

The Billboard

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Disk, Film Industries Find Bliss in Union

Music-Records, Motion Picture Wedding Due to Reach Full Bloom During 1955

By JOEL FRIEDMAN

HOLLYWOOD, Jan. 29.—The marriage of motion pictures and the music-record industry, a romance that blossomed in 1954, is expected to come into full bloom in the coming year via further integration of musical themes, background scores, pop songs, title tunes and a multitude of other devices which respective industry execs predict will sell more theater admissions and phonograph records.

To songwriters, music publishers and especially recording artists, all of whom are vitally affected by Hollywood's increased slate of music activity, filmland continues to represent the vast pot of gold at the end of the rainbow. If the current trend continues, the rainbow will definitely take on a brighter hue.

The success of a bumper crop of movie tunes during 1954, used as a means of selling a picture primarily, has cued motion picture producers to maintain closer ties with the disk business, with the upcoming studio investment in all things music estimated to be in the neighborhood of \$60,000,000.

The foregoing figure is by no means an accurate one since statistics are not available and budgets for a majority of films have as yet not been fully prepared. It does represent, however, what cinema figures predicts will be the cost of full-scale musical productions which have been announced, scoring, songwriting, musicians and special studio budgets for song promotion thru recognized disk industry channels.

Music activity on the major Hollywood lots, as it is expected

Station Builds Acts for Fairs

WASHINGTON, Jan. 29.—Creation of a new bureau to develop talent and open the way for expansive promotional activities at State and county fairs is quietly being planned by Station WTOP-TV, a Columbia Broadcasting System outlet, owned by The Washington Post and Times Herald.

The station plans to organize several troupes to appear at outdoor shows in a five-State area covered by WTOP-TV. The station hopes to have these crews of entertainers covering a circuit of outdoor shows in Virginia, West Virginia, Delaware, Maryland, District of Columbia and lower Pennsylvania.

Non-TV shows will be packaged by the station, which expects to perform a "good will" service for fairs and outdoor shows by providing the entertainers gratis and helping the organizations raise money. Ernest Hall, a D. C. showman, will be in charge of the new set-up. The project is expected to be along the lines of successful ones at stations WLS, Chicago; WSM, Nashville, and WLW, Cincinnati.

'PLAIN' MAKES MIGHTY 'FANCY' BOW ON B'WAY

By BOB FRANCIS

Messrs. Joseph Stein and Will Glickman have collaborated on a book, Arnold Horwitts has provided rhymes and Albert Hague, tunes to make a new song-and-dancer, "Plain and Fancy," a matter of charm, imagination and all-round beguilement. Messrs. Richard Kollmar and James Gardiner have supplemented their efforts with a top-drawer production via delightful sets and costuming by Raoul Pene Dubois and superlative lighting by Peggy Clark to background an exceptionally able cast. Morton Da Costa has directed it in keeping, and Helen Tamiris has contributed dance patterns in similar key. The combination is top music-comedy professionalism, and if "Fancy" is not a helluva hit at the Mark Hellinger Theater, it's time to organize a third party.

The simplicity of "Fancy's" yarn is one of its chief charms. Briefly, it concerns the advent of a couple of New York sophisticates into the territory of the stern Amish sect in Pennsylvania. The lad is bent on disposal of an inherited farm, and his gal friend has just come along for the ride. While this intrusion into a

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TV Film Serves Up Viewers to Stations On Silver Platter

Potency for Delivering Audiences Proved by Study in Los Angeles

By BOB SPIELMAN

HOLLYWOOD, Jan. 29.—TV film delivers audiences with an efficacy that live programming and theatrical features cannot equal, at least as far as the Los Angeles market is concerned.

The survey covers the trend in programming and audience ratings for the years 1951 thru 1954. Utilized are ARB (American Research Bureau) for November of each year and station program logs for the similar period. Programs are broken down into theatrical film (movies), TV film and live.

ARB ratings are obtained by dividing the total number of sets in the area into the sets tuned in to any particular program or station.

Los Angeles' seven TV stations—a number matched only by the metropolitan New York area—have been engaged in a bitter struggle for audience for the past several years, with never more than three or four of them able to operate in the black. In 1951, commencement date of the survey, the two

most powerful stations, audience-wise, were KRCA (then KNBH), the NBC outlet, and KTLA, independent Paramount-owned station, which had begun telecasting in 1947, nearly 18 months before any other station, and had the resultant benefit of audience habit.

The correlation between the use of TV film and station ratings is most graphically demonstrated in evening programming, where the utilization of vidpix has so far found the widest acceptance. That even the most potent independent station cannot compete with the nets if it emphasizes live programming, but can do much more than hold its own if it converts to TV film, is shown by the experience of KTLA and KTTV, the latter an independent outlet owned by The Los Angeles Times. (See Table A and graph.)

EVENING AUDIENCE

Station	Year			
	1951	1952	1953	1954
KNXT	Rating ... 3.4	10.1	11.2	12.6
	% Film . 7.4	14.4	16.6	24.1
KRCA	Rating ... 9.1	11.5	11.3	10.2
	% Film . 28.6	22.9	26.7	31.2
KTLA	Rating ... 19.3	10.1	7.1	5.9
	% Film . 5.0	8.8	11.8	18.9
KABC	Rating ... 5.1	5.9	5.2	5.2
	% Film . 5.3	8.1	15.9	22.8
KHJ	Rating ... 2.5	2.8	1.7	2.7
	% Film . 0.0	1.7	2.8	5.2
KTTV	Rating ... 4.5	4.4	5.8	7.7
	% Film . 12.4	9.9	25.5	59.0
KCOP	Rating ... 6.2	4.7	2.6	2.1
	% Film . 1.0	1.0	4.5	10.0

The results of this study take on even greater significance when it is remembered that Los Angeles stations tap the vast Hollywood talent pool for personalities in building their local live shows. The talent used comes from either the highly promising group of unknowns who are lured to the Film City by picture or TV aspirations, or from the wide circle of well-established show business names who live on the Coast. Many programs which have been since seen nationally first originated here as live shows, including "Liberace," "Life With Elizabeth," the CBS

(Continued on Page 6)

Arm-Breaking Back Patting

NEW YORK, Jan. 29.—Does it matter to the viewer whether his TV fare is live or filmed? (Statisticians have as yet to come up with a clear-cut answer to the question.) Producers appear to be leaning more and more toward the latter.

Charmy, that the add...

NEWS OF THE WEEK

NBC-TV Plans 1-Hour Saturday Comedy Show to Buck Gleason . . .
NBC-TV is planning to slot an hour comedy show Saturdays 8-9 p.m. next season so as to get a half hour jump on its major CBS-TV competition, the high-rated Jackie Gleason. Web figures format will give it enough audience to slim Gleason's ratings down to the point where it hurts . . . [Page 2](#)

Angel Reduces Basic LP Price; Guarantees Dealer Inventory . . .
Angel Records has reduced its basic price of 12-inch LP's to \$4.98, with "thrift package" disks cut to a new low of \$3.48. The company has guaranteed dealer inventory and extended 100 per cent exchange privileges on all factory-sealed sets. . . . [Page 14](#)

Prockter's Re-Entry Into TV Film Sales Cued By Jaeger Appointment . . .
Prockter Television Enterprises has moved back into the field of TV film sales with the appointment this week of Andrew P. Jaeger as vice-president in charge of sales. Initially, Jaeger will concentrate on national sales of new Prockter properties . . . [Page 8](#)

Guild Films Acquires Control of 700 Pictures in Buy-Out of MPTV . . .
Guild Films in the largest buy-out of a video feature film distributor has taken over control of 700 pictures owned by Motion Pictures for Television. Deal puts MPTV out of feature film business and gives Guild an important catalog of product to offer Vitapix stations. . . . [Page 4](#)

Ringling Officials Continue Plan To De-Emphasize "Barnum & Bailey" . . .
Ringling Bros. and Barnum & Bailey continues a long-term trend to play up the Ringling name in public and de-emphasize Barnum & Bailey, the latter portion carries the most punch in the East . . . [Page 64](#)

Pa. Fairs Seek Legalized Betting To Rejuvenate Harness Horse Racing . . .
The Pennsylvania Association of Fairs at its annual meeting this week in Harrisburg backed a bill to legalize betting. Fairs

contend that pari-mutuels will give a new lease on life to harness racing at their events. . . . [Page 49](#)

Top Jockeys Not Always Top Music Business Jockeys, It Says Here . . .
Conflicting survey results in the New York market indicate that the top-rated disk jockeys aren't always the best record plugs. Teenagers, who buy a large amount of the total pop records sold today, evidently don't dial the high-rated spinners the way their elders do. . . . [Page 14](#)

Priority Legislation May Delay Action on Juke Box Royalty Bill . . .
The amount of priority legislation may delay quick action on the Kilgore Bill to end an exemption on juke box copyright royalties. Proponents of the bill, however, are still hopeful. Meanwhile both the Senate and the House are both continuing to organize the committees and subcommittees which will deal with legislation affecting copyright. . . . [Page 15](#)

EP Disks Promoted to Juke Ops At Wurlitzer Distributor Showings . . .
Distributors launch "Extended Play" promotion this week as part of the introduction of new models. Expected to help operators convert to dime play. . . . [Page 72](#)

Coffee Break Crisis May Provide Wedge for Vending Operators . . .
The nation's vending machine operators may gain access to lucrative office locations by solving a management problem; how to cut down on time spent by employees for coffee breaks. . . . [Page 78](#)

DEPARTMENTS AND FEATURES

Amusement Games . . . 83	Magic 48
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Rating Services Show Few Hits Among TV Newcomers

Disney, Gobel, 'GE Theater,' 'Medic,' 'December Bride' Make the Grade

NEW YORK, Jan. 29.—The season's new crop of TV starters has produced relatively few hits, according to the rating evidence given by a study of two rating services, Nielsen and Trendex, on recent weeks.

Among the new shows which have solidly established themselves this season are "Disneyland," "December Bride," the "General Electric Theater" and George Gobel. "The Medic" can also be considered in the hit classification, in spite of its only fair rating, for it is

up against one of the top shows in video, "I Love Lucy."

A large majority of the shows are being evaluated as moderate successes. Among these would be placed "Lassie," "Rin Tin Tin," "The Line-up," "Caesar's Hour," "Truth or Consequences," "Dear Phoebe" and "People Are Funny." There are a number of late starters whose initial ratings are rather low, but which cannot be fairly judged because of their limited showing.

Shows NSG

Among the shows which have evidently failed to catch the attention of the viewing public are "Hey, Mulligan," "Imogene Coca," "Willy" and "Stop the Music." Two programs—"Stop the Music" and "Father Knows Best"—have already been axed by their

sponsors, and the others seem sure to get the same treatment unless the unpredictable occurs. There are, of course, a number of programs whose future is uncertain, including "Halls of Ivy" and "It's a Great Life." One thing seems certain about the former: If it remains around next season it will be shifted into another time period.

An obvious conclusion, judging from the ratings this season, is the soaring cost-per-thousand. While ratings generally have dipped, the price of shows has been going the other way. "Climax," for example, has an 18.6 Nielsen and a 25.5 Trendex, but its cost is at least \$75,000 per program, which soars to about \$100,000 each time its once-monthly musical, "Shower of Stars," is presented. The show, consequently, has to hit in the 40's even to begin justifying its cost, and this it has been unable to do.

Impact Important

If a show makes a big enough impact, however, sponsors are inclined not to worry too much about ratings and number of homes reached, a case in point being the "GE Theater," which runs at least \$100,000 weekly for time and talent.

In terms of network success stories, NBC and CBS each have two top shows. ABC's "Disneyland" is its tremendous success story of the season, a hit that has given it tremendous rating power on Wednesday nights.

Berle to Stick To Live Hour On NBC Tues.

NEW YORK, Jan. 29.—NBC-TV this week persuaded Milton Berle to change his mind and remain on TV in an hour live show next season in the Tuesday night 8-9 p.m. slot. Berle, however, has told the network that he will only do 13 live hour shows during the season of 1955-'56.

Berle is filling about 20 hours on Tuesdays for NBC this season; so the web will have to find other comedy talent to take up the slack next season. The reason for the change of heart on Berle's part is that the web was adamant in refusing to chop its Tuesday hour in half for his projected film show. The hour has given the web rating supremacy on Tuesday evenings since the beginning of big-time TV, and it naturally did not want to discard the programming formula.

Nestle in Buy Of Dorsey Seg

NEW YORK, Jan. 29.—Nestle this week became the first sponsor to buy into the new Dorsey Brothers show which goes Saturday 8-8:30 next season on CBS-TV. Nestle, along with Schick shavers and Sheaffer pens, bankrolls the hour Gleason stanza, 8-9 p.m. this season on the same web.

These three sponsors are being given first crack at the Dorsey Brothers because Buick has bought Gleason next season. Neither Sheaffer nor Schick has made a final decision about sponsorship. The latter is expected to turn down the bid. Sheaffer's decision will depend on what other shows become available for sponsorship.

TvB Gets First Station Rep

NEW YORK, Jan. 29.—Blair-TV this week became the first station rep to join Television Bureau of Advertising. Last week CBS-TV became the first network to move into the TvB fold.

Meanwhile, TvB this week hired Raymond E. Nelson as its director of national spot sales. Nelson has a wealth of experience in broadcasting, having been a packager, head of the radio and TV department of an agency and having worked for several networks.

H. Traviesas BBDO Veepee

NEW YORK, Jan. 29.—Herminio (Travie) Traviesas has been named a veepee of Batten, Barton, Durstine & Osborn. Traviesas, who is radio-TV account executive on the Lucky Strike cigarette account, came to BBDO in 1950. Before joining the agency, he was network television sales service manager for CBS-TV.

'Toyland' Bolsters NBC's Spec Push

NEW YORK, Jan. 29.—Flushed with the rating success of its "Babes in Toyland" spectacular, NBC-TV this week made plans for more of the same and for the future of some of its current spectacles. The web is now out submitting to sponsors a new 90-minute spectacular-type dramatic show which would feature Maurice Evans. It will cost about \$200,000 per show for time and talent.

Also in the wind is a plan to give its spectaculars "motion as well as scope," according to a recent talk NBC-TV prexy Sylvester (Pat) Weaver had with top agency brass. This means that this summer the network intends to tour its spectaculars and present several remotes from various locales around the country.

It has not been decided which cities and towns will be used as points of origination, but the web is now weighing possible locations. One could be presented, for example, from the Texas State Fair in Dallas, another from a national park such as Yellowstone. Any and all locations would be used to give promotion. The network's participation in "Toyland" and "To-see" success.

not be first to persuade Donald Durante to their half-million-dollar Perry

be presented. The show would be presented on Sunday afternoons, probably 5-6:30, if the time can be made available.

The web, meanwhile, is also concentrating on bolstering its current spectaculars. Bids have been made to Broadway and Hollywood producers to come up with ideas for the spectaculars. Name film talent, such as Humphrey Bogart and Gary Cooper, who have not appeared on TV, are also being wooed assiduously by the network with the probability that the web will succeed in breaking down the resistance of a few of them.

NBC Plots Major Comic Offensive Versus CBS-TV's Gleason Power

NEW YORK, Jan. 29.—NBC-TV expects to mount a major offensive against Jackie Gleason next fall by throwing a top hour comedy show in the Saturday night 8-9 p.m. time period, if the talent can be made available. Gleason, of course, is expected to go 8:30-9 on CBS-TV with his new filmed version of "The Honeymooners," and the Dorsey Brothers will fill the half hour before him on the same web.

NBC is now trying to determine which comedians will be available to fill the slot. The web is trying to persuade Donald Durante to their half-million-dollar Perry

Como might be counted on for a few shots. And such semi-name comedians as Larry Storch, Jack Carson, Paul Gilbert and others could help bolster the hour of comedy. The show could also count on occasional appearances from Steve Allen, Dave Garroway and whatever other comedy talent the web could scare up from its stable.

Keep 'Em Clued

NBC's thinking is obvious: It hopes to get the attention of the viewing public in the first half hour and retain it. There is no question that such programming technique pays off, as can be witnessed from the relative success of Chrysler's "Climax" in chopping off a few

NIELSEN AND TRENDIX

SEASON'S NEW SHOWS' RATINGS ON NETWORKS

How are this season's new TV shows doing on the networks? The chart below offers some indication. The stanzas which debuted on each of the webs are listed, along with ratings from two different services. The Nielsen rating covers the second December report, while the Trendex study is for the week of January 9-15. Where only one rating is shown, it is because a show may not have been on the air in time for the December rating, or, in the case of "Good Times," was a spectacular which aired just one time, in this instance in January.

