan, he can obtain financing of his retail sales without losing his capital in the hold-back reserves.

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# No. 1 in England

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**ENDLESS**  
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# DICKIE VALENTINE

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backed by  
**HUBBLE BUBBLE**  
1497 45-1497

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**ROSE OF THE WILDWOOD**

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# Lou Monte

## HOW IMPORTANT CAN IT BE

coupled with

## TRULY YOURS

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# jaye p. morgan

first  
out  
with  
the  
smash  
English  
version! .....

**SOFTLY, SOFTLY**

**DANGER,  
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AHEAD**

SMASH FOLLOW-UP TO. "THAT'S ALL I WANT FROM YOU"



RCA Victor  
20/47-6016



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

## Talent Corner

The music world lost a remarkable talent with the recent tragic death of Johnny Ace. The singer had a hit with his first record on the Duke label, "My Song," and came thru with hits consistently thereafter. Ace's simple and unaffected style of singing, his evident sincerity and heart, actually started the r.&b. field on a type of song that has come to be known as a "heart-ballad."

The singer had more of talent than most; he could also write a song. And he did this well time and time again, getting into the lyrics a direct and personal appeal.

The death of Ace created one of the biggest demands for a record that has occurred since the death of Hank Williams just over two years ago. Orders for his new recording, "Pledging My Love," began to pour into the Duke-Peacock diskery in the same amounts as the large diskeries usually receive for a new record by a big pop artist.

The diskery went into full scale production on the record, and had its plants in Houston work on extra shifts, and now has records being made in the East and on the West Coast.

In addition, at the request of his many, many followers, the label is bringing out an LP of all of Ace's previous hits, which will soon be available to the public. There are more Ace records in the can, and the firm intends to bring them out from time to time.

In the short space of three weeks since the record was released, Ace's "Pledging My Love" has jumped to the No. 4 position on The Billboard's best-selling rhythm and blues chart. With its current sales in pop markets, many observers expect it soon to jump into the pop charts. And the cover recordings of the tune are now beginning to happen as well, with the first released this week by M-G-M Records, with Tommy Mara on the vocal. Many more are expected. Some deejays are already touting the Ace disk as possibly one of the biggest r.&b. records of the year.

The appeal of Johnny Ace thru-out his sadly short career is epitomized in his last recording. It has the tenderness that marked all of his records. The demand for Ace's record is a tribute to him both as an artist and a writer, and it shows that he will not be soon forgotten by his many, many fans.

## 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. Mr. Sandman.....	1	1
E. H. Morris		
2. Melody of Love.....	4	3
Presser		
3. Let Me Go, Lover....	2	8
Hill & Range		
4. Naughty Lady of Shady Lane.....	3	9
Paxton		
5. Hearts of Stone.....	6	5
Regent		
6. Count Your Blessings..	5	16
Berlin		
7. Teach Me Tonight...	8	13
Hub		
8. Make Yourself Comfortable.....	9	3
Rylan		
9. This Ole House.....	6	21
Hamblen		
10. Sincerely.....	13	2
Arc		
11. That's All I Want From You.....	12	3
Weiss & Barry		
12. I Need You Now.....	10	20
Miller		
13. Open Up Your Heart..	-	1
Hamblen		
14. If I Give My Heart to You.....	11	20
Miller		
15. Earth Angel.....	-	1
Dootsie Williams		

# HONOR ROLL OF HITS

Trade Mark Reg.

## The Nation's Top Tunes

For survey week ending January 19

This Week	Last Week	Weeks on Chart
<b>1. Let Me Go, Lover</b>	<b>1</b>	<b>8</b>
By Jenny Lou Carson, Al Hill—Published by Hill & Range (BMI) BEST SELLING RECORDS: J. Weber, Columbia 40366; T. Brewer, Coral 61315; P. Page, Mercury 70511. OTHER RECORDS AVAILABLE: J. Carter, Col 21343; S. Gale, V 20-5952; P. Lee, Dec 29373; H. Snow, V 20-5960; C. Taylor, Guyden 100; J. Wakley, Coral 61320. ELECTRICAL TRANSCRIPTIONS: Jack Haskell, Camden.		
<b>2. Mr. Sandman</b>	<b>2</b>	<b>13</b>
By Pat Ballard—Published by E. H. Morris (ASCAP) BEST SELLING RECORDS: Chordettes, Cadence 1247; Four Aces, Dec 29344. OTHER RECORDS AVAILABLE: C. Atkins, V 20-5956; L. Elgart, Col 40383; Lancers, Coral 61288; V. Monroe, V 20-5767; B. Morrow, Mercury 70477; M. Shiner, V 20-5938. ELECTRICAL TRANSCRIPTIONS: S. Kaye, Thesaurus.		
<b>3. Hearts of Stone</b>	<b>4</b>	<b>9</b>
By Rudy Jackson, Eddie Ray—Published by Regent (BMI) BEST SELLING RECORDS: Fontane Sisters, Dot 15265; Charms, DeLuxe 6062. OTHER RECORDS AVAILABLE: R. Foley, Dec 29375; Goofers, Coral 61305; R. Gray, Cap 2946; L. Innis, King 1392; Jewels, R & B 1301; R. Wells, V 20-5955; Vicki Young, Cap 3008. ELECTRICAL TRANSCRIPTIONS: J. Desmond, Thesaurus; S. Kaye, Thesaurus.		
<b>4. Melody of Love</b>	<b>5</b>	<b>4</b>
By H. Englemann, Tom Glazer—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: B. Vaughn, Dot 15247; Four Aces, Dec 29395; D. Carroll, Mercury 70516. OTHER RECORDS AVAILABLE: L. Diamond, V 20-5973; Ink Spots, King 1336; S. Kaye, Col 40417; F. MacCormick, M-G-M 11908; D. Shore-T. Martin, V 20-5975; McGuire Sisters, Coral 61334; F. Sinatra, Cap 3018. ELECTRICAL TRANSCRIPTIONS: Johnny Desmond, Thesaurus.		
<b>5. Naughty Lady of Shady Lane</b>	<b>3</b>	<b>10</b>
By Tepper and Bennett—Published by Paxton (ASCAP) BEST SELLING RECORD: Ames Brothers, V 20-5897. OTHER RECORDS AVAILABLE: A. Bleyer, Cadence 254; McGuire Sisters, Coral 61335. ELECTRICAL TRANSCRIPTIONS: S. Kaye, Thesaurus.		
<b>6. Sincerely</b>	<b>12</b>	<b>3</b>
By Harvey Fuqua, Allen Freed—Published by Arc (BMI) BEST SELLING RECORDS: McGuire Sisters, Coral 61323; Moonglows, Chess 1581. OTHER RECORDS AVAILABLE: B. Fields, M-G-M 11917.		
<b>7. Teach Me Tonight</b>	<b>6</b>	<b>16</b>
By Sammy Cahn and Gene De Paul—Published by Hub (ASCAP) BEST SELLING RECORDS: DeCastro Sisters, Abbott 3001; J. Stafford, Col 40351. OTHER RECORDS AVAILABLE: J. Brace, Dec 28990; S. Foster, Camden; H. Grayco, X 3051; R. June, M-G-M 11856; Modernaires, Coral 61265; D. Washington, Mercury 70497.		
<b>8. Make Yourself Comfortable</b>	<b>7</b>	<b>9</b>
By Bob Merrill—Published by Rylan (ASCAP) BEST SELLING RECORD: S. Vaughn, Mercury 70469. OTHER RECORDS AVAILABLE: E. Gorme-S. Lawrence, Coral 61315; P. King, Col 40363.		
<b>9. That's All I Want From You</b>	<b>11</b>	<b>7</b>
By M. Rotha—Published by Weiss & Barry (BMI) BEST SELLING RECORD: J. P. Morgan, V 20-5892. OTHER RECORDS AVAILABLE: D. Jacobs, Coral 61260.		
<b>10. No More</b>	<b>13</b>	<b>4</b>
By Leo De John, Dux De John & Julie De John—Published by Mapleleaf (BMI) BEST SELLING RECORDS: De John Sisters, Epic 9085; McGuire Sisters, Coral 61323. OTHER RECORDS AVAILABLE: G. Lombardo, Dec 29381; J. Vadal, V 20-5951.		

## Second Ten

11. COUNT YOUR BLESSINGS.....	8	15
Published by Berlin (ASCAP)		
12. I NEED YOU NOW.....	10	21
Published by Miller (ASCAP)		
13. THIS OLE HOUSE.....	9	25
Published by Hamblen (BMI)		
14. EARTH ANGEL.....	20	3
Published by Dootsie Williams (BMI)		
15. OPEN UP YOUR HEART.....	19	2
Published by Hamblen (BMI)		
16. TWEEDLE DEE.....	-	1
Published by Progressive (BMI)		
17. DIM, DIM THE LIGHTS.....	14	3
Published by Republic (BMI)		
18. SHAKE, RATTLE AND ROLL.....	16	20
Published by Progressive (BMI)		
18. KO KO MO.....	-	1
Published by Meridan (BMI)		
20. UNSUSPECTING HEART.....	-	1
Published by Tee Pee (ASCAP)		

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

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

## Tunes with Greatest Radio-TV Audiences

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

### Radio

All of You (R)—Chappell—ASCAP		
Blue Mirage (R)—Mills—ASCAP		
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP		
Dixie Danny (R)—Southern—ASCAP		
Hearts of Stone (R)—Regent—BMI		
Hey! Punctinello (R)—Paramount—ASCAP		
I Need You Now (R)—Miller—ASCAP		
If I Give My Heart to You (R)—Miller—ASCAP		
Ko Ko Mo (R)—Meridan—BMI		
Let Me Go, Lover (R)—Hill & Range—BMI		
Life of the Party (R)—Broadcast—BMI		
Make Yourself Comfortable (R)—Rylan—ASCAP		
Malaguena (R)—E. B. Marks—BMI		
Melody of Love (R)—Shapiro-Bernstein-Presser—ASCAP		
Mr. Sandman (R)—E. H. Morris—ASCAP		
My Own True Love (Tara's Theme) (R) (F)—Remick—ASCAP		
Naughty Lady of Shady Lane (R)—Paxton—ASCAP		
No More (R)—Maple Leaf—BMI		
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP		
Paper Valentine (R)—Stratton—BMI		
Sincerely (R)—Arc—BMI		
Smile (R)—Bourne—ASCAP		
Song in Blue (R)—Iris-Trojan—BMI		
Song of the Barefoot Contessa (R) (F)—Chappell—ASCAP		
Teach Me Tonight (R)—Hub-Leeds—ASCAP		
That's All I Want From You (R)—Weiss & Barry—BMI		
These Are the Things We'll Share (R) Famous—ASCAP		
This Ole House (R)—Hamblen—BMI		
Tweedle Dee (R)—Progressive—BMI		
Vera Cruz (R)—Feist—ASCAP		
You My Love (R)—Marville—BMI		

### Television

A Whale of a Tale (R)—Wonderland—ASCAP		
Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP		
Dim, Dim the Lights (R)—Republic—BMI		
Everlovin' (R)—Tannen—BMI		
Finger of Suspicion (R)—Pickwick—ASCAP		
Gotta Have Me Go With You (R)—Harwin—ASCAP		
Hearts of Stone (R)—Regent—BMI		
Hey, There (R) (M)—Frank—ASCAP		
High Society (R)—Leeds—ASCAP		
It's a Big, Wide, Wonderful World (R) (F)—Broadcast—BMI		
Ko Ko Mo (R)—Meridan—BMI		
Let Me Go, Lover (R)—Hill & Range—BMI		
Make Yourself Comfortable (R)—Rylan—ASCAP		
Malaguena (R)—E. B. Marks—BMI		
Mambo Italiano (R)—Rylan—ASCAP		
Melody of Love (R)—Shapiro-Bernstein-Presser—ASCAP		
Mr. Sandman (R)—E. H. Morris—ASCAP		
Mobile (R)—Ardmore—ASCAP		
My Love Song to You (R)—Songsmiths—ASCAP		
Naughty Lady of Shady Lane (R)—Paxton—ASCAP		
No More (R)—Maple Leaf—BMI		
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP		
Smile (R)—Bourne—ASCAP		
Teach Me Tonight (R)—Hub-Leeds—ASCAP		
That's All I Want From You (R)—Weiss & Barry—BMI		
This Ole House (R)—Hamblen—BMI		
Tweedle Dee (R)—Progressive—BMI		
Unsuspecting Heart (R)—Tee Pee—ASCAP		
What Part of Indiana Do You Come From? (R)—Longridge—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.

Mr. Sandman—E. H. Morris (E. H. Morris)		
The Finger of Suspicion—Pickwick (Pickwick)		
I Can't Tell a Waltz From a Tango—Michael Reine (Harman)		
Hold My Hand—Bradbury Wood (Raphael)		
Happy Days and Lonely Nights—Lawrence Wright (Advanced)		
This Ole House—Duchess (Hamblen)		
Count Your Blessings (Instead of Sheep)—Berlin (Berlin)		
Mambo Italiano—Campbell, Connelly (Rylan)		
No One But You—Robbins (Feist)		
Veni Vidi Vici—Dash (Joy)		
I Still Believe—Macmelodies (Macmelodies)		
If I Give My Heart to You—Robbins (Miller)		
Happy Wanderer—Bosworth (Fox)		
There Must Be a Reason—Campbell, Connelly (April & Cromwell)		
Smile—Bourne (Bourne)		
The Naughty Lady of Shady Lane—Sterling (Paxton)		
A Skyblue Shirt and a Rainbow Tie—Lawrence Wright (*)		
My Son, My Son—Kassner (Kassner)		
I Love Paris—Chappell (Chappell)		
My Friend—Chappell (Paxton)		



# 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

BAZOOM		
ARIVEDERCI	The Cheers	2921
CONFUSED		
BELLE FROM BARCELONA	Dean Martin	3011
HAJJI BABA		
UNBELIEVABLE	Nat (King) Cole	2949
LING, TING, TONG		
I'M ALONE	The Five Keys	2945
MELODY OF LOVE	Frank Sinatra	
I'M GONNA LIVE TILL I DIE	Ray Anthony	3018
SONG IN BLUE		
SOMEDAY, SWEETHEART	Les Paul & Mary Ford	3015
TWEEDLE DEE		
HEARTS OF STONE	Vicki Young	3008
WHADAYA WANT!		
BERNIE'S TUNE	The Cheers	3019
WHAT DO YOU KNOW ABOUT LOVE		
MY HEART'S DELIGHT	Dakota Slaton	3010
WHITHER THOU GOEST		
MANDOLINO	Les Paul & Mary Ford	2928

## COMING UP FAST Listed Alphabetically

THE BUNNY HOP		
THE HOKEY POKEY	Ray Anthony	2427
DON'T GO, DON'T GO, DON'T GO		
CAN YOU	Micki Marlo	3016
HONEY BUNCH		
WRITE ME, BABY	The Four Knights	3024
MY LOVE SONG TO YOU		
AFTER MY LAUGHTER CAME TEARS	Bob Manning	3014
MY SON, MY SON		
MY OWN TRUE LOVE	Margaret Whiting	2996
THE SAND AND THE SEA		
DARLING JE VOUS AIME BEAUCOUP	Nat (King) Cole	3027
THE SONG FROM DESIREE		
THE FINGER OF SUSPICION POINTS AT YOU	Jane Froman	2979

## LATEST RELEASES

Numbers  
455 & 456

WHADAYA WANT! BERNIE'S TUNE	The Cheers	3019
SNOW DREAMS GREEN FIRE	Connie Russell	3020
LET ME IN THERE, BABY I'LL NEVER CHANGE MY MIND ABOUT YOU	Billy Strange	3021
WHEN THE SAINTS GO MARCHING IN ALL THE WAY	The Jordanares	3022
A KING OR A SLAVE IF YOU CARED	Bobby Milano	3023
HONEY BUNCH WRITE ME, BABY	The Four Knights	3024
LOVIN' SEASON THIS KISS MUST LAST FOREVER	Sonny James	3025
WEST OF SAMOA FLIPPIN' THE LID	Speedy West, Jimmy Bryant	3026

## BEST SELLING— POPULAR ALBUMS Listed Alphabetically

ARTHUR MURRAY MODERN WALTZES	Les Baxter	45 rpm "EP" No. EBF-548 33 1/2 rpm No. H-548
ARTHUR MURRAY SWING FOX TROTS	Ray Anthony	45 rpm "EP" No. EBF-546 33 1/2 rpm No. H-546
BARRELHOUSE, BOOGIE AND THE BLUES	Ella Mae Morse	45 rpm "EP" No. EAP-1-513 & EAP-2-513 33 1/2 rpm No. H-513
ELLINGTON '55	Duke Ellington	45 rpm "EP" No. EAP-1-2-3-4-521 33 1/2 rpm No. T-521
FIREMEN'S BALL	Joe (Fingers) Carr	45 rpm "EP" No. EAP-1-527 & EAP-2-527 33 1/2 rpm No. H-527
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 MAKE YOU MISTY	Jackie Gleason	45 rpm "EP" No. EBF-455 33 1/2 rpm No. H-455
SOMETHING COOL	June Christy	45 rpm "EP" No. EBF-516 33 1/2 rpm No. H-516
SWING EASY	Frank Sinatra	45 rpm "EP" No. EAP-1-528 & EAP-2-528 & EBF-528 33 1/2 rpm No. H-528
TODAY'S TOP HITS, VOLUME XII	Nat (King) Cole, Les Paul & Mary Ford	33 1/2 rpm No. T-9122
TOP HITS OF '54, VOLUME II	Top Artists	45 rpm "EP" No. EAP-1-9119 & EAP-2-9119 33 1/2 rpm No. H-9119
VOICES IN MODERN	The Four Freshmen	45 rpm "EP" No. EAP-1-522 & EAP-2-522 33 1/2 rpm No. H-522

## TOP SELLERS— COUNTRY & HILLBILLY Listed Alphabetically

ANNIE OVER IF LOVIN' YOU IS WRONG	Hank Thompson	3030
THE BANDIT PRAIRIE HOME	Tex Ritter	2916
DARDANELLA JOHNSON RAG	Hank Thompson	2998
DON'T RUSH ME PLEASE DON'T DIVORCE ME	Jean Shepard	2994
IF THAT'S THE FASHION IF YOU AIN'T LOVIN'	Faron Young	2953
LITTLE TOM I FEEL BETTER ALL OVER	Ferlin Huskey	3001
THE NEW GREEN LIGHT A LONELY HEART KNOWS	Hank Thompson	2920
SMOKE COMES OUT MY CHIMNEY JUST THE SAME	Skeets McDonald	2976
EACH TIME A NEW LOVE DIES		
UNTIED BOOB-I-LAK	Tommy Collins	3017
WAIT A LITTLE LONGER PLEASE, JESUS I'M GONNA SERVE HIM	Chester Smith	2941
WHALE OF A TALE HIGH ON A MOUNTAIN TOP	Tex Ritter	3003
WHATCHA GONNA DO NOW YOU'RE FOR ME	Tommy Collins	2891

## BEST SELLING— "EP" ALBUMS Listed Alphabetically

DEAN MARTIN	MELANCHOLY SERENADE	Jackie Gleason
45 rpm "EP" No. EAP-1-9123	45 rpm "EP" No. EAP-1-532	
FRANK SINATRA SINGS SONGS FROM THE PICTURE "YOUNG-AT-HEART"	NAT (KING) COLE SINGS	
45 rpm "EP" No. EAP-1-571	45 rpm "EP" No. EAP-1-9120	
JACKIE GLEASON PLAYS ROMANTIC JAZZ	SADDLE SHOE SHUFFLE	Ray Anthony
45 rpm "EP" No. EAP-1-568	45 rpm "EP" No. EAP-1-557	
LES PAUL AND MARY FORD	WHITHER THOU GOEST	Les Paul & Mary Ford
45 rpm "EP" No. EAP-1-9121	45 rpm "EP" No. EAP-1-559	
MAMBO	WOODY HERMAN SPECIALS	
45 rpm "EP" No. EAP-1-545	45 rpm "EP" No. EAP-1-556	

## "Specialized" HIGH-FIDELITY ALBUMS

Listed Alphabetically

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

## BEST SELLING—CLASSICAL ALBUMS Listed Alphabetically

ANTHEIL "CAPITAL OF THE WORLD," BANFIELD "THE COMBAT"—Ballet Theatre Orchestra Conducted by Joseph Levine	33 1/2 rpm No. P-8278
BIZET "SUITE FROM CARMEN," GOUNOD "BALLET MUSIC FROM FAUST"—Vladimir Golschmann Conducting the St. Louis Symphony Orchestra	33 1/2 rpm No. P-8288
BRAHMS "CONCERTO IN D MAJOR, OP. 77"—Nathan Milstein, violin with the Pittsburgh Symphony Orchestra Conducted by William Steinberg	33 1/2 rpm No. P-8271
CHOPIN "LES SYLPHIDES," TCHAIKOVSKY "PRINCESS AURORA"—The Ballet Theatre Orchestra Conducted by Joseph Levine	33 1/2 rpm No. P-8193
ECHOES OF SPAIN—Carmen Dragon Conducting the Hollywood Bowl Symphony Orchestra	33 1/2 rpm No. P-8275
MEYERBEER "CONCERTO IN E MINOR, OP. 64," BRUCH "CONCERTO IN G MINOR, OP. 26"—Nathan Milstein, violin with the Pittsburgh Symphony Orchestra Conducted by William Steinberg	33 1/2 rpm No. P-8243
SAINT-SAENS "CARNIVAL OF THE ANIMALS," IBERT "DIVERTISSEMENT"—Felix Slatkin Conducting the Concert Arts Orchestra	33 1/2 rpm No. P-8270
SONGS OF STEPHEN FOSTER—Roger Wagner Conducting the Roger Wagner Chorale	33 1/2 rpm No. P-8267
STARLIGHT CONCERT—Carmen Dragon Conducting the Hollywood Bowl Symphony Orchestra	33 1/2 rpm No. P-8276
TCHAIKOVSKY "THE NUTCRACKER SUITE" & "SUITE FROM THE SWAN LAKE"—French National Symphony Orchestra Conducted by Roger Desormiere	33 1/2 rpm No. P-8140

THREE NEW CAPITOL SINGLES... BY TOP CAPITOL ARTISTS...

## THE FOUR KNIGHTS

HONEY BUNCH  
WRITE ME, BABY

record no. 3024



## BIG DAVE

AND HIS ORCHESTRA

ROCK AND ROLL PARTY  
YOUR KIND OF LOVE

record no. 3028



## THE FIVE KEYS

CLOSE YOUR EYES  
DOGGONE IT, YOU DID IT

record no. 3032





**Columbia's  
FESTIVAL OF  
HITS!**

**MITCH MILLER**

Orchestra & Chorus

**FOLLOW  
ME**



b/w The Singing Lesson

Columbia Record 40409

**PETER LIND HAYES  
and MARY HEALY**

**JERRY VALE**

Orchestra & Chorus  
under direction of Jimmy Carroll

**COULD BE  
I LOVE  
YOU**



b/w The Year We Fell In Love Columbia Record 40419

**I LIVE  
FOR ONLY  
YOU**



From the South-American  
Song Success, "India"

b/w Hey, PUNCHINELLO

Columbia Record 40429

**MERV GRIFFIN**

Orchestra & Chorus  
directed by Jimmy Carroll — Buddy Weed, Harpsichord

**DON CHERRY**

and **PERCY FAITH** Orchestra



**HOT  
CHA  
CHA**

b/w I Never Has Seen Snow Columbia Record 40424

**CLEAN  
BREAK**



**TELL IT TO  
ME AGAIN**

Columbia Record 40421

**COLUMBIA RECORDS**

"Columbia" Trade-mark Reg. U. S. Pat. Off. Mervyn Sefton, Inc. N.Y.C.

COLUMBIA is proud to present its first releases  
by the world's greatest gospel singer

# MAHALIA JACKSON



with the Falls-Jones Ensemble

A RUSTY OLD HALO  
THE TREASURES *of* LOVE

40411 • 4-40411

WALK OVER GOD'S HEAVEN  
JESUS MET THE WOMAN  
*at the* WELL

40412 • 4-40412

all on Extended Play Single B-2010



**COLUMBIA RECORDS**

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# The Billboard Music Popularity Charts

# POPULAR RECORDS

## • Best Sellers in Stores

For survey week ending January 19

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
1. LET ME GO, LOVER—J. Weber.....	1	9
Marionette—Col 40366—BMI		
2. MR. SANDMAN—Chordettes.....	2	14
I Don't Wanna See You Cryin'— Cadence 1247—ASCAP		
3. HEARTS OF STONE—Fontane Sisters.	4	8
Bless Your Heart—Dot 15265—BMI		
4. NAUGHTY LADY OF SHADY LANE— Ames Brothers.....	3	10
Addio—V 20-5897—ASCAP		
5. SINCERELY—McGuire Sisters.....	6	4
No More—(27)—Coral 61323—BMI		
6. MELODY OF LOVE—B. Vaughn....	7	8
Joy Ride—Dot 15247—ASCAP		
7. THAT'S ALL I WANT FROM YOU— J. P. Morgan.....	10	10
Dawn—V 20-5896—BMI		
8. NO MORE—DeJohn Sisters.....	13	5
Theresa—Epic 9085—BMI		
9. MAKE YOURSELF COMFORTABLE— S. Vaughan.....	8	10
Idle Gossip—Mercury 70469—ASCAP		
10. TEACH ME TONIGHT— DeCastro Sisters.....	5	17
It's Love—Abbott 3001—ASCAP		
11. LET ME GO, LOVER—T. Brewer....	9	7
Moon Is on Fire—Coral 61315—BMI		
12. MELODY OF LOVE—D. Carroll....	21	4
La Golondrina—Mercury 70516—ASCAP		
13. EARTH ANGEL—Penguins.....	18	6
Hey Senorita—Dootone 348—BMI		
14. MR. SANDMAN—Four Aces.....	12	10
I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP		
15. DIM, DIM THE LIGHTS—B. Haley..	11	11
Happy Baby—Dec 29317—BMI		
16. I NEED YOU NOW—E. Fisher.....	17	22
Heaven Was Never Like This— V 20-5830—ASCAP		
17. MELODY OF LOVE—Four Aces.....	22	2
There's a Tavern in the Town— Dec 29395—ASCAP		
18. OPEN UP YOUR HEART— Cowboy Church Sunday School....	23	5
The Lord Is Counting on You— Dec 29367—BMI		
19. COUNT YOUR BLESSINGS—E. Fisher	16	14
Fanny—V 20-5871—ASCAP		
20. THIS OLE HOUSE—R. Clooney....	15	26
Hey, There—Col 40266—BMI		
20. HEARTS OF STONE—Charms.....	20	10
Who Knows—DeLuxe 6062—BMI		
22. TWEEDLE DEE—G. Gibbs.....	-	1
You're Wrong, All Wrong— Mercury 70517—BMI		
23. SHAKE, RATTLE AND ROLL— B. Haley.....	14	24
A B C Boogie—Dec 29204—BMI		
24. KO KO MO—Crew Cuts.....	-	1
Earth Angel—Mercury 70529—BMI		
25. TWEEDLE DEE—L. Baker.....	25	3
Tomorrow Night—Atlantic 1047—BMI		
26. SONG OF THE BAREFOOT CONTESSA—H. Winterhalter.....	27	3
Land of Dreams—(39)—V 20-5888—ASCAP		
27. NO MORE—McGuire Sisters.....	-	1
Sincerely—(5)—Coral 61323—BMI		
27. PAPA LOVES MAMBO—P. Como... 19	18	
Things I Didn't Do—V 20-5857—ASCAP		
29. LING, TING, TONG—Five Keys....	-	1
I'm Alone—Cap 2945—BMI		
30. MAMBO ITALIANO—R. Clooney....	24	12
We'll Be Together Again—Col. 40961—ASCAP		

## • This Week's Best Buys

THE CRAZY OTTO — Johnny Maddox — Dot 15325

In this zany novelty, Maddox is enjoying one of his biggest records in quite a while. Boston, New York, Philadelphia, Buffalo, Pittsburgh, Chicago, Milwaukee, Nashville, Durham, Atlanta, Richmond and St. Louis were among the territories that reported strong sales this week. Flip is "Humoresque." A previous Billboard "Spotlight" pick.

EVERLOVIN' (Tannen, BMI)—Patti Page—Mercury 70528

The singer is maintaining her high batting average, from all indications of early sales reports on this most recent release of hers. The disk moved out quickly and with accelerating speed in New England, Philadelphia, Pittsburgh, Buffalo, Cincinnati, Cleveland, Milwaukee, Nashville, Richmond, Durham and St. Louis. Flip is "You Too Can Be a Dreamer" (Mills, ASCAP). A previous Billboard "Spotlight" pick.

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

HOW IMPORTANT CAN IT BE? (Laurel, ASCAP)—Joni James—M-G-M 11919

Tho the competition on this tune is heavy, Joni James has taken a decisive early lead. Territories where this disk was delivered first and sent off in a big way included New York, Providence, Philadelphia, Buffalo and Pittsburgh. Initial sales reaction was also good in St. Louis and Cincinnati. Some areas received the Sarah Vaughan and Lou Monte versions of this tune at about the same time as the James disk and were giving it competition. The flip is "This Is My Confession" (Miller, ASCAP). A previous Billboard "Spotlight" pick.

MALAGUENA (E. B. Marks, BMI)—Caterina Valente—Decca 29394

In the past two weeks this German language disk has gained coast-to-coast acceptance and has achieved an unusually good spread of enthusiastic sales reports. Los Angeles, St. Louis, Milwaukee, Pittsburgh, Chicago, Cincinnati, Buffalo and New York were among them. Flip is "Mambo from Chile" (Copar, BMI). A previous Billboard "Spotlight" pick.

## • Most Played in Juke Boxes

For survey week ending January 19

RECORDS are ranked in order of the greatest number of plays in juke boxes throught 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
1. LET ME GO, LOVER—J. Weber.....	1	8
Marionette—Col 40366—BMI		
2. MR. SANDMAN—Chordettes.....	2	12
I Don't Wanna See You Cryin'— Cadence 1247—ASCAP		
3. HEARTS OF STONE—Fontane Sisters	4	7
Bless Your Heart—Dot 15265—BMI		
4. NAUGHTY LADY OF SHADY LANE— Ames Brothers.....	3	8
Addio—V 20-5897—ASCAP		
5. TEACH ME TONIGHT— DeCastro Sisters.....	5	16
It's Love—Abbott 3001—ASCAP		
6. MR. SANDMAN—Four Aces.....	6	9
I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP		
7. LET ME GO, LOVER—T. Brewer....	8	6
Moon Is on Fire—Coral 61315—BMI		
8. I NEED YOU NOW—E. Fisher.....	7	22
Heaven Was Never Like This— V 20-5830—ASCAP		
9. MAKE YOURSELF COMFORTABLE— S. Vaughan.....	10	5
Idle Gossip—Mercury 70469—ASCAP		
9. SINCERELY—McGuire Sisters.....	17	2
No More—(20)—Coral 61323—BMI		
11. THAT'S ALL I WANT FROM YOU— J. P. Morgan.....	11	6
Dawn—V 20-5896—BMI		
12. MELODY OF LOVE—B. Vaughn....	13	4
Joy Ride—Dot 15247—ASCAP		
13. COUNT YOUR BLESSINGS—E. Fisher	9	11
Fanny—V 20-5871—ASCAP		
13. THIS OLE HOUSE—R. Clooney....	11	25
Hey, There—Col 40266—BMI		
15. MELODY OF LOVE—Four Aces....	17	3
There's a Tavern in the Town— Dec 29395—ASCAP		
16. LET ME GO, LOVER—P. Page.....	14	3
Hocus Pocus—Mercury 70511—BMI		
16. SHAKE, RATTLE AND ROLL— B. Haley.....	19	19
ABC Boogie—Dec 29204—BMI		
18. TEACH ME TONIGHT—J. Stafford..	19	6
Suddenly—Col 40351—ASCAP		
18. NO MORE—DeJohn Sisters.....	-	1
Theresa—Epic 9085—BMI		
20. NO MORE—McGuire Sisters.....	-	1
Sincerely—(9)—Coral 61323—BMI		
20. HEARTS OF STONE—Charms.....	-	1
Who Knows—DeLuxe 6062—BMI		

## • Most Played by Jockeys

For survey week ending January 19

RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows throught 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
1. LET ME GO, LOVER—J. Weber.....	2	8
Marionette—Col 40366—BMI		
2. MR. SANDMAN—Chordettes.....	1	14
I Don't Wanna See You Cryin'— Cadence 1247—ASCAP		
3. HEARTS OF STONE—Fontane Sisters	4	8
Bless Your Heart—Dot 15265—BMI		
4. NAUGHTY LADY OF SHADY LANE— Ames Brothers.....	3	11
Addio—V 20-5897—ASCAP		
5. SINCERELY—McGuire Sisters.....	10	3
No More—Coral 61323—BMI		
6. MAKE YOURSELF COMFORTABLE— S. Vaughan.....	6	10
Idle Gossip—Mercury 70469—ASCAP		
7. THAT'S ALL I WANT FROM YOU— J. P. Morgan.....	9	8
Dawn—V 20-5896—BMI		
8. NO MORE—DeJohn Sisters.....	8	6
Theresa—Epic 9085—BMI		
9. MR. SANDMAN—Four Aces.....	7	10
I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP		
10. TEACH ME TONIGHT— DeCastro Sisters.....	5	16
It's Love—Abbott 3001—ASCAP		
11. MELODY OF LOVE—B. Vaughn....	12	3
Joy Ride—Dot 15247—ASCAP		
12. MELODY OF LOVE—D. Carroll....	14	2
Golondrina, La—Mercury 70516—ASCAP		
13. LET ME GO, LOVER—T. Brewer....	11	7
Moon Is on Fire—Coral 61315—BMI		
14. LET ME GO, LOVER—P. Page.....	16	7
Hocus Pocus—Mercury 70511—BMI		
15. MELODY OF LOVE—Four Aces....	15	2
There's a Tavern in the Town— Dec 29395—ASCAP		
16. I NEED YOU NOW—E. Fisher.....	13	21
Heaven Was Never Like This— V 20-5830—ASCAP		
17. EARTH ANGEL—Penguins.....	-	1
Hey, Senorita—Dootone 348—BMI		
18. OPEN UP YOUR HEART— Cowboy Church Sunday School....	-	1
Lord Is Counting on You—Dec 29367—BMI		
19. TWEEDLE DEE—G. Gibbs.....	-	1
You're Wrong, All Wrong—Mercury 70517—BMI		
20. NO MORE—McGuire Sisters.....	-	1
Sincerely—Coral 61323—BMI		



# RUSTY DRAPER

TWO SOLID RELEASES

## "Lookin' Back"

and

## "Shame On You"

MERCURY 70526 • 70526X45



# EDDY HOWARD

## 'Old Memories'

Coupled with

## "The Finger Of Suspicion"

MERCURY 70533 • 70533X45

### CURRENT HITS

"Make Yourself Comfortable"

## SARAH VAUGHAN

Coupled with "IDLE GOSSIP"

MERCURY 70469 • 70469X45

"Melody Of Love"

## DAVID CARROLL

Coupled with "LA GOLONDRINA"

MERCURY 70516 • 70516X45

"Tweedle Dee"

## GEORGIA GIBBS

Coupled with "YOU'RE WRONG, ALL WRONG"

MERCURY 70517 • 70517X45

### COMING UP FAST

"Kokomo"

and

"Earth Angel"

## CREW CUTS

MERCURY 70529 • 70529X45

"Everlovin"

and

"You Too Can Be A Dreamer"

## PATTI PAGE

MERCURY 70528 • 70528X45

"How Important Can It Be"

## SARAH VAUGHAN

Coupled with "WALTZING DOWN THE AISLE"

MERCURY 70534 • 70534X45

"Blue Mirage"

## RALPH MARGERIE

And His Orchestra + Strings

Coupled with "REMEMBER ME"

MERCURY 70535 • 70535X45

"It May Sound Silly"

and

"Rock Love"

## BILL FARRELL

MERCURY 70539 • 70539X45

"That's All I Want From You"

## Dinah Washington

Coupled with "YOU STAY ON MY MIND"

MERCURY 70537 • 70537X45



# MGM'S BIG 5 for '55

## THIS WEEK!



Watch this space every week for M-G-M Records campaign on 5 top records of the week.

1

### BILLY ECKSTINE

**THE LIFE OF THE PARTY** | **WHAT MORE IS THERE TO SAY**

MGM 11915 78 rpm • K11915 45 rpm

2

### BETTY MADIGAN

**I HAD THE FUNNIEST FEELING** | **BE A LITTLE DARLIN'**

MGM 11903 78 rpm • K11903 45 rpm

VARIETY BEST BET  
CASH BOX SLEEPER OF THE WEEK

3

### THE NATURALS

**THE FINGER OF SUSPICION**

and **REMEMBER**

MGM 11918 78 rpm • K11918 45 rpm

4

### TOMMY MARA

**PLEDGING MY LOVE**

and **HONEY BUNCH**

MGM 11931 78 rpm • K11931 45 rpm

5

### PAT O'DAY

**A RUSTY OLD HALO**

and **TING-A-LING**

MGM 11930 78 rpm • K11930 45 rpm

**EARTH ANGEL**  
and **STEP CAREFUL, HEART**

MGM 11904 78 rpm  
K11904 45 rpm

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT

#### BOB STEWART

### A Million Stars

and  
Yours for the Asking  
MGM 11902 78 rpm  
K11902 45 rpm

#### DICK HYMAN TRIO

**STARDUST** | **PANAMA**  
MGM 11916 78 rpm  
K11916 45 rpm

#### FRANKLYN MacCORMACK

### Melody of Love

(WHY I LOVE YOU)  
and  
Touching Shoulders  
MGM 11908 78 rpm  
K11908 45 rpm

#### DEAN PARKER

**Green Fire**  
and  
I See Ahead  
MGM 11912 78 rpm  
K11912 45 rpm

#### THE FOUR JONES

**OH, HOW I MISS YOU TONIGHT** | **SLOW DOWN, BABY, SLOW DOWN**  
MGM 11911 78 rpm  
K11911 45 rpm

#### GINNY GIBSON

**ONCE THERE WAS A LITTLE GIRL** | **LIKE MA-A-D**  
MGM 11913 78 rpm  
K11913 45 rpm

#### THE NOCTURNES

**THESE ARE THE THINGS WE'LL SHARE** | **HEY, PUNCHINELLO**  
MGM 11906 78 rpm  
K11906 45 rpm

#### SHEB WOOLEY

**I FLIPPED** | **38-24-35**  
MGM 11910 78 rpm  
K11910 45 rpm

#### FRED ROSE

**OLD MAN OF THE SEA** | **A NEW FLAME**  
MGM 11909 78 rpm  
K11909 45 rpm

#### DAVE DENNY

**THE FATE OF A FALLEN ROSE** | **I JUST CAN'T LET YOU GO**  
MGM 11905 78 rpm  
K11905 45 rpm

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Territorial Best Sellers

For survey week ending January 19  
Listings are based on late reports secured from top dealers in each of the markets listed.

#### Atlanta

1. That's All I Want From You J. P. Morgan, V.
2. Make Yourself Comfortable S. Vaughan, Mer.
3. Mr. Sandman, Chordettes, Cdc.
4. Let Me Go, Lover, T. Brewer, Cor.
5. Let Me Go, Lover, J. Weber, Col.
6. Melody of Love, B. Vaughn, Dot
7. Sincerely, McGuire Sisters, Cor.
8. Count Your Blessings, E. Fisher, V.
9. Naughty Lady of Shady Lane Ames Brothers, V.
10. Dim, Dim the Lights, B. Haley, Dec.

#### Balti.-Wash.

1. Hearts of Stone, Fontane Sisters, Dot
2. Let Me Go, Lover, J. Weber, Col.
3. Sincerely, McGuire Sisters, Cor.
4. Mr. Sandman, Chordettes, Cdc.
5. Naughty Lady of Shady Lane Ames Brothers, V.
6. No More, DeJohn Sisters, Epl.
7. Teach Me Tonight DeCastro Sisters, Abb.
8. Shake, Rattle and Roll, B. Haley, Dec.
9. Melody of Love, D. Carroll, Mer.
10. Melody of Love, B. Vaughn, Dot

#### Boston

1. Sincerely, McGuire Sisters, Cor.
2. Melody of Love, D. Carroll, Mer.
3. Mr. Sandman, Chordettes, Cdc.
4. Let Me Go, Lover, J. Weber, Col.
5. Dim, Dim the Lights, B. Haley, Dec.
6. Melody of Love, B. Vaughn, Dot
7. Hearts of Stone, Fontane Sisters, Dot
8. No More, DeJohn Sisters, Epl.
9. Tweedle Dee, G. Gibbs, Mer.
10. Naughty Lady of Shady Lane Ames Brothers, V.

#### Buffalo

1. Sincerely, McGuire Sisters, Cor.
2. Hearts of Stone, Fontane Sisters, Dot
3. Mr. Sandman, Chordettes, Cdc.
4. Ko Ko Mo, Crew Cuts, Mer.
5. Let Me Go, Lover, J. Weber, Col.
6. Naughty Lady of Shady Lane Ames Brothers, V.

#### Chicago

1. Melody of Love, B. Vaughn, Dot
2. Hearts of Stone, Fontane Sisters, Dot
3. That's All I Want From You J. P. Morgan, V.
4. No More, DeJohn Sisters, Epl.
5. Mr. Sandman, Chordettes, Cdc.
6. Melody of Love, D. Carroll, Mer.
7. Earth Angel, Penguins, Dtn.
8. Tweedle Dee, G. Gibbs, Mer.
9. Melody of Love, Four Aces, Dec.
10. Dim, Dim the Lights, B. Haley, Dec.

#### Cincinnati

1. Naughty Lady of Shady Lane Ames Brothers, V.
2. Melody of Love, B. Vaughn, Dot
3. Mr. Sandman, Chordettes, Cdc.
4. Let Me Go, Lover, J. Weber, Col.
5. Sincerely, McGuire Sisters, Cor.
6. Hearts of Stone, Fontane Sisters, Dot
7. Make Yourself Comfortable S. Vaughan, Mer.
8. That's All I Want From You J. P. Morgan, V.
9. Tweedle Dee, G. Gibbs, Mer.
10. Melody of Love, D. Carroll, Mer.

#### Cleveland

1. Melody of Love, B. Vaughn, Dot
2. Earth Angel, Penguins, Dtn.
3. Sincerely, McGuire Sisters, Cor.
4. Tweedle Dee, L. Baker, Atl.
5. Ko Ko Mo, Crew Cuts, Mer.
6. Cherry Pink and Apple Blossom White P. Prado, V.
7. Open Up Your Heart Cowboy Church Sunday School, Dec.
8. Let Me Go, Lover, J. Weber, Col.
9. No More, DeJohn Sisters, Epl.
10. Mr. Sandman, Chordettes, Cdc.

#### Dallas-Fort Worth

1. Hearts of Stone, Fontane Sisters, Dot
2. Let Me Go, Lover, J. Weber, Col.
3. Sincerely, McGuire Sisters, Cor.
4. Mr. Sandman, Chordettes, Cdc.
5. Make Yourself Comfortable S. Vaughan, Mer.
6. Hearts of Stone, Charms, Del.
7. Mr. Sandman, Four Aces, Dec.
8. Tweedle Dee, L. Baker, Atl.
9. No More, DeJohn Sisters, Epl.
10. Earth Angel, Penguins, Dtn.

#### Denver

1. Naughty Lady of Shady Lane Ames Brothers, V.
2. Mr. Sandman, Chordettes, Cdc.
3. Let Me Go, Lover, T. Brewer, Cor.
4. Hearts of Stone, Charms, Del.
5. Dim, Dim the Lights, B. Haley, Dec.
6. Let Me Go, Lover, J. Weber, Col.
7. Sincerely, McGuire Sisters, Cor.
8. I Need You Now, E. Fisher, V.
9. That's All I Want From You J. P. Morgan, V.
10. Count Your Blessings, E. Fisher, V.

#### Detroit

1. Sincerely, McGuire Sisters, Cor.
2. Melody of Love, D. Carroll, Mer.
3. Ko Ko Mo, Crew Cuts, Mer.
4. Ling, Ting, Tong, Charms, Del.
5. Tweedle Dee, G. Gibbs, Mer.
6. Tweedle Dee, L. Baker, Atl.
7. Hearts of Stone, Fontane Sisters, Dot
8. Crazy Otto Medley, Happy Otto, Dec.
9. Melody of Love, Four Aces, Dec.
10. Mr. Sandman, Chordettes, Cdc.

#### Kansas City

1. No More, DeJohn Sisters, Epl.
2. Hearts of Stone, Fontane Sisters, Dot
3. Sincerely, McGuire Sisters, Cor.
4. Let Me Go, Lover, J. Weber, Col.
5. I Love You Madly, Four Coins, Epl.
6. Open Up Your Heart Cowboy Church Sunday School, Dec.

7. Melody of Love, Ink Spots, Kng.
8. Mr. Sandman, Chordettes, Cdc.
9. Melody of Love, B. Vaughn, Dot
10. Ko Ko Mo, B. Clooney-B. Darnell, X

#### Los Angeles

1. Mr. Sandman, Chordettes, Cdc.
2. Let Me Go, Lover, T. Brewer, Cor.
3. Naughty Lady of Shady Lane Ames Brothers, V.
4. Let Me Go, Lover, J. Weber, Col.
5. Hearts of Stone, Fontane Sisters, Dot
6. Melody of Love, L. Diamond, V.
7. Teach Me Tonight DeCastro Sisters, Abb.
8. I Need You Now, E. Fisher, V.
9. That's All I Want From You J. P. Morgan, V.
10. Count Your Blessings, E. Fisher, V.

#### Milwaukee

1. Hearts of Stone, Fontane Sisters, Dot
2. Sincerely, McGuire Sisters, Cor.
3. Melody of Love, D. Carroll, Mer.
4. Open Up Your Heart Cowboy Church Sunday School, Dec.
5. Mr. Sandman, Chordettes, Cdc.
6. Let Me Go, Lover, J. Weber, Col.
7. Earth Angel, Penguins, Dtn.
8. Dim, Dim the Lights, B. Haley, Dec.
9. Melody of Love, B. Vaughn, Dot
10. Earth Angel, Crew Cuts, Mer.

#### Mpls.-St. Paul

1. Sincerely, McGuire Sisters, Cor.
2. Mr. Sandman, Chordettes, Cdc.
3. Open Up Your Heart Cowboy Church Sunday School, Dec.
4. Let Me Go, Lover, J. Weber, Col.
5. Hearts of Stone, Fontane Sisters, Dot
6. Melody of Love, B. Vaughn, Dot

#### New Orleans

1. Let Me Go, Lover, J. Weber, Col.
2. That's All I Want From You J. P. Morgan, V.
3. Sincerely, McGuire Sisters, Cor.
4. Naughty Lady of Shady Lane Ames Brothers, V.
5. Mr. Sandman, Four Aces, Dec.
6. I Need You Now, E. Fisher, V.
7. Melody of Love, Four Aces, Dec.
8. Ling, Ting, Tong, Five Keys, Cap.
9. Make Yourself Comfortable S. Vaughan, Mer.
10. Song of the Barefoot Contessa H. Winterhalter, V.

#### New York

1. Let Me Go, Lover, J. Weber, Col.
2. Mr. Sandman, Chordettes, Cdc.
3. Melody of Love, B. Vaughn, Dot
4. Earth Angel, Penguins, Dtn.
5. Count Your Blessings, E. Fisher, V.
6. Naughty Lady of Shady Lane Ames Brothers, V.
7. No More, DeJohn Sisters, Epl.
8. Hearts of Stone, Fontane Sisters, Dot
9. I Need You Now, E. Fisher, V.
10. Papa Loves Mambo, P. Como, V.

#### Philadelphia

1. Naughty Lady of Shady Lane Ames Brothers, V.
2. No More, DeJohn Sisters, Epl.
3. Mr. Sandman, Chordettes, Cdc.
4. Make Yourself Comfortable S. Vaughan, Mer.
5. Let Me Go, Lover, J. Weber, Col.
6. Sincerely, McGuire Sisters, Cor.
7. Hearts of Stone, Fontane Sisters, Dot
8. Melody of Love, B. Vaughn, Dot
9. Earth Angel, G. Mann, Son
10. Teach Me Tonight DeCastro Sisters, Abb.

#### Pittsburgh

1. Sincerely, McGuire Sisters, Cor.
2. Earth Angel, Penguins, Dtn.
3. Let Me Go, Lover, J. Weber, Col.
4. Melody of Love, B. Vaughn, Dot
5. Mr. Sandman, Chordettes, Cdc.
6. Naughty Lady of Shady Lane Ames Brothers, V.
7. Tweedle Dee, G. Gibbs, Mer.
8. Hearts of Stone, Fontane Sisters, Dot
9. Darlin', Hilltoppers, Dot
10. That's All I Want From You J. P. Morgan, V.

#### St. Louis

1. Hearts of Stone, Fontane Sisters, Dot
2. Melody of Love, B. Vaughn, Dot
3. Sincerely, McGuire Sisters, Cor.
4. Let Me Go, Lover, J. Weber, Col.
5. Mr. Sandman, Chordettes, Cdc.
6. Naughty Lady of Shady Lane Ames Brothers, V.
7. Song of the Barefoot Contessa H. Winterhalter, V.
8. Runaround, Chuckles, X
9. Ko Ko Mo, P. Como, V.
10. Make Yourself Comfortable S. Vaughan, Mer.

#### San Francisco

1. Mr. Sandman, Chordettes, Cdc.
2. Naughty Lady of Shady Lane Ames Brothers, V.
3. Let Me Go, Lover, J. Weber, Col.
4. Hearts of Stone, Fontane Sisters, Dot
5. I Need You Now, E. Fisher, V.
6. Teach Me Tonight DeCastro Sisters, Abb.
7. Count Your Blessings, E. Fisher, V.

#### Seattle

1. Hearts of Stone, Fontane Sisters, Dot
2. Sincerely, McGuire Sisters, Cor.
3. Earth Angel, Penguins, Dtn.
4. Make Yourself Comfortable S. Vaughan, Mer.
5. Naughty Lady of Shady Lane Ames Brothers, V.
6. Let Me Go, Lover, J. Weber, Col.
7. Melody of Love, D. Carroll, Mer.
8. Mr. Sandman, Chordettes, Cdc.
9. That's All I Want From You J. P. Morgan, V.
10. Dim, Dim the Lights, B. Haley, Dec.



*Biggest hit of 'em all!*

# JONI JAMES

*How  
Important  
Can It  
Be?*

*This  
Is My  
Confession*

M-G-M 11919 78 rpm • K11919 45 rpm

THE BILLBOARD  
• **Review Spotlight on...**

**HOW IMPORTANT CAN IT BE?** (Laurel, ASCAP)—Joni James—M-G-M 11919

A powerful new tune, penned by Bennie Benjamin and George Weiss, looks like a strong contender with these new waxings. Joni James sells it in her own individual

Cash Box . . .

**HIT OF THE WEEK**

**RIDING  
HIGH  
WHEN  
WE COME  
OF AGE**

and  
**EVERY TIME YOU TELL  
ME YOU LOVE ME**  
MGM 11865 78 rpm  
K11865 45 rpm

# M-G-M Records

## AN OPEN LETTER:

# "I--undt Nobody But Nobody Else-- Am 'CRAZY OTTO'!

... undt I verk now  
for Decca!

Yes, I am Otto (der shrage Otto) or just plain Crazy Otto. I want to make this fact clear once and for all: I, Crazy Otto, am not the name of a song—I am a living, breathing, piano-playing (crazy) man. It is my music that the people of this wunderbar country have flipped over. My music and my piano.

It started when the Decca people released my Polydor "Medley" on the original imported discs carrying my credit line, "der shrage Otto." What a response! It was like a chain reaction. It was wunderbar; but—how did your people translate my name? Some said "Drunken Otto" (never touch a drop!) and some said unprintable things, but most people said "Happy Otto" (you see, they were kind; der shrage Otto means "The Crazy Otto"—but they didn't know I like being crazy!)

Comes Decca Records with an offer to record especially for them. It is a wunderbar thing and I am happy to do it. In fact, I am crazy with happiness to do it. So for my American premiere on the Decca label I record "SMILES" and "GLAD RAG DOLL" (Decca 29403 and 9-29403) and you kind, kind people have already received it with great enthusiasm. A few of these first discs still carried my credit line as "Happy Otto" (collector's items, I think you call them), but by this time I have convinced everybody that I really am crazy so Crazy Otto is once more Crazy Otto.

Already I have my imitators. Yes, they can imitate my style, maybe, but "The Crazy Otto SOUND"—this they cannot capture. Only on Decca can you find the Crazy Otto sound because it is my sound exclusively.

What is this sound?

Sorry, I cannot tell even you. It is Crazy Otto's secret. And my famous "Crazy Wire Box Piano"—that is also my secret. I'm not that crazy!

But you and all other wunderbar Americans can enjoy my sound on my new Decca recording of "Smiles" and "Glad Rag Doll"—and only this recording will give it to you.

Happy listening and selling and playing to you, from

Your grateful friend,



("Smiles" and "Glad Rag Doll" were recorded in Europe for Decca by Deutsche Grammophon)

## The Billboard Music Popularity Charts POPULAR RECORDS

### • Review Spotlight on...

#### RECORDS

##### JAYE P. MORGAN

Danger! Heartbreak Ahead (Robbins, ASCAP)  
Softly, Softly (Sherwin, ASCAP)—RCA Victor 6016—The thrush, who now has a solid hit riding for her in "That's All I Want From You," comes thru again with this powerful new disk. She sells the "Danger!" side with a sincerity that is most persuasive, and does another winning job on the flip. Coin-catching wax here.

##### FONTANE SISTERS

Rock Love (Jay & Cee, BMI)—Dot (No Number Available)—An exciting new r.&b. tune receives a lively performance from the hot fem group. They sell it with the sparkle they lent to "Hearts of Stone," and it has the same beat. Flip is "You're Mine" (Arc, BMI).

##### EDDIE FONTAINE

Rock Love (Jay & Cee, BMI)—"X" 96—A brand new warbler makes his debut on the label with a wild rendition of the new r.&b. tune, selling it with drive and vigor. And the backing is in the groove. A real comer, this Fontaine. Flip is "All My Love Belongs to You" (Lois, BMI).

##### TONY BENNETT

Close Your Eyes (Miller, ASCAP)—Columbia 40427—Tony Bennett returns to his "Cinnamon Sinner" beat with this lively new slicing. He sings the standard with style, backed with a big beat by the ork and chorus. This is fine juke fare. Flip is "It's Too Soon to Know" (E. H. Morris, ASCAP).

##### KAY STARR

If Anyone Finds This, I Love You (Ardmore, ASCAP)—RCA Victor 5999—Kay Starr debuts on the Victor label with an unusual story-ballad about a poor little orphan who desires affection. She socks it over in her own inimitable manner and her name power will help put it over. Flip is "Turn Right" (Starstan, BMI).

### • Reviews of New Pop Records

##### JONI JAMES

How Important Can It Be?.....87  
M-G-M 11919—A Billboard "Spotlight" 1-22-'55.  
This Is My Confession....80  
Another fine side. Again the thrush delivers one of her typical readings of a lovely new ballad.

##### HAPPY OTTO

Smiles.....86  
DECCA 29403—A Billboard "Spotlight" 1-22-'55. (Advanced, ASCAP)  
Glad Rag Doll.....85  
A Billboard "Spotlight" 1-22-'55.

##### LOU MONTE

How Important Can It Be?.....86  
VICTOR 5993—A Billboard "Spotlight" 1-22-'55. (Laurel, ASCAP)  
Truly Yours....76  
Monte renders the ballad smoothly. It's a pleasant effort that will please many. (Brandon, ASCAP)

##### JOHNNY MADDOX

The Crazy Otto.....85  
DOT 15325—A Billboard "Spotlight" 1-15-'55.  
Lumoresque....79  
Anton Dvorak's pretty melody in a ricky-tick piano arrangement by Maddox that ought to please his following. The thumping beat will ensure its success in most boxes. (Gallantia, BMI)

##### SARAH VAUGHAN

How Important Can It Be?.....85  
MERCURY 70534—A Billboard "Spotlight" 1-22-'55.  
Waltzing Down the Aisle....75  
Tangos, mambos and most other dance steps are all right in their place, but this gal wants to dance toward matrimony. A pleasant waxing by the thrush.

##### NAT "KING" COLE

Darling Je Vous Aime Beaucoup.....81  
CAPITOL 3027—The wonderful old classic is revived in a tender and beautifully phrased vocal rendition by the master chanter. This will please young and old alike and could sell lots of copies. (Chappell, ASCAP)  
The Sand and the Sea....80  
Professionally constructed ballad about the constancy of love is handed a mighty warm performance by Cole. Automatic spins—and frequently—can be anticipated. (Winnerton, BMI)

##### PERCY FAITH ORK

If Hearts Could Talk.....79  
COLUMBIA 40428—Percy Faith returns to his "Moulin Rouge" style with a new tune by the same composer, George Auric. It's a pretty thing, with a vocal by Bernadine Read, who has a Rosie Clooney quality. This disk has a chance for spins and coins. (Hill & Range, BMI)  
Blue Mirage....78  
Ear-pleasing new ditty is played by the lush Faith ork in catchy tango style, with a vocal by a choral group. This side, too, has a lot of merit, and the platter adds up to a potent two-sided record. (B. F. Woods, ASCAP)

##### RALPH MARIERIE

Blue Mirage.....79  
MERCURY 70535—Here's a mighty attractive instrumental performance by the Marierie ork of a very pretty and catchy new tune, which features Marierie's trumpet as well as stringed

backing. This one has a chance to break out. It's worth watching. (Mills, ASCAP)

##### Remember Me....74

The oldie is handled neatly here by the ork on another instrumental etching. (Witmark, ASCAP)

##### JUNE VALLI

Tell It to Me Again.....79  
VICTOR 5988—A warm vocal on a lovely new ballad, with effective backing by Henri Rene. It should please the thrush's fans and get many jock spins and loot. (Weiss & Barry, BMI)  
Young and Foolish....70  
A sincere vocal on a pretty ballad from the forthcoming musical "Plain and Fancy." (Chappell, ASCAP)

##### CONNIE BOSWELL

How Important Can It Be?.....78  
DECCA 29412—New tune getting a lot of attention from all of the recording firms is awarded a strong reading by Connie Boswell, with good support from a male vocal group. The competition is rough, but this disk should garner a share of the action.

##### Fill My Heart....76

Another first-rate vocal by the canary, this time on a ditty in the style of "If I Give My Heart to You." It, too, should get a lot of action from the deejays.

##### RAY ANTHONY ORK

Juke Box Boogie.....78  
CAPITOL 3029—Jump instrumental is given an infectious ride by the ork. The kids will like it fine as they pump nickels into neighborhood jukeboxes to hear it spin. (Moonlight, BMI)  
Heat Wave....74  
A tour de force by the Anthony ork. Odd percussion effects and a clever arrangement spark new interest in the Irving Berlin classic. Great listening. (Berlin, ASCAP)

##### GLORIA MANN

Earth Angel.....78  
SOUND 109—One of the strongest pop versions of this rhythm and blues hit to come out so far. While the backing has lost little of the flavor of the original, Miss Mann's handling of the vocal is distinctive and will sell wherever the Penguins have not saturated the market. (Dootsie Williams, BMI)

##### I Love You, Yes I Do....73

This sentimental ballad is also read with impressive style. The relaxed beat and prettily harmonized backing give Miss Mann fine support.

##### HUGO WINTERHALTER ORK

Un Grand Amour.....78  
VICTOR 6003—Here's a lovely melody done in the typically full-blown Winterhalter style. With the spins this is sure to get it might break thru as did "Barefoot Contessa" and "Land of Dreams." (Leeds, ASCAP)  
Say It Isn't the Night....72  
The Winterhalter ork and chorus has a melodic item here done in shuffle tempo. It's a neat reading. (Johnstone-Montel, BMI)

##### SAMMY DAVIS JR.

All of You.....76  
DECCA 29402—This is one of the best tunes in the forthcoming Cole Porter show "Silk Stockings," and

(Continued on page 44)

PLENTY OF RECORD ADS IN THIS ISSUE OF THE BILLBOARD,  
BUT YOU'LL FIND THE BIG HITS ON THIS PAGE!

**The Four Aces**

SING

**MELODY OF LOVE**

AND

THERE IS A TAVERN IN THE TOWN

DECCA 29395  
and 9-29395

**The Cowboy Church  
Sunday School**

SING

**OPEN UP YOUR HEART**

(And Let the Sunshine In)

AND

THE LORD IS COUNTING ON YOU

DECCA 29367  
and 9-29367

**Bill Haley AND HIS COMETS**

SING

**DIM, DIM THE LIGHTS**

AND

HAPPY BABY

DECCA 29317  
and 9-29317

**Bill Haley AND HIS COMETS**

SING

**SHAKE, RATTLE  
AND ROLL**

AND

A.B.C. BOOGIE

DECCA 29204  
and 9-29204

**Caterina Valente**

SINGS

**MALAGUENA**

AND

MAMBO FROM CHILE

DECCA 29394  
and 9-29304

**The Four Aces**

SING

**MISTER SANDMAN**

AND

IN APPLE BLOSSOM TIME

DECCA 29344  
and 9-29344

**Sammy Davis, Jr.**

SINGS

**LOVE**

(Your Magic Spell Is Everywhere)

AND

**THE BIRTH OF THE  
BLUES**

DECCA 29393  
and 9-29393

**Crazy Otto**

PLAYS

**SMILES**

AND

**GLAD RAG DOLL**

DECCA 29403  
and 9-29403

**The Mills Brothers**

SING

**PAPER VALENTINE**

AND

**THE URGE**

DECCA 29382  
and 9-29382

**Lenny Dee**

PLAYS

**PLANTATION BOOGIE**

AND

BIRTH OF THE BLUES

DECCA 29360  
and 9-29360

**Georgie Shaw**

SINGS

**UNSUSPECTING HEART**

AND

HOUSE OF FLOWERS

DECCA 29368  
and 9-29368

**The Commanders**

PLAY

**The ELEPHANTS TANGO**

AND

COMMANDERS OVERTURE

DECCA 29323  
and 9-29323

*The Big Pop Hits  
are the DECCA HITS!*

*America's Fastest  
Selling Records*



**Guy Lombardo**

PLAYS

**BLUE MIRAGE**

AND

GREENSLEEVES

DECCA 29377  
and 9-29377



# TWO HIT VERSIONS OF A GREAT SONG!

## Stuart HAMBLEN's

# OPEN UP YOUR HEART

*(and let the sunshine in)*

### THE McGUIRE SISTERS

Coral 61334 (78 RPM) and 9-61334 (45 RPM)

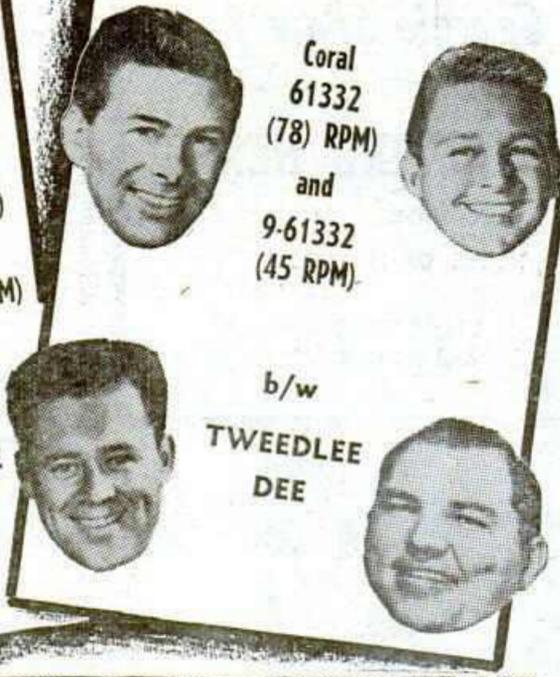
b/w MELODY OF LOVE



### THE LANCERS

Coral 61332 (78 RPM) and 9-61332 (45 RPM)

b/w TWEEDLEE DEE



## CORAL RECORDS

America's Fastest Growing Record Company

(A subsidiary of DECCA RECORDS, INC.)

## • Reviews of New Pop Records

• Continued from page 42

Davis does a silky, showmanly vocal job on it. (Chappell, ASCAP)  
**Six Bridges to Cross**...74  
The singer warbles this tune in a new Universal-International movie by the same name. A pleasant interpretation of a nice ballad, which should benefit from the movie tie-up. (Leeds, ASCAP)

**DICK CONTINO**  
**Adios**...75  
MERCURY 70536—The evergreen is handed a smooth performance here by Contino on accordion over a listenable ork arrangement. It's in the vein of recent Contino releases and should get lots of jock spins. (Southern, ASCAP)  
**Nightingale**...74  
Another warm instrumental rendition by Contino, this time, too, of a fine standard. Both sides are good for deejay programming. (Marks, BMI)

**LEROY HOLMES ORK**  
**The Bridges at Toko-Ri**...75  
M-G-M 11914—The motion picture theme (from the flick of the same name) is right in keeping with the kind of disk material with which Holmes has done best thus far. It's a lush sounding arrangement of a typical flick item. God wax. (Famous, ASCAP)  
**It's a Big, Wide, Wonderful World**...75  
The ultra-lovely John Rox ballad is handed a big, wide, wonderful reading by the lush Holmes ork and chorus. Could get this off on a revival, too. In any event it's a lovely reading of a lovely tune. (Broadcast, BMI)

**VAUGHN MONROE**  
**Main Event**...75  
VICTOR 6002—Monroe is back to the Latin-American tempo here an it's a cute ditty. He does nicely, too. (Meridian, BMI)  
**What a Difference a Day Made**...74  
The fine old standard is delivered with feeling by Monroe in a softly rhythmic reading which should get spins. (E. B. Marks, BMI)

**DON, DICK AND JIMMY**  
**Make Yourself Comfortable**...75  
CROWN 138—The boys offer a thoroughly enjoyable treatment of the novelty ballad, but it's doubtful if they can catch up with the Sarah Vaughan version, in view of their late start. (Hansen)  
**Song From Desiree**...73  
The lovely movie theme has yet to click on wax, and this version doesn't shape up as the one to make it.

**MARY SMALL**  
**A Little Boy's Prayer**...75  
EPIC 9090—Miss Small sells this one in super fine fashion. It's a lovely ballad item which should get deejay attention—particularly during the hours when mothers and fathers are apt to be listening. (Southern, ASCAP)  
**Razzle Dazzle**...70  
Okay reading of an okay rhythmic opus which sounds like night club act material of the first order. (Feist, ASCAP)

**LU ANN SIMMS**  
**I Wanna Hug Ya, Kiss Ya, Squeeze Ya**...74  
COLUMBIA 40430—Good pop version of a promising r.&b. tune, with Lu Ann turning in her best vocal efforts to date. It's got a chance in the current r.&b. oriented pop market.  
**I Might Drop Around in Your Dreams**...73  
The canary sings pleasantly, albeit rather placidly, on another r.&b. flavored tune, penned by Bob Merrill.

**ALAN DEAN**  
**Too Much in Love to Care**...74  
M-G-M 11920—This sounds like Dean's best since "Luna Rosa." It's an interesting and lush tango ballad which deserves deejay attention. Dean sings with heart, too. (Lowell, ASCAP)  
**The Ladder of Love**...71  
A neat shuffle-tempo item is handed a bouncy reading which is pleasant enough, tho it's not Dean's forte—this rhythmic/chanting. The arrangement is fine. (Ashland, BMI)

**JIMMY COOK**  
**Melody of Love**...74  
CROWN 139—Jimmy Cook comes thru with an impressive reading of the oldie, doing a good job with the new lyric. He is helped by a big ork. The record may get a token share of the loot, but it is rather late. (Shapiro-Bernstein, ASCAP)  
**Out in the Cold Again**...71  
Cook turns in a meaningful warble on the oldie, backed in old-fashioned style by the ork. (Joy, ASCAP)

**THE DOLPHINS**  
**Chicken Scratch**...74  
"X" 0082—The vocal group describes a new dance step here that could interest the kids if this rhythm & blues-flavored arrangement of it gets enough exposure. An effective novelty with a solid beat. (Campbell, BMI)  
**When the Angelus Is Ringing**...69  
A more conventional, rather old-fashioned pop ballad. The boys are smooth and harmonize the tune pleasantly, but are weighted down by the material. (Warock, ASCAP)

**THE METROTONES**  
**A Ting a Ling**...73  
COLUMBIA 40420—The Metrotones have a cute side here and they sell it brightly and with a beat. Their gimmick is not a new one, but it's

still attractive. The sound is good and in r.&b. tradition. Group should pull spins and plays with this debut wax. (Terl, ASCAP)  
**Tonight**...71  
The Metrotones, a new vocal group, bow on the label with a pleasing reading of a new rhythm opus, which they sell with a beat style. The group has a style and the disk should get spins. (United, ASCAP)

**FRANKIE CARLE ORK**  
**It's True, It's True**...73  
VICTOR 6004—A graceful instrumental reading that's just as suitable for enjoyable listening as relaxed terping. Many will like this etching. (Pickwick, ASCAP)  
**Violin**...71  
Romantic ballad is awarded a flowing, ample performance by the string-laden ork, with Bob London the warm baritone soloist. (Southern, ASCAP)

**THE LORELEIS**  
**Now I'm Broken Hearted**...73  
DOT 1526—Okay waltz item is delivered smoothly by the gals in the kind of reading which gets plenty of attention for male trios. (Siran, BMI)  
**Run Around**...70  
Good coverage on the click item first cut by the Chuckles. Backing is by organ and rhythm section. Gals, who at times sound like a gimmicked Fontane Sisters, get a neat assist from the echo chamber. (Regent, BMI)

**MERV GRIFFIN**  
**Hot-Cha-Cha**...73  
COLUMBIA 40424—Happy new novelty effort gets a lively performance here from the chanter with wild support from the chorus and the ork. It should pull a share of deejay spins. (Dartmouth, ASCAP)  
**I Never Has Seen Snow**...69  
Persuasive warble here by Merv Griffin on a new tune from the Broadway musical "House of Flowers." It should appeal to those who have seen the show. (Harwin, ASCAP)

**DON CHERRY**  
**Tell It to Me Again**...73  
COLUMBIA 40421—Don Cherry bows on the label with a satisfactory vocal on an infectious new ditty, backed neatly by the Percy Faith ork. Cherry sings it nicely, but without much warmth. (Weiss & Barry, BMI)  
**Clean Break**...69  
Novelty effort is sung with spirit by the singer aided by a femme vocal group. (Essex, ASCAP)

**THE PICCADILLY PIPERS**  
**I Wanna**...73  
"X" 0086—Bonnie Davis sings how she wants to do all nice and personal things to her beau. Sexy rendition will pull spins on the boxes. (Hawthorne, ASCAP)  
**Angry**...69  
A bright beat paces the group and songstress Bonnie Davis in this listenable slice of wax. (Melrose, ASCAP)

**KAREN CHANDLER**  
**Tonight My Love**...71  
CORAL 61328—The thrush turns in a capable vocal on the ballad, helped by a night-clubbish type of arrangement. (Paramount, ASCAP)  
**You're the Heart That Loves Me**...69  
The thrush changes her style a bit for this new ditty by Bob Merrill singing it in a light, airy voice in the manner a number of girl singers are affecting today. (Joy, ASCAP)

**ROBERTA LEE**  
**Travlin' on**...71  
"X" 0081—Here the vocalist is a girl who gets around and still finds her home-town boy-friend the best of all. The comic patter here is club material more than anything, but projects very well in Miss Lee's forceful reading. (Montclare, BMI)  
**When You Kiss Me**...69  
A sultry ballad to a Latin beat into which the vocalist puts a lot of personality and warmth. Very pleasant listening. (Sheraton, BMI)

**STEVE GIBSON AND HIS RED CAPS**  
**My Tzatskele**...71  
VICTOR 5987—Minor harmonies and infectious of this Yiddish-oriented opus are sung energetically by the group, but the effect is on the odd side. Has some spin potential. (Cromwell, ASCAP)  
**Win or Lose**...69  
Tender ballad features Damita Jo in a heartfelt reading. Easy listening. (Leeds, ASCAP)

**LEE WINTERS**  
**Three Broken Promises**...70  
CROWN 137—The canary wraps up a fine briskly paced weeper in a brassy dynamic vocal style. (Modera, BMI)  
**Too Proud to Cry**...67  
A leisurely paced weeper with good lyrics is sung with sincerity. However, Miss Winters is better on the flip. (Moders, BMI)

**TOMMY ALEXANDER ORK**  
**Don't Be That Way**...69  
M-G-M 11921—The Tommy Alexander ork bows on the label with the Edgar Sampson tune that was hit with the Benny Goodman ork many years ago. The ork handles it brightly and it may appeal to swing fans.  
**Was That the Human Thing to Do?**...69  
Another oldie is handed a swing style instrumental reading by the ork.

**WILLIARD McDANIEL ORK**  
**My Greatest Mistake**...69  
CROWN 136—McDaniel talks an

(Continued on page 46)

THE EVERLOVIN'

# Patti Page

IS ALL THE RAGE WITH...



MILLS MUSIC, INC.

PROUDLY PRESENTS THE  
NEW BALLAD SMASH

BY

# Patti Page

# Everlovin'

# You Too Can Be a Dreamer

The Billboard—Review Spotlight on . . .  
**PATTI PAGE** (Tannen, ASCAP)—Mercury 70528—Patti Page returns to a type of country material with which she has had her greatest success and comes thru with a fine performance on a bright new tune now getting attention in the country field via the Davis Sisters recording on Victor. Good wax. Flip is a ballad "You Too Can Be a Dreamer." (Mills, ASCAP)

70528  
70528 x 45



Words by Mitchell Parish  
Music by Jerry Livingston



**SPECIAL RUSH RELEASE!**

**The Three Chuckles**

smash follow up to "RUNAROUND"

**FOOLISHLY  
IF YOU SHOULD LOVE AGAIN** X-0095 (4x-0095)

**Eddie Fontane**

"X" debut

**ROCK LOVE  
ALL MY LOVE BELONGS TO YOU** X-0096 (4x-0096)

**X RECORDS MARK THE HITS!**

**2 Great Artists . . . 4 Hit Sides!**

**Jo Ann Lear**

sings

**GI-GI-GI-GIRA CON ME**  
(Dance With Me)

b/w

**I'LL TELL THE WORLD  
I LOVE YOU**

Cardill W 3068-9

**Bob Richards**

singing

**BODY AND SOUL**

b/w

**I TRIED SO HARD TO PLEASE**

Cardill P 52026-7

Distributors, Dealers, Operators, DJ's,  
for information write to:

**CARDILL RECORDS** 88 Water Street  
Torrington, Conn.

**Reviews of New Pop Records**

Continued from page 44

easy, personable vocal on the oldie.  
**Mobile**...68  
A rather unexciting arrangement of  
the new blues ditty.

**BELMONTE ORK**  
12th Street Rag-Mambo...69  
COLUMBIA 40423—Bernie Leighton  
at the keyboard of a broken down  
piano is soloist in this novelty arrange-  
ment of the rhythmic evergreen. Will  
probably attract some spins. (Shapiro-  
Bernstein, ASCAP)

**Mambomama**...65  
Routine mambo is well played by  
the ork. Susan Miller contributes a  
pleasant vocal mid-disk. Okay for  
dancing. (Jose Ferrer, BMI)

**GERI GALIAN**  
**Snowfall**...66  
"X" 0083—A miniature tone poem  
evocative of the soft lights and  
rounded forms of a wintry landscape.  
The lovely piano solo to subtle back-  
ing by guitar and drums is especially  
gentle on the stars. (Mutual Society,  
ASCAP)

**Alegra**...65  
Somewhat more virile stuff in the  
characteristic Latin arrangement favo-  
red by Galian. Excellent for danc-  
ing or listening. (Southern, ASCAP)

**MORRY ALLEN ORK**  
**Jungle Love**...65  
**BELLE #912**—Joe Negri on the guitar  
plays the catchy tune neatly to rhyth-  
mic backing. A listenable side.  
**Waltzing Doll**...55  
Pleasant little waltz instrumental  
played in dinner-music style. (High-  
land, BMI)

**WANDRA MERRELL**  
**Walking the Tight Rope**...64  
**VICTOR 5989**—The canary thrushes  
earnestly on a new ditty. (Romance  
Music, BMI)

**Boomerang**...62  
An adequate treatment of a rhythm  
tune by Miss Merrell and a vocal group.  
However, the gal's intense style is  
better suited to a more sultry type of  
material. (Frank, ASCAP)

**Jazz**

**WILLIE JONES TRIO**  
**My Thing**...63  
**VEE JAY 121**—The piano-led combo  
turns in a boppish reading which  
should please some hipsters. (Conrad,  
BMI)

**My Other Thing**...63  
More of the same here. (Conrad, BMI)

**Sacred**

**THE STAMPS QUARTET**  
**God Is Right**...72  
COLUMBIA 21349—Forthright sing-  
ing of the sacred opus with the lead  
passing from one to another of the  
talented group.  
**My Lord Is Caring for Me**...72  
Another good side for the Bible Belt.

**Other Records Released This Week**

**Popular**

**Daddy's Favorite Waltz; Phillip's Polka**—  
Fritz Bechtel Ork, Decca 29386  
**Home Again Blues; At the Junior Prom**—  
Lawrence Welk Ork, Coral 61318

**Country & Western**

**First Last and Always Game of Love; I  
Won't Tell Who's to Blame**—Hardrock  
Gunther, King 1416  
**I Want to Know; Your Atom Bomb  
Heart**—Hank King, Blue Ribbon 1925  
**The Sheriff Song; Never Fall in Love  
Unless**—Bill Wimberly's Western Swing  
Band, Tex 102

**Rhythm & Blues**

**Beale Street Romp; Slidin' Home**—Al  
Smith's Progressive Jazz, Meteor 5013  
**Your Lovin' Moves Me; Wish I Didn't Love  
You So**—The Clips, Republic 7102

**Spiritual**

**God's Promise; There Is a Fountain**—Happy-  
land Singers, Specialty 876  
**How Much More Can I Bear? Somebody  
Touched Me**—National Clouds of Joy,  
Herald 2003  
**You Must Be Born Again; He's Calling  
Me**—The Original Gospel Harmonettes  
Specialty: 874

**Jazz**

**Body and Soul; You Turned the Tables on  
Me**—Stan Getz Quintet, Norgran 128  
**Cha Chaendo; Shake It Easy**—Juan Tira-  
do Ork, Prestige 909  
**Count Every Star; It All Depends on You**—  
Lester Young Quartet, Norgran 130

Don't Get Around Much Anymore; I Let a  
Song Go Out of My Heart — Johnny  
Hodges Ork, Norgran 129

**Children's**

**Blessed Mother Goose (Part 1 & 2)**—Mary  
Ellen Clemens, Eileen Clemens, La Dow  
1000  
**The Little Shoemaker; Pupalina** — The  
Gaylords, Mercury 24

**Sacred**

**I'm Gonna Shoot; Working in God's  
Factory** — The Smith Brothers, Capitol  
3013

**Polka**

**Golden Nugget Polka; Mister Polkaman**—  
Georgie Cook, Decca 29364

**Number of Releases This Week**

Label	Pop	C&W	R&B
BELLE	1	—	—
CAPITOL	2	1	—
COLUMBIA	7	—	—
CORAL	1	—	—
CROWN	4	—	—
DECCA	3	1	1
DOT	2	2	—
EPIC	1	—	—
EXCELLO	—	1	1
FABOR	—	1	—
FEDERAL	—	—	1
KING	—	1	—
MERCURY	3	1	1
M-G-M	4	2	—
MODERN	—	—	2
RICHMOND	1	—	—
RCA VICTOR	8	3	—
SOUND	1	—	—
SPECIALTY	—	—	3
SUN	—	1	1
VEE JAY	1	—	1
"X"	4	2	—
TOTAL	43	16	11

George Wald, Keith W. Erickson  
and John Leoni indicted in Oak-  
land, Calif., on charges of con-  
spiracy to defraud amateur song-  
writers, pleaded guilty to the  
charges last week (18). Erickson  
was sentenced to a five-to-10-year  
prison term by Superior Judge  
Charles W. Snook. Sentencing for  
the others has been set for Feb-  
ruary 7.



**the Finest in  
HIGH FIDELITY**

**JAZZ**

**EXCITING NEW RELEASES**

<p><b>DINAH WASHINGTON</b> Lover Come Back To Me Alone Together Summertime Come Rain Or Come Shine No More I've Got You Under My Skin There Is No Greater Love You Go To My Head MG 36000</p>	<p><b>MAYNARD FERGUSON</b> Maiden Voyage Thou Sweet The Way You Look Tonight All God's Children Got Rhythm Willie Millie Hymn To Her Lonely Town Somewhere Over The Rainbow MG 26024</p>
<p><b>ERROLL GARNER CONTRASTS</b> You Are My Sunshine I've Got The World On A String 7-11 Jump Part-Time Blues Rosalie In A Mellow Tone Don't Worry 'Bout Me All Of A Sudden There's A Small Hotel Misty I Wanna Be A Rug Cutter MG 36001</p>	<p><b>LIONEL HAMPTON</b> Crazy Hamp Mezz And The Hamp Serenade To Nicole's Mink Coat Elmer The Stock Broker MG 26038</p>
<p><b>CLIFFORD BROWN MAX ROACH</b> MAYNARD FERGUSON HERB GELLER DINAH WASHINGTON What Is This Thing Called Love Darn, That Dream Move My Funny Valentine Don't Worry 'Bout Me Bess You Is My Woman Now It Might As Well Be Spring MG 36002</p>	<p><b>HERB GELLER</b> Sleigh Ride Silver Rain Alone Together Happy Go Lucky Breaking Through The Sound Barrier Kahagon You Stepped Out Of A Dream A Room With A View MG 26045</p>

**DAZZLING TOP SELLERS**

<p><b>SARAH VAUGHAN</b> Lover Man Shutie A Bop Polka Dots And Moonbeams Body And Soul They Can't Take That Away From Me Prelude To A Kiss You Hit The Spot If I Knew Then MG 26005</p>	<p><b>ART BLAKEY</b> Minority Salute To Birdland Eleanor Futurity Simplicity Strictly Romantic Hello Mirah MG 26030</p>	<p><b>CLIFFORD BROWN AND MAX ROACH</b> Delilah Parisian Thoroughfare Daahoud Joy Spring Jordu MG 26043</p>	<p><b>DINAH WASHINGTON</b> Blue Skies Bye Bye Blues A Foggy Day I Let A Song Go Out Of My Heart MG 26032</p>
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Also Available on 45 RPM Extended Play

**NOW! NEW LOWER PRICES**

**12" LONG PLAY**  
MG 36000 SERIES..... **\$3.98**

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MG 26000 SERIES..... **\$2.98**



EmArcy... A PRODUCT OF MERCURY RECORD CORPORATION, CHICAGO, ILLINOIS



# Jimmie Rodgers SNOW



## I CAN'T SPELL

LOVE ME  
20/47-5986

## HOW DO YOU THINK I FEEL

WHY DON'T YOU LET ME GO  
20/47-5900

COUNTRY SIDES  
THAT CAN  
HAPPEN!