	Average Nielsen 2d Report December	Trendex January
ABC-TV		
Disneyland	33.9	31.1
Horizons	6.9	4
Rin Tin Tin	24.3	16.8
Stop the Music	7	15
CBS-TV		
Climax	18.6	25.5
December Bride	34.7	31.5
Father Knows Best	17.8	10.3
GE Theater	34.9	16.8
Halls of Ivy	14.9	9.2
Lassie	25.2	16.8
The Lineup	26	24
Willy	10.8	10.4
NBC-TV		
Caesar's Hour	23.6	19.9
George Gobel	27.3	35.2
Good Times (Spec.)	—	17.2
Hey, Mulligan	16.7	14.6
Imogene Coca	14	15.9
It's a Great Life	17.7	15.4
Medic	21.5	20.4
People Are Funny	22.6	19.6
Dear Phoebe	21.5	18.4
Robert Cummings	—	12.1
Show Wagon	—	17
Texaco Star Theater	20.2	18.1
So This Is Hollywood	—	12
Truth or Consequences	26	19.7

Balaban Heads Up ABC-TV's New Closed Circuit Dept.

NEW YORK, Jan. 29.—Increasing profit potential from closed circuit television operations this week resulted in ABC-TV's setting up a new closed circuit program department, headed by William Balaban. The move makes it the second network actively seeking closed circuit business. The other web is Du Mont, which has had a closed circuit department, headed by Morris Mayers, in operation for years.

Balaban moves to the network from his post as assistant program manager of WABC-TV, where he had been devoting part time to closed circuit television. He will devote full time to his network post, which will come under the domain of ABC-TV's national program director, Bob Lewine.

The web's new closed circuit department will actively sell its clients and other advertisers on the idea of using its facilities for closed circuit business meetings. It will also make its facilities available to outside closed circuit firms, such as Box Office Television, Telecom Systems and Theater Network Television, for any business or entertainment shows they put on.

Balaban swung his new network department into action this week by handling production of a 21-city closed circuit telecast that BOTV lined up for Farm Bureau Insurance Company.

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TV EXPOSE

WBKB Deal To Air Crime Org Findings

CHICAGO, Jan. 29.—In a move for the use of television to expose gangsters and their operations, local ABC outlet, WBKB-TV, has made an agreement with the Chicago Crime Commission to air six programs of the commission's findings.

The agreement, between ABC Vice-President Sterling Quinlan and Virgil Peterson, director of the crime commission, calls for presentation of the detailed biographies of the six most notorious underworld leaders operating out of Chicago, with all information coming from the commission's files.

In order to protect station personnel, writers, etc. the commission has agreed to keep secret the names of all persons connected with the show, and not to reveal any of the show's underworld subjects in advance. Programs will air at 9 p.m. each Wednesday, starting February 16.

Authorized TV New Chi Survey Firm

CHICAGO, Jan. 29.—A new survey company, Authorized TV Survey, was set up in Chicago this week and is soliciting business from television stations and advertising agencies. The new firm was formed by public relations counselor Fred Livingston.

WEATHERMEN IN TV STORM

NEW YORK, Jan. 29.—The weathermen are hot and bothered over what television stations have been doing about the weather. The American Meteorological Society, meeting here in conjunction with the centennial celebration of New York University's College of Engineering, this week uttered some harsh words attacking the way some stations gag up their weather reports and poke fun at the weatherman.

It was more than hot air, however, that was vented in the direction of TV. Steaming mad, the Society authorized its executive secretary to contact the most flagrant of the fun-pokers in an effort to halt their abuse of the weather and weathermen. The president of the AMS is Col. Arthur Merewether.

RESTLESS PEOPLE

S. Hurok, international impresario, has been retained by NBC as a TV consultant. Hurok left New York last week for a four-week visit to Europe in search of talent for "Producer's Showcase," the web's Monday night spec. . . . Marguerite Blaise, Columbia Records press rep, resigned last week to join Stanford Associates in TV and radio promotional work.

Paul Sanchez, NBC news correspondent who was captured by rebel forces in Costa Rica at the outbreak of the war, was released unharmed last week. . . . Dine and Kalmus have been retained as public relations counsel for Quality Radio Group. . . . After a 10-day tour of TV stations in South Atlantic States, Jack A. Pegler, Television Zoomar Corporation prexy, took off from Miami last week on an air trip to stations in the West Indies, South America, and Mexico to demonstrate the new Studio Zoomar lens. Pegler will also visit TV stations in several Southwestern States on his return trip from Mexico City to New York.

Robert Hart, KFEL, Denver, anked his post as commercial exec to join KLZ as local sales exec. . . . Luther Alva Pierce Jr. has been upped from engineer in charge of CBS-TV studios in New York to manager of Station WBBM-TV television technical operations in Chicago. . . . Thomas S. Carroll, formerly of General Foods, joined the advertising department of the Colgate-Palmolive Company as a brand advertising manager.

2 Senate Groups Indicate Faster Pace in Probe of Video Networks

WASHINGTON, Jan. 29.—Capitol Hill's dual-gauge probe of TV-networks will shift to a somewhat faster pace next week as two separate Senate committees begin preparing a new batch of questions to toss at the industry and the Federal Communications Commission.

Sen. Warren G. Magnuson (D., Wash.), chairman of the Senate Interstate and Foreign Commerce Committee, will formally embark on his phase of the many months' old networks inquiry by staging a Wednesday (2) press conference at

which he will answer questions on reports handed to him by staff counsellors Harry Plotkin and Robert F. Jones. Both reports are highly critical of many aspects of network relations with stations.

The Plotkin report pushes hard for recommendations which could provide a boost for film syndicates, station representatives and national spot advertisers who would be made more competitive with the networks. The Jones report will be even stiffer. It will be critical of network relations with stations, handling of contracts, and controls of option time. Jones will go deeply into the TV allocations mix-up. He will say, in effect, that the FCC's original allocations plan was practically a blooper, but since the FCC and industry must live with it, there ought to be a serious effort to reduce VHF-UHF intermixture and to encourage UHF prospecting.

Both the Plotkin and Jones reports are considered as landmark documents, and altho Sen. Magnuson's committee will shift the direction of the networks probe, these reports are expected to cast a sizable influence on deliberations of both the Magnuson committee and Sen. Harley M. Kilgore's (D., W. Va.) Senate Judiciary Committee inquiry into possible "monopoly aspects" in the communications industry. Plotkin leaves the committee next week to return to his law practice, and Jones is not expected to remain available as G.O.P. staff counsel.

Senator Kilgore intends to step up preparations for his committee's probe of the communications industry, a probe which is expected to go into network relationships with stations and manufacturers' relationships with networks in which manufacturers have interests.

According to word on the Hill, Senators Magnuson and Kilgore have had some quiet conferences in an effort to avoid overlapping in their inquiries, but duplications are regarded as practically certain to develop.

The Kilgore probe will cover far broader range than Magnuson's. Hearings are certain to be staged by both committees.

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Du Mont Pacts C-C Biz Rep

NEW YORK, Jan. 29.—Another firm this week entered the race for closed circuit TV business. National Closed Circuit System, Inc., headed by Allan D. R. Stern, formerly with Du Mont's operations department, pacted with Du Mont whereby it will act in a sales service capacity for the web's closed circuit department.

The deal commits National to use Du Mont's facilities for any closed circuit business it picks up, for which it will get a commission. Du Mont this week set a similar deal with Burton T. Peake Company of Asheville, N. C., a firm that specializes in lining up convention business for hotels in the Southeast and Southwest.

NARTB Clarifies Role Vs. Quick Fee TV Okay

WASHINGTON, Jan. 29.—The National Association of Radio and Television Broadcasters this week solidified its role as opposed to any quickie go-ahead by Federal Communications Commission, for subscription television.

As the FCC continued to deliberate on the next formality in studying petitions by Zenith Radio Corporation and others to authorize commercial home TV service, the NARTB clarified the stand recently taken by NARTB President Harold E. Fellows urging the FCC against a hasty FCC go-ahead, as had been urged by Zenith President E. F. McDonald, a former NARTB president.

Clair R. McCollough, head of Steinman stations and chairman of the NARTB board of directors, replied to McDonald's recent criticism of Fellows' communication to the FCC. McCollough in a letter to McDonald called the Zenith

president's attention to McDonald's charge that Fellows had acted without authority of the NARTB membership and that the effect would be to "scuttle subscription television."

McCollough went on in part as follows:

"None of these charges is true, and this letter is being sent to you—at the request of and with the full and unanimous approval of the Television Board of Directors of the National Association of Radio and Television Broadcasters—in order to set the record straight.

"It has been the continuing policy of the association since the formative days of the organization when you served it as president to encourage appropriate regulatory procedure on all subjects relating to the use of the broadcast spectrum when it had been clearly apparent that the public interest was involved."

NEWS IN BRIEF

Three petitions to transfer the assignments of VHF TV channels were turned down by the Federal Communications Commission last week. The losing petitions were by KALE, Inc., Richland, Wash., to move Channel 3 from Lewiston, Idaho, to Richland; Trinity Broadcasting Corporation, El Paso, permittee of KOKE, Channel 13, to switch to Channel 7, now reserved for educational TV, and Commonwealth Broadcasting Corporation, WTOV-TV, Channel 27, Norfolk, to move Channel 13 from New Berne, N. C., to Princess Anne, Va., 15 miles from Norfolk.

The New York Telephone Company has applied to the Federal Communications Commission for licenses to operate two microwave relay stations to beam color TV programs from the National Broadcasting Company's sub-studio in Brooklyn to 30 Rockefeller Plaza. The circuit also will be used in color TV rehearsals as well as camera tests and the study of lighting effects. The circuit has been operating on a temporary experimental license.

A battle is shaping up over the location of Channel 10 in Northern Florida. Suncoast Cities Broadcasting Corporation last week asked the Federal Communications Commission to assign it to New Port Richey, north of St. Petersburg, while

the Jacksonville Journal Company asked that it be assigned to Bunnell, Fla., south of Jacksonville. In its petition Suncoast claimed that all VHF channels in its area are now assigned to Tampa, an industrial center, and that St. Petersburg, "the center of tourist and retired activity," needs a VHF outlet of its own. The Jacksonville Journal's plea was for a third VHF outlet in Jacksonville-Daytona Beach area.

A jump of 11 per cent in the shipment of radios to dealers in November brought total shipments for the first 11 months of 1954 to 5,128,337 units, excluding auto receivers, according to the Radio-Electronics-Television Manufacturers' Association. There are no comparable 11-month figures for 1953. Total 1953 shipments amounted to 7,784,000 units.

The National Labor Relations Board last week ordered an election at the Midwest Radio-Television, Inc.'s, WCCO-TV, Minneapolis, to determine whether its 10 television floormen, 4 film editors and 1 photo-lab technician will be represented by the International Alliance of Theatrical Stage Employees and Motion Picture Machine Operators of the U. S. and Canada, AFL, or the International Brotherhood of Electrical Workers, Local 292, AFL. The election was opposed by Midwest and the Electrical Workers, which has been representing the firm's technical workers.

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Guild Films Gets All MPTV Features, Plus Sales Force

Major Buy Gives Company Roster Of 700 Pictures for Vitapix Web

NEW YORK, Jan. 29. — Guild Films this week took another major step in building its film network concept when it acquired the largest existing library of feature films for television from Motion Pictures for Television, and with it, MPTV's entire sales force. The deal gives Guild a library of 700 features, many of them with top Hollywood name talent, to offer its collaborating Vitapix stations as programming material.

The pictures are being secured by the Entertainment Development Corporation, a subsidiary of Guild Films. They are said to represent \$13,000,000 in contracts already

purchased by stations around the country. The cash exchanged on the deal is not known, but knowledgeable traders believe that banks have liens on the pictures resulting from money advanced to Matty Fox, head of MPTV. These are variously estimated to run as high as \$3,000,000. A percentage arrangement was reportedly in negotiation between Fox and Reub Kaufman, president of Guild, which would return to Fox a piece of future income once the bank loans are paid off.

Kaufman will bring over the entire feature film staff of MPTV, consisting of 30 people, to handle the selling, servicing and booking of the features for Guild. Former MPTV veepee Erwin Esses moves over to Guild as veepee in charge of its feature film operation, reporting to Manny Reiner, sales veepee of Guild. Kaufman will also open six new offices this year, bringing to a total of 16 the cities in which Guild will have headquarters.

MPTV reportedly has had trouble moving its features recently. The pictures have been offered to the stations on a deal whereby the stations gave MPTV several spots which it in turn could peddle to advertisers, while the stations reserved the rest of the spots for local sale. Sponsors signed by MPTV included International Latex, Universal Pictures and a perfume dispenser product in which Fox owns a large interest. MPTV also is said to have sustained a considerable loss from contracts it made with UHF stations which later threw in the towel.

The deal, however, will give Guild a substantial body of programming which can be used in various ways to strengthen its position with the Vitapix stations. The feature films can almost be sold at cost by Guild to enable the Vitapix outlets to obtain local spot benefits. They can be used for daytime programming as well as for late night programming.

MPTV thus moves out of feature film distribution, in which it has

been the prime mover for several years. It will now function only as a producing and investing operation. Its syndicated product has been turned over to UM&M for sales and it has agreed to come up with new product for that distributor.

The bulk of the MPTV feature film library was put together by merging Elliot Hyman's Associated Artists and Joe Harris' Flamingo Films. Fox reportedly engineered the deal by getting the Lansing Foundation to put up the money for the merger which gave both Hyman and Harris substantial capital gains on their product. The MPTV product was said to have grossed \$4,000,000 for the first several years that it was on the market. Harris got the majority of his features for \$4,000 a film, which was as juicy a deal ever made by a feature film syndicator.

Both Hyman and Harris quit MPTV to set up their own organizations when the firm took the unsuccessful plunge into syndication sales.

Ford Foundation Backs Capp Pic

NEW YORK, Jan. 29. The Ford Foundation is now bankrolling the pilot film of a new video series featuring Al Capp. A pilot film in the new series has already been shot which stars Ernest Truex and Sylvia Field, his wife.

Format of the series stresses Americanism. Capp is the emcee and uses his pen to begin stories about various facets of the subject which are then dramatized.

Brisson Pilot Reel Started

NEW YORK, Jan. 29. — North American TV Productions this week started shooting the pilot film of its new Carl Brisson series. Production is being done at the Easton Studios on the upper East Side here. The firm is committed to completing 18 segments by March. No sales and distribution arrangements have been concluded yet, but Guild Films is reported interested in handling the property.

Telemat Sales Near 60-Market Figure

HOLLYWOOD, Jan. 29.—Sales of Telemats, mass-produced 10 and 20-second spot commercials into which individual sponsors fit their own messages, have been made in nearly 60 markets, it was reported this week. Company is enlarging its library from 40 to 50 spots.

THE BILLBOARD SCOREBOARD

• Top 25 Vidfilms Among Women and Their Pulse Multi-Market Ratings

This weekly feature of The Billboard's TV Film department shows the relative standing of the top 25 non-network TV film series on the basis of the number of viewers of the type covered they attract per 100 viewing homes. The average multi-market rating for each series is also shown, and is based upon the rating scored by each show in the 22 basic markets studied by The Pulse, which markets account for the bulk of U. S. set circulation. Each market is weighted in proportion with its TV population. On consecutive weeks, these charts show program popularity among men, women, teen-agers, and children.

For additional information on audience size and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

Rank Order	Title and Distributor of Series:	Women per 100 Homes	Avg. Dec. Rtg.
1.....	Liberace (Guild Films).....	99	13.3
2.....	Favorite Story (Ziv-TV).....	96	11.8
3.....	Janet Dean, R. N. (UM&M).....	95	8.4
4.....	Life With Elizabeth (Guild Films).....	91	7.0
5.....	Dangerous Assignment (NBC Film).....	90	5.6
5.....	Foreign Intrigue (Sheldon Reynolds).....	90	11.4
7.....	The Whistler (CBS Film).....	88	13.4
8.....	Mr. District Attorney (Ziv-TV).....	87	13.7
9.....	D. Fairbanks Presents (Associated Artists).....	86	15.4
9.....	The Falcon (NBC Film).....	86	12.7
9.....	I Led Three Lives (Ziv-TV).....	86	15.6
13.....	Inner Sanctum (NBC Film).....	86	8.5
13.....	Front Page Detective (Consolidated TV).....	85	6.2
13.....	Boston Blackie (Ziv-TV).....	85	10.8
13.....	China Smith (Nat'l Telefilm Assoc.).....	85	4.5
13.....	I Am the Law (MCA-TV).....	85	4.8
17.....	Frankie Laine (Guild Films).....	84	7.6
18.....	Florian ZaBach (Guild Films).....	83	5.4
19.....	Biff Baker, U. S. A. (MCA-TV).....	82	6.4
19.....	Ellery Queen (TPA).....	82	11.3
19.....	Files of Jeffrey Jones (CBS Film).....	82	4.6
19.....	Lone Wolf (MCA-TV).....	82	10.0
19.....	Royal Playhouse (MCA-TV).....	82	6.8
24.....	Follow That Man (MCA-TV).....	81	6.4
24.....	City Detective (MCA-TV).....	81	12.1
24.....	Racket Squad (ABC Film).....	81	12.0
24.....	Waterfront (MCA-TV).....	81	11.9

IS PARAMOUNT EYE ON TV PIC FIELD?

Activities at Old Warner Studios It Bought Lead to Speculation on Move

HOLLYWOOD, Jan. 29.—Developments at the old Warner Bros. Studios on Sunset Boulevard, purchased by Paramount Pictures for use by its TV Station KTLA, are leading to speculation that Paramount may be the next major theatrical film producer to enter the TV film arena.

Previously announced plans for a \$2 million renovation program for the studios have thus far not been carried into effect. In the meantime, however, KTLA offices and equipment are being moved into the back part of the lot, which at one time housed radio Station KFVB, while the front part, containing the major stages, is being fenced off.

Paramount has previously toyed with the idea of TV film, although developments have always fallen short of fruition. KTLA at one time kinescoped several of its programs for syndication, but the kines could not compete with higher quality film. Last year Paramount filmed a series in Europe for TV use, but the show went into theaters instead.

If the studio does enter into the vidpix field it's uncertain whether it would merely rent stage space or set up its own subsidiary producing company. Other major lots that have gone into TV production, Columbia, Republic and 20th Century-Fox, have all taken the latter course, however.

THE YANKEE DOLLAR

Governor to Peddle Bloch's 'Game of Week'

NEW YORK, Jan. 29. — Governor TV Attractions this week made the plunge into syndication when it took over distribution of the

filmed version of the New York Yankees' "Game of the Week." The half-hour film is owned and produced by Ray Bloch Associates.

During the baseball season, one game each week between the Yankees and one of the other clubs in the American League will be filmed. This will then be cut to a half-hour highlight version. Three cameras will be employed, to get a different treatment from live TV presentation of baseball.

Governor Attractions up to now has concentrated on the distribution of feature films. The majority of its product has been Hal Roach features and short subjects. It will work first at lining up regional deals on its new syndicated series.

Among top prospects are several beer and tobacco sponsors interested in reaching baseball fans. The series has already been bought by several Latin-American TV stations. Arthur Kerman is president of Governor Attractions.

Three Buy Slices of ABC 'Mickey Mouse'

NEW YORK, Jan. 29. — About half of ABC-TV's new hour-long daytime Walt Disney film strip, "Mickey Mouse Club," was wrapped up this week in quarter-hour slices for delivery to three bankrollers. Two are understood to be General Mills and Campbell's Soup. The third reportedly is Derby Foods, which currently sponsors a half hour, alternate weeks, of "Disneyland."

The web is keeping info on sales of its new Disney daytime stanza under wraps. It was not learned how many quarter-hour segments each sponsor bought. The film show bows October 3 across-the-board 5-6 p.m. in all time zones.

Program cost of a quarter-hour hunk of the kiddie show reportedly ranges from \$2,800 to \$3,300, depending on the number of quarter-hour segments a sponsor buys. A full network of 88 stations (assuming that number can be cleared) would cost an advertiser about another \$15,000 in time costs for a quarter hour.

40 Cents Per Thousand

Based on what ABC-TV considers a "conservative" estimate of what the show will do in pulling in an audience, the web is forecasting that the stanza will cost an advertiser only 40 cents per thousand viewers.

Campbell's buy into "Mickey Mouse Club" probably means that it will drop its "Abbott and Cos-

tello" Saturday morning CBS-TV show at the end of this season. Similarly, indications are that General Mills will pull out as bankroller of NBC-TV's "Willy" and will hold back on spending as much on NBC daytime next fall as that web is hoping.

If Disney's "Mickey Mouse Club" fulfills its promise of being a top-flight kiddie attraction, it will hit NBC-TV's competing "Howdy Doody" and Pinky Lee shows pretty hard.

COMING IN NEXT WEEK'S ISSUE:

THE BILLBOARD'S 3RD ANNUAL tv film service awards number

... to give industry recognition to those companies and individuals who are providing outstanding service in the TV Film field.

Winners are chosen by popular, industry-wide ballot

"a filmed version of 'Hit Parade' . . . but it's got far more in terms of style and class which is saying a lot . . . everything about the show spells quality . . . a sure fire vehicle for any type of sponsor be it institutional, hard sell or any other."

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" . . . probably the best musical show ever done either live or on film for television."

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"At last television is presenting a top quality musical show . . . you'll come away shouting."

SAN FRANCISCO CHRONICLE

" . . . the brightest, most tuneful, most scenically imaginative half-hour of music yet brought to TV."

SAN FRANCISCO NEWS



Brand New but already snapped up in 20 markets by top quality advertisers like:

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(in California, Washington & Oregon)
- UNION PACIFIC RAILROAD
- TOWN TALK BREAD
- KINGSBEER
- WORTHERN BANK & TRUST
- PEOPLES TRUST & SAVINGS

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Films of the Songs America Loves Best

Music to the ears of discriminating regional and local sponsors searching for a new TV show that spells

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Each Song Fest of all-time favorites are spectacular production numbers inspired by a heartwarming theme, such as "SHOW BOAT DAYS" . . . "ACADEMY AWARD WINNING SONGS" . . . "THE ROARING TWENTIES" . . . "SALUTE TO LATIN AMERICA".

Never before such Superlative Singing, Entrancing Dancing, Superb Staging.

IT'S THE FUN SHOW OF THE YEAR FOR THE WHOLE FAMILY!



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Film Charges Local Stations With Power to Pull Viewers

Full L. A. Study Proves TV Film Tops All for Drawing In Viewers

Continued from page 1

net's "Dr. Frank Baxter," among others.

KTLA in 1951 had an audience rating of 19.3, more than double its nearest competitor. KTTV's was 4.5. Competition toughened markedly in 1952 when KNXT (then KTSL) was bought by the CBS network. KTLA's rating has slipped continuously since then, and had dropped to 5.9 by November, 1954. KTTV, which began all-out use of telefilms during the 1952-'53 season, has had an audience rise of 75 per cent, from 4.4 to 7.7, to climb from sixth to third during that period.

It and KNXT, which has also steadily increased the use of film, are the only two stations to appreciably better their ratings in the past three years. KRCA, first to jump onto the TV film derby, has remained on a plateau as far as vidpix use is concerned, and has lost audience since 1952, relinquishing first place to KNXT.

Live web programming can, obviously, in many cases accomplish the same thing as film, but for an independent station vidpix are essential. Consider the plight of the two other Los Angeles independents, KCOP (formerly KLAC-TV), and KHJ-TV, the latter being affiliated with the Du Mont network, but, for practical purposes as far as programming is concerned, being independent.

KCOP has dropped from a 6.2 rating and third place to 2.1 and seventh. KHJ-TV was down from a 2.5 to a 1.7 in 1953, then raised its ARB count to 2.7 this year thru across-the-board runs of the General Teleradio package of high-priced Bank of America features.

In daytime ratings KTTV has scored even more impressively, now tops the pack with a 4.1 for Monday thru Friday audience, as well as with 3.6 for the seven-day average (Saturday and Sunday included), rising to this position from dead last in 1951 (see Table B and graph). Averaging the eve-

DAYTIME AUDIENCE

Station	Year				
	1951	1952	1953	1954	
KNXT	A	1.5	3.0	3.8	3.7
	B	1.4	1.8	2.0	2.0
	C	1.5	2.8	3.3	3.1
	D	1.2	.7	4.2	2.1
KRCA	A	7.9	3.4	1.3	1.0
	B	11.4	7.5	3.6	3.4
	C	10.1	4.9	2.2	1.8
	D	4.0	7.2	.8	0.0
KTLA	A	5.2	3.9	2.0	1.5
	B	10.6	6.2	4.5	2.2
	C	8.1	5.2	3.4	1.8
	D	0.0	1.8	2.0	0.0
KABC	A	2.2	.9	.8	1.5
	B	1.8	2.1	1.6	3.7
	C	2.0	1.2	1.1	2.2
	D	0.0	0.0	0.0	2.0
KHJ	A	2.8	2.5	1.9	1.4
	B	7.0	3.7	4.9	6.3
	C	4.0	2.8	2.6	3.0
	D	0.0	0.0	1.5	0.0
KTTV	A	1.1	1.7	3.9	4.1
	B	1.6	1.5	2.6	2.6
	C	1.3	1.7	3.4	3.6
	D	3.1	2.7	2.0	35.8
KCOP	A	2.6	1.4	.6	.3
	B	2.8	1.2	1.1	1.1
	C	2.7	1.4	.8	.6
	D	0.0	0.0	0.0	0.0

A—Mon-Fri. Rating
B—Sat.-Sun. Rating
C—Weekly Rating
D—Per Cent Film

ning and daytime audiences together, KTTV is now in second place in the Southern California area, behind only KNXT, and ahead of both KRCA (NBC) and KABC-TV.

KTTV is the only station to have gone in heavily for the use of TV pix in the daytime thus far, using reruns and kid films for this purpose, and their success is obvious. Altho the rating rise does not, in this instance, correlate with the increase in the amount of film, it must be pointed out that the 1953 rating was primarily due to one kid program, "Sheriff John," while the 1954 count results from a number of strategically spotted vidpix. "Martin's Double Drama," for example, a program composed of TV reruns carried across the board, regularly doubles the com-

bined ratings of the other three stations on at that time.

KNXT, with a battery of soap operas, is the only other station to have gained rather than lost daytime audience during the past three years. KRCA, especially, has been singularly unsuccessful with its live programming, dropping from 7.9 and first place to 1.0 and sixth. KTLA is down from 5.2 to 1.5, KABC from 2.2 to 1.5, KHJ-TV from 2.8 to 1.4, and KCOP from 2.6 to a minuscule .3.

On weekends the big draw remains sports, with KHJ-TV (pro football) and KABC (NCAA football) topping the ratings.

KTTV's feat is even more impressive when it is realized the station has accomplished its rise against declining total audience ratings—ARB count of all seven stations combined (see Table C and graph).

SET USAGE

Cumulative Ratings—Seven Stations	Year			
	1951	1952	1953	1954
Total Sets (In Thousands)	693	1,100	1,340	1,670
Evening ARB	50.1	49.5	44.9	46.4
*Sets	346	545	604	775
Daytime Mon-Fri. ARB	23.3	16.8	14.3	13.5
*Sets	162	185	192	226
Daytime Sat.-Sun. ARB	36.6	24.6	18.2	21.1
*Sets	254	271	244	353

*In Thousands

Whereas the number of sets in the Los Angeles area has increased from 693,000 in 1951 to 1,670,000 in 1954 (the Electric League estimates two million, but ARB figures are believed to be more accurate since they take into account set retirement and duplication in homes, factors which the other measurement apparently does not) audience viewing has not kept proportionate pace, the disparity being especially sharp between total number of sets and sets turned on during daytime.

Nighttime viewing also has declined, but only by some 3.7 rating points. This means, in effect, that if the 1951 rating of 50.1 had been maintained there would be an average of 62,000 more sets turned on at any given time during the evening than there are now.

What this means when translated to daytime Monday thru Friday and weekend viewing, where the decline has been 9.8 and 15.5, respectively, is both obvious and disturbing. With an increase of approximately a million sets, Monday-Friday viewing has risen by only 64,000, Saturday-Sunday viewing by 99,000. (The drop to 244,000 in weekend viewing in 1953 is apparently due to a decrease in sports interest on that particular Saturday-Sunday.)

These figures point up why daytime radio has been booming as it has, and seem to indicate that, in general, TV has not been giving the viewer the kind of daytime programming that will draw him to the set. With the evening time squeeze and the resultant emphasis on daytime selling by stations, the import for ad agencies and sponsors is obvious.

TOP 25 PROGRAMS

Program	Year			
	1951	1952	1953	1954
K No. Live	1	5	4	4
N No. Film	0	2	4	4
X % Live	64.2	63.2	56.1	53.3
T % Film	7.4	14.4	16.6	24.1
K No. Live	2	7	3	3
R No. Film	2	2	8	6
C % Live	71.4	60.0	55.5	45.6
A % Film	28.6	22.9	26.7	31.2
K No. Live	11	4	1	1
T No. Film	5†	1†	2†	1†
L % Live	55.7	50.0	56.6	46.0
A % Film	5.0	8.8	11.8	18.9
K No. Live	2	1	1	1
A No. Film	1	0	1	1
B % Live	63.3	53.4	61.4	38.6
C % Film	5.3	9.1	15.9	22.8
K No. Live	0	1	0	0
T No. Film	0	1	1	4
T % Live	59.6	46.4	49.0	20.5
V % Film	12.4	9.9	25.5	59.0
K No. Live	0	1	0	0
O No. Film	1†	0	0	0
C % Live	74.0	70.0	71.0	24.0
P % Film	1.0	1.0	4.5	10.0
K No. Live	0	0	0	0
H No. Film	0	0	0	0
J % Live	50.0	29.0	57.0	46.0
% Film	1.5	1.7	2.8	5.2
T O No. Live	16	19	9	9
A No. Film	9	6	16	16
A % Live	63.0	53.6	58.0	38.6
L % Film	8.2	9.9	15.5	25.7

*Per cent of total evening programming.
†Denotes theatrical film programs.

The top 25 programs in any given market are usually regarded as fairly reliable indicators of audience tastes and likes, and in this category TV film shows come out way ahead when measured against the yardstick of the per cent of film versus live programming. (See Table D.)

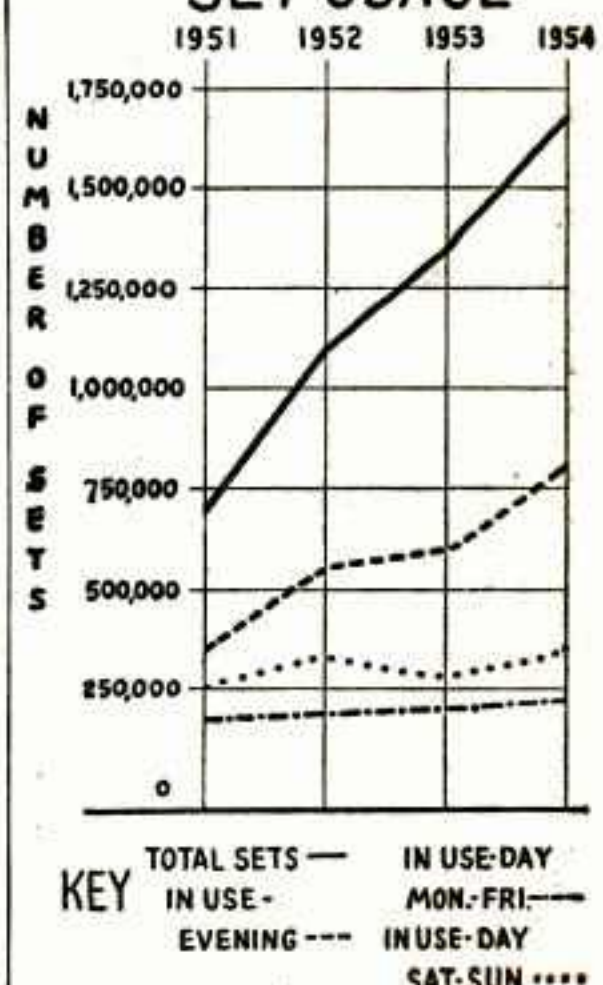
It is to be noted that during the last two years, when film has come into its own, telepix placed 14 shows in the top 25 in 1953 (making up only 15.5 per cent of total evening programming (save for rare exceptions the top 25 are nighttime shows), and 15 in 1954 when they made up but 25.7 per cent of total programming.

Of the top 25 shows, KNXT has eight, KRCA nine, and KTTV four. In 1951 their combined total was five, while KTLA by itself carried 16.