RCA VICTOR  
FIRST IN RECORDED MUSIC



### Reviews and Ratings of New Popular Albums

Continued from page 28

want this if they get a chance to hear it. "Blue Skies" is particularly impressive for its ideas.

#### CAMP INVENTIONS .....62

Red Camp, Piano (1-12")  
Cook 1087

It seems impossible that anything new could be said about the dozen standards in this set, but Camp confounds the skeptics as usual. With an ebullience that sometimes comes close to the average, he charges into "Man I Love," "Caravan," "Blue Skies," "Body and Soul," etc., flattening them out and reshaping them into original and highly modern forms. As an added fillip on this set he enlists the aid of the voodoo drummer Titoro and zither player Ruth Welcome to create new sounds and unusual rhythms. The commercial appeal of this package will be limited, but for the adventurous, some new musical sensations can be guaranteed.

### Country & Western

#### BOUNDING BILLY CARLISLE AND HIS LITTLE CARLISLES .....88

(1-EP)  
Mercury 1-3280

Four previously unreleased recordings by the Carlisles are contained on this new EP set. There is little doubt that they will appeal to the group's many fans who have seen them again and again in personal appearances thruout the country or at the "Grand Ole Opry" show. Of the four tunes contained on this set, two, "Feet, Don't Fail Me" and "Women," could do well as singles. The other sides are "Rattlesnake Daddy" and "Doggie Joe."

## DEALER DOINGS

Continued from page 20

or a more modified version of progressive jazz will make a move into a bigger market."

**DEALERS AND DEE-JAYS:** Syckes Music Store, Cumberland, Md., is sponsoring Jerry Spinn's record show over WTBO. They're building sales via the following plan: three times a week Spinn advises listeners that they can get the records he's playing at Syckes. He makes these announcements after every second or third spinning. In addition to the spots, Syckes is sponsoring a 30-minute seg of Syckes Saturday morning show. The sponsorship deal is ballyhooed in the store with special window displays and counter cards. . . . Another deejay, Jack Mock, WTBC, Tuscaloosa, Ala., is building successful tie-up sales for a local dealer. He doesn't mention the store by name, but we think the idea is clever enough to warrant anonymous mention. Mock broadcasts his daily hour show directly from the record store, and serves customers coffee and doughnuts thru the courtesy of the dealer and other sponsors while on the air. Mock says the stunt "really fills the house," which is one way to attract store traffic.

### Winners Picked in Can. Dealer Derby

TORONTO, Jan. 22. — RCA Victor Company, Ltd., has announced the 10 top winners of the 1954 Record Dealer Dollar Derby. Prizes were awarded to dealers whose record purchases exceeded by the greatest percentage their corresponding purchases for a similar period in 1953.

In order, the winners are: Bert Rymal, Record Center, Hamilton, Ont.; Simpson's London, Ltd., London, Ont.; A. Arsenault Engineering, Montreal; Gordon Electric, Orillia, Ont.; David Electric, Belleville, Ont.; G. A. Fletcher Music, Nanaimo, B. C.; Bligh Radio Service, Halifax, N. S.; Melody House, Montreal; Music Bar, Montreal, and Baldwin Associates, Toronto.

## VOX JOX

Continued from page 20

Automobile Club of America. "Traffic, confound thee," says Connelly borrowing a phrase from Shakespeare. "This show is the ultimate result of a frustrated driver. It's planned to amuse and inform the man in the car and contribute to better, more courteous driving."

Bill Owensby, WBRM, Marion, N. C., held a bedside interview with the first 1955 mother in his county. The program was sponsored by a group of local merchants and was broadcast on New Year's Day. . . . Gene Piatt, KELO, Sioux Falls, S. D., is scheduling hi-fi dances for the younger set in an "effort to feed them better quality in sound and music."

Gil Henry, KING, Seattle, writes: "Started a new gimmick on my show last week. Taking \$35 worth of new Capitol Record albums, I went on the air and swapped them on the first day for a baby buggy. The next day I swapped the buggy for a portable radio. Today I swapped the radio for 15 Mallard ducks (live). Tomorrow I'll swap the ducks for 'who knows what?' At the end of the month we'll take whatever we have at that time and auction it off. Then we'll donate this money to some worthy charity. It surely is an audience builder and is a lot of fun."

Gordie Baker, WSPR, Springfield, Mass., and the Springfield YMCA are sponsoring record hops at the Central YMCA in Springfield. He writes: "Any recording artist who is between dates on Saturday nights would certainly be welcome. If personal appearances are out the question, personalized messages to the kids at the record hops would be appreciated. Address your questions and letters to me at WSPR, Springfield, Mass."

**SURFACE NOISES:** Bob Martin, KYMR, Denver, asks: "Is anybody else having trouble with Columbia 45's? Back cue them two or three times and they are almost too noisy to play. No grief with any other labels except, of course, Epic. A scratchy intro to a record makes the whole thing sound bad." . . . Gordie Baker, WSPR, Springfield, Mass., also has a complaint about 45's. "Why couldn't the record companies get together and have a standard number of blank lead-in grooves on records? This would eliminate 'backtracking.' And I've noticed that backtracking on 45's is murder not only on the records but on the surface noise that is transmitted over the air. Good question? I don't know."

Leo McDevitt, WPTR, Albany, N. Y., sounds off: "The majority of deejays apparently feels as I do that there is not enough instrumental music being popularized. Yet these jockeys do little but bemoan the fact that the Elgarts, Marteries, Kentons, etc., aren't getting the push they deserve. A simple boost might be that which I'm starting. Other deejays I've spoken to promise to go along with the idea; any others? My idea is to include an instrumental of recent release daily for a week or so, then factually report it in the top six played. It might convince the coin-operators and other deejays and eventually the a.&r. boys. ANY COMMENTS?"

**CHANGE OF THEME:** Bob Berry, WOTW, Nashua, N. H., has been upped from program director to station manager. Roger Allen has taken over the p.d. spot, and John Conty moved to "morning man." Dick Carbin, formerly of WCAP, joined WOTW, Nashua, N. H. . . .

Station WBEN, Buffalo, has appointed John Corbett and Mike Mearian to fill the two spots formerly emceed by the late Ed Dinsmore. Mearian will take over the "Luncheon Club," and Corbett will emcee "Sunday Party Amateur Show," both of which the late Ed Dinsmore hosted.

Wayne Hannah is now spinning the blues on WAGG, Franklin, Tenn. . . . Kensie Moore, Specialty Records recording artist, is now doing a two-hour deejay show on WAZF, Yazoo City, Miss. . . . Jimmy Mack, WOOD, Grand Rapids, Mich., writes: "We're in the process of moving our complete radio and TV operation into a new modern three-story building here in Grand Rapids. The new Wood Air Theater will be at College and Cherry and will be one of the finest. Local shows will be highlighted."

Don Bruchey, WWIN, Baltimore, and wife announce the arrival of Donna Louise. . . . George Dunlevy, KOWH, Omaha, reports: "Yours Truly was just recently presented with a junior-sized disk spinner, courtesy of wife, Helen. Junior Jock weighed in at eight pounds, 11 ounces and shows promise of being in vocal tune at all speeds."

Jeff Dale, KENT, Shreveport, La., will be spinning country and western platters each afternoon, an increase of one hour on his program, "Country Dale." . . . Irving Zeidman, KENT, program and sports director, has just begun a show of his own called the "I-Z Show." . . . Truman Taylor has joined the WPOR staff at Portland, Me., to take over the "Nite Club." Taylor was formerly with WTWO-TV in Bangor, Me. . . . The Jiminy Cricket Tour With the Stars in New York will arrive here the week-end of February 19. Herb Fontaine, WCOU, Lewiston, Me., and Lou Dennis, of the same station, will act as chaperones, emcee, arrangement maker, etc., again.

"Billboard's Best," a pop music show aired over WTNS, Coshocton, O., debuted on December 27. Jerry Little, emcee, tells us that all the music played on the show appears on current listings of The Billboard's charts. . . . Tom Russell, who forsook Boston and WEEI some years ago to seek his fortune in New York, returned to WEEI on January 10 as announcer and master of ceremonies. Russell, who did well in the "big city," tells us that the less bright lights of Boston are more to his liking, and he is "happy to be working with Carol Moore again, his co-deejay." . . . Billy Foust, Western band leader, has joined the staff of KHUZ, Borger, Tex., as a disk jockey.

### YESTERYEAR'S TOPS— The nation's top tunes on records as reported in The Billboard

- JANUARY 27, 1945:
1. Don't Fence Me In
  2. Ac-cent-tchu-ate the Positive
  3. Rum and Coca-Cola
  4. I'm Making Believe
  5. I Dream of You
  6. Into Each Life Some Rain Must Fall
  7. Cocktails for Two
  8. There Goes That Song Again
  9. Trolley Song
  10. Always
- JANUARY 28, 1950:
1. Dear Hearts and Gentle People
  2. I Can Dream, Can't I?
  3. The Old Master Painter
  4. A Dreamer's Holiday
  5. Mule Train
  6. Slipping Around
  7. There's No Tomorrow
  8. Bibbidi-Bobbidi-Boo
  9. Johnson Rag
  10. I've Got a Lovely Bunch of Coconuts

# Disk Jockeys Agree...



"The warmth and color of Tad's personality dubbed on a fine disc."  
CARL REESE (WERE), CLEVELAND, OHIO



"An Excellent Job. Tad Bruce has arrived! 'That's For Sure!' Could break big!"  
BILL BURNS (WQAM), MIAMI, FLA.



"Tad Bruce should score with this one. 'That's For Sure!'"  
JOE DEANE (KQV), PITTSBURGH, PA.



"Nothing's For Sure with records, but Tad's new recordings stamp him a warm singer for the future... 'That's For Sure!'"  
PHIL McLEAN (WERE), CLEVELAND, OHIO



"Tad's record is very good, both sides are good listening stuff. Tad has a good approach to both numbers; he sounds like he likes to sing and he has his own style. It's a good record to have in any collection."  
NAT ALLBRIGHT (WEAM), ARLINGTON, VA. (Left)



"'That's For Sure!' Tad has a great two-sided record—one that swings and sings..."  
GENE DAVIS (WAKR), AKRON, OHIO



"This one's going to make more than a few 'Teeners' listen twice."  
JACK DAWSON (WWIN), BALTIMORE, MD.



"Tad sings with great emotion and sincerity on this his newest with Watco... Keep an eye on the boy."  
ART JOHNSON (WATR), WATERBURY, CONN. (Left)

"This boy has everything necessary to hit big. Personality, Appearance, Voice, and a GOOD First Record."  
HERB DAVIS (WEAM), ARLINGTON, VA. (Right)

"'That's For Sure!' is certainly going to get plenty of spins by 'Yours Truly.' I think Tad is on the way up, and I'll certainly be happy to help him along."  
AL VESTRO (WATR), WATERBURY, CONN. (Right)

# TAD BRUCE

*Singing*

## "THAT'S FOR SURE!"

and  
"I REMEMBER IT ALL TOO WELL"

with SID FELLER'S orchestra  
Watco Record # 111-10



"'That's For Sure!' has got that Commercial sound... so it's got to hit, 'That's For Sure!'"  
JAY MICHAEL (WCAE), PITTSBURGH, PA.



"Tad is breaking all records."  
MARTIN EDWARDS (WBAL), BALTIMORE, MD.



"Tad Bruce has a very promising future, judging from his initial Watco release."  
BILL MAYER (WTAM), CLEVELAND, OHIO



"Tad's new platter proves what I've said all along... the Bruce boy definitely has arrived... but... this is just the beginning. 'That's For Sure!'"  
LEE TAYLOR (WINZ), MIAMI, FLA.



"'That's For Sure!' Terrific, with a catching beat."  
TONY DONALD (WITH), BALTIMORE, MD.



"I look forward to the time this disc by Tad Bruce is a big hit."  
DAVEY TYSON (WCAE), PITTSBURGH, PA.



"This is a fine new voice."  
LARRY GENTILE (WJBK), DETROIT, MICH.



"This is the record that should make it for Tad, and 'That's For Sure!'"  
AL STEVENS (WCBM), BALTIMORE, MD.

### DISTRIBUTORS

Alpha Distributors  
457 West 45th Street  
New York City

Seaboard Distributors  
796 Albany Avenue  
Hartford, Conn.

Harry Rosen, Inc.  
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Philadelphia, Pa.

General Distributors  
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Baltimore, Md.

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3401 N.W. 36th St.  
Miami, Fla.

# WATCO RECORDS INC.

1674 Broadway, New York 19, N. Y.

HARRY HEDDINGER, Public Relations Mgr.

# Charline ARTHUR



## FLASH YOUR DIAMONDS

TOO LONG, TOO MANY TIMES

20/47-5977

## SOMEONE'S USED TO BE

LEAVE MY MAN ALONE

20/47-5899

"MOST ORIGINAL  
TALENT IN  
COUNTRY MUSIC"

RCA VICTOR  
FIRST IN RECORDED MUSIC



## • Folk Talent and Tunes

• Continued from page 22

1954, he netted \$2,500, and earned a solid year of talk and favorable comment. But this year, with the same advertising campaign, the show netted \$1,000 less. But here's the significant part. Of the \$1,500 grossed, there was a noticeable lack of 20's, 10's and 5's. It was made up largely of dollar bills, folded, creased and rubbed, obviously blood money. In December, Carl Smith, whose 'Loose Talk' was and still is No. 1 on my show, drew around \$700, and January 6 Martha Carson and her Singathon drew a similar amount. So, it appears that the situation here is not lack of popularity on the part of the performers, or a lack of proper promotion. It's just a lack of good, old American dollars. However, final judgement will be withheld until after January 24, when the Roy Acuff 'Opry' package appears in Orlando, with Oscar Davis, the promotion wizard, handling the thing."

While on the subject of personal appearances, Big Jim Wilson cites several other practices which he believes is hurting the business, namely over-exploitation and exaggeration in billing. "In the over-exploitation," writes Wilson, "I am as guilty as anyone else. In such cases an attraction is made to sound much bigger than it actually is. The people are attracted to this 'tremendous production,' only to find a handful of people on stage. On one of the turns that appeared here recently, the publicity material clearly called attention to '\$40,000 worth of fabulous western clothes.' Over-enthusiastic promoters, including me, are tempted to leave the impression that the people will see all these clothes on the stage at the show. When it doesn't happen, the people are extremely disappointed. It isn't that the artist's publicity material is always misleading. Frequently it doesn't become misleading until after it leaves his hands. Finally, there is one big star whose contract needs to be severed immediately. This star has appeared on practically every show everywhere, and her name in the billing has become an out-and-out hoax. This star is 'And Many Others.' Let's tell them what they're gonna see, and show them all we've promised."

Red Sovine has left "Louisiana Hayride," Shreveport, for a spot on WSM's "Grand Ole Opry," Nashville. Red's new Decca release, "Outlaw," has been pulling heavy mail requests on the Shreveport station's "Red River Round-Up," conducted by Balin'-Wire Bob Strack. Another live one on mail requests, according to Strack, is Wayne Walker's "You Got the Best of Me," which Wayne has cut for Chess, and waxed by several other artists on major labels.

The first Rex Allen Song Book, published by Hill & Range, made its debut on newsstands and at music stores last week. Work contains songs most often requested of cowboy singers. Allen has just completed the narration for "The Sheep Dog Story," three-reel Walt Disney movie produced by Larry Lansburgh. . . . Billy Gray, after five years with Hank Thompson, is leaving to frame his own band.

Joe Taylor and His Indiana Red Birds, of WOWO, Fort Wayne, Ind., enjoyed a visit recently from Smiley Burnette, who was in town for a personal. . . . Jinnie Rodgers (M-G-M) is back in Calumet City, Ill., after completing a brief tour with PeeWee King and his boys and spending some time in Louisville taping shows. While in the Falls City, Jinnie met up with her old friend, Eller Long, with whom she appeared on the John Lair Renfro Valley show some 12 years ago. She also met Ginger Callahan, who has a disk show on WKLO, Louisville, and who Jinnie describes as the finest girl five-string banjo picker she's ever heard. Others who Jinnie bumped into in Louisville were Thom Hall, of WKYW; Neal Burris, on whose show she appeared; Larry King, of RCA Promotions; Randy Atcher, Shorty Chesser, Mary Ann Johnson, and Delores Klafit, president of the Pee-Wee King Fan Club. . . . Lester

Flatt and Earl Scruggs have left the "Old Dominion Barn Dance," Richmond, Va., to join WSM, Nashville, where they are doing three TV shows a week. . . . Abbie Neal and Her Ranch Girls are now on "Old Dominion Barn Dance."

May Hawks, c.&w. singer, who heads up her own radio program, "The May Hawks Show" on WJR, Detroit, has just had her first releases on Label "X," "Don't Let Them See My Face" b.w. "Pastime Girl." Label "X" has waxed four of Miss Hawks' originals. She is managed by Norman J. O'Neill, Detroit builder. . . . Ked Killen recently appeared as guest on Cousin Don McGraw's "Tennessee Hayride" emanating from WFHG, Bristol, Va., and on "Tennessee Theater," originating each Friday night in Johnson City, Tenn. . . . Bob Neal, deejay at WMPG, Memphis, and manager of Elvis Presley, made a flying trip to Shreveport, La., recently to huddle with A. M. (Pappy) Covington and "Louisiana Hayride" officials regarding future bookings for Presley.

Bill Carlisle and his group have a new one out on the Mercury (Continued on page 55)

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LES BAXTER—CAPITOL  
PAT O'DAY—MGM  
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**The Billboard Music Popularity Charts  
COUNTRY &  
WESTERN RECORDS**

**• This Week's Best Buys**

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

**ARE YOU MINE?** (Dandelion, BMI)—Ginny Wright & Tom Tall-Fabor 117

Now appearing on the Charlotte, Houston and St. Louis territorial charts, this record is obviously giving the version of this tune on the sister label strong competition. The Myrna Lorrie-Buddy De Val record on Abbott made the national retail chart this week, and from the good reports received from retailers and operators, this Fabor disk stands a fine chance to appear on the national listings as well. Flip is "I've Got Somebody New" (Dandelion, BMI).

**UNTIED** (Central, BMI)—Tommy Collins—Capitol 3017

While the country market continues generally quiet, from a national point of view, this disk has been making good, steady progress from time of release. This week on the Houston territorial chart, it was also reported selling well in Atlanta, Richmond, Durham, Nashville, St. Louis and in numerous Northern markets. Flip is "Boob-i-Lak" (Central, BMI). A previous Billboard "Spotlight" pick.

**• Review Spotlight on...  
RECORDS**

**GOLDIE HILL-RED SOVINE**

**Ko Ko Mo** (Meridian, BMI)—Decca 29411—Here is the current r.&b. hit and the up-coming pop hit, in country dress. The duo hands it a persuasive country warble, and it should earn much loot in the field. Flip is "Are You Mine" (Dandelion, BMI).

**RAY PRICE**

**One Broken Heart** (Cedarwood, BMI)  
**I'm Alone Because I Love You** (Witmark, ASCAP)—Columbia 21354—Here is a mighty strong coupling by Ray Price that should move up to the top quickly. "Heart" is an appealing new weeper, sung by the warbler with much feeling; the fine pop standard receives a tender performance.

**• Reviews of New C & W Records**

**HANK THOMPSON**

**If Lovin' You Is Wrong** .....85  
CAPITOL 3030—A Billboard "Spotlight" 1-22-'55.  
**Annie Over** .....83  
A Billboard "Spotlight" 1-22-'55.

**ELVIS PRESLEY**

**Milkcow Blues Boogie** .....80  
SUN 215 — Presley continues to impress with each release as one of the slickest talents to come up in the country field in a long, long time. Item here is based on some of the best folk blues. The guy sells all the way. Ops will particularly like it. (Leeds, ASCAP)  
**You're a Heartbreaker** .....76  
Here Presley tackles the rhythmic material for a slick country-style reading. What with the good backing this one should get action, too. (Hi Lo, BMI)

**MAC WISEMAN**

**The Little Old** .....77  
Church in the Valley  
DOT 1236—Wiseman's reading of the oldie should get plenty of air play and could turn out to be a strong seller. (Remick, ASCAP)  
**When I Get the Money Made** .....75  
Wiseman switches his usual style just a little to come up with a semi-backwoods reading of a cute rhythm ditty. It makes for good listening. (Acuff-Rose, BMI)

**JIM EDWARD BROWN-**

**MAXINE BROWN**  
**Draggin' Main Street** .....77  
FABOR 118—A pleasant waxing with a good title. Lyric extolls the pleasures of pick-up acquaintances. The duo has a chance for action on this. (Dandelion, BMI)  
**Your Love Is Wild**  
as the West Wind .....72  
The duo offers some nice blending on a weeper, with interesting lyric-imagery. (Dandelion, BMI)

**CURLEY HOLIDAY**

**I'm The Devil Who**  
Made Her That Way .....75  
KING 1423 — A Billboard Talent "Spotlight" 1-22-'55. (Acuff-Rose, BMI)  
**Born to Be Lonely** .....72  
A Billboard Talent "Spotlight" 1-22-'55. (Nashville, BMI)

**JUSTIN TUBB**

**I Gotta Go Get My Baby** .....75  
DECCA 29401—A solid vocal treatment of the bright new tune, which should get spins. (Springfield Four Star, BMI)  
**Chuga Chuga, Chica Munga** .....72  
An amusing little ditty, with lyrics built around a "Choo Choo Mambo" theme, and a good vocal performance by Tubb. (Springfield, BMI)

**ZEKE AND RED**

**The World Would Be a Better**  
Place if It Was a Farm .....75  
"X" 0085 — Cute ditty about how things are happier in bucolic surroundings. The two boys sing quite a song in close harmony and the waxing is recorded with a full and attractive sound. (Voca, ASCAP)  
**Get Your Dad Buns**  
Fingers Offa Me .....73  
Another humorous opus, half song, half talk. Performance has a happy energy. Country jockeys should spin. (Voca, ASCAP)

**JIMMY RODGERS SNOW**

**I Can't Spell** .....73  
VICTOR 5986—The young warbler sells this novelty with appealing simplicity. Lyrics utilize a can't-spell-love-but-I-can-make-it twist. (Tanner, BMI)  
**Love Me** .....70  
A sincere vocal job on the oldie, but Snow is more impressive on the flip. (Quintet, BMI)

**HANK GARLAND**

**Have You Ever Been Lonely** .....71  
DOT 15266—Some crisp guitar solo work highlights this instrumental version of the oldie. Backing leans more toward pop field than c.&w. (Shapiro-Bernstein, ASCAP)  
**Boo Hoo** .....70  
Same comment. (Shapiro-Bernstein, ASCAP)

**MERV SHINER**

**Love With No Tomorrow** .....70  
VICTOR 5983—Shiner warbles with warmth and feeling on this appealing  
(Continued on page 54)

**FARON YOUNG**

**"IF YOU AIN'T LOVIN'  
YOU AIN'T LIVIN'"**

b/w

**"IF THAT'S THE FASHION"**

CAPITOL 2953

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and



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by **LLOYD ELLIS**

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**Jerry  
Byrd**

**"WANG WANG BLUES"**

coupled with

**"Hawaiian Sunset"**

MERCURY 70519



**Chuck  
Reed**

**"CRY LIKE A BABY"**

coupled with

**"I'm Gonna Get Some Sleep Tonight"**

MERCURY 70527



**Betty  
Amos**

**"NO MORE"**

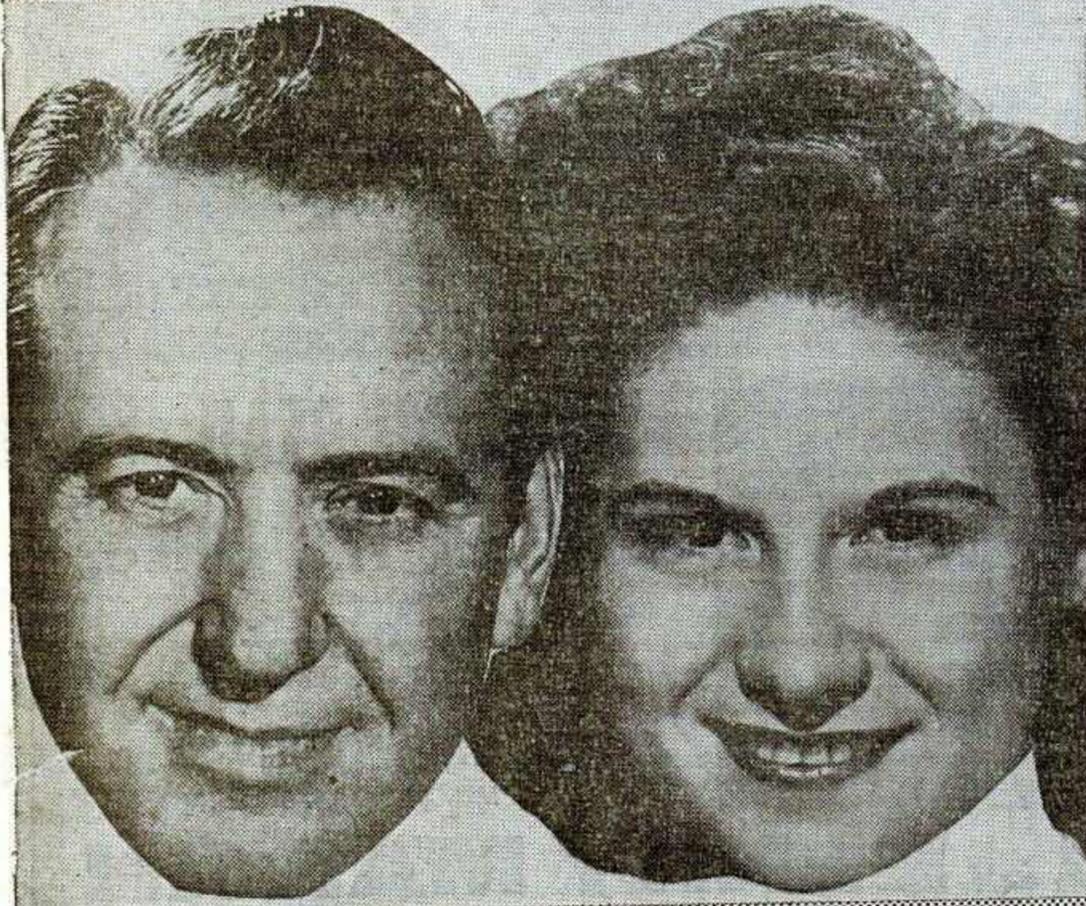
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"MAKE BELIEVE"  
DECCA-29390

The Billboard Music Popularity Charts  
**COUNTRY & WESTERN RECORDS**

• **Best Sellers in Stores**

For survey week ending January 19

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 thruout the country with a high volume of sales in country and western 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.	LOOSE TALK—C. Smith..... More Than Anything Else—Col 21317—BMI	1	13
2.	MORE AND MORE—W. Pierce..... You're Not Mine Anymore—Dec 29252—BMI	2	17
3.	LET ME GO, LOVER—H. Snow..... I've Forgotten You—V 20-5960—BMI	4	6
4.	IF YOU AIN'T LOVIN'—F. Young..... If That's the Fashion—Cap 2953—BMI	3	10
4.	I DON'T HURT ANYMORE—H. Snow..... My Arabian Baby—V 20-5698—BMI	6	36
6.	THIS OLE HOUSE—S. Hamblen..... When My Lord Picks Up the Phone—V 20-5739—BMI	5	24
7.	HEARTS OF STONE—R. Foley..... Never—Dec 29375—BMI	8	4
8.	NEW GREEN LIGHT—H. Thompson..... Lonely Heart Knows—Cap 2920—BMI	7	16
9.	THIS IS THE THANKS I GET—E. Arnold..... Hep Cat Baby—V 20-5805—BMI	9	22
10.	ONE BY ONE—K. Wells & R. Foley..... I'm a Stranger in My Home—Dec 29065—BMI	10	37
11.	KISSES DON'T LIE—C. Smith..... No I Don't Believe I Will—(13)—Col 21340—BMI	13	2
12.	ARE YOU MINE—M. Lorrie & B. DeVol..... You Bet I Kissed Him—Abbott 172—BMI	—	1
13.	NO I DON'T BELIEVE I WILL—C. Smith..... Kisses Don't Lie—(11)—Col 21340—BMI	—	1
14.	I LOVE YOU MOSTLY—L. Frizzell..... Mama—Col 21328—BMI	11	3
15.	IF YOU DON'T, SOMEONE ELSE WILL— Jimmy & Johnny..... I'm Beginning to Remember—Chess 4859—BMI	15	18

• **Most Played in Juke Boxes**

For survey week ending January 19

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

This Week		Last Week	Weeks on Chart
1.	LOOSE TALK—C. Smith..... Col 21317—BMI	1	9
2.	MORE AND MORE—W. Pierce..... Dec 29252—BMI	1	16
3.	LET ME GO, LOVER—H. Snow..... V 20-5960—BMI	3	3
4.	IF YOU AIN'T LOVIN'—F. Young..... Cap 2953—BMI	6	7
5.	NEW GREEN LIGHT—H. Thompson..... Cap 2920—BMI	5	11
6.	I DON'T HURT ANYMORE—H. Snow..... V 20-5698—BMI	4	35
7.	ONE BY ONE—K. Wells-R. Foley..... Dec 29065—BMI	9	32
8.	PENNY CANDY—J. Reeves..... Abbott 170—BMI	7	10
9.	KISS CRAZY BABY—Johnnie & Jack..... V 20-5880—BMI	7	3
10.	BEWARE OF IT—Johnnie & Jack..... V 20-5880—ASCAP	—	2

• **Most Played by Jockeys**

For survey week ending January 19

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

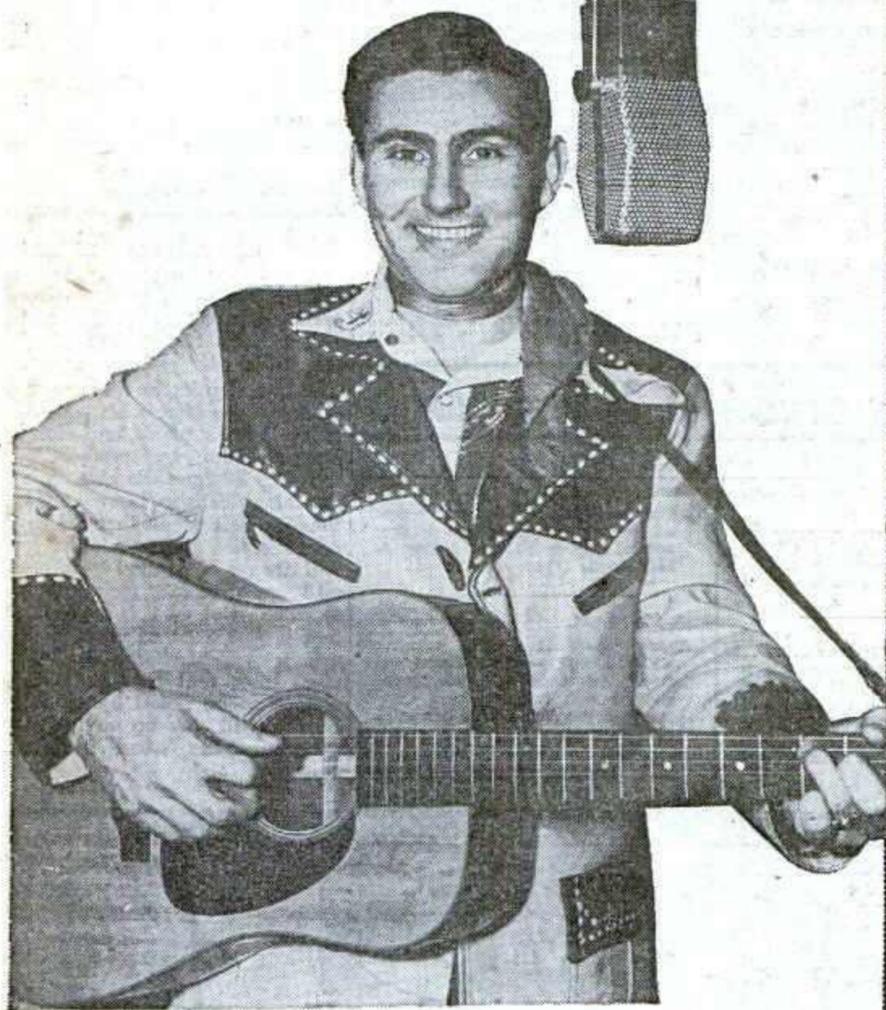
This Week		Last Week	Weeks on Chart
1.	LET ME GO, LOVER—H. Snow..... V 20-5960—BMI	3	6
2.	LOOSE TALK—C. Smith..... Col 21317—BMI	1	13
3.	IF YOU AIN'T LOVIN'—F. Young..... Cap 2953—BMI	2	11
4.	MORE AND MORE—W. Pierce..... Dec 29252—BMI	4	17
5.	HEARTS OF STONE—R. Foley..... Dec 29375—BMI	5	3
6.	ARE YOU MINE—C. Wright & T. Tall..... Fabor 117—BMI	7	3
7.	LITTLE TOM—F. Huskey..... Cap 3001—BMI	14	3
8.	I FEEL BETTER ALL OVER—F. Huskey..... Cap 3001—BMI	6	3
9.	NEW GREEN LIGHT—H. Thompson..... Cap 2920—BMI	10	13
10.	ARE YOU MINE—M. Lorrie & B. DeVol..... Abbott 172—BMI	—	1
11.	SURE FIRE KISSES—G. Hill & J. Tubb..... Dec 29349—ASCAP	—	1
12.	THIS OLE HOUSE—S. Hamblen..... V 20-5739—BMI	8	22
13.	I BEEN THINKING—E. Arnold..... V 20-6000—BMI	—	1
14.	MORE THAN ANYTHING ELSE—C. Smith..... Col 21317—BMI	12	10
15.	THIS IS THE THANKS I GET—E. Arnold..... V 20-5805—BMI	12	23

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Reviewed by The Billboard,  
January 15, 1955

Picked as a Billboard Best Buy, January 15, 1955

DECCA 29391

• Reviews of New  
C & W Records

WEBB PIERCE  
I'm Gonna Fall  
Out of Love With You .....87  
DECCA 29391—A Billboard "Spot-  
light" 1-8-'55. (Fairway, BMI)  
In the Jailhouse Now....85  
A Billboard "Spotlight" 1-8-'55.  
(Peer, BMI)

• This Week's Best Buys

According to sales reports in key markets, the following  
recent releases are recommended for extra profits:  
I'M GONNA FALL OUT OF LOVE WITH YOU (Fairway, BMI)  
IN THE JAILHOUSE NOW (Peer, BMI)—Webb Pierce—Decca 29391  
All Southern territories that had received shipments of the  
Pierce disk this week reported impe...



# The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

## C & W Territorial Best Sellers

For survey week ending January 19

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. This Is the Thanks I Get, E. Arnold, V.
2. More and More, W. Pierce, Dec.
3. If You Ain't Lovin', F. Young, Cap.
4. This Ole House, S. Hamblen, V.
5. I Don't Hurt Anymore, H. Snow, V.
6. Hep Cat Baby, E. Arnold, V.
7. Hearts of Stone, R. Foley, Dec.
8. Let Me Go, Lover, H. Snow, V.
9. New Green Light, H. Thompson, Cap.

### Charlotte

1. Loose Talk, C. Smith, Col.
2. If You Ain't Lovin', F. Young, Cap.
3. Kisses Don't Lie, C. Smith, Col.
4. I Don't Hurt Anymore, H. Snow, V.
5. Let Me Go, Lover, H. Snow, V.
6. Are You Mine? M. Lorrie & B. DeVol, Abb.
7. More and More, W. Pierce, Dec.
8. Little Tom, F. Huskey, Cap.
9. Mr. Sandman, C. Atkins, V.
10. Are You Mine? G. Wright & T. Tall, Fab.

### Cincinnati

1. Loose Talk, C. Smith, Col.
2. I Dreamed of a Hillbilly Heaven, E. Dean, S & S
3. New Green Light, H. Thompson, Cap.
4. Cattle Call, S. Whitman, Imp.
5. If You Ain't Lovin', F. Young, Cap.
6. Let Me Go, Lover, H. Snow, V.
7. More and More, W. Pierce, Dec.

### Dallas-Fort Worth

1. More and More, W. Pierce, Dec.
2. If You Ain't Lovin', F. Young, Cap.
3. I Don't Hurt Anymore, H. Snow, V.
4. Loose Talk, C. Smith, Col.
5. She Done Gave Her Heart to Me, S. James, Cap.
6. New Green Light, H. Thompson, Cap.
7. Consience, J. Dickens, Col.
8. Mama, L. Frizzell, Col.

### Houston

1. I Love You Mostly, L. Frizzell, Col.
2. Let Me Go, Lover, H. Snow, V.
3. Loose Talk, C. Smith, Col.
4. Are You Mine? G. Wright & T. Tall, Fab.
5. More and More, W. Pierce, Dec.
6. Return My Broken Heart, R. K. Hendon, Sdy.
7. If You Ain't Lovin', F. Young, Cap.
8. United, T. Collins, Cap.
9. Never, W. & M. Tuttle, Cap.
10. Wilder Your Heart Beats, J. Reeves, Abb.

### Knoxville

1. Loose Talk, C. Smith, Col.
2. Let Me Go, Lover, H. Snow, V.
3. You're Not Mine Anymore, W. Pierce, Dec.
4. Mr. Sandman, C. Atkins, V.
5. This Ole House, S. Hamblen, V.
6. More and More, W. Pierce, Dec.

### Memphis

1. Loose Talk, C. Smith, Col.
2. Let Me Go, Lover, H. Snow, V.
3. If You Ain't Lovin', F. Young, Cap.
4. More and More, W. Pierce, Dec.
5. I Don't Hurt Anymore, H. Snow, V.
6. No I Don't Believe I Will, C. Smith, Col.
7. This Is the Thanks I Get, E. Arnold, V.
8. Daydreaming, B. Deckleman, Mtr.
9. I've Been Thinking, E. Arnold, V.

### Nashville

1. If You Ain't Lovin', F. Young, Cap.
2. I Feel Better All Over, F. Huskey, Cap.
3. Let Me Go, Lover, H. Snow, V.
4. More and More, W. Pierce, Dec.
5. Time Goes By, M. Robbins, Col.
6. Loose Talk, C. Smith, Col.
7. No I Don't Believe I Will, C. Smith, Col.
8. Beware of It, Johnnie & Jack, V.
9. Making Believe, J. Work, Dot
10. Kiss Crazy Baby, Johnnie & Jack, V.

### New Orleans

1. If You Don't Someone Else Will, Jimmy & Johnny, Chs.
2. Hearts of Stone, R. Foley, Dec.
3. Let Me Go, Lover, H. Snow, V.
4. More and More, W. Pierce, Dec.
5. Kisses Don't Lie, C. Smith, Col.
6. If You Ain't Lovin', F. Young, Cap.
7. Beware of It, Johnnie & Jack, V.
8. If That's the Fashion, F. Young, Cap.

### Richmond, Va.

1. Let Me Go, Lover, H. Snow, V.
2. In the Jailhouse Now, W. Pierce, Dec.
3. That's All Right, M. Robbins, Col.
4. Mama, L. Frizzell, Col.
5. Making Believe, J. Work, Dot
6. Mr. Sandman, C. Atkins, V.
7. I've Been Thinking, E. Arnold, V.
8. That Crazy Mambo Thing, H. Snow, V.

### St. Louis

1. I've Been Thinking, E. Arnold, V.
2. Are You Mine? G. Wright & T. Tall, Fab.
3. New Green Light, H. Thompson, Cap.
4. Kisses Don't Lie, C. Smith, Col.
5. I Don't Hurt Anymore, H. Snow, V.
6. This Is the Thanks I Get, E. Arnold, V.

## Reviews of New C & W Records

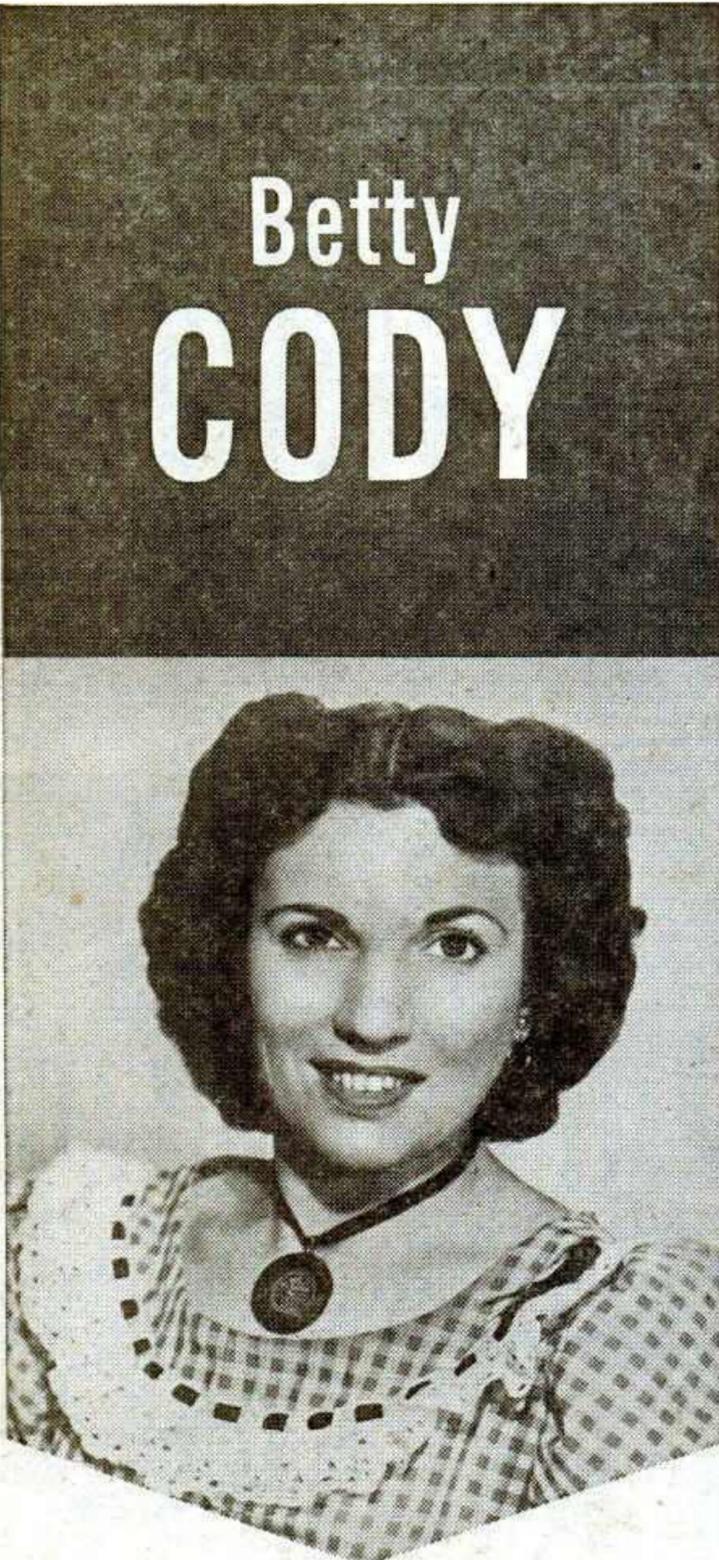
Continued from page 51

weeper. Should get spins. (Trinity, BMI)  
**It's Nothin'...**69.....  
 This amusing novelty about a little-disk-that-wasn't-there gets a bouncy, spirited vocal treatment. (BMI Canada, Ltd.)

**MAY HAWK**  
**Don't Let Them See My Face**.....70  
 "X" 0084—Whether or not this is suitable song material will be judged by listeners. It tells of the ravages of cancer and the hope of being made whole again in the hereafter. A touching performance by the thrush. (Voca, ASCAP)

**Pastime Girl...**68  
 Her emotions are more serious than his, we are told, in this gently sung weeper. Mighty pleasant singing by May Hawk. (Voca, ASCAP)

**MINNIE PEARL**  
**Huntin' Season**.....69  
**VICTOR 5982**—The "Grand Old Opry" gal wraps up some special material with tongue-in-cheek showmanship. Air plugs should help sales. (Athens, BMI)  
 Me....68  
 Same comment. (Delmore, ASCAP)



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**• Folk Talent and Tunes**

• Continued from page 50

label, "Busybody Boogie" b.w. "The Mainest Thing." . . . Jimmy Newman is still making his regular weekly treks thru Southern Louisiana, hopping back to Shreveport each Saturday night for his appearance on "Louisiana Hayride." His latest on the Dot label is "Crying for a Pastime" and "Day Dreaming." . . . Bob Wills, fiddle, and Tiny Moore, mandolin, are featured with Billy Jack Wills' western swing band playing for dances each Saturday night at Wills Point Ballroom, Sacramento, Calif. . . . Fiddler Wade Ray is current at the Red Flame, Los Angeles.

**With the Jockeys**

Georgie Riddle, who makes with the c.&w. wax three hours daily over WMRI, Marion, Ind., typewrites that he's needing releases from Mercury and Decca. "Other labels are sending them right and left," he says, "but none from the two mentioned. Georgie invites folk artists passing thru to stop off for an interview or a guest shot on his Saturday night TV show from Muncie, Ind. . . . Cliff Rodgers, of WHKK, Akron, puts in a plea to all recording companies for more instrumental records, country style. "I realize that instrumentals are more difficult to sell," says Cliff, "but we need them badly for good radio programming." . . . Len (Uncle Len) Ellis, who does a three-hour c.&w. variety show daily over WJOB, Hammond, Ind., last Saturday (22) kicked off a new venture called "RFD Jamboree," a two-hour show of country talent followed by a dance at the American Legion Hall, Highland, Ind. It'll be a weekly feature at that spot, 7 p.m.-1 a.m. . . . Thurston Moore, of Country Style Publications, Cincinnati, has just issued his fifth annual year book on country & western talent. Moore is selling the book thru radio and TV stations. The picture album bears a \$1 price tag, with the stations netting 40 cents for their cut. The book is a natural for pitching during intermissions on personals. Moore has mailed out more than 1,600 copies free to country deejays.

Dick (Uncle Richard) Stuart, who spins the country fat at WMPS, Memphis, takes his pen in

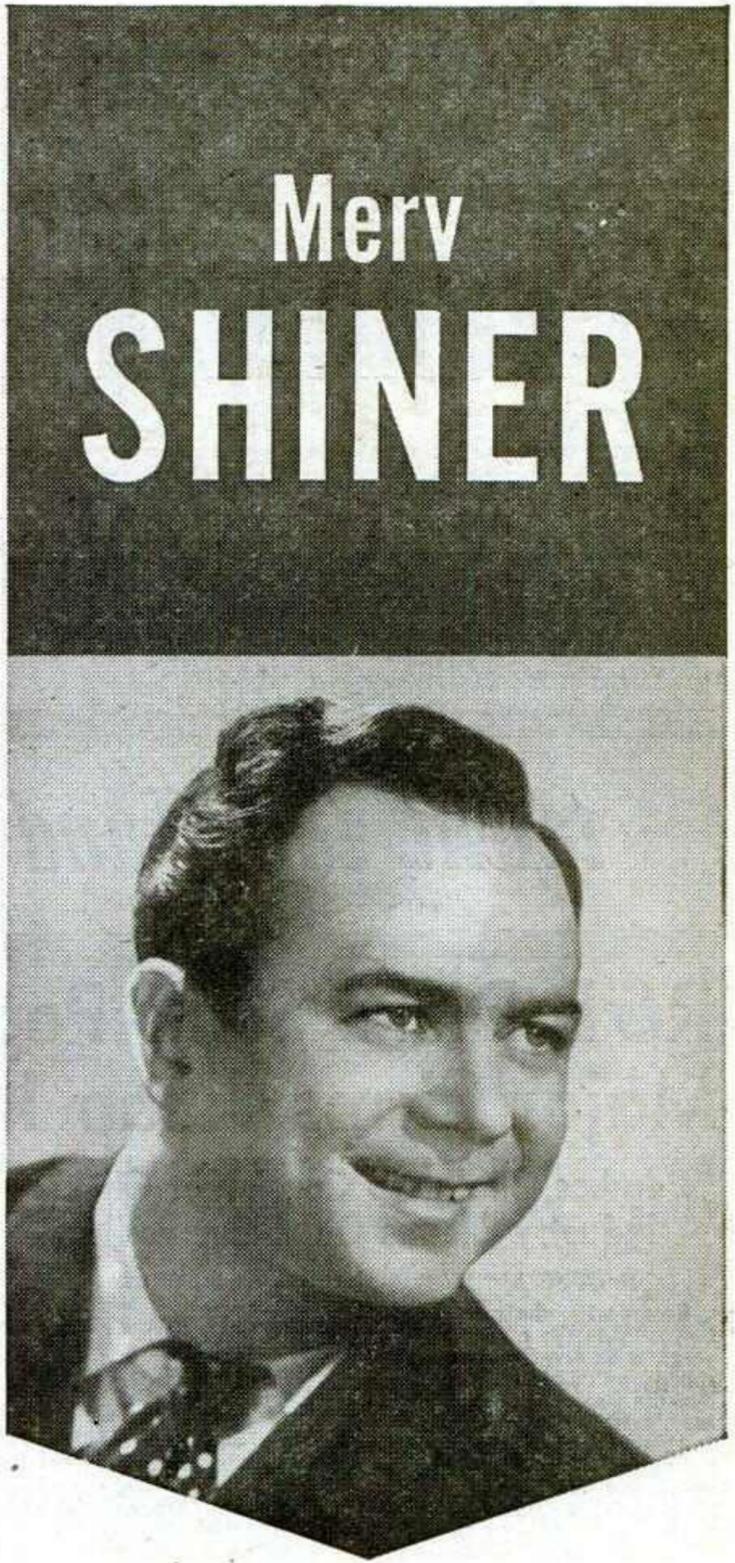
hand, to wit: "I'd like to invite all who are interested to give me a ring any night between 10:30 p.m. and 5 a.m. I have an all-night country show, Monday thru Saturday, and we have a line set up to receive long-distance calls and air them as they come in. Anyone having records, personal appearances or the like is welcome to call and we'll chat awhile (at your expense, the station says). So far we've had the opportunity to talk to folks like Eddie Hill, Curtis Gordon, Al Terry, the Louvin Brothers and others. Recent visitors on my 'Milkman's Jamboree' have been Elvis Presley, Bud Deckleman and Tommy Smith. I found recently that the new LP albums that some of the record companies are putting out make good program material. A few nights ago I used the new Capitol album of Hank Thompson songs as a special segment on my show. The response was so good that I did the same thing with the new Victor album of Eddy Arnold's, 'An American Tradition.' The mail is still coming in. The Victor album carries a more complete biography. The listeners in my area like the prepared stories such as these. Maybe more will be forthcoming."

Coming in loud and clear from Augusta, Ga., Peanut Faircloth, of WRD-W, reports that the "Hot-Roasted Hoedown" has moved to the high school gym in Millen, Ga., for its Thursday night square dance. Affair grew too large for the Community House.

Andy Wilson, who took up new duties at WABR, Orlando, Fla., says folks really go for country and folk music in a big way in Central Florida. WABR made its debut a short time ago. . . . Opines Mike Michael, KDMS, El Dorado, Ark.: "It would be a good idea for the artist to furnish the deejays with information about themselves. It's a great help to themselves as well as the deejay. Things like that build interest and help the sale of records as well as the personal appearances of the performers."

Lonzo and Oscar, of "Grand Ole Opry," played to a big crowd at the Cadillac Club, New Orleans, January 3, according to Jolly Cholly Stokely, of WVEZ, that city. . . . Sammy Lillibridge, KFRO, Longview, Tex., informs that he has the Miller Brothers (4-Star) booked in Longview for a February date under the American Legion. . . . Barney Lee, KGST, Fresno, Calif., reports that he was given an Oscar by Hank Snow on behalf of the

(Continued on page 70)



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# RHYTHM

# and BLUES

*talent, tunes and records*

## R&B Disks Sock Pop Market; Major Firms Jump Into Ring

Indies Chalk Up Consistent Clicks; Industry Cleans Out Smut Pedlars

By JUNE BUNDY

Record-wise, the most important story in the r.&b. field last year was its new-found sales versatility, with r.&b. disks breaking into the pop market with amazing regularity thruout 1954.

Altho the trend was originally sparked by r.&b. indies, the majors got into the act, and by fall most of the big record companies were active in the field, with their main emphasis on the sale of r.&b.-type material in the pop market.

As a result of this greatly expanded market, the rhythm and blues field is estimated to have grossed an all-time high of \$25,000,000 last year, with record sales accounting for \$15,000,000 of that figure and personal appearances for \$10,000,000.

The second most important r.&b. news story of the year—the drive against smutty disks—was a foreseeable event since the demand for the platters in the pop field was mainly sparked by teen-agers. The Billboard helped spearhead a clean-up campaign earlier last year, and it is gratifying to be able to report that today most of the r.&b. disks are comparatively dirt-free.

### Concert Success

The upsurge of syndicated r.&b. deejays in the local pop radio market, and the fine box-office showings made by major r.&b. concert outfits on the road also occupied prominent positions on the list of 1954's most important r.&b. stories. (See stories elsewhere in this issue for more detailed reports on these trends.)

Atlantic Records was undisputedly king of the r.&b. indies last year, with more than a third of The Billboard's list of top-selling r.&b. records in 1954 manufactured by that firm. Atlantic scored 11 times on the juke box chart (including the No. 1 spot) and eight times on the retail list.

The company's new label Cat, introduced last April, made both the pop and r.&b. best selling lists with "Sh-Boom," along with another r.&b. disk, Jubilee's "I Understand Just How You Feel."

Federal did all right last year too, with most of its sales strength garnered from three *Midnighters'* disks, which made

both the retail and juke listings of 1954's top r.&b. records. One of the disks, "Work With Me Annie," took the No. 1 spot on the retail chart and No. 2 on the juke list.

### Chess, Checker

Chess and Checker also finished strong last year, with the former pulling down one place on the retail chart and three on the juke, while the latter scored one retail hit and two with the coin machines.

Three Roy Hamilton disks put Epic in the running on both charts, while Jubilee, Vee Jay, Herald, RPM, Imperial, Duke, Rama, DeLuxe and Specialty each landed on the r.&b. retail and/or juke charts with one waxing.

Mercury and Columbia's Okeh and Epic labels were the only major pop companies to make the top 30 r.&b. lists. Mercury scored with Dinah Washington's "I Don't Hurt Anymore" and "Teach Me Tonight" and Buddy Johnson's "I'm Just Your Fool" and Okeh made it with Chuck Willis' "You're Still My Baby" and Epic on the three Hamilton disks. Capitol is doing well right now in both the r.&b. and pop fields with the Five Keys' "Ling, Ting, Tong."

Altho most of the majors failed to crack the r.&b. market to any great extent last year, the r.&b. indies showed up with increasing frequency on the pop returns thruout 1954, with Atlantic breaking thru with "Shake Rattle and Roll," The Drifters' "White Christmas," "Tweedle Dee" by La Vern Baker, and several Ruth Brown sides, and Jubilee scoring with "I Understand Just How You Feel." Among the r.&b. disks currently doing well in the pop market too are Dinah Washington's "Teach Me Tonight" on Mercury, DeLuxe's "Hearts of Stone" by the Champs, Dootone's "Earth Angel" by the Penguins, and the Moonglows' "Sincerely" on Chess.

### Cat Minded

Meanwhile, the majors have been courting sales from cat music-minded teen-agers with pop versions of the r.&b. ditties—Mercury's "Sh-Boom" by the Crewcuts and "Tweedle Dee" by

Georgia Gibbs; Decca's "Shake Rattle and Roll" by Bill Haley; Coral's "Sincerely" by the McGuire Sisters, and most recently, Perry Como's version of "Ko-Ko-Mo" (originally by Gene and Eunice on Combo) for RCA Victor, along with the Crew Cuts and other major label artists.

In line with this, the majors have been focusing more attention on their r.&b. artist and repertoire personnel. Capitol recently started pushing strongly into r.&b. with a hyped program under the direction of a.&r. exec Dave Cavanaugh. Bobby Shad left Mercury early last year for Decca, but returned before the year was out.

Victor, which virtually discontinued its Groove Label when Danny Kessler left the firm this summer, brought in Ray Clark as general manager of the label last month, as part of its plan for a stepped-up release schedule on the r.&b. label in 1955.

## Controversy Nips Spirituals' Power

By STEVE SCHICKEL

The field of spiritual music, a controversial and yet integral part of the music industry, continues to be a potent factor in record sales in various parts of the country.

The year of 1954, as far as spiritual music is concerned, can point to several high points, even tho the record sales were rated as running lower than the previous year by as much as 25 per cent in some cases. Probably the biggest single event in 1954 which brought this field of music more prominence was Mahalia Jackson's long-term contract with the CBS radio network.

The most controversial subject concerning gospel music is one raised by the artists, their recording companies and the churches. These people, the core of the business, claim that gospel or spiritual music should not be

## EDITORIAL

# Buyer's Always Right

There's an important lesson to be learned from the growing public interest in and demand for rhythm and blues music. It's not a musicological or ethnological lesson either. It's a simple lesson in basic and excellent business sense. Give the public what they want at a price they can afford to pay and you'll do business.

Despite all the bold talk of some months ago—that about the "poor taste" or "passing fancy" aspects of rhythm and blues music—the record customers continued to make their choices known at the juke box coin slot, the radio dial and the retail cash registers. The people wanted a certain kind of music, song, sound or what have you. They paid their money and took their choice.

It matters little, if at all, whether the swing to rhythm and blues music was or is a definable trend. What is important is that the record customers have demonstrated over and over again just what kind of record and music they want, and for which they'll spend their money.

### Reward for Listening

The music publishers, record manufacturers, artists, disk jockeys, juke box operators, retail dealers, program directors and musicians who let the public be the guide have already reaped the benefits of such a decision. There are, however, still some people in the music and record industry who believe that they can ignore public desires in favor of catering to personal whims or likes. The history of this and every other nation is laden with fine examples of failures who "knew what the public needs."

It's as simple as this—the public usually needs what it wants. If the customer wants rhythm and blues music (and he does), he'll buy it from whomever will supply it.

So again the consumer has set the fashion—not the supplier. And this is as it should be. And so long as the suppliers remember this, the record and music industry will be financially healthy.

## Groups Drown Out Singles, Orks When It Comes to Success

Hamilton, Misses Brown, Washington, Adams, Few Bands Click During '54

The talent picture in the r.&b. field in 1954 was an unusual one for the market. Altho new groups continued to create excitement, continuing a trend that had started in 1953, few new singers—male or female—made any noise, with one exception, and hardly any new bands were able to come thru.

The one exception among new singers was, of course, Roy Hamilton, who rocketed to fame with his Epic recording of "You'll Never Walk Alone," and has stayed up there ever since. But the established stars, in most cases, stayed on top.

There was certainly no cessation of activity on the part of groups, or the acceptance of new groups on the part of r.&b. fans. The Chords and Charms, for instance, who had not even been heard of previous to 1954, came thru with two of the biggest records of the year, the former with "Sh-Boom," a tune that swept the

country last summer, and the latter group with "Hearts of Stone," which is still a solid seller. The Drifters, who had gained attention in the latter part of 1953 with "Money Honey," consolidated their position in 1954 with two more smash hits.

### Other Groups

The *Midnighters*, formerly known as the *Royals*, helped a girl named "Annie" become the most talked about lass of the year as they chronicled her adventures in song. The *Spaniels*, the *Spiders* and the *Four Tunes* had big hits, too. The *Clovers* continued their merry way for the fourth year in a row, racking up new hits, and the *Five Keys*, a group that was one of the first quartets in the field originally, came back in 1954 with a big hit in "Ling Ting Tong."

As usual, there were a number of groups that came up with one hit and then faded out of sight, a prime example being the *Crows*, whose "Gee" was one of the hits of the spring.

The loyalty of r.&b. fans to established favorites was much more pronounced in the male and female singers category than the quartet field. The warblers with the best-selling records included Joe Turner, Muddy Waters, Johnny Ace, B. B. King, Little Walter, Chuck Willis and Fats Domino, all of whom have been around for a few years and have had their share of hits. Guitar Slim broke thru with a big one and then couldn't come up with another in '54.

As far as the girl singers were concerned, only three, Ruth Brown, Dinah Washington and Faye Adams, had the big hits. Ella Johnson, with the Buddy Johnson ork, had a few big records, too, and Shirley Gunter created some excitement with "Oop Shoop."

### Bands' Year

The bands that kept the music with a beat moving in 1954 were again the Buddy Johnson, the Earl Bostic and the Tiny Bradshaw orks. Of course, some of the smaller combos, including those led by singers like Fats Domino and Little Walter, also

The above-mentioned attitude, as well as other aspects, have cut into the gospel retail field in varying degrees. (Continued on page 68)

(Continued on page 68)

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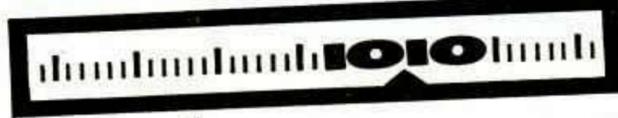
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# R&B Packages' Big-Time Hit Peaks All Around Solid Year

By BOB ROLONTZ

One of the most notable aspects of the year 1954 in the rhythm and blues field was the movement into the big time of r.&b. one-nighter packages. Not that one-nighter packages are new in the r.&b. field; probably more one-nighter units are sent out every month by key r.&b. agencies than by all other parts of the music business. But the type of package that really made noise last year was a giant r.&b. talent package, with seven or eight top stars and one or two combos and orks, that played auditoriums and arenas in the North, South, East and West, and raked up grosses equal to—and better than—many other package shows in the jazz or pop vein.

Last year there were only two really successful package one-nighter units. One was Norman Granz' "Jazz at the Philharmonic" unit and the other was the Gale Agency's giant "Rhythm and Blues Show." The latter show featured top talent, including Faye Adams, the Drifters, the Spaniels, the Counts, Big Maybelle, LaVerne Baker, Roy Hamilton and the Erskine Hawkins ork. It played over five weeks, and when it was over, it had hit solid grosses all the way and ended up as one

of the most profitable shows of the year.

## Shaw Artists

The show did so well in fact that it inspired Shaw Artists Corporation to put together an r.&b. show of its own, the "Top Ten Rhythm and Blues" show, featuring Faye Adams, the Clovers, Joe Turner, the Charms, Lowell Fulson, the Moonglows, the Midnighters, the Bill Doggett combo and the Paul Williams ork. It tees off next week on an extended tour of auditoriums and arenas. It is understood that Universal Attractions, which sponsored some pretty important r.&b. shows last year itself, with Dinah Washington, the Earl Bostic and Tiny Bradshaw orks, may send out a large unit of its own come next spring or summer.

The success of the giant r.&b. shows, in the face of falling road income, demonstrates not only the pulling power of r.&b. attractions, but also the hard work of the various r.&b. agencies in putting together smart packages and booking them at the right spots and at the right price so that all parties—the artist, the promoter and the agency—can earn some money. It shows the type of relationship that exists between r.&b. agencies and their talent stables,

and the ability of the bookers to sell their products.

## Artist and Agency

The relationship between artist and agency in the r.&b. field has always been different than it is in other spheres of the business. First of all, no one knocks off early in the r.&b. field, neither the booker nor the artist. Any artist who wants to work every day in the year can do so in the r.&b. field, and any booker will stay at his job all night to get his talent all the dates they desire.

It is this relationship that has helped to bring about the new giant r.&b. shows, which bid fair to turn into one of the most profitable angles of the business for some of the agencies. The Gale Agency put together the first mammoth r.&b. show back in the summer of 1953. It was the agency that had the confidence in its talent and in itself to go ahead on what was then considered a daring project.

The show did pretty well, too, in spite of the fact that it was the first time a show of this type had gone out and also played its dates in the summertime, in the height of the dog days. This past summer's show, of course, showed how right Gale Agency was to stay with the giant package.

## Many Fields

Neither the Gale Agency, Shaw Artists, Universal Attractions nor any of the other agencies with r.&b. talent like the Associated Booking Corporation is neglecting its duties to concentrate only on super r.&b. shows. They are as busy as ever booking in strings of one-nighter dates, as well as location jobs for single performers, duos, groups, combos, or what have you. In the case of the Shaw Agency for instance, last year—even without a giant r.&b. show—was the top year the agency has enjoyed since it started in business back in the middle 1940's.

In the r.&b. field, of all fields, the agencies have a lot to do too. Practically all of their new artists, be they singers, combos or individual musicians, come to them after being discovered or after breaking thru with a hit on records. This means that many of the artists they sign up are inexperienced and have only a few songs in their repertoire. Few of these youngsters know how to handle themselves on stage, and few know how to arrange an act. Here is where the agency has its work cut out. It usually coaches the singer on stage technique, makes him learn additional songs

(Continued on page 68)

## SUCCESSFUL FRIENDSHIP

# Full Stock, Deejaays Are Dealers' Pals

A complete stock is the rhythm and blues dealer's best friend, while his second best buddy is the deejaay, according to Ed Portnoy, who owns and operates the Record Shack here on Harlem's busy West 125th Street.

Altho he's only been in business two years, Portnoy is one of Manhattan's leading r.&b. retailers today. He attributes his rapid rise almost entirely to the fact that from the very beginning he made an all-out effort to carry as complete a line of r.&b. records as possible, along with every other label (except foreign) sold in Metropolitan New York as singles.

At present he carries an inventory of around \$25,000, and regularly stocks 6,000 different disks on his shelves (listed by artist name and type—spiritual, jazz, etc.). Portnoy's sales in 1954 were 11 per cent higher than in 1953, and he estimates that at

least 80 per cent of his gross sales today are on singles, with 45's accounting for only 15 per cent of that figure. However, Portnoy is enthusiastic about the ultimate future of 45's in the r.&b. market and foresees the day when his customers will fully accept them, along with LP's and EP's.

## Complete Inventory

In line with this, he is currently carrying a complete inventory of jazz LP's and EP's (plus certain mood music and pop vocal packages), and he hopes to expand his classical catalog this spring. He also stocks an extensive group of the most popular old singles—Fats Waller, Jimmy Lunceford, etc.—and regularly tours other record outlets in search of special collector's items for his customers.

Portnoy is all for "additional sales," but never suggests "substitute" disks: If he doesn't have

(Continued on page 68)

## LISTEN TO LISTENERS

# If They Want R&B, Play It, Says Jarvis

By AL JARVIS  
KFWB, ABC-TV, Hollywood

It's said that we become firm in our habits once past the 30 mark—like the man who uses lather shave in his daily face scraping, refusing to acknowledge that even brushless creams or electric razors exist. There's nothing wrong with a lather shave, just so long as John Doe continues to scrape his own face. Once he starts practicing on other people, it might be a sound idea to get a sampling of their preferences.

Unfortunately, or fortunately, I'm past 30, and I've also formed dozens of firm habits in my 22 years in radio. And in all probability the most unshakeable habit or opinion I have as it affects my radio programing is "Give the listener the type of music he wants to hear."

This applies to all forms of music, whether it be popular, country and western, longhair or rhythm and blues. Specifically, this treatise will deal with the programing of rhythm and blues music, that phenomenon currently causing much tongue wagging in radio, television and the music-record industry.

## Wherefore R.&B.?

For some unexplained reason there appears to be much mystery attached to the popularity of rhythm and blues music. People constantly demand that the reasons for its popularity be accounted for. I don't particularly cotton to this thinking, since I believe that youngsters have taken to rhythm and blues in much the same manner that youngsters of a generation ago took to swing, the

Lindy hop and swooning to Frank Sinatra.

The exultant state of "rhythm and blues" music will most probably pass into oblivion as have other cycles in the music business. Not too long ago the banjo had its day, with string bands thruout the nation sending kudo's to Art Mooney for his adroit handling of "Four Leaf Clover."

There's no hard and fast formula for programing rhythm and blues on a "pop" show. That youngsters have taken to buying rhythm and blues records en masse, a fact reflected in the sales of popular records, seems reason enough for its exposure on radio and television.

In programing "The Make Believe Ballroom," we rely on information concerning record popularity from a "Committee of 500" composed of housewives, high school youngsters and record dealers, all of whom have indicated a basic interest in music and a willingness to co-operate with us in our search for accurate tabulations.

Each and every week this committee is polled in a certified audit, and the tastes and preferences expressed are reflected in what we play on the air. Our tabulation for a recent week showed four songs in our top 10 to be rhythm and blues tunes, an indication of the high degree of popularity of rhythm and blues in the Southern California area.

## Come Off It

The broadcaster who dons the cloak of judge and jury in the assertion that he "will not play this foul music" is, I believe, do-

(Continued on page 69)

## SHOP'S FOCUS IN L. A.

# Repeat Business Is Saden's Big Theme

In operating the Rosslyn Music Shop, owners Leonard and Jean Saden have consistently stressed one chief policy: building a repeat sales business, despite the store's downtown Los Angeles shopping area location, and the resultant heavy store traffic.

This basic theme of merchandising has been carried out in all of Rosslyn's sales efforts, in its promotion, inventory control, purchasing and customer relations.

Primarily a rhythm and blues outlet, Rosslyn attributes 50 per cent of its sales to rhythm and blues, 30 per cent to jazz and 20 per cent to popular records. A further breakdown of Rosslyn's volume reveals 75 per cent of all sales come from single records, as opposed to the remaining 25 per cent from packaged goods.

In stimulating a repeat sales business and developing customers who will make shopping at their store a habit, Rosslyn relies heavily on radio promotion and the firm implant of the store's name on radio audiences. Currently Rosslyn purchases time on three top disk jockey shows in the Southern California market—three hours nightly on the Hunter Hancock show on KGFJ, spots on the one-hour spiritual record show by Joe White on KPOL and spots on the weekly "Jazz Scene" show aired by Walt DeSilva on KFVD.

Thus Rosslyn is more than adequately covered insofar as radio promotion is concerned, in having the latest rhythm and blues, spiritual and jazz records aired via the most widely heard shows of their kind in this area.

## Daily Buying

"Very often," says Leonard Saden, "a dealer's profit can be made before the actual sale is made, thru wise buying and prop-

er inventory control. You have to fit the requirements of your inventory to the type of market you cater to. In our case, we do a big rhythm and blues business, and accordingly we follow the field very closely. We manage to control our inventory and keep a minimum of dead stock on our shelves by buying every day, whether our needs be 50 or 10 records."

Saden reports that close contact and co-operation with the local disk jockeys and distributors is by far the best gauge of popularity of new releases.

"We know," says Saden, "that when Hunter Hancock repeatedly plays a new recording, we are going to get immediate customer reaction. By following Hancock's programing closely, we can determine which records are going to be in demand and, accordingly, what to buy."

"We enjoy a personal, as well as business, relationship with many local distributors, and thru the years we have managed to build confidence, later reflected in our buying habits."

## Seeks Self-Service

Largely hampered by a small store area, Rosslyn has not yet converted to self-service selling, tho it plans to do so and expand shortly. Rosslyn currently carries an inventory valued at \$20,000, with an inventory turnover accomplished approximately 10 times each year.

In line with its policy of "bringing back the customer," Rosslyn carries a complete line of phonograph equipment, based on the theory that selling a player later creates a potential record buyer. The store currently stocks Decca, V-M, Emerson, Admiral, Webcor

(Continued on page 69)

## IN CHI IT'S ALPERT

# Met Music Pattern Blueprints Success

Probably the most typical top-flight rhythm and blues retail record outlet in Chicago is the Met Music Shop on East 58th Street, headed by Maurice Alpert.

Alpert entered the business in June of 1946 directly after his discharge from the service. He set up his business without prior knowledge of the field and has prospered since then. His area of patronage is strictly confined to the rhythm and blues trade and therefore represents this market's buying habit excellently.

The Met Music Shop caters to most fields of music besides r.&b., altho the other groups, such as pop, classical and jazz, represent only 40 per cent of his business. The 60 per cent which represents r.&b. breaks down to about five sales on 78 to each sale of a 45 r.p.m. record. His customers' tastes vary, with a generous portion of his trade falling into the jazz category. Alpert declared that his r.&b. customers are interested solely in r.&b., and that his jazz customers are interested only in jazz. These two groups, according to him, never intermix in preferences.

## Every Label

Alpert carries every r.&b. label available. His distributors, as far as could be determined, allow him unlimited credit. Salesmen report that he is easy to sell on new items, because he buys a few of everything and heavy on any item he feels will move. Reports indicate that Alpert keeps current on new releases by watching what the deejaays are playing and what numbers are being hit heavily in the neighborhood juke boxes.

Explaining his inventory and stock control methods, Alpert stated, "The best way for me to buy is to judge what will be a seller in my own mind. If I think it will sell, I buy plenty. If I'm not sure, I at least buy a few. From there I determine my purchases by what the disk jockeys play and what my customers ask for. I'm not afraid to buy, and I very seldom run out of hit items." Alpert estimated his monthly dollar volume at between \$6,000 and \$9,000.

Some facts concerning his cus-

# Flyin' high for '55

## There's No BUSINESS like SHAW BUSINESS!

WOODY HERMAN (Mars)

ERROL GARNER (Mercury)

ARTIE SHAW (Victor)

RUTH BROWN (Atlantic)

FAYE ADAMS (Herald)

FATS DOMINO (Imperial)

JOE TURNER (Atlantic)

JOE MORRIS (Herald)

STAN GETZ (Clef)

THE ORIOLES (Jubilee)

FLIP PHILLIPS (Clef)

ROY ELDRIDGE (Clef)

TOMMY BROWN (Savoy)

OSCAR PETERSON (Clef)

MEMPHIS SLIM (United)

LOUIS BELLSON (Decca)

THE CLOVERS (Atlantic)

JOHNNY HODGES (Clef)

BEN WEBSTER (Clef)

CHUCK WILLIS (Okeh)

THE CHARMS (Deluxe)

MOONLIGHTERS (Chess)

JO JONES (Clef)

GUITAR SLIM (Specialty)

MARGIE DAY (Coral)

REX STEWART

LYNN HOPE (Aladdin)

CHRIS CONNOR (Bethlehem)

EDDIE CHAMBLEE (United)

SONNY STITT (Roost)

DAKOTA STATON (Capitol)

MOONGLOWS (Chess)

CHARLES BROWN (Aladdin)

MUDDY WATERS (Chess)

URSULA REED (Herald)

TUN TUN (Comedian)

CHARLIE & RAY (Herald)

MILT BUCKNER (Capitol)

DIZZY GILLESPIE (Clef)

FOUR GUYS (Mercury)

GRIFIN BROS. (Dot)

SIDNEY BECHET (Victor)

BILL DOGETT TRIO (King)

JEAN THIELEMAN (Columbia)

EDDIE DAVIS (Roost)

THE SPIDERS (Imperial)

SLIM GAILLARD (Clef)

LITTLE WALTER (Chess)

AL JACKSON (Comedian)

LOWELL FULSON (Chess)

T-BONE WALKER (Imperial)

AMOS MILBURN (Aladdin)

PAUL WILLIAMS (Victor)

RAY CHARLES (Atlantic)

FIVE JETS (De Luxe)

RALPH SHARON (London)

LOU DONALDSON (Blue Note)

MODERN JAZZ QUARTET (Clef)

FLOYD DIXON (Atlantic)

FIVE KEYS (Capitol)

WILLIE BRYANT (Apollo)

BENNY CARTER (Clef)



SHAW ARTISTS CORPORATION

BILLY SHAW, PRESIDENT  
565 FIFTH AVENUE, NEW YORK 17, N. Y.

JACK ARCHER • JACK WHITTEMORE • MILT SHAW • WALTER THOMAS

CHICAGO—BOB ASTOR • JIM FLEMING

CATALINO ROLON • DICK ALEN • STANLEY GILSEN, JR.

WEST COAST—MILT DEUTSCH • CLIFF ARONSON

# Year after Year



- OH, WHAT A DREAM**  
Ruth Brown  
#1036
- HONEY LOVE**  
Clyde McPhatter and The Drifters  
#1029
- SHAKE, RATTLE AND ROLL**  
Joe Turner  
#1026
- DON'T YOU KNOW**  
Ray Charles  
#1037
- TWEEDLEE DEE**  
Lavern Baker  
#1047
- LOVEY DOVEY**  
The Clovers  
#1022
- SUCH A NIGHT**  
Clyde McPhatter and The Drifters  
#1019
- JAM UP**  
Tommy Ridgley  
#1039
- WHITE CHRISTMAS**  
Clyde McPhatter and The Drifters  
#1048
- GOT MY EYES ON YOU**  
The Clovers  
#1035
- IT SHOULD'VE BEEN ME**  
Ray Charles  
#1021
- BIP BAM**  
Clyde McPhatter and The Drifters  
#1043
- MAMBO BABY**  
Ruth Brown  
#1044
- LITTLE MAMA**  
The Clovers  
#1022
- YOUR CASH AIN'T NOTHING BUT TRASH**  
The Clovers  
#1035
- I'VE GOT A WOMAN**  
Ray Charles  
#1050
- SOME DAY**  
Clyde McPhatter and The Drifters  
#1043

**ATLANTIC RECORDING CORP.**  
234 WEST 56th St. NEW YORK 19, N. Y.

*The Fabulous MISS RHYTHM*

# RUTH BROWN

**BYE BYE YOUNG MEN**

#1051

**MAMBO BABY**

#1044

**OH WHAT A DREAM**

#1036



Management

Blance Callaway—George Treadwell

Booking

Shaw Artists

*The Boss of the Blues*

# JOE TURNER

**SHAKE, RATTLE AND ROLL**

#1026

**WELL, ALL RIGHT**

#1040

**TV MAMA**

#1016



Booking—Shaw Artists

*The Hit Makingest Group in History!*

# THE CLOVERS

**IF YOU LOVE ME  
and  
BLUE VELVET**

#1052

**YOUR CASH AIN'T  
NOTHING BUT TRASH**

#1035

**LOVEY DOVEY and LITTLE MAMA**

#1022



Management

Lou Krefetz

Booking

Shaw Artists

*The Incomparable!*

# Clyde McPHATTER and THE DRIFTERS

**WHITE CHRISTMAS**

#1048

**SOME DAY**

#1043

**HONEY LOVE**

#1029



Management

George Treadwell

Booking

Gale Agency

*The "TWEEDLEE DEE" Girl Herself!*

# LAVERN BAKER

**TWEEDLEE DEE  
and  
TOMORROW NIGHT**

#1047

**I CAN'T HOLD  
OUT ANY LONGER**

#1030

**SOUL ON FIRE**

#1004



Management

Al Green

Booking

Gale Agency

*The Triple Threat of the Blues*

# RAY CHARLES

**I'VE GOT A WOMAN  
and  
COME BACK**

#1050

**DON'T YOU KNOW**

#1037

**IT SHOULD'VE BEEN ME**

#1021



Management

Allen Saunders

Booking

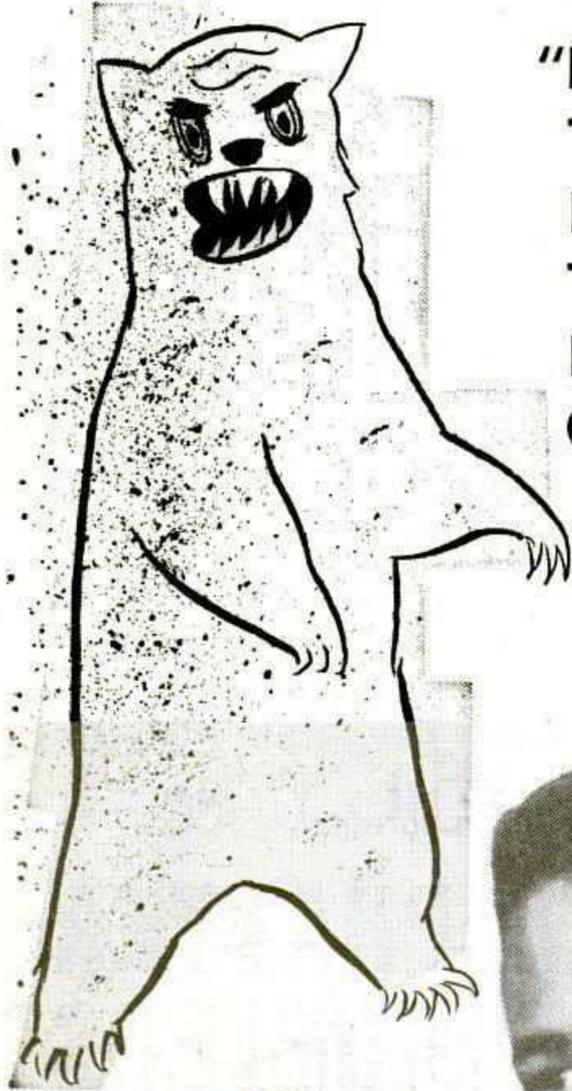
Shaw Artists

**ATLANTIC RECORDING CORP.**

234 WEST 56th St.

NEW YORK 19, N. Y.