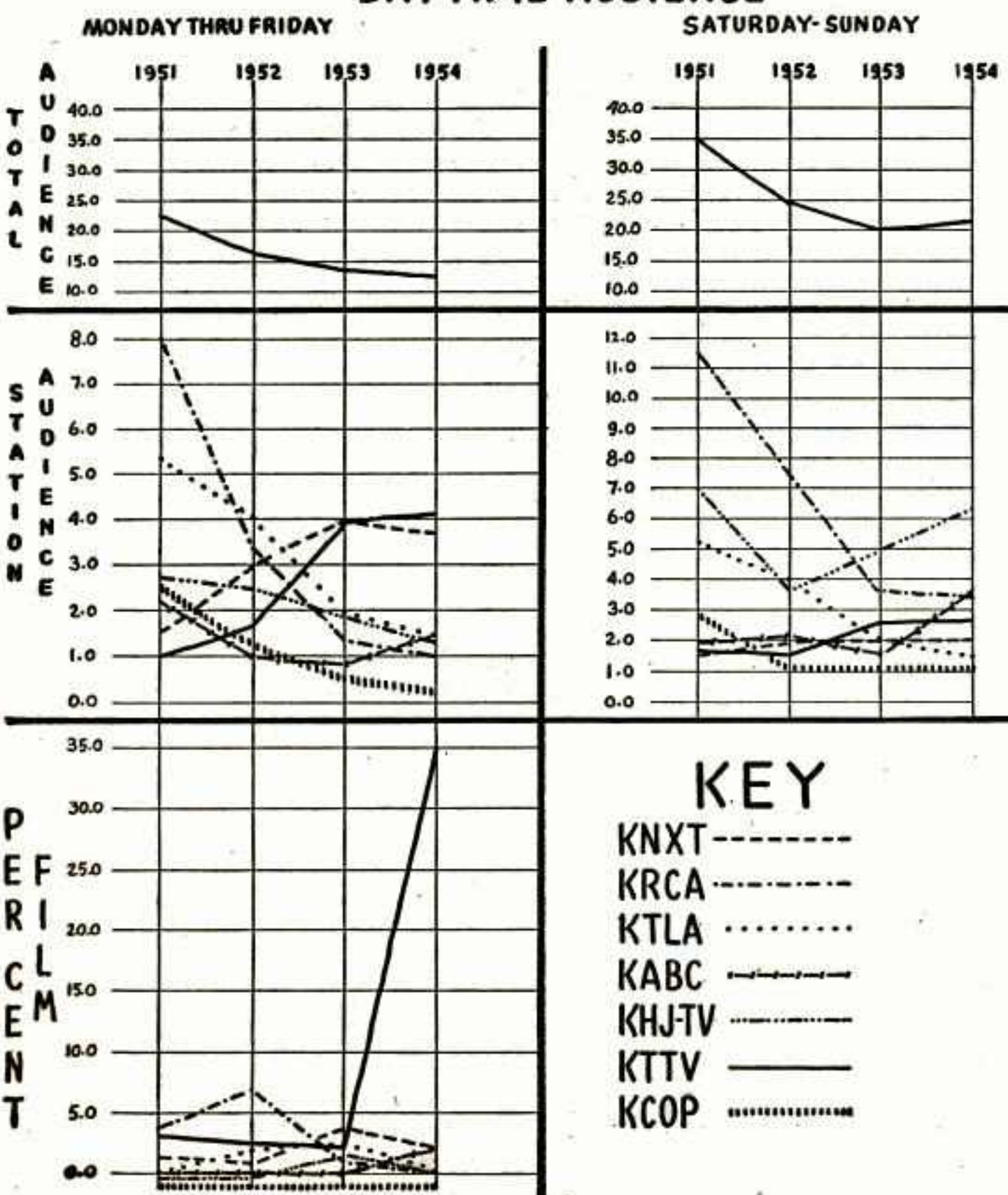
TV films have made a similar impact in daytime programming. Of the top 10 once-a-week shows, six are film, with KTTV carrying three of these, more than any other station, and of the top five multi-weekly programs two are film. KTTV has three of the five, and KNXT the remaining two.

The ascendancy of TV film during the past three years is clearly seen thru a breakdown of weekly programming. In 1951 the number of hours of vidpix used was 27, or 4.8 per cent of total programming. In 1954 it was 100:30 hours, ac-

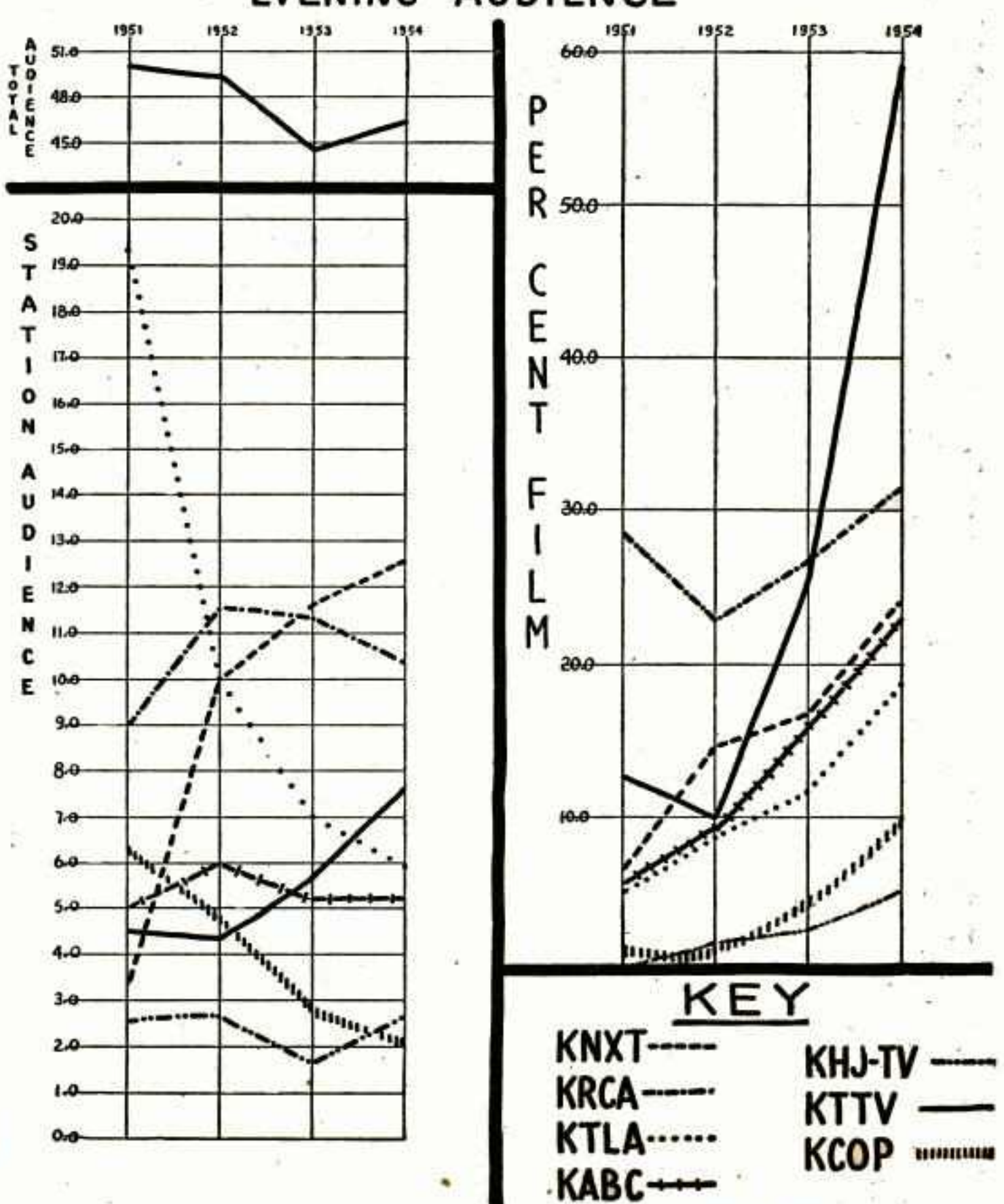
SET USAGE



DAYTIME AUDIENCE



EVENING AUDIENCE



counting for 15.7 per cent of total programming. (See Table E.)

PROGRAM BREAKDOWN				
	Movies	TV Film	Live	Total
1951				
Day	82:45	3:15	189:45	275:45
Night	77:15	23:45	171:30	272:30
Total	160:00	27:00	361:15	548:15
1952				
Day	126:15	6:30	181:00	313:45
Night	114:00	30:45	166:45	311:30
Total	240:15	37:15	347:45	625:15
1953				
Day	131:30	5:00	196:45	333:15
Night	82:15	48:00	179:15	309:30
Total	213:45	53:00	376:00	642:45
1954				
Day	109:45	21:15	201:00	332:00
Night	109:30	79:15	118:45	307:30
Total	219:15	100:30	319:45	639:30

Most of this, as previously indicated, is utilized in the evening, where it accounts for 25.7 per cent of programming time as against 8.2 per cent in 1951. Use of live shows, in the meantime, has dropped from 63.0 per cent to 38.6, 20 per cent of that decline coming during the past year.

Theatrical features have had their ups and downs, hitting their peak of popularity in 1952. Stations are apparently programming movies whenever a good package becomes available, but are not particularly anxious to telecast run-of-the-mill shows. The rise in nighttime programming from 82:15 in 1953 to 109:30 in 1954 is due better than 50 per cent to KHJ-TV's General Teleradio package, run across the board.

Daytime theatrical programming has declined from 40.1 per cent in 1952 to 33.1 per cent in 1954, with the majority of the slack being taken up by TV film, risen from 2.1 to 6.4 per cent. Total number of hours programed weekly seems to have stabilized at approximately 640 (or the equivalent of 26½ days), up about 90 from 1951.

Many telefilm producers have been seriously questioning the amount of new film the market will be able to absorb in the coming year. The answer seems to be that it can utilize at least as much more in 1954-'55 as it did in 1953-'54, when vidpix programing almost doubled. Station program directors have shown a definite penchant toward vidpix, and will apparently always find room for them at the expense of live and theatrical motion picture programing. The daytime telefilm market, which has hardly been tapped yet, seems ready to absorb an almost unlimited number of reruns.

TV film, certainly, is not a panacea for all station ills. It may be expensive at first, but the experience of stations using it has shown that it eventually proves to be the road toward black ink. Together with certain types of local shows, it definitely appears to be the programming of the future.

KAYE FILM FOR FREE RELEASE

NEW YORK, Jan. 29.—A one-shot TV film starring Danny Kaye will be offered at no cost to TV stations next month by British Travel Association. It reportedly is the first time the comedian will be seen on TV.

The stanza, titled "A Time to Remember," will have Kaye pointing out, in narration and on film, his impressions of Britain. One sequence pictures him being given an "acting lesson" by the late George Bernard Shaw.

Chase Renews Sherlockers

NEW YORK, Jan. 29.—Chase National Bank this week renewed its sponsorship of "Sherlock Holmes" with UM&M for another 26 weeks. The program is now viewed on WRCA-TV Mondays, 7-7:30. The second batch of 13 shows will be reruns.

Meanwhile production has halted on the "Sherlock Holmes" series. Halt is said to be temporary, but renewal of filming will depend upon whether there is a spurt in sales of the property.

KCOP CONVERSION

'Vidpix Necessity for Nat'l Spots, Ratings'

HOLLYWOOD, Jan. 29.—It's impossible for an independent station to obtain national spot advertising and satisfactory ratings except thru the use of TV film, Al Flanagan, program director of Los Angeles Station KCOP, stated this week.

Flanagan made the declaration in connection with the largest single purchase of vidpix to date by the station, a package of reruns consisting of "The Files of Jeffrey Jones," "Famous Playhouse," "Inner Sanctum" and "Paragon Playhouse."

Since purchased by the Copley organization a year ago, the station has made almost a complete switch from live to film programing, but has been utilizing primarily theatrical features with vidpix spotted only here and there.

National sponsors, however, who will place spots in vidpix series because they are familiar with

Program Plans Soar as Ax Looms For Many Live, Telefilm Stanzas

Heavy Forthcoming Output Points Up Healthy Condition of Vidpic Trade

HOLLYWOOD, Jan. 29.—Speculation that casualties among both live and TV film programs will be heavy this year, with resultant room for a good number of vidpix replacements (The Billboard, January 8), has led to a rash of new program developments during the past week.

William Morris Agency is packaging at least three new shows. One is a series based on the exploits of gunfighter Wyatt Earp, with Hugh O'Brian cast in the title role, another a musical comedy and the third a drama.

Roland Reed Productions is planning on three new series for the coming year. The first will revolve about the adventures of a young American couple in Europe, backgrounds to be shot on the Continent. The second is "Alarm," fire department semi-documentary, the pilot for which was filmed last year. Plans for the third are still in the development stage.

Four Star Productions has scheduled 10 new pilots for 1955 (see story elsewhere in this issue). Screen Gems has assigned former executive director Norman Blackburn to develop a new series, format of which is still secret.

Actor Bob Ellis has turned producer to film "Boss of the House" series of 39 half-hour pix being financed by Mercury-International. Program, utilizing some novel filming techniques, will star babies, demonstrate how they affect the lives of their parents. Secretary of Welfare Oveta Culp Hobby is featured in the pilot.

Jack Douglas, producer of "I Search for Adventure," is coming out with a new travelogue series called "The Golden Voyage."

New situation comedy is being developed for Alan Young by writer Leo Solomon, who resigned from comic Jack Carson's staff to take on the task. Goodson-Todman has begun work on two new film shows, "The Web" and "Buckley" (The Billboard, January 22), latter of which, created by Don Quinn, will star Reginald Gardiner. Joel Malone, producer of "The Whistler," is readying another series for CBS-TV, tentatively entitled "Navy Log." Pix will be seagoing semi-documentaries.

"Soldiers" Pilot
Pilot for Revue's "Soldiers of Fortune" was completed this week with release of the series thru MCA-TV expected to begin in April. Gross-Krasne, Inc., will probably begin filming "Alias Jimmy Valentine" and "The O. Henry Playhouse" during the next five or six weeks.

This activity is, in the main, in addition to program developments under way at the major nets (The Billboard, November 27). Also only a limited number of the shows will ever get on the air (the casualty rate from pilot to series is approximately 65 per cent), they emphasize the healthy state of the industry. Especially noteworthy is the fact that they are all based on solid foundations, with none the brainchild of wildcat promoters who were in prominence during the early days of telefilming.

Official Inks 'Music' Clients

NEW YORK, Jan. 29.—Official Films this week began picking up clients for its new syndicated show, "This Is Your Music." The show was sold to seven stations and a number of local sponsors, with prestige accounts predominating.

The musical stanza was sold to Fort Wayne, Ind., Salt Lake City, Denver, Little Rock, Ark., Boston, Tucson, Ariz., and Montreal. Sponsors include several banks and a utility company. "This Is Your Music" is already sponsored in 14 West Coast markets by Pacific Telephone and Telegraph.

NBC, GT, MCA-TV Top Bidders for Republic's Autry, Rogers Operas

HOLLYWOOD, Jan. 29.—Fate of the 123 Autry-Rogers pix being peddled by Republic Productions for TV still remains very much in doubt altho the three top bidders for the package—which may be divided in two—are known to be NBC Film Division, General Teleradio and MCA-TV.

General Teleradio some months ago made Hollywood Television Service, Republic's subsidiary TV distribution company, a concrete offer for the pix. At that time, which was immediately after the court decision okaying the use of

the features on TV, Republic's proxy, Herbert J. Yates, turned the offer down with the declaration that the pix would either be distributed by Hollywood TV Service or else kept on the shelf until a more propitious time.

Since then there have been nibbles by other companies, but none so far has met the asking price of between \$4 and \$5 million. Negotiations are known to have been going on with MCA-TV, tho neither side is willing to issue a statement, as well as with NBC. General Teleradio also is still in the running.

NBC apparently is very interested in the package to bolster its sagging daytime programing, and if it gets the pix will probably run them across the board. There appears to be a possibility that MCA may be serving as broker between MCA and NBC, and that the web may take only half the package, leaving the other half for syndication. General Foods has indicated interest in sponsorship.

If MCA-TV acquires the features it would be a considerable departure from their TV film syndication business. When MCA

went into film syndication, however, this was a completely new move for a talent agency also.

In favor of General Teleradio is the fact that Republic execs were highly impressed with the selling job it did on the Bank of America package, and apparently feel that the company has the know-how to do a repeat.