## Here are the **BEAR** Facts:



"I AM GRATEFUL  
TO EVERYONE  
FOR VOTING ME  
THE MOST  
PROMISING ARTIST  
OF 1954"

*Roy*



# HAMILTON

currently

**HURT** b/w STAR OF LOVE

EPIC 9086

new release

**IF YOU ARE BUT A DREAM and I BELIEVE**

EPIC 9092

PERSONAL MANAGER

**BILL COOK**

48 West 48th St.

New York City

PL 7-7100

exclusively



## Rhythm & Blues Artists

(Alphabetically by Label)

### ALADDIN RECORDS

451 North Canon Drive  
Beverly Hills, Calif.

Amos Milburn  
Charles Brown  
Lloyd Glenn  
Shirley Goodman  
Leonard Lee  
Five Pearls  
Regals  
Feathers  
Lynn Hope  
Lowell Fulson  
Jimmy Liggins  
Lester Young  
Dodgers  
Dolores Gibson  
Ebonaires  
Gene Forrest  
Patti-Anne Mesner

### ATLANTIC RECORDS

234 West 56th Street,  
New York

Arnett Cobb  
Joe Turner  
Tommy Ridgeley  
Ray Charles  
Ruth Brown  
Clovers  
Laverne Baker  
Hal Paige  
Drifters  
Cardinals  
Professor Longhair  
Ivory Joe Hunter

### BATON RECORDS

108 West 44th Street  
New York 36

Rivileers  
Buddy Tate  
Fabulous Preston Trio  
Hearts

### BIG TOWN RECORDS

305 South Fair Oaks Avenue  
Pasadena 1, Calif.

Jimmy Wilson  
Frank Motley  
Angel Face  
Ontarios  
Calvin Ruffin  
Paul Crawford  
James Reed  
Fats Gaines  
Southern Travelers  
Loving Five

### CAT RECORDS

234 West 58th Street  
New York

Chordcats  
Floyd Dixon  
Rose Marie McCoy  
Play Boys  
El Tempos  
Little Sylvia

### CHECKER RECORDS

4750 Cottage Grove  
Chicago

Moonlighters  
Danny Overbea  
Little Walter  
Bobby Lester  
Lowell Fulson

### CHESS RECORDS

4750 Cottage Grove  
Chicago

Muddy Waters  
Moonglows  
Claudia Swann  
Buddy Griffin Ork  
Willie Mabon  
Eddie Boyd  
Howling Wolf

### CO-ED

12 West 117th Street  
New York 26

Jimmie Miller  
Prof. Buddy Winley  
Norris the Troubadour  
Collegiate Singers  
George Mayhams & Oscar Horn

### DECCA RECORDS

50 West 51st Street  
New York

Savannah Churchill  
Margie Day  
Hollywood Flames  
Marie Knight  
Sister Rosetta Tharpe  
Singing Wanderers

### DE LUXE RECORDS

1540 Brewster Avenue  
Cincinnati 7

Milton Bowser  
Eunice Davis  
Charms  
Crystals  
Rudy Ferguson  
Bill Robison & The Quails  
Blue Dots  
Four Speeds  
Buddy Phillips  
Johnny and Mack  
Rev'd A. Johnson  
Thunderbirds  
Country Homes  
Willis Jackson  
George Rhodes  
Five Jets

### DOOTONE RECORDS

9514 South Central Avenue  
Los Angeles 2

Medallions  
Penguins  
Willie Headen  
Georgia Brown  
Whippoorwills

### FEDERAL RECORDS

1540 Brewster Avenue  
Cincinnati 7

4 Intemes  
Lamplighters  
Midnighters  
Platters  
Billy Ward and His Dominoes  
Little Willie Littlefield  
Big Jay McNeely  
Tune Blenders  
Jimmy Tyler  
Gerald Wilson  
Luis Rivera

### FLAIR RECORDS

9317 W. Washington  
Boulevard

Culver City, Calif.  
Shirley Gunter & Queens  
Dreamers  
Elmore James  
Blinkey Allen  
Carroll County Boys  
Flairs  
Chimes  
Ike Turner  
Anna Marie  
Richard Berry

### GROOVE (RCA Victor)

630 Fifth Avenue  
New York

Sonny Brooks  
Du Droppers  
Oscar Black & Sue Allen  
John Greer  
Bertice Reading

(Continued on page 64)

## CENTRAL RECORD SALES CO.

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THE WEST'S OUTSTANDING  
INDEPENDENT  
RECORD DISTRIBUTOR

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JOHN L. ANDREWS, Vice Pres.

GEORGE RUSSELL, Prom and Publicity

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RE 3-1940

Los Angeles 18, Calif.  
RE 3-6177

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R & B AND POP CHARTS



*Happening!*

## THE FOUR TUNES

"I SOLD MY HEART  
TO THE JUNKMAN"

and

"GOOD NEWS" (Chariot's Comin')

Jubilee #5174

*Just Released—A 2-Sided Hit*

## THE ORIOLES

"I LOVE YOU  
MOSTLY"

and

"FAIR EXCHANGE"

Jubilee #5177



*At Her Greatest*

## BETTE McLAURIN



"OLD MAN RIVER"

and

"HOW CAN I"

Jubilee #5179

*The Rockin'est Instrumental Ever*

## SIL "PING PONG" AUSTIN



"CROSSFIRE"

PART 1 and 2

Jubilee #5178

*Great Standard—New Ballad  
by Potential New Star*

## JO ANN TOLLEY

"BABY WON'T YOU PLEASE COME HOME"

and "DON'T" Jubilee #5180

Watch For Great  
New Release By  
THE RAVENS

# jubilee

315 W. 47th Street  
New York 36, N. Y.

Starting the Year With **A HIT!**

**FAYE  
ADAMS**



*sings*

**ANYTHING  
FOR A  
FRIEND**

*b/w*  
**YOUR  
LOVE**  
HERALD 444

Thanks at least  
2,000,000 (records)  
to all you  
wonderful people  
I'd like to  
"Shake Ya' Hand"  
Faye Adams

## Rhythm & Blues Artists

(Alphabetically by Label)

• Continued from page 62

Piano Red  
Tampa Red  
Ernestine Washington

**HERALD RECORDS**  
236 West 55th Street  
New York 19

Faye Adams  
Al Savage  
Ursula Reed  
Charlie & Ray  
Lightnin' Hopkins  
Leroy Smith  
Kitty Noble  
Aaron Jones  
Joe Morris  
Heralds  
5 Willows  
Thrillers  
Covaks  
Dappers  
Ethel Davenport  
National Clouds of Joy

**HOLLYWOOD RECORDS**  
1248 South Berendo Street  
Los Angeles 6

Linda Hayes  
Twigs  
Soul Comforters  
Johnny Taylor  
Charles Brown (non-excl.)  
Lowell Fulson (non-excl.)  
Jimmie Witherspoon (non-excl.)  
Lloyd Glenn (non-excl.)

**IMPERIAL RECORDS**  
6425 Hollywood Boulevard  
Hollywood 28

Fats Domino  
Spiders  
Hawks  
Mello-Kings  
Mello-Drops  
Smiley Lewis  
Bobby Mitchell  
Alan Mathews  
Pee Wee Crayton  
Dave Collins & The Scrubs  
Li'l Son Jackson  
Li'l Smilin' Jackson  
Li'l Booker  
Bea Booker  
Jewel King  
T. Bone Walker  
Roosevelt Sykes  
Jesse Alan  
Audrey Walker  
Archibald  
Dave Bartholomew  
Bees  
Blazer Boy  
Li'l Bubber  
J. D. Edwards  
Gene Gilmore  
Smilin' Joseph  
Toppers  
Johnny Moses  
Smokey Hogg  
Pelicans  
Jo Ann Scott

**INTRO RECORDS**  
451 North Canon Drive  
Beverly Hills, Calif.  
Joe Lewis

**JAY-DEE RECORDS**  
1519 Broadway  
New York  
Otis Blackwell  
Dean Barlow  
Lillian Leach  
Chappy Chappelle  
Gabriel Brown

Crickets  
Mellows  
Millionaires

**JOSIE RECORDS**  
315 West 47th Street  
New York 19

Cadillacs  
Ray O Vacs  
Tear Drops

**JUBILEE RECORDS**  
315 West 47th Street  
New York

Four Tunes  
Orioles  
Bette McLaurin

**KING RECORDS**  
1540 Brewster Avenue  
Cincinnati 7

Admirals  
Tiny Bradshaw  
Roy Brown  
Earl Bostic  
Checkers  
Bill Doggett  
Herman Denby  
Jack Dupree  
The "5" Royals  
Henry Glover  
Rufus Gore  
Al Grey  
Wynonie Harris  
Bull Moose Jackson  
Bill Jennings  
Lucky Millinder  
Lula Reed  
Todd Rhodes  
Strangers  
Sonny Thompson

**LAMP RECORDS**  
451 North Canon Drive  
Beverly Hills, Calif.  
Leonard Lee  
Cookies

**MAGNET RECORDS**  
104 Mitchell Avenue  
Asheville, N. C.  
Charles Glass  
Little Maxine

**MERCURY RECORDS**  
35 East Wacker Drive  
Chicago  
Cashmeres  
Chestnuts  
Eagles  
Buddy Johnson  
Ella Johnson  
Joe Liggins  
Dinah Washington  
Ravens  
Red Prysock

**MODERN RECORDS**  
9317 W. Washington Boulevard  
Culver City, Calif.  
John Lee Hooker  
Oscar McLollie  
Etta James  
Peppermint Harris  
Linda Peters  
Marvin & Johnny  
Poka-Dotts  
McDonals Sisters

**M & M RECORDS**  
701 Seventh Avenue  
New York  
Sam Taylor  
Ramblers  
Bobby Prince

(Continued on page 69)

The West's Fastest  
Growing R&B  
Distributor

★  
**AL SHERMAN**  
RECORD SALES CO.

2932 W. Pico Los Angeles 6, Calif.  
Republic 6949

**LIVEWIRE RECORD  
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Top Promotion  
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**Complete Western  
Distribution**

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TOP SALES and Service  
in Both  
Northern and Southern  
California

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ALLIED MUSIC SALES CO.  
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ALLIED MUSIC SALES CO.  
371 4th St. San Francisco, Calif.

**The West's Most  
Diversified  
Distributor.**

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Rhythm and Blues  
Pops — Kiddie  
Classics  
Country and Western  
DIAMOND RECORD DIST. CO.  
2990 W. Pico Los Angeles, Calif.  
Tel.: Republic 1-4311

DIRECTION  
**SHAW  
ARTISTS**

**Herald** RECORDS  
234 W. 53 St.  
New York  
N. Y.

PERSONAL MANAGER  
**PHIL MOORE**

DISKS, 15 MIL; P.A., 10 MIL

# Coast Lends Spark to Giant \$25,000,000 R&B Year

By JOEL FRIEDMAN

The American public last year spent approximately \$15,000,000 to be entertained by rhythm and blues records. With the field experiencing a literal bonanza in 1954, indications are certain that this figure will substantially exceed the previous year's gross and will continue to rise in years to come.

The accurate statistics are not available, the aggregate rhythm and blues field is estimated to have totaled more than \$25,000,000, with the personal appearance and publishing fields accounting for the additional \$10,000,000 in revenue.

Rhythm and blues records accounted for a little over 5 per cent of the total industry gross in 1953. The current year's sales and the emphasis of rhythm and blues in every recording company's catalog should undoubtedly boost this figure to close to the 10 per cent mark for 1954.

Significantly, the West Coast has contributed much to the rhythm and blues field. For years, the area has been a spawning ground for new labels, artists and songs. It has been the jumping off point for new trends in merchandising, sales and promotion. It currently boasts the enviable record of leading many other large metropolitan cities in total sales volume.

All other arguments to the contrary, it literally gave birth to the modern method of independent distribution, the intricate system of independently owned franchises, selling a manufacturer's product.

It's axiomatic in the field of merchandising and selling, that a product cannot sell without the

means or outlet for its sale, irrespective of the quality of the product. This the rhythm and blues manufacturers established; for the very foundation of virtually every independent distributor today can be traced to a well established rhythm and blues line.

There is no one single individual or firm could appropriately be given credit for generating the rhythm and blues business, and in particular on the West Coast, Jack Gutshall's national distribution network unquestionably gave dozens of rhythm and blues record manufacturers the initial impetus. Gutshall at one time was responsible for the national distribution of such lines as Capitol, Exclusive, Excelsior, Modern, Gem, National and many others.

During the war, Gutshall had the only independent means of distribution on the West Coast, and was largely responsible then for the entry into the distributing field of many coin machine firms, such as the Runyon Sales Company, in New York. Gutshall's record business profited from his many years of experience and background as a music operator, and his presence in the field helped lend importance and prestige to the juke box as a source of record sales.

### Indies' Opportunity

The emphasis and concentration by West Coast r.&b. manufacturers on solely rhythm and blues talent largely resulted in focusing attention on the field and enabled the "indies" to get their "foot in the door."

Coast manufacturers such as Modern, Exclusive, Excelsior and Black & White took a page from their pop counterparts and the

motion picture industry's "star" system and established their own rosters of talent. The early catalogs of Hadda Brooks records on Modern; Exclusive's Johnny Moore and the Three Blazers, Herb Jeffries, Mabel Scott and Joe Liggins; Roy Milton and Camille Howard on Specialty; Slim Gaillard on Atomic; Kay Starr on Jewel; Charles Brown, Wynonie Harris, Helen Humes and Lester Young on Philo, later renamed Aladdin; Oscar Pettiford on Black & White; Paula Watson on Supreme; Cecil Cant on Gilt-Edge; King Cole on Atlas, and many others set the pattern.

Other labels that sprouted on the West Coast and later reaped national attention via numerous disk clicks included Pacific, Bel-Tone, Liberty, Coast, Spotlight, ARA, Pan American, Sunshine, Excelsior, Melodisc and Encore.

### Distrib Problem

The chief problem at that time (1944-45) was national distribution, tho the record manufacturers themselves didn't consider having only a half dozen distributors across the country much of a problem, in view of the tremendous sales achieved with limited distribution. At one period, virtually every release issued by Exclusive Records could be counted on for a minimum sale in excess of 100,000 records, a figure that would be scoffed at today, but nonetheless good then.

And in those days, fondly remembered by some veterans in the field as the "golden days," "race records" as they were then called, sold at \$1.10 retail.

West Coast manufacturers were not alone in their sparse distribution problem, since their Eastern

(Continued on page 69)

## KING-FEDERAL-DE LUXE RHYTHM and BLUES HAVE GONE POP!

THESE RECORDS HAVE PROVEN THEMSELVES HITS IN THE POP FIELD

★ ★ ★ ★

### THE CHARMS

- DE LUXE HEARTS OF STONE  
6062 WHO KNOWS
- DE LUXE LING TING TONG  
6076 BAZOOM (I NEED YOUR LOVIN')
- DE LUXE KO KO MO (I LOVE YOU SO)  
6080 WHADAYA WANT?

★ ★ ★ ★

### THE MIDNIGHTERS

- FEDERAL ANNIE HAD A BABY  
12195 SHE'S THE ONE
- FEDERAL SEXY WAYS  
12185 DON'T SAY YOUR LAST GOODBYE
- FEDERAL WORK WITH ME ANNIE  
12169 UNTIL I DIE

EARL BOSTIC  
SONG OF THE ISLANDS  
LIEBESTRAUM  
KING 4754

TINY BRADSHAW  
SOFT  
STRANGE  
KING 4577

EMBRACEABLE YOU  
NIGHT AND DAY  
KING 4765

STACK OF DOLLARS  
CAT FRUIT  
KING 4747

PLUS 33 OTHER  
BOSTIC HITS

PLUS 12 OTHER  
BRADSHAW HITS

BILLY WARD AND HIS  
DOMINOES  
HAVE MERCY BABY  
DEEP SEA BLUES  
FEDERAL 12068

BILL DOGGETT  
THE NEARNESS OF YOU  
HONEY  
KING 4738

SIXTY MINUTE MAN  
I CAN'T ESCAPE FROM YOU  
FEDERAL 12022

HIGH HEELS  
SWEET SLUMBER  
KING 4732

PLUS 10 OTHER HITS  
BY THE DOMINOES

PLUS 10 OTHER  
DOGGETT HITS

### PLUS THESE LATEST HITS

KING YOU UPSET ME BABY  
1432 POISON IVY  
BOYD BENNETT AND HIS ROCKETS

KING MELODY OF LOVE  
1429 THERE IS SOMETHING MISSING  
THE INK SPOTS

DE LUXE ROCK LOVE  
2029 EBONY EYES  
ELAINE GAY

DISTRIBUTED BY  
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*Movin' Like Mad!*

"THE WALLFLOWER"  
"HOLD ME, SQUEEZE ME"  
MOD. 947

ETTA JAMES  
& The Peaches

"KO KO MO"  
"SOMETIMES I WONDER"  
MOD. 949

MARVIN & JOHNNY

"SHAKE, HOLLER & RUN"  
"HALF A STRANGER"  
MOD. 948

JOHN LEE HOOKER

"LITTLE HONEY"  
"HONEY GIRL"  
MOD. 946

MARVIN & JOHNNY

"EVERYDAY I HAVE THE BLUES"  
"SNEAKIN' AROUND"  
RPM 421

B. B. (BLUES BOY)  
KING

"OO WAH"  
"I'M THE CHILD"  
RPM 419

BUDDY MILTON

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DUKE'S REALLY STARTING THE NEW YEAR WITH A BANG WITH TWO SURE HITS

**THE SULTANS**

sing

"BOPPIN' WITH THE MAMBO"

and

"WHAT MAKES ME FEEL THIS WAY"

Duke #135



AND

**THE SOUTHERN TONES**

sing

"BE WHAT YOU ARE"

and

"JUST A CLOSER WALK WITH THEE"

Duke #207



**DUKE RECORDS** 2809 Erastus Street  
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**The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS**

**• Best Sellers in Stores**

For survey week ending January 19

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.	EARTH ANGEL—Penguins..... Hey, Senorita—Dootone 348—BMI	3	7
2.	HEARTS OF STONE—Charms..... Who Knows—DeLuxe 6062—BMI	1	14
3.	SINCERELY—Moonglows..... Tempting—Chess 1581—BMI	2	9
4.	PLEDGING MY LOVE—J. Ace..... No Money—Duke 136—BMI	10	2
5.	TWEEDLE DEE—L. Baker..... Tomorrow Night—Atlantic 1047—BMI	4	3
6.	LING TING TONG—Charms..... Bazoom (I'll Feed Your Lovin')—DeLuxe 6976—BMI	7	2
7.	LING TING TONG—Five Keys..... I'm Alone—Cap 2945—BMI	5	5
8.	TEACH ME TONIGHT—D. Washington..... Wishing Well—Mercury 70497—ASCAP	6	7
9.	I'VE GOT A WOMAN—R. Charles..... Come Back—Atlantic 1050—BMI	—	1
10.	EVERYDAY I HAVE THE BLUES—B. B. King.... Sneakin' Around—(16)—RPM 421—BMI	—	1
10.	POISON IVY—W. Mabon..... Say Man—Chess 1580—BMI	9	7

**• Most Played in Juke Boxes**

For survey week ending January 19

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.	HEARTS OF STONE—Charms..... DeLuxe 6062—BMI	2	12
2.	SINCERELY—Moonglows..... Chess 1581—BMI	1	12
3.	RECONSIDER BABY—L. Fulson..... Checker 804—BMI	3	8
3.	EARTH ANGEL—Penguins..... Dootone 348—BMI	4	6
5.	I'VE GOT A WOMAN—R. Charles..... Atlantic 1050—BMI	—	1
6.	TEACH ME TONIGHT—D. Washington..... Mercury 70497—ASCAP	—	1
7.	TWEEDLE DEE—L. Baker..... Atlantic 1047—BMI	7	3
8.	YOU UPSET ME, BABY—B. B. King..... RPM 416—BMI	5	12
9.	MAMBO BABY—R. Brown..... Atlas 1044—BMI	6	12
10.	EVERYDAY I HAVE THE BLUES—B. B. King.... RPM 421—BMI	—	1
10.	LING TING TONG—Charms..... DeLuxe 6976—BMI	9	2

**• Most Played by Jockeys**

For survey week ending January 19

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.	HEARTS OF STONE—Charms..... DeLuxe 6062—BMI	1	2
2.	SINCERELY—Moonglows..... Chess 1581—BMI	2	2
3.	EARTH ANGEL—Penguins..... Dootone 348—BMI	3	2
4.	PLEDGING MY LOVE—J. Ace..... Duke 136—BMI	9	2
5.	TWEEDLE DEE—L. Baker..... Atlantic 1047—BMI	4	2
6.	I'VE GOT A WOMAN—R. Charles..... Atlantic 1050—BMI	15	2
7.	YOU UPSET ME BABY—B. B. King..... RPM 416—BMI	7	2
8.	RECONSIDER, BABY—L. Fulson..... Checker 804—BMI	5	2
9.	LING TING TONG—Charms..... DeLuxe 6976—BMI	11	2
10.	TEACH ME TONIGHT—D. Washington..... Mercury 70497—ASCAP	8	2
10.	POISON IVY—W. Mabon..... Chess 1580—BMI	13	2
12.	EVERYDAY I HAVE THE BLUES—B. B. King.... RPM 421—BMI	—	1
13.	BYE BYE YOUNG MEN—R. Brown..... Atlantic 1051—BMI	—	1
13.	HURT—R. Hamilton..... Epic 9086—ASCAP	11	2
15.	KO KO MO—Gene & Eunice..... Combo 64—BMI	—	1
15.	SHAKE, RATTLE AND ROLL—J. Turner..... Atlantic 1026—BMI	—	1
15.	BABY LET'S PLAY HOUSE—A. Gunter..... Excello 2047—BMI	—	1

**GREATEST RHYTHM and BLUES ON CHESS and CHECKER!!**

**• This Week's Best Buys**

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

**I'M A NATURAL BORN LOVER—Muddy Waters—Chess 1585**  
A long established favorite in Southern markets, Muddy Waters' latest is reported to have found immediate acceptance in Durham, Atlanta, Nashville and Richmond, among others. Northern markets like Buffalo, Cincinnati, Cleveland, Chicago, Detroit and St. Louis are following the lead; they now also report good sales.

**MELLOW DOWN EASY (Arc, BMI) Little Walter—Checker 805**  
Both sides of this disk are represented on territorial charts and could conceivably both hit the national lists. "Mellow" shows this week on the Atlanta and Detroit territorial charts; "Last Night" on the St. Louis and New Orleans charts. Other cities in which the disk is selling well include Buffalo, Cincinnati, Cleveland, Chicago, Nashville and Durham. A previous Billboard "Spotlight" pick.

**SO ALL ALONE (Arc, BMI) SHOO DOO BE DOO (Arc, BMI) Bobby Lester and The Moonlighters—Checker 806**  
This record found almost immediate acceptance from the time of release in Los Angeles, Chicago and New York and has continued to grow at a rapid pace. Now it is also rated a good seller in Atlanta, St. Louis, Nashville, Buffalo and Philadelphia. Action is almost evenly divided between the two sides.

**POISON IVY—Willie Mabon—Chess 1580**  
Moving up steadily this past month, this record now has placed on the St. Louis and Chicago territorial charts. New York, Buffalo, Cincinnati, Atlanta, Durham, Nashville and Detroit sales reports also were good and climbing. Flip is "Say Man."

**JUST OUT**

Chess #1587  
**"FREE AND EASY MIND"**  
b/w  
**"GREAT BIG HUNK OF MAN"**  
Jimmy (199) Nelson  
Checker #810  
Jimmy Whitherspoon  
**"TIME BRINGS ABOUT A CHANGE"**  
b/w  
**"WAITING FOR YOUR RETURN"**

**• Review Spotlight on...**

**DANNY OVERBEA**

A Toast to Lovers (Arc, BMI)—Checker 808—Danny Overbea turns in a lovely reading here of a fine new ballad that has a chance to make a dent in both the pop and the r.&b. markets. His voice has both feeling and emotion on this one. Flip is "My Love" (Arc, BMI).

For our complete catalog listings of top Rhythm & Blues standards, contact your nearest distributor or write to

**• CHECKER RECORD COMPANY •**

4750 S. COTTAGE GROVE AVE., CHICAGO 15, ILL. PHONE: KENWOOD 8-4342

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

This Week's Best Buys

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

ANYTHING FOR A FRIEND (Rush, BMI)-Faye Adams-Herald 444 The third week of this record's "life" finds it doing healthy business in a majority of markets checked, and growing quickly. Best reports were received from New England, New York, Philadelphia, Buffalo, Cincinnati, Cleveland, Richmond, Nashville and St. Louis. Flip is "Your Love" (Angel, BMI). A previous Billboard "Spotlight" pick.

UPSIDE YOUR HEAD (Sophisticate, BMI) CRAZY 'BOUT SAXOPHONE (Sophisticate, BMI)-Ella Johnson and Buddy Johnson-Mercury 70523

"Upside Your Head" has been one of Ella Johnson's fastest starters, racking up impressive sales in its first 10 days in New York, Philadelphia, Cincinnati, Cleveland, Durham, Atlanta and Los Angeles. Several key markets report that action on "Saxophone" has also been extremely good, tho not quite up to the flip. A previous Billboard "Spotlight" pick.

Review Spotlight on... RECORDS

DINAH WASHINGTON That's All I Want From You (Weiss & Barry, BMI)-Mercury 70537-Dinah comes thru with a wonderful reading of the tune that is now a smash hit in the pop field, over an unusual backing by the ork. This could be another hit for the thrush. Flip is "You Stay on My Mind." (Calvin, BMI).

THE FIVE KEYS Close Your Eyes (Rush, BMI) Doggone It, You Did It (Roosevelt, BMI)-Capitol 3032 -The boys should continue to come thru with hits if this fine two-sided recording is any indication. The top side is a powerful new ballad, and the flip is a wild swinging effort. Both feature sock performances, and both are coin-grabbers.

SPIRITUALS

THE DIXIE HUMMING BIRDS Sinner, Sin No More (Lion, BMI) I'm Not Uneasy (Lion, BMI)-Peacock 1740-The great spiritual group has another impressive waxing here. They sing of the world of the hereafter with the sincere feeling and emotion that marks all of their work, and their many fans will want this new release.

R & B Territorial Best Sellers

For survey week ending January 19

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. Tweedle Dee, L. Baker, Atl.
2. I've Got a Woman, R. Charles, Atl.
3. Pledging My Love, J. Ace, Duk.
4. Hearts of Stone, Charms, Del.
5. Ling, Ting, Tong, Five Keys, Cap.
6. Earth Angel, Penguins, Dtn.
7. Everyday I Have the Blues, B. B. King, RPM
8. Stingy Little Thing, Midnighters, Fed.
9. Sincerely, Moonglows, Chs.
10. Shake, Rattle and Roll, B. Haley, Dec.

Balti.-Wash.

- 1. Hearts of Stone, Charms, Del.
2. Earth Angel, Penguins, Dtn.
3. Ling, Ting, Tong, Five Keys, Cap.
4. Teach Me Tonight, D. Washington, Mer.
5. Tweedle Dee, L. Baker, Atl.
6. Everyday I Have the Blues, B. B. King, RPM
7. Pledging My Love, J. Ace, Duk.
8. I Love You Madly, Charlie and Ray, Her.
9. Mambo Baby, R. Brown, Atl.

Charlotte

- 1. Hearts of Stone, Charms, Del.
2. Earth Angel, Penguins, Dtn.
3. Sincerely, Moonglows, Chs.
4. Pledging My Love, J. Ace, Duk.
5. Don't Drop It, W. Harrison, Sav.
6. Tweedle Dee, L. Baker, Atl.
7. Ling, Ting, Tong, Charms, Del.
8. Ling, Ting, Tong, Five Keys, Cap.
9. Stingy Little Thing, Midnighters, Fed.
10. I've Got a Woman, R. Charles, Atl.

Chicago

- 1. Dim, Dim the Lights, B. Haley, Dec.
2. Shake, Rattle and Roll, B. Haley, Dec.
3. Earth Angel, Penguins, Dtn.
4. Everyday I Have the Blues, B. B. King, RPM

Cincinnati

- 1. Earth Angel, Penguins, Dtn.
2. Pledging My Love, J. Ace, Duk.
3. Sneakin' Around, B. B. King, RPM
4. Hearts of Stone, Charms, Del.
5. Ling, Ting, Tong, Charms, Del.
6. Hurt, R. Hamilton, Epi.
7. Sincerely, Moonglows, Chs.

Detroit

- 1. Ling, Ting, Tong, Charms, Del.
2. Sincerely, Moonglows, Chs.
3. Earth Angel, Penguins, Dtn.
4. Reconsider, Baby, L. Fulson, Che.
5. Sneakin' Around, B. B. King, RPM

- 6. Hearts of Stone, Charms, Del.
7. Teach Me Tonight, D. Washington, Mer.
8. Poison Ivy, W. Mabon, Chs.
9. You Upset Me Baby, B. B. King, RPM
10. Dim, Dim the Lights, B. Haley, Dec.

Los Angeles

- 1. Sincerely, Moonglows, Chs.
2. Tweedle Dee, L. Baker, Atl.
3. Earth Angel, Penguins, Dtn.
4. Hurt, R. Hamilton, Epi.
5. Reconsider, Baby, L. Fulson, Che.
6. Hearts of Stone, Jewels, R & B

New Orleans

- 1. Earth Angel, Penguins, Dtn.
2. Sincerely, Moonglows, Chs.
3. Ling, Ting, Tong, Charms, Del.
4. I've Got a Woman, R. Charles, Atl.
5. Tweedle Dee, L. Baker, Atl.
6. Hearts of Stone, Charms, Del.
7. Pledging My Love, J. Ace, Duk.
8. Come Back, R. Charles, Atl.
9. I'm a Natural Born Lover, M. Waters, Chs.
10. Ling, Ting, Tong, Five Keys, Cap.

New York

- 1. Earth Angel, Penguins, Dtn.
2. Sincerely, Moonglows, Chs.
3. Teach Me Tonight, D. Washington, Mer.
4. Hurt, R. Hamilton, Epi.
5. Tweedle Dee, L. Baker, Atl.
6. Pledging My Love, J. Ace, Duk.
7. I Love You Madly, Charlie and Ray, Her.
8. You Upset Me Baby, B. B. King, RPM
9. I've Got a Woman, R. Charles, Atl.

Philadelphia

- 1. Pledging My Love, J. Ace, Duk.
2. Earth Angel, Penguins, Dtn.
3. Mr. Sandman Mambo, C. Powell, Gra.
4. Sincerely, Moonglows, Chs.
5. Teach Me Tonight, D. Washington, Mer.
6. Tweedle Dee, L. Baker, Atl.
7. Ling, Ting, Tong, Five Keys, Cap.
8. Hearts of Stone, Charms, Del.
9. Ko Ko Mo, Gene & Eunice, Cbo.

St. Louis

- 1. Earth Angel, Penguins, Dtn.
2. Hearts of Stone, Charms, Del.
3. Sincerely, Moonglows, Chs.
4. Pledging My Love, J. Ace, Duk.
5. Everyday I Have the Blues, B. B. King, RPM
6. Reconsider, Baby, L. Fulson, Che.
7. Teach Me Tonight, D. Washington, Mer.
8. You Don't Have to Go, J. Reed, VJ
9. Last Night, Little Walter, Che.
10. Sneakin' Around, B. B. King, RPM

Reviews of New R & B Records

ETTA JAMES AND THE PEACHES The Wallflower...83 MODERN 947A Billboard "Spotlight" 1-22-'55. (Modern, BMI) Hold Me, Squeeze Me...79 Another top-notch side with Miss James pleading convincingly with her boy-friend. The male group again offers nicely harmonized and solidly rhythmic support. This side also should see nice action. (Gallo, BMI)

BILLY (THE KID) EMERSON Move, Baby, Move...79 SUN 214-This hand-clapping, feet-stamping rhythm opus is made to order for the current trend. Emerson's vocal gives it additional punch, but it is the solid, irresistible beat that sells this side. (Hi Lo, BMI) When It Rains, It Pours...74 The singer pours out his woes here in a conventional Southern style blues. The beat is slow and relaxed, very attractive for dancing. (Hi Lo, BMI)

GUITAR SLIM Our Only Child...78 SPECIALTY 542-Slim turns in a sock performance here of an intriguing piece of material, in which he lectures his wife about running around and leaving their only child alone. Item is off the beaten path, but the chanter's performance and guitar work could help it go. Watch it. (Venice, BMI) Stand By Me...72 Sign sells the rocker with a lot of spirit and the ork backs him with a beat. It could get some coins, tho the flip side is more in his groove. (Venice, BMI)

THE HOLLYWOOD FLAMES I Know...76 DECCA 48331-Mighty smooth singing by the group of a dreamy love ballad. Side should please many and it could pull loot with exposure. (Golden, BMI) Let's Talk It Over...70 This one has a pleasing Southern spiritual flavor, which the group projects effectively. (Golden, BMI)

DADDY CLEANHEAD Let Me Come Back Home...75 SPECIALTY 541-Pleasant blues effort, rather similar to a recent hit, is sung in okay fashion by the singer, but he needs more spark. However, the record is worthy of some attention. (Venice, BMI) Something Goin' on in My Room...73 Daddy Cleanhead turns in an acceptable reading here of a tune that is certain to be banned on the air and on many juke boxes as well, even tho the situation is not exactly all that the title implies. (Venice, BMI)

JOHN LEE HOOKER Shake, Holler and Run...75 MODERN 948-Good rhythmic disk, this. It's a take-off on "Shake, Rattle and Roll" and should get some operator attention. It's a little different, too, for Hooker. (Modern, BMI) Half a Stranger...69 Hooker continues to turn out some good back country-like blues which should do well with his fans. (Modern, BMI)

LUIS RIVERA Tangerine...72 FEDERAL 12207-Organ, tenor sax and rhythm combine in a tasteful reading of the oldie. Easy listening, especially for unobtrusive background purposes. (Famous, ASCAP) Fat Stockin'...68 Another good performance at the organ by Rivera, this time in a rhythmic original. (Armo, BMI)

TOMMY DEANS ORK Eventime...71 VEE JAY 125-Thinking at night about a lost love, vocalist Joe Buckner gets the blues. He is a smooth stylist and makes a good impression with this material. (Conrad, BMI) Deanie Boy...70 The orchestra alone builds a pleasant riff into a well-organized, swinging instrumental creation that makes a fine, briskly paced dance number. (Conrad, BMI)

LOYD PRICE Tryin' to Find Someone to Love...71 SPECIALTY 540-Price turns in a nice vocal on a slow-tempo blues item, aided by support from the sidemen, and a big beat by the ork. It's a listenable blues and could get some spins. (Venice, BMI) Lord, Lord, Amen...70 Lloyd Price, who hasn't been out with a new one for a while, has a disappointing new effort here, on which he seems to need more rehearsal and the material is routine. (Venice, BMI)

RHYTHM ACES I Wonder Why...71 VEE JAY 124-Tuneful ballad is sung warmly by the group which projects an interesting vocal blend. Could get spins in both pop and r.&b. markets. (Conrad, BMI) Get Lost...69 The boys sock across the rhythm side with infectious energy. Good for the jitterbugs. (Conrad, BMI)

(Continued on page 69)

Imperial Records Best Bets! PEE WEE CRAYTON "I NEED YOUR LOVE" b/w "YOU KNOW, YEAH" Imperial #5321 SMILEY LEWIS "JAILBIRD" b/w "FAREWELL" Imperial #5325 BOBBY MITCHELL & THE TOPPERS "NOTHING SWEET AS YOU" b/w "I WISH I KNEW" Imperial #5326 THE SPIDERS "LOST AND BEWILDERED" b/w "THAT'S ENOUGH" Imperial #5331 Imperial Records 6425 Hollywood Blvd. Hollywood, Calif.

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1029 & 45-1029

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"CHICA BOO"

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"NO NO CHERRY"

The Feathers

Money 209 & 45-209

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"DARLING ANGEL"

1027 & 45-1027

**THE TWIGS**

"LOVER BOY"

"WONDERFUL WORLD"

1026 & 45-1026

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**JOHNNY  
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with the Jewels

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STILL HOT! THE ORIGINAL!

"HEARTS OF STONE"

by The Jewels

R&B 1301

Coming Up!

"I'M CRYING"

Rudy Jackson  
and the Mel-O-Aires

R&B 1310

"I NEED YOU"

Ray Agee

R&B 1311

"TRY AND  
GET ME"

Earl Curry

R&B 1313

ALSO WATCH FOR OUR  
LATEST SPIRITUAL RELEASES

**R & B RECORD CO.**

6420 Santa Monica Blvd.  
Hollywood 38, Calif.

GIVE TO DAMON RUNYON  
CANCER FUND

## Controversy Nips Spirituals

• Continued from page 56

ing degrees, depending on the location. It has been known that throughout the country various churches have been recording and selling spiritual records. This practice has of late been increasing, with the greater pressure being felt in the South or, as some people put it, the "Bible Belt."

There are churches in metropolitan areas of the North, such as Chicago, which also sell their own records. However, this hasn't appeared to cut into retail sales very much. The fact that many of the followers of this type of music will not enter a retail store to purchase religious records has been an increasing problem in the South. The fact that the resentment exists, however, was borne out by a 12-city survey conducted by Specialty Records in its efforts to determine the reasons behind the current low market.

### Slow Movers

Another reason for the declining sales in this field, as noted by Art Rupe, head of Specialty Records, was the fact that many distributors have altogether too many lines of records and that they are concentrating on other lines such as r.&b. and jazz. "The reason for this attitude," Rupe says, "is obvious. These other lines have a fast turnover, whereas the religious lines are slow moving."

## Met Music

• Continued from page 58

Frank Sinatra, Patti Page, Frankie Laine and such jump tune specialists as Bill Haley and His Comets. Even at that, according to Alpert, "these pop artists have to have an acceptable vehicle to be purchased by my trade."

The Met Music Shop is unique in that it does no outside advertising. Alpert pointed out that all his previous attempts at advertising proved to no avail, because his sales are only made thru disk jockey plays. "If the disk jockey doesn't play the record, I could advertise it till I'm blue in the face and it wouldn't sell," he insisted. The store uses window promotions, counter cards and four blackboards to push items in stock or plugged on the air.

In addition to himself, Alpert has two helpers and all work at the counter. He has three booths, which he claims are not enough, and one player on the counter. He has all items, new or old, listed in stock control books and identified both by artist and tune title. A duplicate of this book is kept on the counter for customer use. The store does not operate on a self-service basis. According to Alpert, his mode of operation is a better system, because the customer gets untouched records and because it cuts pilferage to zero. Needless to say, Alpert is very happy in his situation and looks forward to more and better business in the future.

## Groups Drown

• Continued from page 56

kept the music swinging during the past year.

The increasing loyalty of fans to established artists and the ability of a number of r.&b. artists to come up with hits year after year indicate the quality of current r.&b. talent and a shift in the philosophy of the recording firms. Once the firms selected talent only for one or two records and then dropped them. But today the companies want and have secured top-flight artists who can come up with hits year after year. And the companies do their damndest today to come up with good material for their artists to keep them on top.

The new system appears to be working out. There are close to a score of artists, including singers, groups and bands, who are almost certain to come up with a hit each time out. This artist stability in the r.&b. field means more company stability and, most important, loyal r.&b. fans.

It must be noted, however, that even the spiritual records are slow moving, they are definitely movers. As one retailer put it, "I never have to return my spiritual records. I can keep them for years, that's true, but eventually somebody will come in and buy them."

The spiritual record manufacturers note that mail-order houses are the prime selling source for their records, constituting more than one-half of the sales between some five mail-order outlets. A great aid to mail-order sales, as well as regular retail sales, is the increased amount of air play by disk jockeys over the last year.

When asked why the increased air play didn't result in increased sales for the year, manufacturers answered that the followers of religious music are unlike regular record buyers in that they only want to hear their music, and in many cases the air play satisfies them to the extent that they only buy on occasion.

### Changing Scene

The spiritual market has changed in the past year to the extent that an average sales figure given a release is now between 7,500 and 12,500 compared to between 10 and 15,000 in 1953. A big hit today in this field is one that racks up better than 20,000. There are those artists such as Mahalia Jackson that have sold more than 1,000,000 copies of a single record over a long period of time, but these are rare. Probably one of the top hits in the field over the past year was Prof. Alex Bradford's release of "I'm Too Close to Heaven."

The big sellers in this market today, as has been the case in the past, include such artists as the Soul Stirrers, the Pilgrim Travelers, Prof. Alex Bradford, Brother Joe May and the Original Gospel Harmonettes, all on Specialty; the Angelic Gospel Choir on Gotham, the Caravans on States, the Robert Martin Singers on Apollo, the Ward Singers on Savoy; Swan's Silvertone Singers, Spirits of Memphis Quartet and the Trumpeteers, on King; Mahalia Jackson on Columbia and the Dixie Hummingbirds and Five Blind Boys on Peacock.

### Major Markets

The major markets for spiritual records continue to be such cities as Birmingham, Baltimore, Detroit, Pittsburgh, New York, Chicago, Los Angeles, Cleveland, Philadelphia, Cincinnati and St. Louis. Most of these markets contain one or more disk jockeys who play spiritual records. How-

ever, again resentment pops up among followers of gospel music because deejays have been programming r.&b. and jazz along with the gospel records.

Oddly enough, the personal appearance field of gospel singers has also been increasing in dates and money. The past year has witnessed another increase in auditorium, arena, church and concert bookings which, in contrast to the pop field, have failed to increase retail sales.

Lillian Cumber, head of Herald Attractions, Inc., on the West Coast, concentrates entirely on the gospel field, booking the acts on a concert basis in all types of settings. These concert bookings are slightly different than the "All Night Sings" which are popular in the South. The concert is presented by the artists with no participation by the audience, and caters solely to a Negro audience, whereas the "sings" cater to all and allow the audience full participation.

## R&B Packages

• Continued from page 58

and helps him put together some sort of act.

### Booking Job

Then the agency has another job to do, which is to book these hot neophytes into spots where their lack of experience will not hurt them. For an agency, like a record company, doesn't want a one-shot artist, but prefers an artist who will be a good drawing card for many years.

It's surprising how many raw but talented youngsters do stick around after their first hit record, due to help from the agency, as well as the manager and record company, of course. Agencies don't go around taking bows for it, but without their hard work in coaching and guiding these youngsters, as well as booking their dates, many of these singers would not be around for long.

Much of the success of r.&b. talent in breaking thru into all markets on record sales is due to the work of the r.&b. agencies, in constantly sending out shows featuring these disk artists, from the small shows to the current super talent packages, on one-nighter and location dates, so that they can be seen and heard in every section of the country. The proof is in the record too.

Out of six giant one-nighter packages out on the road in the last six months of 1954, only two were successful and one was an r.&b. show. The confidence of the agencies in r.&b. talent, along with that of the record companies, has helped make the r.&b. field one of the boom markets of the past year.

## Full Stock, D.J.'s Dealers' Pals

• Continued from page 58

a record in stock, he offers to get it. The dealer is in favor of self-service, but his own operation is necessarily run on a direct-sale basis, with clerks pulling singles from floor-to-ceiling shelves behind the counter. LP's and EP's are in self-service-type display racks so customers can examine the covers, but the album sleeves are empty, thus cutting down on temptation for the would-be-disk thief and wear and tear on the record.

### Accent on Beat

Portnoy thinks most r.&b. customers are more interested in a beat than a lyric, and, on the whole, aren't as artist-conscious as buyers in the pop market. He does his own buying twice a week (three times if necessary) and screens all merchandise on his shelves twice a week.

The liberal and unusually flexible return policies practiced in the r.&b. field, of course, operate to the dealer's advantage buying-wise, so Portnoy has very little complaint on this score.

However, while he considers a 5 per cent return more than adequate in the r.&b. field, he thinks it should be at least 10 per cent where major labels are concerned, in view of the number of releases they turn out.

Portnoy, who prefers to do his

buying thru distributors rather than from manufacturers direct, does most of his business with about 12 distributors, with Portem and Cosnat here the big r.&b. contacts for him.

### Deejay Important

Portnoy considers the deejay to be the most important single promotional factor in the r.&b. field, and one of the first things he asks when a distributor offers a new release is: "Are the deejays playing it?" He concentrates all of his own advertising on the medium, buying time on r.&b. deejay shows aired by WLIB, WWRC and WNJR here.

Portnoy credits WINS' new deejay, Alan Freed, with bringing in the most customers, altho, ironically, the Record Shack doesn't advertise on the 50,000 watt because its rates are too rich for Portnoy's budget. The dealer has tried direct mail and newspaper advertising in the past, but results were poor.

Music piped out to the sidewalk, via a p.-a. system, helps Portnoy overcome the handicap of being located in the rear of a department store. He also attracts store traffic to his department with special "six for \$1" bargain counters, featuring second-hand records he buys in lots from juke box firms.

DOOTONE

new BIGHITS!

The incomparable version!!!

EARTH ANGEL

By THE PENGUINS  
#348

Getting Bigger

BUICK 59

and

THE LETTER

By THE MEDALLIONS  
#347

Coming up fast!!!

The new Penguin

OOKEY OOK

and

LOVE WILL MAKE YOUR  
MIND GO WILD

#353

COUPE DE VILLE BABY

b/w

THE TELEGRAM

By THE MEDALLIONS  
#357

DOOTONE RECORDS

9212 SOUTH CENTRAL AVE., LOS ANGELES 24, CALIF.

These Are POWERFUL!

NOBODY, BUT YOU  
LORD

b/w

SOMEBODY HELP ME

Featuring

EDNA GALLMON COOKE

Nashboro #549

NOW! LISTEN BABY

by

KID KING'S COMBO

Excelllo 2051

CALL YOU IN THE  
MORNING

THE SKYLARKS

Nashboro 548

Cash in on

BABY LET'S PLAY  
HOUSE

BY ARTHUR GUNTER

Excelllo 2047

IMMEDIATE SHIPMENT

Western Trade—Order from  
Monarch, Los Angeles, Calif.

NASHBORO RECORD  
CO., Inc.

177 Third Ave., N.  
Nashboro 3, Tennessee  
Phone 42-2215

"YOU'RE MINE"

b/w

"Why"

Shirley Gunter & The Queens

FL 1060

---

"DADDY, DADDY"

b/w

"Baby Darling"

Richard Berry & The Dreamers

FL 1058

---

"LATE HOURS  
AT MIDNIGHT"

b/w

"The Way You Treat Me"

Elmore James

FL 1062

fair

RECORDS

9317 W. Washington Blvd.  
CULVER CITY, CALIF.

GIVE TO DAMON RUNYON  
CANCER FUND

# Rhythm & Blues Artists

(Alphabetically by Label)

Continued from page 64

- Mamie Thomas
- Johnny Oliver
- Baby Dee
- Claude Cloud and His Thunderclaps
- Hide-a-Ways
- MONEY RECORDS**  
1248 South Berendo Street  
Los Angeles 6
- Joe Houston
- Turbans
- Suedes
- Jesse Belvin
- MUSIC CITY RECORDS**  
1815 Alcatraz Avenue  
Berkeley 3, Calif.
- Midnights
- Rovers
- Alvin Smith
- Al Harrison
- Roy Hawkins
- OKEH RECORDS**  
799 Seventh Avenue  
New York
- Chuck Willis
- Big Maybelle
- Sandmen
- Wild Bill Davis Trio
- Treniers
- Titus Turner
- Gordons
- RHYTHM & BLUES**  
6421 Santa Monica Boulevard  
Hollywood
- Jewels
- Earl Curry & The Blenders
- Rudy Jackson
- Rocking Brothers
- Ray Agee
- Johnny Torrence
- Brother Henderson's Spiritual Lambs
- RPM RECORDS**  
9317 W. Washington Boulevard  
Culver City, Calif.
- Joe Houston
- B. B. King
- Buddy Milton
- Arthur Lee Maye
- SAVOY RECORDS**  
58 Market Street  
Newark 1, N. J.
- Wilbert Harrison
- Larry Darnell

- Nappy Brown
- Roamers
- Varetta Dillard
- Dreams
- Luther Bond
- Hot Shots
- Dave Dixon
- Famous Ward Singers
- Five Trumpets
- Drinkard Jibilairs
- Afro Quintette
- Barlks Brothers
- Rhodeairs
- Davis Sisters
- Heavenly Lights
- Cay Sisters
- Rev. Charles Watkins
- SCORE RECORDS**  
451 North Canon Drive  
Beverly Hills, Calif.
- Trumpeters
- Zion Travelers
- SHOW TIME RECORDS**  
1248 South Berendo Street  
Los Angeles 6
- Feathers
- SPECIALTY RECORDS**  
8508 Sunset Boulevard  
Hollywood 46
- Dukes
- Chuck Higgins
- John Lee Hooker
- Earl Johnson
- Guitar Slim
- Percy Mayfield
- Roy Milton
- Lloyd Price
- Mercy Dee
- Pilgrim Travelers
- Soul Stirrers
- Original Gospel Harmonettes
- Happyland Singers
- Brother Joy May
- Sister Wynona Carr
- Swan Silvertones
- Prof. Alex Bradford
- STATES RECORDS**  
5052 Cottage Grove Avenue  
Chicago 15
- Junior Wells
- Jimmy Coe
- Caravans

## Jarvis Speaks

Continued from page 58

ing a disservice to his listening audience, his sponsors and his stations. To begin with the music isn't foul. We exercise as much taste and care in programing rhythm and blues as we do popular music, and never have we, or will we, exceed the bounds of propriety.

Much has been said and written about rhythm and blues contributing to obscenity in a youngster's character, and that the music itself is not "polished, it's out of tune, lacks harmony," etc.

Working with an average of 2 to 3,000 youngsters at dance competitions each week, I can safely say that the teen-agers do not get the slightest lewd connotation from rhythm and blues music. Paradoxically, it is the adult conception of the teen-ager that is obscene.

### Up to Listener

As for rhythm and blues music lacking "quality, harmony" or what have you, the music necessarily doesn't have to conform to everybody's tastes. The important thing to remember in broadcasting music is that the listener is the sole judge of receptiveness—he can (and does) exercise the privilege of turning off the dial.

In the first five years of broadcasting "The Make Believe Ballroom," I was a purist and had lofty ideals concerning the music to be played on the show. Those first five years were a dismal financial failure. The turning point of my career came the day I first played Guy Lombardo's "St. Louis Blues," what the trade might term "a commercial" record.

We'll continue to program rhythm and blues on "The Make Believe Ballroom" just so long as our audience continues to accept it.

The old vaudeville turn that runs "... pay the \$2, couldn't apply more aptly.

"Give 'em what they want."

Harold Burrage  
Walter (Big) Horton

- TUXEDO RECORDS**  
132 Nassau Street  
New York 7
- Phyllis Branch
- Vicki Evans
- Street Singers
- Prof. Charles Taylor
- Gospel All Stars
- Imperial Gospel Singers
- Kings of Harmony
- Glorytone Singers
- Ester Vaughn Singers

- UNITED RECORDS**  
5052 Cottage Grove Avenue  
Chicago 15
- Tab Smith
- Jimmy Forrest
- Memphis Slim
- Eddie Chamblee
- Four Blazers
- Dozier Doys
- Five "C's"

- VEEJAY RECORDS**  
4747 Cottage Court  
Chicago 15
- Spaniels
- El Dorados
- Rhythm Aces
- Jimmy Reed
- Joe Buckner
- Pro McClam
- Wardell Gray
- Julian Dash
- Tommy Dean
- Willie Jones
- Floyd Valentine
- King Kolax
- David Shipp
- Maceo Wood Singers
- Lockhart Singers
- Brother Isiah's Choir
- Sammy Lewis
- Holy Gospel Singers
- Al Smith
- The Raspberry Singer

## Reviews of New R & B Records

Continued from page 67

- KID KING'S COMBO**  
Now Listen, Baby .....66  
EXCELLO 2051—"Good Rockin'"  
Sam is the vocalist here who alternately berates and entreats his girl. The material has good possibilities, but the singer doesn't make the most of his opportunities. (Excellorec, BMI)
- The Sneak....63  
An instrumental side with a pretty, rather melancholy alto solo and a Latin style beat. (Excellorec, BMI)

### Spiritual

- EDNA GALLMON COOKE**  
Nobody But You Lord.....80  
NASHBORO 549—Edna Gallman Cooke turns in a fine reading here of a pulsating new spiritual effort, backed strongly by a male quartet and a fine beat. The thrush can put over a spiritual and she certainly does so here. A fine disk. (Excellorec, BMI)
- Somebody Help Me....79  
Another winning performance by the thrush on a meditative gospel effort again backed by the male vocal group. The thrush's talent is a rare and moving one for the market. Two fine sides. (Excellorec, BMI)

- MAHALIA JACKSON**  
I Walked Into the Garden.....79  
APOLLO 291—The beautiful hymn receives a warm and moving performance from Mahalia Jackson on this new release as she tells of the Garden of Gethsemane. Truly a fine performance and one that will please her many followers. (Lewis, ASCAP)
- I'm Going to Tell God....78  
On this side, too, Miss Jackson does a splendid job with a serious, slow-tempo hymn that should be used often on Sunday gospel shows. (Bess, BMI)

- HOLY GOSPEL SINGERS**  
Move Up.....76  
VEE JAY 123—A real handclapper is handed an enthusiastic reading here by the Holy Gospel Singers, sparked by the exciting singing of a female lead. Tune builds all the way and is a good one for the market. (Conrad, BMI)
- Revive Us Again....71  
The traditional spiritual receives a delicately styled vocal from the mixed group and some jocks will spin it on spiritual show. (Conrad, BMI)

- MACEO WOODS**  
Amazing Grace.....70  
VEE JAY 122—Good organ performance of the well-known hymn by Maceo Woods on this new release and a platter that should get spins on many religious shows. (Conrad, BMI)
- Leaning on the Everlasting Arm....69  
Same comment. (Conrad, BMI)

- THE SKYLARKS**  
Call You in the Morning.....73  
NASHBORO 548—The Skylarks turn in a sincere, although roughly styled reading, of an exciting jubilee spiritual. It will interest some. The bass turns in some interesting effects.
- Letter From Jesus....73  
Same comment.

# Disks, 15 Mil; P.A., 10 Mil

Continued from page 65

counterparts, i.e., Apollo, National, Savoy, Manor, DeLuxe, etc., were confronted with the same situation.

In bridging the years since 1945, many of them exceedingly lean years, Coast rhythm and blues manufacturers accomplished a great deal, and brought a stability to the field heretofore not possible. Significantly, the number of active labels has decreased, the volume of sales and number of people employed in the industry has greatly increased.

### Coast Operations

Coast manufacturers and their distributors are today in better financial condition than ever before. The gap between Los Angeles, Chicago, New Orleans and New York has increasingly narrowed. Records are produced in more quantities and shipped to their destination overnight. Currently, there are approximately 18 independent pressing plants on the West Coast, three processing plants and numerous studios, biscuit suppliers, label printers and other disk industry suppliers directly associated with the r.&b. field.

Two independent pressing plants, the Monarch Record Manufacturing Company and the Cadet Record Pressing Co., have recently added injection molding pressing equipment and expect to be producing better records at a cheaper price in the near future.

The manufacturing industry itself is organized, with the Western Record Pressers' Association disseminating technical information to its members regularly.

Many of the veteran r.&b.

firms are still very much in business, and a number of comparatively new faces have been added. Modern, Aladdin, Specialty, Imperial and Four-Star continue to be among the top producers of r.&b. records. Talent rosters have changed, new recording stars added and, in general, the manufacturers by their own ingenuity and creative ess have continued to lead the field.

New firms such as Dootone, R.&B., Combo, Spark and others have made great strides and successfully merchandised their product.

The outlook for the West Coast rhythm and blues manufacturer is brighter than ever before. With 1954 producing a bumper crop of r.&b. hits, a great majority of which attained tremendous popularity in the pop field, the horizon for rhythm and blues in the years to come is definitely bright.

## Shop's Focus

Continued from page 58

Philco, Columbia and RCA Victor phonographs.

Rosslyn ties in its sales of phonographs with single records and LP packages. Window and store display of both equipment and album goods create interest and are later turned into sales. In addition, the store stocks a complete line of replacement needles, blank albums, record racks and other record accessories.

THE HITS TODAY ARE ON VEE-JAY!

### CURRENT HITS

VEE-JAY #119  
"YOU DON'T HAVE TO GO"  
Jimmy Reed

VEE-JAY #117  
"ZIG ZAG"  
Julian Dash

VEE-JAY #122  
"AMAZING GRACE"  
Maceo Woods

VEE-JAY Records, Inc.

4747 Cottage Grove Ave. Chicago  
Phone: WAGner 4-2626

### NEW RELEASES

VEE-JAY 125  
"Eventime"  
b/w  
"Deanie Boy"  
by Joe Buckner with  
Tommy Dean's Orchestra

VEE-JAY 124  
"Wonder Why"  
b/w  
"Get Lost"  
by The Rhythm Aces

VEE-JAY 122  
"Amazing Grace"  
b/w  
"Leaning on the  
Everlasting Arm"  
Maceo Woods at the  
Hammond Organ

VEE-JAY 121  
"My Thing"  
b/w  
"My Other Thing"  
by Willie Jones

VEE-JAY 120  
"Move Up"  
b/w  
"Revive Us Again"  
by  
The Holy Gospel Singers

WATCH FOR  
THEIR LATEST  
SPANIELS  
ELDORADOS  
WARDELL GRAY

This is it! THE ORIGINAL

# "KO KO MO"

b/w  
"YOU AND ME"

Review Spotlight Combo #64 This Week's Best Buys  
Billboard—Jan. 15, 1955

KO KO MO (Meridian, BMI)—Gene & Eunice—Combo 64  
The flurry of "covers" on this disk indicates the kind of excitement it has stirred up in its first few weeks. Kicked off in a big way in New York, the record went on to sweep Chicago, Cincinnati, Cleveland, Atlanta and Los Angeles. Flip is "You and Me."

COMBO RECORDS 1107 El Centro, Hollywood, Calif.  
Ph. HO 23273

DON'T BE FOOLED!  
THIS IS THE  
GENE & EUNICE  
KO KO MO  
b/w  
"YOU AND ME"  
Al. 3276

Aladdin Records  
451 No. Canon Dr.  
Beverly Hills, Calif.

WE ARE PROUD...  
of our CONSISTENT  
Best Sellers in the  
Rhythm & Blues Field.  
Won't you send for our  
LATEST CATALOGUE?  
Specialty records

8508 Sunset Blvd. Hollywood 46, Calif.

### DEEP FREEZE

is Red Hot...

Coast to Coast!

by

### THE ROAMERS

Savoy 1147

Watch for our new release  
BY THE DAVIS SISTERS

SAVOY RECORD CO., INC.  
58 Market St., Newark, N. J.

# THE FINAL CURTAIN

**ANDERSEN—Magnus,** 67, Danish opera singer, January 3 in Copenhagen, Denmark. A member of the Royal Opera Company for several years, he also sang in Norway, Germany and Czechoslovakia.

**ARNHEIM—Gus,** 57, one of America's favorite band leaders and composers, January 19 in Beverly Hills, Calif. As an actor he had appeared on Broadway in many shows, and as a band leader he had entertained in most cities in the U. S. and abroad. Stars who appeared with his band include Bing Crosby, Russ Colombo, the Downey Sisters and Shirley Ross. He led the Coconut Grove orchestra for many years and brought it to the Palace and the Loew's State theaters in New York. Among his compositions were "I Surrender, Dear"; "I Cried for You"; "Sweet and Lovely"; "After All Is Said and Done"; and "It Must Be True." His widow, a daughter and six brothers survive.

**BENNETT—Stanley King,** 64, Canadian vaudeville performer and at one time associated with the George White Scandals, January 13 in New York. He had toured the U. S. and Canada with the Dumbells vaude team, playing the part of a sophisticated Englishman.

**DAY—Milton Oscar,** well-known singer in Chicago night spots, recently in Olive View Sanatorium, Olive View, Calif. At one time he traveled with chautauqua shows and also worked with Staples the Magician. Survived by his sister, Mrs. Alta Trump, Culver City, Calif.

**FEIGENBERG—Mrs. Emma Rabinowitz,** daughter of the late Solomon Rabinowitz, writer of Yiddish short stories, plays and novels under the name of Sholom Aleichem, January 16 in Copenhagen, Denmark. Her husband, two sons, two sisters and a brother survive.

**FITZGIBBON—Gerald M. F.,** 72, hypnotist and performer known professionally as "Professor Whiz," January 13 in Pennsauken Township, New Jersey. He drew public attention in 1927 by being the first person to attempt hypnotism over the radio. In recent years, after retiring from the stage and clubs, he appeared as a lecturer. Surviving are his widow, Louise H., and a son, Gerald H.

**FLEXNER—Anne Crawford,** 80, playwright, January 11 in a Providence hospital. Her first play, "Miranda of the Balcony," was produced in 1901 and starred Minnie Madden Fiske. Others were: a dramatization of "Mrs. Wiggs of the Cabbage Patch," "The Marriage Game," "A Lucky Star," and "Aged 26." The latter, produced in 1936, was her last. She helped found the American Dramatists and was a board member of the Dramatists Guild. Surviving are her husband, Dr. Abraham Flexner, director emeritus of the Institute for Advanced Study, Princeton, N. J., and two daughters, Eleanor Flexner, New York, and Mrs. Paul Lewison, Arlington, Va.

**GREEN—Charles W.,** 68, former manager of the Missouri State Fair, Sedalia, and 1941 president of the International Association of Fairs and Exposition, January 16 in Moberly, Mo. (Details in Outdoors section.)

**HERTELS—Tage,** 60, who for 25 years was vice-president of the Danish Actors Association of 1879, January 7 in Copenhagen, Denmark. He was a popular character player for many years.

**HUGHES—Mrs. Edna,** who with her husband, M. D. Hughes, operated concessions on carnivals for years, recently in Crestview, Fla. She is also survived by a daughter, Columbus, Ind.

**KANE—Mrs. Grace E.,** 74, veteran of many years in outdoor show business, January 6 in Weidman, Mich. She at one time owned the Perrine Dog and Pony Show, Tiger Bill Wild West Show and the Bronco Joe Wild West Show. For a short while she was also with the Sells-Floto Circus and the 101 Ranch Wild West Show. Survived by her husband, Joseph, and a sister, Mrs. Fred Snyder, Williamston, Mich. Burial in Roselawn Cemetery, Eaton Rapids, Mich.

**KENYON—Cecil R.,** for many years a well-known musician and repertoire performer, January 7 in Denver, of a heart attack. (Details in the Roadshow Repertoire section.)

**TERRY KING**  
Daring, on the anniversary of your passing, January 23, 1949, you are ever and ever in our thoughts with the fondest memories, as if we could ever forget such a beautiful, precious angel.  
**MOTHER**

**KRAVITZ—John,** 50, of the carnival supply house of Kravitz & Rothbard, Saturday (15) in his Baltimore home. (See details in Carnival section.)

**LEA—Fanny Heaslip,** 70, playwright, novelist and short story writer, January 13 in New York. Born in New Orleans, she graduated from Tulane University in 1904. She began writing in 1912, turning out a great many published writings. Her first play, "Roundabout," was produced by the New York Theater Assembly in 1929. She was a member of the Authors League of America. A daughter, Mrs. Anne Agee Stryker, survives.

**MARGO—Raja,** 44, Danish impresario, January 9 in Madrid, Spain. She specializes in handling name concert and dance artists and groups, often working in collaboration with Lee Shubert and Sol Hurok.

**McGUGAN—J. Barry,** 53, press representative for the Shubert theaters in Philadelphia, January 10 in Women's Medical College, Philadelphia. He joined the Shubert organization five years ago as assistant manager of the Walnut Street Theater after serving as a newspaper photographer. In earlier years he had been a piano player for silent movies and toured as a musician in a vaudeville act. His widow, Helen, survives. Services January 14 in Philadelphia, with burial in Cathedral Cemetery there.

**MOORE—True Jack,** former tight wire performer on various circuses, January 3 in Danbury (Conn.) Hospital. Survived by his widow, Clara, and a daughter, Mrs. Louis Glorioso, both of Danbury. Burial January 6 in Wooster Cemetery, Danbury.

**Ogilby—F. N. (Blackie),** 65, January 6 in Welborn Baptist Hospital, Evansville, Ind. Survived by his widow, Bonnie; his mother, three brothers and four sisters. Burial in Lakeview Cemetery, Providence, Ky.

**Osteen—Clifton,** 38, veteran Girl Show operator on various carnivals, January 10 in University Hospital, Augusta, Ga. During the last season he was with L. J. Heth Shows. Survived by his widow, Betty; two brothers, Clarence and Johnny; his father, J. C. Osteen; his mother, Sarah Osteen; his step-mother, Edna Osteen, and a step-sister, Mrs. Virginia Hullender. Burial January 12 in Graceland Cemetery, Greenville, S. C.

**PARR, Lulu,** 78, one-time featured rider with Buffalo Bill's Wild West, in Dayton, O., Monday (17). She had lived with a sister-in-law, Emma Parr, who survives. (See Details in Circus section.)

In Loving Memory of  
**MIKE ROSEN**  
  
Who passed away January 27, 1945  
His loving wife  
**FRIEDA ROSEN**

**SAUNDERS—Robert H.,** 51, president of the Canadian National Exhibition, Toronto, and a leading Canadian utility magnate, January 16 in London, Ont., airplane crash. (Details in Outdoors section.)

**WALSH—J. Brandon,** 72, songwriter and creator of the comic strip, "Little Annie Rooney," January 13 in University Hospital, New York. Born in Chicago, he sold his first song, "The Sinking of the Maine" for \$10. He wrote musical comedy material for the late Marilyn Miller and Olsen and Johnson, and penned "When It's Springtime in Virginia," "Teasing" and "The Mocking Bird Rag" among other tunes. He also wrote continuity for "The Gumps" comic strip, and did radio scripts for the "Amos 'n' Andy" show. He was a charter member of ASCAP. His widow, Agnes, survives.

**WHITMYER—Joseph,** 68, well-known concessionaire, January 19 in New Orleans. During his many years in show business he worked on the James E. Strates, Coleman Bros., Endy Bros. and Ben Wolf shows. Survived by his widow, Myra; two sons, a daughter, two sisters and a brother. Burial in Albany, N. Y.

**WILKINS—John Ed,** 61, a carnival concessionaire for more than 30 years, January 6 in Oklahoma City. For the past three years he had been working as a sheet writer in Oklahoma. Burial in Oklahoma City.

**WILLIAMS—Mrs. Addie Lee,** well known in show business as Little Mother Williams, January 6 in Augusta, Ga. She was the mother of Slim Williams (The Darktown Deacon), veteran tap, rep and minstrel performer. Burial in Westview Cemetery, Augusta.

## BIRTHS

**BLOCK—**A son, Daniel, to Dr. and Mrs. Marcus Block recently in New York. Father is widely known hypnotist and president of the Eastern School of Hypnotism, New York. Mother is known professionally as The Mysterious Madam Pearl.

**REYNOLDS—**A daughter to Mr. and Mrs. Tommy Reynolds recently in San Antonio. Father is star of the Tommy Reynolds show on Station KENS-TV there.

**SENA—**A daughter, Danielle, to Mr. and Mrs. William Sena, January 13 in Philadelphia. Father conducts a dancing school in that city and is ballet master of the Philadelphia Civic Grand Opera Company.

## MARRIAGES

**PORCHEDDU-VANDEVENTER—**Frederick C. Porcheddu, vice-president and general manager of World Fireworks, Danville, Ill., and Christine Vandeventer, secretary to a law firm, recently in Danville.

## DIVORCES

**SHARP—**Katherine Harriet Sharp, of American Beauty Shows from Joe H. Sharp recently in Perryville, Mo.

## Folk Talent and Tunes

Continued from page 55

"Grand Ole Opry," for being the most outstanding deejay in the Fresno area. Lee who has been spinning c.&w. wax over KGST for six years, has his studios in his home, where he has a record collection that numbers over 5,000. Bill Mack, country & western disk jockey at KWFT, Wichita Falls, Tex., has just made his first pilot film for TV with his band. Film was made by Photo Enterprises.

Jack Cardwell has moved his operations to WAIP, Prichard, Ala., where he is doing four hours of hillbilly programing, 5 to 9 a.m., Monday thru Saturday. . . . Buddy Covington, who airs from KNUZ, Houston, infos that Elvis Presley pulled a capacity crowd on the "Grand Prize Saturday Night Jamboree" at Eagles Hall, Houston, New Year's night, and that Sonny James and Chuck Mayfield guested on the show January 8. Lefty Frizzell was on last Saturday (22). Gabe Tucker emcees the show, which is broadcast over KNUZ, 8-11 p.m.

Wild Bill Price, WCOJ, Coatesville, Pa., says he isn't getting much in the way of wax from Mercury and RCA. "No records, can't play," writes Price. . . . John Canty, WOTW, Nashau, N. H., has a new show which airs every Saturday morning. Canty traces the history of folk songs he sings. "Jimmy and Ruth Show" moved to a 30-minute spot on Saturday morning, with the Sagebrush Serenaders, according to Canty. . . . Don Moss, of WWGP, Sanford, N. C., pens that the Misty Mountain Boys have a weekly show on WWGP. In the group are P. T. Wilkins, vocalist; Charlie Daniels, fiddle, and Russell Palmer, banjo.

Hamilton H a m b o n e Master, WGFS, Covington, Ga., reports that "The Wilder Your Heart Beats," by Jim Reeves; "United," by Tommy Collins, and "I've Been Thinking," by Eddie Arnold, are getting good response in his area. Al Roberts, country deejay at WPAW, Pawtucket, R. I., is singing between records on his daily 6 to 8 a.m. show, with most of the songs being his own stuff. Roberts is looking for help to get them on wax.

J. B. Ham, WFTC, Kinston, N. C., who recently added a new show, "Carolina Jamboree," which runs 5:30 to 7 a.m., is also prepping a country-style jamboree, a two-hour-show-and-two-hour-dance affair, which will originate from the new local armory every Saturday night. Portion of the show will be aired, says Ham. . . . Henry Tuck, c.&w. whirler at WREV, Reidsville, N. C., infos that his barn dance and jamboree, which originates from Henry's Barn, located in the heart of Reidsville is doing topnotch business. Tuck had Jim and Jesse, the Virginia Boys, (Capitol) for a recent show.

Ned Needham's Nervous Nephews, staff band at WMOP, Ocala, Fla., appeared on the "Swannee River Jamboree" at Live Oak, Fla., recently. . . . Fred Lynn, KWTO, Springfield, Mo., stayed on the air until 2 a.m. New Year's Eve with his "Hillbilly Heaven." Guests who stopped by included Jean Shepard, Hawkshaw Hawkins, Tommy Sosebee, the Oklahoma Wranglers, Porter Wagoner, Chuck Bowers, Harold Morrison and Luke McNeely. . . . Smiling Jim Flaherty, folk music man now at WHAY, New Britain, Conn., is booking shows with the Western Caravan, five-piece country band, thru Massachusetts and Connecticut. Band has Don Baker, electric guitar; Smokey Joe Tyler, bass and fiddle; Moose Roberts, steel guitar, and Smiling Jim, electric guitar and banjo. . . . Willie Jones, who airs from KCFH, Cuero, Tex., had Dotti Jones on his show recently. . . . Tex Justus, WBNL, Boonville, Ind., was on the bill of a c.&w. show held at the Coliseum, Evansville, Ind., New Year's Eve. Show was headlined by George and Bill Carlisle.

Cottonseed Jones, who deejays "1150 RFD" over KXLR, North Little Rock, Ark., has inaugurated a new seg, "Cottonseed Calling," running Monday thru Friday.

# HOCUS-POCUS

By BILL SACHS

RONALD HAINES, of the Haines House of Cards, Norwood, O., and an active member of the Cincinnati magic fraternity, is in Room 233, Bethesda Hospital, Cincinnati, recuperating from a recent major operation for adhesions. Haines entered the hospital December 8, after being stricken with a heart attack at his home. He had been under observation until two weeks ago, when the medics located the source of his trouble and suggested the operation. Friends are urged to drop him a note. . . . Gene Blair is handling the advance and management of the mystery unit, "How's Tricks?," currently on tour of Ohio, Pennsylvania and New York State. The troupe, which broke in at Warren, O., in December, has enjoyed a fair measure of business, says Blair, despite the holiday lull. With it are Bill Joy, magician; Barbara Dahl, chief assistant; Bill Nemetz, stage manager, and Lea Wenans and Peg Lytle, assistants. Unit is set for Salem, O., February 4, and on the following day Blair will hop into Columbus, O., to take in Syl Reilly's magic get-together. . . . Josef Smiley and Company are again working this season for Klein Attractions, New Waterford, O. Smiley, who is assisted by his wife and son, is plugging the turn with an attractive new mailing piece. Eddie Fields and Professor Martz, magical mentalists, were recent features at Stormy's New Magic Bar, Buffalo. . . . Fritz Dude (Fritz the Magician), who had planned a return to the road in February, has chucked the idea in favor of remaining with the Fun 'n' Magic Shop, San Antonio, as demonstrator. He'll keep his hand in with an occasional show in the area. . . . Leon Pinter (Pinter the Magician), making his second swing of schools thru South Texas, some on rehash and some new, reports that business has been quite satisfactory.

Pinter for the new season has added some larger equipment and new illusions. He is assisted by his wife, Betty, with their daughter, Shirley, helping on some of the night dates.

JAY PALMER and Doreen, after winding up their showings for the American Forces in Germany, have transferred their activity to Italy, which will include a TV shot in Milan. They follow that with theater dates in Hamburg, Berlin and other German cities, and are set for the Scandinavian countries from June thru August. . . . Ark-La-Tex Magic Society, formed a year ago in Shreveport, La., has selected the following officers for the ensuing year: Duke Stern, president; Stan Flanagan, vice-president; J. Stewart Smith, second vice-president, and James Bains, secretary-treasurer. Guest entertainer at the group's recent election banquet was J. B. Bobo. . . . Roy Shrimplin, forced to give up his pro magicking more than a year ago due to illness, is still laid up at his home, 75 Rice Street, Alliance, O. . . . Forrest Jarvis (Great Jarvis) is on a 40-day Harvester tour thru the South, set by the Jimmy Hetzer office, Huntington, W. Va. . . . Nardini and Nadine, currently on club dates in the New York area, have also been set by the Hetzer office for a Harvester unit slated to open in San Antonio February 14. . . . The Lippincotts, Mal and Maxine, are visiting with their daughter and son-in-law, Francine and Haskell Rightor, and their 11-month-old grandson, Haskell IV, in Fort Myers, Fla., while working an occasional date in the area. Their dancer-assistant, Millie Gay, has left the turn to become an airline hostess. . . . Duke Stern, formerly of Indianapolis, is now in his 34th week on KSLA-TV, Shreveport, La., with a half-hour kiddie magic show called "Magic Matinee."

# BURLESQUE BITS

By UNO

Scarlett O'Hara, a new featured strip in the East and a native of Oakland, Calif., enjoys the lengthy title of "The Irish Lassie with the Classy Chassis." Her bookings are thru Dave Cohn for the Eastern territory and Mina Nova of Denver for Western areas. After her January 12 week at the Carman, Philadelphia, she returns to the Coast, opening February 25 at the New Follies in Los Angeles and proceeding from there to other spots. Suesy Welch will have listed for her. . . . Paul Weintraub, attorney for the Burlesque Code Authority, is in deep mourning over the loss of his mother, Mary, 81, who died on January 14. Also surviving is her husband, Jacob A. Weintraub. . . . Bobby Brown, former booker, is an invalid with an injured ankle and third degree burns at his home, 1958 West Roscoe Street, Chicago 13, where he would like to hear from friends. . . . The Casino, Toronto, had Shirley Hayes, "The Pussy Cat Girl," the week of January 13 and September Maughn, in her "Dance of Romance," the week following. . . . Richard Mardus, publicity expert, sends word that Geraldine Garner, who is the burly show-stopper known as Sequin, considered to be one of the most talented performers in niteries, was crowned "Miss Bikini of 1955" by the Bikini Designers and Manufacturers' Association in Manhattan two weeks ago. . . . Mandy Kay, former comic, is in St. Luke's Hospital in Chicago with double pneumonia, contracted January 17 while he was on his way back to Las Vegas, Nev., to his Surplus Sports Wear store after attending his son's wedding in New York. . . . Rusty Williams, doing strips and bits, a favorite at the Grand, St. Louis, will soon be wedded to a local policeman.

Yvette, under personal management of Arthur Clamage, of Detroit, is making a comeback to theaters and niteries after three years of retirement. . . . Irving Klaw produced and directed a new 69-

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## Bill Seeks Legal Bingo In Indiana

### Measure Would Limit All Prizes To Merchandise

INDIANAPOLIS, Jan. 22.—Legalization of bingo is sought in a bill now before the Indiana House of Representatives.

Obviously designed to overcome the State constitution provisions against lotteries, the measure provides that all prizes must be in merchandise. Rep. Jean LaGrange (D., La Porte) is the author of the proposal which was referred to the Public Policy Committee of which Rep. David W. Dennis, Republican of Richmond, is chairman.

LaGrange explained that except for the ban on monetary prizes his bill is general and unrestricted in scope. It had to be to meet the requirements of the Indiana constitution, he said. Limiting it to certain non-profit organizations would have doomed it to the fate of the Hasbrook anti-gambling act of two years ago, which, after passage by the Legislature, was invalidated by the State Supreme Court for its exemptions of religious, philanthropic and fraternal organizations.

Neither would the bill create the New Jersey type of a control commission, the responsibility of which is to keep bingo free of racketeers.

To give proponents and oppo-

*(Continued on page 85)*

## Gene Holter Sets Midwest Fair Dates

ANAHEIM, Calif., Jan. 22.—Gene Holter, owner-manager of the animal show bearing his name, this week outlined some of his Midwest fair dates signed in recent weeks. Among the major fairs, Holter will play two performances each at the North Dakota State Fair, Minot, and the Nebraska State Fair, Lincoln.

Wisconsin fairs signed include those at Marshfield, Chippewa Falls, Darlington, Lancaster and Merrill. Other contracts were signed for Mason City, Ia.; Austin, Minn., and Terre Haute, Ind. The Holter show will open its '55 season at Indio, Calif., February 17.

Holter said that a number of new animals may be added before the season gets under way. Already set for the show are the racing ostriches and camels, zebra, donkey, llamas, elephant, Liberty horses, Gibbon's Apes, boxing kangaroos and chimpanzees. Also signed are Bud Jones, trick rider; Si Otis, clown, and Silver Joy, the parade horse.

## Charles Green, Veteran Fair Exec, Dies at 68

MOBERLY, Mo., Jan. 22.—Funeral services were held here Tuesday for Charles W. Green, 68, former manager of the Missouri State Fair, Sedalia, and 1941 president of the International Association of Fairs and Expositions. Death came Sunday (16) after a six-month illness that included brain surgery in Rochester, Minn. Green was credited with leading the Sedalia fair out of the red during his eight years as secretary-manager, which started in 1933. While there, he instituted the tight gate policy that still exists at the big annual.

In addition to his fair connections, Green was nationally known as a judge, announcer and executive of horse shows, serving in those capacities in 38 States and

## DETROIT FAIR MAKES BID FOR 1956 OLYMPICS

DETROIT, Jan. 22.—Detroit has a bid in for the State Fairgrounds to be the site of the 1956 Olympic Games, according to Mark L. Crawford, president of the Michigan State Fair Board of Managers.

"We are going to make our grounds available to accommodate this large event," he explained. "The State Department of Agriculture has charge of the grounds and is trying to get an appropriation from the State Legislature to put the grandstand into suitable condition for the games."

Crawford said that the Director of Agriculture had made an announcement that the grandstand is being repaired with a new office area being installed underneath.

## HOTEL FEATURE

### 'Waters' Set For Long Run In Las Vegas

NEW YORK, Jan. 22.—"Dancing Waters," the illuminated fountain spectacle, will have its first semi-permanent engagement when the Royal Nevada Hotel opens next month in Las Vegas, the home office says.

As charted, Hans Hasslach will install the unit and handle the controls for the first performances at the new resort spot, and "Dancing Waters" will remain there on an extended run with no closing date under consideration.

There are 11 "Waters" units in the United States, a 12th playing in Costa Rica, and a 13th currently at liberty in Europe. The last-named has recently played the Rex Theater in Paris, the Holland Flower Show, and in Switzerland.

The Latin-American unit has been showing for three weeks in San Juan, Puerto Rico.

## FEVER RISE BRINGS BAN

### Wash. State Lowers Boom on Parakeets

NEW YORK, Jan. 22.—A new set of regulations will severely limit the use of parakeets as a concession item in the State of Washington, it was learned. The new restrictions, adopted by the State Board of Health, stem from "an alarming increase" in the number of cases of psittacosis (parrot fever).

Importations and sales of parakeets, the likeable little birds which have become a popular offering on

# RINGLING CUTS BILLING 75% TO FAVOR TV MOVIE

## North Accepts Film Man's Plan Stressing Newspapers, TV Reruns

SARASOTA, Fla., Jan. 22.—All advertising procedures on the Ringling Bros. and Barnum & Bailey Circus were thrown into reversals and revisions this week as Milton Pickman, movie promoter, who has the ear of John Ringling North, unfolded a plan tied to his sale of a television show involving the circus.

The plan, which won North's nod, virtually kills the show's outdoor advertising, the means by which the entire circus business was built.

It substitutes an altered television plan and a newspaper campaign which would use revamped ad art from the old movie, "The Greatest Show on Earth."

### Circus People Silent

Most Ringling people were grim and quiet about the results of the several staff meetings. But there were reports of lively arguments

during the sessions. And the intramural battle of circus-style versus movie-style probably isn't over.

Outdoor advertising budget was slashed from \$300,000 in 1954 to only \$75,000 in 1955. This will cut the number of billposters to the lowest point in history. Only eight or nine men will be used, compared to 33 last season and 13 at the previous low point, which was during Art Concello's reign as general manager. The amount of paper posted will be cut in proportion.

### Last Bill Car

Gone, in the new scheme of things, is the railroad advance advertising car. Instead, the Ringling billers will move on trucks. For the first time in railroad show history there will be no advance car on the road. The few billposters that will be used will be comparable to the small opposition brigades and box brigades of past years. The bill car becomes a sleeper.

# Auto Manufacturers Dig Show Business

• Continued from page 1

At the Chicago expo featured automobiles were driven singly up the ramp and onto the stage, which served as an actual demonstration of the car in motion. Each one carried a beautifully gowned beauty queen, who alighted and was introduced, contributing further to the animation of the presentation.

### Spotlight Cars

Then the spotlight switched back to the car and while it rotated on the turntable, an announcer described the outstanding features of the particular model and also the

entire line it represented. After each series of five cars were presented in this manner, the show shifted to a production number or variety act.

Variety acts and production numbers are selected each year with an eye toward their tie-in value with the automotive theme. The trend this year is to bright colors in automobiles, and the Chicago productions this year were keyed with brilliant costumes and lighting. In other years, an auto race theme was used, one recent production number was wrapped around automobile wheels and still another featured a clown car, which scored a big hit with the auto-minded audiences.

### Close Second

A close second to the Chicago show is the one staged each year in Denver, where Sidney Page, Chicago booker, provides the entertainment. Sam Marcus and Tom Braden, managers of that show, have long been advocates of using talent to build attendance and feature a revue that runs slightly over an hour.

Attendance has built consistently since they introduced professional entertainment and last year's April expo cracked all previous marks.

Most auto show promoters publicly do not emphasize the importance of professional talent at their shows. But more eloquent is the fact that they are using more each year and as auto shows grow, so will the demand for more and better entertainment.

## New Pa. Race Firm Formed

HARRISBURG, Pa., Jan. 22.—A Corporate charter has been issued by the Pennsylvania Department of State to the Three States Auto Racing Association, Inc., 416 Bakeswell Building, Pittsburgh, authorizing the new company to capitalize at \$5,000 "to lease, rent, acquire, construct, operate, control any track, race course, speedway or surface adapted for the use of automobiles, motors, engines, motorcycles, bicycles and all kinds of races."

Incorporators were listed as David B. Tobe, Mount Royal Boulevard, R. D. 2, Allison Park, Pa.; Charles E. McKissock, 3596 Beechwood Boulevard, Pittsburgh, and Verona Zombek, Davis Street, Bower Hill, Woodville, Pa.

## Spokane Sports Talent Listed

NEW YORK, Jan. 22.—Talent for the Spokesman-Review Charities sports show, scheduled for April 19-24 in the new auditorium in Spokane, Wash., was listed yesterday by booker William Shilling.

The show will consist of Sharkey the Seal; the Nissens, trampoline; Oldfield & Ware, comedy fishermen; the Shooting Mansfields; Phil Bennett & Jackie the Crow; Patsy Hubbard, fly casting; Bob O'Laughlin's retrieving dogs, and Jimmy Risk & Norma, horseshoe pitching.

Until Pickman scuttled the plans, Ringling was preparing to order new styles of paper to advertise major features which are expected for next season. Now only stock paper on printers' shelves will be used. It will be the first time that major Ringling features will not be billed with special posters, some sources pointed out.

### TV Budget

At the outset, Pickman wanted to eliminate all billing and junk the paper already printed. He also wanted to increase the amount of money available for television. F. Beverly Kelley, chief of Ringling radio-TV publicity, refused to accept a larger budget, termed it unnecessary and came away with an amount comparable to last year's, it was learned.

Apparently Pickman understood that Ringling TV, radio and newspaper advertising was placed thru commercial advertising agencies. He indicated he expected to place such accounts with agencies thru which he deals in the movie business.

His newspaper advertising plan calls for use of color in at least some instances. Layouts he submitted at the Sarasota conferences indicated a preference for film ad style at the expense of circus copy. These ads also revealed that he expects to use tremendously increased space in the papers. Some observers said they doubted whether the show could afford such large color ads at the higher rates newspapers get for theater page space.

### R-B Sells for 100C

A major factor in Pickman's revolution is the upcoming filming of a Ringling dress rehearsal for use on television, with sponsorship of General Foods Corporation. This will be the first time the show has permitted televising of its performance.

Thru Pickman the show sold its TV rights for \$100,000. Pickman already has collected his \$10,000 share of that. Another \$20,000

*(Continued on page 78)*

## R. H. Saunders, CNE President, Dies in Crash

TORONTO, Jan. 22.—Funeral services were held here Tuesday (18) for Robert H. Saunders, president of the Canadian National Exhibition, who died as the result of injuries suffered in a London, Ont., plane crash.

Doctors said the cause of death was shock. The crash occurred Sunday (16) when his company plane, its wings and windshield crusted with ice, pancaked in a field only 400 yards from the runway at London's Crumlin Airport.

Saunders was mayor of Toronto for four terms and was chairman of the Ontario Hydro-Electric Power Commission and active in the St. Lawrence Seaway power project.

His rise in the field of business stemmed from a humble beginning. As a boy he peddled newspapers, later drove a truck and was a factory worker. Meanwhile, he studied law and was admitted to the bar in 1927. He was a criminal lawyer until 1935 when he entered politics.

Saunders was elected an alderman in 1935 and in 1945 became mayor of Toronto. In 1948 he was appointed Hydro chairman and was active in the expansion of that huge utility.

He left a wife, a daughter and a brother.

**\$4,000 gross  
in 11 days**



**KIDDIE BOAT RIDE**

That's what one owner took in with his Allan Herschell Kiddie Boat Ride. Other operators also report high grosses. It's profit-proven, safe, thrilling, and with a high capacity. Equipped with Allan Herschell Fluid Drive for smooth starts and stops. No clutch to wear out or adjust. Timer and motor starter in cast-aluminum, all-weather control box are standard equipment. The Kiddie Boat Ride is easily carried on a 20-foot truck.



FINANCE  
PLAN  
AVAILABLE

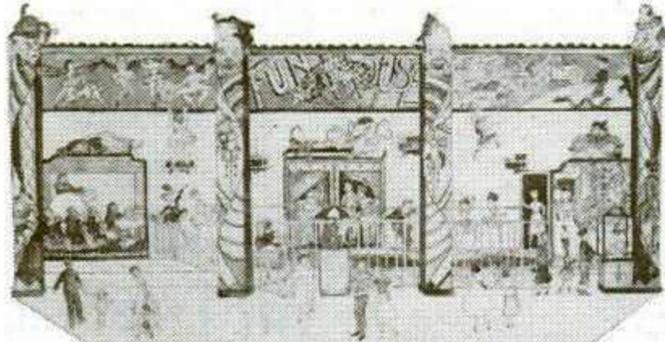
MERRY-GO-ROUNDS • BOAT RIDE • KIDDIE AUTO RIDE • PORTABLE ROLLER COASTER  
JOLLY CATERPILLAR • SKY FIGHTER • TANK RIDE • BUGGY RIDE • GASOLINE SPORT  
CARS • RECORD PLAYERS • MERRY-GO-ROUND RECORDS • TAPES • RIDE TIMERS  
CANVAS TOPS • SIDE WALLS AND COVERS • PARTS AND ACCESSORIES  
FOR ALLAN HERSHELL AND SPILLMAN RIDES

**ALLAN HERSHELL  
COMPANY, INC.**

"World's largest manufacturer of amusement rides"  
NORTH TONAWANDA, NEW YORK

**FUNHOUSES**

Designed with **BIG PROFITS** in Mind



National Funhouses are designed to attract Maximum Attention and to provide Utmost in Pleasure and Recreation. The result is a steady stream of new customers and **BIG PROFITS** for You.

Write for information on . . .

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| Complete Kiddielands           | Kiddie Ferris Wheel | The Trackless Train |
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| Streamlined Coaster Cars       | Pony Trol           | Laughing Mirrors    |
| Old Mills & Mill Chutes        | Comet, Jr. Coaster  | Large Coasters      |

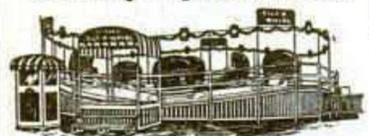
**NATIONAL AMUSEMENT DEVICE CO.**

BOX 488, VAF Phone Melrose 2646 DAYTON 7, OHIO  
Builders of Rides Since 1910

**The TILT-A-WHIRL Ride**

"Best Buy in Rides Today"

- \* Very Popular and Profitable
- \* Good Looking
- \* Well Built
- and what a
- \* Good Quality
- \* Economical
- \* Repeater!!



**SELLNER MFG. CO.**  
Faribault, Minnesota

**NEW KIDDIE TURNPIKE RIDE**

New Kiddie Ride that outgrosses major rides; 104,000 kiddie customers at CNE; huge grosses at major fairs and parks. Portable and Park Models. Immediate delivery. Orders filled as received.

**B. A. SCHIFF AND ASSOCIATES**  
901 S. W. 69th Ave., Miami 44, Fla.

**GIVE TO DAMON RUNYON CANCER FUND**

**St. Paul Winter Carnival  
Opens 10-Day Run Jan. 28**

ST. PAUL, Jan. 22.—The annual St. Paul Winter Carnival will kick off 10 days of fun Friday night (28) with the coronation of King Boreas XIX and a giant square dance in Municipal Auditorium.

Identity of the new winter monarch, succeeding Walter Dorle, will not be disclosed until he steps up to have his predecessor place the regal crown on his head during the auditorium festivities.

A large afternoon parade thru the downtown district, winding up inside Municipal Auditorium, floats and all, will highlight the program Saturday (29). Mary Lou Lipk, Queen of the Snows picked in

1954, will participate in the march, riding atop a special float, as will the new king and the 19 princesses seeking to succeed Queen Mary Lou. Visiting queens from other sections of the State, Northwest and the nation also will ride in the parade.

Saturday night WCCO, Columbia Broadcasting System outlet (Continued on page 85)

**PRO & CON**

**Major Faiths  
Speak Out on  
N. Y. Bingo**

NEW YORK, Jan. 22.—The discussions over legalizing bingo in New York State received strong arguments both pro and con this week, despite the fact that both major political parties have promised to legalize the game.

On the negative side was the stand of the Protestant Episcopal Church as expressed by the Right Rev. Horace W. B. Donegan, Bishop of the New York diocese. Bishop Donegan came out strongly against gambling of all sorts, including bingo, as being morally wrong.

The Roman Catholic position in favor of bingo as a source of funds for church work was stated in The (Continued on page 85)

**Clyde Date OK  
In Indianapolis,  
To Repeat in '56**

MANTENO, Ill., Jan. 22.—Howard Suesz's Clyde Bros.' Indoor Circus played to fair business at Indianapolis, where they had the Knights of Columbus date held previously by Frank Hildebrand's show. Suesz said the date was okay for a first time and that it would be repeated next year.

Clyde Bros. appeared at the Illinois State Mental Hospital here early this week and then moved to Peoria for three days. A stand at Galesburg would take the show into the weekend. Suesz said his outfit was routed into the Southwest, where it will close on February 26.

He will open his under-canvas Hagen Bros. on March 3 out of Harlingen, Tex., and Clyde Bros. will reopen in the summer for a repeat trek to a string of Ontario auditoriums.

With Clyde Bros. now are Eddie Kuhn's animal acts, Allen's Bears, Viola Rooks, the Wendts, Cal and Torchy Townsend, Diane Wilson, Jack LaPearl, Buzzie Potts, Tex and Marcia Maynard, Fancher Pierce and Bert Wallace. The Antaleks, perch, also worked the Indianapolis date and will make the Canadian route.

**Von Quarters  
Busy; Opening  
Set for April**

MARION, S. C., Jan. 22.—Winter quarters of Von Bros.' Circus here is in full operation in preparation for an early April opening. Manager Henry L. Vonderheid said this week.

He said all-new canvas was to be used, more seats were planned and a new concession trailer was in the works. John Koker is in charge of working crews. Floyd Lakes, ring stock superintendent, has three pony drills ready. New trappings and ostrich plumes have been bought for all horses and ponies.

Bill Cody is working a new Dalmatian dog act. A new arena for an animal act has been completed, and the act is scheduled to use five lions and two bears. Vonderheid spent the holidays at his Wapwallopen, Pa., home. He shipped two carloads of timothy hay from there to quarters. He has been on a buying trip recently.

**Swenson Inks  
St. Paul Fair**

SPRINGFIELD, Mo., Jan. 22.—Aut Swenson, owner-operator of the Swenson Thrillcade, announced that he had again signed to appear at the '55 Minnesota State Fair, St. Paul. The thrill show will play regular dates on the night of August 27 and the afternoon of August 30. It will also provide featured stunts in conjunction with the AMA motorcycle races scheduled for the afternoon of September 3.

**French Rule  
Hits Import  
Of Animals**

PARIS, Jan. 22. — The French government last week banned the importation of all flesh-eating animals, wild or domesticated. The decree applies to imports from all countries, but can be relaxed in certain cases by direct application to the French public health and customs departments.

A special ruling applies to cats and dogs: Each animal must be examined by a French veterinary inspector upon arrival. The owner must have a veterinary's certificate from the country of origin, certifying that the animal is in good health and does not come from a region in which there has been a case of rabies during the preceding six months, and that it has been vaccinated against rabies between 15 days and six months before its entry into France.

The ruling will provide complications for many of the European circuses which travel thru France, and which have been shipping their large animal groups into France for indoor showings during the winter.

**Brandon Ex  
Signs Holter**

WINNIPEG, Jan. 22. — Gene Holter's ostrich races were signed for two days at the Manitoba Provincial Exhibition, Brandon, and three days at the Greater Winnipeg Exhibition, Winnipeg, during the Western Canada Association of Exhibitions meeting here.

Holter, of Anaheim, Calif., was represented by John Planalp, of the Sun-Grossman Agency, Des Moines. With the ostriches will be racing camels, elephants and trick horses.

The Holter unit will be in Winnipeg June 30, July 1 and 2; Brandon, July 4 and 8, and Fertile, Minn., July 5, 6 and 7.

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AMUSEMENT-RECREATION  
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**GOLDEN  
OPPORTUNITY**  
*for everyone*  
*in . . . associated with . . .*  
*or selling to*  
**OUTDOOR  
SHOWBUSINESS!**

# The GOLDEN SALES OPPORTUNITY belongs to YOU

— and right here, in The Billboard's Big OARC Number is the place to start!

The Billboard's Outdoor Amusement-Recreation Centers Number will spearhead the greatest sales opportunity you've seen in over a decade.

It is an opportunity built on a solid and realistic foundation. Every economic factor points in one direction:—toward a great and growing market for all of the equipment, products, supplies and services needed to build the nation's network of Outdoor Amusement-Recreation Centers.

**YOU** have the equipment . . . the products . . . the

supplies . . . or the services. The Billboard has the editorial power . . . the alert, aggressive, free-spending audience . . . and the background . . . to turn the golden opportunity into actual reality *now and in the months and years ahead.*

Make plans **NOW** to grasp the opportunity. Start with a big, hard-hitting advertising message in The Billboard's February 19 Outdoor Amusement-Recreation Centers Number—advertising deadline, February 10.



### planned editorial outline—

see how it takes hold of the subject and develops interest to the point of constructive action

- **OUTDOOR SHOWBUSINESS' NEW HORIZON . . .** defining what an outdoor amusement-recreation center is . . . explaining the opportunities . . . development . . . a challenge to the industry . . . why Billboard is devoting this issue to it.
- **POPULATION OUTLOOK . . .** why more people with more leisure and more money to spend make Amusement-Recreation Centers a sound venture. Also, statistics on number of kiddie parks, drive-ins, miniature golf courses, etc.
- **AMUSEMENT UTOPIA . . .** outline of the Amusement-Recreation Center of tomorrow. What will it offer the public.
- **PROOF OF THE PUDDING . . .** capsule breakdown of five typical Amusement-Recreation Centers now in operation. How they started, and developed.
- **SHOWMANSHIP STILL THE PRIME INGREDIENT . . .** promotions that have paid off for a kiddie park operator . . . a concessioner's Paradise . . . actual case histories.
- **IS THE AMUSEMENT CENTER APPROACH THE ANSWER TO ZONING HEADACHES? . . .** an expert's opinion on why it's logical and effective.
- **TOURNAMENTS ARE KEY TO STEADY PATRONAGE . . .** how miniature golf course operator has developed tournaments and league play along bowling lines and made them pay.
- **DRIVE-INS LEAD THE WAY IN CONCESSION SALES INGENUITY . . .** why is the national food and drink average of all drive-ins 22¢ per admission? Ingenuity does it—and here are some methods used.
- **LIVE TALENT . . .** still the most successful way of hyping attendance . . . success stories that prove it.

—AND OTHERS.

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Your Selling Audience **BUILDS AND BUILDS**, via pass-around readership, to an overwhelming **BUYING FORCE** of almost 160,000 READERS (current reader survey).

—And 10,000 REPRINTS of the complete OARC SECTION delivers your SALES MESSAGE to all RELATED PROSPECTS AND PROSPECT GROUPS at **NO EXTRA COST**.

Guaranteed **READER INTEREST** in the EDITORIAL CONTENT and in YOUR SALES MESSAGE!

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### JUST WHAT IS AN OUTDOOR AMUSEMENT-RECREATION CENTER?

Any place where people gather to spend money for amusement or recreation is an Amusement-Recreation area. There are thousands of such areas in existence now—kiddielands, drive-ins, miniature golf courses, driving ranges, archery ranges, picnic grounds, batting ranges, tennis courts, etc., etc.

But few combine more than one or two types. The few that combine many types—and there are some—are proving outstandingly successful. These are the true Amusement-Recreation Centers, and therein lies the golden opportunity for those who make a genuine effort to turn the opportunity into reality!

### OUTDOOR AMUSEMENT-RECREATION CENTERS ARE READY FOR FULL-SCALE DEVELOPMENT RIGHT NOW!

Our population is growing at the rate of 4,000,000 births a year . . . movement to suburban areas has grown tremendously and still continues to grow . . . new highways and new general construction is high and will continue high . . . spending is on a steady climb, with wages increasing while living costs and taxes remain constant . . . the work week is shorter, building the demand for more and more amusement-recreation time.

It all adds up to **MORE PEOPLE**, with **MORE MONEY**, and **MORE TIME** for amusements and recreation **RIGHT NOW . . .** and with the picture growing brighter and brighter in the months and years ahead!

### WHAT OARC MEANS TO YOU RIGHT NOW—AS WELL AS IN THE MONTHS AND YEARS AHEAD

An outstanding sales opportunity—yes, actually the greatest opportunity in over a decade—to sell more of everything to the men who will build, service and maintain Outdoor Amusement-Recreation Centers in all parts of the country.

Rides or mechanical devices for present-day expansion . . . equipment or products for refurbishing . . . foods or beverages sold through concessioners . . . novelties, games, or any of hundreds of related products and services—Outdoor Amusement-Recreation Centers can head manufacturers and suppliers into a period of unparalleled growth.

All that remains is for a key, centralizing force to spearhead the drive, and for manufacturers and suppliers to make their own sales efforts a solid part of that drive.

### ONLY THE BILLBOARD CAN MAKE THE GREAT OARC OPPORTUNITY COME ALIVE!

Many of the present-day Amusement-Recreation areas were started—and are still being operated—by experienced showmen. Others are represented by interests which have had the capital, the foresight and the business knowledge to build productive enterprises.

The Billboard's 50-plus years of continuous service to outdoor show-business forms the backbone of the OARC drive. Showmen, experienced in other lines, will get on the bandwagon. By applying their showbusiness knowledge and promotional know-how, they will add substantially to the growth of Outdoor Amusement-Recreation Centers.

Too, The Billboard's normal week-to-week circulation includes thousands of investors seeking new business opportunities—for The Billboard has been a live source of profitable ideas for more than half a century. Many of these "new blood" investors are sure to grasp the benefits and advantages of Outdoor Amusement-Recreation Centers, and put the full force of their general business knowledge, and their capital, behind the move.

Write . . . Wire . . . Phone **TODAY!**

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188 W. Randolph  
Central 6-8761

ST. LOUIS 1, MO.  
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CHestnut 0443

HOLLYWOOD 28, CAL.  
6000 Sunset Blvd.  
Hollywood 9-5831

## TUBS-O-FUN RIDE

48 PASSENGER — KIDDIE-ADULT

Thiess United Shows report this Ride grossed \$640.00 at celebration July 4, 1954. Can be completely set up or taken down in less than 15 minutes by two men. Price only \$2,750.00.

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## ROCKET TRAIN

New Flat Ride for adults and teen-agers. Requires space 57x57' and will easily load on one semi-trailer. This is a high speed Major Ride with exciting dips and thrilling turns. Price complete with ticket box, \$6,950.00. Term payments available. Write today for full information and photos.

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LOOK!

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We are moving to NEW and LARGER Quarters. Increased Production, No Disappointments, Spring Delivery on All Rides. Full Line of New Rides priced from \$900.00. THE FAMOUS TEEN-AGER CARRY-US-ALL for as little as \$5,500.00. Time sales arranged. For particulars address

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Materials on hand either dyed in colors or "CHEX FLAME." Underwriters approved flame, water and mildew-treated ducks.

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40' 3-Abreast Spillman Merry-Go-Round, all jumping horses; 5 h.p. 3 phase motor; Train with 3 cars, engine and tender, adult capacity of 36 or 54 children, 600 ft. 12 gauge track and ties; Allan Herschell Auto Ride; Airplane Ride with 6 planes, 12 capacity. \$9,000 cash. Located in Eastern Penna. Will sell rides separately if desired.  
**BOX D-87, Billboard, Cincinnati 22, O.**

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Bisch-Rocco Flying Scooter, will sell or trade—make offer. Can be seen Lincoln Amusement Park, Los Angeles. Write  
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## JACK MILLS IN LONDON, HIRES ACTS, SECRETARY

LONDON, Jan. 22.—Jack Mills, general manager of Mills Bros. Circus, has contracted with 30 performers, including ballet girls and clowns, and he is scouting acts for possible 1955 importations from here.

His performers and others will sail from Southampton on February

27 and arrive in New York March 5. The Mills show opens in Ohio on April 16.

Among those he has contracted is Miss Alma Cox. She will be his secretary and assistant to Publicity Director Starr DeBelle. In England she has taken over his press work and handled several stories. A photo of Mr. and Mrs. Mills appeared along with an interview in The Daily Express. Another Mills circus story appeared in The Star. A Manchester newspaper also is preparing a story.

The Millses caught both the Bertram Mills Circus and Tom Arnold's Harringay Circus in London. They expected to fly to the Continent to see other shows before returning to the U. S.

## Studio Filming Kelly's 'Clown' For TV Release

HOLLYWOOD, Jan. 22.—Work is under way at Republic Studios here on a TV film, "Clown," inspired by the Emmett Kelly book of the same name. Kelly is technical director on the picture and Henry Fonda is playing the part of Kelly in the movie. It is to be released to TV soon.

Equipment of Herbert Weber's Circus Flamante is here for use in the Kelly movie and it is to be used next in filming a circus serial. The latter will be done by Republic and will require about six weeks to complete.

Weber said that during the past season he took his show into Mexico for the first time. During the second half of his tour he played his usual route in Latin-American communities of Southwestern U. S. cities.

## ESE Signs for Sullivan Band

SPRINGFIELD, Mass., Jan. 22.—Mickey Sullivan of Worcester and his band will again play for the rodeo at the Eastern States Exposition, Manager Jack Reynolds has announced. Sullivan will also act as emcee for the afternoon and evening shows, and for the Governors' Night parade.

## Grund Opens Own Agency

NEW YORK, Jan. 22.—Booker Leo Grund has set up his own agency, Leo Grund Enterprises, at 15 East 48th Street, after 24 years with the George A. Hamid organization. He is handling circus acts for TV, parks, circuses, etc., and is still working closely with the Hamid office, he said, thru which he books most of his acts for the CBS "Big Top" video show. Grund is assisted by Howard Fevrier.

## Cordock Building Big Steam Calliope

MORRISTOWN, N. J., Jan. 22.—The Matthew Cordock Calliope Company has resumed operation of its branch at Craig, Colo., and work there on a 60-whistle steam model continues, Cordock said here. He said the firm expects to concentrate on building new air and steam calliopes and slow down on repair work.

Almost all steam calliopes built heretofore have had either 24 or 32 whistles.

## Corporation Barn Burns at Peru, Ind.

PERU, Ind., Jan. 22.—Fire razed a two-story barn at the former circus winter quarters property on the outskirts of Peru Wednesday (12). Robert Schram, manager of the farm now using the property, estimated the loss at \$35,000. Poultry equipment was included in the loss.

The barn was erected in 1925 by the American Circus Corporation and was used for storage of equipment while shows were there.

## Advance Sale Big for Fort Lauderdale Expo

FORT LAUDERDALE, Fla., Jan. 22.—Advance sale of gate tickets tied in with the prize award of a Hudson Metropolitan convertible for Broward County Exposition here, February 15-20, is going over big, and with the expo being the only major event going on here this year, it is expected to be a big success, according to William B. Moore, president.

Along with Moore, the executive staff includes R. C. McCarter, vice-president; Mrs. Marion McCarter, secretary-treasurer, and Herb Pickard on publicity.

The fair is to be held at Bradley's Airport. Runways are to be occupied by the midway, and exhibits will be housed in hangars. Nightly fireworks and free acts are scheduled. In addition, automobile races and a thrill show will be offered on the speedway adjacent to the midway.

Heavy advertising sponsorship by Veterans of Foreign Wars and co-operation by the Chamber of Commerce and county and home demonstration agents are expected to give the expo strong support, said Moore.

## Ride Biz O. K. At Queens Spot

NEW YORK, Jan. 22.—Wintertime business at Fairyland Park on Queens Boulevard is only slightly behind that of last winter, it is claimed, with the operation of nearly 20 rides being open every day when weather permits. The line-up of rides includes a Rock-o-Plane, Tilt-a-Whirl, Octopus and Big Eli Wheel.

Manager Al McKee is assisted by William Houston, ride superintendent, and Andrew Marschutte.

## Worcester Grotto Announces Line-Up

WORCHESTER, Mass., Jan. 22.—The Grotto Circus, produced by Emile L. Rousseau, will open Sunday (23) and run thru Saturday (29). Line-up of acts includes: The Marcellys, knockabout comedy; Yokoi Troupe, bikes; the Geraldos, aerialists; Olympic Bears; Gene Randow, clown; Sonny Moore's Roustabouts, dogs; All-American Boys, trampoline; Helmouth Gunther, juggler, and a chimp act. Joe Basile has the band. Billing for the show plays up TV appearances by several of the acts.

OREGON CITY, Ore., Jan. 22.—Frank Robinson, ride operator and builder of kiddie rides, has expanded facilities by annexing a complete welding shop adjacent to his plant. Waldo Rider, former furniture builder, has joined the firm as superintendent. The new firm has been re-titled Robinson-Rider Manufacturing Company.

## BOOK REVIEW

### Factual Book On Elephants Is Exciting

NEW YORK, Jan. 22.—George Lewis, who found himself in love with elephants as a youth and never was satisfied in a life-long association with literally dozens of bulls in as many show and zoos, tells his story with the aid of author Byron Fish in a just published book, "Elephant Tramp." (Little Brown, Boston; 278 pages, \$4.)

Anyone who has ever worked with, or held even a slight interest in the giant mammals, will find the book engrossing. For those apart from show business, in particular the type of person still leery of boarding a commercial air liner, the recited killings, maimings and destruction wrought by the beasts might result in nightmares. At the very least it is a cinch they won't feel inclined to feed a peanut on the end of a 10-foot pole to the next elephant they encounter.

Altho documentation by time is used sparingly, it is obvious that Lewis' career as a bull man covered many decades. The shows he traveled with included a number lost, except in the pages of history, plus Ringling. The bulls he handled in-

(Continued on page 85)

## Hunt to Break New Llama Act; Family to Fla.

BURLINGTON, N. J., Jan. 22.—Hunt Bros. Circus has taken delivery on a new llama, and Welby Cooke has begun breaking it to an act for the coming season. New spec blankets for eight elephants and a camel are being made and a new truck has been delivered as off-season action continues at the winter quarters near here.

The Hunt family will leave soon for Florida, where they will be at the Charles J. Hunt home in Miami. Mrs. Milly Hunt, widow of Edward, and children will also make the trip. The Harry Hunt family will fly down later to join the family after most of the season's contracting has been done. Harry Levine, husband of Charlotte Hunt Levine, underwent an operation Wednesday (19) at Trenton's

(Continued on page 85)

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Fair, Carnival and Show Printers

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20 Lusse Scooter Cars, latest model; 10 1952 model Dodge Cars, all in like new condition. Price \$550 each. Will deliver.

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**CAROUSELS—ORGANS  
KIDDIE RIDES—TRAINS**

Complete line. Write for catalog and terms.

**H. E. Ewart Company**  
707 East Greenleaf Street  
Compton, California

# Ind. State Fair Seeks Okay Of Still Dates

INDIANAPOLIS, Jan. 22.—The Indiana Fair Board will seek broadened authority, both as to the sponsorship of events and the borrowing of money, in a bill to be introduced in the Indiana General Assembly, Phares White, board treasurer, told a joint session of the Senate and Agriculture Committees this week.

Need for the legislation was suggested by an injunction action begun last year to enjoin the board from conducting a 100-mile big car race September 18. The suit was filed by the 16th Street Midget Speedway which had scheduled a race of its own on that day. Although an Indianapolis court upheld the board, the attorney general's office recommended clarification of the

(Continued on page 84)

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When in trouble it buries its head in the sand.

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INSURE WITH  
**CHAS. A. LENZ**  
"The Showman's Insurance Man"

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**NEW! ALL NEW THE TOLEDO 50 FLOSS MACHINE**



\$199.50  
The latest... modern design compact! Guaranteed to outproduce and outperform any other machine on the market. Don't buy without getting complete information on the new "Toledo 50" Floss Machine.

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For the Amusement & Entertainment Field

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150 Broadway, New York 38  
REctor 2-2195

## Carnival Routes

Send to  
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Cincinnati 22, O.

American Midway, Mission, Tex.  
Dion, Ted: Maringouin, La.  
Glades Am. Co.: Bowling Green, Fla.  
Sterling Crown: Mulberry, Fla.

## Circus Routes

Send to  
2160 Patterson St.,  
Cincinnati 22, O.

Davenport, Orrin: Grand Rapids, Mich., 24-30; Cleveland 31-Feb. 13.  
Proman Bros.: Cookeville, Tenn., 24-28; Huntsville, Ala., 31-Feb. 4; Rome, Ga., 7-11.  
Polack Bros. Western: Hammond, Ind., 24-30; Fort Wayne 4-6; Chanute Air Force Base, Ill., 10-12.

## Ice Shows

Holiday on Ice, International, No. 1: Frankfurt, Germany, 25-30; Copenhagen, Denmark, Feb. 1-27.  
Holiday on Ice, International, No. 2: Bombay, India, 25-Feb. 20.  
Ice Capades: Washington, 25-Feb. 6; New Haven, Conn., 7-13.  
Ice Vogues: Richmond, Va., 25-30; Greenville, S. C., Feb. 1-5; Macon, Ga., 6-10.  
Shipstads & Johnson's Ice Follies: Cleveland 25-30; Toronto 31-Feb. 4; Montreal 6-13.

## Miscellaneous

Laine, Buddy, Ork: (Palais Royal) Galena, Ill., 30.  
Walsh Bros.' World's Most Beautiful Church: New Orleans.

# Hand Awarded Canada A Loop Pyro Contract

WINNIPEG, Jan. 22.—Fireworks contract for four of the five fairs on the Class A circuit in 1955 was awarded Tuesday (18) to the T. W. Hand Fireworks Company, Ltd., of Cookville, Ont.

Decision was made at an attractions committee meeting of the Western Canada Association of Exhibitions in the Fort Garry Hotel. Fireworks will be seen at Calgary, Edmonton, Saskatoon and Regina but not at Brandon.

The displays, with a jubilee theme suitable for the 50th anniversary celebrations of Alberta and Saskatchewan, will be seen on each of six nights in the four cities.

Presentation was made by Hugh T. Hand. Other bidders were Atlas Fireworks Company, B. W. Wells; Interstate, Fireworks Company, Ltd., Joe Godin; Thearle-Duffield Fireworks, Inc., Frank Duffield, and Brock's Fireworks, Wilf Ampleman.

Godin handed the circuit contract in 1953 and the Duffield org was the successful bidder for 1954.

# Can. A Fairs Add Calypso To Line-Up

WINNIPEG, Jan. 22.—An unusual calypso musical group from Trinidad, whose only instruments are discarded oil drums, will be featured on the Class A Fairs Circuit this summer, possibly as an added grandstand attraction.

Unit, eight musicians and two dancers, was brought to the Canadian National Exhibition, Toronto, last summer and drew 265,000 visitors. Arrangements were made by a major Canadian oil company (Imperial) which offered it to the five fairs on the Western Canadian loop.

The natives cut off the bottoms of steel oil drums with a hack saw, temper them to various degrees and use sticks topped with pieces of inner tube to produce tones similar to those of a marimba or vibraphone.

Fair delegates made their decision after previewing a 12-minute short feature, in sound and color, which will be seen in Canadian theaters early next summer.

# Ward-Bell Rehearsing; Trucks Move to Coast

GAINESVILLE, Tex., Jan. 22.—Gus Bell, co-owner of the Ward-Bell Circus, left here Sunday (16) for Los Angeles to complete arrangements with the Matson Steamship Line and airline officials for transporting his circus to Hawaii.

Meanwhile, the show's 200-foot round top was erected and fitted with rigging and seats. The show's 12 trucks have been painted and lettered. Part of the equipment is being trucked to the West Coast for a February sailing. In charge of that section is superintendent Paul McGehee, and with him are Jimmy Woods, Punch Jacobs and Rinaldo Wunderlich. Al Antonucci, chimp trainer, may take his act by boat or may wait and fly. Most of the personnel will fly in two planes February 5 and 6.

In Gainesville the owners gave a luncheon Sunday for the personnel and two guests, George West,

attorney, and William T. Randolph, newspaperman and fan. Rehearsals of the spec, with producer Harry Dann and bandmaster Skinny Goe in charge, began Tuesday. The show placed an ad in The Gainesville Register thanking the city for assistance in building the new show. It opens in Hawaii February 15, after which it will return for a tour of the U. S. It is reported that Arthur Fockwald, formerly with Bailey-Cristiani and other shows, now is contracting towns for Ward-Bell.

## SUIT SETTLED

# Reade Charts Twin-Screen Drive-In Unit

NEW YORK, Jan. 22.—Walter Reade Theaters are starting work on a twin-screen drive-in movie in Totowa, N. J., just outside Paterson. The theater concept, new to this section, will have screens at either end of the property and a central projection booth which can

(Continued on page 85)

## Regina Sports Show Set

REGINA, Sask., Jan. 22.—Regina's first Sportsmen's Show is scheduled for Exhibition Auditorium May 3-11. Event will be under Rotary Club and Regina Exhibition Association auspices and producer will be Roy Lisogar, of Edmonton, who produces "Canadian Ice Fantasy" in the winter months.

# COMING EVENTS

- Arizona**  
Phoenix—Home Show, Feb. 12-20.  
Wickenburg—Gold Rush Days, Jan. 23-30.
- California**  
Los Angeles—General Motors Motorama, March 5-13.  
Sacramento—Sportorama, March 25-27.  
San Bernardino—National Orange Show, March 17-27.  
San Diego—Automobile Show, Feb. 2-6.  
San Diego—Cat Show, Jan. 29-30.  
San Diego—All-Breed Cattle Show, Jan. 29-30.  
San Diego—Camellia Show, Feb. 26-27.  
San Diego—Flower Show, March 3-6.  
San Diego—Home Show, March 26-April 3.  
San Francisco—China, Glass, Gift, Jewelry, Toy, Stationery and Housewares Show, Feb. 3-6, Kay Leber, 1355 Market St.  
San Francisco—National Sports and Boat Show, March 4-13, Thomas R. Rooney, 369 Pine St.  
San Francisco—General Motors Motorama, March 26-April 3.
- Connecticut**  
Hartford—Sportsmen's Show, Jan. 22-29.
- District of Columbia**  
Washington—National Capital Flower & Garden Show, March 10-18, Al Harloff.
- Florida**  
Bowling Green—Hardee Co. Strawberry Festival, Jan. 24-29.  
Daytona Beach—Volusia County Home Show, March 12-16, Irene Kellogg, Pilot Club.  
Miami—Flower Show, March 18-21.  
Miami—Do It Yourself Show, Feb. 1-8.  
Miami—Antique Show, Feb. 9-14.  
Miami—Boat Show, Feb. 17-24.  
Miami—Orchid Show, Feb. 23-28.  
Miami—General Motors Motorama, Feb. 5-13.  
Moorehaven—Chalo Nitka Celebration, Feb. 18.
- Tampa**—Home Craftsman's Show at Fla. State Fair, Feb. 5-19.  
Tampa—Horse Show, Feb. 25-27.
- Georgia**  
Atlanta—Southeast Sports & Boat Show, March 5-12.
- Illinois**  
Chicago—Boat Show, Feb. 4-13.  
Chicago—International Sports and Outdoor Show, Feb. 18-27.
- Indiana**  
Fort Wayne—Sports Show, Feb. 15-20.  
Indianapolis—Sports Show, Jan. 28-Feb. 6.  
Indianapolis—Automobile Show, Jan. 21-29.
- Iowa**  
Des Moines—Iowa Sports & Vacation Show, March 31-April 5.  
Ottumwa—Auto Show, Feb. 4-8.
- Kentucky**  
Louisville—Sports Show, March 5-12.
- Louisiana**  
Baton Rouge—Livestock Show & Rodeo, March 5-12.  
LaFayette—Mardi Gras, Feb. 22.  
Lake Charles—Fat Stock Show and Rodeo, Feb. 24-27.  
New Orleans—Mardi Gras, Feb. 13-22.  
New Orleans—Junior Livestock Show, March 2-3.
- Michigan**  
Hastings—Michigan Cornbelt Stock Show, March 2-3, Duncan G. Leitch.  
Lansing—Antique & Hobby Show, March 20-23, L. Verne Slout, Vermontville.
- Minnesota**  
St. Paul—St. Paul Winter Carnival, Jan. 28-Feb. 6, John Geisler, 356 Cedar.
- Mississippi**  
Carrollton—Carroll Co. Livestock Show, March 23, R. A. Cooper.  
Columbia—Marion Co. Livestock Show, March 10-12, D. O. Scott.  
Forest—Southeast Miss. Dist. Livestock Show, March 17-19, G. D. Collier.  
Greenwood—Delta Dist. Livestock Show, March 24-26, E. H. Blackstone.  
Hattiesburg—Forrest Co. Livestock Show, March 11-12, W. W. Kennedy.  
Hattiesburg—South Miss. Dist. Livestock Show, March 14-16, N. S. Hand.  
Mendenhall—Simpson Co. Jr. Livestock Show, March 14-16, J. F. Ponder.  
Port Gibson—Southwest Miss. Dist. Livestock Show, March 21-23, E. C. Newman.  
Sardis—Northwest Miss. Dist. Livestock Show, March 28-30, E. P. Lewis.
- Missouri**  
Tulpeo—Lee Co. Livestock Show, March 25-26, W. J. Pernel.  
West Point—Northeast Miss. Dist. Livestock Show, March 31-April 2, E. E. Woolien.
- New York**  
New York (Bronx)—Sports and Vacation Show, March 5-13.  
Syracuse—Herald-Journal Sports Show, Jan. 31-Feb. 5.  
Syracuse—Automobile Show, Feb. 20-27.  
Syracuse—Homemaker Show, March 8-11.  
Syracuse—Builders Exchange Show, March 21-30.  
Utica—Sports Show, March 24-29.  
Utica—Sportsmen's Show, March 24-29, Ball & Grier.
- Ohio**  
Cincinnati—Sports Show, Feb. 8-13.  
Cincinnati—Mid States Sports, Vacation & Boat Show, Feb. 8-13.  
Cleveland—Sportsmen's Show, March 8-22.  
Columbus—Sports Show, March 22-27.  
Dayton—Do-It-Yourself Show, March 18-20, Retail Hardware Dealers' Association.  
Toledo—Sports, Home, Boat and Auto Show, March 5-13, Paul Spor, Ohio Building.  
Toledo—Flower Show, March 22-27, Geo. Yakobian Enterprises, 1718 Jefferson Ave.  
Toledo—Home and Travel Show, Feb. 5-13, Milt Tarloff, 505 Spitzer Bldg.
- Oklahoma**  
Oklahoma City—Antique Show, Feb. 23-28.  
L. Verne Slout, Vermontville, Mich.  
Oklahoma City—Home Show, March 27-April 3, Gus Fields, Biltmore Hotel.
- Pennsylvania**  
Philadelphia—Gift Show, March 26-31, Donald C. Little, 220 Fifth Ave., New York.
- Texas**  
Austin—Livestock Show, Feb. 28-March 6.  
Brownsville—Charro Days, Feb. 17-20, Stephen A. Bosio, Box 752.  
Brownsville—Charro Days, Feb. 12-20.  
Dallas—Garden Center Flower Show, March 12-19, Joseph B. Rucker, State Fair Park.

(Continued on page 88)

**INSURANCE**

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## Mich. Exec Urges Balanced Programs

Brigham Succeeds Davis as Assn. Prez; Managers Advised to Use Television

DETROIT, Jan. 22.—A fair must be well balanced in order to appeal to all classes of people, the 70th annual convention of the Michigan Association of Fairs and Exhibitions was told here this week by Joy O. Davis, outgoing president. Davis was one of the speakers at the conclave, which was held Sunday thru Tuesday (16-18) in the Hotel Fort Shelby.

The Mason, Mich., fair executive told the fair delegates that attaining this balance was a real challenge to all fair managers. The fair is truly democratic, bringing all classes of people together, Davis pointed out.

One of the key speakers of the well-attended conclave was Clarence Harnden, manager of the Saginaw Fair, who commented on competition from television.

### Television

"Most people have an entertainment dollar and we must plan to get our fair share of that dollar. And we can compete as well as co-operate with this entertainment medium that has made such vast inroads on the public," Harnden declared.

He detailed plans for fair managers and said that interesting programs could give the people entertainment they could not get on TV. "We can glorify the old fair standbys in a new type of presentation," he pointed out. "Our Saginaw Fair last year was televised every hour of the day for seven days solid. It was definitely a success, and we plan on making our next year's TV tent substantially larger."

He enumerated such items as newer displays of fair wares in modern shadow-box arrangements, more colorful presentations in all appropriate categories, hobby displays to capitalize on people's leisure time, novelty displays in antiques, unusual baking displays, sewing displays with a "new look," wrapping-of-gifts displays, novelty vegetable and seed showings.

"All of these can be adapted to TV telecasting right from your own fairgrounds," he pointed out.

### Elect Brigham

The fairmen's association announced the following election of officers for 1955: Roy H. Brigham, Marshall, president; John Minema, Traverse City, first vice-president; Mrs. Moxie Mulrooney, Saginaw, second vice-president; Sherman Read, Kalamazoo, third vice-president; Gene Anderson,

Monroe, fourth vice-president; James H. Snow, Allegan, fifth vice-president, and Harry B. Kelley, secretary-treasurer, who was re-elected for the sixteenth consecutive time.

Brigham, the newly elected president, spoke at the Monday meeting with a round-table discussion of the problems of house trailers and sanitation on fairgrounds.

Brief talks were made by Charles Figy, assistant to the Secretary of Agriculture, and Harry H. Hungerford, Adrian, who related his own fair's first-year experience with night harness racing.

Blair Woodman, Corunna, speaking on the relationship between youth groups and our fairs, said: "The contribution of fairs to our youth groups, such as 4-H Club work, the spirit of working together and co-ordinated planning, results

(Continued on page 86)

## Kahn Sets Up Big Program At Wapakoneta

WAPAKONETA, O., Jan. 22.—Entertainment plans for Auglaize County Fair here were set up by Secretary Harry Kahn at last week's meeting of the Ohio Fair Managers' Association, the program representing an all-out effort to make the 1955 event, operating seven days and nights, the biggest in history.

The August 6-12 annual will offer running races and fireworks on opening night, to be followed on succeeding days by the "Midwestern Hayride," Robert McKinley Rodeo on two nights, a cooking school, horse pulling contest, harness racing one afternoon and two nights; 4-H Round-Up, a big success in 1954; a national baton twirling contest, and B. Ward Beam's Congress of Daredevils. In addition there will be a nightly pony giveaway and a tractor will be given away on Friday night.

## Problems Cited by Agents, Showman

S. C. Association Told How It Can Help; Paul Black, Other Officers Re-Elected

COLUMBIA, S. C., Jan. 22.—Show people, by invitation, consumed much of the floor time at the annual meeting of the South Carolina Association of Fairs at the Hotel Jefferson here Wednesday (19).

Altho somewhat critical, their remarks were mostly in the form of a plea for the realization of the problems connected with the production and presentation of good midways. In sum, they said that the dollars were not as plentiful as they once were and that costs were continuing to rise. Accordingly, it is increasingly difficult to acquire the kind of attractions they want without a live-and-let-live attitude on the part of fairs.

Bernard (Bucky) Allen, concession manager of the World of Mirth Shows, sounded the keynote when he cautioned fairs not to look for the high dollars and expect to acquire the best in shows and games along with it. Jack Wilson, of the Cetlin & Wilson Shows, and James E. Strates, operator of the shows bearing his name, spoke along similar lines.

### Agents Talk TV

Talent agents George A. Hamid and Harry Cooke staunchly defended the current value of the type of entertainment they sell. Hamid said that for every fair grandstand credited with decline, three are breaking records. Noting that television was here to stay and would continue to grow, Hamid still maintained that the home entertainment medium could be successfully overcome by fairs in selling their entertainment packages. Hamid and Cooke noted that television appearances by acts afforded only sales of their abilities and routines. They urged better selling by the fairs.

A chronic complaint by agents, the blocking of grandstand entrances, was cited by Cooke as the cause for the loss of many admission dollars. The whole approach of some fair executives after purchasing a show added up to a defeatist attitude, Cooke said, since little or no effort was expended on selling the entertainment to the public.

J. M. Hughes, Orangeburg, was re-elected chairman of the board. Other officers re-elected were Paul Black, Spartanburg, president; J. Cliff Brown, Sunter, vice-president, and Tom Moore Craig, Spartanburg, secretary.

Three new directors were

named: Frank H. Barnwell, Florence; George Free, Greenwood, and J. Guy Sullivan, Anderson.

The following were re-elected directors: H. L. Irby, Union; Ransom Williams, Columbia; Howard McCreavy, Spartanburg; Tom Howey, Rock Hill; D. M. Harer, Marion; Frank Sutton, Newberry, and M. Frampton, Charleston.

Tony Vitale, pyro representative, called attention to legislation proposed to the State Legislature that could lead to the banning of display as well as commercial fireworks, and a resolution was adopted to make an effort to clarify the language of the proposed bill.

### Williams on Midways

Ransom Williams, former governor, and president of the South Carolina State Fair, credited midways with being perhaps the strongest single component of fair operations. Among the principal needs of any successful fair operation are good carnivals, good grandstand shows and honest games. Even with everything to make an event click, the job was only half done, he said, unless an intensive selling job was accomplished.

Altho booking actions were light by virtue of the fact that the principal carnival dates were allotted well in advance of the meeting, show people, in particular, quickly labeled the confab one of the best held here in several years.

Attendance at the business sessions was the heaviest noted in recent times and the participation of show people in the two open forums considerably built up interest.

The crowd attending the banquet was also large and were pleased with the show presented by the George A. Hamid & Son and Cooke & Rose agencies. Bruce Becker headed up the entertainment.

## DIXIE JOTTINGS

### Snow Blankets Confab Route Thru Carolinas

RALEIGH, N. C., Jan. 22.—Snow, up to 11 inches here in Raleigh, blanketed the route traveled by showmen making the meetings this week in the Carolinas. "Might as well be in Western Canada," moaned one seasoned veteran, who thought he had it made when he confined his travels to the "sunny" South.

### Attendance Big

Altho travel conditions were particularly bad, the attendance at both meetings was the best in years. While a number of local meetings were cancelled out, the fair and showmen came thru in great style to crowd the meetings at both the South and North Carolina sessions.

### Bookers Cool

Altho it is still early for complete analysis, it seems apparent that the booking agents are having an easier time of it than their counterparts at earlier meetings held in the East. The elaborate night revues have not lost out. George A. Hamid & Son, Cooke & Rose and Frank Melville reported good results.

Si Rubens' Rogers Bros. & Terrell Jacobs' Wild Animal Circus, a new entry in the grandstand field, was reported being sold successfully. Hank Carlyle is agenting the rink spectacle, which is

being offered on a one-to-three-day basis, and on straight percentage. Phonemen will be used to boost sales.

### Fairmen Agent Weiss

Big-hearted Bennie Weiss got some excellent unsolicited accolades from H. L. Kirby, of the Union, S. C., Fair, and T. K. Udskins, of the Spartanburg, S. C., Fair, both of whom credited his operation with being a gate attraction as well as a game. Bennie and his wife, Martha, were traveling the circuit for the first time in many years. The popular Martha was corralled to sit at the head table at the banquet staged by the South Carolina folks.

### 45-Year Chronology

Judge Hughee, of the Orangeburg, S. C., Fair, recited a list of shows and attractions that have appeared for the past 45 years at his event that would probably rival the list that any other fair in the nation could compile. Altho it does not rank high in size its late date and Deep South location have made it a showplace at one time or another for virtually every large carnival operating in that period.

## Morristown to Add 6th Day; Eyes 100,000

MORRISTOWN, N. J., Jan. 22.—The Morris County Fair will have a Reithoffer Rides midway this fall, Manager Swante Swenson said yesterday, and the fair will run for six days for the first time. I. T. Shows had played the annual for the last eight years. During World War II it was inoperative for four years.

Reithoffer was represented by Pat Reithoffer, whose organization will have all rides and shows, plus some concession footage while the fair office will book most concession space itself. The midway outfit will also have responsibility for managing the entire fun zone.

Dates have been fixed for August 15-20, first time the fair will open on a Monday. It is hoped to hit the 100,000 attendance goal this time, a mark prevented in 1954 when rain washed out a weekend, spoiling three potentially good

## Miss. Assn. Meets Feb. 11

JACKSON, Miss., Jan. 22.—The Mississippi Association of Fairs and Livestock Shows will hold its annual meeting here February 11, J. M. Dean, executive secretary, announced. Confab will be in the Robert E. Lee Hotel.

Business session will include the election of officers and an explanation of regulations, forms and procedure in making up premium lists for State aid money. Ample time will be allotted for huddling with attraction suppliers, Dean said.

Over-all attendance was down 20 per cent.

Prices have not been set, Swenson said, but will likely remain at 85 cents for adults, 40 cents for children from 10 to 14, and free admission for younger children.

Firemen handle the parking, and there will be one children's day at the main gate as usual.

## Maine \$\$ to Fairs Cut by 1954 Storms

PORTLAND, Me., Jan. 22.—One of the largest turnouts in recent years was in evidence for the annual meeting of the Maine Association of Agricultural Fairs on Thursday (20), and while all spent an enjoyable and active day, the State Agriculture Department's report to the fairmen was a little discouraging.

The department reported that the stipends for 1954 annuals would total \$82,478 this time, compared with the \$91,584 they received the previous year. Statistically, since premiums paid last year were up, it meant that only 66 per cent of the premium moneys would be returned by the State this time. Fairs got back more than 80 per cent of the 1953 premiums.

Weather had everything to do with the reduced returns, it was noted, since there were 27 harness racing days lost to cold and rain, and several running race days lost to cold and rain, and several running race days were spoiled by last season's hurricanes.

In 1954 the fairs paid out premiums totaling \$125,000, about \$15,000 more than in 1953.

### Weston Elected

At the annual election, John Weston of Fryberg was named president of the association; John Reed of Fairfield, first vice-president; J. Balton Neal of Skowhegan, second vice-president, and Earl R. Hayes of Windsor, treasurer. Roy Symonds of Skowhegan was returned to the executive secretaryship.

Garden Drew, president of the fair at Windsor, urged member annuals during the day to improve the appearance of their midways, beginning with paving work.

Talent at the annual dinner was provided by the Hamid office, Al Martin, Nick Falzone, and Mrs. Leonard. Among the shows represented at the meetings were Royal Pine, World of Mirth, Playtime, Continental, Coleman Bros., and Pine Tree Shows, and the Buddy Wagner and Dick Sullivan thrill units.

## West Canada Circuit Names McKee Prexy

WINNIPEG, Jan. 22.—C. B. McKee, a director of the Regina Exhibition Association since 1933, was unanimously elected president of the Western Canada Association of Exhibitions at the closing session of the org's three-day convention in the Fort Garry Hotel here Wednesday (19).

He succeeds S. N. MacEachern, manager of the Saskatoon Exhibition.

Fred G. England, Regina, a veteran delegate to the Class A fairs' meetings in Winnipeg, was named honorary president for a third term. The WCAE embraces Brandon, Calgary, Edmonton, Saskatoon and Regina exhibitions.

### McGregor V-P

Vice-president for 1955-'56 is Wilfred McGregor, president of the Manitoba Provincial Exhibition, Brandon. Mrs. Letta Walsh, Saskatoon, was retained as secretary.

The midsummer meeting of the association will be held in Regina, August 4, and the next annual meeting will be held in the Royal Alexandra Hotel, Winnipeg, January 23-25, 1956.

Contract for the 1956 grandstand revue will be awarded in Chicago next November, as was done last year for the first time, and the midway contract will be awarded in Winnipeg next January.

McKee is chairman of the finance and attractions committee of the Regina Exhibition and England is chairman of concessions.

# GEORGIA ASSN. SEEKS STATE AID

**E. Lee Carteron Elected New President; Will Pitch for National Exhibitors**

ATLANTA, Jan. 22. — The Georgia Association of Fairs this week announced it would appoint a legislative committee to study the possibility of obtaining State aid at the next session of the Legislature. This was part of new program announced here this week at the 42d annual meeting of the group Monday (17) in the Henry Grady Hotel.

Also new to the future plans of the association, as outlined by E. Lee Carteron, manager of the Atlanta Fair, who was elected president at the confab, will be a pitch for more national manufacturers as fair exhibitors.

The association will attempt to obtain information from all fairs in the State relating to space rates, advertising rates and other data of this nature. With this information the trade group believes it will be better able to get bigger commercial exhibitors who have heretofore confined their operations to large fairs.

Also new in the operations of the association will be the selection of directors. In the future directors will come from each of the congressional districts in the State.

The business session opened with the invocation by Dr. Harry A. Fifield, pastor of the First Presbyterian Church of Atlanta, followed by a moment of silent prayer in memory of Ben Winslow. Speakers at the morning session included R. M. Penland, Macon; Marianne Gillis, Soperaton; Paul Yarbrough, Axton; W. Tap Bennett, Atlanta; Harvey Brown, Macon, and J. W. Fanning, Athens.

President Carteron moderated a panel session on "How to Do It." Participating were Taylor Zachry, R. T. Ragan, Clarence Hair and

R. F. Armstrong, for the fairs, with attraction people including Joe J. Fontana and George A. Hamid Jr. Colored motion pictures of the Atlanta Fair and the Indiana State Fair were shown.

Other officers elected, in addition to Carteron, were R. L. Armstrong, Jackson, vice-president, and Joe F. Pruett, Macon, secretary-treasurer.

Dinner was preceded by a cocktail party, and a floorshow followed the banquet.

## Clarence Hyde Elected President Of Canada B Assn.

WINNIPEG, Jan. 22.—Clarence Hyde, of Portage la Prairie, Man., was named president of the B Class Fairs Circuit, Western Canada Fairs Association, at the closing session of the org's three-day convention in the Fort Garry Hotel Wednesday (19). He succeeds S. L. (Lorne) Small, of Prince Albert, Sask.

E. P. Rae, Estevan, Sask., was elected first vice-president; J. F. (John) Leach, Vegreville, Alta., second vice-president, and James Reynolds, Melfort, Sask., third vice-president.

George W. Ross, Lloydminster, Sask., continues as secretary-treasurer, and J. W. G. Wilkinson, Moose Jaw, Sask., was named honorary life member.

A committee was set up to discuss the matter of 1956 dates and call a general meeting before August 15. Possibility is that the circuit may be split up into two circuits.

The organization's semi-annual meeting will be held in the Bess-

## WINTER FAIRS

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- Arizona**  
Yuma—Yuma County Fair, April 13-17. Ken Baker.
- California**  
Cloverdale—Cloverdale Citrus Fair, Feb. 18-22. J. Leroy Wehr.  
Imperial—California Midwinter Fair, Feb. 26-March 6. D. V. Stewart.  
Indio—Riverside Co. Fair & National Date Festival, Feb. 17-22. R. M. C. Fullenwider.
- Florida**  
Bowling Green—Hardee Co. Strawberry Festival, Jan. 24-29.  
Clewiston—Sugarland Expo, Jan. 27-31. H. L. Johnson.  
De Land—Volusia Co. Fair, March 7-12.  
Delray Beach—Florida Gladiolus Festival & Fair, Feb. 28-March 5. R. C. Lawson.  
Eustis—Lake Co. Fair, March 15-20. Karl Lehmann.  
Fort Myers—Southwest Florida Fair, Jan. 31-Feb. 5. J. Clyde King.  
Inverness—Citrus Co. Fair, March 7-12. Quentin Medlin.  
Kissimmee—Kissimmee Valley Livestock Show, Feb. 10-13. Carlyle Branson.  
Largo—Pinellas Co. Fair, March 1-6. J. H. Logan.  
Miami—Dade Co. Youth Show, Jan. 28-30. F. K. Price.  
Ocala—Southeastern Fat Stock Show & Sale, Feb. 28-March 5. Louis Gilbreath.  
Orlando—Central Florida Colored Fair, Jan. 31-Feb. 5.  
Orlando—Central Florida Fair, Feb. 21-26. C. T. Bickford.  
Palatka—American Legion Post 173 Street Fair, Feb. 7-12.  
Palmetto—Manatee Co. Fair, Jan. 24-29. W. H. Kendrick.  
Quincy—West Florida Fat Cattle Show & Sale, A. G. Driggers.  
Sebring—Highland Co. Fair, Feb. 28-March 5.  
Stuart—Martin Co. Fair, Feb. 22-26.  
Tampa—West Coast Dairy Show, Feb. 5. Charles E. Lee Jr.  
Tampa—Florida State Fair, Feb. 5-19. J. C. Huskisson.  
Wauchula—Trio Co. Fat Stock Show, Jan. 27. J. P. Barco.  
West Palm Beach—Palm Beach Co. Fair, March 5-12. Lamar Allen.
- Oregon**  
Gresham—Multnomah Co. Spring Garden Fair, April 20-24. Duane Hennessy.

borough Hotel, Saskatoon, in October, and the annual meeting will be held in the Alexandra Hotel, Winnipeg, January 23-25, 1956.

Fireworks contract for 22 programs at 10 fairs on the B circuit was awarded the T. W. Hand Fireworks Company, Ltd., Cookeville, Ont., the same firm to get the Class A fairs contract. It was the first time in years that one company had successfully bid for both loops. There were four other bidders.

# N. C. Set to Raise Standards of Fairs

**Comm. Ballentine Issues Warning; Name Chambliss to Head Fair Group**

RALEIGH, N. C., Jan. 22.—The standards of the fairs of North Carolina are going to be raised by edict, L. Y. Ballentine, commissioner of agriculture, told members attending the 22d annual meeting of the State Association of Agricultural Fairs at the Sir Walter Hotel here yesterday (21).

The commissioner, under whose department the State Legislature placed control of all fairs within the State several years ago, credited the fairs with a good job done to date, but warned that more was expected. Only two of the fairs inspected last year were listed as not meeting the minimum requirements, a rather good record, Ballentine said, except that the minimum, as of now, was set too low. Also acquiring jurisdictional authority several years ago, the department sought only co-operation and honest effort. Ballentine noted that supervision had been considerable allowing for a full experimental and practice phase. Apart from the fact that the standards will be raised there will be no advance notice on the timing.

### Aid Promised

If there is any difficulty in securing the full co-operation of farm groups, Ballentine said that his department would arrange for that aid or deliver a good reason for its lack. In so doing he left no out for the lax fair operator.

Norman Y. Chambliss, Rocky Mount, long time key figure in the organization, was named president. Other officers are, Howard Robbins, Gastonia, first vice-president; W. H. Larnier, Warrington, second vice-president; Corbin Green, Hickory, secretary-treasurer.

The directors are Curtis Leonard, Levington; William Oliver, Reidsville; D. J. Wichard Jr., Greenville; Clyde Smyr, Statesville; J. S. Dorton Jr., Shelby; C. W. Roberts, Leaksville, and Ernest Batton, Wilson.

### Plaque to Hamid

The surprise awarding of a plaque was made to George A. Hamid Sr. at the banquet. The plaque, tendered by the association, honored Hamid for his lengthy service to show business and fairs and, in particular, noted the part he played in securing the reduction in federal admissions taxes last year.

The meeting, which only a few years ago appeared to be dying out completely, continued to impress as the best in the Southeast. Chairs were at a premium in the business meeting. The banquet, with a floorshow staged by George A. Hamid & Son, Cooke & Rose and Frank Melville, packed the hall to its reported 400-person capacity.

An open forum conducted by Howard Robbins, and built around written questions submitted in advance, had the makings of a lively session. Virtually every phase of fair operation came up for discussion.

## Fla. County Official Proposes Big Arena

JACKSONVILLE, Fla., Jan. 22.—A municipal or county arena building large enough to handle such major show attractions as the Ringling-Barnum circus has been proposed by County Commissioner Julius Warren.

## Off-and-On Again Tenn. Convention Bucks Snows

NASHVILLE, Jan. 22.—It was off and on again for the annual convention of the Tennessee Association of Fairs here this week at the Andrew Jackson Hotel.

Scheduled for Thursday and Friday (20-21), the confab was called off Wednesday (19) when a six-inch snow fell in the area, making traveling difficult. A February date was set for the deferred meeting. But association execs decided Wednesday night to go ahead with the meeting.

Meanwhile, tho, notices had been sent out that the meeting had been postponed. Nevertheless, attendance at the convention was surprisingly strong. Roughly 70 fairs were represented and the turnout of carnival agents, attrac-

tion bookers and fair suppliers was estimated at 30, off from the usual representation but surprisingly good in view of the off-and-on-again twist to the convention.

The annual banquet, held Thursday night, drew 110 persons.

In the election of officers, which climaxed the convention, Stanton Hunter, Carthage, was chosen president. Three vice-presidents also were elected. They are Ernest Thurman, Sevierville; Ralph Winters, Clarksville, and Horace Dunagan, Dyersburg, representing respectively the Eastern, Middle and Western parts of the State. L. E. Griffin, secretary of the Tennessee State Fair, was re-elected secretary.

## FAIR ASSN. MEETINGS

Nebraska Association of Fair Managers, Cornhusker Hotel, Lincoln, January 24-26. H. C. McClellan, Arlington, secretary.

Pennsylvania State Association of County Fairs, Penn Harris Hotel, Harrisburg, January 26-28. Charles W. Swoyer, 522 Court Street, Reading, secretary.

Kentucky Association of Fairs and Horse Shows, Kentucky Hotel, Louisville, January 27-28. L. Doc Cassidy, Kentucky State Fair, Louisville, secretary-treasurer.

Western New York Fair Managers' Association, Lafayette Hotel, Buffalo, January 29. J. O. Saunders, Cattaraugus, president.

Oklahoma Association of Fairs, Biltmore Hotel, Oklahoma City, January 30-31. Vera G. McQuilkin, P. O. Box 3898, Oklahoma City, secretary.

New York State Association of Agricultural Fair Societies, Sheraton-Ten Eyck Hotel, Albany, January 31-February 1. James A.

Carey, State Office Building, Albany, secretary.

Texas Association of Fairs and Expositions, Baker Hotel, Dallas, February 3-5. Bob Murdoch, Blackstone Hotel, Tyler, secretary.

Arkansas Fair Managers' Association, Little Rock, February 8-9. Clyde E. Byrd, Box 907, Little Rock, secretary.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, February 11. J. M. Dean, Jackson, executive secretary.

Louisiana Association of Fairs and Festivals, Bentley Hotel, Alexandria, February 13-14. Adolph Netter, Donaldsonville, secretary.

Middle West Fair Circuit, Hotel President, Kansas City, Mo., February 18. Glen B. Boyd, P. O. Box 630, Springfield, Mo., president.

Association of Connecticut Fairs, Terryville High School, Terryville, March 19. J. C. Bartlett, North Haven, secretary.

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## Ringling Motorizes Reduced Advance; Plans Color News Ads, Sponsored TV

• Continued from page 71

will be taken up, it is reported, by the expenses which Ringling must bear under terms of the contract, leaving no more than \$70,000.

The TV contract eliminates Merle Evans and the Ringling band in favor of a local group to be organized only for the occasion. Time elements also will require Ringling to pay for extra help and for overtime wages not previously required in moving dirt into Madison Square Garden.

### TV Opposition?

Two other clauses in the TV contract also were getting sharp attention.

One provides that ballyhoo for the televising of the show would start a month before the televising and opening. Thus the TV show would have wide advertising while Ringling would be coming into New York with almost no outdoor advertising, plus revised newspaper ads and usual TV-radio breaks.

The other surprise is that the contract reportedly provides that the TV film of the dress rehearsal may also be used in any additional cities on the Ringling route 60 days ahead of the show's appearance in those towns. Thus a so-called TV filmed "giveaway" of the performance may be shown in advance of all of the show's other stands throughout the season.

### Reverse Policy

This is in sharp contrast to the provisions earlier that Paramount Pictures was prohibited from showing "The Greatest Show on Earth" movie in conflict with the route of the real thing.

A further tie-in set with Pickman calls for distribution of novelty hats thru groceries, with the provision that they may be turned in at the

Garden for reduced-price children's tickets to the circus.

Apparently the changes will mean that there is no position with the advance for John Brassil, who has been manager of the advertising car. Fewer billers will be hired but other staffers with the show apparently will not be affected.

Edward J. Knoblauch, director of publicity for the circus, is at work in the winter quarters office, along with Charles J. Shuler, radio-TV agent, and others on the new program.

### North Awaits Pickman

John Ringling North called the staff meetings originally for Tuesday (11) and he expected to stay in Sarasota for one day before going to Rochester, Minn., where he was to enter the Mayo Clinic.

However, Pickman was delayed and the sessions were postponed to Wednesday and then Thursday. With Pickman's arrival the fire-works began, and the conference extended over several days.

### Staffers Sound Off

F. A. (Babe) Boudinot, general agent of the Ringling show, was said to have spoken up sharply against the Pickman plan. It was

his department which is most directly affected. His opposition continued throughout the sessions.

Bev Kelly, altho his TV-radio publicity department stands to benefit by the changes, also spoke up in firm opposition to the proposals and is said to have stressed the opinion that outdoor billing was one of the distinctive ad media available to the circus business and that circus art was a style of its own for newspaper ads.

### Heads Film Firm

Pickman traveled with the circus briefly at the end of last season, when North named him special promotions director. He is reputed to have brought Cecil B. DeMille and North together for their initial movie contract and to have earned more than \$1,000,000 in percentage arrangements as a result. His brother is a Paramount Pictures executive and thru him Pickman arranged with DeMille to suspend the DeMille-Ringling contract provision that the show could not be filmed or televised before 1960.

His position on the circus is incidental to his work as president of a newly organized motion picture producing company.

## POLACK WESTERN OPENS AT FLINT

Barbette, Keller, Tiebor, Chaludis, Rolando, Barnes, Wiswell Among Acts

FLINT, Mich., Jan. 22.—Western unit of Polack Bros.' Circus launched its 1955 season to turn-away afternoon and near-capacity night houses here Sunday (26), and a day's gross comfortably ahead of last year's opener.

Managing Director Louis Stern said early days gave him reason to hope for a new local record. The new edition opened with a 3½-hour running time but this was cut to the regular 2½ hours, including the intermission, by mid-week.

The Dagenham Girl Pipers (10), from Great Britain, with a Scotch-themed finale involving some 40 people and directed by Barbette, mark this year's show. Twelve girls on trapezes are billed as Barbette's Aeriallovelies and they work with Freya Josse, newly imported German aerialist. In a third production number, two dozen girls dance in changeable costumes as

accompaniment to the contortionistic novelty dance by Fedi-Fedi. Barbette is assisted by Lauretta Jefferson, choreographer.

Animal acts include the show-owned Besalou Baby Elephants, worked by Mac and Peggy MacDonald; Prof. George J. Keller's Wild Animals; Klausner's Bears; Roland Tiebor's five sea lions, presented by Tiebor, his son, Roland Jr., and Francis Hogan; Poly Orea's 16 Spitz dogs and Cilly Feindt's dressage riding.

Acts also number the Chaludis. (Continued on page 79)

## NO BIG ELEPHANT

## R-B Has Okapi, May Get Pygmies

SARASOTA, Fla., Jan. 22.—Hopes for acquiring a giant African elephant for the Ringling-Barnum circus to feature in 1955 have fallen thru, according to information here.

Chances remain, however, that the show will be able to arrange for exhibiting a tribe of pygmies from the Belgian Congo. And already bought is an okapi, cross between a giraffe and zebra. The rare animal now is in quarantine prior to shipment to this country. It is said that only six are in captivity and the only one is this country is at the Bronx zoo.

## Sands Handling Buffalo Shrine

BUFFALO, N. Y., Jan. 22.—Hans Sands of New York will produce the Ismaila Temple's Shrine Circus this year in Memorial Auditorium, it has been announced. The show will begin Monday, April 11. Sands is handling the event for the second year.

## Lulu Parr Dies; Former Rider With Bill Show

DAYTON, O., Jan. 22.—Lula Parr, 78, one-time featured as the world's champion lady bucking horse rider with the Buffalo Bill Wild West Show, died here Monday (17), a few hours after she and her sister-in-law were taken from their small shelter to a hospital.

The sister-in-law, Emma Parr, was hospitalized, and local people, including Mrs. E. W. Hutchinson, concessionaire, were arranging for her care later. The sisters had feared being sent to a county home. Apparently, Lula had fallen and Emma, partially paralyzed, had attempted to care for her. Deputies came to their aid.

Their quarters were littered with souvenirs of tramping days, Colt .45 pistols, old Wild West wardrobe and copies of The Billboard. Neighbors said she had come there 17 years ago to live with a brother who had died since. She had been with several other wild west shows and with Robbins Bros.' Circus.

## AUF WIEDERSEHEN

## International R-B Jumbos Reach States

NEW YORK, Jan. 22.—Local ship reporters gave three Ringling-bound elephants a hefty press welcome Tuesday (18) when it came out that the animals were musically inclined.

Trainer Hans Kossmayer was persuaded to uncrate the trio's instruments for a brief concert below decks of the liner Berlin. They are Lissy, age five, piano; Blondie, four, tuba, and Bambi, three, trombone.

The group, from Germany, was bound for Sarasota quarters. Kossmayer said Lissy's specialty was a piano rendition of "Auf Wiedersehen," and that all three have a wide repertoire but prefer boogie-woogie.

## King Gives Talk; More Equipment From Peru

MACON, Ga., Jan. 22.—Floyd King, co-owner of King Bros.' Circus, spoke Thursday (20) to the Macon Exchange Club on the subject "The Circus, Yesterday, Today and the Future." He and his partner, Arnold Maley, were guests of honor at the luncheon attended by 175 business and professional men. King was introduced by Paul M. Conaway, show's attorney, who outlined King's career.

Several 36-foot trailers were received this week from the old Cole quarters at Peru, Ind. They contained a wide assortment of equipment.

Elephants and equipment will leave here next Friday (29) for the Detroit and Cleveland Shrine dates, using two railroad baggage cars. There will be six elephants in the latest shipment, also 10 horses and 12 ponies. Five elephants were sent by truck last week to indoor dates at Saginaw and Grand Rapids, Mich.

A. Lee Hinckley, bandmaster, is back at quarters after a Florida vacation. Work is progressing in the wagon shops and three rings are being used in rehearsals. Performing stock is being worked by Matt Laurish, John Smith and Harry Rooks.

Visitors last week included Neal Walters, Eureka Springs; Red Larkin, Sarasota; Hal and Mildred Myers, St. Petersburg; Joe and Fannie Haworth, North Wilkesboro, N. C., and Herbert N. Knight.

## Cuban Gross Up for R-B

HAVANA, Cuba, Jan. 22.—Business for Ringling Bros. and Barnum & Bailey's winter unit here showed an increase over last year, it was reported at the end of the run. The show played here December 17 thru January 9 at the Sports Palace. The show used heavier billing this time than in the past. Press was worked by Ed Knoblauch, former foreign correspondent in Spanish-speaking nations.

## Charlotte Walch Denies Remarriage

CENTER HILL, Fla., Jan. 22.—Charlotte Walch, trainer who worked the Olympic Bears until their recent sale, denied here this week a report that she had recently remarried. The erroneous report was made in connection with the sale of the bear act.

She said she was currently negotiating about a new position which probably would not start until mid-summer. She said that she planned to spend the intervening time here with her two children. Her husband was the late Joe Walch.

## Circus Fans' Assn. Selects Hunt Bros. for '55 Convention

HARTFORD, Conn., Jan. 22.—Convention of the Circus Fans' Association will be held on Hunt Bros.' Circus, it was announced this week by Bill Montague, CFA publicity officer. Show was selected by a vote of CFA directors.

Exact time of the convention has not been determined, but it will be when the circus is near New York. The dates probably will be in June.

The election followed a debate

within CFA on whether to schedule a convention in Sarasota.

This will be the first time the convention has been held on Hunt Bros. and the CFA will honor Charles T. Hunt, who has owned and operated the show continually since its founding. The 1955 season will be the show's 63d. From Hunt Bros.' quarters in New Jersey came word that the show would display a new type tent and other innovations when the CFA is on hand.

## Gosh Hall Unit Gets Along Well In Dry Dixie

BAY MINNETTE, Ala., Jan. 22.—Byron Gosh's All-American Indoor Circus has been doing fairly well in drought-hit Southern Alabama, altho cotton and tobacco money is scarce, it was reported. In Bay Minnette the show drew a big crowd.

Dates are played under local auspices, with the sponsor setting dismissal of classes for school children holding a 50-cent ticket. The ducat includes bus transportation. Afternoon shows have been pulling full ones in auditoriums and gyms. Night houses have been from a third to three-fourths full, it was reported.

The circus moves on seven trucks and trailers, and carries 12 people with 18 trained animals. Included are Hazel Louise's basketball dogs; Charles and Josephine, head balancing; Harter's ponies and monks, the Juggling Claires, Barth and Maier perch act, Joe Franklin, Emma's K-9 Revue, Hans Claire's chairs, and Bozo, a clown. Joe and Martha Smiga have the concessions. Recent visitors were Ed Hiler, of King Bros.; Bennie Fowler, Lloyd Hanks and Arthur Cramer, fans; Clara Webb, and Lucy Richards of Ring Bros.

## Kelly, R-B Tumbler Are Engaged

HOLLYWOOD, Jan. 22.—Clown Emmett Kelly and tumbler Elvira Gebhardt, of the Whirlwind troupe, announced their engagement here this week. Kelly, 56, came here recently from Sarasota. Miss Gebhardt, 22, came to this country from Germany a year ago. Both are with Ringling-Barnum.

## Rubens to Play Auspices Dates Until Fairs Open

CHARLOTTE, N. C., Jan. 22.—Si Rubens said this week that his new show, being framed for presentation at fairs, also will work before the fair season as an independent grandstand show. Plans also call for it to continue after the fair season.

Henry (Hank) Carlyle is general agent for the show, Rogers Bros., which is to feature an under-canvas menagerie at the grandstand entrance as well as the performance in front of the stand. Carlyle also will be unit manager.

Rubens said the fair route is shaping up well. He attended the South Carolina fair association meeting and also was to make those at Raleigh and Richmond. Among those fairs already signed, he said, are Gastonia, Fayetteville and Rutherfordton, N. C., and Rock Hill, S. C., and several others in Virginia and Pennsylvania.

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# UNDER THE MARQUEE

By TOM PARKINSON

Otto Griebing is back in action as a clown, after some time off to recuperate from an illness. He made the Ringling Cuban date and is to go with Orrin Davenport. . . . H. L. Pettello writes from Hot Springs that Steve Byrd, former butcher, still is in the veterans' hospital there, that Mrs. Danny Odom was in for a few days and that other show people in town included John Foss, Red Reader, Bill and Jackie Wilcox, Bill Jacks, Guy Smuck and Harry L. Jones.

Roland K. Wilde, Milwaukee attorney, reports that he has delivered his antique parade wagon, Woman in the Shoe, to the Baraboo Wis., circus museum. . . . Tony Alvarado's lion and two bears have been sold to the Louisville zoo since his show closed. He staged a performance for a factory in Fort Wayne, Ind., before the animals were delivered.

On his way to eastern dates, Bob DeVenney, of the Hartley Troupe, visited Burns Kattenberg at Harrisburg, Pa. . . . Herb Spague, former biller now with the Cheyenne, Wyo., fire department, visited the Arizona Showmen's Club, Phoenix, recently.

Andy Anderson, who worked elephants in vaude and at Coney Island and had chimps and ponies on carnivals, has been working in Aurora, Ill., since his retirement from the road a few years ago.

Portis Sims will take his pony drill and jockey dogs to the Minneapolis Shrine date for Edna Curtis after which he will be back with Bailey-Cristiani. He recently got a new trailer and new car.

Bud and Edna Jeffreys, bar and rings act, are playing club dates in Chicago after making a string of spots for Carl Taylor. Ala Ming, wire act, is also making Chicago club dates. . . . Joe and Della Ryan have trained a new dog act and Hugh Wellington readied a riding monkey for the John A. Strong Circus. The Strong show will include Ruth Strong, dogs and ponies; Winton Edwards, pit show, and Mrs. John Strong Sr., concessions.

The Marilees, flying act, who have put in the winter with the Atayde Circus in Mexico, are slated to open February 12 in Memphis with the Hamid-Morton Circus. . . . Bozo Ward is offering a novelty pantomime act at night spots in and around New York.

Albert and Judy Spiller (Spiller's Seals) have returned to Cuba for their second winter season with the Santos & Artigas Circus. They will again play parks and fairs this summer for George A. Hamid & Son.

Tom Parker, who will manage the second Canadian tour of Clyde Bros.' Circus, has been north of the border recently to book several dates for the show, according to Bill Barker, who says more engagements there are pending. . . . Charles Burnes, who clowning with the Clyde Beatty Circus last year during its Los Angeles run, is doing a Keystone Cop turn at the Times Square, New York, antique auto museum. He appeared at the second annual International Auto Show, Jersey City, N. J., January 12-16.

Jack Sanders, for years with the Ringling stock and concession departments, and with the Madison Square Garden back-end gang, is ill at Colin Jr. Hospital, Welfare Island, N. Y., and would like to hear from friends, according to James (Blue Bird) MacLean.

Optimist Club, Columbus, O., presented the Warren Bros.' Circus at Memorial Hall there, January 3-5. Affair garnered good business. Clowns on the show included Ernie Burch, Hardin Breecher, Jim Snell, Leo Francis and Gover O'Day.

James L. Reed, for 21 years ride superintendent for E. E. Farrow, owner of Wallace Bros.' Shows, cards from Greenwood, S. C., that he has bought the Harlem Restaurant there and will not troupe this season. He and his

wife, Lois, plan on devoting full time to the business.

Chick Yale has been booked for an eight-week engagement with his falling tables and barrels at the Cucuracha Club, Juarez, Mexico. Opening is set for February 28.

Barney Nelson, Side Show armless midget, is ill in Chicago and is in the Oak Lawn Infirmary. . . . Jim and Mary Stutz and George Gifford, of the Hitler Car show, have been visiting circus quarters while en route to Florida. . . . The Paul M. Conways have been traveling and made Dallas, Houston, Waco and New Orleans.

Taking time out from training a new guanaco for his act, Jorgen Christiansen reports from his new home in Fulton, Ind., that on his recent trip to Enid, Okla., where he visited the Larry Fultons, he decided against stopping at the Gainsville Community Circus barn for the night, and then read the next morning that it had burned. The act he takes to the Polack Eastern show will include a palomino horse, Shetland pony, donkey, two guanacos, Nubian goat, Collic and Norwegian Elk hound.

Lou Nelson and Jody Lin, of Cleveland, visited Mills Bros.' quarters and were shown around by Felix Brazon. . . . Grover O'Day, bicycles, makes the dates at Hot Springs, Minneapolis and Syracuse. . . . The Vernon McReavys closed with Ward-Bell and now are vacationing in Mexico.

The Robert Noells, who have a gorilla show, report Mike Mackey, of ape show note; Henry Trefflich, animal dealer; Charlie Brennen, painter; Warren Leberman, insurance agent, and Jack Roach, Mrs. Noell's father, have been visitors at their Tarpon Springs, Fla., spot.

## Polack Western

• Continued from page 78

acrobatic cyclists; the Merkys, comedy contortion and bars; Roland, one-finger walking; Harold Barnes, wire; Curt and Melitta Bokvist, perch and teeth suspension, and Ernie Wisewell, funny Ford.

The Pallamedes, head-balancing trapezists, failed to arrive from Europe in time for the opening. For the Flint engagement only, the Harold Voice Flying Thrillers were with the show. They go to the Eastern unit for the season. Two loop trapeze acts by Mitzi Isetts and Carol Brent, Barbettes girls, will flank the Pallamedes when they join the show. A goat act is not being used.

Other Barbettes girls are Elaine Millar, Beverly Duke, Dollye Green, Sio Lien, Beryl Smith, Hannah Huck, Carmen Slayton, Crista Clarkson, Sharon McFarland and Phyllis Caruso. Carmen Slayton and her husband, Dick, will go later to the Eastern unit, where he is to be equestrian director.

Dagenham Pipers are Winnifred Pile, drum major; Margaret Walsh, corporal; Joan Lee and Patricia Barron, lance corporals; Patricia Edwards, Rita Easteal, June Hauser, and Janet Wiseman, pipers; Gwen Bushy, bass drummer, and Gloria Ford, drummer.

Jacobs, Ducky, Cheer  
 Clowns are Lou Jacobs, Rudy Ducky, Charley Cheer and Chester and Joe Sherman. Jacobs, Ducky and Cheer contribute a musical novelty and Jacobs and Ducky do a boxing match. Cheer and Ducky have new specialties for the program.

Ginny Lowry returns as production singer. Arthur Springer is announcer. Ross Paul is manager. Chester Stanley is production assistant and in charge of lights while Barney (Soldier) Longsdorf, superintendent, heads the crew of riggers and prop hands.

Musical direction is handled by Bee Carsey, with Wally Newbury as organist and Sam Steffin on drums. Mamie Ward is wardrobe mistress and has been assisted in the creative work by Rose Behee Murphy and Peggy Hughes.

Pat Kelly, son of Mrs. Eva May Lewis, has been visiting her and JoJo Lewis at Sarasota while furloughing from the Marine Corps. Looking in were Tommy Hanford, the Trevor Bales, the Doc Halls, the Eddie Billettis, Mitzie and Murray Fein, the Marco Trio, Gracy Genders, Jeannie Sleeter, Charlie Bell and Gertrude Bell.

Circus people in Hot Springs are planning a circus night for the Hot Springs Showmen's Association on February 5. Program will start with a cookhouse dinner, complete with checkered tablecloths, and six acts from the Optimist Club Circus will be presented. Music for dancing will be by a Side Show band. On the committee are Bill and Jackie Wilcox, Clint and Marion Shufford, Bill and Ollie Shufford, Guy Smuck, Bill Jacks, Lloyd and Pauline Stoltz, George (Red) and Esther Reader, Judge Richard Ryan, Bill Durant, June Reynosa, White and Billie Owens, Arthur M. (Art) Miller and Fred Sorenson.

John Leroy Crum, backyard cop with the Clyde Beatty Circus last season, is now working at the Thousand Oaks (Calif.) Jungle Compound.

## Camdenton, Mo., Expands '55 Rodeo

CAMDENTON, Mo., Jan. 22.—The J-Bar-H Rodeo held here each July will increase its seating capacity by 1,500 seats and expand to six days this summer. Harry B. Nelson, producer, said the rodeo last year turned away 16,000 customers despite a record five-day attendance of 53,576. This year he hopes the additional day plus the added seats will take care of the rodeo's growing crowd.

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 New Circus Lot opened on Kellogg Ave., Cincinnati, Ohio, 10 to 40 acres of level land available. 1300 ft. frontage on National Highway. Five miles from downtown Cincinnati; over one million people to draw from. Plenty of parking space. Ringling Bros.-Barnum & Bailey played location last year for first time. Capacity business. J. LOEBKER, 1156 Covedale Ave., Cincinnati, Ohio. Phone: WABash 7917.

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 For 20 cities in Pennsylvania. Solid season's work. No lay-off. Major towns consist of Reading, Allentown, Harrisburg, Wilkes-Barre, Scranton, Erie, Oil City, Chester, Easton, Norristown, Williamsport and plenty others to follow. Book and U.P.C.'s. Pay daily. National radio show to sell. Patrol and American Legion sponsors. Also have positions open for four more Crew Managers with crews of at least 5 salesmen each. Crew Managers must furnish A-1 references. Drunks and hot shots, save your time and money. "Don't contact."

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 For Jackson, Port Huron, Bay City and Owosso, Michigan. Top auspices in all spots. Book, Banners and Tickets. 20% paid daily plus 5% bonus. Also need Promoters who can cut it. Need one Booking Agent for "Varieties of 1955." Want to hear from John Saterlie, Tex Hunter, Bud Snyder and Barry Lally.