One interesting aspect is that Hollywood TV Service, with some 25 or 30 salesmen, is attempting to sell the films to another distribution outfit. At the same time it's conducting its own campaign for Republic's 27-pic Diamond package, and is expanding its TV-film syndication from one to four series.

Cole-Finder Would Air Guild's 'File'

CHICAGO, Jan. 29.—Irwin Cole, president of Cole-Finder, local Mercury dealers, disclosed this week he was negotiating with Rube Kaufman and Lou Shainmark, of Guild Films, to air "Confidential File" here. Cole-Finder is one of heavy television buyers in this area.

Berger's Standard Head; Loew Sells

HOLLYWOOD, Jan. 29. — Bob Berger has become head of Standard Television when he bought out the interests of his former partner, Marcus Loew II.

Standard handles the distribution of a group of over 20 feature films, as well as "Pan American Show Time" and "Music by the Masters."

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NEW YORK HOLLYWOOD

NARTB Would Aid TV Film Programing

WASHINGTON, Jan. 29.—The National Association of Radio and Television Broadcasters this week took another step to improve TV program fare, a step likely to gain plaudits from the Senate Juvenile Delinquency Subcommittee, which is readying an interim report on TV entertainment for children.

Seeking to encourage programming improvements in TV film production centers, the NARTB's TV Code Review Board yesterday (28) authorized its staff to conduct an informal educational program with film producers and distributors. To handle the extra load, the staff is being increased.

The board also moved to promote wider recognition and awareness of the code, a step which the board hopes will increase compliance. The board will send all code subscribers a hand stamp of a message to be affixed to con-

tracts between film suppliers and stations. It reads:

"Station—is a subscriber in good standing to the NARTB Television Code and reserves the right to alter or to reject a picture in accordance with the appropriate provision of this contract if in the opinion of the station said picture is contrary to the code."

In other actions the NARTB board approved a budget of \$760,000 for the fiscal year beginning April 1, and decided to hold eight regional meetings this year in place of the customary round of 17 district meetings.

Mark Ethridge, vice-president of WHAS-AM-TV, Louisville, was named to receive this year's Keynote Award, made each year by the National Association of Radio and Television Broadcasters as the association's highest tribute to a fellow broadcaster. Ethridge, as a result, will keynote the NARTB's convention slated to be held in Washington, May 22-26. The convention will feature a talk by Federal Communications Commissioner George C. McConaughy, and this year will premiere a Radio Day on May 25 and a Television Day on May 26.

Whorf Eyes Europe for Classics' Pix

NEW YORK, Jan. 29.—Actor-director Richard Whorf disclosed this week that he will probably join Wallace Worsley Jr. and Anne Michaels in Europe as co-producer-director for the vidfilm group's activities after completion of his current directorial chores on "Norby."

The biggest project on the agenda is 26 one-hour color films based on French and English classics, including Shakespeare, Moliere and Restoration comedies. The series line was originated by Worsley and Whorf over five years ago, and the group now feels it has found an original format and treatment of material for the series, which will be shot in England.

The group also plans two half-hour series, to be made in France and England, with details to be set within the next few weeks.

Actors' Guild Opens New Pact Talks

NEW YORK, Jan. 29.—Negotiations are beginning between the Screen Actors Guild and commercial producers for a new contract. John Wheller, attorney for the Film Producers Association, will leave Monday (31) for Los Angeles to begin talks about the new pact.

The current contract expires on March 1. It was in effect for two years. Expected to be a major demand by SAG is an increase of 15 per cent in the repayment fee.

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Ziv Preparing Adult Science Fiction Series

NEW YORK, Jan. 29.—Ziv-TV this week set another goodly-budgeted vidfilm series for early production, this one an adult-angled science fiction anthology. A national sales drive was kicked off immediately for "The Science Fiction Theater," which will be produced in Hollywood by Ivan Tors. Latter has several feature films on science fiction themes to his credit.

John L. Sinn, Ziv president, said that the series' will stick with the realistic, rather than the fantastic. It will eschew "bug-eyed monsters, men from Mars and creatures from outer space," he said, and will emphasize projection of realism into the future.

Top scripters who specialize in science fiction have been inked, plus scientists who pen such material as a hobby. Truman Bradley, news commentator and announcer, will narrate. Name thespis will be utilized, with the initial stanza starring William Lundigan, and featuring Ellen Drew, Tom Drake, Bruce Bennett, Douglas Kennedy and Basil Ruysdael.

Prockter Jumping Back Into Sales With Jaeger at Helm

NEW YORK, Jan. 29.—In a move that injects it back into the TV film sales end of the industry, Prockter Television Enterprises this week appointed Andrew P. Jaeger vice-president in charge of sales.

Jaeger's first objective will be to line up at least three new properties which he will attempt to sell nationally for airing this fall. The firm is currently seeking presentations and ideas for new film shows from outside sources.

One series the firm already has in its shop, and which Jaeger will immediately start to sell nationally, is a soap opera film stanza, "Family Next Door." Five quarter-hour episodes are in the can. The show's format provides for a complete

story to be told each week. The cast, too, would change every week.

The appointment of Jaeger is the firm's first attempt to re-establish itself on a selling level since it dissolved Prockter Syndication, Inc., its selling arm, a year ago and turned its syndication properties over to Ely Landau,

THE BILLBOARD SCOREBOARD

TV Film Series in Production Since December 1

This feature runs once a month in The Billboard's TV film department. It offers the most complete directory available of films other than series produced especially for TV, and is limited only by The Billboard's ability to reach all producers in the industry. Producers who desire to be included should send their listings to reach The Billboard's New York office no later than the 15th of each month. Listings should be for the last full preceding month.

Name & Type of Show	Running Time	No. Planned (C Denotes Color)	Comp. (C Denotes Color)	How Selling
Cambridge Productions, P. O. Box 1774, Miami				
The Keepers (Drama)	26:30	26 (C)	1 (C) 2	Synd.
Cornell Film Co., 1501 Broadway, New York				
The Jimmy Demaret Show (Sports)	12:30	39	13	Synd.
Four Star Productions, 9336 Washington Blvd., Culver City, Calif.				
The Star and the Story (Drama)	30:00	39		Synd.
Jan Productions, Inc., 7136 Sunset Blvd., Hollywood				
This Is Your Music (Music)	26:30	26	15	Synd.
NBC Film Division, 30 Rockefeller Plaza, New York				
His Honor, Homer Bell (Comedy)	26:00	39	16	Synd.
North American TV Productions, 222 E. 46th St., New York				
One Tenth of a Nation (Docum.)	15:00		26	Synd.
Liberty News Review (News)	15:00		13	Synd.
Sports Film Library (Sports News)				Synd.
Walter Schwimmer Prod., Inc., 75 East Wacker Drive, Chicago				
Eddy Arnold Time (Music)	30:00	26	6	Synd. & Natl.
Championship Bowling (Sport)	60:00	26		Synd. & Natl.
Screen Gems, Inc., 233 West 49th St., New York				
Your All-Star Theater (Drama)	26:30	15 (C) 102	15 (C) 82	Synd.
Jet Jackson, Flying Commando (Child)	26:30	39	26	Synd.
The Damon Runyon Theater	26:30	26	1	Synd.
Adventures of Rin Tin Tin (Child)	26:30	34	25	Synd.
Spotlite News, 1161 N. Highland Ave., Hollywood				
Spotlite on Hollywood (News)	12:30	52	13	Synd.
Superman, Inc., 650 N. Bronson, Hollywood				
Superman (Adven.)	30:00		52	Synd. & Natl.
Tel-Ra Productions, 1518 Walnut St., Philadelphia				
Telesports Digest (Sports)	26:30			Continuous Synd.
Sports Spotlight (Sports)	12:30			Continuous Synd.
United Press Association, 220 East 42d St., New York				
Movietone News (News)	10			Continuous Synd.

Dick Set to Shoot Series

NEW YORK, Jan. 29.—Zerick Corporation will produce a series of vidfilms for youngsters titled, "Walker Dick and His All-American Boys." The property will feature Walker Dick, trampoline artist and head of the All American Boys.

Partnered with Dick in the venture is Jim Hetzer, head of the Hetzer Theatrical Agency of Huntington, W. Va. Shooting will begin this spring.

Don Mack to Head Filmack's Expanded New York Office

CHICAGO, Jan. 29.—Don Mack, vice-president and Chicago television sales director of Filmack's Chicago studios for the past eight years, has been appointed head of the TV sales department in Filmack's newly expanded New York branch at 630 Ninth Avenue. He takes over his new duties February 1.

Irving Mack, president of the firm, said that the appointment is part of the TV expansion of the New York plant which has already been equipped with a complete studio for on-the-spot production of TV films, slides and commercial industrial films, in addition to its regular production of special trailers for theater use.

The Chicago TV sales department will be directed by Lou Kravitz, newly appointed vice-president in charge of sales, assisted by Jim McGahan, formerly with Ruth-ruff & Ryan.

MCA Seeking Catalog Sale In All Markets

HOLLYWOOD, Jan. 29.—Even further concentration of selling is in the works for MCA-TV, with the organization being expanded from 53 to 70 people within the next few months. In many cases salesmen will be assigned territories consisting of one State only in a drive to sell the catalog of 22 shows in every market in the United States.

MCA execs point out that in syndicated film it's the small markets which provide the margin of profit, and that therefore a distribution company must be able to provide as commensurately good service to a small sponsor as to a large one. An adjunct of saturation selling is the fact that in only this way can a producer recoup his investment on first-run on a syndicated series.

The organization will distribute four to five new programs a year as well as an equal number of re-titled reruns. Among shows that will probably go before the cameras next are a situation comedy, a high-budget musical utilizing talent from MCA's own music department, and a low-budget mystery suitable for first runs in time slots that might otherwise be utilized for reruns by stations.

European Brewers Plug Goebel Beer

NEW YORK, Jan. 29.—"Europe Salutes Goebel" will be the theme of the Goebel Brewing Company's current TV film ad campaign. The company, which has plants in California and Michigan, secured the endorsements of directors of leading breweries in five European countries. It has made their endorsements

head of National Telefilm Associates. Jaeger, who had been with Prockter's sales organization for two years, left Screen Gems this week to rejoin Prockter in the veepee post. Before his first sojourn with Prockter, Jaeger was film director for the Du Mont network and before that was Caribbean sales director for 20th Century-Fox.

Prockter Properties

Since the dissolution of its sales set-up last year, Prockter Enterprises has been devoting itself exclusively to production. It currently is producing "Treasury Men in Action," which Chevrolet sponsors on ABC-TV and which will be syndicated by MCA-TV after its network run; "Man Behind the Badge," being syndicated by MCA-TV, and "Big Story," which airs live on NBC-TV. Prockter additionally has an ownership stake in "TV Reader's Digest," being produced by Chester Erskine, which began airing last week for Packard-Studebaker on ABC-TV. Prockter owns syndication rights to "Reader's Digest" but the stanza cannot be syndicated during the course of its present network run. Jaeger, however, will attempt to sell the

(Continued on page 12)

Official Names Sales Heads

NEW YORK, Jan. 29.—Official Films this week named three division heads to supervise its sales. Veepee Herman Rush will take charge of its Far Western sales and headquarter in Hollywood. Middle Western sales will be headed up by Jack Garrison, who will use St. Louis as his base, and Frank O'Driscoll is being shifted from Detroit to New York, where he will supervise Eastern sales activity.

Rush, incidentally, will also function as liaison with Hollywood producers of vidfilm series distribution by Official. The syndication firm will also open three more offices. They will be in San Francisco, Denver and Memphis. Official now has 18 salesmen on its payroll.

the basis of its TV film commercials which employ the Transfilm-Dollywood puppets. These commercials, which feature Brewster, the Goebel rooster, are prepared by Transfilm in New York and filmed by Dollywood in Amsterdam.

TRAILER LIFE

Subject of MPTV's New Film Series

NEW YORK, Jan. 29.—A new video series to be filmed on location from a 45-foot luxury trailer will be produced by Lew Kerner, veepee in charge of production for Motion Pictures for Television. Directing the series will be Ted Post who has credits on "The Medic," "Reader's Digest" and "Waterfront."

Show will be a domestic comedy and tell the travails of a typical trailer-dwelling family. The mobile set will be a de luxe Rollo-home trailer. Seventy-eight films will be shot in the series.

Sussman Quits Crosley

CINCINNATI, Jan. 29.—Alvin Sussman, director of film procurement for the four Crosley Broadcasting television outlets since September, 1953, is resigning his position effective February 1. Sussman, who left CBS-TV in New York to join Crosley Broadcasting, has been film buyer for the WLW television stations in Cincinnati, Atlanta; Columbus and Dayton, O.

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The Billboard's Non-Network ARB Film Ratings

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

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

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

All films shown are sold on a syndicated basis unless they are designated by a dagger

(†), in which case they are nationally spot booked. Stations are VHF unless the call letters are preceded by the letter "U" in which case they are UHF

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

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

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Dec. ARB Rating	Top Opposition & Rating
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SAN FRANCISCO 4 STATIONS

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

1. Toast of the Town, KPIX.....66.6	6. Dragnet, KRON.....43.2
2. Groucho Marx, KRON.....54.5	7. Bob Hope, KRON.....42.6
3. Jackie Gleason, KPIX.....46.1	8. This Is Your Life, KRON.....42.0
4. Disneyland, KGO.....45.7	9. Blue Ribbon Bouts, KPIX.....38.2
5. What's My Line? KPIX.....44.8	10. George Gobel, KRON.....37.3

1. Badge 714 (Mys.), NBC Film.....KPIX-W, 9:00-9:30.....28.9.....Kraft TV Theater, 18.2	11. Life of Riley (Comedy), NBC Film.....KRON-W, 10:30-11:00.....22.3.....News, 3.6
2. Wild Bill Hickok (West.), Flamingo Films.....KGO-T, 6:30-7:00.....25.6.....Science Lab; News, 6.2	12. City Detective (Mys.), MCA-TV.....KRON-F, 10:00-10:30.....18.8.....Line Up, —
3. Superman (Adv.), Flamingo Films.....KGO-W, 6:30-7:00.....25.0.....News; Perry Como, 10.3	13. Kit Carson (West.), Coca-Cola Co.....KRON-Su, 4:00-4:30.....18.2.....Del Courtney, —
4. Range Rider (West.), CBS Film.....KPIX-T, 7:00-7:30.....24.2.....Favorite Story, 14.0	14. Lone Wolf (Mys.), MCA-TV.....KRON-F, 8:30-9:00.....16.7.....Topper, —
5. Mr. District Attorney (Mys.), Ziv TV.....KRON-F, 10:30-11:00.....23.5.....News; Sports, 3.3	15. Hopalong Cassidy (West.), NBC Film.....KGO-F, 6:30-7:00.....15.7.....News, Perry Como, —
6. Liberate (Music), Guild Films.....KPIX-Su, 9:30-10:00.....23.3.....Television, 18.2	16. Passport to Danger (Adv.), ABC Film.....KRON-T, 10:30-11:00.....14.9.....News, —
7. I Led Three Lives (Adv.), Ziv TV.....KRON-M, 10:30-11:00.....22.3.....News, 3.6	17. Death Valley Days (West.), Pacific Borax.....KPIX-M, 10:00-10:30.....14.6.....Robt. Montgomery, —
8. The Whistler (Mys.), CBS Film.....KRON-W, 10:30-11:00.....21.5.....News; Sports, 3.6	18. Favorite Story (Drama), Ziv TV.....KRON-T, 7:00-7:30.....14.0.....Range Rider, —
9. Annie Oakley (West.), CBS Film.....KGO-M, 6:30-7:00.....21.4.....News; Perry Como, 8.9	19. Racket Squad (Mys.), ABC Film.....KGO-W, 9:30-10:00.....13.7.....I've Got a Secret, —
10. Janet Dean, R.N. (Drama), U M & M.....KRON-Su, 10:30-11:00.....19.3.....Honesty Celeste, 3.9	20. Star and the Story (Drama), Official Films.....KPIX-S, 10:00-10:30.....13.6.....George Gobel, —

21. Ramar of the Jungle (Adv.), TPA.....KGO-T, 6:00-6:30.....13.3.....Looking Glass, —	22. Cisco Kid (West.), Ziv TV.....KRON-S, 5:00-5:30.....13.0.....Del Courtney, —
22. Waterfront (Adv.), MCA-TV.....KGO-M, 9:30-10:00.....12.8.....Robt. Montgomery, —	23. Inner Sanctum (Mys.), NBC Film.....KRON-S, 7:00-7:30.....11.9.....That's My Boy, —
23. All Star Theater (Drama), Screen Gems.....KGO-T, 8:30-9:00.....11.6.....Bob Hope, —	24. Your TV Theater (Drama), Ziv TV.....KGO-Su, 9:30-10:00.....10.4.....Liberace, —
24. Inspector Mark Saber (Mys.), Thompson-Koch.....KGO-Su, 6:00-6:30.....10.2.....Golden State Movie, —	25. Boston Blackie (Mys.), Ziv TV.....KGO-Su, 6:30-7:00.....9.9.....Golden State Movie, —
25. This Is Your Music (Music), Official Films.....KPIX-Th, 7:00-7:30.....9.6.....Kraft TV Theater, —	26. Heart of the City (Drama), MCA-TV.....KRON-Su to F, 11:00-11:30.....9.5.....Various, —
26. Life With Elizabeth (Comedy), Guild Films.....KPIX-T, 9:30-10:00.....9.5.....U. S. Steel Hour, —	27. Tales of Tomorrow (Drama), Tee Vee Co.....KGO-S, 7:00-7:30.....9.3.....That's My Boy, —
27. Foreign Intrigue (Adv.), Sheldon Reynolds.....KGO-M, 8:00-8:30.....9.0.....Burns and Allen, —	28. Meet Corliss Archer (Comedy), Ziv TV.....KPIX-Th, 7:30-8:00.....9.0.....Lone Ranger, —
28. Dangerous Assignment (Adv.), NBC Film.....KGO-W, 10:00-10:30.....8.6.....This Is Your Life, —	29. Dick Tracy (Mys.), Combined TV.....KGO-F, 7:00-7:30.....7.5.....Cavalcade of Sports, —
29. Time for Beany (Child.), Consolidated TV.....KGO-W, 6:00-6:30.....5.7.....Strike It Rich, —	30. Where Were You? (Docum.), MCA-TV.....KGO-Th, 9:30-10:00.....5.1.....Ford Theater, —
30. My Hero (Comedy), Official Films.....KGO-F, 10:00-10:30.....5.0.....City Detective, —	31. Orient Express (Drama), Nat'l Telefilm Assoc.....KGO-M, 10:00-10:30.....4.2.....Robt. Montgomery, —
31. Drew Pearson (News), U M & M.....KGO-Su, 5:45-6:00.....3.3.....Max Liebman Presents, —	32. Your TV Theater (Drama), Ziv TV.....KGO-S, 7:30-8:00.....3.3.....Your Hit Parade, —
32. I Am the Law (Mys.), MCA-TV.....KOV-R, 8:00-8:30.....3.2.....Ozzie and Harriet, —	33. Championship Bowling (Sports), Walter Schwimmer.....KOV-R-M, 8:00-9:00.....2.9.....Burns and Allen; Talent Scouts, —

34. Terry and the Pirates (Adv.), Official Films.....KPIX-S, 1:30-2:00.....2.9.....NCAA Football, —	35. Ramar of the Jungle (Adv.), TPA.....KOV-R-M, 5:30-6:00.....2.6.....Howdy Doody, —
35. Ramar of the Jungle (Adv.), TPA.....KOV-R-T, 8:30-9:00.....2.4.....Bob Hope, —	36. Ramar of the Jungle (Adv.), TPA.....KOV-R-T, 5:30-6:00.....2.4.....Howdy Doody, —
36. Files of Jeff Jones (Mys.), CBS Film.....KOV-R-T, 8:00-8:30.....2.1.....Bob Hope, —	37. Secret File, USA (Adv.), Official Films.....KOV-R-M, 9:30-10:00.....2.1.....Robt. Montgomery, —
37. Craig Kennedy (Mys.), L. Weiss.....KGO-Su, 8:30-9:00.....2.0.....Toast of the Town, —	38. Stories of the Century (West.), Hollywood TV Serv.....KOV-R-T, 7:00-7:30.....1.8.....Range Rider, —
38. This Is Your Music (Music), Official Films.....KOV-R-Th, 7:00-7:30.....1.4.....Kraft TV Theater, —	39. Biff Baker, USA (Adv.), MCA-TV.....KOV-R-M, 9:00-9:30.....0.9.....The Medic, —
39. Invitation Playhouse (Drama), Tee Vee Co.....KPIX-Su, 11:15-11:30.....0.9.....City Assignment, —	40. Roller Derby (Sports), Nat'l Telefilm Assoc.....KOV-R-Su, 4:30-5:00.....0.7.....Max Liebman Presents, —
40. Old American Barn Dance (Music), MCA-TV.....KOV-R-S, 8:00-8:30.....0.6.....Jackie Gleason, —	41. Telesports Digest (Sports), Tel-Ra.....KOV-R-S, 7:00-7:30.....0.6.....That's My Boy, —
41. Amos 'n' Andy (Comedy), CBS Film.....KOV-R-M, 7:00-7:30.....0.6.....Studio One, —	42. How Does Your Garden Grow? (Misc.), Internat'l Film.....KGO-Su, 10:00-10:30 a.m.....0.6.....Lamp Unto My Feet, —

PHILADELPHIA 3 STATIONS

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

1. Jackie Gleason, WCAU.....59.2	6. Groucho Marx, WPTZ.....44.2
2. Toast of the Town, WCAU.....48.6	7. This Is Your Life, WPTZ.....40.2
3. I Love Lucy, WCAU.....48.2	8. Disneyland, WFIL.....39.9
4. Talent Scouts, WCAU.....45.5	9. I've Got a Secret, WCAU.....39.1
4. Dragnet, WPTZ.....45.5	10. Beat the Clock, WCAU.....38.7

1. Waterfront (Adv.), MCA-TV.....WCAU-Su, 6:30-7:00.....28.2.....Janet Dean, R.N., 6.9	11. Foreign Intrigue (Adv.), Sheldon Reynolds.....WCAU-S, 7:00-7:30.....15.8.....Tales of Tomorrow, —
2. Superman (Adv.), Flamingo Films.....WCAU-M, 7:00-7:30.....23.5.....Award Theater; News, 14.4	12. Range Rider (West.), CBS Film.....WPTZ-W, 6:00-6:30.....17.5.....Award Theater, 10.6
3. Annie Oakley (West.), CBS Film.....WFIL-Su, 6:00-6:30.....22.2.....Omnibus, 10.4	13. Wild Bill Hickok (West.), Flamingo Films.....WPTZ-W, 6:00-6:30.....17.5.....Ramar of the Jungle, 11.3
4. I Led Three Lives (Adv.), Ziv TV.....WCAU-W, 7:00-7:30.....18.9.....Award Theater, 10.6	14. Badge 714 (Mys.), NBC Film.....WCAU-F, 7:00-7:30.....16.8.....Award Theater, 12.7
5. Wild Bill Hickok (West.), Flamingo Films.....WPTZ-W, 6:00-6:30.....17.5.....Ramar of the Jungle, 11.3	15. Boston Blackie (Mys.), Ziv TV.....WCAU-Th, 7:00-7:30.....16.7.....Award Theater, 14.4
6. Badge 714 (Mys.), NBC Film.....WCAU-F, 7:00-7:30.....16.8.....Award Theater, 12.7	16. Gene Autry (Mys.), CBS Film.....WCAU-S, 5:30-6:00.....16.6.....Football, 13.8
7. Boston Blackie (Mys.), Ziv TV.....WCAU-Th, 7:00-7:30.....16.7.....Award Theater, 14.4	17. Cisco Kid (West.), Ziv TV.....WCAU-S, 5:00-5:30.....16.2.....NCAA Football, 17.7
8. Gene Autry (Mys.), CBS Film.....WCAU-S, 5:30-6:00.....16.6.....Football, 13.8	18. Kit Carson (West.), Coca-Cola Co.....WPTZ-Th, 6:00-6:30.....16.0.....Ramar of the Jungle, 10.5
9. I Led Three Lives (Adv.), Ziv TV.....WCAU-S, 5:00-5:30.....16.2.....NCAA Football, 17.7	19. Foreign Intrigue (Adv.), Sheldon Reynolds.....WCAU-S, 7:00-7:30.....15.8.....Tales of Tomorrow, —
10. Kit Carson (West.), Coca-Cola Co.....WPTZ-Th, 6:00-6:30.....16.0.....Ramar of the Jungle, 10.5	20. Range Rider (West.), CBS Film.....WPTZ-M, T & F, 6:00-6:30.....14.8.....Ramar of the Jungle, —
11. Foreign Intrigue (Adv.), Sheldon Reynolds.....WCAU-S, 7:00-7:30.....15.8.....Tales of Tomorrow, —	21. Liberate (Music), Guild Films.....WPTZ-S, 11:00-11:30.....14.4.....Ford Playhouse, —
12. Range Rider (West.), CBS Film.....WPTZ-M, T & F, 6:00-6:30.....14.8.....Ramar of the Jungle, —	22. Hopalong Cassidy (West.), NBC Film.....WFIL-M to F, 5:00-6:00.....13.8.....Pinky Lee; Howdy Doody, —
13. Liberate (Music), Guild Films.....WPTZ-S, 11:00-11:30.....14.4.....Ford Playhouse, —	23. Mr. and Mrs. North (Mys.), ATPS.....WFIL-T, 7:00-7:30.....13.8.....Award Theater; News, —
14. Hopalong Cassidy (West.), NBC Film.....WFIL-M to F, 5:00-6:00.....13.8.....Pinky Lee; Howdy Doody, —	24. Mr. District Attorney (Mys.), Ziv TV.....WPTZ-T, 10:30-11:00.....13.8.....Stage "S", —
14. Mr. and Mrs. North (Mys.), ATPS.....WFIL-T, 7:00-7:30.....13.8.....Award Theater; News, —	25. The Falcon (Mys.), NBC Film.....WPTZ-W, 10:30-11:00.....13.3.....Blue Ribbon Bouts, —
15. Mr. District Attorney (Mys.), Ziv TV.....WPTZ-T, 10:30-11:00.....13.8.....Stage "S", —	26. Tales of Tomorrow (Drama), Tee Vee Co.....WPTZ-S, 7:00-7:30.....13.1.....Foreign Intrigue, —
16. The Falcon (Mys.), NBC Film.....WPTZ-W, 10:30-11:00.....13.3.....Blue Ribbon Bouts, —	27. Abbott and Costello (Comedy), MCA-TV.....WPTZ-S, 6:00-6:30.....13.1.....Follow That Man, —
17. Tales of Tomorrow (Drama), Tee Vee Co.....WPTZ-S, 7:00-7:30.....13.1.....Foreign Intrigue, —	28. Follow That Man (Mys.), MCA-TV.....WCAU-S, 6:00-6:30.....11.5.....Abbott and Costello, —
18. Abbott and Costello (Comedy), MCA-TV.....WPTZ-S, 6:00-6:30.....13.1.....Follow That Man, —	29. Ramar of the Jungle (Adv.), TPA.....WFIL-M to F, 6:00-6:30.....11.0.....Various, —
19. Follow That Man (Mys.), MCA-TV.....WCAU-S, 6:00-6:30.....11.5.....Abbott and Costello, —	30. My Hero (Comedy), Official Films.....WCAU-S, 4:00-4:30.....8.9.....NCAA Football, —
20. Ramar of the Jungle (Adv.), TPA.....WFIL-M to F, 6:00-6:30.....11.0.....Various, —	

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Dec. ARB Rating	Top Opposition & Rating
23. Racket Squad (Mys.), ABC Film.....WFIL-Su, 10:30-11:00.....7.6.....What's My Line? —				
24. Star and the Story (Drama), Official Films.....WFIL-F, 7:00-7:30.....7.5.....Badge 714, —				
25. Drew Pearson (News), U M & M.....WFIL-Su, 11:00-11:15.....7.3.....News and Sports, —				
26. Colonel March (Mys.), Official Films.....WFIL-Th, 7:00-7:30.....7.1.....Boston Blackie, —				
27. City Detective (Mys.), MCA-TV.....WFIL-M, 7:00-7:30.....6.9.....Superman, —				
27. Janet Dean, R.N. (Drama), U M & M.....WFIL-Su, 6:30-7:00.....6.9.....Waterfront, —				
29. Biff Baker, USA (Adv.), MCA-TV.....WCAU-Th, 10:30-11:00.....6.2.....Mystery Hour, —				
30. Mayor of the Town (Comedy), MCA-TV.....WPTZ-M, 10:30-11:00.....5.8.....Studio One, —				
31. Hopalong Cassidy (West.), NBC Film.....WFIL-Su, 11:30-12:30.....4.7.....Children's Hour, —				
31. Stranger Than Fiction (Misc.), United World.....WPTZ-Su, 6:45-7:00.....4.7.....Waterfront, —				
33. Racket Squad (Mys.), ABC Film.....WFIL-M & W, 11:15-11:45.....4.6.....Various, —				
34. Craig Kennedy (Mys.), L. Weiss.....WCAU-M, T, Th & F, 5:30-6:00.....4.5.....Howdy Doody, —				
35. Meet Corliss Archer (Comedy), Ziv TV.....WPTZ-Su, 6:00-6:30.....4.2.....Annie Oakley, —				
36. Ramar of the Jungle (Adv.), TPA.....WFIL-M to F, 12:15-12:45.....4.1.....Love of Life; Search for Tomorrow, —				
37. Ramar of the Jungle (Adv.), TPA.....WFIL-Su, 9:15-9:45 a.m.....2.5.....Various, —				
37. China Smith (Adv.), NTA.....WCAU-F, 11:30-12:00.....2.5.....Crime Reporter, —				
39. Sports Spotlight (Sports), Tel-Ra.....WCAU-Th, 11:45-12:00.....0.7.....Tonight, —				
40. Racket Squad (Mys.), ABC Film.....WFIL-T & Th, 12:00-12:30 a.m.....0.6.....Tonight, —				
41. Ramar of the Jungle (Adv.), TPA.....WFIL-Su, 12:00-12:30 a.m.....0.4.....Detective Time, —				

BOSTON 2 STATIONS

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

1. Jackie Gleason, WNAC.....66.8	6. Fireside Theater, WBZ.....47.1
2. Groucho Marx, WBZ.....55.7	7. Talent Scouts, WNAC.....45.8
3. Toast of the Town, WNAC.....52.0	8. This Is Your Life, WBZ.....45.2
4. Godfrey and His Friends, WNAC.....51.2	9. George Gobel, WBZ.....44.0
5. Mama, WNAC.....48.8	10. I Love Lucy, WNAC.....42.8
	10. I've Got a Secret, WNAC.....42.8

1. Range Rider (West.), CBS Film.....WBZ-Su, 7:00-7:30.....38.5.....U. S. Steel Hour, 16.6	11. Foreign Intrigue (Adv.), Sheldon Reynolds.....WBZ-M, 10:30-11:00.....10.8.....Studio One, —
2. I Led Three Lives (Adv.), Ziv TV.....WNAC-M, 7:00-7:30.....37.1.....On Stage; News, 3.7	12. Star and the Story (Drama), TPA.....WNAC-M, 11:15-11:45.....9.4.....People Are Funny, —
3. Badge 714 (Mys.), NBC Film.....WNAC-W, 6:30-7:00.....27.2.....News; You and Your Health, 7.9	13. King's Crossroads (Drama), Sterling TV.....WBZ-Su, 4:00-4:30.....9.1.....Football, —
4. Superman (Adv.), Flamingo Films.....WNAC-F, 6:30-7:00.....23.7.....News; Rin Tin Tin, 12.2	14. Hopalong Cassidy (West.), NBC Film.....WBZ-Th, 6:45-7:15.....9.1.....Lone Ranger; News, —
5. Annie Oakley (West.), CBS Film.....WBZ-F, 6:00-6:30.....23.4.....Big 10 Hi-Lites, 4.2	15. Abbott and Costello (Comedy), MCA-TV.....WBZ-S, 6:00-6:30.....8.9.....Disneyland, —
6. Gene Autry (West.), CBS Film.....WNAC-M, 6:30-7:00.....23.1.....News; On Stage, 5.4	16. Hopalong Cassidy (West.), NBC Film.....WBZ-Su, 3:30-4:00.....8.9.....Football, —
7. Wild Bill Hickok (West.), Flamingo Films.....WNAC-T, 6:30-7:00.....22.0.....News; Editors, 10.3	17. Hopalong Cassidy (West.), NBC Film.....WBZ-S, 2:00-3:00.....6.4.....The Gladiator; Football, —
8. Death Valley Days (West.), Pacific Borax.....WNAC-F, 10:30-11:00.....21.1.....Cavalcade of Sports, 19.1	18. Janet Dean, R.N. (Drama), U M & M.....WBZ-Th, 11:15-11:45.....11.1.....The Vise, —
9. City Detective (Mys.), MCA-TV.....WBZ-T, 10:30-11:00.....17.7.....Mr. District Attorney, 16.5	18. Kit Carson (West.), Coca-Cola Co.....WNAC-M, 6:00-6:30.....11.1.....Rocky Jones; Space Ranger, —
10. Mr. District Attorney (Mys.), Ziv TV.....WNAC-T, 10:30-11:00.....16.5.....City Detective, 17.7	20. Foreign Intrigue (Adv.), Sheldon Reynolds.....WBZ-M, 10:30-11:00.....10.8.....Studio One, —