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Acts suitable for Ground, Platform and Aerial, to work off poles. Regular 3-Ring set-up. Pony Drill, Dogs, Chimps, Horses, Riding Monks, Clowns, High Sway Pole, Flying Act, Trapeze Traps and any other Circus Acts.  
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**GROTTO, TERRE HAUTE, IND. Hoppy, Burke, Clark, Junior, come in.**  
**Phone LAWRENCE BROS.**  
 Terre Haute House any time after Wednesday, January 26.  
 No collects, advances unless we know you.

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 Elk's Crippled Children Deal.  
**MONTGOMERY, ALA.**  
 Just starting. Collect and pay daily.  
 Book and UPC.  
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**ED NOLAND**  
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**PHONE SALESMEN**  
 Exper. only. Hook up with IDENTIFIED LABOR DEALS that can assure you \$200.00 week and better. Now starting Pueblo Labor Temple DIRECTORY SIGN BOARDS—sells for \$37.50 to \$110.00. Area HOT and well accepted. Full cut-offs. 25% comm. and paid now. No P.O.P. From here we start for 3rd Year COLORADO STATE FEDERATION OF LABOR YEARBOOK & BUYERS' GUIDE with \$54,000 in leads waiting for us. These deals are STRONG, HOT and Advance Brochure Letters lay groundwork. Come in or wire prepaid. Contact

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 710 5x7 actual Photos for sale (with complete descriptions) showing most top-notch, authentic human oddities since Barnum's time such as Lion and Dog Faced, Four Legged Woman, Double Sexed (available), Mule Faced Woman, Frog and Lobster Boy, Siamese, Alligator and Rubber Skinned, Three and Four Breasted Women, etc. None faked. Twelve 5x7 Photos, two dollars; fifty different for five dollars with texts. Also available over 1,000 Photos of Circussiana Subjects same size and price as above, including such as Ornamental Wagons, Parades, Acts, Owners, Clowns, Bands, etc., of the past and present.

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 Strong Labor Deals, year-round work. Only sober, reliable Men need call. Johnny Dion, call me.  
 No collect calls.

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 Here it is. Repeat Date. Top Sponsor Road Stage Show. Book. Block. U.P.C. No collects. Positively no advance. Collect pay daily. If you booze stay on the bus.  
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 Official A.F. of L. quarterly magazine, year-round work, plenty of leads. No drunks, no collect calls.  
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## Vast Road Plans to Aid N. Y. Area Parks

NEW YORK, Jan. 22. — Road and bridge projects in the metropolitan area will facilitate travel beginning this year and thereby aid amusement parks and resort spots ranging from lower New Jersey to New England. In 10 years, it is figured, the Gotham summer and holiday traffic snarls will have all but become eliminated.

In addition to the already-existing New Jersey Turnpike, motorists heading southward can also avail themselves of the new Garden State Parkway sections which are stretching toward the Coastal portions of New Jersey. The route of this high-speed thoroughfare is to run past Keansburg, Red Bank, Asbury Park, Toms River and Atlantic City, and head down to the tip of the State at Cape May. Northern sections of the Garden State are operative.

A multi-million-dollar project announced last week will provide two new bridges and add a lower level to the George Washington Bridge. This extra deck will speed traffic between New York and New Jersey at a point only a mile or two from Palisades Amusement Park. Vacationers headed for up-State New York will be able to cross the span, pick up a Northern New Jersey Turnpike extension and then tie-in with the rapidly building New York Thruway. Or they may take Westchester highways or the New York Thruway to the Thruway bridge over the Hudson River near Tarrytown, N. Y.

Brooklyn, Queens and Long Island residents headed for Staten Island beaches, lower New Jersey or other points west or south will be able to take the projected Narrows Bridge to Staten Island, speed across the island and cross the existing Goethals Bridge and

link with the New Jersey Thruway.

A projected Throggs Neck span will connect Queens and the Bronx and provide rapid auto movement to Long Island amusement spots and to Playland, Rye, and points north.

Financing of the projects totals \$600 million of which \$400 million would come from the Port of New York Authority and the Triborough Bridge and Tunnel Authority, and the remainder from federal-State funds. It is claimed that the vast undertaking will be completed by 1960. Individual items for which estimates are available include the following:

\$220 million for the Narrows Bridge, linking Fort Hamilton in Brooklyn with Ford Wadsworth in Staten Island. The only direct crossing of the Narrows has been by ferry.

\$19.3 million for the lower deck to the George Washington Bridge.

\$93 million for the Throggs Neck bridge.

\$30 million for Bronx road improvements, including the improving of Bruckner Boulevard, which has a large cluster of amusement operators, to tie into the Hutchinson River Parkway.

Two plans were set aside for the time being. These are an elevated expressway across mid-Manhattan and another new bridge. This would cross the Hudson at 125th Street and hit New Jersey at about where Palisades Amusement Park stands. Engineers said that the steady rise in traffic may require the building of this span 10 years from now.

## Atlantic City Beginning on B'walk Rink

ATLANTIC CITY, Jan. 22.—An ice skating rink will be built on Atlantic City's Boardwalk this year. It may be in use for evening skating in August.

This was revealed by Mayor Joseph Altman, who said the City Commission decided to go ahead with the project because of enthusiastic public reaction since it was proposed recently. It will be built on Convention Hall Plaza, he said, and will be 200 feet long and 75 feet wide. There will also be 80-foot leeways on each side, providing plenty of room for spectator bleachers.

Plans for the rink are being prepared by Bernard Strouse, who has designed other skating rinks, and City Engineer George Swinton. An item for the cost will be included in the forthcoming city budget. The Convention Hall Plaza was chosen as a site, the mayor explained, because that way the city will save approximately \$300,000.

"We already have a foundation for it," he said, "and we can pump brine from the freezing system in Convention Hall with the engine already there. And we can use stores in the Hall for skaters to change their shoes or clothing. All this we already have."

City Commissioner John A. O'Donnell, who was with the mayor when he gave out the news, pointed out that the two comfort stations on the Plaza will add considerable to the savings.

## TRANSIT ARRIVAL HAILED

### Midway Paving Job Nearly Completed at Rockaways

NEW YORK, Jan. 22.—Pouring of concrete is almost finished on the Rockaways' Playland midway. By the time the project is ended it is estimated that there will have been 350 yards poured, covering an area of 7,500 square feet, Dick Geist reports.

The job included ripping up the old board midway and replacing it with Egyptian green concrete. Trenches run thru the paved section and carry conduit and piping, as well as serving for drainage ditches. The paved section runs about 200 feet long from the Arcade building to the Scooter building. Material for the project also included 6,400 concrete blocks

which line the trenches and the fronts of the Roller Coaster and other ride and building fronts.

Four concession stands were signed for this week, it was announced, the tenants being Ted Thompson, handwriting analysis; Arthur Emanuel Jr., penny pitch; Arthur Emanuel Sr., ring the nail, and Norman Libin, hoop-la. Libin's equipment was recently bought from Ray Oakes. Emanuel is Arcade manager at Fairyland kiddie park on Queens Boulevard.

Also signed, for the 18th consecutive year, was the Ehrlich & Neuirth agency to handle the park's advertising, and Walter Kaner's office is again handling public relations.

Week-end kiddie ride business has been fair, compared with previous years, it was reported. Last Sunday (16) it was necessary to shovel snow off the midway and salt it down before rides were operated.

Resort area elements were cheered by an announcement at a Chamber of Commerce gathering last week that rapid transit construction is proceeding at a fast enough clip to assure low-cost train service to the Rockaways in time for the summer season, by July at the latest.

## Indiana Funspot Buys New Cars For Kid Coaster

MICHIGAN CITY, Ind., Jan. 22.—Modernization of the Allan Herschell Roller Coaster at Washington Park here was ordered this week by Victor H. Sturken, who, with Harold K. Barr, operates the rides at the funspot. The order for new cars was placed by Sturken after seeing the new 1955 model in operation at the Allan Herschell plant at North Tonawanda, N. Y.

In commenting on the Roller Coaster here, Sturken said, "It has always been our second biggest grosser and sometimes for short periods has even out-grossed the Merry-Go-Round."

"We have noted that more and more adults are riding the small-type Roller Coaster designed primarily for kids," Sturken continued. "The new Allan Herschell cars, which we are buying, are designed for adults' as well as children's comfort and should help greatly to increase adult business."

Sturken and Barr operate with tickets priced at two for 25 cents, 25 for \$2.50.

## Coney Island Gets 1955 Cincinnati Operating Permit

CINCINNATI, Jan. 22.—A 1955 Cincinnati operating license for Coney Island has been issued after being held up due to published reports that Negroes had been barred from the park in violation of an Ohio civil rights law.

The license was issued shortly after the receipt by Oris E. Hamilton, city safety director, of a letter from Edward L. Schott, park president, in which the park management pledged compliance with the law.

Part of the park lies within the boundaries of Cincinnati, but the gate and the swimming pool are outside the city limits.

been mulling the idea for some time but the project has been forced into the background by other park developing. The surface of the roof will measure 100 feet by 200, offering sufficient room both for skating and portable bleacher seats.

## Rye Plans Outing Hike; Boehm Retires as Supt.

RYE, N. Y., Jan. 22.—Playland Amusement Park will be stepping up its booking efforts to attract more outing groups this season, it was made known yesterday. Promotional director Charley Palmer said Jack Wheatley has been active in the booking picture and has landed several new outings.

Palmer will handle the booking of free acts this season, he said, following the December 31 retirement of Robert Boehm as rink manager and operating superintendent. Boehm had also signed the acts for the Westchester County-owned park.

Boehm, a native of New Jersey, had first began work at Playland on April 30, 1930. For years prior to that time he had worked as master mechanic, boss property man and in other capacities with many show organizations, among them the Shuberts and Keith & Proctor. Boehm was with the first Little Show in New York and on the road, opened the Strand theater in Yonkers, and was on the original crew of the County Center in White Plains, which opened in 1929.

Honors were extended to Boehm at the park's Christmas party. He intends to return to show business activities in the New York metropolitan area after a period of rest. As in past years, the park this

season will be served by the Messick Line on a franchised excursion boat run. The Hudson River and Wilson Lines will also dock at Playland with boats on charter.

The park will open May 1 for Sunday operations, it is planned, and will run on a daily basis beginning May 21.

## Planning for Rink Starts At Palisades

PALISADE, N. J., Jan. 22.—Owner Irving Rosenthal and architect John J. MacNamara huddled this week on the latest scheme for Palisades Amusement Park, an outdoor skating rink.

MacNamara agreed to the feasibility of the plan and is getting work started on the design. It is expected that costs can be held to below \$200,000 by avoiding erection of an enclosed structure on the parking field site.

The main auto field slopes toward the Hudson River and it is planned to raise a one-level shed of steel and concrete on the field. Parking will continue to be the function of the ground level and the roof will be utilized for outdoor rink purposes in the winter and parking in the summer.

Joe McKee, park superintendent, will oversee the construction, which is to begin at the close of the 1955 season. Rosenthal has

## Conklin Sells Sunnyside's '21 Merry-Go-Round to Disney

TORONTO, Jan. 22.—California's Disneyland has taken from this city's Sunnyside Amusement Park its old-fashioned Merry-Go-Round.

The ride, built in Philadelphia in 1921, will be replaced by a new portable Merry-Go-Round, accord-

ing to Elroy Solman, manager of the park.

The old ride was sold by J. W. (Patty) Conklin to Disney agents. It probably will be remodeled to play up a King Arthur's knights theme.

**FOR SALE**  
**"HURRICANE"**  
**RIDE**  
IN PERFECT CONDITION  
Must make room for new attractions.  
To see Ride or for further information call or write  
**PALISADES AMUSEMENT PARK**  
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**WANTED**  
WILD LIFE SHOW AND GLASS BLOWING SHOW. MUST BE A-1 ATTRACTIONS AND RELIABLE.  
WE FURNISH BUILDING AND LIGHTING. WRITE GIVING FULL DETAILS.  
**MANAGER**  
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**ATTENTION**  
**PARK OWNERS & MANAGERS**  
AT LIBERTY  
Game Concession Manager, highly experienced, with finest reference. Will manage and operate park owned concessions, or will furnish and operate complete lineup of FINEST Game Concessions.  
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**FORCED SALE—DUE TO ILLNESS**  
Completely and beautifully equipped Poker Game Store (38 Tables)—complete with inlaid carpet, lighted showcase. Located in the heart of Coney Island Boardwalk, near the to-be-constructed aquarium. Splendid opportunity. Call  
Mrs. Greves, NAvarre 8-7297 after 12

**RIDES WANTED**  
Locations for small Kiddieland for rent. Ideal spot. Fast growing Staten Island location. Want small Carousel, Whip and small Ferris Wheel or Boat Ride or any others suitable.  
Phone: St. George 7-6043  
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**KIDDIE CAR RAILROADS**  
**BOUGHT AND SOLD**  
We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddie Car Railroads in stock. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

**AD MEN** of every kind **ENDORSE**  
**THE BILLBOARD**  
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**FOR SALE**  
3—22 Passenger Tram Cars, in excellent condition.  
1—Toonerville Trolley.  
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1—30 Unit Kentucky Derby in excellent condition.  
**LILYAN TODISCO**  
130 Boulevard, Revere, Mass.

**FOR SALE**  
**A-1 SPITFIRE RIDE**  
(New Motor)  
Make a reasonable offer  
**WILL TRADE**  
On A-1 Eli Wheel or Flying Scooter Ride  
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**FOR SALE**  
**ROLLER COASTER**  
65 ft. high, 3,000 ft. long.  
A New England Beach Park Location. All set to go when the season opens.  
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**High Quality**  
**KIDDIE RIDES**  
ROTO WHIP—SPEED BOATS—PONY CARTS  
GALLOPING HORSE CARROUSEL  
Illustrated Circulars Free  
**W. F. MANGELS CO., Coney Island 24, N. Y.**

**WANTED: PORTABLE SKOOTER RIDE**  
(Must be in good shape) for established outstanding amusement park near Rochester, N. Y. Buy or install on percentage.  
**B. MICHAEL**  
272 Versailles Rd. Congress 6622 Rochester, N. Y.

## John Marks Outlines Situation in South

RALEIGH, N. C., Jan. 22.—John Marks, operator of the Virginia-based shows bearing his name, aptly summed up the carnival booking situation as it exists in the South today.

Marks, in attendance at the North Carolina Association of Fairs meeting in the Sir Walter Hotel here Friday (21), said, "You have to do your booking now when you are playing the fair. If you wait until late you get into the open

market, the auction block and the high dollar."

Whether or not they had this exact thought in mind, very few show representatives attending this meeting and, earlier in the week, the South Carolina Association of Fairs waited until the confabs were under way to solidify their routes.

### Rearrange Dates

Juggling principally had to do with the arranging of fair dates so that routes would follow in a logical and economical manner. This stemmed from the fact that a number of fairs were signed in advance with the stipulation that one or two consecutive weeks would be decided on here.

The hot competitive boking has steadily declined in recent years. It reached its height when the swollen bankrolls held by the operators in the immediate postwar years sparked the bidding for outright buys of midway contracts in a manner that made the eyes of old timers literally pop. But the

(Continued on page 82)

## Stroke Takes John Kravitz, Midway Jobber

BALTIMORE, Jan. 22.—John Kravitz, of the Kravitz & Rothbard merchandise jobbing firm, was stricken at his home and died last Saturday night (15). The company was formed 10 years ago by Kravitz and Arthur Rothbard, who had been concession operators for many years.

The funeral was held Monday (17) with burial at B'nai Israel Cemetery here. More than 100 cars were in the procession.

The partners operated on many carnival midways, being last on the Cetlin & Wilson Shows prior to establishing their own supply house. For the past eight years it has been located at 720 East Baltimore Street.

Kravitz, a native of Philadelphia, was to have been 50 this coming June 27. He is survived by his widow, Celia. For 10 years he had been a member of the National Showmen's Association.

There will be no change in the business operation, it was announced.

## Coast Club Raises 1G for City of Hope

LOS ANGELES, Jan. 22.—The Pacific Coast Showmen's Association raised approximately \$1,000 in behalf of the City of Hope at a party held in the group's club-rooms here Monday (17).

Committee, headed by Mike Doolan, Sam Dolman, Art Anderson, Harry Phillips, and Grace Merkel, Ann Doolan, Lucille Dolman, Peggy Steinberg, hosted the affair.

Membership of PCSA this week voted treasurer Al Weber a life membership in the association, and set January 24 as the special election date for the board of governors.

## Tivoli Inks New Annual At Dubuque, Ia.

JOPLIN, Mo., Jan. 22.—Tivoli Exposition Shows have signed to provide the midway attractions for this year's Dubuque, Ia., fair, H. V. Petersen, owner-manager, announced. The Dubuque annual, a new one, was signed by Petersen and his new general agent, Joe Greene.

Petersen also announced signing to again play at the Northeast Arkansas District Fair, Blytheville, plus Louisiana fairs at Catahoula, Franklin, Winnesboro and Eunice.

## Vivonas Name Staff, Chart 18-Fair Route

IRVINGTON, N. J., Jan. 22.—John Vivona announced his show's staff yesterday and reported that the Amusements of America organization, formerly Vivona Bros. Shows, would play an 18-fair route this season. Vivona will be general manager of the "new" show.

Vivona said 15 fairs have already been signed and that Morris Vivona, general representative, would seek out two more at the North and South Carolina meetings and one in New York State. There are also a couple of still dates to fill in, it was added, altho for the most part the early season dates are all contracted.

The staff will consist of Danny Dell, business manager; Harry E. Wilson, special representative and promotions; Dominic Vivona, secretary; Mrs. Catherine Vivona, treasurer; Sebastian Vivona, general manager of the No. 2 unit and purchasing agent for both units; James Rapple, advance man; Pete Hendrix, diesel mechanic; John (Tiny) Dempsey, lot superintendent and builder; Tony Massiello, chief mechanic, and Al Reissinger, ride superintendent.

Florence, S. C., winter quarters will open in February, it was announced. In the meantime Harry Wilson is doing promotional and publicity work for the Blue Grass Shows in Florida while working up a couple of new promotional ideas for next season with the Vivonas.

## Red River Circuit to Badger State

CINCINNATI, Jan. 22.—Jack Vomberg, owner-manager of the Badger State Shows, has been awarded the midway contract for Red River Valley Circuit of fairs, the second consecutive year the unit has been awarded the contract for the Minnesota loop of July annuals, it was announced this week by Arnold A. Vomberg.

The show will repeat its August annuals in established territory, it was also announced. New to the show route this year will be Minnesota fairs at Hutchinson, Bird Island and Breckenridge, plus a Labor Day date at Cloquet.

This year's show will carry 13 rides, 6 shows and 40 concessions.

## COOK RECEIVES REPLACEMENTS OF LOST PANTS

MIAMI, Jan. 22.—As an aftermath of the stickup of 14 members at the Miami Showmen's Association last week (The Billboard, January 22) the directors have instructed Mel Dodson, chairman of the building management committee, to see about either installing a card key door lock system or distributing keys to all members. One system or the other will be adopted. Another result of the story that the robbers left their victims pantless is that someone sent executive secretary Phil Cook two pair of pants as replacements.

## Belle City Signs Three Wis. Dates

MILWAUKEE, Jan. 22.—E. Joe Henke, advance man of the Belle City Shows, announced this week that he had signed with the Racine (Wis.) Businessmen's Association for the show to play the lake front lot there, June 20-26.

The engagement will be preceded by a still date on the lake front lot at Sheboygan, Wis., June 13-19, said Henke. Also set for the show is a July 4 American Legion date at Burlington, Wis.

## PULLS BIG TURNOUT

### 250 Enjoy Festivities At PCSA Fem Installation

LOS ANGELES, Jan. 22.—Close to 250 members, friends and guests of the Ladies' Auxiliary of the Pacific Showmen's Association turned out for the club's 25th annual installation of officers, January 8. This year's event was held in the spacious Coral Room of Roger Young Auditorium, which was decorated in purple and silver in honor of the organization's 25th anniversary.

Virginia Kline served as femsee, introduced all the officers, new and outgoing, and read congratulatory wires and letters. Ann Doolan handled the installing duties with Morosa Herman and Berta Harris as pages. Hostesses included Sally Flint, Raie Barnard, Claudette Estfan, Doris Stolze, Fay Prosser, Yvonne Bailey, June Hargis, Gloria

## American Eagle Sets 13 Fairs

RALEIGH, N. C., Jan. 22.—In its first invasion of the Southeast, the American Eagle Shows, a Western outfit that formerly toured as the State Fair Shows before its purchase last year by E. J. Morris, has signed 13 fairs to date, it was announced Thursday (20) by General Agent Bob Randi during the annual meeting here of the North Carolina Association of Fairs.

Randi said that contracts have been inked for seven annuals in Georgia, two in Virginia and four in Tennessee.

## 5 Fairs for Va. Greater

SUFFOLK, Va., Jan. 22.—Thus far the Virginia Greater Shows has set five Southern fairs, with more to be signed and announced before long, according to William C. Murray, general agent.

The quintet are West Point and Keller, Va., and Edenton, Warren and Louisburg, N. C. As was the case last year, the Keller annual will be staged and operated by the show's staff.

## Sedlmayr Inks Can. Loop for 16th Year

### Dick Best to Operate Side Show; Sky Wheel Set for Second Year

WINNIPEG, Jan. 22.—From a carnival standpoint, the annual meeting of the Western Canada Association of Exhibitions in the Fort Garry Hotel here this week was the same old story—Royal American Shows. There just weren't any other bidders.

Org this year will be touring Western Canada for the 16th time since 1934, with stopovers in Brandon, Man., Calgary and Edmonton, Alta., and Saskatoon and Regina, Sask. Prior to the tour of the circuit, a six-day date will be played for the Greater Winnipeg Exhibition.

Appearing before the opening session of the fairs' association on behalf of RAS was Carl J. Sedlmayr. With him on the Winnipeg trip were C. J. Sedlmayr Jr., and R. L. (Bob) Lohmar.

Sedlmayr's line-up will be much the same as last season, with a revamped "Dancing Waters" and a retitled "Moulin Rouge" show and possibly one other new feature. Dick Best, vet Side Show operator, will have the 10-in-one, succeeding Bobbie Hasson. Ride line-up will include the Dowis Sky Wheel for a second season and any new rides

Sedlmayr may add as a result of Florida State Fair business.

Fair delegates, in a unanimous resolution, asked that donation shows be eliminated and Sedlmayr agreed to this. The "War Show," long a standby on RAS, will be revamped for 1955 and operated by Bob Lohmar, Sedlmayr said. A 10-cent admission will be charged.

## Calif. State Fair Midway Pact Is Cut to Year

### Three-Year Pact With West Coast Shows Reduced

LOS ANGELES, Jan. 22.—The California State Fair and Exposition yesterday rescinded its three-year contract with West Coast Shows.

Dudley Fortein, manager of the fair, told The Billboard that the California Department of Finance officially revoked the midway contract on the grounds that it would not recognize long-term pacts. New contract is expected to run for a one-year term only, with competitive bidding for the midway rights.

West Coast Shows, which included West Coast Exposition Shows, played the State Fair midway for the first time in 1954.

## Detroit Club Auxiliary Sets '55 Committees

DETROIT, Jan. 22.—Frances Moran, new president of the Ladies' Auxiliary of the Michigan Showmen's Association, this week announced appointments and committees for the year. The board of directors was also named.

LaVerna Taylor was named chaplain and Laura Baker and Rose Gold sergeants at arms. In-town members of the board are Ann Stone, Gerry Barber, Pat Crognale, Bobby Schulz, Rose Morrison, Betty Greeley, Laura Baker, Helen Cook, LaVerna Taylor and Viola Lippa. Named to the out-of-town board were Sophia Tucker, Mayme Wade, Julia Garney, Leona Bennett, Jo Quinn, Dorothy Ball, Ann Gooding, Leona Goldstein, Esther Groscurth and Clara Silber. Gerry Barber was named to handle press relations.

### Committees

Committees: Entertainment, Margie Mansell, chairman; Pat Crognale and Helen Cook, co-chairmen; Laura Baker, Bobby Schulz, Gerry Barber, Ann Borke, Sally Lippa, Lorraine Hamilton, Edyln Rizick, Leona Bennett, Evelyn Bellemore and Rose Morrison.

Ways and means, Ann Stone, chairman; Edith Schulz and Laura Baker, co-chairmen; Viola Lippa, Revelle Galo, Ethel Maskaron, Rose Gold, Evelyn Bellemore, Betty Greeley, Minnie Shaw, Ethel Emerson, Ruby Widger, Margaret Stapleton, Tina Weiner and Mayme Wade.

House, Bobby Schulz, chairman; Rose Morrison, Lorraine Hamilton, Betty Greeley and Rose Gold. Gift shop, Evelyn Bellemore; chairman; Edith Schulz and Betty Greeley, co-chairmen. Sick, Ann Stone, (Continued on page 82)

## Reithoffers Sign Fair at Morristown

MORRISTOWN, N. J., Jan. 22.—Pat Reithoffer landed the Morris County Fair for Reithoffer Shows last week, it has been announced by the fair management.

Manager Swante Swenson said his fair office will rent out most of the concession space, but that the Reithoffers will manage the entire midway. The show organization will have all rides and shows, plus enough footage to take care of its standby concessionaires.

## James E. Strates Shows, Inc.

### CAN PLACE FOR 1955

New and novel Shows, with or without frame-up, will furnish wagons for same. Can place A-1 Monkey Circus or Speedway. All communications confidential. LAST CALL for the Orlando, Fla., Fair. Meritorious Shows that don't conflict, also new and novel Rides, also Stock Concessions for this date, February 21 to 26. WILL BOOK for the 1955 season any new Rides—Scrambler—Round-Up. CAN PLACE for Winter Quarters, Carpenter—Welders—Tinsmith. CAN PLACE for 1955 season, Train Help—Porters—Tractor Drivers—Truck Drivers—Ride Help and two more Foremen. Write, but don't come in until notified. James Thompson can place Men and Wife for Grind Show. Good proposition. No attraction too large for us to handle, and we have one of the greatest Fair Routes in the East.

Address all communications to:

JAMES E. STRATES, Gen. Mgr. & Pres. DICK O'BRIEN, Mgr.  
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## CAN PLACE

Concessions, Shows, Rides and one more High Free Act. For  
**BROWARD COUNTY EXPOSITION**

Fort Lauderdale, Fla. February 15-thru 20th. Over 30,000 Gate tickets sold. AUTOMOBILE and other Gifts given away as Gate Prizes.

Few choice CONCESSION spaces open for Eats and Drinks. All Legitimate Concessions contact William B. Moore; Shows and Rides, contact Barney Tassell; Pitchmen and Exhibitors, contact R. C. McCarter at headquarters, 236 S.E. 6th Avenue, Fort Lauderdale, Florida.

## MIGHTY HAMMONTREE MIDWAY

### NOW BOOKING FOR 1955 SEASON

Opening in April and Playing 30 Weeks of Bona Fide Fairs, Celebrations and Still Dates in Kentucky, Tennessee, Georgia and Alabama.

CONCESSIONS—Want legitimate Concessions of all kinds. Want Popcorn, Snow Balls, Candy Apples, Cotton Candy. Will give exclusive on these for season. Also want Bingo, Photos, Jewelry, Novelties, Lead Gallery, Ball Games, Age and Scales, High Striker, Mitt Camp, Buckets, 6 Cats, Penny Pitch. P.C. Tables open, must have Hankies. Postively no Flaties or Grift carried.

RIDES—Want Little Dipper, Caterpillar, Tilt-a-Whirl, Kiddie Rides.

SHOWS—Want Fun House, Glass House, Motor Drome, Girl Show. Must have own equipment.

HELP—Want Foremen for #12 Eli Wheel, Merry-Go-Round, Octopus and Kiddie Rides. Must drive Semi-Trucks and have licenses. Short moves. Place wives in ticket boxes. Want Electrician for Transformer. Fred Albany, contact. Winterquarters opens March 1. All wires and replies to

WILLIAM O. HAMMONTREE, General Manager

1313 EAST 30TH STREET CHATTANOOGA, TENN.

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### MAJOR and KIDDIE RIDES

on percentage for Park Operation on Mississippi Valley  
Fairgrounds, Davenport, Iowa. Contact

FRANK HARRIS, Manager

Fairgrounds, 2701 West Locust St., Davenport, Iowa.

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Carnival with Rides and Concessions for the  
**5th ANNUAL MARK HOMECOMING CELEBRATION**  
Celebrating Golden Jubilee. 4-Day Celebration,  
July 1, 2, 3 and 4.

Very good results last 4 years. For bookings contact

BRUNO BIAGI or ART PICCIOLI

Mark Homecoming Corp. Phone: 580 Mark, Ill.

## WANTED

For Lots at Mobile, Ala., Mardi Gras, Feb. 10-22

NOVELTIES, HATS, JEWELRY, FRENCH FRIES, SCALES AND AGE,  
HANKY PANKS OF ALL KINDS.

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100 Per Cent Main St. Location

### FOR RENT

Store 22x70, will divide. Near Fort Jackson Army Post, also large civilian business 7 days a week. Will entertain any other proposition.

ELBEE PHOTO SHOP

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## VOLUNTEER SHOWS WANT FOR SEASON OF 1955

Concessions—Fish Pond, Pitch-Tilt-U-Win, Cigarette Shooting Gallery, Ball Games, String Game, all Hanky Panks open. Want Bingo, Diggers, Six Cats, Buckets, Swinger and Jewelry. Shows—5 in 1, Snake, Monkey. Ride Help—First and Second Men on all Rides, Wheel, Merry-Go-Round, Octopus, Chairplane. Winter Quarters open April 1. Stanley Wagner, get in touch.

ELMER REID, Mgr.

General Delivery, Crystal River, Fla., till March 15.

## Marks Sums Up the South

Continued from page 81

bankrolls, if they remain thick, are made up of smaller demonation bills and this, in turn, forces a conservatism out of character with the business.

The railroad shows, as usual, have had things pretty much to their liking. Frank Bergen and Bucky Allen, both representing the World of Mirth, had only a hand shaking role to play, as did James E. Strates and his agent, Allan Travers, and Jack Wilson and Issy Cetlin, of the Cetlin & Wilson Shows.

### Fewer Railroaders

The territory this year is without the competition of two additional railroad shows, the O. C. Buck-Model Shows, which returned to trucks at the end of last season, and the Metropolitan Shows which last year turned to the West when it was somewhat stalemated in the East.

The World of Mirth will return to its Dixie dates, including Greensboro and Winston-Salem, N. C.; Columbia, S. C., and Savannah and Augusta, Ga. Anderson, S. C., will be missing this year, but will return to the route in 1956 and 1957. Johnny Denton's Gold Medal Shows will take over the Anderson midway this year. It will be the first time that a truck show has played that event.

Cetlin & Wilson has duplicated their strong route of two years ago with the return of Indianapolis. They will also play Ionia, Mich., and Sedalia, Mo., in the West. In the East they have Reading, Pa.; Richmond, Va.; Greenwood, Orangeburg and Spartanburg, S. C., and Macon, Ga.

### Strates Unit Set

The James E. Strates Shows were assured of a very happy season with the early signing of the New York State Fair, Syracuse, despite a change in the political administration of the State and the appointment of a new commissioner of agriculture. Strates will return to the trio of fairs operated by Dr. J. S. Dorton, the mighty State fair at Raleigh and the events at Shelby and Charlotte, N. C. Florence, S. C., has also been added.

Ben Wolfe Amusement Company was one of the first to come up with a full route, described, as might be expected, as "the best" ever for that organization. The route includes Chester and York, S. C., and the colored events at Anderson and Greenville, S. C. In North Carolina Wolfe will play Windsor, Williamston and Robertsville.

Altho solidly booked when he showed up here, Lloyd D. Serfass, owner of the Penn Premier Shows, and Buster Westbrook, his business manager, continued to hold forth in the palatial governor's suite. Serfass will play Hughesville and Indiana, Pa.; Luray and Fredericksburg, Va.; Mount Airy, Lexington, Highpoint, Henderson, Durham

## PCSA Fems

Continued from page 81

president; Emily Bailey, first vice-president; May Mortenson, second vice-president; Ruth Ostrov, third vice-president; Ruth Woods, treasurer, and Madison Hopes, secretary, the latter two being re-elected.

Guests on hand were numerous and included Hazel Moss, Virginia Karsh, Bertie Youden, Josephine Karsh, Mora Bagby, Stanley Geissmann, Charley Goss, Peggy Rasmussen, Sammy Landesman and Kit, Margie and Kathy Doolan.

Doreen Dykes and Alice produced the show, a take-off on the TV program "This Is Your Life." Nina Rogers Levine was the subject of a burlesque of the Ralph Edwards show and proved popular.

Grace Merkle was general chairman of the event and put in long hours planning and decorating, assisted by Peggy Forstall and Emily Bailey. Mrs. Forstall was instrumental in having 250 bottles of wine donated by Brother John, of the Christian Brothers Winery, Napa, Calif. Al Webber handled the program assisted by his wife, Gladys.

and Laurenburg, N. C., and Union, S. C.

### Announce Prell Dates

Prell's Broadway Shows, which is passing up still dates in a unique move, will again have a formidable route. As reported by representative Joe Prell, the show will replace Mount Airy, N. C., with Concord. Other dates are Rocky Mount, and Greenville, N. C.; Frederick, Md.; South Boston, Va.; Columbia, S. C., colored; Carlisle, Pa.; Cumberland, Md.; Bedford, Pa., and Harrington, Del.

Owners are already cognizant that the calendar will change again next year and necessarily result in the shifting of some weeks. Accordingly, with this year's dates already safely tucked away, they are eyeing and talking of the future.

## Harry Frame Purchases Holly's Rides

ERIE, Pa., Jan. 22. — Harry Frame, owner of Frame's Greater Shows, has purchased Holly's Rides, and will take a total of 11 rides on the road 'his season. In addition, the show has an office-owned bingo, glass pitch, popcorn and candy apples.

Org is scheduled to play celebrations in New York and Pennsylvania, including some fairs and dates previously filled by the Holly organization. Frame is a veteran concessionaire who added rides '1 1951. Winter quarters will open here March 1.

## L. J. Heth Org Lists 17 Fairs

ATLANTA, Jan. 22.—L. J. Heth Shows have signed to provide the midway attractions at 17 fairs and one celebration this season, Joe J. Fontana, general agent, announced.

Four Illinois annuals signed are at Sparta, Mount Carmel, Harrisburg and Altamont. Two in Kentucky are at Sturgis and Mayfield and two in Tennessee at Dickson and Oneida. As usual the biggest fair route will be in Georgia where the show will play nine annuals. These are at Winder, Marietta, Cartersville, Carrollton, Monroe, Covington, Tifton, Cordele and Quitman.

Following the fair meeting here this week Fontana left for his Tarpon Springs, Fla., home.

## Grain Belt Inks Fremont, Neb.

FULLERTON, Neb., Jan. 22.—Grain Belt Shows has been signed to provide the midway attractions at the Fremont (Neb.) 4-H Fair, August 10-12, it was announced here at the org's winter base.

Work, which has been underway here for several weeks, was halted temporarily by a five-inch snowfall. Ride line-up thus far includes a Merry-Go-Round, Tilt-a-Whirl, Octopus, Ferris Wheel, Kiddie Autos and Airplanes, Train and live ponies. A total of 20 concessions are already booked for the kick-off.

## Detroit Club

Continued from page 81

chairman; Evelyn Bellemore, Laura Baker and Viola Sippa. Funeral and cemetery, Viola Lippa, Rose Morrison, Pat Crognale and Bernice Stahl.

Membership, Leona Goldstein, chairman; Helen Cook, co-chairman; Evelyn Bellemore, Pat Crognale, Marion Fodal, Laura Baker, Edith Schulz, Mayme Wade, Viola Lippa, Maisie Pence, Lottie Johnson, Virginia Sample and Revelle Galo. Edith Schulz and Pat Crognale were appointed hostesses.

## Prell Names Miami Club Committees

MIAMI, Jan. 22. — About 200 members turned out for the first meeting presided over by Sam Prell as president of the Miami Showmen's Association. On the dais with him were Ross Manning, second vice-president; Cliff Wilson, secretary; Mel G. Dodson, treasurer, and past presidents William Cowan and William B. Moore. Chaplain William C. Bryant gave the invocation and led the salute to the flag.

Prell announced his committees for the new year as follows:

Finance: Fred W. Holtzman and Max Goodman, co-chairmen; Frank C. Miller, F. D. Edwards, Andy Markham, Jack Greenspoon and H. W. Jones.

Publicity: A. L. Rossman, chairman, and Jim McHugh.

Cordial Relations: Harry Schreiber and Joe Cennane, co-chairmen; George Whitehead, Sydney Daniels and Harry Ross.

Annual Picnic: Michael Roman, Alton Pierson and Joe Ross, co-chairmen.

### Building Management

Building Management: All officers, with Mel G. Dodson as chairman.

Building Emergency: Fred W. Holtzman and Sam Solomon, co-chairmen; Max Goodman, William J. Tucker, Ralph Endy and Rip Weinkle.

Bylaws: Wallace Maer and Lew L. Lang, co-chairmen.

Relief: William C. Bryant and Lyman Truesdale, co-chairmen.

Tiler: James Stabile, with Frank Hamilton and Charles Wright as assistants.

House: Sydney Daniels and Ed Horwitz, co-chairmen; Harry Newfield, John Hoffman, Joe Aarons, Abe Zuckerman, Russell Erdell and Joe Calvin.

Recreation: Rip Weinkle, chairman.

Ways & Means: Shep Blumberg, chairman, with William Cowan, John Vivona, John Campi and Alton Pierson, co-chairmen.

### Membership

Membership: Harry Schreiber, chairman, with Louis Rice, Harry Modele and Morris Vivona, co-chairmen.

Circus Representatives: Frank C. Miller, Arnold Maley, Robert Morton and Harry Sobol.

Year Book: Ben Weiss, Harry Westbrook and A. R. Whiteside, co-chairmen.

Bingo: H. W. Jones and Ben Weiss, co-chairmen; Joe Cennane, Harry Weiss, Al Boxall, Lou Weinstein, David Fineman and Aulden (Junior) McClellan.

Banquet and Ball: Robert K. Parker and Dave Endy, co-chairmen.

Blood Bank: William Tara and Charles Wright, co-chairmen.

Funeral: William J. Tucker and Michael Roman, co-chairmen.

Entertainment: Harty Weiss, chairman, and James Ferenzi and Sydney Daniels, co-chairmen.

### Paul Prell Named

Children's Christmas Party: Paul Prell, chairman, and John Keeler and Harry Ross, co-chairmen.

Ambassadors of Good Will: Andy Markham, chairman; L. Ed Roth, Sam Solomon, Bob Morton, Joe C. Harris, Frank C. Miller, Guy Markley, Robert K. Parker and Merle A. Beam.

West Coast Representative: L. Ed Roth.

Bar: Rip Weinkle, chairman, and Paul Prell and Jack Ressel, co-chairmen.

Fights: Harry Katz and Shep Blumberg, co-chairmen.

Amusement Parks: Jack C. Gilbert, Jack Greenspoon, George Priest and Andy Markham.

Dr. Harry Tarr will be club physician and Wallace N. Maer club attorney.

All the news of your industry every week in The Billboard . . .

# MIDWAY CONFAB

M. J. Dressen, former circus-carnival agent who is now dabbling in Mobile, Ala., real estate, left that city January 16 for a business trip to Chicago and Peoria, Ill. He was accompanied by his wife. While in Peoria, the Dressens will take delivery on a new Pontiac. Dressen recently visited the troupers' winter colony at Union Springs, Miss. While there he visited Mr. and Mrs. Tim Waters, Sam Spanglo, Lloyd Burg, Mr. and Mrs. Ralph Stevens and Margaret and Benny Hoffman.

Bobby Sickels, general agent-office manager of the John R. Ward Shows last year, cards from Waycross, Ga., that he has been having a successful winter on the leaf, but will return to Mobile, Ala., soon to assist owner Ward at the Mardi Gras which opens next month. Ward's outfit is stored there in quarters formerly used by Cavalcade of Amusements.

George Pennell, Ashville, N. C., attorney who is widely known in the show world, writes that he recently read Walter B. Fox's poem, "Random Shots," to his boys' Sunday school class (with organ prelude) and that it made a hit with the class of 94 boys. Pennell uses showmen as speakers for the class whenever possible.

Activity at W. E. Page Shows winter quarters at Mobile, Ala., has stepped up sharply in preparation for the February Mardi Gras there. Owner Page, who has been visiting in Tampa, is expected back soon to supervise work. The Page Shows will occupy a lot on Davis Avenue during the Mardi Gras.

David DeCorti has joined Tennessee Valley Amusements with his concessions. Bill Paddock is in the org's winter quarters to supervise work while the owners are booking the route. Blackie Wilson was a recent visitor at the winter base.

Mrs. Leona Halligan is confined in Apartment 208 at 902 North Penn Street, Indianapolis, where she would like to hear from friends. Mrs. Halligan has been ill since last August. . . . Marie Claman has returned to her Pulaski, Va., home. . . . Joseph Lehr, spot worker, is in his fourth week in the men's medical ward of the Jefferson Hospital in Philadelphia where he's convalescing from a recent illness. He reports that Spot Pinsonault is wintering at the 79th Street Hotel in Miami, and that Happy Kirwan was a recent visitor at the hospital where he underwent a physical check-up.

B. Ward Beam's Attractions has been signed as a grandstand feature at Person County Fair, Roxboro, N. C., October 10-15, according to Thomas A. Bowles, president of the fair association.

Le Ola, who has had her Congress of Wonders on the Ross Manning Shows for the past three years, and Don Thomas, of Washington, returned to Portsmouth, O., after a three-week trek into Mexico. While in Mexico City they visited the Circo Atayed and at Le Mante

the Landeros Espectaculos, among others. Miss Ola will have the Side Show, Snake Show and Monkey Show on the Manning org and has contracted the following acts for the season: Geno Gomez, impalement; Vickie Jordan, illusions; Jimmy Fay, inside lecturer and magic; Mrs. Fay, No. 2 ticket box, and their daughter, Joan, snakes; Chief White Cloud's Indian Village; Scalo, alligator boy; Madam Shirley, mentalist; El Diablo, fire eater; Ford Raymer, tattooer; Mrs. Myrtle Raymer, No. 1 ticket box; Mary Allen, two-headed baby; Toney Geithner, monkey, and William Malone, snakes.

Pop Sorsen has joined Dickson Greater Shows, and Julie and Hanna Sorsen are working a night club in Iowa, La. . . . Filipino Jimmie, Side Show operator, has signed to tour with Tivoli Exposition Shows during 1955. He'll carry 15 acts and feature Jo Jo Perez, escape act. Jimmy and Miss Perez are currently working night clubs and theaters in the Midwest. He gave her a new house trailer recently. . . . Mike Hodgett, fire eater with Marie Le Doux's Side Show last season, joined the Navy and is stationed in Massachusetts. Hodgett made his home with Jack Rodgers, Side Show talker, who will tour with Miss Le Doux on Vivona Bros.' Shows this season. . . . Harry Heller infos that he is delivering The Billboard regularly to his Merry-Go-Round foreman, Harry Lindstrom, who has been confined to Valley View Hospital, Preakness, N. J., since October 1.

Norman Brooks, who presents Lil Fredericks' annex attraction at Southern fairs, entered Smith Hospital, where he will undergo major surgery. Ronda Rondell has been a regular visitor at his bedside. Friends may write Brooks at Box 383, Hahira, Ga.

Frank Willis gave his wife a Star house trailer recently. . . . Anna Louise Daniels is recuperating at her home in Salt Lake City after undergoing a recent nose operation. Miss Daniels and her mother plan on opening a ballet school in the near future. She will not return to the road this year. . . . Mr. and Mrs. James Barber and Ralph Meeker visited the Cavalcade of West Shows recently. Barber purchased a Tilt-a-Whirl and transportation for it from Mr. and Mrs. Bob Schoonover, and will book the ride on the Meeker Shows for the 1955 season.

Among those at the Maine fair meeting Thursday night (20) were Cliff Mullins, Frank (Shrimpy) Rappaport, Gerald Snellens, Dick Coleman, and Jeff Harris.

H. Glenn Hockett, co-owner of Red Ribbon Shows, and wife, Dorothy, returned to New Orleans sporting a new Biltmore trailer recently. Couple had wintered in Los Angeles where they visited Mrs. Hockett's aunt and uncle, Alta and Bill Reno. Reno is an old-time circus performer and had worked with Hockett some 30 years ago. Hockett and Bob Meyers expect to open their combined show March 29 at West Point, Miss. . . . Joseph Lehr, spot worker, reports from his bed in Jefferson Hospital, Philadelphia, that his brother, Harry, is confined to Hahnemann Hospital, and that Herbert Ginzburg is confined to Veterans' Hospital, Northport, N. Y. Lehr also adds that James Mercer will tour with the Gold Medal Shows this season.

Bill Geren and Pappy Snyder, of Mighty Hoosier State Shows, returned to their Greensburg, Ind., winter base recently and reported their route practically completed for this year. Following the Illinois fair confab at Springfield, Geren will head for Tampa and Snyder will open winter quarters.

W. H. (Bill) Haller, Winnipeg, who has handled the cookhouse for Wallace Bros.' Shows and last season had the pie car with Gold Medal Shows, as well as pitching, is opening a restaurant in the Avenue Hotel, Prince Albert, Sask., February 1.



# GLADSTONE EXPO SHOWS

OPENING APRIL 18 NEAR JACKSON, MISS.

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CONCESSIONS—Fish Pond, Bingo, Pitch-Till-You-Win, Glass Pitch, Pan Game, Cork Gallery, Jewelry, Diggers, Balloon Dart, Age and Weight, Long Range, Basketball, Coke Bottle, American Palmistry, Nickel Roll, Custard, Novelties. Some P.C. open, etc.

SHOWS—Can place all kinds of Shows, especially want Girl Show, Side and Monkey, Big Snake, etc.

RIDE HELP—On Wheel, Jenny, Tilt, Octopus, Comet. Winterquarters will open April 1. This Show has the very best Fairs in Kentucky, Tennessee and Mississippi. Watch issues of The Billboard for Route List. Contact

RIDES—Can place set of Kiddie Rides for season; not less than two. No junk.

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## SAM LEWIS

Where Is He?

\$50.00 cash reward for location of Lewis. Had Girl Show for Jake Moore. Closed Searcy, Ark., in October. Any information at all, call collect

GEORGE TURNER

Phone: Victor 3-9888  
Oklahoma City, Okla.

## County Fair Secretaries

Lions' Club—Veterans—Legion  
NOW CONTRACTING  
1955

We can furnish complete midway  
21 Rides.

Same address for 30 years. Write  
WILLIAM B. JACOBS  
Swanton, Ohio

W. B. J. SHOWS

## WILL BUY FOR CASH

Late model short-armed Octopus. Must be in good condition, no junk.

ANTHONY FANTASIA  
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## WANTED FOR Charro Days, Brownsville, Tex.

Feb. 17-20, 1955, on the Streets. Hanky Panks and Pitchmen.  
M. G. "Slim" Dennis  
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## WANTED EXPERIENCED ARCADE MANAGER

For large portable Arcade. Must know how to get it up and down, handle Help and keep machines in working order. Reply giving full details to

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## FOR SALE

One Kiddie Car Ride, \$250; ten cars, runs good.

One Kiddie Airplane Ride, eight planes, runs good, \$250.

One Toledo Stand-Up Scale, excellent, original cost \$550, sell \$200.

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## L. J. HETH SHOWS

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WANT SHOWS—RIDES—CONCESSIONS  
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GIVE TO DAMON RUNYON  
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August 3d to 6th 9th to 13th 15th to 18th  
GOOD ATTENDANCE — SPLENDID EXHIBITS

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THIS WILL BE A "CONKLIN" MIDWAY—NO SIMILAR ATTRACTIONS OR CONFLICTING RIDES WILL BE PLACED.

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BRANTFORD, ONTARIO, CANADA  
P. O. BOX 31

## JIMMIE CHANOS SHOWS

NOW BOOKING FOR 1955—OPEN MAY 1—INDIANA

Want legitimate Concessions of all kinds. Will book Shows with own outfits. Girl Show, Monkey Show, Ten-in-One, Snake Show. Would like to hear from a Manager for Athletic Show, one who can get talent and take good care of my equipment.

Want Ride Help of all kinds, prefer those who drive semi. All office owned Rides—Merry-Go-Round, Ferris Wheel, Rolloplane, Octopus, Flying Scooter, Roller Coaster, Caterpillar, Kiddie Auto, Boat Ride, Kiddie Airplane. Want Electrician. All replies to

JIMMIE CHANOS, 1171 W. 70th St., Miami 50, Fla.

## J. A. GENTSCH SHOWS WANT

For State Stock Shows and dates to follow. Open March 14th, Forest, Mississippi; then Port Gibson, followed by McComb, all State Stock Shows.

Will sell the Ex. on Frozen Custard and Diggers; everything else is positively open. Want Hanky Panks of all kinds. Will book P.C. if you have stock stores.

Good proposition for Shows with own Outfit, Snake, Illusion, Working World, 10-in-1, Animal or any worthwhile Show.

Want sober, reliable Ride Men who drive semi. Quarters will be open February 1. Come on in. Sam Winthrop, Ted Dion, Bateman, Date Curtis, contact me at once.

All answers to  
J. A. GENTSCH, Winona, Miss.

P.S.: Pee Whittaker or anyone knowing his whereabouts, call me collect.

## Last Call—MOBILE MARDI GRAS—Last Call

BUCKETS, 6-CATS, SWINGERS

Have room for four more legitimate Concessions. Privilege \$26.00 a week for this BIG celebration. 3 weeks' work here. No time to write.

Phone: Garden 6-9364, Mobile, Ala.

W. E. (Shotgun) PAGE

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## FOR SALE

1938 7-Tub Tilt, needs some minor repairs and painting, has new '54 Int. power unit, used 3 weeks, all loaded on 2 of the best Semi Trailers, good tires, all for \$5,500.00 cash. No Tractors. Standard Roll-o-Plane, new 3-phase motor, with 1940 GMC 1 1/2-ton Truck and Trailer, \$1,500.00 cash. All above stored in Palatka, Fla. Monkey Motor Drome, the finest on the road, with Semi Trailer, \$2,150.00 cash. Can be seen this week in Bowling Green, Fla. Contact

LEO LANE  
Strawberry Festival, Bowling Green, Fla.  
Permanent Address:  
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## WANTED

Four Kiddie Rides from June 1 through Labor Day. Excellent location. Write  
Mrs. J. C. Fincannon  
300 Druid Dr. High Point, N. C.

MOBILE COMFORT

Appliances, Room Coolers Mark '55 House Trailers

CLEVELAND, Jan. 22.—New model house trailers will be as modern from the appliance and heating standpoint as any home. This was evident at the recent showing of mobile homes held in the Public Auditorium here under the auspices of the Mobile Homes Manufacturers' Association and the Mobilehome Dealers' National Association.

A total of 955 models were displayed and with few exceptions were loaded with appliances designed to ease the homemaker's

chores. Main pose behind the all-out trend to gadgets, was to bring sales volume back to, or at least near, the record 1952 output. That year, the industry reported producing 83,054 units. This fell off to 76,899 in '53, and last year an additional 10,000 units were reported to have been shaved off the total.

Automatic garage disposals were seen on many models. Other automatic devices included clothes washers and dryers and even dishwashers. Fire alarms, automatically controlled, were a new feature and air conditioners, a comparatively new development for trailers, created considerable interest.

General Electric and the Chrysler Corporation were offering their already standard floor models as adaptable to the trailers. In addition, three other firms were marketing coolers and experts reported that within two years most mobile homes would be coming off the assembly line with air conditioning as standard equipment.

Latest innovation in the heating department is radiant floor heating. One firm featured a hot-water radiant system with a minimum fixtures. The aluminum piping is encased in aluminum fluting and uses plain water mixed with antifreeze.

W.G. WADE SHOWS
Now Contracting for the 1955 Season RIDES—SHOWS AND CONCESSIONS
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AMERICAN TENT CORPORATION
America's Largest Builders of Fine Show Tents
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WELCOME—Y'ALL!
Bigger 'N' Better Than Ever
15th ANNUAL INSTALLATION
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MEMORIAL SERVICE FEB. 3 Check your
INSTALLATION OF '55 OFFICERS FEB. 4 Guns at
BANQUET AND DANCE FEB. 4 the Desk!

LONE STAR SHOWMEN'S CLUB of TEXAS
3105 FOREST AVENUE—DALLAS

Waco Fair Inks McCrary Org, Elects Cox

WACO, Tex., Jan. 22.—The Heart o' Texas Fair here this week announced it had signed E. D. McCrary's 20th Century Shows for this year's run and had elected R. W. Cox, this city, as its new president.

Other officers include Virgil Walker, W. H. (Bill) James and R. A. Gorham as vice-presidents. Othel M. Neely was re-elected executive vice-president and general manager. Winthrop Seley was named treasurer and Ralph W. Russell, secretary.

The 20th Century Shows are scheduled to wind up their season here this year and tentative plans have been set for them to use the fairgrounds as their winter base next fall.

The fair has not definitely set its dates for this year. It will open October 1 but the closing may be October 7 or 8 depending on negotiations now under way for a major attraction.

Shows Well Repped at Winnipeg

WINNIPEG, Jan. 22.—Show representatives of the Western Canada Association of Exhibitions (Class A fairs) and the Western Canada Fairs Association (Class B fairs) in the Fort Garry Hotel here (17-19) included:

E. J. Casey Shows, E. J. Casey; Royal American Shows, Carl J. Sedlmayr, C. J. Sedlmayr Jr., R. L. Lohmar; World's Finest Shows, J. P. (Jimmy) Sullivan; Gem City Shows, Art Frazier.

Sun-Grossman Agency, John Planalp; Ernie Young Agency, Ernie Young; Herman Linder Rodeo, Herman Linder; Thrillcade, Aut Swenson; Children's World Theater Players, M. D. (Doc) Howe; Movieland Horsecapers, Lee Hendricks.

T. W. Hand Fireworks, Bud Hale, H. T. Hand; Atlas Fireworks, B. W. Wells; Interstate Fireworks, J. Godin; Thearle-Duffield Fireworks, Frank Duffield; Brock's Fireworks, Will Ampleman.

Sport catering service, F. L. Marks; Webb's frozen custard, E. S. (Ted) Webb; King Show Print, Bill King; The Billboard, Bruce Peacock.

fairgrounds, could be leased under the provision of other legislation to be requested, Phares said.

Conklins Ink Two Ont. Fairs

HAMILTON, Ont., Jan. 22.—Conklins Shows have closed to provide the midway attractions at two Ontario fairs not heretofore played by the organization. Frank Conklin, vice-president, announced the Peterborough Industrial Exhibition and the Kitchener Industrial Exhibition were recently signed.

Ind. State Fair

Continued from page 75

law to spare the board further litigation.

Additionally, the board seeks to raise its borrowing power from \$1 million to \$1.5 million, Phares told the legislators. The authority to use an added \$500,000 is needed to serve as a reserve to enable the board to meet whatever unforeseeable needs may arise.

Phares added that more adequate parking facilities pose a problem requiring immediate solution.

Five years would be the maximum period for which the Coliseum, the vast indoor arena on the

Canadian A Circuit Members' Total Profits Hit \$862,000

WINNIPEG, Jan. 22.—The five Class A fairs in Western Canada had surplus profits totaling \$862,000 in 1954, from which \$593,000 was spent on plant improvements, S. N. MacEachern, Saskatoon, president of the Western Canada As-

sociation of Exhibitions, reported Monday.

The figures were contained in MacEachern's presidential address at the opening session of the circuit three-day annual meeting in the Fort Garry Hotel. Guests included delegates to the annual meeting of the Western Canada Fairs Association, made up of 14 fairs on the B circuit.

Annual reports of the Brandon, Calgary, Edmonton, Saskatoon and Regina fairs indicated another successful year on the Class A loop, MacEachern said, with the summer shows, from which the greatest revenue is derived, establishing record earnings.

During 1954, the four fairs installed automatic machines for the sale of pari-mutuel tickets and totalizer boards to automatically register wagers. An increased interest in betting and a resultant boost in the pari-mutuel handle were noted.

Regret was expressed at the passing of N. J. Christie, Calgary, and Matt Alsager, Lloydminster, delegates to Winnipeg meetings for many years. One minute's silence was observed.

CLUB ACTIVITIES

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Jan. 22.—President Ned Torti was in from Milwaukee to preside at the Thursday (20) meeting. Also at the table were the three vice-presidents, Maurice Ohren, Al Sweeney and Jack Duffield; William Carsky, treasurer, and three past presidents, Sam J. Levy, C. J. Sedlmayr and R. L. (Bob) Lohmar.

New members are John Kramer and William G. (Bill) Hood. Jack Kwiet, also a new member, was initiated by Lohmar and Levy.

Welfare committee reported the following on the sick list: Lou Keller, Louis Drillick, Harry Atwell, Russell Johnson, Joe Shapiro and Edward Murphy. Max Harris is recuperating after a hospital confinement. Jack Nelson is undergoing treatment.

Entertainment for the evening was supplied by Harry J. Ferris. House committee announced plans for a party in the clubrooms February 19. Sam J. Levy announced that a complete report on the '54 banquet and ball would be ready for the next meeting.

Mickey Blue invited the membership to attend Polack Bros. Circus as his guest. Back after absences were Pete Norman, Ed Wall, Joe Mendrick, Earl Newberry, Dick Ware, Sam Glickman, Ralph Anderson, Walter E. Carpenter and Humpy Weeks.

National Showmen's Association

317 West 56th St. New York

Ladies' Auxiliary

NEW YORK, Jan. 22.—Ethel Lewis, Ann B. Dinsmore, Julia Kallianos, Pauline Fornioe and Pat G. Fine were admitted to membership at the first meeting of the new year. All committees were held over from last year.

Evelyn Batalsky is off with a good start toward earning her gold life membership card, it was announced. Jane Tubis was hostess and supplied all the goodies, sandwiches, fruit short cake and coffee. Pearl Myers won a pretty hat donated by Cele Forman. The horn of plenty was passed.

Cele Forman and Ray Gruberg are leaving to spend the winter in their Miami Beach home. Jean Harris is observing her 43d anniversary. Anna Halpin's mother is recuperating from a Thanksgiving Eve heart attack.

A fine turnout attended the Park Sheraton Hotel event, the 17th annual installation held in conjunction with the NSA, with Ethel Stillman presiding. The ladies were decked out in gowns of peacock colors, with President Maggie McKee being the real belle of the ball. Music was by the New York Trio from the Club New Yorker of West New York, N. J., for dancing, and there was also entertainment by impressionist Bobby Shields. The club talent was every bit as good, tho. Mildred Ford entertained, Evelyn Thaler sang, and Jack Stern coaxed his wife, Sylvia, to sing, also. Ethel sang "My Man." Later in the evening a number of Irish melodies were sung by John Ford husband of Mary Ford.

Pacific Coast Showmen's Association

1235 South Hope Street

Ladies' Auxiliary

All new officers were on hand for the regular meeting which pulled a turnout of 69 members and four guests. President Clara Anderson appointed committees.

Reported on the sick list were Minnie Ford, Ruby Kirkendall, Nellie Baker Ramsey, Claudie McHaney, Ann Stewart, Frances Seiber, Edna Kanthe, Marlo LaFors, Nel Ziv and Ceceil Branch.

Grace Merkle, chairman of the installation dinner, was given a vote of thanks for her work and she, in turn, thanked all the members for their co-operation. Plans for the party to benefit the City of Hope were discussed.

Hot Springs Showmen's Association

De Soto Hotel, Hot Springs, Ark.

Ladies' Auxiliary

The regular meeting was called to order by President Alice Hennies. All officers were present, including Pearl Weydt, second vice-president, who spent the holidays at her Wisconsin home. Welcomed were Betty Hardy, past president, and Nicki Brooks and Evelyn Levine, who attended their first meeting of the year.

A letter was read from Rebecca Castle, Miami. Virginia Sells was admitted to membership. June Reynolds announced the annual tacky and circus party February 5, and memorial services February 13. Members are devoting their efforts for the polio drive. Alice Hennies and her shoe shine girls have received much publicity and raised several hundred dollars for the fund. Harry and Vivian Zimdars are taking off soon for a trip to the West Coast. The night award, donated by Ethel Booth, was won by Martha Picknis, Ollie Sheldford served the buffet lunch.

Greater Tampa Showmen's Association

Ladies' Auxiliary

The meeting was called to order by President Virginia McGee. Also on hand were Hazel Maddox, Esther Young and Vera Hauck, vice-presidents; Grace Fillingham, secretary, and Elsie Owens, treasurer.

New members introduced were Thelma Branon, Ann Gross and Pauline Lauranchuk. A letter of thanks was read from the March of Dimes for co-operation in fund-raising activities.

Reported on the sick list were Sherry Miller, Ruth Casey, Mrs. Dave Schwatz, Esther Groscurth and Edith Lantz.

Sally Brown announced the entertainment committee was planning a "come-as-you-are" party. She also asked for volunteers to participate in a can-can dance.

The stole, donated by Babe Pizarro, was won by Marie LaDue. Sergeant at Arms Ann Dernago announced that 77 members were present. Flo Venner and Neva Warbritton served refreshments.

Miami Showmen's Association

3170 S. W. Eighth St., Miami

Ladies' Auxiliary

President Ada Cowan called her first meeting to order. On the rostrum were Freda Wilson, first vice-president, and Agnes Grosso, third vice-president; Irene Moore, second vice-president, was absent because of illness. Also present were Treasurer Kitty Glosser, Secretary Elizabeth Murphy and Recording Secretary Charlotte Wright. Six past presidents sat on the dais and were presented orchids by President Cowan. Attendance was 143. The meeting was followed by card games and the serving of lunch.

The Auxiliary's January 16 "Folies" was a big financial success. All members took part in the show under the management of Frances Deemer, who was assisted by Peggy Heiman. Also assisting was Roberta Sherwood, who operates a night club. An elaborate lunch followed the event.

Pete Bailey Adds Kansas, Iowa Fairs

ST. LOUIS, Jan. 22.—Pete Bailey, owner-operator of the Hollywood Daredevil Thrill Show, this week reported a number of additions to his Iowa and Kansas fair routes. Kansas annuals include those at Liberal, where he will play for the eighth year, Oswego, Dighton, Minneapolis, Smith Center, Blue Rapids, Sylvan Grove, St. Francis, Ulysses, Dodge City, Osage City, Winfield and Syracuse. Iowa fairs include those at Cornington, Central City, Centerville, Winterset, Coon Rapids and Corydon.

## St. Paul's Winter Carnival

• Continued from page 72

here, will stage its first "Winter Carnival Radio Show" in the auditorium, comparable to the Minneapolis "Aquatic Radio Show" it has sponsored for a number of years during the summer festival across the river.

### Sign Lewis

Headlining the radio show will be Robert Q. Lewis, CBS-TV emcee, supported by the Chordettes; Carmel Quinn, of the Arthur Godfrey show; Jaye P. Morgan, Earl Wrightson, Jan Arden, Don Liberto, Lois Hunt and local WCCO-Radio-TV talent, Cedric Adams and Bob DeHaven.

Ski tournaments, mutt races, skating competitions and a huge ice fishing contest are on tap for most of the rest of the week, climaxed by a sports car race on ice the following Sunday (6).

Tuesday night (1) the new Queen of Snows will be selected in a gala coronation pageant in Municipal Auditorium. The following night will come the night parade thru the downtown area.

Monday (31) will mark the appearance of Vulcan, the Fire King, and his cohorts, sworn enemies of King Boreas. The carnival will end when Vulcan and his crew finally rout Boreas from his throne at the

## Book Review

• Continued from page 74

cluded a number who never lived long enough to make the elephant census compiled by The Billboard a couple of years ago, but this novel statistical study is used extensively as source material.

### Sought Tough Ones

Lewis, who ran away from home as a youth to join up with a circus, persisted in realizing his ambition to become a full-fledged elephant handler. Mere association with the mighty beasts did not satisfy him for long and he soon sought to handle only the most unmanageable of the big bulls. An obsession to meet up with and rule the mighty tusko obviously covers many years before its culmination.

The book, in a sense, is an American counterpart of the story, "Elephant Bill," published a couple of years ago. The latter was a factual recounting of one person's experiences with the beasts in Burma. Both turn from the telling of episodes from time to time to such things as the living and breeding habits of bulls.

In one tale, at least, Lewis' admitted second-hand knowledge results in a few inaccuracies. It had to do with Teddy, a handsome male bull who was executed as too dangerous to handle while owned by the World of Mirth Shows. Lewis said that it took 107 bullets to kill Teddy. It was even worse than that, if memory serves right, since it took some 167 slugs to finish him. Teddy hurt more than property, too. He hospitalized trainer Al Moody twice before he gave up elephant handling.

For the type of book it is, "Elephant Tramp" would be a much more valuable work if it were better documented and indexed.

## Hunt's Llamas

• Continued from page 74

Orthopedic Hospital for an arm ailment.

A group of 40 Cub Scouts is coming to quarters Saturday (22) for a class in animal training.

### Switch TV Bulls

Back from the appearance on "Big Top" TV show, Saturday (15), Roy Bush said he used the five small elephants because the three large ones could not be taken thru the doors of the theater used temporarily by the program. The baby bulls were colored for the color TV show. Hunt Bros. sources said that they began coloring elephants a year ago when the bulls appeared on a New Year's Eve TV show in New York. After that the elephants were quartered overnight in the Fort Wayne, Ind., jail, and presence of pink elephants in the bull pen brought Hunt national publicity. Subsequently, a movie, "Jupiter's Darling," was made, coloring Cole elephants for some scenes.

end of the week and the fire king unmasks.

Wesley (Bud) Chandler, prime minister to Boreas in 1952, is general carnival chairman. John Geisler is executive director of Saint-paulites, Inc., festival sponsors. Dave Speer is in charge of publicity.

## New York Bingo

• Continued from page 72

Catholic Lawyer, by the Rev. Joseph Tinnelly, dean of St. John's University School of Law, and Prof. Frederick J. Ludwig, a criminal law teacher at St. John's and acting captain of the city's police department.

The pair avoided mention of the Protestant stand, but said that bingo is a wholesome and recreational gambling game which should not come under the ban of criminal law, but merely under license regulations to prevent any excesses or abuses. Gambling itself is not essentially evil or immoral, they said.

### TV Contests Cited

"The playing of a game for a prize which the participants have provided," the Catholic teachers said, "is no different from playing a game on television for a prize which has been offered by a soap company."

They added, "Bona fide churches, religious organizations, educational institutions, official volunteer fire, first aid and rescue squads, and charitable, fraternal, service and civic organizations ought to fall into a class that is permitted to operate controlled bingo games."

The creation of a control commission to supervise bingo in New York State was recommended. Father Tinnelly noted that the issue should not be debated on a Protestant-Catholic basis, pointing out that there are cases, such as in Chicago, where Roman Catholic bishops have forbidden bingo in their churches as being morally unjustifiable under the circumstances prevailing in their dioceses.

## Suit Settled

• Continued from page 75

present the same or different films on the two screens.

Greater viewing satisfaction was seen as one of the best features of the operation. Each side of the new drive-in will have a capacity of 700 cars.

Property has been acquired for the unit in Wayne Township in Passaic County on Route 46, near the intersection of Route 23. Walter Reade Jr., president of the Reade circuit, said all efforts will be made to have the theater be a family recreation site. It will have a children's playground area and picnic grove which will be open free during the day, and will also have a duck pond and animal zoo. Leon Einhorn of Albany is the designer.

### Cash Settlement Made

Simultaneous with the announcement of the new enterprise, Reade told of settling a suit he had brought against William Scully, former vice-president in charge of distribution for Universal Pictures; James Thompson head of Eastern Drive-In Theaters, and Monroe E. Stein, attorney. Reade has charged that they had agreed to sell six drive-in theaters to him and then breached the contract. The settlement, for an undisclosed sum of money described as "substantial," was made Tuesday (18) after trial had proceeded for one day in State Superior Court in Newark.

The settlement permits the defendants to convey the theaters to other purchasers. They are the Totawa Drive-In, Union Drive-In, Morris Plains Drive-In, Brunswick Drive-In, Shore Drive-In, and Fly-In Drive-In.

Reade's firm operates seven drive-ins, has an eighth under construction in Absecon, N. J., and nearly 40 conventional theaters. It also operates Station WRTV on Channel 58 in Asbury Park, N. J.

## Pop Canners Organize New Trade Assn.

NEW YORK, Jan. 22.—Canners of soft drinks will present a united front as the result of the formation of a new trade association, the Soft Drink Canners' Association, Inc. Walter S. Mack, president of C & C Super Corporation and the leading figure in the canned pop business, has been named president.

In announcing its formation, the new association pointed out that the canning field had grown with such speed and success, and had attracted so many other companies into the business, that leading canners in the field realized the need of a new trade association.

Based on consumer acceptance thus far, Mack said, the industry still was looking forward to seeing soft drinks in cans doing about 30 per cent of the total soft drink sales. He anticipated that in a few years soft drinks in cans would account for about \$600 million in sales.

### List Aims

Aims of the new group are to develop and maintain the highest standards of quality and serve in all relations both with the public and outlets, wholesale and retail, that eventually sell to the public.

"From an internal trade point of view, the association was formed so that all in the industry could work jointly in the meeting and solving of common problems," Mack said. "We expect to foster the trade and commerce and to protect the interests of those in the business of canning and distributing soft drinks; to strive for increase in their consumption, for the improvement of all conditions relating to the industry, and to promote the exchange of information and friendly intercourse among those in, and dealing with, the industry."

Other officers include Morris Silver, Cott Bottling Company, Manchester, N. H., vice-president; Roger K. Rogers, Can-A-Pop Beverage Company, Sheridan, Wyo., secretary, and A. Mele, treasurer of C & C Super Corporation, treasurer.

## Parakeet Ban

• Continued from page 71

dealer or person within a six-month period, and then by special permit only, the State said. Other regulations include:

All vendors of birds must furnish a special sales slip with each transaction, on which is printed information on parrot fever. These are available in books from the Dickson Printing Company in Seattle.

Any birds brought into Washington State without official permit and inventory form shall be subject to confiscation and destruction, or to quarantine, without reimbursement to the owner.

"This means," the department said, "that after November 1, 1954, all dealers, breeders or fanciers of psittacine birds must be able to show the identity and original breeder source and source of purchase of all birds on his premises."

Penalties for failure to comply with the provisions, the department added, will constitute a misdemeanor (30 days and \$100 fine). There were 15 cases of parrot fever in the State last year, compared with only three in 1953.

## Indiana Bingo

• Continued from page 71

nents an opportunity to express their opinions, a public hearing will be held by the committee if there is a demand for it, LaGrange stated.

What attitude Governor Craig would assume toward the bill is unknown, LaGrange said. Nor would he venture a forecast as to whether the State's chief executive would sign it in the event of its passage. He pointed out, however, that under the State constitution a gubernatorial veto can be overridden by a majority in both houses of the Legislature.

## NEW DEVELOPMENTS

# Hamburger Broiler, Pop Unit on Market

BROOKLYN, Jan. 22.—A broiler, designed to cook four hamburgers and toast four buns in two minutes without smoke or fumes, is being manufactured here. Each burger is placed in a small grip and inserted into the heating unit much like a pop-up toaster. Meanwhile the buns are placed over heating units on the sides. Automatic timers control broiling to the customers' individual taste, with no contamination by foreign odors or taste from other foods previously cooked, the maker claims.

Infra-red broiling retains all juices and flavor, rendering fat into an easy-to-clean pan. Unit is constructed of quality materials, it is claimed, and is complete with flashing signs and numerals for pricing of hamburgers. The unit is said to reduce shrinkage up to 33 per cent and is economical to operate as current is only used when in operation.—Burger-Mat Corporation, 341 39th Street, Brooklyn 32.

### Pop Dispenser Takes Little Space . . .

DETROIT—A new dispenser for use with non-carbonated beverages has been introduced. According to the manufacturer, the unit is quiet and efficient in operation. It features a spray which keeps the contents in constant motion to prevent separation of solids in the beverage and keeping rings from forming on the inside of the dome. Splash is prevented by a pressure-type faucet. Unit is said to cool four gallons from 60 to 40 degrees in one hour, has sealed-in refrigeration and takes 14 by 14 inches of counter space.—Palmer Electric Company, 20 Sproat Street, Detroit 1.

### Wrapping For Sandwiches . . .

PHILADELPHIA—Transparent wrappings for sandwiches, which permit patrons to see just what they are getting, is being offered here. The wrap, which is crystal-clear and moisture-resistant, eliminates the worry about grease or

dressings dripping thru. With grilled sandwiches it allows steamy moisture to escape, guarding against sogginess, the maker claims. Wrapping comes in various sized sheets.—American Viscose Corporation, Sylvaria Division, 1617 Pennsylvania Boulevard, Philadelphia 3.

### Cooking Unit Is Versatile . . .

QUAKERTOWN, Pa.—An electric cooking unit that broils, grills, bakes and browns quickly and economically is being marketed here. The unit takes 14½ by 15½ inches of space, has radiant heat and is thermostatically controlled. It is claimed that the heater is ideal for frozen foods, pizzas, casserole dishes, eggs, hamburgers, steaks, chops, bacon, etc. Exterior is in satin chrome, polished cast-iron griddle and has a pilot light that indicates when griddle is heating but not yet up to desired temperature.—Magikitch'n Equipment Corporation, Quakertown, Pa.

### Cup Rack Introduced . . .

PITTSBURGH, Pa.—A new cup rack, designed to allow interchangeable stacking for drying and storing has been introduced by the Wooster Rubber Company. Officials report the new rack allows easy and secure stacking and is coated with heavy-duty plastic, making it resistant to hot water, kitchen acids, grease and detergents. The rack measures 17 by 13½ by 3½ inches and is said to fit in space normally occupied by a standard serving tray.—The Wooster Rubber Company, Rubbermaid Commercial Division, Pittsburgh 19, Pa.

### Patty Maker Has Capacity . . .

NEEDHAM HEIGHTS, Mass.—A new patty machine is being marketed here that is said to be able to produce 30 to 50 hamburger patties per minute. Attached to the meat grinder, it automatically extrudes and ejects the patties on paper as the meat is ground, thus combining two operations in one. Thickness of the patties may be adjusted from one-quarter to three-quarter inches by the turn of a thumb screw. Only moving part is its guillotine knife.—Cube Steak Machine Company, Needham Heights, Mass.

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 Want reliable, sober Man for office; must understand tax proposition. Book Shooting Galleries, Cook House (Ben, contact), Grab, Custard, Hanky Panks, Photos, Shows; "clean as a whistle" only. Open in April; north, south route; fairs booked. Sell ragged Athletic Show with 40x60 top, \$150.00. 25 Kw. Transformer (good), \$100.00. Write  
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 Box 382, Searcy, Ark.

**FOR SALE CHEAP**  
 Ferris Wheel, Merry-Go-Round, Chair-plane, Office Trailer, Cable, Junction Boxes, Transportation.  
**HARRY ALKON**  
 New Virginia Hotel Norfolk, Va.

## Dick O'Brien Found Dead

ORLANDO, Fla., Jan. 24.—Dick O'Brien, veteran carnival executive, since 1939 assistant to James E. Strates, owner-manager of the show bearing his name, was found dead in his hotel here early Sunday morning (23). Death was attributed to natural causes.

The deceased, who had been in ill health the last several years, had been in show business at least 50 years. Before joining the Strates organization he was with Dodson's World's Fair Shows and for a time operated his own carnival company.

Brief services will be conducted Tuesday (25), with the body being held for burial early in February. He had no known relatives.

## GLADES AMUSEMENT CO.

Want for Central Florida Colored Fair, Sunbrock Speedway, Orlando, Fla., January 31-February 5, to be followed by Martin County Fair, Stuart, Fla.; Highlands County Fair, Sebring, Fla.; Volusia County Fair, De Land, Fla., and others to follow. Can use well-framed Illusion Show, Jig Show and any other Show of merit. Concessions that work for stock only.  
**JERRY SADDLEMIRE or JOHN KEELER**  
 Hardee County Strawberry Festival, Bowling Green, Fla., this week. Phone 9221.

## BROADWAY SHOWS OF AMERICA

Opening January 31, Vidalia, Georgia; followed by two service pay days. Place Girl Show with or without equipment; Buck Harper, contact me. Want Man for Geek Show, Place Popcorn, Candy Apples, Palmistry, Hanky Panks at winter rates, \$12.50; two for \$20.00. Can place Razzle and Skillo Agent, useful Carnival Help. All Address:  
**JOHNNY RYAN, BROADWAY SHOWS**  
 VIDALIA, GEORGIA  
 P.S.: Place Girls for office-owned Girl Show.

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**GIVE TO DAMON RUNYON CANCER FUND**

## Skaters, Owners, Pros Meet in San Antonio

SAN ANTONIO, Jan. 22.—The Starlighters, nationally known social and welfare skating club and the management of the North St. Mary's Skating Rink, headed by Joe Spillman were host last Sunday (16) to competitive skaters from all of South Texas, as well as rink operators and professional teachers of roller skating in the State of Texas.

The competition was in dance skating and singles, pairs and fours. Referee of the event was Joe Nazzaro, one of the top authorities and teachers in this country, who arrived here by plane from San Leandro, Calif., where he is the pro at the Rollarena.

Following the competitive events, the operators and professional teachers held a mid-winter meeting in the clubroom of North St. Mary's to plan statewide events for the year. C. W. Robinson is president of the Texas State Chapter of Roller Skating Rink Operators Association, and he is also

vice-president of the parent national organization.

Also a clinic for skating rink operators and teachers was held by Nazzaro on January 17-18. Ralph Barker, professional teacher of North St. Mary's, was in charge of arrangements of the clinic.

## Advance Sale Big for Twin City Feature

ELIZABETH, N. J., Jan. 22.—Finishing touches are being put on the annual championship fund show of the Twin City Skating Club of Twin City Arena here, home-base link in the America on Wheels chain of rinks. According to club officials advance ticket sales for the January 24 show indicate that the presentation will be a big success.

The show will feature 11 production numbers and a cast of 60 skaters. It will run approximately 90 minutes. Regular skating sessions will be held before and after the show.

Featured skaters will include George Schmitt, club president, in a singles number, and singles acts by Diane Ludwig and five-year-old Barbara Morgan. Also programmed are Joan Sirois and Oliver Heisler in a dance number and an eight-person skating routine composed of national champions George Schmitt, Joyce Bonacore, Eileen Laflin, Oliver Heisler, Barbara Firedman, Bernard Jast, Earl Roberts and Carol Schultz. Finale will be a clown number by a cast of 60.

## URO Calls Op Biz Meeting At Twin City

ELIZABETH, N. J., Jan. 22.—In accordance with a resolution adopted at the national meeting in Washington last year of United Rink Operators, William Schmitz, general manager of the America on Wheels chain, is calling a meeting of the URO Eastern division for February 7 at 2 p.m. in the conference room of Twin City Arena here.

It will be an informal meeting devoted to an exchange of ideas on rink operation, promotion and discussion of problems confronting the operator, said Schmitz. It is open to all operators, regardless of their association affiliation.

## AOW Race Standings

ELIZABETH, N. J., Jan. 22.—Amassing 10 points in the latest America on Wheels inter-rink racing league contests. Hackensack (N. J.) Arena continues to hold a narrow 18-point lead over its nearest rival, Peekskill (N. Y.) Arena. In the third slot with 80 points is Paterson (N. J.) Arena, followed by Boulevard Arena, Bayonne, N. J., 60; Twin City Arena, Elizabeth, 46; Florham Park (N. J.) Rink, 20; Mount Vernon (N. Y.) Arena, 16, and Capitol Arena, Trenton, N. J., 14. Next contests are slated for Twin City Arena, January 22.

## SKATE QUEEN

### Bermuda Trek To Winner of J-A Contest

NEW YORK, Jan. 22.—An all-expense cruise to Bermuda aboard Furness Lines' "Queen of Bermuda" with accommodations at a plush hotel, has been posted as the main award in the 15th annual New York Journal-American Skate Queen Contest, scheduled for two nights next month at giant Empire Roller-drome, 200 Empire Boulevard, Brooklyn. Eliminations are scheduled for Saturday evening, February 19 and the finals for a week later on Saturday night, February 26th.

In all, 15 girls will get prizes, including Chicago-Hyde shoe-skate outfits (precision for the Queen and regular models for five runners-up), Bulova wrist watches, and the usual trophy for the winner, donated by rink ops Mike and Sunny Durante.

Any girl is eligible to enter, regardless of association affiliation or lack of it, as the contest involves no test of skating skill.

Rules require only that entrants appear on roller skates for elimination judging, and again if selected for the finals. Judges will be seeking an attractive girl to glorify for a year as the ideal All-American type distaff roller skater. Entries are being accepted, and there is no fee, by Bill Love, New York Journal-American.

## Shore Holds 1st Place in J-P League

VENTNOR, N. J., Jan. 22.—Altho outscored by the home club, the roller-racing team of Shore Skating Club stayed in first place in the Jersey-Penn League. The January 8 meet was the opening round of the season's second half for the Jack Adam's trophy, and was closely contested, Ventnor scoring 280 points to 230 for Shore.

Highlight of the evening was a torrid one-mile duel in which Eddie Ferrara, of Shore, bested Ralph Conrad, Pennsville, national titleholder for intermediate boys. Of paramount import to Lew Harvey, Shore coach, was the performance of Milton Ervin, who in his first competitive role won the juvenile boys' race over aspirants from five clubs.

Of eight events on the distaff side, Shore came out best in the junior division with a one-two punch generated by Agnes O'Hagan and Barbara Steen.

Standings and points to date are Shore Roller Drome, Neptune, 1,560; Ventnor Athletic Center, 1,480; Mamouth Casino, Pennndel, 1,100; Riverview Beach Rink, Pennsville, 550; Riverside Roller Drome, Riverside, 490, and Velvet Arena, Keansburg, 430.

Next clash will take place at Riverview Beach Rink Saturday (22).

## Midtown Holds Polio Benefit

SAN ANTONIO, Jan. 22.—The Midtown Roller-drome, owned and operated by Dick Landsman, staged a two-day skating show and dance this week with the proceeds going to the March of Dimes. The show was given on January 18-19 with tickets selling for \$1.

Don Launer and his orchestra were booked to provide the modern dance music on Tuesday, with Walter Kleypas and His Lone Star Band playing on Wednesday night.

A free skating period was held from 7 to 8:15 p.m. which was followed by a special skating show and fun fest from 8:30 to 10 p.m. Dancing to the orchestra followed from 10 to midnight.