21. Ramar of the Jungle (Adv.), TPA.....WNAC-W, 6:30-7:00.....27.2.....News; You and Your Health, 7.9	22. Star and the Story (Drama), TPA.....WNAC-M, 11:15-11:45.....9.4.....People Are Funny, —
22. Star and the Story (Drama), TPA.....WNAC-M, 11:15-11:45.....9.4.....People Are Funny, —	23. King's Crossroads (Drama), Sterling TV.....WBZ-Su, 4:00-4:30.....9.1.....Football, —
23. King's Crossroads (Drama), Sterling TV.....WBZ-Su, 4:00-4:30.....9.1.....Football, —	24. Hopalong Cassidy (West.), NBC Film.....WBZ-Th, 6:45-7:15.....9.1.....Lone Ranger; News, —
24. Hopalong Cassidy (West.), NBC Film.....WBZ-Th, 6:45-7:15.....9.1.....Lone Ranger; News, —	25. Abbott and Costello (Comedy), MCA-TV.....WBZ-S, 6:00-6:30.....8.9.....Disneyland, —
25. Abbott and Costello (Comedy), MCA-TV.....WBZ-S, 6:00-6:30.....8.9.....Disneyland, —	26. Hopalong Cassidy (West.), NBC Film.....WBZ-Su, 3:30-4:00.....8.9.....Football, —
26. Hopalong Cassidy (West.), NBC Film.....WBZ-Su, 3:30-4:00.....8.9.....Football, —	27. Foreign Intrigue (Adv.), Sheldon Reynolds.....WBZ-F, 11:15-11:45.....4.9.....Studio 57, —
27. Foreign Intrigue (Adv.), Sheldon Reynolds.....WBZ-F, 11:15-11:45.....4.9.....Studio 57, —	28. Tales of Tomorrow (Drama), Tee Vee Co.....WNAC-F, 11:45-12:15 a.m.....4.3.....Tonight, —
28. Tales of Tomorrow (Drama), Tee Vee Co.....WNAC-F, 11:45-12:15 a.m.....4.3.....Tonight, —	29. Yesterday's Newsreel (Docum.), Ziv TV.....WNAC-W, 5:30-5:45.....4.0.....Howdy Doody, —
29. Yesterday's Newsreel (Docum.), Ziv TV.....WNAC-W, 5:30-5:45.....4.0.....Howdy Doody, —	30. Armchair Adventure (Adv.), Sterling TV.....WBZ-Su, 12:15-1:00.....3.7.....Travelog, —
30. Armchair Adventure (Adv.), Sterling TV.....WBZ-Su, 12:15-1:00.....3.7.....Travelog, —	31. Stranger Than Fiction (Misc.), United World.....WNAC-T, 5:30-5:45.....3.4.....Howdy Doody, —
31. Stranger Than Fiction (Misc.), United World.....WNAC-T, 5:30-5:45.....3.4.....Howdy Doody, —	32. Art Linkletter and the Kids (Comedy), CBS Film.....WNAC-Th, 5:30-5:45.....3.4.....Howdy Doody, —
32. Art Linkletter and the Kids (Comedy), CBS Film.....WNAC-Th, 5:30-5:45.....3.4.....Howdy Doody, —	33. Life With Elizabeth (Comedy), Guild Films.....WBZ-F, 2:15-2:45.....2.5.....Robt. Q. Lewis; Art Linkletter, —
33. Life With Elizabeth (Comedy), Guild Films.....WBZ-F, 2:15-2:45.....2.5.....Robt. Q. Lewis; Art Linkletter, —	34. Armchair Adventure (Adv.), Sterling TV.....WBZ-S, 1:45-2:00.....2.2.....The Gladiator, —
34. Armchair Adventure (Adv.), Sterling TV.....WBZ-S, 1:45-2:00.....2.2.....The Gladiator, —	35. Gospel Singer (Relig.), MCA-TV.....WBZ-F, 2:45-3:00.....1.2.....Art Linkletter, —
35. Gospel Singer (Relig.), MCA-TV.....WBZ-F, 2:45-3:00.....1.2.....Art Linkletter, —	36. Armchair Adventure (Adv.), Sterling TV.....WBZ-Su, 9:45-10:00 a.m.....0.9.....None, —
36. Armchair Adventure (Adv.), Sterling TV.....WBZ-Su, 9:45-10:00 a.m.....0.9.....None, —	

DETROIT 4 STATIONS

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

1. Jackie Gleason, WJBK.....47.1	6. Disneyland, WXYZ.....39.4
2. Toast of the Town, WJBK.....41.6	7. Bob Hope, WWJ.....39.3
3. Groucho Marx, WWJ.....41.4	8. I Love Lucy, WJBK.....39.1
4. Dragnet, WWJ.....41.3	9. Fireside Theater, WWJ.....33.9
5. This Is Your Life, WWJ.....40.4	10. I've Got a Secret, WJBK.....31.6
	10. Robert Montgomery, WWJ.....31.6

1. Superman (Adv.), Flamingo Films.....WXYZ-W, 6:30-7:00.....30.6.....Storybook; Sports, 3.8	11. Foreign Intrigue (Adv.), Sheldon Reynolds.....WXYZ-M, 6:30-7:00.....26.5.....Showcase of Stars, 6.1
2. Wild Bill Hickok (West.), Flamingo Films.....WXYZ-M, 6:30-7:00.....26.5.....Showcase of Stars, 6.1	12. Badge 714 (Mys.), NBC Film.....WWJ-Su, 7:00-7:30.....25.2.....You Asked for It, —
3. Badge 714 (Mys.), NBC Film.....WWJ-Su, 7:00-7:30.....25.2.....You Asked for It, —	13. Cisco Kid (West.), Ziv TV.....WXYZ-Th, 6:30-7:00.....24.5.....Liberace, 15.9
4. Cisco Kid (West.), Ziv TV.....WXYZ-Th, 6:30-7:00.....24.5.....Liberace, 15.9	14. Amos 'n' Andy (Comedy), CBS Film.....WWJ-W, 7:00-7:30.....19.3.....City Detective, 8.6
5. Amos 'n' Andy (Comedy), CBS Film.....WWJ-W, 7:00-7:30.....19.3.....City Detective, 8.6	15. Annie Oakley (West.), CBS Film.....WXYZ-Su, 4:30-5:00.....19.3.....Zoo Parade, 6.1
6. Annie Oakley (West.), CBS Film.....WXYZ-Su, 4:30-5:00.....19.3.....Zoo Parade, 6.1	16. Mr. District Attorney (Mys.), Ziv TV.....WWJ-W, 10:30-11:00.....18.9.....Blue Ribbon Bouts, 12.1
7. Mr. District Attorney (Mys.), Ziv TV.....WWJ-W, 10:30-11:00.....18.9.....Blue Ribbon Bouts, 12.1	17. Abbott and Costello (Comedy), MCA-TV.....CKLW-Th, 7:00-7:30.....18.3.....Michigan Outdoors, 15.7
8. Abbott and Costello (Comedy), MCA-TV.....CKLW-Th, 7:00-7:30.....18.3.....Michigan Outdoors, 15.7	18. I Led Three Lives (Adv.), Ziv TV.....WJBK-F, 10:30-11:00.....16.1.....Cavalcade of Sports, 11.1
9. I Led Three Lives (Adv.), Ziv TV.....WJBK-F, 10:30-11:00.....16.1.....Cavalcade of Sports, 11.1	19. Liberate (Music), Guild Films.....WWJ-Th, 6:30-7:00.....15.9.....Cisco Kid, 24.5
10. Liberate (Music), Guild Films.....WWJ-Th, 6:30-7:00.....15.9.....Cisco Kid, 24.5	20. Racket Squad (Mys.), ABC Film.....WWJ-Su, 6:30-7:00.....15.4.....Range Rider, —
21. Racket Squad (Mys.), ABC Film.....WWJ-Su, 6:30-7:00.....15.4.....Range Rider, —	22. Boston Blackie (Mys.), Ziv TV.....CKLW-F, 7:00-7:30.....14.8.....All Star Playhouse, —
22. Boston Blackie (Mys.), Ziv TV.....CKLW-F, 7:00-7:30.....14.8.....All Star Playhouse, —	23. Stories of the Century (West.), HTS.....WXYZ-Su, 6:00-6:30.....14.3.....Omnibus, —
23. Stories of the Century (West.), HTS.....WXYZ-Su, 6:00-6:30.....14.3.....Omnibus, —	24. Hopalong Cassidy (West.), NBC Film.....CKLW-M, 7:00-7:30.....13.4.....It's a Great Life, —
24. Hopalong Cassidy (West.), NBC Film.....CKLW-M, 7:00-7:30.....13.4.....It's a Great Life, —	25. Famous Playhouse (Drama), MCA-TV.....WXYZ-F, 6:30-7:00.....12.9.....Showcase of Stars, —
25. Famous Playhouse (Drama), MCA-TV.....WXYZ-F, 6:30-7:00.....12.9.....Showcase of Stars, —	26. Death Valley Days (West.), Pacific Borax.....WWJ-F, 6:30-7:00.....12.9.....Heart of the City, —
26. Death Valley Days (West.), Pacific Borax.....WWJ-F, 6:30-7:00.....12.9.....Heart of the City	

PRODUCTION NOTES

By BOB SPIELMAN

Across-the-board reruns of TV film shows have hurt sales of theatrical features to TV stations, reports Earl Collins, vice-president of Hollywood Television Service, Inc. Furthermore, Bank of America General Teleradio package has made stations more choosy in what they buy, altho at the same time pointing out possibilities of topflight features. Collins thinks pressure groups are handicapping telefilm producers, giving as example a projected series on famous outlaws of the West which has been dropped because of fear that self-styled anti-violence organizations would protest against it.

Producer Roland Reed is looking for a girl in her early 20's, ingenue type, to play the lead in a new TV series to be filmed in Europe this spring or summer. In what shapes up as a top chance for a newcomer in the TV field, Reed will give all consideration, previous TV experience or no. Also being sought is an actor, clean type, in middle 20's. Interested parties should apply to Roland Reed Productions, 8822 Washington Boulevard, Culver City, Calif.

Producer Phil Krasne returns this week from three weeks' vacation in Hawaii. "Waterfront" star Lois Moran is off to Australia for a similar period.

More scripters are making a living in Hollywood than ever before, says writer Fenton Earnshaw, thanks to TV. Earnshaw thinks that TV reviews, in general, are good, and that some writers even agree with them when they get panned.

Screen Gems producer Harold Greene claims the largest and most expensive set ever produced for a vidpix series is one for the "Jungle Jim" show, covering two sound stages and some 5,000 square feet. Set represents a compound surrounded by a jungle. Twenty-five tons of sand and some 500 plants and trees had to be hauled in.

Johnny Mercer gets a half hour devoted to him in the "This Is Your Music" series produced by Jack Denove.

Producer Bob Clampett ("Time for Beany") has signed Mel Gibby to do voice creations.

Pierre Courdere is scripting the screen play for "Christ Is My Cellmate," story purchased by Family Films from inmate of Michigan Penitentiary.

"Father Knows Best" star Robert Young will spearhead the drive of Mothers' March of Polio in Chicago.

David Niven starrer, "The Answer," filmed by Four Star Productions, has been requested by 2,200 schools and churches. Show concerns itself with modern dramatic application of the Ten Commandments, was seen over TV last December.

With goal of \$300,000 for commercial production in 1955, Roland Reed Productions did \$70,000 worth of business in January, according to organization's VP Guy Thayer.

First "Damon Runyon Theater" film will feature Vivian Blaine, who portrayed a gambler's girl friend in Broadway's "Guys and Dolls."

REVOLVING DOOR

George Shupert, ABC Film Syndication's prexy, flies to Chicago Tuesday (5) on a business trip. . . . Marty McCall, ex-head of Ziv's Rocky Mountain division for the past three years, will head up Official Film's new office in Denver. . . . Marilyn Arbetter, formerly assistant copy editor at Young & Rubicam, joins Screen Gems this week as publicity assistant to Frank Young. Miss Arbetter replaces Lynn Marks Alper, who has resigned to join Atlas Films as assistant to the president. Young is in Chicago this week to attend the Chicago Press Club dinner.

Barbara Wilkins, formerly with Warner Brothers and Sterling Television, will join ABC Film Syndication on February 8 as assistant to Lee Francis, advertising and promotion manager. . . . Dine & Kalmus, public relations, have moved to larger quarters at 430 Park Avenue, New York. . . . Sidney Dash, former traffic and billing manager of United Artists Television, has joined the sales staff of Rapid Film Technique. . . . Claude Dauphin, after appearing on "Studio One," flew to Paris to film a TV show for NBC.

Alvin Sussman, director of film procurement for the four Crosley Broadcasting television outlets since September, 1953, is resigning effective February 1. . . . Sound Masters, Inc., welcomes John T. Dunphy back after an absence of seven years during which time he wrote copy at Kudner Agency and Benton & Bowles. . . . A national Shredded Wheat contest to name Rin Tin Tin's puppy will be launched on February 18 to tie in with the "Adventures of Rin Tin Tin" over the ABC-TV net and the 569-station Mutual net.

Martin Balsam and Walter Woolf King have completed TV film assignments for Galahad Productions.

TV FILM PURCHASES

"Mr. and Mrs. North" has been sold to KXJB-TV, Fargo, N. D.; KOJB-TV, Minot, N. D.; KCMC-TV, Texarkana, Tex.; XETV, Tijuana; KDUB-TV, Lubbock, Tex.; WNAX-TV, Boston, and KOVR, San Francisco. United Producers-Distributors has sold "Fireside Theater" reruns to KPIX, San Francisco, and "Reel Adventure" to KGUL, Galveston.

The NBC Film Division this week sold six of its series to WILK, Wilkes-Barre, Pa. Films inked were "Paragon Playhouse," "The Visitor," "Captured," "Inner Sanctum," "Victory at Sea" and "Dangerous Assignment." "Hopalong Cassidy" in its one-hour and half-hour version of Series A & B, has been sold to KTTV, Los Angeles. "Hopalong," half-hour, series A, was picked up by KFYR, Bismarck, N. D.

"Victory at Sea" was purchased by KDAL, Duluth, Minn., and "Dangerous Assignment" by WEEK, Peoria, Ill. NBC's "Life of Riley," series C, was purchased by KFXL, Grand Junction, Colo., for Pacific Junction. The State Savings & Loan, Honolulu, will sponsor "Inner Sanctum" over KGMB starting today (29).

Screen Gems' "All Star Theater" was sold to KGMB, Honolulu, for Hunt's Food; also to KXJB, Valley City, N. D., and to WHAM, Rochester, N. Y. on a library deal. "Rin Tin Tin" will be sponsored by Sanitary Dairy in the Cedar Rapids, Ia., market and will be seen sustaining over WAFB, Baton Rouge, La., and WRDW, Augusta, Ga.

Two Chicago stations purchased from CBS TV Film Sales this past week, which will bring "Crown Theater" over WGN and "Range Rider" over WBBM to the Midwest. "Cases of Eddie Drake" was sold to KTTS, Springfield, Mo., and "Art Linkletter and the Kids" was sold to KELO, Sioux Falls, S. D. Station KRCG, Jefferson City, Mo., has contracted for "Annie Oakley," and WKBN, Youngstown, O., for "Range Rider."

"Eddie Cantor Comedy Theater," distributed by ZIV Television Programs, premiered this past week over WLW-TV, Cincinnati; WLW-C, Columbus, O.; WLW-D, Dayton, O., and KGMB, Honolulu. In Honolulu the show is sponsored on alternate weeks by Crown Zellerbach Corporation. Burgermeister Beer, a product of the San Francisco Brewing Company, will sponsor the show over KCQ, Spokane, starting February 5.