## ROADSHOW REP

"THE HOLIDAYS brought me greetings from rep people from coast to coast and thought that a roster of them might not be amiss, as some of the names have been missing from the column for some time," writes Al Picaithley, former rep man now located in Carlsbad, N. M. "Among those sending greetings were Clarence Balleras, the prize candy man, who came forth with an unusual card—a cut of the Roy E. Fox Players taken years ago in Texas. Recognized in the picture were such well knowns as the Fox family, the late Harley Sadler and the late Roi Lorenzo. The Schaffners, Neil and Caroline, now in Sarasota, Fla., had a card based on the show's recent appearance on the 'Omni-bus' TV program. Also received cards from Glen and Sylvia Phillips, Sioux Falls, S. D., and Verne and Ora Slout, who direct antique shows out of their Vermontville, Mich., home. Their son, Bill, recently went to New York after closing with 'Naughtie Natalie.' Also had word from Monte Montrose, who is at home in Shenandoah, Ia., after closing with Henry Brunk. The latter and his wife, Mercedes, are in Dallas prepping for the new season. Was sorry to learn of the passing of Pearl La They just before Christmas. I had trouped with her and Bob on the Schaffner show. She was a fine person and trouper. Jimmy Martin, for many years with Neale Helvey, is in Veterans' Hospital, Iowa City, Ia. Helvey is now working as a single in a Waterloo, Ia., cocktail lounge. Hal and Pynx Hester, former rep folks, have a hat factory in Carlsbad where I remain with Station KAVE. My wife, Lynne Townsend, has a pre-school kindergarten. Her parents, Roy and Peggy Lewis, spent the holidays with us. They have deserted the school assembly field to troupe with the Crafts Shows on the coast."

tor, who died January 7 of a heart attack. For many years a well-known musician and actor, Kenyon had made Denver his home since his discharge from the Army. In recent years he had been a salesman for a building supply company. During his career Kenyon had trouped with such outfits as the Edgar Jones Players, Davis-Brunk, Henry Brunk's Comedians, Larry Nolan Players and the Clyde Waddell Stock Company. At one time he and his brother, Gene, operated the Kenyon Bros. Players thru Missouri. Kenyon started out as a trumpet player at the age of six with his family, all musicians. His father had headed the musicians' local at Carthage, Mo. Surviving are his widow, Ruth, and five brothers. Burial took place in Fairmount Cemetery, Denver. . . . J. Austin Trainor, veteran character actor, reports he appeared in the cast of Betty Large's "Adventures With Santa Claus," a holiday program broadcast over Station CFCY, Charlottetown, P.E.I. Miss Large is continuing her "Magazine of the Air" and "Sleepy Town Express" programs over the station.

## Mich. Exec Urges

Continued from page 76

in the better development of our youth."

A report was read at Tuesday's session on the 1954 Michigan County Fairs by Edward R. Zemmer, of the Department of Agriculture, who said: "It is a pleasure to see the progress many fair boards are making in the improvement of their fair buildings. Some have now introduced night harness races, and with successful results."

He said that approximately three million people attended Michigan county fairs during the '54 season, roughly representing one-half of the entire population of the State.

Director of the Michigan Department of Agriculture, George S. McIntyre, discussed mutual fair problems in a round-table forum, and emphasized that the co-operation of the fairs with the government "has been very commendable and satisfactory."

Hazen L. Funk, Detroit commissioner of purchases, acted as toastmaster for the Tuesday evening banquet and floorshow, which concluded the activities for the Association of Fairs and Exhibitions.

## Governor Talks

Honorary speaker was Gov. G. Mennen Williams, who gave the welcoming address. Outgoing President Joy O. Davis presided, introducing newly elected President Roy H. Brigham. Other talks were given by Nick Kerbawy, general manager of the pro football Detroit Lions; George McIntyre, director, Department of Agriculture, and Walter W. Fuller, of The Detroit News.

A special citation award was given the association by Noble D. Travis, State chairman of the United States Bond Drive, for the part the fairs and showmen played in publicizing the sale of federal savings bonds.

## Levy Emsees

Sam J. Levy, president of Barnes-Carruthers Theatrical Enterprises, Inc., served as master of ceremonies for the floorshow: of seven acts presented by the various theatrical associate members.

At the business meeting of the Michigan Harness Horsemen's Association Monday afternoon, the following were elected: George McIntyre, president; Louis Kehoe, vice-president, and Charles Coon, secretary-treasurer.

Directors chosen were Perry Williams, Owen Brennan, William Dee, Dan Lowe, Lloyd Honeywell, Franklin Meharg, J. Kole, Douglas McArthur, Sam Johnson and Mac MacQuarrie.

The harnessmen's banquet Monday evening was highlighted by talks by Don Miller, of the U. S. Trotting Association, and James Inglis, Michigan racing commissioner.

FUNERAL services were held January 10 in Denver for Cecil R. Kenyon, old-time repertoire ac-

## DRIVIN' 'ROUND THE DRIVE-INS

TOLEDO'S seventh drive-in was opened Thanksgiving Day. Located northwest of town, it is titled the Miracle Mile, named for a nearby shopping center. It is the sixth in Ohio and Michigan controlled by the Theater Operating Company, of which Al Boudouris, Toledo, is president. The Miracle Mile is a \$460,000 project. Capacity is 1,500 cars, but it will be expanded to 2,000 by spring. It has a Selby CinemaScope screen, 130 by 56 feet. Speakers are arranged under the double-ramp plan, conserving space, and each post is equipped for plug-in of Arvin car heaters, which are rented for 10 cents. Speakers are Eprad hi-fi stereophonic units. The Century projector and other equipment was supplied by Theater Equipment Company, Toledo.

At the center of the grounds is a huge concession building with four service lanes. It is operated by Berlo Vending Company. . . . Nusbaum & Phillips is constructing a drive-in to be called the Bel-Air at Jackson, Mich., with opening scheduled for early spring. . . . The Ashmun brothers, Michigan theater owners, have scheduled a spring opening for their new projected drive-in at Saginaw.

A DRIVE-IN just outside of Woodbury, N. J., following the required change in the city's zoning, is being planned by Herbert A. and Alfred E. Hill, of Woodbury. . . . The Philadelphia Zoning Board of Adjustment turned down the application of A. M. Ellis to build a drive-in on the Roosevelt Boulevard within the city limits. It was to have cost \$500,000, including the purchase of the 20-acre site, and accommodate 1,500 automobiles.

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For large rink in large Eastern city. Starting salary \$75.00. Write  
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1200' dual track 7 1/2" speed. Full hour program. 20 numbers, non-ASCAP, licensed for YOUR use. No specialties, waltz, fox trot, polka and march tempos, for your "all skaters, the customers who keep your rink open." Leading organists. ONLY \$9.95 ppd. (NYC add 3% tax.)  
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The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.  
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We invite you to bring your skates to Curvecrest and see for yourself.

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## MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

A dramatically different item is being promoted by Waldrop Enterprises, Arlington, Tex. The Rangefinder, successor to the sling-shot and newest addition to the sportsman's world, shoots arrows as well as steel balls, etc. Rangefinder has a sturdy aluminum frame, alloy pistol-grip handle, perfect balance, retractable arrow support, fine quality rubber sling and a pull equal to that of a powerful bow. Not a toy, but a sportsman's item, each kit comes complete with 50 one-fourth-inch diameter steel balls, standard NSA target, extra sling and roll pins. A smaller, lighter model is also available for younger sportsmen. The Rangefinder has tremendous power and range with arrows or steel balls, and is accurate and silent. The sighting ring automatically aligns "on target" and assures a high degree of accuracy. Dealers, jobbers, concessionaires and demonstrators are invited to write for discount sheets. Retailers for \$2.98 and \$3.98 postpaid.

Executive Advertising Company, Washington, thinks, as do we, that readers of this column would be interested in one of the most economical advertising specialties devised. This is a business calendar card with the advertisement raised-printed on the front and a 1955 calendar on the back. Price is \$3.75 for 1,000 postpaid. Service is quick and the firm guarantees accuracy.

A new novelty is being introduced by G & S Manufacturing Company, Nashville. Called Gas Shaver, each is individually packed complete with genuine plastic shaving razor and long rubber hose.

Can be used by either ladies or men, has no electrical connections, no springs or winding, no motors, just gas. One of the best gags yet with enough appeal to sell in volume. Write G & S for details. Dealers cost is \$6.75 per dozen. It retails for \$1 each. Dealers and distributors are asked to write for quantity prices.

A holy miracle cross is being introduced by the Enchantment Gift Shoppe, Santa Fe, N. M. By looking through the lens the size of a pin head in the center of the cross, marvelous detail will allow you to clearly read the Lord's Prayer. Plated in gold, the cross and chain comes with the following sparkling stones, all white, red and white, blue and white or green and white. The chain is 16 inches long and has a clasp. Suggested as an Easter gift, the cross comes gift boxed. Priced at \$1 each, postage paid, Enchantment Gift Shoppe requests payment in advance and will ship the colors you specify.

Tee Jay Toys, Inc., New York, announced that its giant plush bear, a favorite of the carnival trade at \$20 a dozen, will now be cotton stuffed instead of straw. They will maintain the same low price for this superior quality bear. This offer will take effect February 1.

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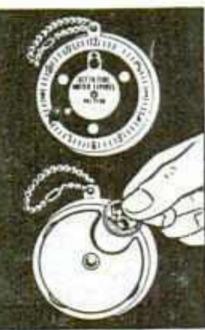
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Top item with all girls, women! Folds to purse-size, 2 1/4" x 4 1/2". Plastic. Protects head, hair-do from rain, snow, etc.

Rain Hood (49c retailer), per doz. . . . \$2.40 Gross \$25.92  
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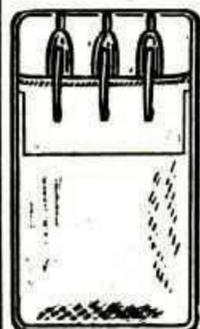
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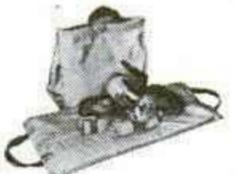
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Automatic Repeating Metal Cap Gun—SELLS ON SIGHT! 75¢ per Dozen, \$8.40 per Gross. Caps for Cap Gun—30¢ per 100 Rolls. Automatic Repeating Metal Water Gun 75¢ per Dozen, \$8.40 per Gross.

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# PIPES FOR PITCHMEN

By BILL BAKER

AT FIVE O'CLOCK . . . in the morning, our old friend Jack (Bottles) Stover took time out to bellow the following from the far reaches of the Shenandoah Valley: "Bottles is battlin' the battle of the cold breezes. Since December 1 there has been only one day that the marks considered fair. But being a year-round hustler, I remember the words of Capt. John Sheesley, 'Everything is fair on the fairgrounds.' Clyde Forkner spent a few days around Harrisonburg, Va., en route to visit his brother, Heavy, and some other boys in the vicinity of Ashville, N. C. Was glad to read the pipes from E. C. Pardee and all the other knights of the leaf and keister. Well, I guess I better get on my way because the little woman was just telling me the other day that if I didn't get out and get with it, the wolf would be knocking on our door. That threat doesn't give much of a jolt, however, because I feel that even a wolf wouldn't have the nerve to come knocking on a sheetie's door. Best wishes and good luck to everybody.

**AL DELESK** . . . circulation manager of The Southern Planter, dropped in for a chin fest with Jack (Bottles) Stover and his pal, Clyde Forkner, while the boys were cavorting around Harrisonburg, Va.

**WHO COULD BE SO . . .** hard-hearted as to lend a deaf ear to the following plea postulated by E. C. Pardee from Hopkinsville, Ky.? "Well, here I am sending a line from Kentucky. I've been here working paper for a few days and things look pretty good. If anyone has been here and left, let me hear from you in the next pipe. It's a little tough to get a Billboard around these parts (Editor's note: remind me to take this deplorable matter up with the circulation department), so please write."

**DESPITE ALL . . .** the medical research and all the wonder drugs that have been developed during the past several years, the names of some old-time troupers continue to pop up in our Final Curtain column. We're sorry to note the latest addition is John Ed Wilkins. According to reports, Wilkins was found suffocated January 6 in a hotel room in Oklahoma City. Old John, who was three score and one, had spent the better part of 30 years as a concessionaire on various carnivals. However, for the past three years he had been working paper in the Oklahoma area.

**MRS. SAM D. JONES** . . . of Ahoskie, N. C., would like to know whether the Dr. Al Harvey whose name popped up in the January 8 Pipes column is the same gent who was working around Baltimore last May. Mrs. Jones pens in part: "I live in this small town in North Carolina and most of the circuses and carnivals that cover this territory play in the vicinity of where I live. From time to time I've met a lot of show folks and I think they do a wonderful job of entertainment for the public. There have been quite a few names that are familiar to me that have appeared in your column and I was wondering whether the Dr. Al Harvey, whom you mentioned in the January 8 issue of The Billboard, is the same Al Harvey who used to troupe with King Bros. Circus." Incidentally there is some mail being held in the Cincinnati office of The Billboard for the good doctor, so if he'll let us know where he is currently hangin' out, we'll see that he gets it.

**TOM KENNEDY** . . . very definitely wasn't giving with a lot of gaff when he told us, about a year ago, that he had sold a story to one of the more popular whodunit magazines. Sure nuff, Thomas has sent us a copy of Dell Publication's Front Page Detective for February, and right on page four (with his own byline) he starts to unravel a most interesting yarn about an 18 carat murderous ingrate whose body turned to stone after he was hanged for pulling a pretty messy job of cutting up a nurse. Tom admits that he has

taken a lot of good-natured razzing from some of the brothers but the fact that the story was published is a fair indication that it's on the up and up. In any event, if you have an extra two bits, go get yourself a copy of the mag—it makes hair-raisin' readin'.

**BIG AL WILSON** . . . postals that he's been in Venice, Fla., working for his brother Duke Wilson who, in addition to being a very big wheel in the Elks Country Club there, is also the operator of a flock of concessions in the local drive-in theaters.

## COMING EVENTS

- Continued from page 75
- Dallas—Exposition of Modern Living, Feb. 13-20. Louis L. Young, 4427 Sexton Road.
- Dallas—Allied Gift and Jewelry Show, Feb. 20-25. Mrs. M. Dalton, 3832 Wilshire Blvd., Los Angeles.
- Dallas—Southwestern Gift Show, Feb. 20-25. Fred Sands, 3102 S. Joplin, Tulsa, Okla.
- El Paso—Southwestern Livestock Show and Rodeo, Feb. 6-13.
- Fort Worth—Fort Worth Rodeo, Jan. 28-Feb. 6.
- Fort Worth—Southwestern Expo. & Fat Stock Show, Jan. 28-Feb. 6.
- Houston—Fat Stock Show and Livestock Exposition, Feb. 2-13.
- Houston—Sports Show, March 18-27.
- Laredo—Washington Birthday Celebration, Feb. 17-18.
- McAllen—Home & Do-It-Yourself Show, Feb. 23-27. Pat O'Toole, Casa de Palmas Hotel.
- Mercedes—Rio Grande Livestock Show, March 8-13.
- Mission—Citrus Fiesta, Jan. 28-30.
- San Antonio—Livestock Exposition, Feb. 18-27.
- Virginia
- Norfolk—Do-It-Yourself Show, Feb. 19-22, 28-March 3.
- Richmond—Home and Garden Show, March 22-27.
- Washington
- Seattle—International Trade Fair, March 11-25. Kenneth V. James, 215 Columbia St.
- Wisconsin
- Milwaukee—Home Show, March 12-20.
- Milwaukee—Milwaukee Sentinel Sports & Vacation Show, March 26-April 3.

- CANADA
- Alberta
- Edmonton—Spring Livestock Show and Sale, March 21-25.
- Quebec
- Quebec—Winter Carnival, Jan. 6-Feb. 22.
- Toronto—Sportsmen's Show, March 11-19.

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ATTENTION—HOSIERY; LOW PRICES FOR Jobbers, pitchmen and salesmen; complete line. Ladies' and Men's, Children's Hosiery. Nylons, \$1 dozen up; sample order one dozen, slightly imperfect Nylons, packed beautiful cello bags, \$3; prompt shipments and satisfaction guaranteed or money refunded. S. F. Pollard Mfg. Co. (5-1741), 1258 Market St., Chattanooga, Tenn. fe12

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Ropes, chain & beads, asst. dz. \$5  
4 Tailored earrings, asst. gr. \$15  
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Stone Oriental pins, asst. gr. \$18  
Stone Pins, asst. gr. \$18  
Rhinestone neck & earrings, boxed, dz. \$9  
Bracelets, round & link, asst. gr. \$30  
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MANUFACTURE, REPAIR, TRADE ANYTHING canvas. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y. ap2

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OFFER U. S. AIRCRAFT, DROP (BELL) tanks, 7, 10 and 11' long, torpedo shaped, 26" center diameter, an unexcelled item for Kiddie Rides; manufactured by Tappan Stove Co., cost government \$100 each, \$12 each. Also government cast iron (hot dog) griddles, 13½x25", use single or in series, \$3.50 each, packed 2 to carton. Also clear plastic Aircraft Homes, 4" diameter, \$1 each, \$1 bill (refunded). Ship items; cost government \$250; our price, \$19.75. All types winches, hand and power, from 500 lbs. to 45,000 lbs. capacity. Also large quantities Navy rope, cable, canvas, tow chains and 35,000 other items in stock at surplus prices. Redmond Lumber Corp., P. O. Box 1068, Richmond 8, Va.

ONE TENT 40'x80'—300 SEATS. DROPS, Electric Equipment and Stage. Everything complete, \$975. All replies Bill F. Patrick, 262 North Main St., Waterbury, Conn. fe5

POPCORN MACHINE—MANLEY STYLE 47, double cooker; cost over \$1700 about six years ago. Want \$850. Would trade for Mangle or Photo-Wrap. Write our motor powered Dart Wheels, \$20 each. Wornall Road Kiddie-Land, 8440 Wornall Rd., Kansas City, Mo. ja29

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PORTABLE SKATING RINK FOR SALE—Reasonable. Joseph Ross, Greensboro, Pa.

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60-INCH SEARCHLIGHTS—SPERRY & GE Lamp assemblies and lamp operating assemblies, carbon, and other parts new, in original boxes. 100,000 feet 1-6 single conductor power cable, 25¢ per foot. Thousands of other War Surplus items. Anderson Bros., 15400 Hesperian Blvd., San Lorenzo, Calif. All inquiries answered. fe5

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among over-all entertainment weeklies—is a member of the AUDIT BUREAU OF CIRCULATIONS.



## FTC Drops Charges Vs. Canteen; No Violation of Clayton Act Seen

Operator May Get Preferential Price, Reflecting Packing, Service Economy

NEW YORK, Jan. 22.—Probably the most monumental and far-reaching decision ever handed down by any government agency or court involving the relationship between an operator of vending machines and suppliers of merchandise was announced by the Federal Trade Commission in Washington Monday.

A 12-year-old case involving the Automatic Canteen Company of America—charged with violating Section 2-F of the Clayton Act, as amended by the Patman-Robinson Act—was dismissed. The majority opinion, handed down by Commissioner Lowell B. Mason, underscored two points which should have historic significance to vending operators in the 48 States. Briefly, they were:

1. The fact that the buyer (operator) is able to purchase at a price below the prices paid by competitors does not, in itself, constitute a violation of the Clayton Act. When the lower price is justified by lower costs and less services, it may be considered a normal business transaction.

### Burden of Proof

2. It is not up to the buyer to prove that the lower price reflects

decreased costs for the seller. The burden of proof on the FTC, and the operating procedure of the seller—not the buyer, must be scrutinized to determine whether or not preferential prices are justified.

The original action was instituted March 19, 1943, when the FTC issued a complaint charging that a relationship existed between Canteen and its suppliers whereby Canteen was able to purchase supplies at a more favorable price than could its competitors. The specific charge against Canteen was violation of the "buyer liability" clause of the Robinson-Patman Act. This clause forbids a buyer from "knowingly inducing or receiving" certain price favors which discriminate against his competitors.

In August, 1950, the FTC ruled. (Continued on page 95)

### NO TRAFFIC

## Boss' Office Proves Poor Milk Location

WASHINGTON, Jan. 22.—Servicemen of the G. B. Macke Company here last week removed the milk vender that had been located at the entrance to Secretary of Agriculture E. T. Benson's office and moved upstairs to a busy corridor of the North Agriculture Building.

On location since April, 1954, the vender had been averaging sales of 213 half-pint cartons a 20-day working month, or daily sales of 10.6 cartons, and that just wasn't enough.

If vending sales are any measure of popularity, Benson's office must be one of the least frequented of. (Continued on page 94)

## Miami Bans Bulk Machs. On Sidewalks

MIAMI, Jan. 22.—The Miami police department ordered all vending machines off city sidewalks by January 17, under threat of confiscation. The units are penny ball gum venders, scales and stamp dispensers.

Lt. Jack Rice warned that it will cost operators \$5 apiece to recover vending machines removed.

The decision to remove the machines from city sidewalks was reached, according to Lieutenant Rice, after several persons com- (Continued on page 94)

## English Firm Builds Mills Bottle Venders

CHICAGO, Jan. 22.—Coolers & Venders, Ltd., London, licensed by Mills Industries, Inc., to make its venders for export, is in full-scale production of the Mills' bottle machine, A. E. Tregenza, head of Mills, F. L. Jacobs Company subsidiary, announced.

## Milk Vending Keys State Dairy Meet

NEW ORLEANS, Jan. 22.—Automatic selling in general and milk vending in particular were the top-interest subjects presented to the annual convention of the Louisiana Dairy Products Association at the Jung Hotel January 16-18.

Tracing the development of automatic merchandising and milk vending was C. R. Schreiber, editor and publisher of Vend, sister publication of The Billboard, in an address: "Vending: A Challenge and an Opportunity." He emphasized:

Of the approximately 5,000 operators in the industry, there are

500 dairies who have purchased either milk or ice cream venders, or both, and have set up vending divisions within their existing corporate structure or formed separate companies to handle this phase of their business.

"Any plant capable of support- (Continued on page 94)

## TIRC Grants Total 164G

NEW YORK, Jan. 22.—Nine grants, totaling \$164,295 for the study of the effects of smoking on health, have been announced by the Tobacco Industry Research Committee.

Dr. Leopold R. Cerecedo, Fordham University, will survey early chemical changes in the lungs of tumor-bearing rats and mice. Dr. (Continued on page 94)

## Eastern IPA Meet Set for March 8

NEW YORK, Jan. 22.—The International Popcorn Association will hold an Eastern Regional popcorn and concession conference here March 8.

Lee Koken, of RKO Theaters Corporation and senior director of IPA's Theater-Concession segment, is general chairman of the event.

"The conference will feature one-day workshop sessions for theater and concession operators, manufacturers and distributors," said IPA president Bert Nathan, Theater Popcorn Vending Corporation, Brooklyn.

Details of the program have not been completed.

### COIN COLLECTORS

## Auto. Merchandising Takes To Road on N. J. Parkway

RED BANK, N. J., Jan. 22.—Automatic merchandising will take to the highway again soon, when the New Jersey State Highway Authority, operator of the Garden State Parkway, makes its second attempt to substitute mechanical coin takers for human toll collectors.

Last fall, at the Union toll entrance, the NJSOA installed two automatic coin takers developed by the New Hampshire Highway Department.

The units flanked the collectors' booths at either end of the highway. As the motorist approached the booth, a red light flashed on telling him to stop and deposit the proper coins in the chute.

### Green Light

When the coins were deposited, a green light flashed on, thanking him and telling him to be on his way. If the motorist failed to deposit the proper amount, a gong rang, and the attendants were there to pounce on the offender.

However, the coins had a tendency to stick in moist weather, and the green light would not flash after the proper sum had been deposited. That meant the attendants had to leave their booths and straighten things out.

The new equipment, developed by Teller & Cooper, Inc., Brooklyn, will be installed at the Raritan toll plaza, south of the Raritan River.

These machines will have hoppers instead of coin chutes, thus allowing the motorist to toss his coins into the machine.

While the two units are not operating, Milton Levy, NJSOA executive, said they are still on location and may be re-tested at a later date.

## Ind. Mulls \$1 License For Venders

INDIANAPOLIS, Jan. 22.—Consideration of a bill which would impose a \$1 license fee on all vending machines in the State was begun this week by the judiciary committee of the Indiana House of Representatives.

Recommended by the Commission on State Tax and Financial Policy, the measure was introduced by Rep. Cabel C. Ball, Republican of Lafayette, and Rep. Walter H. Maehling, Democrat of Terre Haute.

As defined in the bill, a "vending machine is a mechanical dispenser of goods which responds upon the insertion of a coin, and, further, makes automatic delivery (Continued on page 94)

## Jacobs Buys Caster Co.

DETROIT, Jan. 22.—F. L. Jacobs Company, bought the Colson Corporation, Elyria, O., 70-year-old manufacturer of casters and material handling equipment, Frank E. Howard, chairman, announced this week.

Jacobs, automotive parts manufacturer, purchased the Mills Industries, Inc., and Selmix Dispensers last October, and operates both firms as independent subsidiaries.

The Colson purchase price was not disclosed.

The acquisition of Colson marks another step in Jacob's expansion and diversification program, Howard announced.

Howard indicated the Colson purchase would add more than \$14 million to Jacobs' annual sales. At the present, Jacobs' annual sales are about \$30 million from its automotive parts division and another \$11 million from Mills and Selmix, Howard said.

## C.&C. Plots Vending Course for 1955

NEW YORK, Jan. 22.—Big things are in the offing for the vending of canned carbonated beverages, according to George T. Herald, in charge of the sirup, vending and concessions department of the C.&C. Super Corporation.

Herald and top C.&C. executives discussed vending potentialities for the firm's SuperCoola line at the C.&C. national sales meeting here Wednesday (19). He added that the 1955 vending program, including operator finance plans, will be disclosed early in February.

Executives at the sales meet included Walter Mack, president; William Geisler, executive vice-president; M. V. Odquist, vice-president in charge of sales; Adam Male, treasurer, and Larry Bagg, assistant general sales manager.

### Central Tool

Herald did reveal that C.&C. plans to work closely with the Central Tool Company, Inc., Hartford, Conn., on the development of its canned drink vending program, and that the five C.&C. plants will also serve as vending headquarters.

Plants are at Englewood, N. J., for the Northeast; Narrows, Va.,

Mid-Atlantic; Lake Alfred, Fla., South; Chicago, Midwest, and Los Angeles, West Coast.

At the sales meeting, Geisler discussed product development; Odquist outlined the 1955 sales program, and Bagg spoke on the broker, distributor and wholesaler organization.

According to Herald, C.&C. has shipped more than 50,000,000 cans to retail outlets and test vending operations in its 18th months of canned carbonated beverage manufacture.

## N. Y. Bulk Vender Group Provides Idea Mart

NEW YORK, Jan. 22.—Many a local vending operator association has been formed hastily when the threat of repressive legislation or a test court case forces competitors to band together. When the emergency ceases to exist, the organization, too, may cease to exist.

The New York Bulk Venders' Association was formed early in 1954 for the purpose of presenting the side of the charm venders in a case which involved the legality of the all-charm machine in the city.

However, as the first birthday of the group has passed, the organization shows no indication of coming apart at the seams. Expanding from its original purpose, members of the organization are currently holding monthly meetings to thrash out operating problems, discuss trends in supplies and equipment, and generally trade vending information.

### Expanded Membership

At the Wednesday (19) meeting, operators discussed expansion of membership to include operators of all bulk vending equipment in the area. Current members are all charm operators, but they also operate ball gum and nuts.

Also discussed was the possibil-

ity of inviting industry spokesmen—representatives of manufacturing firms producing vending supplies, and of vending machine manufacturers—to address meetings.

While no formal discussion (Continued on page 95)

## New Guggenheim Crayons, Pictures Line in Production

NEW YORK, Jan. 22.—Karl Guggenheim, Inc., this week went into production on its new Do-It-Yourself capsule line. The first item, to sell for \$20 a thousand, consists of four colored crayons and three outline pictures on gummed-back paper.

The buyer can complete the picture by coloring the blank spaces. Immediate deliveries on the charm will be made.

Meanwhile, the firm is in the midst of an expansion and renovation program at its Union Square headquarters. Some 2,500 square feet in the building have been annexed for shipping and storage purposes, and offices and showroom are being redecorated.

## PUSH-BUTTON PIZZA PIES

PONTIAC, R. I., Jan. 22.—A vending machine dispensing six varieties of pizza pie has been developed by P. D. Jamieson, Inc., here.

After the coin is deposited, a button is pressed to select the flavor desired. The pie slides out of a refrigerator and into an oven where it is baked and delivered hot in one minute. Pies can be delivered at 10-second intervals immediately after the first one has been dispensed.

(Continued on page 95)

### Reynolds Boosts Hanes, Galloway

NEW YORK, Jan. 22.—Robert M. Hanes has been named director and A. H. Galloway vice-president of the R. J. Reynolds Tobacco Company.

R. C. Haberkorn, who is retiring as director and chairman of the executive committee, will be succeeded in the latter job by Hanes. John C. Whitaker, chairman of the board, assumes additional duties as executive committee chairman.

Hanes, president of the Wachovia Bank & Trust Company, Winston-Salem, N. C., was chief of the Economic Co-Operation Administration mission to Belgium, Luxembourg and Western Germany in 1949 and 1950 and later was economic advisor to the United States high commissioner in Germany.

Galloway joined the company in 1929 and became a director and treasurer in 1951. He will continue as treasurer.

### Cleveland Transit To Get Venders

CLEVELAND, Jan. 22.—The Cleveland Transit System is expected to act on vending machine contracts for station locations next month.

Howard G. Cumler, CTS transportation chief, said he was swamped with proposals from operators who want to place machines at the rapid transit stops.

The East Side rapid transit opening planned for early March is one of the reasons which prompts action on station machines sometime in February.

One of the firms eyeing the rapid transit market is the Kissel Catering Company, which is said to have one of the most complete line of vending machines in Cleveland.

John Zak, a Kissel official, said the firm would make a survey of the rapid transit stations before deciding what items would sell the best at each.

Competitive bidding is expected to be used in selecting operators for the station-located units.

### Blast Destroys 2 Cigarette Venders

KOLDING, Denmark, Jan. 22.—Someone with a supply of giant firecrackers left over from the New Year's celebration blew up two cigarette vending machines by tapping the fireworks to the machines and setting off the blast.

Both machines were badly wrecked and the thief got away with smokes and the cash from the machines. While it is customary and legal to use fireworks for celebrating on New Year's in Denmark the government forbids all sale of such items during the six weeks prior to the end of the year.

This, however, results in a lot of powerful home-made firecrackers and small bombs, which are more potent than those handled by the dealers.

### Vend 200 Free Coffees On New Year's Eve

PROVIDENCE, Jan. 22.—A coffee vender dispensed over 200 free cups of coffee to motorists invited "to make that last one for the road" on New Year's Eve by Kwik-Kafe of Providence, Inc.

Lester E. Siegel, president, said that the free coffee was vended from 9 p.m. to 6 a.m. at the Providence police station. Local newspapers carried the news of the invitation.

### PROTEST NOISE OF ICE VENDER

PHILADELPHIA, Jan. 22.—Residents of Germantown appeared before the Zoning Board of Adjustment to protest the granting of a permit for an ice vending machine to be located in a gasoline station in the neighborhood.

Edward Bink, one of the neighborhood residents who was in the protesting group, said it was "impossible to have windows open in summer because of the noise made by the motor of the machine."

Application for the permit was made by Mahlon A. Young Ice Company, 1444-46 N. Philip Street. Testimony was given that the ice was purchased by fishermen on their way to seaside resorts in the summer.

Edward Logan, lessee of the service station, told the zoning board he recently posted a notice on the ice machine that no ice would be sold after 10 p.m. However, the protesting residents asserted this would not satisfy them and they did not want the ice vending machine there.

### T&A Liquidation Given Approval

NEW YORK, Jan. 22.—Liquidation of Tobacco & Allied Stocks, Inc., was approved this week by a vote of more than 90 per cent of the outstanding stock.

The company's assets will be prorated to stockholders on the basis of holdings on December 31, 1954. Distribution will include full shares of portfolio securities, cash for fractional interests, and additional cash of about \$1.90 a share.

T&A was the major stockholder of Benson & Hedges, maker of Parliament cigarettes, which was purchased last year by Philip Morris & Company, Ltd., Inc. The liquidation is to eliminate double taxation on dividends from the newly acquired PM stock.

### Candy Wholesalers Plan Winter Meet

WASHINGTON, Jan. 22.—The National Candy Wholesalers' Association will hold its annual winter board meeting at the Statler Hotel here February 17-19.

Special attention will be given to the NCWA group insurance program, the specialty and sundry department and the gift catalog. Also on the agenda are proposed amendments to the Patman-Robinson Act and expected attempts to place outside salesmen under the wage-hour law.

### Beech-Nut Names Grammer Director

CANAJOHARIE, N. Y., Jan. 22.—John A. Grammer, secretary of the Beech-Nut Packing Company, this week was named director of the firm. He was also named personnel director.

Grammer joined Beech-Nut as counsel in 1953 and was named secretary last year.

NEW YORK, Jan. 22.—Robert Norris, general field representative for personnel and community relations for Philip Morris & Company Ltd., Inc., this week was named by O. E. Zacharias Jr., as chairman of the Seventh Annual Tobacco Festival in Richmond, Va. Dates are October 5-8.

## Canada Canteen Places 800 Venders First Year

TORONTO, Jan. 22.—In operation just over a year, Automatic Canteen Company of Canada, Ltd., wholly-owned subsidiary of its American counterpart, already has some 800 vending machines on location, and has noticed some definite likes and dislikes of the average Canadian.

Most important of all is that the Canadian industrial worker, who, altho he is receiving less money per capita, spends more money per capita on vending machines.

This comes on the authority of Joe Crunican, manager, who has noticed this and some very important differences in the buying habits of the Canadian and the American worker using his machines.

'Gum Chewing Yanks' One difference comes in the purchases. Americans have always been known as the "gum chewing Yanks," yet curiously enough, according to Crunican, the Canadian buys more gum—10 to 15 sticks every four weeks—than his American neighbor.

In candy, Canadians like the milk chocolate line, altho for the most part, sales are comparable on both sides of the border.

With the sandwiches and pastry, the company only handles these as a service to its customers. "We provide these only on request by our customers, particularly where the plant is not large and too small to put in its own lunch-bars," said Crunican.

In the coffee field, it is likely that the Canadian will exceed the American as it is increasing rapidly, altho for the present, they are on a par.

Potential Great Crunican said his company entered the Canadian picture because "we felt that Canada will make tremendous advances in the next 25 years. Our entrance here is only part of the activity of many British and American firms. It is natural with a country that has the natural resources this country has."

Crunican's company is operating its own machines as well as servicing them too. Already they have three offices, one in Windsor, one in St. Catharines, besides the head office at 59 Crockford Boulevard, Toronto. They have 15 employees.

### Charter 3 Calif. Vending Firms

SACRAMENTO, Jan. 22.—Three new firms were granted charters by the secretary of state to buy and sell in vending machines:

Catermat Corporation of America, in Los Angeles County. Authorized capital: 1,000 shares no par value. Incorporation papers filed by P. Basil Lambros, Los Angeles. Directors: John T. Boles, Roy J. Bradley, Leonidas C. Contos, all of Los Angeles.

Great Western Sales Corporation, in San Diego County. Authorized capital: \$75,000. Incorporation papers filed by Jennings, Engstrand and Henrikson, La Mesa. Directors: Foy A. Farris, E. Louise Farris, V. J. Sammons, all of San Diego.

Electra Music Company was chartered to deal in vending machines and coin-operated amusement games in Los Angeles County. Authorized capital: \$25,000. Incorporation papers filed by Edmond Gattone, Los Angeles. Directors: Roy A. Provencher, Van Nuys; Hilda A. Goetter, North Hollywood, and Jean Grike, Los Angeles.

### Popcorn Output Down

Growers in 11 commercial popcorn States produced 222,000,000 pounds of ear popcorn in 1954, a drop of 31 per cent from the 1953 harvest, according to the Agriculture Department. About 83 per cent of production was yellow popcorn while 17 per cent was white, the same proportions as in 1953. About 60 per cent of the 1954 crop was grown under contract.

Gradually the company hopes to open more offices, not only in the province of Ontario, but all across the country wherever industry has opened up.

Before entering the Canadian picture, Automatic Canteen made a thoro study of the business in Canada. The business has hardly been scratched, Crunican believes. He is looking forward to training more and more men so that some of this business can be taken care of.

"Once we get rolling and have the number of locations we think we should in addition to the great number of machines—maybe 7,000—then maybe we will bring in the dies from the U. S. and manufacture in Canada," said Crunican.

How does Crunican sell the plants? Well, personal contact has been his mainstay. Another means is the silent partner thru word-of-mouth of the employees.

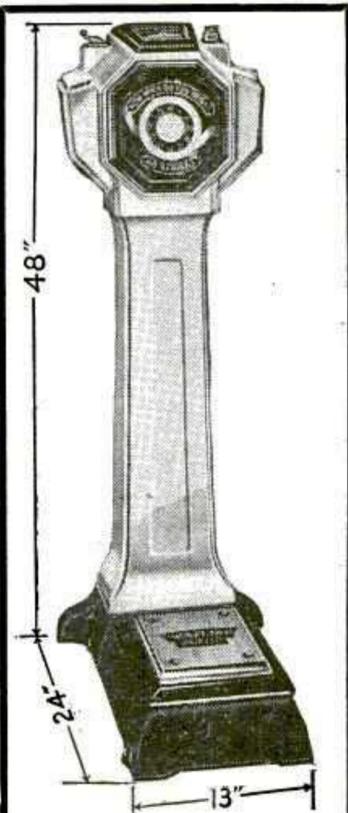
Crunican admits there is a terrific public relations job to be done to sell the idea of vending to companies. He believes that the best way is to create the demand among the employees.

But the country, like the U. S., is becoming more service-conscious, and personal contact is the most important element in sales, Crunican believes.

### P. W. Hires Named Hires Co. Prexy

PHILADELPHIA, Jan. 22.—Peter W. Hires this week was elected president of the Charles E. Hires Company, succeeding Edward W. David, who has reached retirement age but will continue as a director.

C. Edgar Hires, a cousin of the new president, was elected vice-president. George N. Dewees, formerly controller, succeeds him as secretary.



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**ROWE CIGARETTE VENDORS**  
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 President, 8 Cols., 320 Cap. .... 130.00  
 Crusader, 8 Cols., 380 Cap. .... 145.00  
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**CANDY MACHINES**  
 U-Select-It, 74 Cap., Wall Model ..... \$ 52.50  
 Stoner Candy, Prewar, 160 Cap. .... 135.00

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N. W. Standard, 1c & 5c . . . . . 8.50	Master 1c Bulk Vendor, New . . . . . <b>7.50</b>
Silver King, 1c . . . . . 8.50	Advance 1c Ball Gum Machine, New . . . . . <b>5.00</b>
Silver King, 5c . . . . . 8.50	Atlas 1c & 5c Comb. Ball Gum Vendor, New . . . . . <b>9.95</b>
Silver King Hot Nut, 5c . . . . . 12.50	
Victor Model V, 1c, Globe . . . . . 8.00	
Victor Model V, 1c, Cabinet . . . . . 8.50	
Columbus 1c or 5c, Bulk . . . . . 7.50	
Columbus Tri-More, 3 Comp. . . . . 17.50	
Asco Hot Nut, 5c . . . . . 7.50	
Atlas Bentam 5c Tray . . . . . 5.95	
Regal's 1c . . . . . 7.50	
Jewel Vendors, 5c, 2 Comp. . . . . 7.50	
Cadillac Jr., 5c . . . . . 6.95	
DuRenier Adams 4 Col., 1c . . . . . 17.50	
Millis Adams 4 Col., 1c . . . . . 17.50	
N. W. Deluxe, 1c and 5c . . . . . 12.00	
Master 1c Ball Gum . . . . . 7.50	

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 ABT Challenger, late model . . . . . 29.50  
 ABT Skill Shot . . . . . \$39.50  
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# Opening Day Schedule Set for NATD Confab

NEW YORK, Jan. 22.—More than 10,000 persons are expected to attend the 23d annual convention of the National Association of Tobacco Distributors March 27-31 in the Conrad Hilton Hotel, Chicago.

Opening even on the first day will be the brunch-meeting of the NATD Young Executives' Division, with Alvin J. Carr, YED president and vice-president of the Trenton Tobacco Company, Trenton, N. J., presiding. A luncheon meeting of NATD officers and directors follows.

Opening the afternoon session will be an executive management meeting, "Marshaling Our Forces to Do Things Even Better," with Francis A. Davis, NATD director and president of F. A. Davis & Sons, Baltimore, chairman.

**Labor Relations**  
 Dr. Benjamin Werne, NATD consultant on labor relations, will chair a discussion on "Labor Management and Human Relations," while Robert P. Eell, Belden Hill Cigars, Cedar Rapids, Ia., will head the session on "Financial Planning and Control."

"Speaking of Credits and Collections" will be the session chaired by W. J. Conrad, vice-president, R. J. Reynolds Tobacco Company, and Bernard Slater, Standard Cigar & Tobacco Company, Minneapolis, will be in charge of "Extension of Credit to This Retail Trade."

Other topics to be covered opening day include "Salesmen's Incentive Systems," with Bernard A. Martin, Capital Cigar & Tobacco Company, Washington, in the chair, and "Office Efficiency," under the direction of Donald Brockman, Methods Research Division, Standard Register Company, Dayton, O.

In the evening, Philip Morris & Company, Ltd., Inc., will host the reception for NATD Young Executives, with entertainment later in the grand ballroom provided by the P. Lorillard Company.

## Indiana Mulls

of merchandise to the depositor of the coin.

**License Fees**  
 The fees would be collected by the county treasurer and retained by the counties. Failure to make payment by March 1 would result in an arbitrary assessment for general tax purposes against the owner of the premises.

The Commission stated that the estimate, which fixed the number of vending machines in the State between 10,000 and 25,000, was extremely conservative.

"In many cases, machines are located in known establishments, but are owned by some outside individual or company," the Commission reported. "The tax assessor has the legal responsibility of assessing these machines, but the owner of the premises often denies ownership or, at times, all knowledge of ownership. If the actual owner cannot be ascertained, assessors are instructed to assess the merchandising vending machines against the owner of the premises upon which they are located. There is considerable evidence, however, that this is not done. The result is that many of the merchandising machines are not assessed for personal property taxation."

**Other proposals**  
 Other of the Commission recommendations follow:

1. Each machine would require an adhesive tax stamp, showing the name and address of the owner.
2. If the machine did not belong to the owner, the assessor would assess the value against the individual or company whose name appeared on the stamp.
3. Machines bearing no stamp would be assessed against the owner of the premises.

"This is not a revenue raising proposal," the Commission explained. "It is a device to tighten the collection procedure of the personal property tax; and, because of the special effort involved, to defray the administrative costs by a nominal fee."

## No Traffic

the government buildings. Across the street, at the South Building, seven milk vendors have been averaging sales ranging from 1,300 to 1,500 a month.

At last reports, the machine which has been re-located is now doing just fine.

## Milk Vending

ing a soft drink or coffee machine should be capable of selling sufficient milk to make the installation profitable," Schreiber declared.

**Two Directions**  
 He told dairymen that milk vending was growing in two directions at once: Indoor milk vendors are making milk available to workers right on the job; also to school students and to office workers. Outdoor-type machines or stations are making quarts and half gallons available around the clock and around the week.

Milk vendors do not take a back seat competitively as far as other beverage vendors are concerned. In many industrial locations milk outsells soft drinks by a wide margin. "This means that a plus-market is being reached," Schreiber stressed.

He added: "When you make any product available at all hours you are bound to create additional sales."

Concluding, Schreiber stated:  
**Diversification**  
 Present operating trends indicate that (1) independent operators will dominate industrial locations, for diversification reasons; (2) dairies—at the outset—will dominate outdoor vending.

"But the day will come when you will see many more dairy products vended thru outdoor machines: Eggs, butter, bacon, cheese, etc."

In industry, bulk milk vendors are a future factor. "But in the final analysis, co-operation—between operator and dairy supplier—is needed if the dairy industry wants to sell more milk," Schreiber said.

Indicating the tremendous growth of automatic selling, Schreiber stated:  
 "This year's Vend Census and Pulse studies (to be published January 24) show that vending machines sold merchandise with a retail value of \$1,650,000,000 during the 12 months of 1954. To get a graphic idea of the rather startling growth of vending, the 1946 Census showed machines sold only \$600 million worth of merchandise during 1946. In the eight years since the end of World War II, the dollar volume of goods sold automatically has nearly tripled."

## Florida November Tax

TALLAHASSEE, Fla., Jan. 22.—State Beverage Director J. D. Williamson announced that Florida's 5-cent-a-pack tax on cigarettes produced \$1,662,738 in November.

Williamson said Florida municipalities would divide \$1,245,189 of the total receipts. The remaining \$417,548 will go to the general revenue fund. As usual, Miami will receive a lion's share of the tax receipts, a total of \$178,761.

# PM Launches Ad Drive for Parls

NEW YORK, Jan. 22.—Philip Morris & Company, Ltd., Inc., has launched an extensive advertising campaign on behalf of Parliament cigarettes. The drive includes the use of newspapers, magazines and Sunday supplements.

The newspaper campaign got under way Monday (17), while the first of the magazine ads appeared in This Week, January 9. Copy and art are directed toward the women's market.

## Miami Bans

plained they had been injured by the obstacles to free-flowing foot traffic.

In the past three years the number of sidewalk vendors has grown to the point where they have become a downtown nuisance, with two and three weight machines clustered in one block along with a penny gum vender and a stamp dispenser. Most of the machines carry stickers designating sponsorship by charitable organizations which share in the proceeds, but the actual operation is largely in the hands of approximately a dozen operators.

It is understood that the owners of downtown stores, in front of which the vendors were placed, joined the chorus of protests which led to the police order.

# IMPORTANT ANNOUNCEMENT about EMPTY CAPSULES

NOW—we have a NEW CAPSULE MOLD IN PRODUCTION which SOLVES the problem of CAPSULES.

**HERE ARE THE IMPROVEMENTS:**

- Our Capsules SNAP-CLOSED.
- Our Capsules STAY-CLOSED.
- Bounce 'Em and They STAY-CLOSED.
- Slightly BIGGER in DIAMETER, too.
- In CLEAR and in TRANSLUCENT COLORS.
- At LOWEST prices.

In 100,000 lots \$3.50 per 1,000  
 In 25,000 lots . . . 3.75 per 1,000  
 In 10,000 lots . . . 4.00 per 1,000  
 F.O.B. Jamaica, N. Y.  
 Immediate Delivery.

EXPERIENCE is the BEST TEACHER. After a year of EXPERIMENTING, we now offer you an outstanding, superior Capsule. It's to your advantage to buy them from EPPY.

**SAMUEL EPPY & CO., INC.**  
 91-15 144th Place  
 Jamaica 35, L. I., N. Y.

# PLAY VALUE

(Capsule Department)

We've long believed that play value is an important factor in selling capsule toys. Our Crayon Coloring Kit has both real and play value—four crayons and three pictures for coloring, with gum backs so they may be pasted in scrapbooks, etc. Don't miss out on this colorful item!

1000 coloring kits in capsules—  
**\$20.00**  
 at your distributor or . . .  
**Guggenheim**  
 33 UNION SQUARE  
 N. Y. C. 3, N. Y. • AL. 5-8393

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD!

**We**

**Have Newer**

**CHARMS!**

**Send \$2.50**

and receive 100 high quality filled capsules. Contains our complete assortment . . . or send 35¢ for regular sample kit of charms.

National Sales Agents for **ACORN CHARM VENDOR** parts and accessories

**PENNY KING COMPANY**

2538 Mission Street Pittsburgh 3, Pa.

**ELECTRIC MONEY MAKER!**

**Famous ACME ELECTRIC MACHINE**

Sample . . . \$24.35  
2 to 11 . . . 19.50  
12 to 49 . . . 18.25  
Bracket . . . 1.00  
Floor Stand . . . 5.00

1/2 deposit, bal. C.O.D. F.O.B. N. Y.

Vibration is the law of life. The medical profession has placed its sanction on the employment of electric and vibratory treatment for many ailments. The Acme Electric produces an electric vibratory current which can be increased at will . . . indicated by pointer on dial. Also one of the best amusement devices. Uses only one dry battery, usually good for 1500 to 3000 plays.

**ORDER TODAY!**

**J. SCHOENBACH**

Distributors of Advance Vending Machines  
1647 Bedford Ave., Brooklyn 25, N. Y.

**VICTOR CHARMS**

	In Bulk	In Capsules
Chic'n Egg (action)	\$18.00 M	\$22.50 M
Cheese & Mouse (action)	18.00 M	22.50 M
All Plastic Salt & Pepper Shakers	13.50 M	17.50 M
Metal Top Salt & Pepper Shakers	14.00 M	18.00 M
Rocket Puzzles	15.25 M	19.50 M
Snap-Spin Tops	7.50 M	12.50 M
Sling Shots	8.75 M	16.00 M

All Victor models available. Time payment plan, trade-ins accepted. Prices subject to change without notice. Write for our filled capsule list for Victor Baby Grand Capsule Machines.

**Pioneer Vending Service**  
590 Albany Ave., Brooklyn 3, N. Y.  
Phone: PResident 4-5358

**ATTENTION!**

**Bulk Candy Operators**

Ferrara Sweet Shell Candies are low in price and high in quality. Try some in your machines. For samples and prices write to

**FERRARA CANDY COMPANY, INC.**  
2204 W. Taylor Street  
Chicago 12, Illinois

**English Firm**  
• Continued from page 92

England and in the overseas areas allocated to Trup in the Mills-Trup agreement.

At the time the agreement was signed in July, Trup stated that his firm's Weybridge plant was being specifically set up for manufacturing venders and had been allocated about \$750,000 as an initial commitment.

Coolers & Venders, Ltd., is an associate company of the A. V. P. Industries group, which employs between 2,500 and 3,000 people.

**NY Bulk Vender**  
• Continued from page 92

topics are selected at meetings, various operational problems are usually debated informally with a great deal of intensity.

**Officers**

Officers are Roger Floz, president; Irving Schilsky, vice-president; Bob Guggenheim, president, and Moe Mandell, treasurer.

One of the goals of the organization is to promote legislation in Albany to remove existing restrictions in charm vending operation.

**FTC Drops Canteen Fight**  
• Continued from page 92

ing was taken to the Circuit Court of Appeals in Chicago. On January 18, 1952, the Circuit Court sustained the FTC ruling.

**Supreme Court**

The case was then appealed to the United States Supreme Court in May, 1952, and arguments were presented December 12 and December 15 of that year.

On June 8, 1953, the Supreme Court reversed the decision of the FTC and ordered the agency to take "such further action as is open under the opinion of the Supreme Court." While the court does not rule on evidence, it held that the FTC was wrong in its interpretation of the Clayton Act by "going forward with evidence which it assumed the buyer knew or should have known."

Nub of the majority opinion of the latest FTC decision is contained in the following six paragraphs:

"Automatic Canteen knew its market and had considerable knowledge of the seller's cost, but this knowledge was not related in the record to specific sellers and specific price situations. Certainly, there is no evidence that the respondent (Automatic Canteen) had direct knowledge that the prices it received were not cost justified. And a careful and studied analysis of the evidence adduced, fails to reveal any evidence to support a finding of constructive knowledge. Incidentally, many of the transactions involved took place at or about the time of the passage of the Clayton Act of 1936.

"We can find, as we have, that (1) the respondent received a lower price, and (2) respondent knew it received a lower price than its competitors; but it is also evident that there is some reason for the differential because of the different manner in which suppliers served the respondent.

"Respondent's price was f.o.b., while the standard price to competitors was a delivered price.

**Plain Cartons**

"Respondent obtained its confection items in plain cartons, while suppliers shipped the same items to competitors in lithographed cartons.

"Respondent obtained a straight price which would reflect the elimination of free deals and the right to make returns of stale and unsalable merchandise. The price to competitors did not reflect the elimination of these factors.

"It appears that in dealing with respondents, suppliers achieved some saving in selling expense."

**PAID CIRCULATION PROVES READER INTEREST**

**ABC**

WHEN YOU SEE "ABC," IT'S PROOF OF WHO AND HOW MANY READERS BUY THIS BUSINESS PAPER.

**Milwaukee Vending Ops See More \$\$, Harder Work in '55**

MILWAUKEE, Jan. 22.—Milwaukee vending machine operators seem generally agreed that 1955 should bring a period of continued prosperity.

In 1955, however, according to Herb Geiger, of the Geiger Automatic Sales Company, "it will require an increasing amount of hard work and careful planning to earn a dollar. Keener competition for prime locations will hit the vending machine business in the year ahead."

The vending firm that proves successful in the new year, says Geiger, will have to gear itself to an efficient and businesslike approach to its problems. His own firm, one of the State's most progressive coin machine operating concerns, is slated for a thorough weeding out of unprofitable locations in 1955, he points out. Geiger routemen will be stimulated to replace loss-causing stops with others capable of earning profits for the company as well as commissions for themselves.

As a final view, Geiger states that the mere possession of plenty of capital today is not a certain guarantee that an operator can be

a success in the vending field. "Increasing your volume of products vended does not necessarily reflect a healthy operation," he added, "unless this volume is attained under conditions favorable to your company."

Paul Strelzyk, owner of Paul's Candy Service, looks forward to a good year in 1955. Imported candy bars, he reports, showed up as his best money makers during 1954. He predicts that the imports will continue to gain favor with operators because of the constantly rising prices of the domestic output.

A big headache facing cigarette machine operators—the unwieldy number of new brands and sizes of cigarettes on the market should present less of a problem in 1955, according to Strelzyk. "By now most operators have experimented with all the newcomers, and have a pretty fair indication of which cigarette brands and sizes are profitable for vending and which are not. Many of us had the sad experience of filling requests for new brands only to find that they didn't sell as well as the old standards," he pointed out.

Industrial locations, an experienced vender reported, were generally affected by drops in receipts due to shortened hours and factory layoffs during 1954. As a result his firm and several others who formerly slanted all of their equipment toward industrials are scheduling a determined effort during the year ahead to place a healthy portion of their machines in taverns, bowling alleys and other traffic locations.

Prices of standard grade milk delivered to homes in December averaged 23.2 cents per quart, the same as in November and as in December 1953, according to the Agriculture Department. Milk dealers' average buying price for Class I milk, however, was \$5.03 per hundredweight, 15 cents per hundredweight, lower than in the previous December.

**MANDELL GUARANTEED USED MACHINES**

N.W. DeLuxe 1 1/2 & 5¢ Comb.	\$12.00
N.W. #29 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.G.	6.50
Master 1¢ Bulk Porc.	6.50
Master 1 1/2 & 5¢ Bulk Porc.	6.95
Columbus 1¢ Bulk	6.50
Silver King 1¢ B.G. or Mdse.	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance #D 1/2 B.G.	6.45
Advance #11 Mdse.	5.95

**MERCHANDISE & SUPPLIES**

Pistachio Nuts, Jumbo Queen	\$.40
Pistachio Nuts, Vendor's Mix	\$.55
Pistachio Nuts, Sheik	\$.48
Cashew Whole	\$.50
Cashew Butts	\$.48
Peanuts, Jumbo	\$.40
Spanish	\$.33
Mixed Nuts	\$.55
Almonds, 480 ct., 5 lbs., vac. pk.	\$.85
Baby Chicks	\$.33
Rainbow Peanuts	\$.32
Boston Baked Beans	\$.32
Jelly Beans	\$.32
Licorice Lozenges	\$.28
Leaflets (similar to M & M), 550 ct.	\$.40
Assorted Fruit Charms, 100 ct.	\$.42
Rain Bio Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid, per pound	\$.28
100 ct.	\$.30
Adams Gum, all flavors, 100 ct.	\$.45
Wrigley's Gum, all flavors, 100 ct.	\$.48
Beech-Nut, 100 ct.	\$.48
Hershey's Chocolate, 200 ct.	\$.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

When you're sick you see your doctor . . . when those capsule sales lag you use those

**15 NEW EXCITING CAPSULE ITEMS OF OHIO GUM SUPPLY CORP.**

Wickliffe, Ohio  
Write for Information Today!

Operators want New and Original Charms, not copied charms. Copies seem to be a practice among certain manufacturers who apparently haven't the ability to originate.

**VICTOR VENDING CORP.**

**BALL and VENDING GUMS**

**LOW Factory Prices**

**BUBBLE • CHICLE CHLOROPHYLL and TAB**

Bubble Ball Gum, 140-170 G	
210 ct.	25¢ lb.
Chicle Ball Gum, 130 ct.	34¢ lb.
Clor-o-Vend Ball Gum	40¢ lb.
Clor-o-Vend Chicks, 320 ct.	40¢ lb.
Chicle Chicks, 320 G 520 ct.	36¢ lb.
Bubble Chicks, 320 G 520 ct.	38¢ lb.
Tab (short stick), 100 ct.	38¢ box
5-Stick Gum 100 packs.	\$1.90
F.O.B. Factory, 150 Lb. Lots	

**AMERICAN CHEWING PRODUCTS**  
4th & Mt. Pleasant • Newark 4, N. J.

**CLEARANCE SALE CIGARETTE and CANDY MACHINES**

Fully reconditioned and ready for location. Machines are factory sprayed and look like new. Lowest prices anywhere—compare!

STONER 8-COLUMN UNIVENDOR, 160 capacity, complete with base, prewar model	\$99.00
ROWE CANDY 8-COLUMN, 120 capacity, complete with base	60.00
NATIONAL 9-18, 162 capacity, complete with base	70.00
9-COLUMN "W" with base—king size	55.00
7-COLUMN "S" with base—king size	45.00

All equipment unconditionally guaranteed. Fast delivery. One-third deposit, balance C.O.D. Write for more detailed list of available machines.

**NATIONAL VENDING**  
308 Furman St., Brooklyn, N. Y.  
TRiangle 5-1557

**CIGARETTE MACHINES**

Reconditioned As New

DuGRENIER Model W, 9-col.	\$ 99.50
DuGRENIER Electric, 7-col.	125.00
Eastern Electro, C-8	129.50
Smokeshop, Electric, 9-col.	129.50

**BRAND NEW**

SHIPMAN, 6-col.	\$99.50
-----------------	---------

One-Third Deposit on All Orders. Write for Free 32-Page Vending Machine Catalog.

**PARKWAY MACHINE CORPORATION**  
715 Ensor St., Baltimore 2, Md.

**Here's the Capsule Vender that's Bringing the Big Money**

**Northwestern SUPER JET**

**THE HOTTEST MONEY-MAKER IN THE CHARM FIELD TODAY**

- ★ Magic Flow Hopper for accurate vending of ALL capsules.
- ★ Giant capacity; wide open top for easy loading.
- ★ Distinctive three-dimensional display front.
- ★ Baked enamel or bright chrome-plated finish.

AT YOUR NORTHWESTERN DISTRIBUTOR OR WRITE

**THE NORTHWESTERN CORPORATION**  
2124 E. Armstrong Street  
Morris, Illinois

**VEND—PUBLISHED BY THE BILLBOARD**

**HUNDREDS OF MONEY-MAKING VENDING IDEAS**

MONTHLY FEATURES

- Candy Gum & Nuts
- Beverages
- Tobacco
- New Products
- Trends
- Industry News
- Market Place
- Articles
- Editorials

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising!

Fill in—tear-out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio

Yes—Please sign me up for Vend for

1 year at \$4.  3 years at \$7.50.  
(Foreign rate, one year, \$8)

899

Name .....

Address .....

City..... Zone..... State.....

Occupation .....

SOMETHING TO REALLY CROW ABOUT!



THE ORIGINAL CHIC'N EGG Why Buy Imitations When You Can Buy the Genuine, Original, Quality Products at—

THE SAME PRICE In Bulk In Capsules \$12.75 M \$17.50 M PEP UP LOCATIONS With VICTOR'S Sensational Charms ... Place Orders NOW With Your Nearest VICTOR Distributor.

VICTOR VENDING CORP. 5701-13 W. Grand Ave., Chicago 39, Ill.

In Philadelphia or Anywhere FILLED CAPSULES Immediate Delivery Write for Lowest Prices VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDOR Immediate Delivery VEEDCO SALES CO. 2124 Market St., Philadelphia 3, Pa. Phone: LOcust 7-1448

IT'S NEW Northwestern Package Gum Vender with the "Viasidome" plastic top... merchandise display and selector 5 Columns... Holds 95 Standard 5c Gum Packages. Use on counter, wall, stand or attach to another machine. 19" high, 10" deep, 8" wide. 1-24 machines \$29.95 ea. 25-99 machines \$29.45 ea. 100 or more \$28.95 ea. WRITE-WIRE-PHONE TODAY KING & CO. Chicago 12, Ill.

FILLED CAPSULES CANDLE STICKS and REAL CANDLES \$21.50 M GOLD-PLATED HYDRANTS 17.50 M CHICKEN IN EGG (ACTION) 21.50 M CHEESE AND MOUSE (ACTION) 21.50 M RUBBER BAND SLING SHOTS. 14.75 M O'SULLIVAN and CATS PAW HEELS 12.50 M Pipes \$13.50 M Yo Yo \$14.00 Butterflies 13.50 M Razors 14.50 M Crickets 13.50 M Indian Heads 13.00 1/3 Cash With Order, Balance C.O.D. 50 Additional Items Dirt Cheap—Write. THE JUDY CO. P. O. Box 6074, Station H, Atlanta, Ga.

Imported METAL MOUSE (with wheels) only \$1.75 Gr. (Freight Prepaid—Packed 2 Gr. to Box) Colorfully lithographed, looks like the real thing, with wheels and real rubber tail. Perfect for penny vendors; fits capsules, too. Write for free sample! OHIO GUM SUPPLY CORP. Wickliffe, Ohio

COINMEN YOU KNOW

Twin Cities

Communications to: Jack Weinberg HYland 2896

Reports Jukes May Swing to Dime Play ...

Amos Heilicher, of Advance Music Company, reports the juke box business in this area is holding up in fair fashion, but that operators are beginning to talk in more favorable terms about dime play.

M. M. (Doc) Berenson, of Harmony Music Company, Minneapolis, is hobbling about on crutches these days as result of broken bones and torn ligaments suffered New Year's Eve while doing the mambo, he said. His right foot will be in a cast for a month or more, Doc reported dolefully, but he indicated the handicap was not keeping him from attending to the business in which he and Marty Kanter are interested.

Harold Lieberman, of Lieberman Music Company, said operators were showing enthusiastic response to the AMI phono and that orders were being booked constantly. He said games, too, were getting considerable attention this year.

A hospitality room or den to accommodate a dozen persons is being constructed on the second floor of the Sandler Distributing Company headquarters in Minneapolis. Irv Sandler, head of the firm, said the addition, which will cost upward of \$4,000, will be so designed as to permit coinmen to relax there, especially those coming in from outside the city after long drives.

Lu Welch, of F. C. Hayer Company, said that operators were grabbing up Perry Como's latest RCA Victor recording, "Ko-Ko-Mo," for their juke boxes.

Herb Sandel predicts that the Johnny Maddox recording of "The Crazy Otto" (medley) on Dot, introduced just this week, will zoom to the top. Operators are buying heavily on the number. Sandel said that the response was unlike anything else that has happened to an unheralded "sleeper" in quite some time.

Lee Brahs, serviceman at Sandler Distributing Company, is passing out cigars on birth of a daughter, Debra Lynn, January 3. She has a brother, Michael, who is 18 months old.

"Everlovin'" by Patti Page and "Ko-Ko-Mo" by the Crew Cuts, both on Mercury, were reported as heavy juke box favorites by Amos Heilicher. He said, too, that coinmen were starting to buy his Soma label recordings, especially the jazz numbers. Doc Evans' tunes on Soma, Heilicher said, were special favorites of operators.

Frank Phillips, of Winona, Minn., was in this market this week to buy pin games for his operation. Fred and Clayt Norberg, of C & N Sales Company, Mankato, Minn., came up to buy music for their ever-growing route.

Red Wilbur, operator from Duluth, Minn., was in the cities shopping. Here all the way from Iowa Falls, Ia., was C. V. Wilkinson, who got a preview of the new Wurlitzer. Roy Foster, of Sioux Falls, S. D., did ditto on his visit to town. Jim Stansfield, of Winona, Minn., came up to shop around. So did Dick Henderson, of Willmar, Minn.

3 Dairy Employees Enter Milk Vending

MEMPHIS, Jan. 22.—Three men on the payroll of a Memphis dairy—a route man, a maintenance man and an accountant—last July formed a partnership to enter milk vending with the dairy's financial backing and already the results are impressive.

The trio started out with one half-pint carton milk vender in July and last month they were operating 32 milk machines.

In July sales hit \$40; in August, \$700; in September, \$2,000, and are now "leveling off at around \$2,500 per month." Said Fred C. Stiles, the accountant member: "We expect to add more."

Memphis Dairy Vending Company—the trio's firm—is housed with Meadowbrook Dairies, Inc., the dairy which backed the new venture.

"We feel that a separate vending company should operate closely to, or under the same roof of, the dairy itself," Stiles continued. "It is their belief that only a milk route man should stock milk vending machines for a practical operation since milk is perishable and can make a big mess."

But servicing is a chief problem. Said Stiles: "Servicing the mechanics of the machines has been our biggest headache. This is partly solved by getting some reliable person who works near the machine to refund any complainants."

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

Table with columns for machine type and prices from four different issues: Jan. 22, Jan. 15, Jan. 8, and Jan. 1, 1955. Includes items like Acorn 1c Ball Gum, Advance Model D Ball Gum, DuGrenier Electric, etc.

Pistachios BEST GRADE for VENDORS ask for ZALOOM'S 4 STAR JUMBOS Perfect. The Finest and Fastest Selling Pistachios. Red, White or Natural. DELICIOUSLY ROASTED and SALTED. Packed 5-Lb. Moisture-Proof Bags, 12 5-Lb. Bags to Carton or 25-Lb. Bulk Cartons. Insist on ZALOOM BRAND for the finest quality. ZALOOM PISTACHIO NUTS Write us for the name of our nearest distributor if not obtainable from your present supplier. JOS. A. ZALOOM & CO., INC. America's Original Masters in Roasting and Salting of Pistachio Nuts. 8 Jay Street, New York 13, N. Y. BEekman 3-7646

Beautifully Designed Candle Sticks WITH REAL CANDLES in a variety of assorted plated finishes (copper, nickel silver, and Hamilton finishes) as finely turned as a collector's miniatures—perfect for holidays and birthdays FILL YOUR OWN CAPSULES 1 M Capsules and 1 M Candle Sticks with Candles. \$17.25 per M FILLED CAPSULES 1 M Candle Sticks with Candles \$20.00 per M Complete line of filled capsules! Complete line of Capsule Merchandise for Sale—Empty Capsules, Key-chains, etc. PAUL A. PRICE CO. 55 Leonard St., New York 13

12-15-Column Uneeda Cigarette Machines with stands, all king size, 25¢ conversion, ready for location, S. P. \$40 each. 10 National Candy Machines with stands, 9-column, recently painted, \$50 each. One-half with order, balance C.O.D. Q AUTOMATIC SALES 10-12 N. River St. Aurora, Illinois

HELP YOURSELF TO MORE VENDING PROFITS Get VEND Every Month Thru a Money-Saving Subscription Vend Magazine 893 2160 Patterson St., Cincinnati 22, Ohio 1 year \$4 3 years \$7.50 Payment enclosed Please bill me (Foreign rate, one year, \$6) Name Address City Zone State Occupation

**EDITORIAL**

## Facts Versus Friction

• Continued from page 19

possible thru the Kilgore Bill. For only a Fact-Finding Commission, to our mind, can create an atmosphere wherein publishers, writers and operators can testify free from fears and pressures.

We trust this will become clear to Congress and clearer still as the sound and fury increases and logic becomes buried by the play of emotions. We trust that the discerning lawmakers will reject the measure.

The Billboard for years has covered all phases of the music business in its editorial columns. We are aware of the aspirations and fears of the warring protagonists. And we are convinced of the dangers inherent in espousing the views of extremists—be they on one side or the other.

We regret that so much time, money and effort will again be poured into the battle—particularly when the historical legislative pattern has been one of unrelieved failure. It is ironic, but just, to observe that even should the Kilgore Bill be passed by both houses of Congress, the need for fact finding will be even more sharply emphasized, for at such a dismal point will the lack of exhaustive, unbiased information be most evident.

Let it not come to that.

## Congressional Bills Augur Rough Seas For Juke Box Issue

### Royalty Exemption Out in Kilgore Proposal; House Asks Fact Study

• Continued from page 1

ranking member of the Senate Judiciary Committee. Others on the Senate Judiciary Committee who are co-signers with Kilgore and Kefauver are Sens. William Langer (R., N. D.) and Olin D. Johnston (D., S. C.). The rest of the co-signers are: Sens. Wayne Morse (Ind., Ore.), Frank A. Barrett (R., Wyo.), Hubert H. Humph-

rey (D., Minn.), Frederick G. Payne (R., Me.), Matthew M. Neely (D., W. Va.) and Joseph C. O'Mahoney (D., Wyo.).

All of these senators are well-seasoned. Kilgore and Langer have been members of the Senate for 14 years; Morse and Johnston, 10 years; Humphrey, Kefauver and Neely, 6 years; Barrett and Payne, 2 years, and O'Mahoney packed 9 years of experience until 1953, being elected again last November.

Representative Thompson, tho only 37 years old and a freshman member of the house, is reputed as a skilled lawyer whose previous legislative experience has been in the New Jersey Legislature. Thompson is a successor to former Rep. Charles Howell (D., N. J.), who was defeated in a race for the Senate from New Jersey in November.

Indicative of the haste with which the frames of the anti-juke box exemption bill expect to act is the early date specified for the amendment's effectiveness. The proposed July 1 date of effectiveness called for in the bill, however, does not necessarily govern Congress' actions on legislation of this nature. In fact, the date customarily is not taken too seriously by lawmakers except in fiscal legislation. If the bill is unacted upon by July 1, the framers would be expected to hopper an amendment specifying a later date.

Adherents of this legislation are hoping that the Kilgore committee will deliberate the bill without bothering to hold hearings. They are heartened by the fact that extensive hearings were held by the

(Continued on page 100)

**HARTFORD**

## Charity, P-R, 10c Promosh In One Sweep

HARTFORD, Conn., Jan. 22.—Charity, public relations and smart dime play promotion were wrapped up in one neat package this week as members of the Music Operators of Connecticut got behind the March of Dimes campaign.

Abe Fish, Jim Tolisano and Paul Rechtsafer put their heads together and came up with the plan to place a juke box in the lobby of the Lowe Theater, the proceeds going to the polio drive.

The machine was set for dime play, which reminded theater-goers that Hartford was converting to "10¢-play." Signs and posters in the lobby pointed out that all collections were being donated. Credit for the donations were

(Continued on page 98)

## SENTINEL RADIO CORP. LINKS COIN-TV, JUKES

EVANSTON, Ill., Jan. 22.—Sentinel Radio Corporation, a major radio, television and phonograph manufacturer, announced this week that it was ready to introduce a coin-operated 27-inch television which has been built in a cabinet designed to hold a juke box as well.

A. E. Welch, sales promotion manager, said that the firm's plan was to hold sample showings for music operators in Chicago and on the West Coast sometime next week.

Welch said that the idea was to link television and juke box entertainment.

Operators would be able to use any juke box mechanism in the cabinet, Welch said, which would give them the opportunity to use equipment no longer profitable on location because of age.

Should the sample showings prove successful, Sentinel will probably show its new line at the MOA convention next March.

Welch said that color would be added to the set just as soon as it became within the cost limits of operators. He said that the firm was ready to go into production and that it could give delivery within 90 days.

## House, Senate Bills Hoppered On Juke Copyright Legislation

### Kilgore, Nine Senators Back Royalty Plan

• Continued from page 19

terprise, in which more than 500,000 machines pile up a gross annual revenue of over \$500,000,000.

#### Outmoded Exemption

"The outmoded 1909 exemption has become discriminatory not only to the composers and authors who must watch without recourse as juke box operators pile up profits from the free use of their music—it is discriminatory also to all other commercial users who must compensate the composer. This discrimination against the composer and against other commercial users is compounded by the fact that the juke box operators, not content with enjoying the benefits of an outmoded provision of the 1909 act, are in 1955 very generally doubling their rates, charging 10 cents instead of 5 cents for each playing of a record.

"I can call to mind no other group—whether in agriculture, mining, commerce or industry—which is legally permitted to take away a citizen's property without his consent and to make money from that property without compensating the owner. Yet this is exactly what is happening to composers and authors under the archaic provision of the Copyright Act which by co-sponsors and I are seeking to eliminate.

"Many responsible national and local organizations have urged the

(Continued on page 100)

**TWIN-CITIES**

## Lieberman Ups Juke Sales Via Can. Market

MINNEAPOLIS, Jan. 22.—Used phonograph shipments from here into nearby Canada is becoming a big business, according to Lew Ruben, of the Lieberman Music Company, AMI distributor.

Ruben said that from 300 to 350 pieces of equipment were shipped from the Twin Cities area to Canada this year, with an anticipated increase of about 5 to 10 per cent in 1955.

The secret of a good export business, Ruben emphasized, is to

(Continued on page 101)

## Rieck Named New Sales Mgr. At Rock-Ola

CHICAGO, Jan. 22.—Rock-Ola Manufacturing Company this week announced the appointment of Les Rieck as sales manager of its phonograph division.

David Rockola, president of the firm, said the appointment was effective Monday (24).

Rieck, a veteran of the coin machine industry, joined Mills Industries' phonograph division in 1931 and rose to the post of sales manager.

In 1948, when H. C. Evans & Company purchased Mills' phono-

(Continued on page 98)

### OPS WILL SEE WURLITZERS SPOTTING EP'S

NORTH TONAWANDA, N. Y., Jan. 22.—EP's, used as a wedge by operators to introduce dime play, took on new proportions this week, when The Rudolph Wurlitzer Company announced that it was recommending their use on 52 of the 104 selections offered on its new phonograph model, 1800.

A. D. Palmer, advertising and sales promotion manager of Wurlitzer, announced this week that letters to all distributors were mailed from the factory urging them to display at least one phonograph featuring 50 per cent EP's.

Palmer said that he believed the new extended play disks would make the job of converting to 10c play far easier for operators.

### Thompson Bill Asks Study of Copyright Act

• Continued from page 19

sional Record, Thompson stated:

"We are living in an age when every encouragement must be given to free interchange of ideas. The development of methods of mass communication have provided the means of bringing creative work to millions of people simultaneously. These methods include books, periodicals, newspapers and sheet music as well as motion pictures, radio, television and phonograph recordings. A constantly growing part of the population of our country is being reached via these technological advances, and a constantly growing number of people are em-

(Continued on page 101)

## Wurlitzer Distribs Unveil Model 1800 In 42 Major Cities

### Launch 'National Wurlitzer Days'; Juke Features All New Styling

NORTH TONAWANDA, N. Y., Jan. 22.—Wurlitzer distributors in 42 major cities thruout the country were set to pull the wraps from Wurlitzer's 1955 phonograph tomorrow in launching "National Wurlitzer Days," January 23-24.

What operators will see during the two-day event is the Wurlitzer 1800 line.

The new model features 104 selections and plays 45 r.p.m. records exclusively. It uses Wurlitzer's Dynatone Sound System in full high fidelity.

An entirely new dome tops Wurlitzer's Carousel record mechanism. The dome is all glass, giving an unobstructed view of the record mechanism, and is topped with a zinc die-casting into which has been built a fluorescent tube giving a front lighting effect.

The front of the dome is slanted to eliminate reflection. The front window is made of a single piece of glass, framed in chrome, and hinged at the top. The window is spring loaded to open easily when the locks are released.

The 1800 is 55 1/4 inches high, 32 1/2 inches wide and 27 3/4 inches deep. Net weight is 309 pounds, shipping weight, 379 pounds.

The cabinet has wood grained sides and is available in the following finishes: Dawn mist, hori-

zon blue, sunset red and midnight black.

The record compartment is in bright red. Metal in the record compartment is a quilted plastic, giving an iridescent effect under fluorescent lighting.

The record changer arch, which supports the turntable, and the

(Continued on page 101)

## Michigan Ops Sked 2d Youth Party Feb. 20

DETROIT, Jan. 22.—The second teen-age party of the United Music Operators of Michigan will be held February 20, Roy Small, conciliator of UMO, announced.

Small said that the event would be held in two high schools—the Denby and Cooley High—so that a larger number of youngsters could be accommodated than at the first party. Each school can seat about 2,200.

Assisting UMO in its second

(Continued on page 98)

## Op Hospital Plan Ready For '55 MOA Meeting

CHICAGO, Jan. 22.—The 21-member executive board of Music Operators of America last week during a special pre-convention meeting unanimously adopted the operator hospitalization plan and scheduled one of the morning business sessions during the 1955 MOA convention for a discussion of the subject.

Should the plan be approved by operators it would go into effect within 10 days.

The proposed hospital plan is identical to the one now being used by the California Music Mer-

chants' Association. George A. Miller, as head of the California group and president and business manager of MOA, will outline the benefits and advantages of the plan to operators during the convention after which a vote will be taken.

#### Benefit Details

The details (costs, benefits and general provisions) of the plan follow:

Provision for hospital, surgical, medical and poliomyelitis benefits for members (operators), employees

(Continued on page 101)

# Industry Divided on Reaction To Divergent Juke-Box Bills

ASCAP, SPA Back Kilgore; MOA Fight for Operators' Interests Due

• Continued from page 18

couched in the following terms by Charles Tobias, president of SPA: "We in the Songwriters' Protective Association are delighted that a bill has been presented in Con-

## NEW IDEA

### Backg'd Aid Via Jukes, LP Records

CHEYENNE, Wyo., Jan. 22.—A new key to background music was uncovered here recently by Bill Trout, head of Cheyenne Music Company, when he began trying standard juke boxes and LP records.

According to Trout, any operator can enter the background music field with no more equipment than a standard coin phonograph and a small inventory of 33 $\frac{1}{2}$  r.p.m. disks.

Trout entered the field when he contracted with the Hitching Post, popular tavern in the Wyoming capital, to provide all-day music via LP disks.

Offering primarily classical numbers, enough to cover an eight-hour operating day without repeating, Trout hooked two additional speakers to his phonograph, and along with its own amplifying system he was in business.

Trout worked out the arrangement when the location's management indicated it could not meet the high costs generally associated with wired music.

The system has worked out so well, Trout said, that the Hitching Post would never be willing to trade for any other kind of service.

The most important factor involved, Trout explained, was that this system aids operators use good, electronically sound equipment.

### Atlas Adds Lee Taylor To Service Dept. Staff

CHICAGO, Jan. 22.—Atlas Music Company, Seeburg distributor, this week added Lee Taylor, veteran coinman, to its service department staff.

Taylor was formerly with the Wurlitzer company for over 15 years.

gress which will eliminate the juke box exemption without any limitations or any conditions. SPA has no doubt that the bill will be favorably received as its justice cannot possibly be denied. There can be no question that the exemption is outmoded and that the Copyright Act will be amended to eliminate any special privilege."

Sydney Kaye, general counsel of BMI, said "we are unable to make any comment at this time." He explained that neither he nor Carl Haverlin, president of BMI, had had an opportunity to study the Kilgore or Thompson bills.

At press time neither Miller, the MOA president, nor any one of the four major juke box manufacturers had yet had the opportunity to devote sufficient study to the Kilgore or Thompson bills to allow them to make formal comment.

#### MOA May Act

Miller said he would refrain from making any direct comment until he had a chance to examine both bills thoroughly. He stressed,

however, that MOA would take immediate action against any bill which would be detrimental to the best interests of the music operator.

R. C. Roling, president of the Rudolph Wurlitzer Company and the Automatic Phonograph Manufacturers' Association declined comment on either bill until he had an opportunity to study them.

John Haddock, president of AMI, Inc., said he felt that formal comment on both bills would have to await further study. He asserted that he was not surprised by the introduction of the Kilgore Bill. The Thompson Bill, however, was apparently unexpected by the AMI chief.

David Rockola, president of Rock-Ola Manufacturing Corporation, said he had no comment to make until he could examine both bills.

C. T. McKelvey, general sales manager of the J. P. Seeburg Corporation, said he would have no comment to make until after he is able to study both bills.

## Juke Mfrs. Will Exhibit At 1955 MOA Convention

CHICAGO, Jan. 22.—All four major juke box manufacturers—AMI, Rock-Ola, Seeburg and Wurlitzer—agreed this week to exhibit their lines at the 1955 Music Operators of America convention.

The convention, scheduled at the Morrison Hotel here March 28-30, will mark the first in MOA's history that these manufacturers have exhibited.

George A. Miller, president and general business manager of MOA, who completed the arrangements here this week between the manufacturers and his association, said that the manufacturers would be exhibited in the Grand Ballroom, each occupying an area equivalent to four booths.

In addition to displaying their own equipment, Miller said that the manufacturers would also supply all the recording companies at the show with phonographs.

#### Exhibit Demand

While the coming gathering represents the first complete automatic phonograph event ever held,

other coin machine companies are also expected to be on hand. Miller said that he had already received requests for exhibit space from vending, kiddie ride and hand dryer manufacturers.

According to Miller, the con-

## Coven Offices Set to Unveil New Wurlitzer

CHICAGO, Jan. 22.—Members of the Chicago and Indianapolis offices of the Coven Music Corporation were set for the grand unveiling of the new Wurlitzer phonograph model.

Ben Coven, head of the firm, said that both offices had equipment on display for the Sunday and Monday (23-24) operator showings. The Indianapolis office, headed by Lew Jones, was redecorated thruout for the event.

Wurlitzer executives expected to be on hand for the Chicago two-day showings were R. C. Roling, president; R. W. Carlson, vice-president and comptroller, and E. L. Hahne, secretary and treasurer. Expected to attend the Indianapolis showing were Bert Davidson, district sales manager, and Reed Whipple, service engineer.

Coven said that operator enthusiasm over the showings were higher than ever before.

## Michigan Ops

• Continued from page 97

youth program are local disk jockeys, advisers from the mayor's committee on children and youth, representatives from the Detroit police department's youth bureau, the Department of Parks and Recreation, the Parent Teachers' Association, officials of the CIO and AFL, newspapers, radio and television stations.

Small emphasized that the first "Teen-Age Program" had gone a long way in building better public relations in the Detroit area. He urged operators to get behind the cause.

During the last monthly meeting, Small read a letter to the group from Gus Scholle, president of the Michigan CIO council, supporting and praising the work being done by the association.

## Text of Copyright Measure

• Continued from page 19

bers of Congress; but they shall be reimbursed for travel, subsistence, and other necessary expenses incurred by them in the performance of the duties vested in the Commission.

(B) Members of the Commission who are in the executive branch of the government shall each receive the compensation which he would receive if he were not a member of the Commission, but they shall be reimbursed for travel, subsistence, and other necessary expenses incurred by them in the performance of the duties vested in the commission.

(C) Members of the Commission from private life shall receive not to exceed \$25 per diem when engaged in the performance of duties vested in the Commission, plus reimbursement for travel, subsistence, and other necessary expenses incurred by them in the performance of such duties.

Sec. 6. The Commission is directed to examine, study, and make recommendations for the revision of all laws pertaining to both domestic and foreign copyright.

Sec. 7. (A) The Commission, in carrying out its functions under this act, may appoint such personnel as it deems advisable, without regard to civil service laws, and shall fix the compensation of such personnel in accordance with the Classification Act of 1949, as

amended. The Commission may procure temporary and intermittent services in accordance with Section 15 of the Act of August 2, 1946 (5 U.S.C., Sec. 55A), but at rates not to exceed \$25 per diem for individuals. The Commission may reimburse employees, experts, and consultants for travel, subsistence, and other necessary expenses incurred by them in the performance of their official duties and make reasonable advances to such persons for such purposes.

(B) Service as a member of the Commission (except service of a member appointed by the Vice-President or the Speaker of the House or appointed by the President from the executive branch of the government), employment of an individual pursuant to the first sentence of Subsection (A), and service by a person pursuant to the second sentence of Subsection (A), shall not be considered as service or employment bringing such person within the provisions of Section 281, 283, 284, or 1914 of Title 18 of the United States Code, or Section 512 of the Mutual Security Act of 1954, or Section 190 of the Revised Statutes (5 U.S.C., Sec. 99).

Sec. 8. There is hereby authorized to be appropriated, out of any money in the Treasury not otherwise appropriated, so much as may be necessary to carry out the provisions of this act.

Sec. 9. (A) Within thirty days after the commencement of the first regular session of Congress convened more than one year after the date of the enactment of this act, the Commission shall make a report of its findings and recommendations to the President and to the Congress.

(B) Sixty days after submission to the Congress of the report provided for in Subsection (A) of this section, the Commission shall cease to exist.

Sec. 10. The Commission or, on the authorization of the Commission, any subcommittee or member thereof, shall have power to hold hearings and to sit and act at such times and places, within the United States or elsewhere, to make such testimony, and to make such lawful expenditures, as the Commission or such subcommittee or member may deem advisable.

## Add New Juke Needles at Pfanstiehl

WAUKEGAN, Ill., Jan. 22.—The Pfanstiehl Chemical Corporation has announced that sapphire needles are now available to music operators for every make and model phonograph that uses replacement needles.

The latest additions to the Pfanstiehl line are needles for the Seeburg 78 r.p.m. and 45 r.p.m. phonographs and for the AMI model F. The Pfanstiehl line now covers 13 styles of coin machine replacement needles.

To promote this new line, Pfanstiehl announced that it was offering one free needle with every 10 purchased. Also, the firm said that it was expanding its distributorship organization to better serve the coin machine industry.

Carl Happel, Badger Novelty Company's head man, reports that the recent introduction of the Northwestern package machine, which vends five different gums, is meeting with a fine reception from the area's bulk venders. Also accounting for a nice share of the firm's volume these days, according to Happel, is the 1446 and 1442 Rock-Ola music machine.

plaints to dime play, builds good solid public relations and helps one of the most worthy causes."

Fish added that operators around Hartford, having seen the progress of dime play here, were gearing their public relations toward an educational program explaining the reasons for the higher price.

## Rieck Named

• Continued from page 97

graph division, Rieck stayed on as sales manager.

Following the appointment, Rieck announced that he would spend a short time in the Rock-Ola factory acquainting himself with all the various phases of the production department and would then make the rounds visiting operators and distributors thruout the country.

Sales manager of Rock-Ola's phonograph division was formerly King P. Ray.

## Hartford

• Continued from page 97

shared by the theater management and the music operators.

According to Fish, the small opposition existing to the dime play conversions comes from the small towns around Hartford, with only a few scattered complaints arising in the city. The purpose of the juke box in the theater lobby was three-fold, Fish said. "It cuts com-

## COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar every week for new events scheduled in your area.

January 25—Western Massachusetts Music Guild, bi-weekly meeting, Ivy House, West Springfield, Mass.

January 25—Recorded Music Service Association, semi-annual meeting, Bismarck Hotel, Chicago.

January 27—Music Guild of New Jersey, annual election of officers, Guild headquarters, Newark, N. J.

January 29—Association of Amusement Machine Operators of the Province of Quebec, 1st annual banquet, Montreal.

January 31—Central States Phonograph Operators' Association, monthly meeting, Peoria, Ill.

February 3—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

February 9—Automatic Merchandisers' Association of Western Pennsylvania, organization meeting, Hotel Webster Hall, Pittsburgh.

February 11—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

February 19-20—National Automatic Merchandising Association, regional meeting, Atlanta Biltmore Hotel, Atlanta.

March 5-6—National Automatic Merchandising Association, regional meeting, Adolphus Hotel, Dallas.

March 19-20—National Automatic Merchandising Association, regional meeting, Lord Baltimore Hotel, Baltimore.

March 27-31—National Association of Tobacco Distributors, annual convention, Conrad Hilton Hotel, Chicago.

March 28-30—Music Operators of America, annual convention, Morrison Hotel, Chicago.

April 2—Music Guild of New Jersey, 18th annual banquet (site to be announced), Newark, N. J.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

# Look for the HORNS when You Want to Take a Buck!



Horns make the difference as every operator, who has heard the new AMI Multi-Horn High Fidelity Model "F", well knows.

Here's the juke box that rewards the patron with superlative quality music, the location with better business, the operator with an increased take. Model "F" is a "dear"—with horns!

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

# Why The Billboard Favors Fact Finding:

## EDITORIAL

### Let's Just Get the Facts

• Continued from page 19

with the problem? Isn't there something wrong—and futile—in repeatedly throwing at Congress the responsibility for resolving an issue so complex?

Can any useful purpose be served in going thru the same routine again with the same principals—ASCAP on the offensive and the operators on the defensive? The same pro and con arguments will result. The same time and money will be wasted.

A new approach is needed. And the way to begin is to take Congress off the hook until the log jam of conflicting and biased testimony is broken by a Fact-Finding Commission working in an atmosphere that is free of pressure, bitterness and fear.

The Billboard believes the 1955 Congress should confine itself to legislation that enables the President to appoint a Fact-Finding Commission to undertake the study of all facets of the Copyright Act of 1909. The juke box exemption is only one important phase to be studied. There are others, some of which will be considered in next week's editorial, "Inequities Vs. Interdependence."

## COPYRIGHT EDITORIAL

### Inequities Vs. Interdependence

• Continued from page 19

where modernization appeared necessary at one time but later became either undesirable or of questionable necessity?

#### The Performing Artist:

Is the performing artist entitled to a royalty when his disks are performed over radio stations? There is a long history to this problem, involving many top artists. Court battles were fought to force radio stations to pay artists every time artists' records were broadcast. The National Association of Performing Artists tried to establish this principle on a national and then on a State-wide level. For a time the American Federation of Musicians took an interest in the matter. Such men as Fred Waring and Paul Whiteman were principals in the tangled dispute, and attempts were made to license stations.

Compare the reasoning in those days—and it seemed mighty logical reasoning—to the attitude today. It is now common practice for the artist and publisher, and often the songwriter, to pay heavily to promote the use of their records on the air.

#### The Record Manufacturer:

If the performing artist was entitled to royalties for the performance of his records over the air, what about the disk manufacturer? Diskeries years ago claimed as much. Some even went so far as to prohibit the playing of their records on the air. Some threatened to license such use.

Compare the advantages they thought they would gain then to the present competitive practice of literally flooding radio stations with free records.

#### Mechanical Royalties:

Such royalties are limited by law to 2 cents per side manufactured, paid direct to publishers on the basis of sides sold and then divided between the publishers and songwriters. Publishers and songwriters have often argued that it is not enough. Yet every day these same parties, by mutual agreement with record manufacturers, revise the rate downward to give the manufacturers incentive to record their songs.

#### The Compulsory Licensing Act:

This is one of the most controversial phases of copyright. When a publisher issues a mechanical license to one record company to record his song,

he must allow all other manufacturers the privilege of recording the same tune. There are some solid arguments in favor of a revision of this law. Many publishers and writers, for instance, feel that they can never adequately regain a rightful share of the control over their copyrights without the law being amended.

#### So where are we?

Why do artists no longer try to stop the playing of their recorded performances on the air?

Why has not the compulsory licensing provision been changed?

Why has not the songwriter and publisher pressed to get a raise in the 2-cents-per-side mechanical rate?

Why indeed? Very often, the original proponents of such changes experienced a change of heart themselves. They decided it was best, after all, to leave things as they were. In fact, had it not been so hard to achieve changes in the Copyright Act, damage far in excess of any good might have resulted. Often, the original proponents of change were protected by the very slowness of democratic legislative procedure.

And so we are on the verge of another attempt by ASCAP to amend the Copyright Act. What of that? Many who are aware of how attitudes have sharply changed in the course of years, feel it is best that the democratic process is grinding on ever so slowly.

These men feel that proponents are so bent on winning the simple piecemeal issue at hand—the end of the juke box exemption—that they fail to view in its entirety the complex interdependence of the entire music industry. These cautious men cannot favor removing the exemption, when, in their opinion, so much of the music business hangs in the balance—when it is possible that the intended beneficiaries of such legislation today may be sufferers tomorrow.

On the other hand, those in favor of removing the exemption argue that what is involved is the protection of a copyright—the right to collect a fee for performance of copyright songs for a profit. Widely held theory, among these proponents, states that a moral right to collect performance fees does exist and must therefore be exercised. Let the drive for revision lapse and they feel the entire principle of performance rights is in danger. These men hold that even should an amendment disrupt the current economic balance within the music business, the risk is worth taking in order to protect a principle so vital to performing rights and licensing societies.

Would another Congressional hearing help to resolve this deadlock? Congress has heard the bitter pros and cons many times. The way must be found to gather facts and carry on research in an atmosphere free from pressure, bitterness and fear. What is needed is a neutral fact-finding commission.

Next week's editorial, "Reasons for Fear," will discuss why a fact-finding commission can—and should—dig deeper into all economic aspects of the music industry, if this issue is ever to be resolved.

## COPYRIGHT EDITORIAL

### Reasons for Fear

• Continued from page 19

"outsider" to stand an expense which does not show a tangible return.

This feeling of fear and resentment is increased by reason of the intricacies of copyright law. Like other ordinary mortals, he cannot understand it at all. Nine out of 10 operators will either admit this, or prove by their misstatements that copyright is a mystery to them. And herein lies the strength of the Music Operators of America.

The MOA's strength is derived from the operator being dependent on that organization to protect him against ASCAP. If MOA gives the least evidence that it will do anything but give ASCAP 100 per cent opposition, it will lose the confidence of operators and may even disintegrate.

This complete opposition is going to exist as long as licensing organizations seek to collect fees without giving the operator the assurance that such fees will be equitable, and in proportion to value received.

## Bills Augur Rough Seas

• Continued from page 97

Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks in the last Congress on almost identical legislation sponsored by the late Sen. Pat McCarran (D., Nev.).

Customarily, the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks would be expected to take up the legislation first, and then either pass it on to the full committee or shelve it. Even if a subcommittee rejects a piece of legislation, the full committee is entitled to take it up.

Also the Senate Judiciary Committee has been organized for the new Congress, the subcommittee has not yet been chosen. The full committee includes, besides Chairman Kilgore and Senators Kefauver, Johnson and Langer, the following: Sens. James O. Eastland (D., Miss.), Thomas C. Hennings Jr. (D., Mo.), John L. Mc-

Clellan (D., Ark.), Price Daniel (D., Tex.), Joseph C. O'Mahoney (D., Wyo.), Alexander Wiley (R., Wis.), William E. Jenner (R., Ind.), Arthur Watkins (R., Utah), Everett Dirksen (R., Ill.), Herman Welker (R., Idaho) and Hugh Butler (R., Neb.).

In the last Congress, the subcommittee was headed by Senator Wiley and included Senators Eastland and Jenner.

There is strong likelihood, meanwhile, that the Thompson bill for a fact-finding study of all copyright matters may attract growing interest on Capitol Hill. Because of this possibility, there is a chance that the Thompson bill will gain a hearing in the House Judiciary Subcommittee.

This subcommittee is still unorganized. Thompson has indicated that he will push for action on his bill, no matter how any other copy-

right legislation is disposed of.

Thompson points out that the entire Copyright Act of 1909 is in need of an exhaustive review, and he will argue before the Subcommittee, if given the opportunity, that piecemeal legislation on copyright revision should be logically deferred, at least until Congress has had an opportunity to consider a complete review of all phases of the Copyright Act.

What would happen if the Kilgore anti-exemption bill reached the House is a matter of conjecture. Rep. Emanuel Celler (D., N. Y.), chairman of the House Judiciary Committee, where the legislation would be committed, is a strong supporter of legislation to end the juke box exemption. Two Congresses ago, when Celler headed the same committee, he exercised the congressional privilege of coming before the House Judiciary Subcommittee on Copyrights, Patents and Trademarks to argue for the Bryson-Kefauver Bill, which was the anti-exemption bill then under consideration.

The Bryson-Kefauver bill, how-

## Wurlitzer Execs To Aid San Juan, Montreal Showings

NORTH TONAWANDA, N. Y., Jan. 22.—Wurlitzer executives were on hand over the weekend when the firm's distributors opened their doors for "National Wurlitzer Days" to unveil the new model 1800.

Arthur Rutzen, export sales manager, was set for the showing in Puerto Rico. Rutzen will assist Rodolfo Criscuolo, head of Borinquin Corporation, Puerto Rico distributor, greet operators and their guests at the firm's headquarters at 308 San Francisco Street, San Juan.

ever, failed to get out of committee despite Celler's efforts and despite the fact that the late Rep. Joseph Bryson (D., S. C.), a co-author of the bill, headed the subcommittee.

## Kilgore Bill

• Continued from page 97

repeal of this inequitable exemption. These organizations include: American Bar Association, State and local bar associations, General Federation of Women's Clubs, National Federation of Music Clubs, National Music Council, American Patent Law Association, Author's League of America, Songwriters' Protective Association, Author's League of America, Songwriters' Protective Association; Sweet Adelines, Inc.; Music Publishers' Protective Association; American Society of Composers, Authors, and Publishers; Broadcast Music, Inc.—as well as the vast majority of the nation's composers, authors and publishers and the agencies of the United States government which are charged with examining into such matters; Department of State, the Library of Congress and the Registrar of Copyrights.

# MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the Music Department up front in this issue of The Billboard are:

Columbia Records will make one more try at getting off a big hit via TV when Johnnie Ray debuts as a dramatic actor on the General Electric Theater show at the end of this month. He'll introduce a new song on the show.

Sales of 45 r.p.m. single records are not what they should be in Canada, tho operators are buying heavily on the speed. Retailers, say Canadian manufacturers, haven't been pushing the speed enough.

Philco is set to sponsor a new disk jockey show starring Johnny Desmond over some 500 Mutual network stations. Desmond will feature talent guests and local disk jockeys who'll pass on info about the hit records in their areas.

Coral Records re-signed Teresa Brewer, Don Cornell and the McGuire Sisters to new long-term contracts, thus solidifying its hold on three of the hottest talents in the business.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

## MGNJ Nominates Slate for Annual Election on Jan. 27

NEWARK, N. J., Jan. 22.—A slate of officers and directors for the Music Guild of New Jersey was selected by the organization's nominating committee Thursday (20).

Elections are scheduled for the 18th annual dinner and meeting, to be held Thursday (27) at the Military Park Hotel.

Nominees are Robert Harvey, Belleville, president; Frank Alge, Jersey City, vice-president; Jules Russoff, Maplewood, secretary, and Hal Chasen, Maplewood, treasurer. Harvey is currently secretary; Alge is a former board member; Russoff is on the board, and Chasen has served as treasurer for three terms.

Board nominees are Herman Halperin, Irvington; Sam Waldor, Newark; Humbert Betti Jr., Jersey City; Manuel Ehrenfeld, Passaic,

and Rudy Lietgeb, Cliffside Park. All nominees have had previous experience on the board, while Waldor has been a seven-term president of the organization.

Nominations will also be made from the floor, with the election by secret ballot.

Cleo Rosazza, G. M., Paterson, is chairman of the nominating committee. Other committee members are Harry Knowles, Valley, Montclair; Frank Alge, Pleasant, Jersey City; Herb Brauch, Belmont, Paterson; Rudy Leitgeb, Comet, Cliffside Park; Ray Kitzler, Independent, Elizabeth; Al Russon, R&Y, Newark; Howard Berk, Marks, Bayonne; Al Pasquarelli, Atlantic, Newark; Carl Procope, Garden State, Englewood, and Joe Lubin, Atlas, Elizabeth.

## Unveil Wurlitzer Model 1800

Continued from page 97

tone arm are finished in white. The chassis is finished in white and trimmed in gold. The Wurlitzer crest is visible on the chassis.

The selector panel is divided into four sections, labeled A, B, C and D, and each contains 26 selections. Popular and old favorites, folk and western and rhythm and blues classifications are supplemented by strips reading "Extended Play Records." (See separate story.) New title strip holders are also featured. Holders are made from thick, durable plastic with a molded pull-out knob on the back.

In a departure from previous designs, the pilasters illuminating the grille have been set well in from the sides of the phonograph. They are illuminated by 20-watt fluorescent tubes.

The grille forms two semi-circles, meeting at the center. The pilasters are centered in front of the grille circles, giving even light across the entire surface.

The door to the money compartment is located in the lower right-hand side of the phonograph. The coin box has been replaced by a bag firmly supported on rails inside the door.

Four matched speakers, three 12-inch wide range speakers and one high fidelity treble tweeter, are mounted in a heavy baffle board which extends the full width of the phonograph. The model is equipped with a high fidelity "off-on" switch in the center of the baffle board.

The "Carousel Record Changer," introduced last year, has been retained. Improvements to the mechanism follow: Instantaneous selection after coin is inserted. A service switch to allow a serviceman to stop the mechanism in any phase of its cycle. Deeper slots have been formed into the carrier

ring to permit over-sized 7-inch records.

The model 1800 is supplemented by a new line of remote equipment, which includes the model 5207 104-selection, three wire wall box, and three new high fidelity speakers. All previous remote equipment can be used with the model 1800.

While no price of the new model was announced, it is expected to be the same as the 1700 series.

## Thompson Bill

Continued from page 97

ployed by the industries that have grown up in these fields.

"With industries as large as those in the field of mass communications there are many problems of equity and justice involved. Performing rights in musical works were first recognized in 1897. The Copyright Act of 1909 imposed limitations as to musical compositions where performances were public and for profit. Legislation to end the exemption granted to juke boxes by the Act of 1909 has been introduced in nearly every Congress since 1926.

### Cites Differences

"There seem to be certain important respects in which the copyright laws differ from the patent law which grants a patentee the exclusive rights to make, use and vend the invention or discovery. The inventor seems to be better protected than the author and composer, yet the advancement of science and the useful arts was written into the Constitution as one of the basic concerns of this nation, and of the federal government.

"If the arts are among those activities which make our civilization endure and flourish, as President Eisenhower declared them to be in his recent message on the state of the union, then it is time that a study be made by an impartial, blue-ribbon federal commission of the exceedingly complex subject of the copyright laws."

Thompson's bill will be sent to the House Judiciary Committee. The bill authorizes the President to choose the Commission's chairman and vice-chairman from among the 13 members.

# Food Mfrs. Pay for Background Music In Storecast's Grocery Operation

NEW YORK, Jan. 22. — The Storecast System here is currently in the throes of an expansion move.

Operating entirely in supermarkets in the East and Midwest, Storecast supplies background music to these outlets, ties in merchandising announcements with the music, and depends on the product manufacturer—not the market—for its revenue.

Most recent installations in the metropolitan New York area are the American Stores Company, the First National Stores, Inc., Dilbert Bros. and d'Agostino Bros.

The firm combines the functions of an advertising medium and a background music operator by promoting food items for manufacturers, aiding the local outlet in moving merchandise, and providing atmosphere music for shoppers.

### FM Stations

Music is furnished by local FM stations, with the receivers in the stores set on special bands. Stations are WIBG-FM, Philadelphia; WHOM-FM, New York; WFMF-FM, Chicago, and WMM-FM, Meridan, Conn.

Storecaster makes arrangements with the radio stations to have suitable background music played during store hours, with 20-second spots available for advertising or promotion purposes.

Cost per announcement on a 13-week, 78-announcement schedule for the 160 Acme markets in the Philadelphia area, for example, is \$9.84. The rate is scaled to a 52-week, 1,248-announcement contract, which comes to \$6.30 an announcement. In addition, the messages are carried to homes of station listeners. Storecast claims an average of 875,000 weekly shoppers in the Philadelphia Acme stores.

### Merchandise Crews

According to Stanley Joseloff, Storecast president, the firm deploys crews of grocery and drug merchandising specialists who make more than 450 service calls a week to supermarkets.

These crews see that advertised products are in good supply, that they have competitive shelf position and frontage, and that merchandising tie-ins are utilized.

Storecast was founded in 1946 by Stanley Joseloff, current president. Joseloff was formerly coun-

sel for the Shubert interests and headed the radio division of the BLOW Agency.

Storecaster employs more than 50 persons, 28 of them in the field and the remainder at the New York headquarters and in branch offices in Chicago, Philadelphia, Hartford, Conn., and Kearney, N. J.

Sponsors include Armour, Swift, Snow Crop, Mennen, Libby's, Marcal, Burry's, Blue-Ribbon, Hormel, Jell-O, My-T-Tine, Statler, Walter Baker, Kraft, Beech-Nut and La-Rosa.

## Union Picket Ban Denied In Bronx Court

NEW YORK, Jan. 22. — Local 1690, RCIA, AFL juke box servicemen's union, won a point in Bronx Supreme Court Friday (21) when Judge Martin M. Frank denied a motion to join the union from picketing a location.

The plaintiff, Kenneth Childers, charged the union with picketing one of his locations illegally and had sought an injunction.

Childers maintained that he had a one-man operation, was self-employed, and therefore could not be considered an employee.

### Injunction Denied

The motion was heard in Bronx Supreme Court last week, and yesterday Judge Frank handed down the ruling, denying the injunction on the grounds that the plaintiff could not prove illegality.

Representing the union were Arnold Cohen and Herbert Simon. Otto F. Fusco represented the plaintiff. Barney Schlang was named in the injunction move as president of the union.

## White Mt. Music Sold to J. France

SHOWLOW, Ariz., Jan. 22.—Cage Fink, operator of the White Mountain Music Company, has announced the sale of his entire operation to John France.

France, who has had experience in all branches of coin machine business, now operates music and game routes thruout Central Arizona, including such communities as Globe, Miami, Superior and St. John.

## Hospital Plan

Continued from page 97

and their families. It is underwritten by the Bankers Life Company, Des Moines.

Benefits payable for non-occupational injuries and illness. All benefits provided for members and their employees are also available to dependents.

Coverage includes pre-existing and chronic as well as acute physical disabilities. It does not cover workmen's compensation cases, pregnancy or childbirth, dental services or eye examinations.

The cost of the insurance is \$3.75 monthly for the individual plan and \$8.50 monthly for the family plan.

Hospitalization benefits for room and board are allowed up to \$14 a day. Maximum benefit is 70 days or \$980.

Surgical benefits include major and minor surgery performed in or out of a hospital—subject to a schedule from \$7.50 to \$300.

Accident expense benefit is paid up to \$300.

Maximum benefit for treatment of poliomyelitis is \$5,000.

A complete surgery schedule will be submitted to operators at the convention.

### Plan Joining

All members belonging to MOA may join the plan. Employees hired after the effective date of the plan would be eligible on the first day of the calendar month following employment.

Insurance would be terminated for any of the following reasons: Non-payment of premium; whenever an employee requests; failure to make any required contribution; dropping from the association; ceasing to work in the music business, and lapsing of the group policy.

Miller said that the proposed plan was selected on the basis of premiums, benefits and that both operators and employees could subscribe to the plan.

## Twin Cities

Continued from page 97

"treat the customers just as tho they lived next door." The Lieberman firm, which does practically all of the export business in this area, makes it a practice to ship only top merchandise, Rueben said. The equipment also is properly serviced so that it is ready for installation, he added.

"We have found that by satisfying Canadian operators they not only stay with us but recommend us to other coinmen," he said.

The coming year, Ruben declared, should see more and more used phonograph and game equipment directed to Canadian buyers. Arcade equipment, too, has brought numerous inquiries that resulted in good sales, he added.

## How Was Your Timing on . . .

# "NO MORE"

DE JOHN SISTERS  
EPIC 9085

Now on Billboard's "Best Selling Singles" Chart

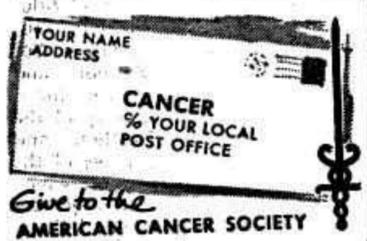
Start today to time your record buying to cash in on the heaviest disk jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have title strips of BEST BUYS supplied day and date with their publication in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around!

Spotted as a  
Billboard  
BEST BUY

DECEMBER  
14, 1954

Title Strips  
Ready for Top  
Juke Profits

DECEMBER  
14, 1954



Sterling Title Strip Co.  
2 E. 45th St., New York 17

Date \_\_\_\_\_

Please start sending me \_\_\_\_\_ title strip cards of Billboard's "Best Buys" to cost \$ \_\_\_\_\_ for 3 full months. Payment is enclosed.

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

### CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 cards of each record selected (average 10 records—20 cards) delivered weekly for a period of 3 months.

Cards per Week	Cost for 3 months	Cards per Week	Cost for 3 months
20 (400 strips)....	\$ 9.00	70 (1400 strips)....	\$29.00
30 (600 strips)....	13.00	80 (1600 strips)....	33.00
40 (800 strips)....	17.00	90 (1800 strips)....	36.00
50 (1000 strips)....	21.00	100 (2000 strips)....	39.00
60 (1200 strips)....	25.00		

# COINMEN YOU KNOW

## Chicago

Communications to:  
Ken Knaut  
Central 6-8761

### Purveyor Head Back From Hawaii . . .

Herb Perkins, Purveyor Distributing Company owner, returning this week from Honolulu reported games and juke box trade in Hawaii flourishing. He sees the islands as a top prospect for coin machine exports.

Bill De Selm, United Manufacturing Company, became a grandfather for the first time recently, when his daughter, Mrs. John Brown, Chicago, gave birth to a daughter. Tony Kupal, Central Distributing, St. Louis, joined Bill De Selm Wednesday night for the Robinson-Jones fight in the Windy City. Ed Heath, Macon, Ga., was another United guest during the week.

Joe Kline, Wally Finke, Fred Kline and Sam Kolber, First Coin Machine Exchange, were enthusiastic over the arrival of the new Chicago Coin Machine Company's Triple Strike Bowler. Two of First's employees, Marv Rosenstein, of the bookkeeping department, and Gerald Jackson, shipping manager, have been having a daily after-hours contest on the game.

Jules Olshein, Odco, Inc., New York, reports his firm is doing a good job with the Exhibit Sport-

land Shooting Gallery, which is replacing shuffle bowling games in many Eastern locations, he says.

Mort Levinson, National Coin Machine Exchange, says the company's export business is good, with shipments going regularly to South America and Europe. Joe Schwartz, National owner, looking forward to a good business with the D. Gottlieb & Company game, Twin-Bill, new five-ball game.

Don Binks, Binks Industries, reports orders coming in good for the Skill Tournament, new shuffle bowler game attachment. The unit is an innovation in the amusement game field.

Ralph Sheffield, Genco Manufacturing, & Sales Company, is planning no sales trips in the near future, an unusual circumstance for "Travlin' Ralph." The Big-Top Shooting Gallery is moving steadily.

## Miami

Communications to:  
Al Denny  
83-3696

### Reports Heavy Sale of 45 Disks . . .

At Sea Coast Appliance Distributors, which handles the RCA Victor record line in Florida, the sales pace has stepped up since announcement of the price cuts. Larry Bushey reports a heavy run on the RCA Victor 45 phonograph, in addition to increased buying of 45 r.p.m. disks by juke box operators and retail dealers. The latter, he said, are stocking up on classical LP's. Bushey ventured the opinion that the price cuts would enable the masses to enjoy LP's featuring such artists as Toscanini, which heretofore were priced beyond the budget of many people.

Newest member of the Sea Coast staff is Jerry Rothbard. Ozzie Truppan, Advance Music, hopes the change in price structure by which 78 r.p.m. disks increased in price and 45's dropped, indicates that the doughnut-sized platters will become more plentiful. He says the 45's are frequently next to impossible to obtain, especially on independent labels.

When Harold Carson and Arnold Rogan, Juke Box Company, installed a new Seeburg phonograph in Robert's drugstore, they made sure that the customers of the 24-hour establishment would always be within easy reach of music. This was accomplished by placing 12 new Seeburg wall boxes at strategic points thruout the huge store.

Hard-working Bobby Schwartz, B & B Vending Company, and his partner, Buddy Cohen, are veterans of the coin machine business even

tho they are still young. Bobby broke into the game in 1946 upon his discharge from the service, thru an uncle. The Schwartz-Cohen team operated pins for years, and only recently diversified with juke boxes.

Marvin Nevak, King record distributor, is featuring a new center piece, manufactured by King, for 45's. It is made of unbreakable plastic and is said to keep record centers from chipping.

William FitzGerald, advertising manager of AMI, dropped in to visit Bob Norman, manager of Southern Music Company. FitzGerald and his wife passed thru Miami en route to Jamaica, where they are spending a vacation. Norman and his wife are anxiously awaiting the arrival of their daughter, Arlene, and son-in-law, Sgt. Bob Massey, who are due here from Japan. Massey is completing a hitch in the Marine Corps.

Music and game collections are on the upswing now that the winter season is here. The Hialeah race course opens January 17, and this traditionally is the beginning of the lush winter trade.

Over at Mercury Record Distributors, Clerk Jean Powers reports that juke box ops are buying many copies of Sarah Vaughan's "Make Yourself Comfortable," and Georgia Gibbs' "Tweedle Dee."

Harry Goldberg, H & G Vending, the oldest coin machine distributor in South Florida in length of service, has received Lehigh's new 12-column cigarette vender. The MC-12, as it is called, handles all coins and all cigarette pack sizes, Goldberg explained. The blond finish should prove popular with operators, said Goldberg, who expects to travel over Florida showing the new Lehigh, formerly known as PX.

Mildred Marks, former clerk at Brooke Distributors, Decca and Coral record outlet, told friends before leaving town for Texas that she expects to be wed there.

An active, busy fellow is Hyman Guberman, of the Pan American Distributing Corporation, who can be seen delivering records around town and performing many other chores in the course of a day's work.

Juke box favorites continue to be booked into Greater Miami night clubs. Rusty Draper, Mercury artist, is currently appearing at the Sans Scuci Hotel; Ruth Wallis is at the Isle de Capri Hotel and Yacht Club, and Vaughn Monroe, of RCA Victor, has been held over in the La Ronde room of the Fontainebleau Hotel.

Manfred Emslie has been added to the staff of King Record Distributors as the result of increased business, according to Manager Marvin Novak. He reported that December volume was the heaviest since the Miami branch was established. Much of the credit, he said, goes to "Hearts of Stone" by the Charms, which was recorded on the DeLuxe label, a King subsidiary, under the direction of Henry Stone, who is Novak's sidekick in the office. "We sold over 10,000 copies of 'Hearts of Stone' here in this branch alone," said Novak, "and we expect to do as well with 'Ling Ting Tong' by the Charms."

Commenting on the upsurge of interest in shuffle alleys in the past year, Eli Ross, of Taran Distributing, said they have revitalized many pin game locations. "Where a pin game had slumped to, say \$3 a week, a shuffle alley in the same location now brings in anywhere from \$20 to \$40," Ross stated.

Murray Gross says that a rash of good disks is helping collections, along with the excellent Miami weather and the heavy stream of winter visitors. He added that "Hearts of Stone" is pulling in the  
*(Continued on page 104)*

## 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 Jan. 22	Issue of Jan. 15	Issue of Jan. 8	Issue of Jan. 1, 1955
<b>AMI</b>				
Model A .....	\$109.50 165.00	\$100.00 129.00	\$129.00 135.00	\$129.00 135.00
Model B .....	195.00	175.00		
Model C .....	179.50 250.00	195.00	215.00 275.00	275.00
Model D-40 .....	229.50 300.00	295.00 300.00	295.00 300.00	300.00 329.00
Model D-80 .....	319.50	395.00 469.00	329.00	469.00
Model E 80 .....		495.00		
Model E 120 .....	595.00	595.00(2)		
<b>EVANS</b>				
Constellation .....			240.00	240.00
<b>MILLS</b>				
Constellation .....			175.00	175.00
<b>ROCK-OLA</b>				
1422 .....	99.00	35.00	49.50	
1426 .....	110.00	50.00	55.00	
1428 .....		100.00		
1432 .....	295.00			
1434 .....		325.00	325.00	325.00
1434 Rockets .....	325.00			
1436 Fireball 45 RPM .....	349.50			
<b>SEEBURG</b>				
H 146 M Hideaway .....			115.00	
H 177 M Hideaway .....			135.00	
M 100-A (78 RPM) .....	350.00	375.00	375.00(2)	375.00(2)
	375.00(2)		385.00 395.00	
M 100 B .....	525.00 575.00	495.00 525.00	525.00 565.00	525.00 575.00
		575.00(2)	575.00(3)	
M-100-C .....	650.00	595.00 650.00	650.00	650.00
146 .....	95.00	35.00 89.00	89.50	89.00
147 .....	89.50	50.00 119.00	119.00	119.00
148 M .....		149.00	149.00	149.00
148 ML .....	109.50	159.00	159.00	159.00
<b>WURLITZER</b>				
1015 .....	69.50 75.00	35.00 75.00	75.00 99.50	75.00
	100.00 125.00			
1050 .....			85.00	
1080 .....			99.50	99.00
1100 .....	185.00 195.00	135.00 150.00	150.00 195.00	195.00
			195.00	
H 1217 .....			159.00	159.00
1250 Hideaway .....			135.00	
1250 .....	199.50 265.00			
1400 .....	279.50 375.00	395.00	395.00(2)	395.00
1450 .....		395.00	395.00	395.00
1500 .....	395.00 475.00	395.00 445.00		
	495.00			
1500-A .....	575.00			
1550-A .....	595.00			

## Conn. Ops Elect James Tolisano MOC President

HARTFORD, Conn., Jan. 22.—James Tolisano, head of the Superior Music Company, Hartford, this week was elected president of the Music Operators of Connecticut Association.

Tolisano succeeds Abe Fish, head of General Amusement Games Corporation, who became a member of MOC's executive board.

Other officers elected were Paul Rechtshafer, Hartford, vice-president; Jerry Lambert, Stamford, treasurer; Maurice Wein, New London, secretary; Anthony Wilkas, Hartford; Glenn Klopfenstein, Meriden, and Pep Onofrio, Meriden, assistant treasurers.

### Executive Board

Serving with Fish on the executive board are Frank Marks, New London; John Colucci, Waterbury; Chico Montano, New Haven; Jerry Lambert and Ben Gordon, New Britain; James Connors, Norwich; Louis Nalclerio, Waterbury; Pep Onofrio and Irving Geltzer, New London, and Charles D'Alessandro, of East Hartford.

Installation of officers will be held Thursday, 6:30 p.m., February 11 at the Waverly Inn, Cheshire.

Meanwhile, dime-play continues to take the spotlight in the Hartford area. Approximately 50 per cent of all equipment in this area has already been converted, according to Fish, and operators hope to have all 45's on 10-cent play by the end of February.

## Sandler Unveils Wurlitzer 1800 At Preview

MINNEAPOLIS, Jan. 22.—A preview of the new Wurlitzer 1800 was staged here Wednesday (19) at the Sandler Distributing Company, with Irv Sandler and Arnie Golden in charge.

Bert Davidson, Wurlitzer regional sales manager, and Reed Whiple, regional service manager, both from North Tonawanda, N. Y., were on hand to greet operators.

The showing was in advance of National Wurlitzer Days, scheduled for Sunday and Monday (23-24).

## N. Y. Coin Ops Nominate Slate

NEW YORK, Jan. 22.—The nominating committee of the Associated Amusement Machine Operators of New York Thursday (20) presented its officer and director nominees for 1955-'56. Elections will take place at the annual meeting, February 17, at the Henry Hudson Hotel, at which time additional nominations from the floor will be made.

Nominations were headed by Louis L. Rosenberg, incumbent, and Sanford Warner, for president. Others named were George Holtzman, vice-president; Louis Glatz, incumbent, and Dave Lowy, financial secretary; Wilbur Aaronson, incumbent, secretary; Jack Semel, incumbent, treasurer, and Jerry Miller, incumbent, and Al Koondell, sergeant at arms.

Nominees for the nine-man board of directors were Harry Schildkraut, Vincent Cappazzola, Harry Berger, Sid Slater, Ira Zucker, Milton Green, Moe Bitter, Morris Peskin and Al Koondell.

## Ross Rock-Ola Grips 1st Spot In AMOA Race

MIAMI, Jan. 22.—Ross Rock-Ola's keglers clamped a tighter grip on first place in the AMOA Bowling League last Monday by trouncing second-place Advance Music 3 to 1.

Music Makers skidded into fifth place by forfeiting a 4 to 0 set to American Operating. Only two members of the Music Makers squad were on hand for play. In other games, Marino Music won 3 out of 4 from Radio Center, while Acme Music took the measure of All-Coin Amusements, 3 to 1.

The standings after 60 games:

	Won	Lost
Ross Rock-Ola .....	40	20
Advance Music .....	37	23
Acme Music .....	32	28
Marino Music .....	30	30
Music Makers .....	29½	29½
Radio Center .....	25½	30½
American Operating .....	22	38
All-Coin Amusements .....	19	37

High individual game honors went to Eddie Dee (Acme) with a 210. High individual set was captured by Vinnie Amato (Advance) with 561, which placed him second in that category for the season, behind Buddy Cohen (Acme) who is tops with 570.

### High Team Scores

Advance Music racked up high team set and high team game laurels, with 2,226 for the former and 809 for the latter.

Surprising feature of this week's play was Acme Music and Marino Music's climb into the first division.

## Chi Op Assn. Skeds Meeting For Tuesday

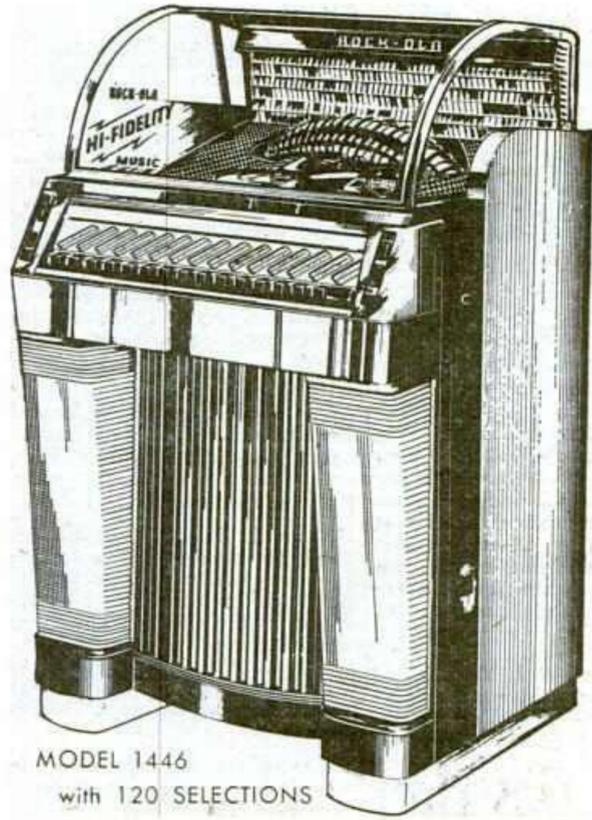
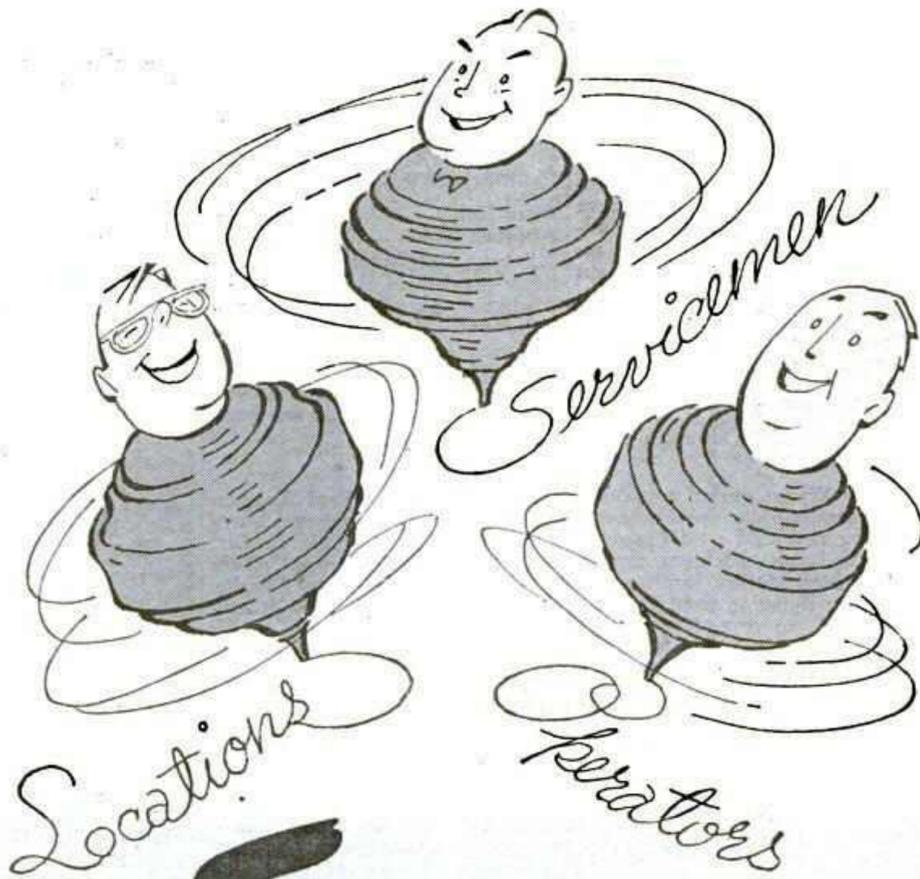
CHICAGO, Jan. 22.—Recorded Music Service Association will hold its semi-annual meeting in the Bismarck Hotel here Tuesday, according to Ray Cunliffe and Phil Levin, heads of the organization.

The meeting will get under way around 8 p.m., Cunliffe said, with current operating problems and a report on the recent MOA executive meeting sparking the event.

Cunliffe and Levin, who as officers of MOA attended the three-day MOA executive board meeting, will report on the progress and arrangements already made for the coming MOA convention.

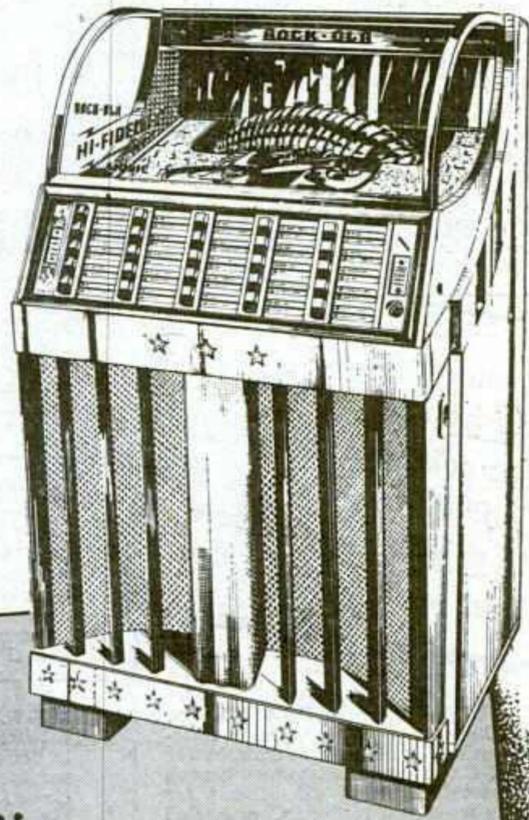
Dee's contribution of 210, 168, 160 played a major role in Acme's 3 out of 4 victory, while the return of Leon Falcon from the North helped Marino Music capture 3 out of 4. One of Falcon's games was a 178.

Other noteworthy performances were turned in by Vinnie Amato (Advance) with 189, 187 and 185; Leon Guss (Advance), 194; Marvin Ljeber (Ross Rock-Ola), 183; Marion Godwin (All-Coin), 190; Dave Friedman (American Operating), 192, his high for the season; Hyman Cohen (All-Coin), 171; Buddy Cohen (Acme) and Maury Horwitz (Ross Rock-Ola), 166; Eli Ross (Ross Rock-Ola) and Joe Spallitta (All-Coin), 160, and Lenny Baitler (Radio Center), 154.



MODEL 1446 with 120 SELECTIONS

MODEL 1442 with 50 SELECTIONS



**Tops** for everyone with  
**... ROCK-OLA Hi-Fidelity Music**

Fine Hi-Fidelity music, beautiful, modern cabinet design,  
 easy to read title strips, plus the famous ROCK-OLA trouble-free  
 mechanism mean greater earnings and satisfaction  
 ask your routeman... he knows!



Here's what Bill Fisher of  
**Coin-a-Matic Music Co.**  
 of Omaha says...

I prefer Rock-Ola phonographs to other makes because of the minimum of maintenance required to produce the maximum results. We have had amazingly few service calls in the operation of Rock-Ola equipment. I believe Rock-Ola has finally produced the era when the operator's service man can go home in the evenings, and spend the time with his family instead of waiting for the fearful ring of the telephone. The appearance of the new Rock-Ola Hi-Fidelity phonographs have made life wonderful among our locations and the cash boxes prove it. Rock-Ola has proven to this service man that life can be beautiful.

*Bill Fisher*  
 Bill Fisher

for further information write  
**ROCK-OLA MANUFACTURING CORP.**  
 800 N. KEDZIE AVE. • CHICAGO 51, ILL.

# COINMEN YOU KNOW

• Continued from page 102

most nickels, with "Let Me Go, Lover" and "Teach Me Tonight" also attracting heavy play.

The AMI Model F phonograph is proving an extremely productive machine, Harold Carson, of the Juke Box Company, says. Collections are going steadily upward, Carson reports, and he gives the balmy weather a share of the credit.

Ed Mercer, Orange Blossom Music Company, is sporting a snappy pink and cream Ford which attracts attention everywhere. Mercer's route lies almost wholly in the South Dade farmlands region which is now entering its busy season.

Jack Lipsiner, Coin-Operated Service, said he was impressed by the treatment on his first visit to the Budisco One-Stop, managed by Raoul Shapiro. He explained that the records recommended by Shapiro were all numbers which are on the upgrade and doing well on the jukes. "Shapiro's background as an operator and routeman serve him in good stead in his present job, and I can recommend him to other music operators when it comes to making the right picks on records," said Lipsiner.

Sam Lano, S & L Music, is so busy attending to his route that he no longer finds time to go fishing. He has sold his boat. On the other hand, his mechanic, Lenny Baitler, uses his day off every Wednesday to hunt for the big ones, which may prove it doesn't pay to be the boss.

Another fishing enthusiast is Lucky Skolnick, Music Makers, whose back yard is Biscayne Bay. When Skolnick arrives home from a tough day he casts a line in the

bay and relaxes—and sometimes even catches his dinner.

Willie Blatt's sister-in-law and brother-in-law, Mr. and Mrs. Sam Sterling, of Brooklyn, N. Y., are spending some time here.

## Pittsburgh

Communications to:  
Leon Leffingwell  
Walnut 1-0102

### Ops' Take Adds To Welfare Fund . . .

Martin Gluckow, who vends ice cream, cigarettes and candy in the mills around East Liverpool, O., has an interesting operation in that some of the profit goes into the mill union's welfare fund. The union men are informed of Gluckow's interest and they take pains to handle the vending machines properly.

Carl Klodell, son of the late Al Klodell, who was well known among vending operators here, has been admitted to the University of Pittsburgh School of Medicine.

Monarch Music Company is taking no chances that a sudden snow may create emergency driving conditions and catch the servicemen of the company's Seeburg music machines unawares; the company changed in December to snow tires, even though the weather remains balmy. Owner is Morris Vinocur.

One of the bigger changes in vending here, says Glen Gillette, who vends candy bars, cigarettes and chewing gum, is the continual closing down of a lot of small stores, cutting locations and increasing the present competition in vending.

Louis J. Hoffman, field representative of coin-operated music

boxes for Atlas Novelty Company, Seeburg distributor, reports customers are pleased with the accommodations and service of the new building, compact on one floor. Deliveries, pickups and parking also is easier.

Harry Dennis, manager, Automatic Canteen Company, reports that door-to-door selling is the company's best method of making new installations of Mills Coffee Service which the firm has been pushing for two years. Future of this market here, says Dennis, "is very good."

Harry Rosenthal, manager, Banner Specialty Company, back from a trip thru West Virginia, including Fairmont and Morgantown, reports coal miners in the area are drawing unemployment checks, and vending sales have been slowed down.

The new home of Morris Moskowitz, partner in the Sidmor Vending Company, is in Scott Township. It is a six-room ranch style of Roman brick.

Harry Wyner, proprietor, Automatic Vending Machine Exchange, handling new and used cigarette, candy and gum machines, reports his daughter, Marian, surprised the family by flying in from Los Angeles and arriving New Year's morning. She returned to California by plane five days later.

## Hartford, Conn.

Communications to:  
Allen Widem  
CHapel 9-8211

### J. Tolisano Heads State Ops Assn. . . .

James Tolisano, Superior Music Company, Hartford, has been elected president of Music Operators of Connecticut, succeeding Abe Fish, owner of General

Amusement Games Corporation, Hartford, who becomes a member of the executive board. (See separate story in Music section.)

George Navickas, of Navickas Amusements, Bristol, has returned from a Florida vacation. George is looking tanned and relaxed. Manny Leibert, former president of Vending Machines, Inc., Hartford, and now in the boxing and wrestling promotion field here, has been endorsed by the Connecticut Boxing Guild as a candidate for State athletic commissioner.

Ten-cent play continues in the trade spotlight, with Hartford operations about 50 per cent converted.

## Los Angeles

Communications to:  
Joel Friedman  
Hollywood 9-5831

### Sierra Holds Wurlitzer Show . . .

Sierra Distributors held their sneak preview of the new line of Wurlitzer phonographs at the Hollywood Athletic Club last weekend. George A. Miller, president of Music Operators of America, in addition to a roster of recording stars, was on hand for the festivities.

Charlie Daniels, Paul Laymon Company, reports continued heavy traffic for Bally's Magic Bowler, one of the best amusement pieces ever built, according to Charlie. Major domo Paul Laymon is concerned about the welfare of his widely famed rose garden as a result of colder weather.

Phil Robinson, Chicago Coin Machine Company, is on his way to Mexico City and a four-week vacation. Gene DeVilbiss, from up in the snow country of Big Bear, reports the excellent conditions have brought out more winter sports enthusiasts and a resultant increase in grosses. Al Silberman, Badger Sales Company, gets his pastrami sandwiches in style now. Drives up to the restaurant in a Mercedes Benz—not his.

Jack Simon, Simon Sales Company, continues to do a steady volume of business in both games and music. Minthorne Music Company is just about set now with its new offices, and will devote the rear showrooms to parts supply and service only. Hank Tronick, Minthorne manager, getting to the point where he now beats his son at tennis.

Rash of bad weather didn't keep coinmen from making their weekly visits to Pico Boulevard. Operators in town this week included Oscar Tetzloff, Banning; Lloyd Barrett and S. L. Griffin, Pomona; Mel Teixeira, Santa Maria; Phil Calhoun, Bakersfield; Al Anderson, Schafer; Bob Donohue, Pismo Beach, and Doc Dockins, Santa Ana.

Pete Ley and Don Ames are back from their sales trip for Badger Sales with optimistic reports for 1955. Phil Robinson and wife are planning a jaunt to Mexico City this month. Sam Ricklin, California Music Company, doing an avalanche of business despite the confusion caused by price changes of records.

Barbara Chandler, niece of Mary and Kay Solle, Leuenhagen's Record Bar, was in town last week for a brief vacation before returning to school at Marysville. Lyn Brown, Lyn Brown Company, is anxiously awaiting the next shipment of Exhibit's Sportland Shooting Gallery.

## Washington

Communications to:  
Delores Newcomb  
EMerson 3-7451

### Music Ops Aid Dimes Benefit . . .

Hirsh de La Viez, owner of Hirsh Machines, has been appointed to the entertainment committee of the March of Dimes dinner. He will work with the Music Operators of America in planning the event.

Norman Hayter, manager of the local Dr. Pepper-Tru Ade Distributing Company, is away on business. Sales are off slightly due to the cold weather, it was announced.

Pioneer Novelty is doing as well as can be expected, says co-owner Evan Griffith. "Things usually slow down for two or three weeks after Christmas," he says. He looks forward to a good year.

Jack Edgar, manager of the Canteen Company, believes that the recent Canteen-Rowe deal will give Canteen a great opportunity to increase its volume. He feels certain that 1955 will be a banner year for Canteen, which recently bought 52 per cent of the stock of Rowe, Inc.

## Milwaukee

Communications to:  
Benn Ollman  
UPTown 3-6018

### Post-Holiday Coin Trade OK . . .

Post holiday coin machine business, according to operators and distributors, has been holding up better than anticipated. Slump usually expected following the Christmas-New Year's period has not materialized.

Capitol Record's special deal for music operators, the Jackie Gleason package consisting of 40 hits, has been receiving a gratifying reception, according to Bob Thompson. Record buying continues to hit a strong pace, he adds, with the top Capitol items being sought by operators this week including: "Song in Blue" by Les Paul and Mary Ford; "Tweedle Dee" by Vicki Young, who is currently making a personal appearance at Jimmy Fazio's Supper Club; "Melody of Love" by Frank Sinatra and Bob Manning's TV inspired "My Love Song to You."

"Make Yourself Comfortable" by Sarah Vaughan is currently one of the top favorites with buyers of Mercury wax, according to Johnny O'Brien. The Harmonicats, long favorite Mercury artists with the music machine lads hereabouts, wound up a highly successful two-week stay in a suburban nitery. Finding an office replacement has been proving a difficult task, according to O'Brien, with the result that efficient and cheery Phyllis Kappenman continues to keep the Major Distributing Company office humming all by herself.

Arvid Mode, veteran coinman, with headquarters in Rhinelander, recently sold out his holdings to Willard Edwin. Edwin and his wife, Leone, both handling the music and games routes, inform that they definitely have plans for enlarging the concern's activities as soon as practical. Edwin's background in recent years has been primarily in the tavern business, but his father some years back was a prominent coinman in this territory.

Sam Cooper, head of the Paster Distributing Company, made the rounds entertaining an old operator friend, Ken Downer, from Los Angeles, here on a visit.

"Melody of Love" by Bill Vaughn and "Hearts of Stone" are the records stirring up most action these days, according to Alice Antczak, record buyer for the Banaco Music Company. Frank Bartnik, the head man, is currently keeping himself busy on his routes and in his spare time is found out at a hangar working on his recently purchased Beech Staggerwing plane.

Woody Johnson, road salesman for United, Inc., just back from a selling trip thru Northern Wisconsin, informs that Wurlitzer music machines are making a fine impact on operators there. According to Harry Jacobs Jr., firm executive, plans call for adding another salesman shortly. Excitement is high here over the imminent introduction of the new machine, and the slogan for all United, Inc., employees, they say, is "Be Alive in '55."

Barney Fields, district manager for X Records, not Coral as listed in an earlier column, made the rounds in Milwaukee this week. Top operator choices, according to Fields, are the "Stardust Mambo" by the Richard Maltby ork, and the Chuckles version of "Run Around."

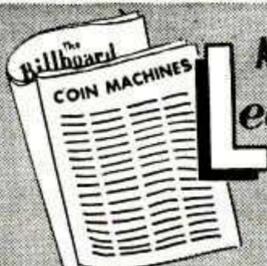
## COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **FLA. DISTRIBS FIND GOLD IN EXPORTS:** Three major distributors of coin-operated equipment in Miami, experienced in exporting used juke boxes and games to neighboring Central and South American republics, find exporting a profitable business. (Page 66, The Billboard, January 22.)
- **'54 VENDER EXPORTS HIT 7th RECORD.** The vending machine export market appears to have squeaked out a new record for 1954—the seventh consecutive year. Complete U. S. Department of Commerce figures revealed, and what the increase means to the vending machine industry. Canada dominates the vender export market. (Page 72, The Billboard, January 22.)
- **MILWAUKEE COIN OPS AWAIT LICENSE CHANGE.** Coin machine operators in Milwaukee area closely watch developments as result of the petitioning of the Common Council's licensing committee by the Greater Coin Machine Operators' League for a new licensing set-up. (Page 78, The Billboard, January 22.)
- **RIS SHOW FLOP FOR COIN EXHIBITORS.** Most of the coin machine firms which exhibited at the first annual National Retail Industry Show during its five-day meet at Madison Square Garden experienced poor results. (Page 78, The Billboard, January 22.)
- **RECORD 17,000 JUKES EXPORTED.** The automatic phonograph export market nearly doubled in size for the sixth consecutive year. West Germany, a newcomer among juke importers, outstrips all others; far outdistances perennial leaders, Canada and Venezuela. (Page 66, The Billboard, January 22.)
- **COMPLETE MOA MEET** exhibit information detailed. All details on exhibit space sizes, costs and arrangements given for the Music Operators of America convention March 28-30 in Chicago. (Page 66, The Billboard, January 22.)

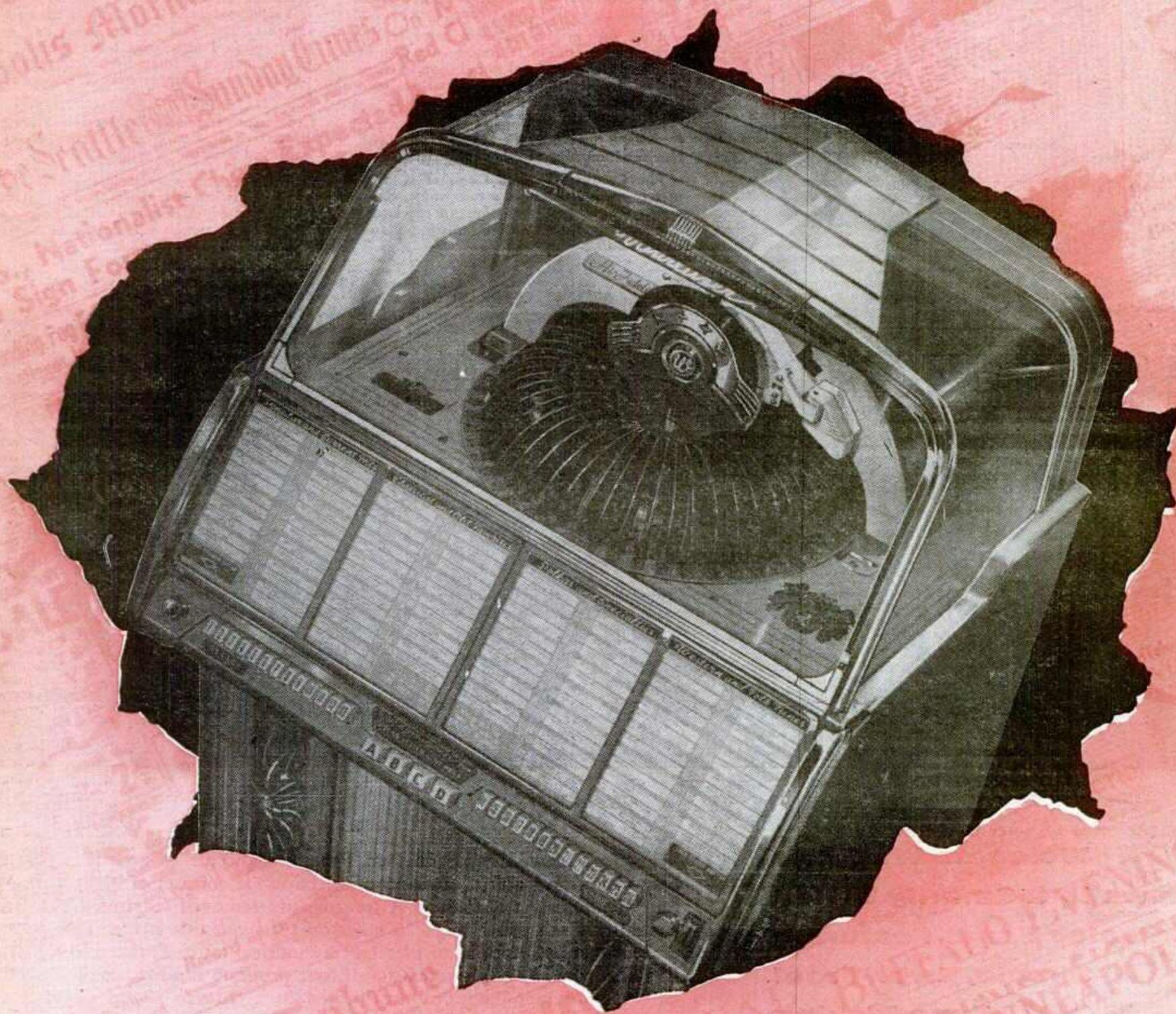
IF YOU MISSED READING THE JANUARY 22 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New

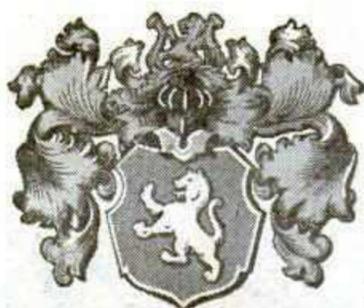
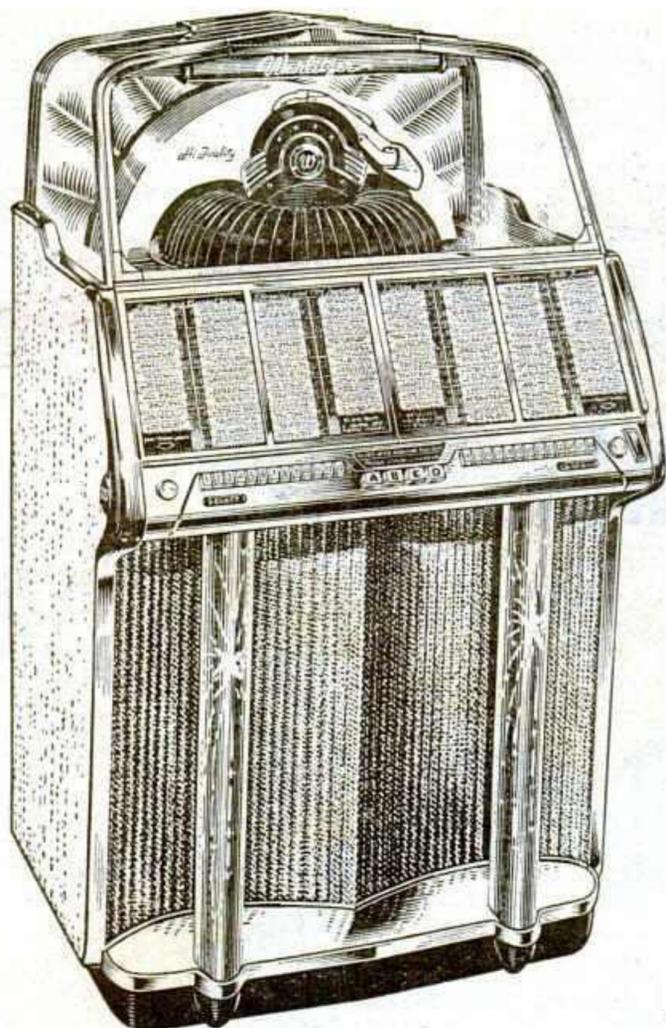


A Continuing Story of  
**Leadership in Action**

THE *Whirlitzer* 1800  
**BREAKS INTO THE HEADLINES**



**AS THE YEAR'S TOP PHONOGRAPH**



**The Wurlitzer Crest has Identified the Finest Musical Instruments since 1856**

**Worthy of this Emblem of Excellence**

## THE *Wurlitzer* 1800

**Ultimate Achievement in Coin-Operated Phonographs**

Here is front page news for every phonograph operator and location owner the world over. It's the distinguished, new, 104-selection, all 45 RPM Wurlitzer Model 1800.

Alive with eye appeal from its gracefully formed glass dome trimmed with bright chromed metal to its sculptured ebonized base—this tuneful beauty literally sparkles with what it takes to turn music into money.

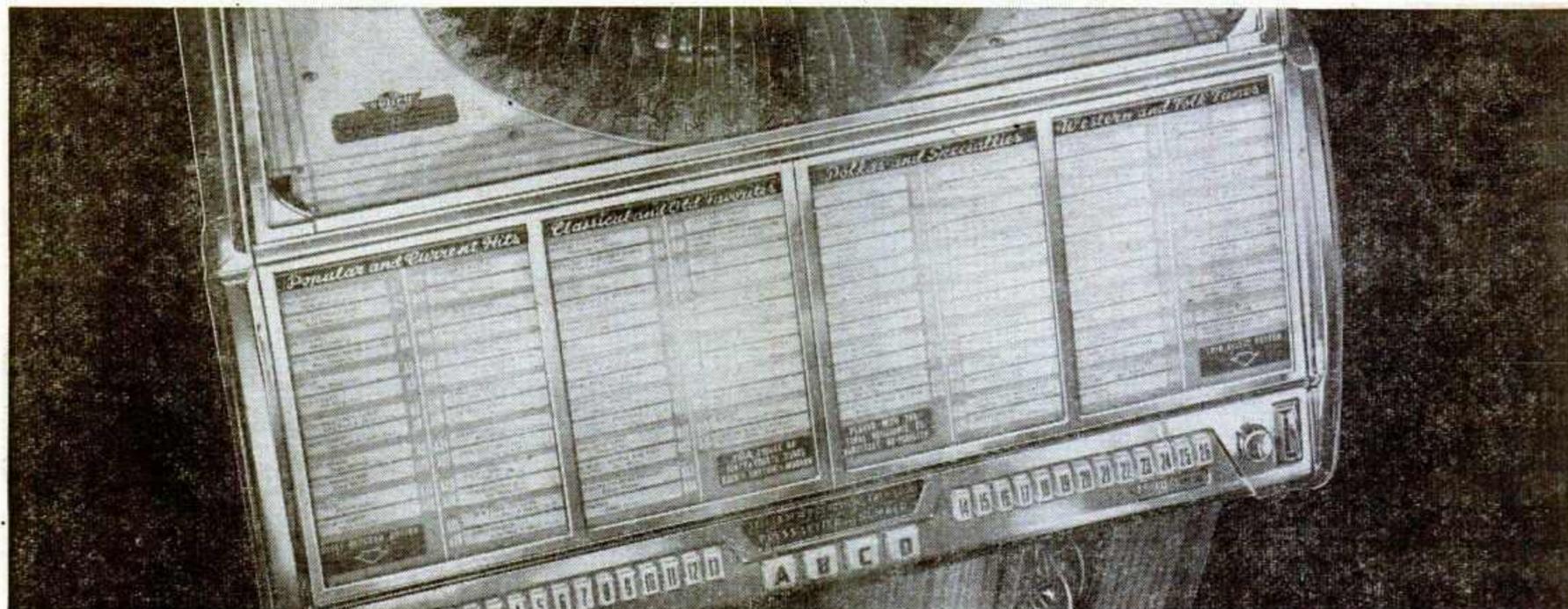
Cabinets are available in a gorgeous array of fresh, new sky colors for 1955—Dawn Mist, Horizon Blue, Sunset Red and Midnight Black.

The Carousel Record Changer is completely visible through a full width, clear-view window, slanted to eliminate reflections and attractively framed with chrome plated steel molding.

The changer compartment itself is a gorgeous blaze of color and light. Background is quilted red plastic with a sunburst of stainless steel moldings. The changer cover is in matching red. The Carousel arch and tone arm are in Pearlescent bone white. The chassis shelf of simulated white leather with tooled gold trim features the Wurlitzer crest emblazoned in full color.

Selector panel is flanked by decorative and protective die-cast chromed corners—each engraved with the Wurlitzer "W."

The rigidized curved metal grille with sparkling twin pilasters of air-foil design completes a cabinet ensemble so different, so newsworthy, that it will be the talk of the industry for years to come.



**Welcome Wurlitzer News Is a Smartly Styled Selector Panel Featuring Simple, Error-Proof Tune Picking**

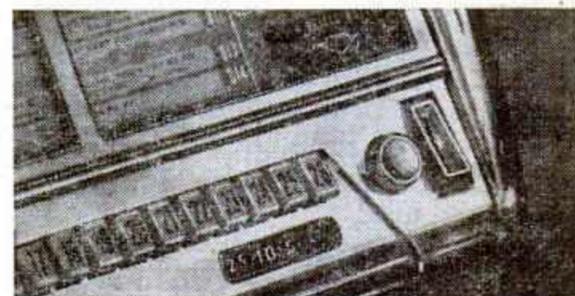
Wurlitzer's new, chrome finished Program Selector is smartly styled for easy vision and quick, error-proof selection. It consists of eight panels in four luminously transparent sections, easily removed for quick title strip changing. Each panel offers 26 tunes on 13 *double* title strips. This permits eight tune classifications to please every musical taste. Entire selector panel lifts out, providing fast access to all four program holders. Make-Selection letter and numeral buttons are located in a chrome plated panel at the base of the program selector.



Left side of panel contains large concave reset program button, so indicated by a panel above it. Attractive white buttons edge-lighted for easy identification.

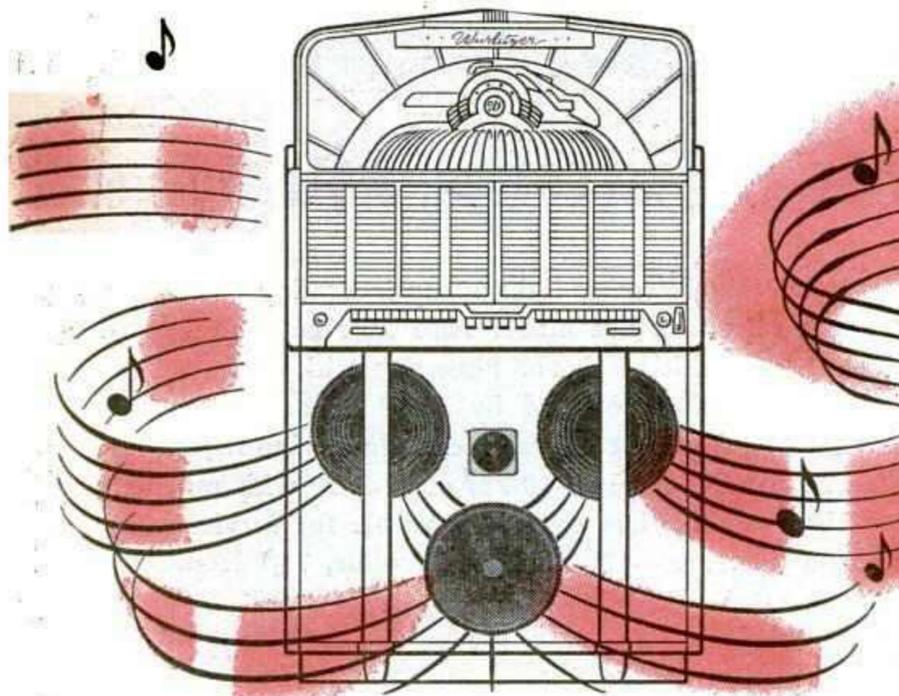


Illuminated "how to select" panel is located above four easily read letter buttons.



Right side of panel features plainly indicated, large concave metal coin reject button and coin insert. Lighted panel indicates coin denominations for play.

**MORE THAN EVER BEFORE THE WURLITZER 1800 TAKES THE MASK OFF THE MUSIC WITH ITS IMPROVED DYNATONE SOUND SYSTEM**

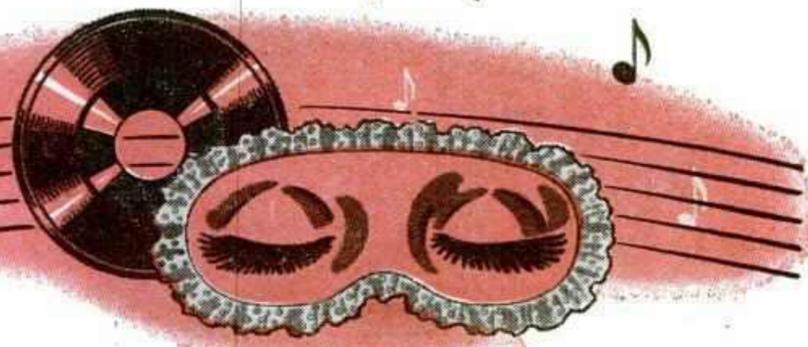


**MORE SPEAKER CONE AREA THAN ANY OTHER JUKE BOX**

The Wurlitzer Model 1800 brings you true fidelity sound—the finest High Fidelity music ever offered on any coin-operated phonograph. Although it has three 12-inch bass woofers and a treble tweeter to hit those high notes, the Model 1800 proves that true Hi-Fi is more than the *number* of speakers. It is the perfect balance between pick-up, amplifier, baffle and speaker capacity. The 1800 *has* this balance plus more speaker cone area than any other juke box.

Moreover, the music emanating from two of the 12-inch speakers is purposely diffused by their placement behind the pilasters. For the first time, the sound is distributed over a full 180° arc rather than limited to a series of speaker beams.

More than ever, the improved new Wurlitzer Dynatone Sound System takes the mask off the music—takes the music-loving public by storm.

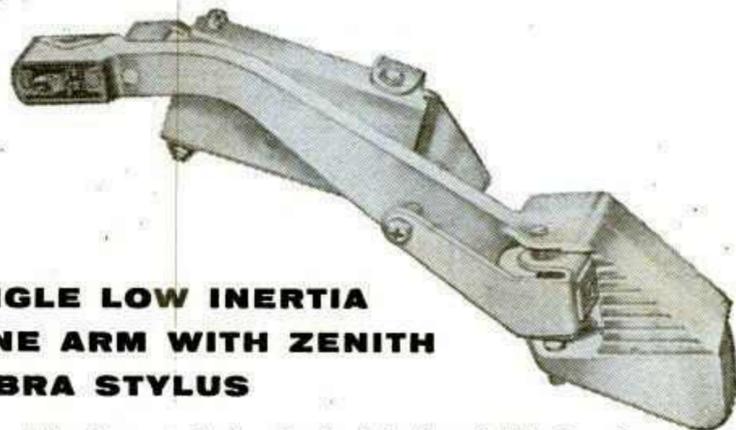


**THE TRUEST HIGH FIDELITY EVER ACHIEVED ON ANY AUTOMATIC PHONOGRAPH**



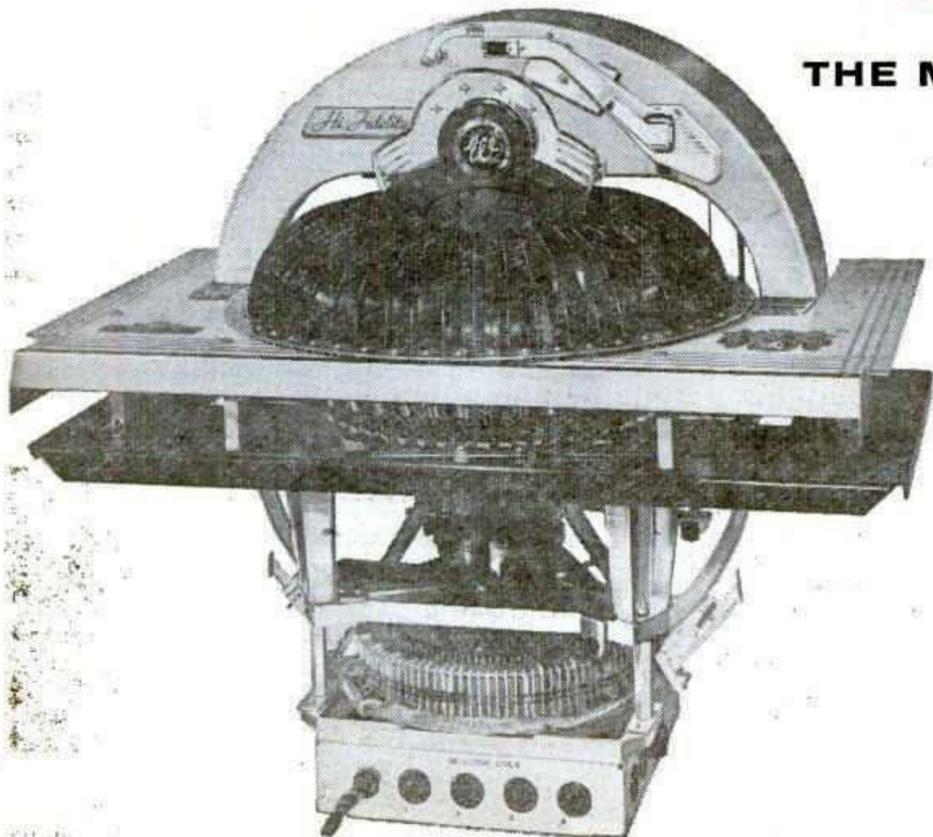
**DYNATONE AMPLIFIER FEATURES GREATER OUTPUT TRANSFORMER**

Wurlitzer's great Dynatone Amplifier now not only incorporates the highest fidelity output and built-in volume level control, but a new transformer with higher than ever output—more power for auxiliary speakers.



**SINGLE LOW INERTIA TONE ARM WITH ZENITH COBRA STYLUS**

Long a Wurlitzer exclusive in the juke box field! Contributes immensely to minimum surface noise and maximum tonal brilliance. Gives you at least 1,000 more plays per record without impaired fidelity, plus many thousand more plays per stylus.



**THE MODEL 1800 FEATURES the FAMOUS and PROVEN**

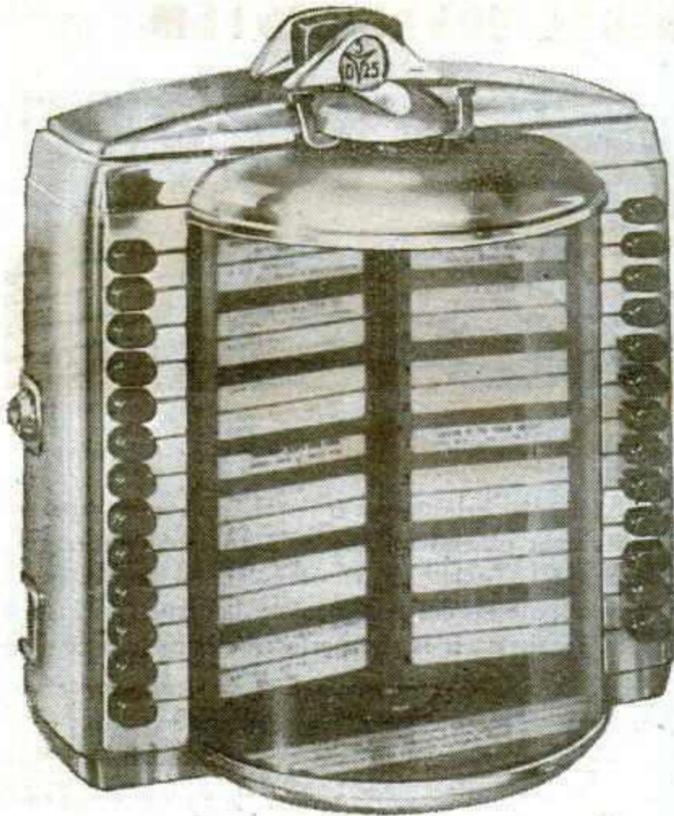
**Wurlitzer**  
**104 SELECTION**  
**CAROUSEL RECORD CHANGER**

This fine Wurlitzer Phonograph features the interest-intriguing, play-promoting Carousel Record Changer. Utilizing one tone arm, one Cobra Stylus and one turntable direction, it plays vertically both sides of 52 seven-inch records.

It's a super-simple changer, easily removed and able to stand unsupported on its base for service. Its colorful appearance and amazing action proved the greatest play stimulators ever introduced on an automatic phonograph.

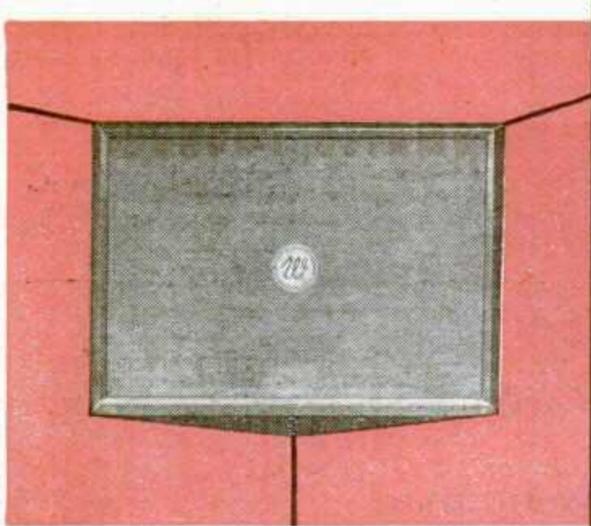
Proved on thousands of high-earning Wurlitzers last year, you can depend on the Carousel Record Changer for trouble-free operation, more play appeal—which means increased take.

# BIG WURLITZER NEWS IN REMOTE CONTROL EQUIPMENT



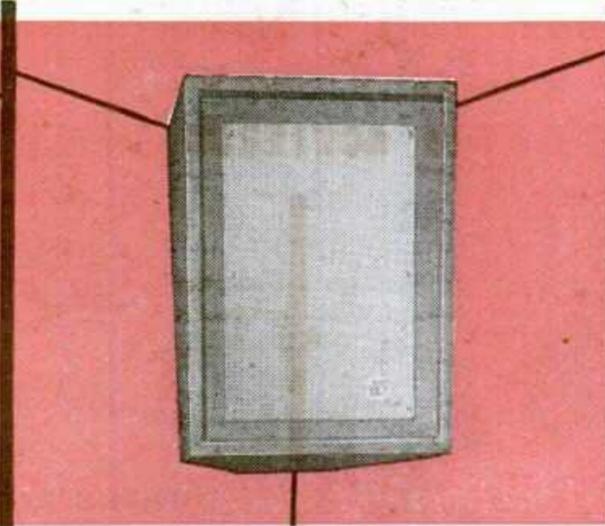
## 3-WIRE, 104-SELECTION, WALL BOX 5207

Features new Make-Selection light at top indicating coins have been inserted but selections not made. Also four rotating panels, each featuring 12 double title strips and one single hit tune strip centered on each panel and surrounded by a color border for emphasis. Chrome plated, die-cast case has clear glass window, red selector buttons and panels. Single 5-10-25¢ coin entry with magnetic slug rejector. Program holders easily removable for service. Ace lock mounted on side. Size—12½" high, 11¾" wide, 7⅞" deep.



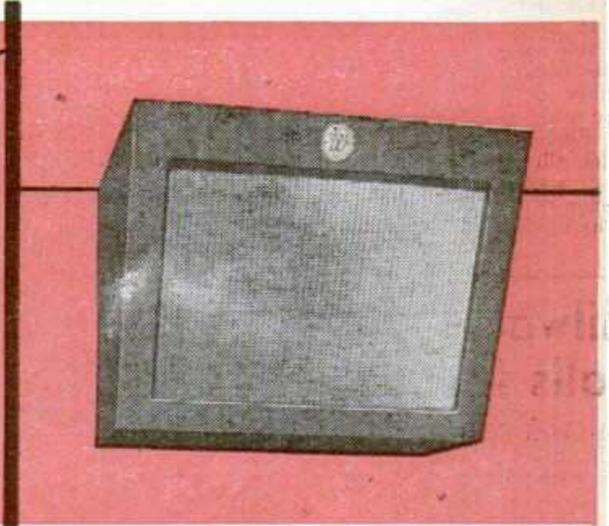
### MODEL 5115 CORNER SPEAKER

Beautifully finished in Plextone Grey with grey grille cloth and colorful Wurlitzer Hi-Fidelity medallion. Has four 5-inch speakers. Offers uniform frequency response from 55 to 11,000 cycles and high acoustical efficiency. May be used on ceiling or side wall. Has heavy duty matching transformer and volume control switch. Size—19" high, 13" wide, 10" deep.



### MODEL 5116 CORNER SPEAKER

Handsomely finished in Plextone Grey with Sand Gold grille cloth and Wurlitzer Hi-Fidelity medallion. Has 8-inch coaxial speaker. Offers uniform frequency response from 50 to 13,000 cycles and high acoustical efficiency. Mounts on ceiling or side wall. Has heavy duty matching transformer and volume control switch. Size—21¼" high, 16" wide, depth at top 13⅞", depth at bottom 10½".



### MODEL 5117 WALL SPEAKER

Strikingly designed in Plextone Grey with Sand Gold grille cloth and Wurlitzer Hi-Fidelity medallion. Has 12-inch coaxial speaker with high capacity, high fidelity range. Offers uniform frequency response from 45 to 13,000 cycles. Has heavy duty matching transformer and volume control switch. Size—18" high, 24¼" wide, depth at top 14", depth at bottom 8¼".

## WURLITZER MODEL 1800 SPECIFICATIONS

**DIMENSIONS:** Height—55¼", Width—32½", Depth—27⅞", Weight—309 lbs., Packed for shipment—379 lbs. approx.

**COIN EQUIPMENT:** Single coin entry 5-10-25¢. Three-in-one magnetic slug rejector. New simplified coin register mechanism. On-off automatic coin return.

**RECORD CHANGER:** Provides 104 selections from 52 seven-inch 45 RPM records. Playmeter included

**SOUND SYSTEM:** Includes pre-amp automatic level control, and volume, dual tone and fader controls.

**TONE ARM:** Single, low pressure tone arm with Zenith Cobra Cartridge. Plays both record sides.

**WATTAGE:** Complete phonograph, 285. Standby, 120 watts.

**LIGHTING:** Three 20-watt fluorescents. One 14-watt fluorescent.

**NUMBER OF SELECTIONS:** 104.

**TYPE OF RECORD PLAYED:** Seven inch, 45 RPM.

**REMOTE:** New 104-selection wall box, Model 5207, available. Any Wurlitzer 3 or 4-wire 24 or 48-selection wall box is usable with adapter.

**CABINET FINISH:** Dawn Mist, Horizon Blue, Sunset Red, Midnight Black.

**AUXILIARY SPEAKERS:** Will use any present Wurlitzer Speaker.

**TUBE COMPLEMENT:** 1 type 5U4GA, 1 type 6J5, 2 type 6L6G, 2 type 6SJ7, 1 type 12AX7, 2 type 12BH7

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK  
Established 1856



BARGAINS OF THE WEEK

SHUFFLE GAMES	BINGOS	NEW
Keeney Century ..... \$350	Surf Club ..... \$375	Keeney Sportsman Deluxe
Keeney 6-Player League 50	Ice Frolics ..... 325	The Number One Rifle
Un. Banner ..... 410	Palm Springs ..... 325	Game. Something dif-
Un. Team ..... 325	Beach Club ..... 275	ferent and a proven
Un. Leader ..... 145	Yacht Club ..... 145	money maker—compe-
Classic ..... 175	Coney Island ..... 80	titive scoring—timing
Clover ..... 140	Spot Lite ..... 70	device—moving pop-up
Official ..... 85		targets.
C. C. Gold Cup ..... 195		
Genco Match Pool ..... 275		
Genco Shuffle Pool ..... 175		

**NEW GAMES**  
Keeney Sportsman Rifle  
Bally Big Time  
C. C. Criss Cross Target

**MISCELLANEOUS**  
Ex. Star Sh. Gallery ..... \$325  
Ex. Gun Patrol 125  
Ex. Six Shooter 100  
Ex. Jet Gun 125  
Un. Carnival Rifle  
Gallery Write  
Seeburg Shoot  
the Bear ..... 160  
Telequiz with  
film ..... 100  
Keeney 4-Pl. At-  
tachment for  
Shuffleboards 125

Shuffleboard Supplies  
Shuffleboard Game  
Wax, Case (12) \$3.50  
Pucks (Set of 8) 12.00  
Fast Wax, Case  
(12) ..... 4.50  
Score Sheets,  
10 Pads ..... 7.50  
Fluorescent  
Lights, Pr. .... 22.50  
Used Rock-Ola  
Shuffleboard  
Lites, Pr. .... 12.50  
Adjusters ..... 18.50

18 Ft. Rock-Ola Shuffleboard ..... \$149.50

**PURVEYOR**  
**DISTRIBUTING COMPANY**  
4322-24 N. WESTERN AVE.  
CHICAGO 18, ILLINOIS  
PHONE: JUNIPER 8-1814

Game Cocoon

Continued from page 109

The paper with wet cloth and in this way makes sure of a tight cocoon.

The paper and tape, upon removal, leaves no mark on the machine, and even can be folded and stored for possible re-use on the same machine during the following winter season. Because of the bright, attractive appearance which is maintained in this way, Sommerfeldt estimates that he can use each machine from two to three times as long without repainting or general appearance overhauling.

Like-wise, when electrical components are replaced on the machine is plugged in, it will usually prove ready to operate—whereas machines ordered without such sealed protection usually require work.

Sommerfeldt estimates that he spends an average of \$1.10 for "cocooning" a standard five-ball pinball game, vending machine or similarly sized amusement machine, and he points out that this is "the best investment we have ever made."

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES AMUSEMENT GAMES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Jan. 22	Issue of Jan. 15	Issue of Jan. 8	Issue of Jan. 1, 1955
ABC (United) .....	\$50.00 95.00	\$25.00 50.00	\$50.00 94.50	\$45.00 50.00 99.50 275.00
All Star (Gottlieb) .....				
All Star Baseball (Williams) .....	375.00	375.00		
Arabian Knights (Gottlieb) .....	155.00 175.00			
Army & Navy .....		65.00		95.00
Atlantic City (Bally) .....	100.00	99.50	110.00(4)	110.00(3)
	110.00(2)	10.00(2)	115.00	115.00
	125.00(5)	125.00(2)	125.00(2)	125.00(2)
	130.00	145.00	145.00(2)	145.00(2)
Basketball Champ (Chicago Coin) .....	195.00(2)	195.00(3)	195.00(2)	175.00(2) 195.00(2) 350.00
Basketball (Genco) .....	350.00	350.00	350.00	
Basketball Two Player (Genco) .....	250.00 345.00	250.00 345.00		
Beach Club (Bally) .....	270.00	225.00 265.00	225.00 249.50	225.00 250.00
	275.00(4)	275.00(2)	275.00(2)	275.00 295.00
	285.00(2)	295.00	295.00(2)	300.00(2)
	295.00	300.00(2)	300.00(2)	305.00
	300.00(3)	305.00 310.00	310.00(2)	310.00(2)
Beauty (Bally) .....	210.00(2)	195.00 210.00	210.00 215.00	210.00 220.00
	215.00 220.00	215.00 220.00	220.00 225.00	225.00(2)
	225.00(4)	225.00 240.00	235.00 240.00	235.00
	240.00	245.00	245.00	245.00(2)
Be Bop (Exhibit) .....			84.50	84.50
Big Ben .....				235.00
Blue Skies (United) .....			49.50	49.50
Boston (Williams) .....			69.50	69.50
Bowling Champ (Gottlieb) .....			59.50	59.50
Bright Lights (Bally) .....	75.00		75.00	39.50 75.00 90.00
Bright Spot (Bally) .....	85.00	75.00	84.00 115.00	49.50 95.00 115.00 59.50
Buffalo Bill (Gottlieb) .....			59.50	
Cabana (United) .....	165.00(2) 185.00	165.00 185.00	125.00 150.00 165.00(2) 185.00	150.00 165.00(2) 185.00 59.50 89.50 119.50 15.00 79.50 49.50 75.00(2) 85.00(2) 85.00(2) 95.00
Canasta (Genco) .....			89.50	89.50
Champion (Bally) .....			119.50	119.50
China Town (Gottlieb) .....	85.00		15.00	15.00 79.50
Citation (Bally) .....	75.00(2) 80.00	64.50 75.00(2)	75.00(2)	49.50 75.00(2)
Coney Island (Bally) .....	85.00(2) 95.00(2)	95.00	85.00(2) 95.00(2)	85.00(2) 95.00
Coronation (Gottlieb) .....	85.00		75.00	75.00
County Fair .....	75.00	150.00(2)	150.00 175.00	150.00 175.00(2)
Circus (United) .....	175.00		175.00(2)	
Cue Tee .....	220.00	195.00		
Daffy Derby (Williams) .....	275.00	275.00	295.00	295.00
Daisy May (Gottlieb) .....	205.00 215.00			
Dealer .....		160.00 165.00		
Deluxe Baseball (Williams) .....	325.00 350.00	325.00 350.00	325.00 350.00	325.00 350.00
Disk Jockey (Williams) .....		50.00		
Domino .....		20.00		
Double Feature (Gottlieb) .....		79.50		79.50
Double Shuffle .....		59.50		59.50
Dragonette (Gottlieb) .....	195.00(2)			
Dreamy (Williams) .....		79.50		79.50
Dude Ranch (Bally) .....	295.00 310.00	275.00 295.00	300.00(2)	295.00
	315.00(2)	300.00 310.00	310.00 315.00	300.00(2)
	340.00	315.00	320.00	310.00 315.00
		325.00(2)	325.00(2)	325.00(3)
		340.00	340.00	360.00
El Paso (Williams) .....		65.50		59.50 59.50
Fairway .....			49.50	49.50
Floating Power (Genco) .....				
Flying High (Gottlieb) .....	105.00 110.00		110.00	
400 (Genco) .....		59.50	59.50	59.50
Five Star (Universal) .....	85.00			
Five Star (United) .....	50.00	25.00 50.00	50.00	50.00
Four Horsemen (Gottlieb) .....			99.50	99.50
Four Star (Gottlieb) .....	75.00			
Frolic (Bally) .....	150.00 160.00	125.00	150.00(2) 160.00	150.00(2) 160.00
	175.00(4)	150.00(2) 160.00	175.00(3) 190.00	175.00(3) 190.00
		190.00		
Globe Trotter (Gottlieb) .....	75.00			
Golden Nugget .....	99.50	99.50	99.50	99.50
Gondola (Exhibit) .....			49.50	49.50
Gold Cup (Bally) .....			59.50	59.50
Gold Star (Gottlieb) .....	210.00 215.00			
Grand Slam (Gottlieb) .....		115.00		
Green Pastures (Gottlieb) .....	160.00	165.00		
Guys-Dolls (Gottlieb) .....	135.00		64.50	64.50
Happy Days (Gottlieb) .....	75.00			
Havana .....	315.00	200.00 315.00	265.00 315.00	315.00
Hawaii (United) .....	340.00 355.00	345.00 395.00	325.00 345.00 355.00 395.00	385.00 395.00
Hawaiian Beauty (Gottlieb) .....	185.00(2)			
Hayburner .....	75.00	25.00 75.00	75.00	75.00(2)
Hi-Fi (Bally) .....	345.00 350.00	345.00(3)	375.00(2)	375.00(3)
	375.00(4)	375.00(3)	380.00	390.00 399.00
	399.00	380.00 390.00	385.00(2)	400.00
		399.00 400.00	390.00 399.00	390.00 399.00
Hit 'n' Run (Gottlieb) .....			59.50 109.50	59.50 109.50
Ice Frolics .....	295.00 320.00	295.00(2)	295.00	295.00 325.00
	325.00(4)	325.00(4)	325.00(2)	345.00(2)
	350.00 395.00	350.00(2)	340.00	365.00
			345.00(2)	
			350.00	
Jockey Specials (Bally) .....			54.50	54.50
Jockey Club (Gottlieb) .....				
Jumping Jack (Genco) .....	175.00 185.00			90.00
King Pin (Chicago Coin) .....			89.50	89.50
Knock Out (Gottlieb) .....			79.50	79.50
Lady Luck (Gottlieb) .....	225.00			
Lazy Q .....	195.00	135.00	145.00	145.00
Leader (United) .....	85.00			
Lite-a-Line (Keeney) .....	75.00		35.00	35.00(2)
Long Beach (Williams) .....	45.00			
Lovely Lucy (Gottlieb) .....	165.00 175.00		59.50	59.50
Lucky Inning (Williams) .....				

**FOR SALE**  
The South's Best Buy

HI-FI	\$325.00
PALM SPRING	295.00
DUDE RANCH	265.00
BEAUTY	185.00
YACHT CLUB	125.00
HAVANA	215.00
SURF CLUB	325.00
ICE FROLICS	295.00
BEACH CLUB	225.00
PALM BEACH	110.00
RIO	210.00

One-third deposit required with each order.

**Crown Novelty Co., Inc.**  
920 Howard Ave., New Orleans, La.  
Canal 7137

**For Great Buys**

Write for Our Special Price Lists Today!

**DAVID ROSEN**  
Exclusive A.M.I. Dist. Ea. Pa.  
855 N. BROAD STREET PHILADELPHIA, 23, PA.  
PHONE: STEVENSON 2-2903

**FOR SALE**

Chicago Coin Hi-Speed  
Crown Bowler ..... \$135.00  
Chicago Coin Crown Bowler ..... 125.00  
United Chief ..... 250.00  
United Big League ..... 375.00

**OHIO SPECIALTY CO., INC.**  
539 S. Second St. Louisville 2, Ky.

THE "The Amusement Industry's BILLBOARD Leading Newsweekly"

... with Audited Paid Circulation to match!

**ABC**

**THE MARKET PLACE** for the **COIN MACHINE INDUSTRY**

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

**CLASSIFIED ADVERTISING**

**ADVERTISING RATES**

**REGULAR CLASSIFIED ADS**  
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.  
RATE: 15¢ a word—Minimum \$3.00.  
CASH WITH ORDER

**DISPLAY CLASSIFIED ADS**  
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.  
RATE: \$1.00 a line—\$14.00 per inch.  
CASH WITH ORDER unless Credit has been established.

ADDRESS ALL ORDERS AND INQUIRIES TO:  
**THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO**

**IMPORTANT INFORMATION**

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words. On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

Business Opportunities

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City. ja29

DISTRIBUTORS, OPERATORS — LOW priced Ball Point Pen Vendor and Kleenex, Doekin, Pond Tissue machine. Both money makers. Write Standard Mfg., Box 11, Hubbard Woods, Ill. fe5

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 198 Albion Ave., Paterson, N. J. chmh19

FOR SALE—CAPSULED CHARM ASSORTMENTS, \$21.50 per 1,000. Top items; let us prove it. One brand new Acorn 5" Capsule Charm Vendor free with each 5,000 charms purchased during January. One-third deposit. Sheldon Sales Co., 881 Main St. Buffalo 3, New York. fe5

SALESMAN-DISTRIBUTOR — EXPERIENCED calling on clubs to sell new outstanding Non-Coin Operated Machines. Terrific money-makers; low priced fast sellers, high commissions. Amusement Sales Co., 41 Union Square, N.Y.C. ja29

Help Wanted

WANTED—BINGO AND SHUFFLE MECHANICS; good pay and good working conditions. Persons must be sober and furnish reference. Write Box 733, The Billboard, Chicago, Ill. fe26

WANTED—SERVICE MAN TO SERVICE Bingos, Music, Shuffle Allevs. Must be sober, willing to work, Good wages. Box M-106, c/o Billboard, 2160 Patterson St. Cincinnati, Ohio. ja29

Parts, Supplies & Services

COIN-OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical levers to wind; adaptable for television, washing machines, dryers, radios, hair dryers, ironers, typewriters, sewing machines, etc. Write for prices. Coin Radio Co., 190A Duane St., New York City. fe26

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities, immediate delivery. Write for prices. Veedee Sales Co., 2124 Market St., Philadelphia 3, Pa. LCust 7-1448.

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell? MACK H. POSTEL 2952 Milwaukee Ave. Chicago 18, Ill.

CIGARETTE MACHINES — COUNTER model, \$22.50 each. Floor models, \$35 each. All quarter operation. Candy Bar Machines, U-Select-It, 72 bar, \$20 each; 74 bar, \$25 each. Staller Cookie Machines, \$15 each. For real low prices, Harris Vend, 2717 N. Park Ave., Phila., Pa. fe5

CORADIO—STEEL RADIOS, CABINETS, Stands, Electronic Timers, Coin Rejectors. Excellent condition. Ace Service Co., 511 E. 83 St. TK 9-4586, RH 4-5986, N. Y. 26, N. Y.

INTERNATIONAL REGISTER TIMERS—5 at 1/2 hr., 5 at 1 hr. Some new. Also wood cabinet radios. Low prices. Adams, 2023 Howard Dr., Orlando, Fla.

ONE ROTARY BASEBALL PITCHING MACHINE and equipment. Sacrifice for quick sale. Don Suttie, 504 South "A" St., Herington, Kan. fe12

PEEK SHOW COUNTER MACHINES—Shows 15 views for 5¢, slightly used demonstrators; closest price, \$45 each. King Amusement Co., Mt. Clemens, Mich. fe5

POKERINO COMPLETELY REFINISHED and rebuilt; fine condition, all new contacts, \$95 each. James Travis, Box 206, Millville, N. J. fe12

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin vendors; DAV razor blade vendors, 21F's, Advance 23C's, National #5, National #15 and other flat package sanitary vendors. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES Dept. B-1, 4307 W. Lawrence Av., Chicago 30

SOME VERY NICE PANORAM MACHINES as well as very good used Arcade pieces for sale. H. E. Loebbeck, 211 W Douglas Ave., Wichita, Kan. ja29

30 ATLAS BANTAM 5¢ TRAY VENDORS, \$4; 85 N.W.38 like new, just off location. \$4. Jim Schintz, 237 Elm Terrace, York, Pa. fe5

50 VARIETY STORE 1¢ VENDING MACHINES; 4 1/2 scales, 1 1/2 peanut, 8 Atlas Most need overhauling, \$400. Peacock, 905 Riverview, Kalamazoo, Mich.

Wanted to Buy

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. fe

LOOKING FOR PERFUME DISPENSING machines. Write full details. Box M-108, c/o Billboard, Cincinnati 22, Ohio.

USE THIS HANDY FORM TODAY

Forms close Thursday for the following week's issue. Please use pencil when filling in this form.

- Clip your ad to this form.
- Check classification you want your ad to appear under.
  - Business Opportunities
  - Help Wanted
  - Parts, Supplies & Services
  - Positions Wanted
  - Routes For Sale
  - Used Coin-Operated Equipment
  - Wanted To Buy
- Check whether you want Regular or Display Classified. If Display is wanted, indicate on your ad the words you want emphasized. Rates above. Sorry, no illustrations or cuts.
  - Regular
  - Display
- Count all words, then enclose check or money order. Insufficient remittance will delay your ad. Prompt refunds made in event of overpayment. To figure charges when box number is used, read "Important Information" above.

The Billboard  
Coin Market Place  
2160 Patterson St.  
Cincinnati 22, Ohio

Please insert my ad in "Market Place" and run as indicated below:

Next 6 issues  Next 4 issues  Next 3 issues  Next issue only

\$\_\_\_\_\_ Payment enclosed

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

SAY YOU SAW IT IN THE BILLBOARD!

	Issue of Jan. 22	Issue of Jan. 15	Issue of Jan. 8	Issue of Jan. 1, 1955
Marble Queen (Gottlieb).....	145.00			
Maryland (Williams).....			\$69.50	\$69.50
Mexico (United).....	345.00 400.00	\$345.00 400.00	295.00	345.00 375.00
			345.00(2)	400.00
Monterrey (United).....				49.50
Mystic Marvel (Gottlieb).....	175.00 185.00			
Nevada (United).....	395.00 425.00	375.00 425.00	395.00(2)	425.00 450.00
			435.00	
Niagara (Gottlieb).....	75.00		79.50	79.50
Nifty (Williams).....				
Nine Sisters.....	145.00	135.00	145.00	
Oklahoma (United).....			69.50	69.50
Palm Beach (Bally).....	125.00(2)	99.50 135.00	125.00(2)	125.00(3)
	135.00 145.00		135.00 145.00	135.00 145.00
Palm Springs (Bally).....	310.00 320.00	285.00 305.00	325.00 335.00	295.00 340.00
	325.00 345.00	325.00(3)	340.00	350.00(4)
	350.00 365.00	335.00 340.00	350.00(4)	375.00
		350.00 365.00	365.00	
Paradise (United).....			49.50	49.50
Pinch Hitter (United).....			59.50	59.50
Pinky (Williams).....			79.50	79.50
Pin Wheel (Gottlieb).....	125.00 155.00	145.00		
Poker Face (Gottlieb).....	145.00			165.00
Quarterback (Williams).....	75.00	75.00	75.00	75.00
Quartette (Gottlieb).....	75.00			
Queen of Hearts (Gottlieb).....	75.00 95.00			
Quintette.....	95.00		145.00	145.00
Rio (United).....	225.00 275.00	275.00	245.00 250.00	255.00 275.00
			255.00	
Rondee (United).....			49.50	49.50
Rosebowl (Gottlieb).....	75.00			
Saddle & Turf.....	295.00			
Sally (Chicago Coin).....			49.50	49.50
Screwball (Genco).....			49.50	49.50
Sharp Shooter (Gottlieb).....			59.50	59.50
Shindig.....	155.00	145.00	135.00	
Silver Chest (Genco).....	125.00			
Skill Pool (Gottlieb).....	85.00			
Skyway.....		195.00		
Slugfest.....		35.00		
South Pacific (Genco).....			54.50	54.50
Spark Plug.....		25.00		
Special Entry (Bally).....			49.50	49.50
Spot-Lite (Bally).....	60.00 70.00	70.00(2)	69.00 70.00(2)	69.00 69.50
	75.00(3)	75.00(2)	75.00(2)	70.00 75.00(2)
	85.00(2)	79.50 95.00	85.00(4)	85.00(3) 95.00
	95.00 100.00	100.00	95.00 100.00	100.00
Star Lite.....	25.00			
Stars (United).....			75.00 90.00	75.00 90.00
Struggle Buggy.....	125.00	115.00	125.00	
Summertime (United).....			49.50	49.50
Sunshine Park.....			49.50	49.50
Super World Series (Williams).....	195.00	195.00	195.00	150.00 195.00
Surf Club (Bally).....	370.00	325.00	375.00	385.00(3)
	375.00(4)	375.00(3)	385.00(2)	390.00 395.00
	385.00 395.00	385.00(2)	390.00 395.00	450.00
	425.00(2)	390.00	425.00	
		395.00(2)		
		425.00		
Tampico (United).....			69.50	69.50
Texas Leaguer (Keeney).....			69.50	45.00 69.50
Three-of-a-Kind.....			18.50	18.50
Three Musketeers (Gottlieb).....			69.50	69.50
Thunderbird.....	195.00	195.00	195.00	
Tropics.....	175.00	225.00(2)	155.00 175.00	175.00
	225.00(2)		225.00(3)	235.00(3)
Tumbleweed (Exhibit).....			74.50	74.50
Turf King (Bally).....	25.00	25.00	25.00 99.50	25.00 99.50
Twenty Grand.....		50.00		
Varieties.....	525.00 595.00	525.00 575.00		
		595.00		
Virginia (Williams).....				49.50
Yacht Club (Bally).....	135.00	140.00 145.00	145.00 149.00	149.00
	145.00(2)	150.00(2)	150.00(2)	150.00(2)
	150.00(2)	155.00 160.00	155.00 175.00	155.00 160.00
	160.00 175.00	195.00(2)	195.00	175.00(2)
	195.00			195.00
Zingo.....	65.00	65.00	65.00	65.00

### PM's Australian Plant Now Open

MELBOURNE, Australia, Jan. 22.—Acting Prime Minister Sir Arthur Fadden Wednesday (19) officially opened the \$4,000,000 plant of Philip Morris (Australia), Ltd., here. The plant will be capable of producing 300,000,000 cigarettes a month.

In New York, Alfred E. Lyon, chairman of Philip Morris & Company, Ltd., Inc., said an export division of the factory had already been set up, and orders had been received from other countries. Initially, the plant will export to India, Ceylon and New Guinea.

### Chi Coin Bows

Continued from page 109

ed for operation on either of two systems of play—Flash-O-Matic or advance scoring. With the Flash-O-Matic scoring the player shoots the puck to stop a moving strike and spare count on the highest possible scoring value. Adjusted to operate with the advance-type scoring, the game indicates to the player before he shoots what score will be received for a strike or spare.

Chicago Coin is shipping to its distributors this week a model of its new Criss Cross Target, a combination shuffle-target game. The regular model was introduced last week.

### Game System

Continued from page 109

into effect January 1 (The Billboard, December 25).

The main change is an individual tax card and sticker for each game or juke box licensed. In the past, licenses for more than one machine could be obtained by the owner on one application. While the stickers remain the same, the cards are more compact, and are photostated for office records.



### BINGO 5 BALLS

BALLY	\$375
SURF CLUB	310
DUDE RANCH	160
YACHT CLUB	285
BEACH CLUB	225
BEAUTY	225
FROLICS	175
PALM BEACH	125
ATLANTIC CITY	125
SPOT LIGHT	95
BRIGHT SPOT	85
CONEY ISLAND	85

### UNITED

RIO	\$275
CIRCUS	195
STAR	90
LEADER	75

### OPERATORS!

LOOKING FOR SOMETHING NEW?  
We are Distributors for the New

### EM-RO COIN-OPERATED PARKING LOT GATES

OPENS A NEW FIELD FOR OPERATORS ON DISPLAY IN OUR SHOWROOMS—OR WRITE!

## Safety FIRST!

You can always depend upon FIRST for the finest equipment!

### TARGET GUNS

NEW EXHIBIT SPORTLAND	Genco
BIG TOP	United
BONUS	Keeney
SPORTSMAN	

### FIRST-Conditioned

United CARNIVAL, Fl. Sample	\$445
United CARNIVAL GAL-LERY	365
YOU SHOOT (Live Ammunition Target Game)	345
Exhibit SHOOTING GALLERY	295
Seeburg COON HUNT	295
Genco SKY GUNNER	185
Exhibit JET GUN	155
Seeb. SHOOT THE BEAR	150
Ex. SIX SHOOTER	115
C.C. PISTOL PETE	75
Ex. DALE GUN	65

### ARCADE

NEW Genco 2-PLAYER BASKETBALL	\$325
C.C. 6-PLAYER BASEBALL	Special

### FIRST-Conditioned

TELEQUIZ with Film	\$125
C.C. GOALIE	95
ZINGO	65

### SHUFFLE GAMES

NEW CC CIRCUS CROSS TARGET	\$375
CC TRIPLE STRIKE BOWLER	335
CC THUNDERBOLT United MARS	325
Bally MYSTIC Bally MAGIC	325

### FIRST-Conditioned UNITED—Match

MERCURY ... IN STOCK!	\$405
BANNER	345
ACE	375
TEAM 10/25	335
IMPERIAL	285
CLASSIC	195
COVER	165
STAR 10th FRAME	125
STAR	95

### UNITED—High Score

CHIEF	\$325
ROYAL	275
OLYMPIC	185
CASCADE	155
SUPER 10th FRAME	115
SUPER 6 PLAYER	95
DELUXE 4 PLAYER	75

### CHICAGO COIN

HOLIDAY ... LIKE NEW!	\$345
STARLITE .. SPARKLES!	185
PLAYTIME	\$435
SUPER FRAME, 10/25	345
CROWN (Match)	185
TRIPLE SCORE	175
DOUBLE SCORE	145

### KEENEY

DOMINO (Match)	\$175
CARNIVAL	155
6 PLAYER, Jumbo Pins with Formica	75
BIG LEAGUE BOWLER	55

### Genco

SHUFFLE MATCH POOL	\$275
SHUFFLE POOL	175

# FIRST

COIN MACHINE EXCHANGE

Joe Kline & Wally Fink

1750 W. NORTH AVE. CHICAGO 22, ILLINOIS • Dickens 2-0500

YOUR TICKET TO SALES RESULTS— THE ADVERTISING COLUMNS OF THE BILLBOARD!

**ATTENTION!**  
Shuffle Game Operators! SEND FOR CATALOG OF NATIONALLY ADVERTISED MERCHANDISE FOR PREMIUM AND PRIZES FOR SHUFFLE GAMES!  
**RAKE COMPANY**  
708-C Sansom St. Phila. 4, Pa. MA 7-7428  
609-C Spring Garden St. Phila. 23, Pa. LO 3-7864

YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

EXPORT & AMERICAN BUYERS!  
**DAVIS PHONOGRAPHS ARE UNCONDITIONALLY GUARANTEED**

Our customers around the world know that they can buy from Davis with confidence. The following models are available for prompt shipment

Telephone — wire — or write us your order:

<b>SEEBURG</b>	<b>WURLITZER</b>
148 ML	1015
M 100 B	1500
M 100 BL	1550
M 100 C	<b>ROCK-OLA</b>
H 146 Hideaway	1428
H 147 Hideaway	<b>AMI</b>
H 148 Hideaway	D-40
	D-80

## DAVIS WORLD EXPORT WESTERN EXPORT DISTRIBUTING CORP.

738 Erie Boulevard East Telephone: 75-5194

Syracuse 3, New York Cable Address: "DAVDIS"

### EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. & GENCO MFG. CO.

CHICAGO COIN BOWLERS	BINGOS
SUPER FRAME ..... \$300.00	HI-FI SURF CLUB ..... \$375.00
PLAYTIME ..... 395.00	SURF CLUB ..... 395.00
FLASH ..... 395.00	ICE FROLICS ..... 310.00
STARLITE ..... 325.00	PALM SPRINGS ..... 320.00
ADVANCE ..... 200.00	DUDE RANCH ..... 295.00
NAME ..... 110.00	YACHT CLUB ..... 160.00
CROWN ..... 130.00	BEACH CLUB ..... 265.00
GOLD CUPS (Large Pins) ..... 175.00	BEAUTYS ..... 230.00
MATCH BOWLERS ..... 75.00	FROLICS ..... 150.00
TRIPLE ..... 150.00	CONEY ISLAND ..... 75.00
DOUBLE ..... 125.00	SPOT LITES ..... 100.00
10TH FRAME SPECIAL	ATLANTIC CITY ..... 115.00
(Doubles in 5th) ..... 110.00	
SUPER MATCH ..... 100.00	<b>MISCELLANEOUS</b>
DELUXE (Drum Scoring) ..... 60.00	GENCO RIFLE GALLERY
10TH FRAME ..... 75.00	(Like Brand New) ..... \$375.00
	GENCO SHUFFLEBOARD ..... 75.00
	SCORE BOARD ..... 75.00
	GENCO SHUFFLE POOL ..... 175.00
<b>UNITED BOWLERS</b>	<b>SPECIALS</b>
CHIEF ..... \$300.00	SEEBURG COON HUNTS
ROYAL ..... 200.00	(Like Brand New) ..... \$295.00
OLYMPIC ..... 160.00	LEAGUE BOWLERS
CASCADE ..... 125.00	(Like Brand New) ..... 300.00
10TH FRAME ..... 75.00	
SUPER (Drum Scoring) ..... 60.00	
OFFICIAL 4 PLAYER ..... 60.00	
DELUXE ..... 50.00	

WE HAVE A COMPLETE SELECTION OF ALL MAKE SHUFFLE ALLEYS. IT WILL PAY TO CONTACT US FOR THE BEST PRICES & QUALITY EQUIPMENT.  
ALL GAMES CLEANED AND CHECKED. LARGER KING SIZE PINS CAN BE INSTALLED FOR \$10.00 EXTRA ON EACH GAME.  
One-third deposit on all orders.

## Monroe COIN MACHINE EXCHANGE, INC.

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### Reconditioned For Profitable Operating!

United Del. Target ..... \$435	United Classic ..... \$195	Chicoin Crown ..... \$185
United Speedie ..... 295	United Clover ..... 175	Chicoin Triple Score ..... 175
United Ace ..... 365	United Cascade ..... 165	Keeney Diamond ..... 345
United Leader, F.P. .... 315	United DeL. Carnival .. 445	Keeney Bonus ..... 285
United League ..... 295	Chicoin Starlite ..... 375	Keeney Super ..... 125
United Team ..... 295	Chicoin Criss Cross ..... 335	Keeney DeLuxe ..... 100
United Imperial ..... 285	Chicoin King Bowler ..... 310	Genco 2 Pl. Bskball. .. 250
United Royal ..... 275	Chicoin Gold Cup ..... 250	Genco Match Pool ..... 265
		Genco Rifle Gallery ..... 375

EXTRA SPECIAL! CHICAGO COIN HOLIDAY ..... \$510  
CLEANING HOUSE! PICK 'EM UP! CITATION ... \$15; TURF KINGS ... \$25  
CLAYT NEMEROFF • CHARLEY PIERI Write for Latest List.  
**Monarch Coin Machine, Inc.** 2257-59 N. Lincoln, Chicago 14, Ill. Lincoln 9-3996-7-8

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Trades Accepted  
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### WANT SERVICE MAN

Thoroughly experienced on Shuffle Alleys. A man who can shop machines and service on locations. Route located on Chicago's South Side. Prefer South Side resident. Top salary for top man. Send phone number, references and complete information in first letter.  
**BOX 778**  
The Billboard Chicago 1, Ill.

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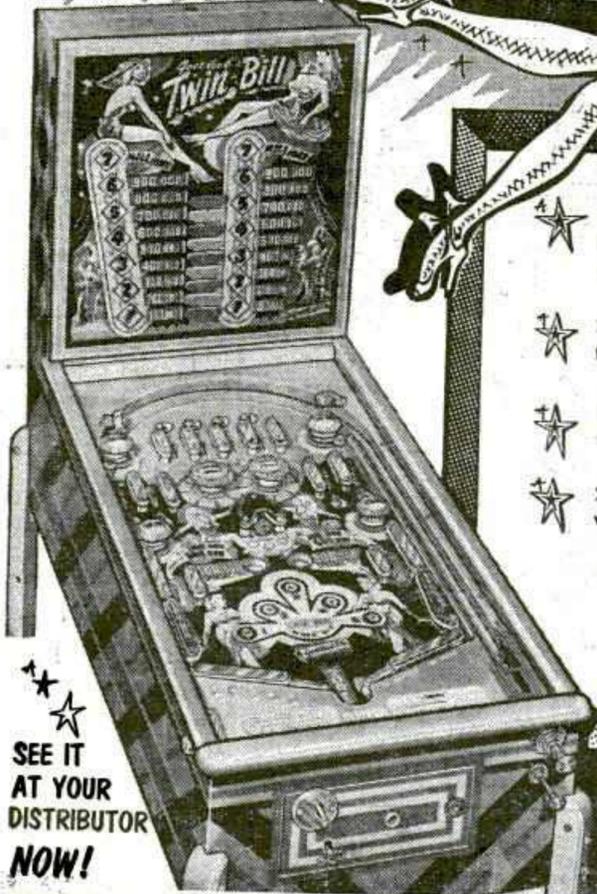
Our Own Grandma Exhibit Sportland Gallery Williams Jet Fighter Genco 2-Player Basketball Seeburg Coon Hunt

**Athletic Machines**

Muto. Punching Bag	\$195.00
Muto. List-O-Graph	145.00
Muto. Liberty Bell Striker	125.00
Muto. Grip-O-Graph	125.00
American Grip Meter	135.00
Ball Grip	95.00
Light House	95.00
Raise the Devil	12

DOUBLE THE PLAY WITH TWIN HIGH SCORES!

# GOTTLIEB'S TWIN-BILL



- ★ Rollover sequence Nos. 1 to 8 lights target for replays
- ★ Hitting targets lights rollover buttons for high score
- ★ Red and green rollovers alternate for super scoring
- ★ 2 special holes light for replay when high score is made
- ★ 2 pop bumpers
- ★ 2 flippers
- ★ 2 cyclonic kickers

SEE IT AT YOUR DISTRIBUTOR NOW!

**D. Gottlieb & Co.**  
1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS

## Bow Pin, Shuffle, Gun Units

Continued from page 109

line scores 5-in-line, advance score, and return of balls.

An innovation in the amusement game field—a shuffle bowling game attachment which adds new features to used shuffle bowlers—was shipped early this year by Binks Industries.

The new unit, called the Binks Skill Tournament, is attachable to any drum-scoring shuffle bowling game, and designed to enable operators to maintain shuffle games on location longer with increased takes.

On the glass of the unit, which is mounted on the front end of the pin cover of shuffle bowling games, is a traveling light which moves in an oval path over numbers indicating different scoring values. In each frame in which the player scores a strike or a spare, these extra values are added to his score, depending on the position of the moving light when the puck is delivered. Additional scoring features are carried over from game to game.

### Target-Shuffle

Chicago Coin's Criss Cross Target, is a skee-ball type shuffle game. The player shoots steel pucks down a formica board turned up at the end, which drops the pucks onto an inclining rubber target area of nine holes.

Scoring is made on three nine-number cards, each corresponding to target holes on the playfield. Getting five shots to fill out each of the three cards lighting up on the backglass, the player tries to get three numbers in-line—vertically, horizontally, or diagonally, on each of the cards for high scores. Scoring values in the game change from card to card. The pucks are returned in a circular pocket sunk in the playboard within reach of the player. Up to six players can participate in one game.

Gottlieb's Twin-Ball five-ball game features twin scoring sections, awarding replays for high scores in either section. The backglass is divided into a red and a green colored scoring section, and the playfield is similarly divided into red and green scoring features.

The player operates ball-flippers to shoot balls at a target unit in the center of the playfield which registers high scores and replays. The game is equipped with rollover lanes and buttons, scoring holes and ball bumpers, and operates on 5-cent play.

January's game production continues the trend toward greater diversification in the game field begun in 1954, when the biggest variety of coin-operated amusement games ever to hit the market was produced.

Estimates show that well over 100,000 games were produced last year by Chicago manufacturers alone, while 113 new models of pinball games, shuffle games, gun games, kiddie rides and novelty

units were launched thruout the country in 1954.

Last year's models consisted of 30 pinball models, 30 shuffle bowlers, 15 gun games, 7 kiddie rides and 31 novelty type games—baseball games, skee-balls, Arcade novelty games, and other types.

## WANTED for CASH or TRADE

### BINGO GAMES

Variety—Surf Club—Ice Frolics—Palm Springs—Dude Ranch—Beach Club—Beauty—Bright Spots.

### PHONOGRAPHS

SEEBURG M-100A—M-100B  
M-100BL—M-100C

### 5-BALLS

All Star Basketball—Coronation—Cross Roads—4-Stars—Flying High—Grand Slam—Guys-Dolls—Happy Days—Hill 'N' Run—Marble Queen—Quintette—Mystic Marvel—Skill Pool.

Write, Wire or Call

### NATIONAL

Coin Machine Exchange  
1411-13 Diversey Blvd. Chicago, Ill.  
Phone: 8Uckingham 1-6446

## RECONDITIONED

### BINGO GAMES

Hi-Fi	\$365.00
Surf Club	365.00
Ice Frolics	315.00
Palm Springs	315.00
Yacht Club	265.00
Beach Club	265.00
Beauty	215.00
Atlantic City	110.00

### SHUFFLE ALLEYS

Bally Victory Bowler	\$315.00
Chi. Coin 10th Frame Special	75.00
Chi. Coin Advance Bowler	250.00

### PHONOGRAPHS

AMI Model B	\$175.00
AMI Model C	190.00
AMI Model D-40	275.00
Rock-Ola Model 1422	40.00
Rock-Ola Model 1436-78	300.00
Seeburg 147	50.00
Seeburg 148	70.00
All machines reconditioned and ready for location. 1/3 deposit with order.	

H. M. BRANSON DISTRIBUTING CO.  
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### BALLY

Frolics Yacht Club  
Beach Club Dude Ranch  
Ice Frolics

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Gottlieb Pin Games

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1500, 104 Sel.	\$395.00
1400, 48 Sel.	279.50
1250, 48 Sel.	199.50
5204A, 104 Sel. Wall Box	39.50

### AMI

Model E-120	\$595.00
Model D-80	319.50
Model D-40	229.50

### ROCK-OLA

1436 Fireball	\$349.50
1438 Comet	Write

### SEEBURG

M-100-B	\$575.00
M-100-A	375.00
148-ML Blonde	109.50
147	89.50
Coon Hunt	Write

### WALL BOXES

Seeburg 5/10/25 3-Wire	\$14.50
Seeburg 5/10/25 Wireless	12.50
Seeburg 5c 3-Wire	7.95

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## BINGO SPECIALS

VARIETY (Like New)	\$595
HI-FI	375
SURF CLUB	370
PALM SPRINGS	320
BEACH CLUB	270
DUDE RANCH	295
BALLY BEAUTY	220
YACHT CLUB	145
FROLICS	160
ATLANTIC CITY	100
ICE FROLICS	320
JOHNSON FAREBOX COIN COUNTERS, slightly used, like new	180

1/2 Deposit With Order. Write to

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MARS COMET-SHUFFLE SKEE BINGO-TROPICANA Sensational—New

### BONUS—MOVING TARGET USED SHUFFLES

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United Classic	269.50
United Star 10th Frame	179.50
Keeney Carnival	215.00

### GUNS

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Ex. Shooting Gallery	319.50
Exhibit Space Gun	89.50
Many More Used Shuffles & Pinballs.	Write, Wire, Phone

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ABC	50.00	6 Sneads, single 10-oz. cup, 1000 capacity	125.00	Space Invaders	95.00
Beach Club	275.00	3 Mills, single drink, 400-cup capacity, with change maker	150.00	Seeburg Bear Gun	150.00
Coney Island	75.00	6 Hupp, single drink, 400-cup capacity	110.00	DeLuxe Photo	395.00
Cabana	185.00	6 Revco Ice Cream Cup, 400 Model	125.00	Genco Sky Gunner	175.00
Five Stars	50.00	2 Craig Ice Cream Bar	125.00	Un. Jungle Gun	425.00
Hawaii	295.00	Yacht Club	135.00	Ex. Shooting Gallery	425.00
Tropics	475.00			Bally Big Inning	150.00
Saddle & Turf	295.00			Heavy Hitter	100.00
Mexico	400.00			Goalee	100.00
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6-Player Regular	\$ 50.00			Ex. Dale Gun	55.00
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Chief	325.00			Wurlitzer Skee Ball	150.00
C.C. Double	195.00			Super World Series	195.00
C.C. Advance Bowler	250.00			Hayburners	75.00
C.C. Match	100.00			County Fair	75.00
C.C. Gold Cup	225.00			Standard Metal	
C.C. 10th Fr. Spec.	225.00			Typewriter	275.00
D.S.	150.00			Wms. Del. Baseball	350.00
MUSIC				Bat-a-Score Sr.	65.00
AMI-A	\$135.00			Ex. Deluxe Post-Card Vendors	50.00
AMI-C	275.00			Jennings Barral Roll	125.00
Mills Constellation	175.00			Grandma Fortune Tellers	125.00
Evans Constellation	240.00			C.C. Basketball	195.00
Seeburg 100-A	375.00			Harvard Metal Typewriter	150.00
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| AMI Model E120 625.00   | Rock-Ola              |
| AMI Model C . . 225.00  | Model 1434 . 250.00   |
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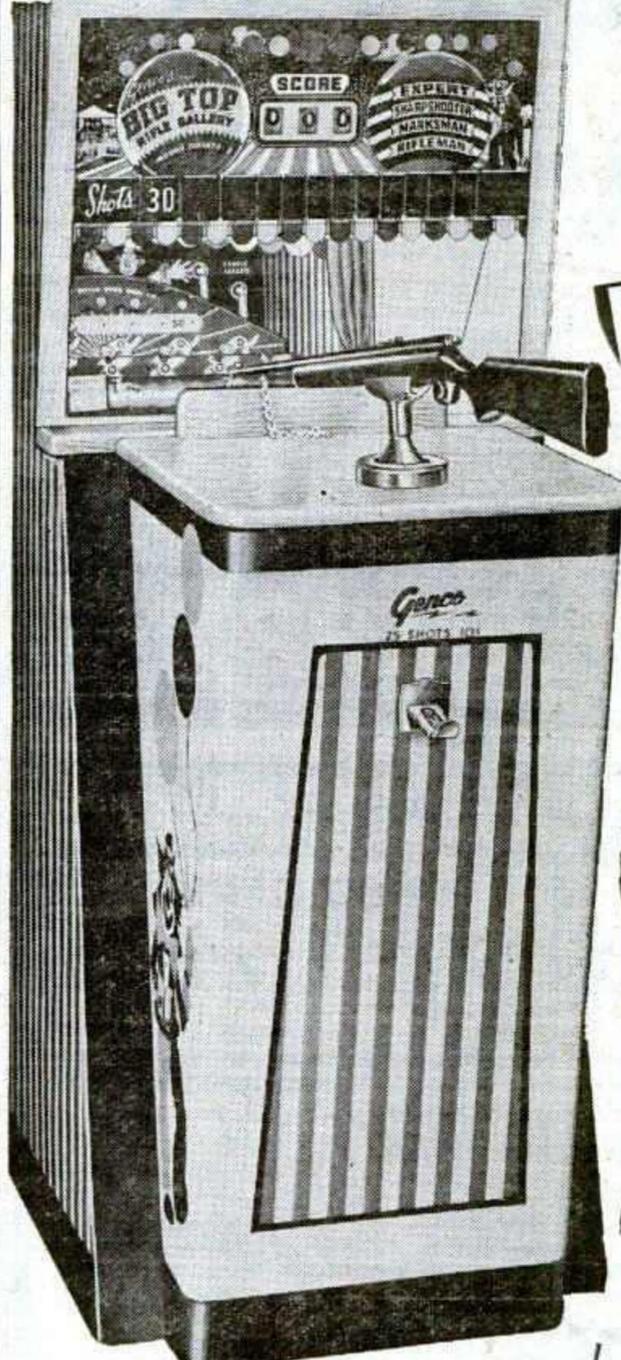
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Moves back and forth on pendulum... flops over when hit... resets automatically!

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| Dude Ranch ..... 310    | Circus ..... 175       |
| Yacht Club ..... 150    | Cabana ..... 165       |
| Beach Club ..... 285    | Tropics ..... 225      |
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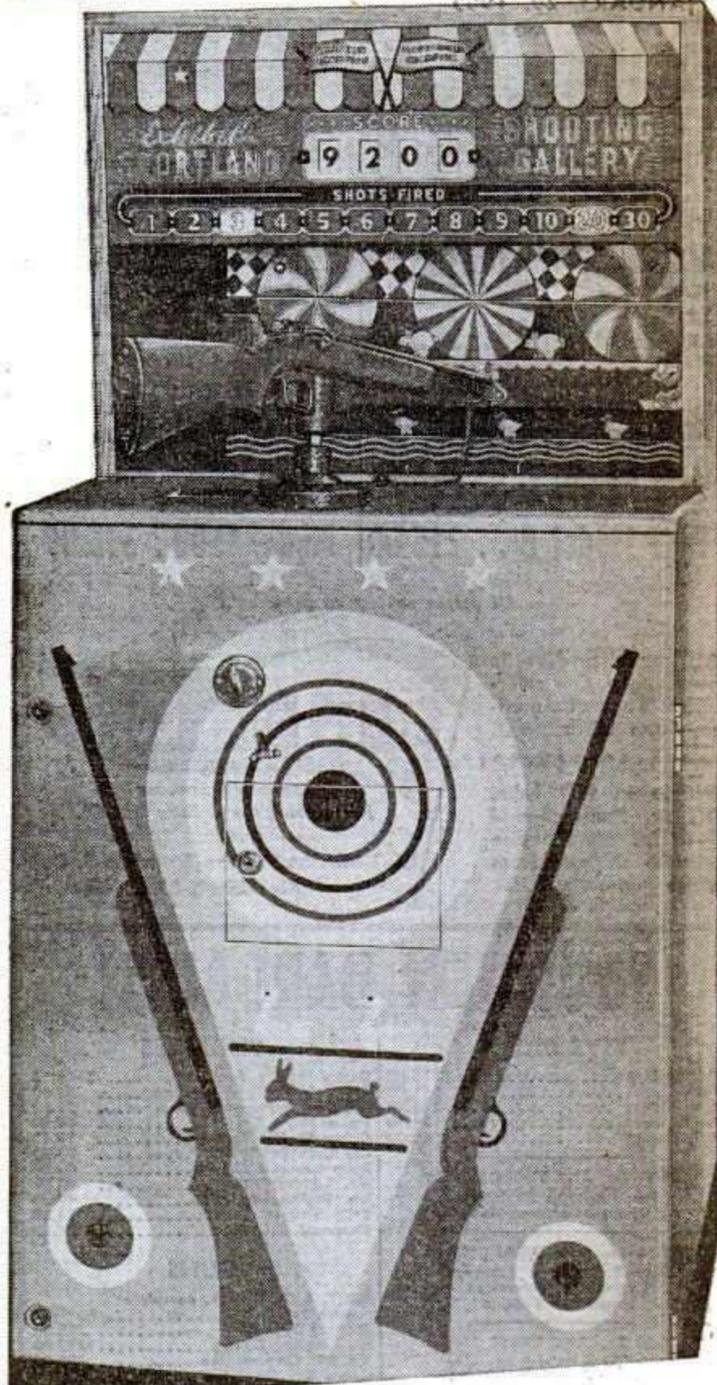
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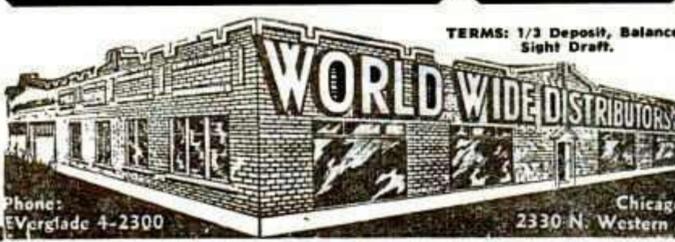
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**\$395.00**

**WURLITZER 1100 ..... 195**  
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Complete Line of Bally Bingo Parts

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Spot Lights .....\$ 75.00  
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Yacht Club ..... 175.00  
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Frolics ..... 150.00  
Beauty ..... 210.00  
Frolics ..... 150.00  
Surf Clubs ..... 375.00  
Ice Frolics ..... 325.00

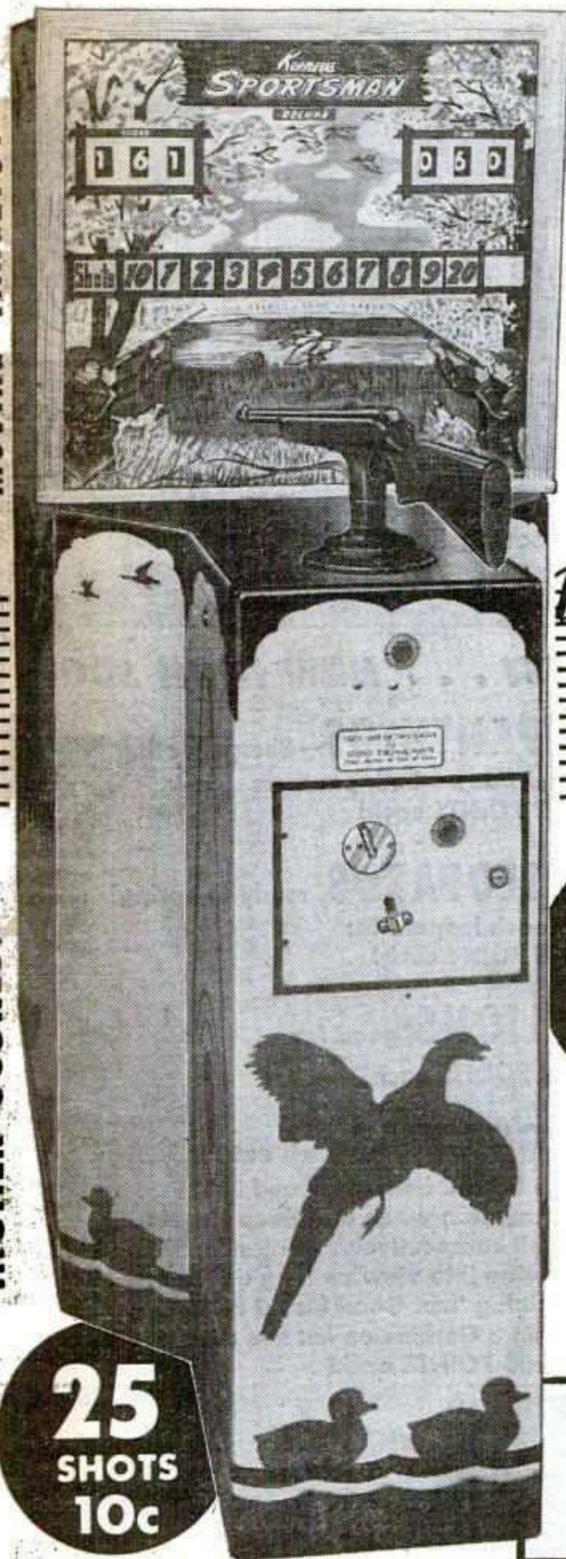
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Shuffle Pool .....\$145  
Variety ..... Write  
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Dude Ranch ..... 315  
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Frolic ..... 175  
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### BIG EXTRA BONUS:

New MATCH-A-SCORE "0 to 9" gives player 10-50-100-200 or 500 Award Points!

- Rabbits—Pheasants—Ducks POP-UP on mystery basis!
- Roving Targets always on-the-move in realistic 3-D colorful hunting scene!
- Slug Rejector • Standard 6 volt bulbs
- Genuine Regulation Hunting Rifle!



**2 BONUS POINTS** added to score for each unit of time under 60. Timer can be set to stop at 100-200-300-400 or 500 at option of operator.

- 5 DUCKS in back row.....3 points each
- 5 PHEASANTS in center row.....20 points each
- 5 RABBITS in first row.....2 points each

Cabinet only 29 in. at widest point.

**IMPORTANT!** This original combination of roving POP-UP TARGETS creates a brand new desire for competitive target shooting thru a true test of marksmanship.

also AVAILABLE AS *Keeney's* **SPORTSMAN** without Match Feature or Replay Button

FITS EVERY LOCATION!  
SEE YOUR KEENEY DISTRIBUTOR NOW!  
*J. H. Keeney & CO., INC.*  
2400 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

Order KEENEY'S Deluxe **SPORTSMAN** NOW. *Don't Delay!*

Headquarters for **BEST BUYS** in USED *Bally* GAMES

Just buy one, see why you pay a little more—and be glad you did! 1/3 deposit with all orders. MONEY BACK IF NOT SATISFIED. Write, wire or call.

**HIGHEST PRICES PAID** for Used Bally In-Line Games

**Allan** SALES, INC.  
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WHEELING, WEST VIRGINIA  
PHONE: WHEELING 5472

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IMPORT EXPORT  
134/144, Belgielei  
ANTWERP—BELGIUM

I'm buying monthly minimum 100 Juke Boxes secondhand and Bingo Games. All the OPERATORS and Exporters who can make me interesting offers, kindly write giving complete details. I always pay cash, buy "AS IS," everything complete and without broken plastics.

EMPIRE EMPIRE EMPIRE EMPIRE EMPIRE EMPIRE

**LET'S TRADE!**  
We Have.....

NEW: UNITED MARS, COMET TARGETTE

United Leader, match	\$295
United Imperial, match	275
United Royal, High Score	265
United Classic, match	200
United Olympic, high score	190
United Cascade, high score	165
Genco Shuffle Pool	195
Genco Match Pool	275

..... What Do You Have?  
• 1/2 deposit, balance Sight Draft or C.O.D.

**Empire** COIN MACHINE EXCHANGE  
1012-14 MILWAUKEE AVE., CHICAGO 22, ILL. Phone: EVERGLADE 4-2600

**NOW DELIVERING**  
INTERNATIONAL MUTOSCOPE DRIVEMOBILE

Gottlieb TWIN BILL  
Bally BIG TIME  
Bally MAGIC BOWLER  
United TROPICANA  
United MARS BOWLER

**SPECIALS**  
Coney Island .....\$55.00  
Spot Lite ..... 55.00

Send for our list of reconditioned BINGOS, BOWLERS and FIVE BALL GAMES.

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*Our Service Is Quick, Efficient and Reliable*

In addition to all the latest equipment, we have thousands of thoroughly reconditioned machines available for your selection, including pin games, kiddie rides, music machines, arcade equipment and alleys.

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**NEW!**

**BEST OF ALL!**

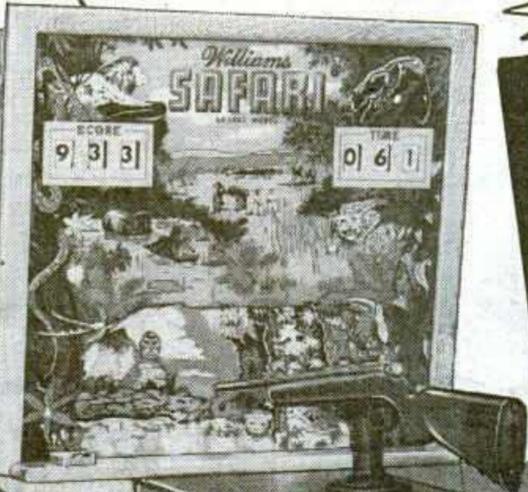
IT'S A *Williams* WINNER!

# SAFARI

DELUXE MODEL WITH  
TRIPLE MATCH and REPLAY feature

Free-Swinging  
Genuine Sharp Shooting Remington Rifle

**NEW  
MOVING  
TARGETS!**



**MORE  
ANIMATION**

**MORE  
PROFITS**

*Only*  
28 inches  
wide

*Easy*  
to move  
thru the  
smallest  
doorway!

**NEW POP-UP TARGETS! . . . NEW HIGH SCORING**

**2 BONUS POINTS**  
added to Score for each  
Unit of Time under 70!

**2 PANTHERS**—Sharpshooting  
knocks down both panthers  
for 2 POINTS each!



**5 LEOPARDS** ready to spring!  
Hit each leopard for  
ONE POINT each!



**5 LIONS** good for  
TEN POINTS each!



**3 GORILLAS** lurch out  
from behind both sides and top  
of mountain when any three targets  
are hit consecutively. Gorillas continue  
to swing into view as long as shooter keeps  
on hitting 'em. Good for 20 POINTS each.  
Hitting 3 Gorillas on last five shots good  
for 100 POINTS each!



★  
*Adjustable*  
for Rapid-Fire Shooting  
at option of the operator

See Your  
*Williams*  
Distributor  
Now!

*Convertible*  
to Novelty Play



CREATORS OF DEPENDABLE PLAY APPEAL  
4242 W. FILLMORE ST. CHICAGO 24, ILL.

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WE HAVE 20 YEARS' EXPERIENCE IN  
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LARGE QUANTITY LOW PRICE, GOOD CONDITION, 5-BALL PIN GAMES  
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With 10-day return guarantee

**GUNS**  
Genco Rifle Gallery (Just like new) . . . . . \$355.00  
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Wms. All Star Baseball, 6-Player Match (Like new) . . . . . \$325.00  
Chi. Coin Home Run, 6-Player . . . . . 195.00

**SHUFFLE GAMES**  
Genco Shuffle Pool . . . . . \$175.00  
United 5-Player, 7-10 Split, Formica Top . . . . . 50.00

**NEW EQUIPMENT**  
Prompt Delivery—Call or Write  
Rock-Ola 1442 Hi-Fidelity. 50 Selection  
Rock-Ola 1446 Hi-Fidelity 120 Selection  
Genco Big Top Rifle Gallery (the finest)  
Bally Big Time Bingo  
United Tropicana

**MODERN DISTRIBUTING COMPANY**  
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## VERY CLEAN!

HI FI . . . . . \$350.00  
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Genco RIFLE GALLERY . . . . . 350.00  
Genco SKY GUNNER . . . . . 165.00  
Genco NIGHT FIGHTER . . . . . 165.00

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Tel.: UNiversity 6900

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## LET'S TRADE!

We Have **NEW Closeouts** . . . . .

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Exhibit Shooting Gallery . . . . . 350  
Mighty Mike Sparring Partner . . . . . 895  
Air Football, 2 Player . . . . . 375  
Air Hockey, 2 Player . . . . . 350  
Set Shot Basketball, 2 Pl. . . . . 345  
Wms. Daffy Derby, 5 Ball . . . . . 275  
Genco Silver Chest, Upright Bingo . . . . . 125

..... What Do You Have?

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**Empire COIN MACHINE EXCHANGE**  
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*Joe Ash Says . . .*

FOREIGN and DOMESTIC BUYERS  
will find TROUBLE FREE machines  
at LOWER PRICES here.

### THIS WEEK'S SPECIALS

CHICAGO COIN  
TRIPLE SCORE  
BOWLER . . . . . \$150.00

FOR IMMEDIATE DELIVERY

**ACTIVE**  
AMUSEMENT MACHINES CO.

666 N. Broad St. Phila. 30  
FRemont 7-4495  
Write or wire for prices

"YOU CAN ALWAYS DEPEND ON ACTIVE—ALL WAYS"

### ELECTRIC SCOREBOARDS

Overhead, 15-21 pts.  
Horsecollar, 15-21-50 pts. . . \$125 ea.  
Wall Model, 15-21 pts.  
and 15-21-50 pts. . . \$95.00 ea.  
PLA-POOL, New, Belgian-Type Pool Game, Packed . . . . . \$275.00  
Circus . . . . . \$150.00  
Bally Beauty . . . . . \$225.00  
United Cabana . . . . . 165.00  
United Tropics . . . . . 225.00  
Palm Beach . . . . . 125.00  
Atlantic City . . . . . 110.00  
Coney Island . . . . . 85.00  
Spotlite . . . . . 85.00

### SHUFFLEBOARDS

16" and 18"—  
Refinished Playfield  
and Cabinet (crated)  
Each . . . . \$149.50

### UNITED CLASSIC—Cleaned

and Checked . . \$150.00  
Shuffleboard  
Adjusters, set . . . \$12.00  
Pucks (set of 8) . . . 10.00  
3-Faced Pucks, ea. . . 1.50  
Terms: 1/3 dep., bal. C.O.D. or S.D., F.O.B. Chicago.

### MID-STATE COMPANY

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Tel.: Dickens 2-3444

### OVERHEAD SCOREBOARDS

3 Monarch, 15-21  
1 Rock-Ola, Frame  
Reconditioned. Ea. \$75.00  
1 Keeney Wall  
Model, 15/21 . . \$59.50

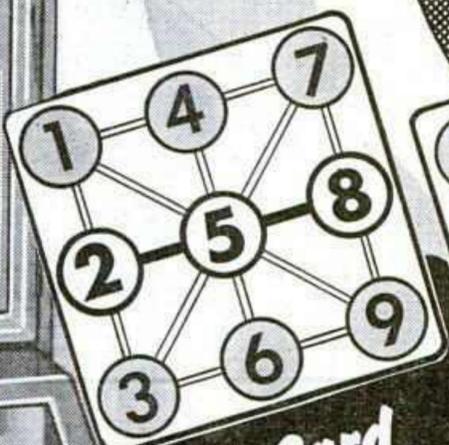
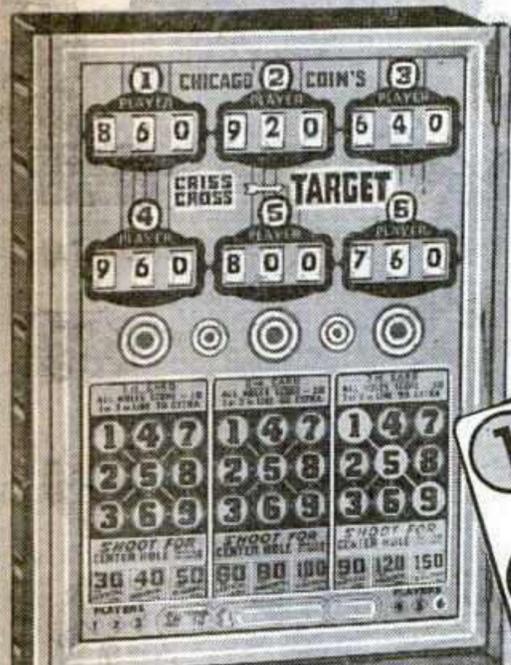
**ZIG-ZAG (New)**  
Counter Game . . \$29.50

**YOUR AMERICAN RED CROSS IS ALWAYS  
THERE AFTER TRAGEDY STRIKES**

Another First!  
chicago coin's  
6 PLAYER

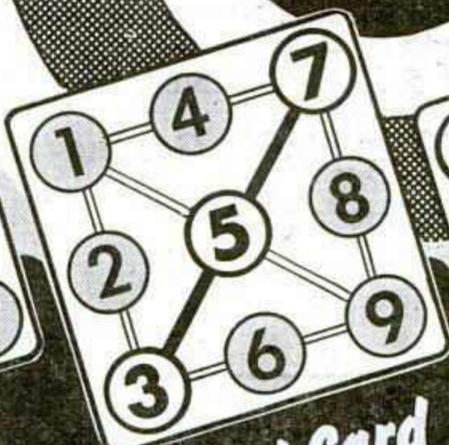
# CRISS-CROSS TARGET

The  
**100% SKILL**  
SKEE-TYPE  
GAME!



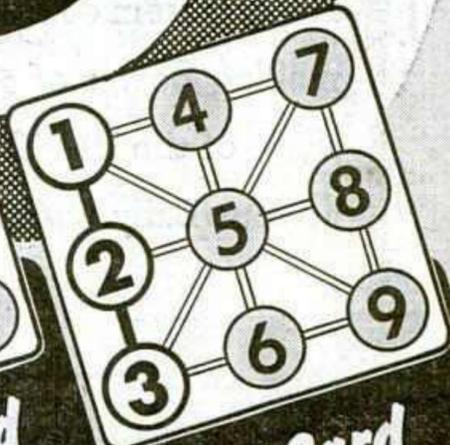
**1st Card**  
(Single Score)

ALL HOLES Score 10  
1st 3 in line 30 extra  
Then Center Hole Scores  
30 for Vertical line  
40 for Horizontal line  
50 for Diagonal line



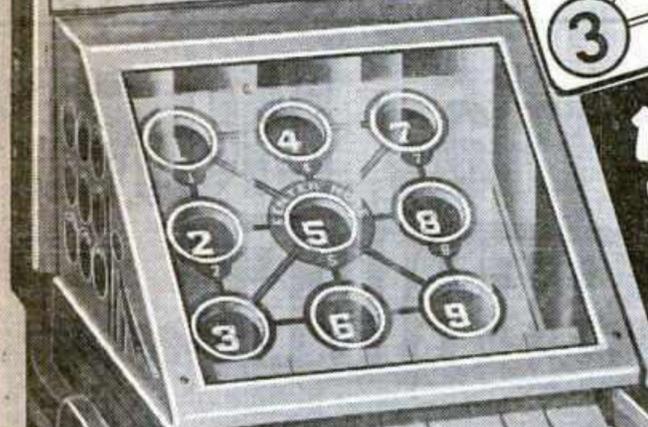
**2nd Card**  
(Double Score)

ALL HOLES Score 20  
1st 3 in line 60 extra  
Then Center Hole Scores  
60 for Vertical line  
80 for Horizontal line  
100 for Diagonal line



**3rd Card**  
(Triple Score)

ALL HOLES Score 30  
1st 3 in line 90 extra  
Then Center Hole Scores  
90 for Vertical line  
120 for Horizontal line  
150 for Diagonal line



↑  
Unbreakable  
Plexi-Glass  
Shield

**NEW  
PUCK  
RETURN!**

Convenient, Handy "Puck-Return Hole" in Right Hand Corner on Playfield Keeps Puck from Falling on Floor! No Need to Change Throwing Position!

Also Available as  
\* "De-Luxe" Criss-Cross  
(Match Play)

**Remember... For  
Tops in Bowlers**

Coming Soon!  
chicago coin's

## TRIPLE STRIKE

Bowler

• 3 Cards 10¢ 5 Shots per Card!

1725 W. DIVERSEY BLVD. • CHICAGO 14

**chicago  
coin**  
MACHINE COMPANY

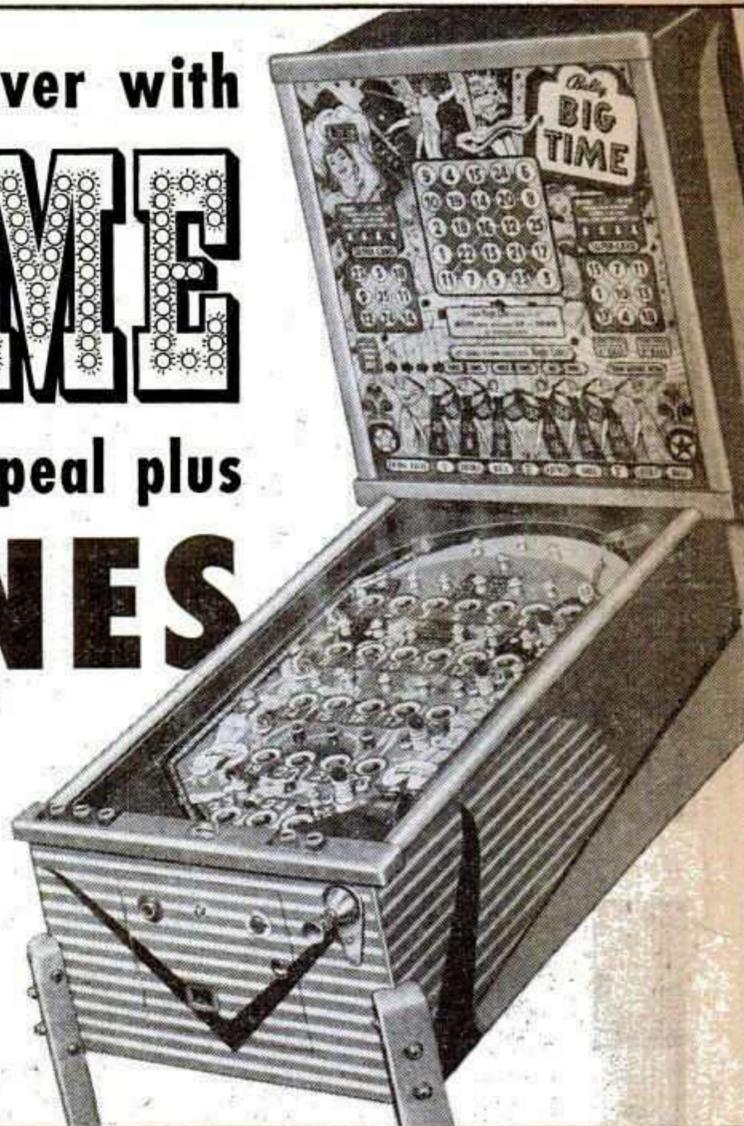
Operators report biggest earnings ever with

# Bally **BIG-TIME**

popular BEACH CLUB-VARIETY play-appeal plus

# 5 MAGIC-LINES

Reports from coast to coast prove the money-making power of 5 MAGIC-LINES. Get your share of the BIG-TIME profits. Get BIG-TIME at your Bally Distributor today.



## MORE players play MORE thanks to new **SUPER-STRIKE** feature

SUPER-STRIKES increase earnings by attracting all types of players, from the "now-and-then" shuffler to the extra skilled regular. They all get a big dime's worth of fun playing MAGIC-BOWLER and MYSTIC-BOWLER. Operators reap the benefit in biggest bowler earnings on record. Get your share. Get MAGIC-BOWLER or MYSTIC-BOWLER now.

**POPULAR Speed-Control SCORE-BOOSTER**  
Player controls speed of shot—not too fast, not too slow—to ring up highest scores for Spares, Strikes and the new thrilling Super-Strikes.

# Bally

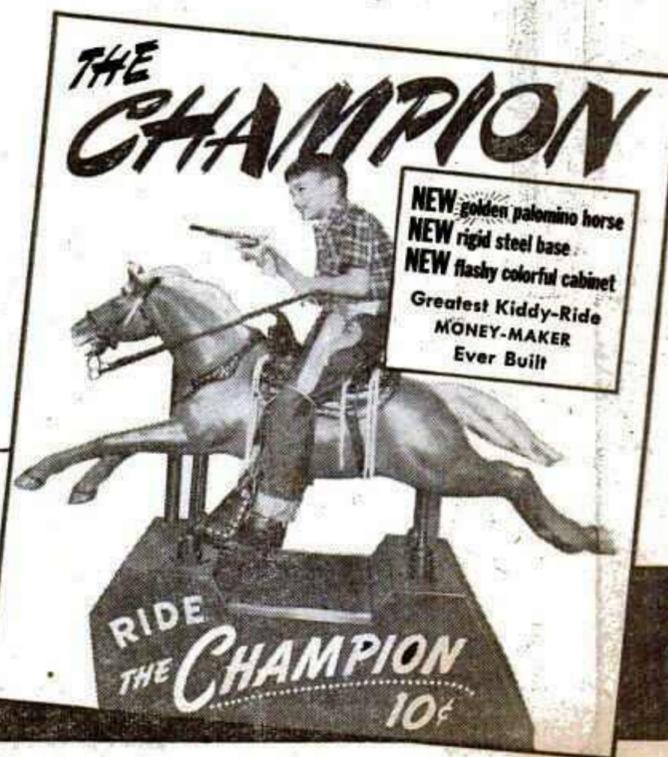
## Magic-Bowler

WITH POPULAR MATCH-PLAY

## Mystic-Bowler

WITHOUT MATCH-PLAY

CHOICE OF DIME-A-PLAY OR DIME-A-PLAY 3 PLAYS FOR A QUARTER  
POPULAR SIZE 8 FT. BY 2 FT.



**BALLY MANUFACTURING COMPANY-2640 Belmont Avenue, Chicago 18, Illinois**

# UNITED'S TROPICANA

with attractive new scoring features

## ROVING SPECIAL CARDS

ONE TO FOUR SPECIAL CARDS LIGHT UP ON MYSTERY BASIS

TWO BOTTOM CARDS HELD WHEN HELD PANEL IS LIT

LITE-A-NAME

## TROPICANA

CARRY-OVER FEATURE

**SUPER SELECTION FEATURE**

EXTRA BALL  
4-IN-LINE SCORES 5-IN-LINE  
ADVANCE SCORE  
RETURN ALL BALLS

Number Selection Feature

4-Corners Score

Light-Up Spot Feature  
SPOTS 5-8-15

EXTRA BALLS  
ADVANCING SCORES  
ALL BALLS RETURN  
LATEST E-Z SERVICE FEATURES

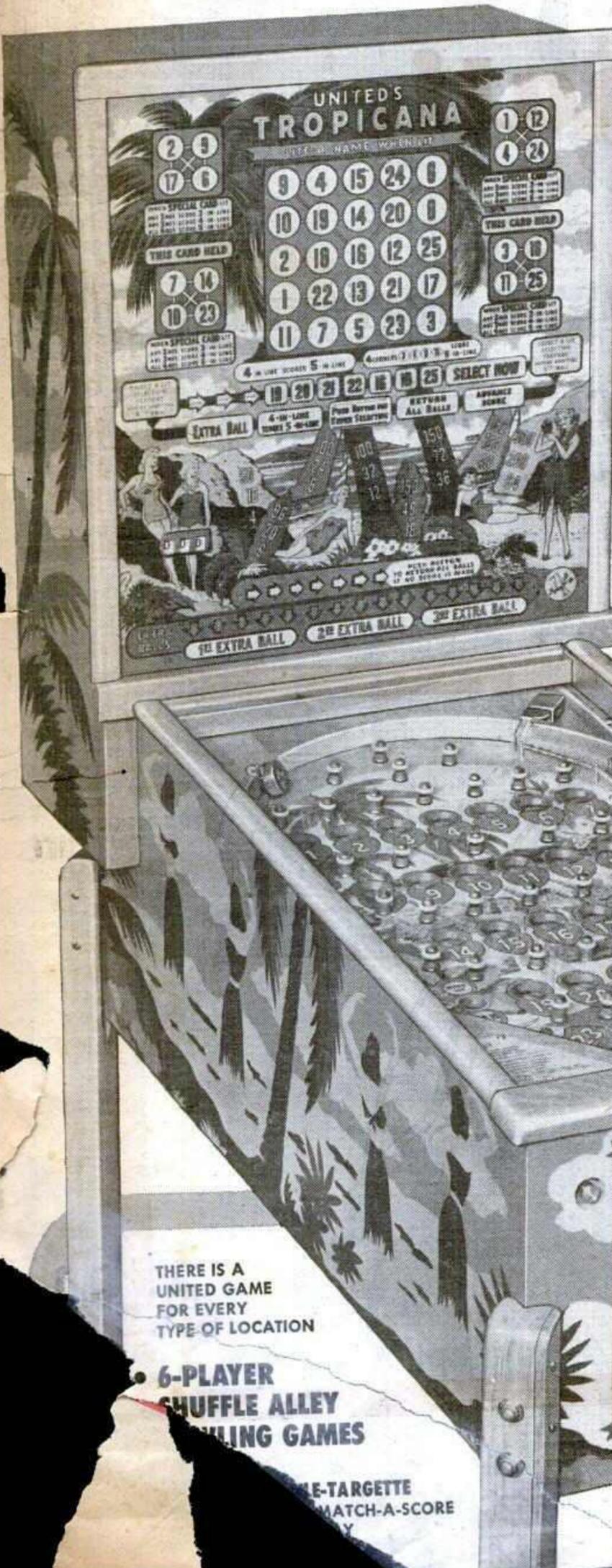
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THERE IS A UNITED GAME FOR EVERY TYPE OF LOCATION

6-PLAYER SHUFFLE ALLEY BILLIARD GAMES

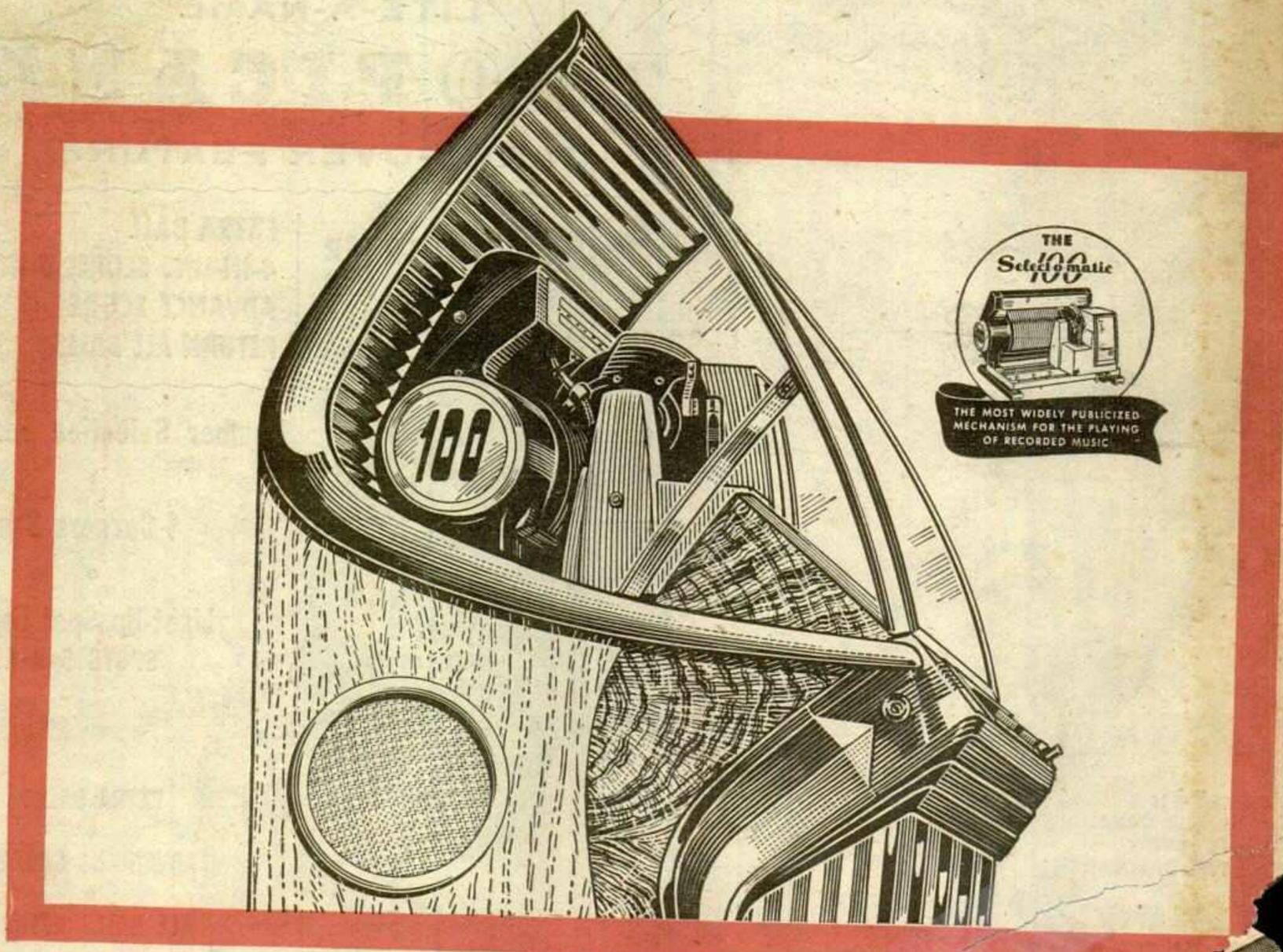
SHOOT-AND-TARGET MATCH-A-SCORE



# Select-o-matic 100

**Leader in style...leader in performance!**

- ▶ **with full-spectrum high fidelity**
- ▶ **with all-directional sound**



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DEPENDABLE MUSIC SYSTEMS SINCE 1902  
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*America's Finest and  
Most Complete Music*