The INS-Telenews daily news film was bought by WIS-TV, Columbia, S. C., for the "Esso Reporter" and by WROW, Albany, N. Y., for the Ford Motor Company. "This Week in Sports," another INS package, was purchased by KOIN, Portland, Ore., and by Academy Army Surplus Store for showing over KTBC, Austin, Tex. The INS-Telenews weekly news review was sold to the American Hardware Company thru the Walter J. Klein Agency for viewing on WBT, Charlotte, N. C.

Seven new stations have been contracted to show the "Mr. and Mrs. North" TV series distributed by Advertisers' Television Program Service. The recently signed stations include: KXJB, Fargo, N. D.; KOJB, Minot, N. D.; KCMC, Texarkana, Ark.; XETV, Tijuana, Mex.; KDUB, Lubbock, Tex.; WMAC, Boston, and KOVR, San Francisco.

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Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Dec. ARB Rating	Top Opposition & Rating
39.	Gene Autry (West.), CBS Film	WJBK-M, 6:00-6:30	5.9	Dinner Theater
40.	Mr. and Mrs. North (Mys.), ATPS	CKLW-F, 9:30-10:00	5.7	Our Miss Brooks
41.	The Ruggles (Comedy), MCA-TV	WJBK-T, 7:00-7:30	5.4	Stage 4
41.	Rocky Jones, Space Ranger (Adv.), MCA-TV	WXYZ-T, 5:30-6:00	5.4	Howdy Doody
43.	Follow That Man (Mys.), MCA-TV	CKLW-T, 6:30-7:00	5.0	Famous Playhouse
43.	The Visitor (Drama), NBC Film	CKLW-Su, 8:30-9:00	5.0	Toast of the Town
45.	Favorite Story (Drama), Ziv-TV	WJBK-F, 7:00-7:30	4.6	Boston Blackie
45.	Cowboy G-Men (West.), Flamingo Films	WXYZ-Su, 11:30-12:00 noon	4.6	Adventure Hol
47.	Frankie Laine (Music), Guild Films	WJBK-Su, 7:00-7:30	4.3	Badge 714
47.	Star and the Story (Drama), Official Films	WJBK-Th, 8:00-8:30	4.3	You Bet Your Life
47.	Wild Bill Hickok (West.), Flamingo Films	CKLW-S, 4:00-4:30	4.3	NCAA Football
50.	The Falcon (Mys.), NBC Film	CKLW-T, 10:30-11:00	3.9	Stop the Music
50.	Inner Sanctum (Mys.), NBC Film	CKLW-W, 10:30-11:00	3.9	Mr. District Attorney
52.	Fabian of Scotland Yard (Mys.), Telefilm Enterprises	WJBK-W, 11:15-11:45	3.2	Good Neighbor Theater
53.	Beulah (Comedy), Flamingo Films	WXYZ-M to F, 10:00-10:30 a.m.	2.8	Ding Dong School
54.	Paragon Playhouse (Drama), NBC Film	CKLW-F, 10:30-11:00	2.7	I Led Three Lives
55.	Mr. and Mrs. North (Mys.), ATPS	CKLW-W, 6:30-7:00	2.5	Superman
55.	Royal Playhouse (Drama), MCA-TV	WXYZ-S, 10:30-11:00	2.5	You Hit Parade
57.	Big Fight (Sports), Big Fights, Inc.	WXYZ-Su, 8:00-9:00	1.6	Toast of the Town
58.	Johnny Jupiter (Child.), Associated Artists	CKLW-F, 6:30-7:00	1.1	Death Valley Days
59.	The Falcon (Mys.), NBC Film	CKLW-Th, 6:30-7:00	0.9	Cisco Kid
60.	The Passerby (Mys.), NTA	CKLW-M, 6:30-6:45	0.8	Wild Bill Hickok
61.	Facts Forum (Docum.), Facts Forum, Inc.	WJBK-Su, 10:30-11:00 a.m.	0.4	Cartoon Carnival
61.	Town and Country (Music), MCA-TV	WWJ-S, 1:00-1:30	0.4	Ed McKenzie
63.	Sands of Time (Quiz), NTA	CKLW-M, 2:15-2:30	0.4	Stars on 7
63.	Bobo the Hobo (Child.), NTA	CKLW-T, 2:15-2:30	0.4	Stars on 7

WASHINGTON

TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network) 4 STATIONS

1. Dragnet, WRC	46.2	5. George Gobel, WRC	38.7
2. Groucho Marx, WRC	41.8	7. I Love Lucy, WTOP	35.9
3. Jackie Gleason, WTOP	41.3	8. Bob Hope, WRC	34.5
4. Disneyland, WMAL	39.8	9. Toast of the Town, WTOP	32.5
5. This Is Your Life, WRC	38.7	10. Roy Rogers, WRC	31.0

1. Superman (Adv.), Flamingo Films	WRC-T, 7:00-7:30	27.8	Foreign Intrigue	10.7
2. Wild Bill Hickok (West.), Flamingo Films	WRC-Th, 7:00-7:30	24.2	Kukla, Fran and Ollie	5.7
3. Hopalong Cassidy (West.), NBC Film	WRC-W, 7:00-7:30	21.4	Kukla, Fran and Ollie	6.2
4. Badge 714 (Mys.), NBC Film	WRC-F, 7:00-7:30	18.2	Amos 'n' Andy	12.4
5. I Led Three Lives (Adv.), Ziv-TV	WRC-M, 10:30-11:00	13.5	Studio One	23.2
6. Ramar of the Jungle (Adv.), TPA	WTOP-S, 6:30-7:00	12.6	Football	13.0
7. Amos 'n' Andy (Comedy), CBS Film	WTOP-F, 7:00-7:30	12.4	Badge 714	18.2
8. Abbott and Costello (Comedy), MCA-TV	WRC-S, 6:00-6:30	11.8	Football	13.5
9. Racket Squad (Mys.), ABC Film	WMAL-T, 8:00-8:30	11.4	Bob Hope	31.2
10. Foreign Intrigue (Adv.), Sheldon Reynolds	WTOP-T, 7:00-7:30	10.7	Superman	27.8
11. King's Crossroads (Drama), Sterling TV	WRC-M, 7:00-7:30	10.4	Janet Dean, R.N.	—
12. Liberace (Music), Guild Films	WTTG-T, 9:00-9:30	8.7	Fireside Theater	—
13. Janet Dean, R.N. (Drama), U M & M	WTOP-M, 7:00-7:30	8.5	King's Crossroads	—
14. Ellery Queen (Mys.), TPA	WTTG-Su, 10:00-10:30	7.7	Loretta Young	—
15. Front Page Detective (Mys.), Consolidated TV	WMAL-W, 9:30-10:00	7.6	I've Got a Secret	—
16. I Led Three Lives (Adv.), Ziv-TV	WRC-S, 6:30-7:00	7.5	Football	—
17. Mr. District Attorney (Mys.), Ziv-TV	WMAL-F, 10:00-10:30	6.8	Cavalcade of Sports	—
18. The Falcon (Mys.), NBC Film	WTOP-Th, 10:30-11:00	6.2	Lux Video Theater	—
19. Tales of Tomorrow (Drama), Tee Vee Co.	WMAL-Su, 10:30-11:00	5.9	What's My Line?	—
20. Star and the Story (Drama), Official Films	WMAL-Th, 10:30-11:00	5.1	Lux Video Theater	—
21. My Hero (Comedy), Official Films	WTOP-M, 6:15-6:45	5.0	Footlight Theater	—
22. Inspector Mark Saber (Mys.), Thompson-Koch	WTTG-T, 9:30-10:00	4.9	Circle Theater	—
22. Death Valley Days (West.), Pacific Borax	WTTG-S, 8:00-8:30	4.9	Jackie Gleason	—
24. China Smith (Mys.), NTA	WTOP-T, 6:15-6:45	4.6	Footlight Theater	—
24. Joe Patooka (Adv.), Guild Films	WTOP-W, 6:15-6:45	4.6	Footlight Theater	—
26. Colonel March (Mys.), Official Films	WTOP-Th, 6:15-6:45	4.4	Footlight Theater	—
27. Range Rider (West.), CBS Film	WTOP-F, 6:15-6:45	3.9	Footlight Theater	—
28. Meet Corliss Archer (Comedy), Ziv-TV	WTOP-Th, 7:00-7:30	3.8	Wild Bill Hickok	—
28. Royal Theater (Drama), MCA-TV	WTTG-F, 10:30-11:00	3.8	Person to Person	—
30. Yesterday's Newsreel (Docum.), Ziv-TV	WTTG-T, 6:45-7:00	3.0	Various	—
31. Hollywood Off Beat (Mys.), MCA-TV	WTTG-F, 9:30-10:00	2.9	Our Miss Brooks	—

Rank Among Films	Title, (Type) and Distributor	Station, Day, Time	Dec. ARB Rating	Top Opposition & Rating
32.	Where Were You? (Docum.), MCA-TV	WMAL-F, 10:30-11:00	2.3	Person to Person
33.	Public Prosecutor (Mys.), Consolidated TV	WMAL-Su, 6:30-6:45	2.2	Roy Rogers
33.	Lone Wolf (Mys.), MCA-TV	WTTG-Su, 10:30-11:00	2.2	What's My Line?
33.	Drew Pearson (News), U M & M	WMAL-Su, 11:00-11:15	2.2	News; Weather
36.	Yesterday's Newsreel (Docum.), Ziv-TV	WTTG-Th, 6:45-7:00	1.9	Various
37.	Yesterday's Newsreel (Docum.), Ziv-TV	WTTG-W, 6:45-7:00	1.6	Various
38.	Yesterday's Newsreel (Docum.), Ziv-TV	WTTG-F, 6:45-7:00	1.4	Various
39.	Facts Forum (News) Facts Forum, Inc.	WTTG-Su, 6:30-7:00	1.3	Roy Rogers
40.	Yesterday's Newsreel (Docum.), Ziv-TV	WTTG-M, 6:45-7:00	1.1	Various
41.	Counterpoint (Drama), MCA-TV	WTTG-W, 10:30-11:00	0.5	Big Town

CHICAGO

TOP TEN LOCALLY RATED PROGRAMS (* Indicates Non-Network) 4 STATIONS

1. Jackie Gleason, WBBM	55.8	6. Disneyland, WBKB	45.5
2. This Is Your Life, WNBQ	54.9	7. Dragnet, WNBQ	45.1
3. I Love Lucy, WBBM	47.7	8. Two for the Money, WBBM	44.0
4. Your Hit Parade, WNBQ	47.6	9. Toast of the Town, WBBM	41.5
5. George Gobel, WNBQ	45.7	10. Groucho Marx, WNBQ	39.8

1. Mayor of the Town (Comedy), MCA-TV	WNBQ-S, 10:00-10:30	26.7	Wrestling	10.0
2. Annie Oakley (West.), CBS Film	WBKB-Su, 2:00-2:30	22.4	Starfire Theater	—
3. Cisco Kid (West.), Ziv-TV	WBKB-Su, 5:00-5:30	20.4	Meet the Press	10.4
4. Racket Squad (Mys.), ABC Film	WGN-T, 8:30-9:00	19.1	U. S. Steel Hour	21.3
5. Janet Dean, R.N. (Drama), U M & M	WNBQ-S, 10:30-11:00	18.5	Wrestling	11.1
6. Wild Bill Hickok (West.), Flamingo Films	WBKB-Su, 1:30-2:00	18.4	Sunday Showtime	—
7. Superman (Adv.), Flamingo Films	WBKB-S, 5:00-5:30	18.0	Football	10.0
8. Gene Autry (West.), CBS Film	WBBM-M to F, 5:30-6:00	17.2	Close-Up	6.5
9. Hans Christian Andersen (Child.), Interstate TV	WBKB-Su, 2:30-3:00	16.9	Adventure	5.3
10. Badge 714 (Mys.), NBC Film	WGN-T, 8:00-8:30	16.4	Fireside Theater	18.2
11. Ellery Queen (Mys.), TPA	WBKB-W, 10:00-10:30	15.1	Weatherman; News	—
12. Liberace (Music), Guild Films	WGN-W, 9:30-10:00	14.4	Big Town	—
13. Boston Blackie (Mys.), Ziv-TV	WGN-Th, 9:30-10:00	12.9	Lux Video Theater	—
14. Mr. District Attorney (Mys.), Ziv-TV	WBKB-F, 9:30-10:00	12.8	Person to Person	—
15. The Visitor (Drama), NBC Film	WBKB-Th, 10:00-10:30	12.6	Weatherman; News	—
16. Favorite Story (Drama), Ziv-TV	WNBQ-M, 9:30-10:00	12.2	Studio One	—
17. Your Star Showcase (Drama), TPA	WBKB-W, 10:30-11:00	11.7	Request Playhouse	—
18. Meet Corliss Archer (Comedy), Ziv-TV	WGN-T, 7:30-8:00	11.5	Bob Hope	—
18. Victory at Sea (Docum.), NBC Film	WBKB-Th, 9:30-10:00	11.5	Lux Video Theater	—
20. Abbott and Costello (Comedy), MCA-TV	WNBQ-S, 6:00-6:30	11.3	Football	—
20. Hank McCane (Comedy), Minot TV	WBKB-Su, 3:30-4:00	11.3	Motion Picture Academy	—
23. Death Valley Days (West.), Pacific Borax	WBKB-M, 10:00-10:30	10.9	Zoo Parade	—
24. Rocky Jones, Space Ranger (Adv.), MCA-TV	WBKB-S, 5:30-6:00	9.8	Football	—
24. I Led Three Lives (Adv.), Ziv-TV	WGN-T, 9:30-10:00	9.8	It's a Great Life	—
26. Life of Riley (Comedy), NBC Film	WGN-T, 9:00-9:30	9.5	Truth or Consequences	—
26. Tales of Tomorrow (Drama), Tee Vee Co.	WGN-Su, 9:30-10:00	9.5	What's My Line?	—
28. Range Rider (West.), CBS Film	WBBM-M to F, 5:00-5:30	9.2	Elmer the Elephant	—
29. Roller Derby (Sports), NTA	WGN-Su, 4:00-5:00	8.6	Super Circus	—
30. Championship Bowling (Sports), Walter Schwimmer	WBKB-Su, 9:30-10:30	8.5	Various	—
31. Captured (Mys.), NBC Film	WBKB-F, 9:00-9:30	8.0	Line-Up	—
32. Dangerous Assignment (Adv.), NBC Film	WBKB-T, 10:30-11:00	7.3	Four Leaf Clover Theater	—
32. Life With Elizabeth (Comedy), Guild Films	WBKB-W, 9:30-10:00	7.3	Big Town	—
32. Foreign Intrigue (Adv.), Sheldon Reynolds	WGN-F, 7:30-8:00	7.3	Topper	—
35. Front Page Detective (Mys.), Consolidated TV	WBKB-W, 8:30-9:00	7.1	I've Got a Secret	—
36. Range Rider (West.), CBS Film	WBBM-Su, 12:30-1:00	6.9	Amateur Hour	—
36. Mr. and Mrs. North (Mys.), ATPS	WGN-F, 7:00-7:30	6.9	Mama	—
36. Hopalong Cassidy (West.), NBC Film	WNBQ-S, 5:30-6:00	6.9	Football	—
39. Ramar of the Jungle (Adv.), TPA	WBKB-S, 12:30-1:00	5.8	Ray Rayner	—
40. Lone Wolf (Mys.), MCA-TV	WGN-Th, 9:00-9:30	5.5	Lux Video Theater	—
41. Your Star Showcase (Drama), TPA	WBBM-S, 9:30-10:00	5.1	Your Hit Parade	—
42. Florian ZaBach (Music), Guild Films	WGN-Su, 9:00-9:30	4.7	Loretta Young	—
43. Times Square Playhouse (Drama), Ziv-TV	WGN-Su, 3:30-4:00	3.8	Zoo Parade	—
44. How Does Your Garden Grow? (Educ.), Internat'l Film Bureau	WNBQ-Su, 1:00-1:30	3.6	Amateur Hour	—
45. Duffy's Tavern (Comedy), U M & M	WGN-Th, 8:30-9:00	3.3	Ford Theater	—
45. Wall's Workshop (Educ.), Reid H. Ray	WNBQ-F, 7:30-8:00	3.3	Topper	—
47. The Playhouse (Drama), ABC Film	WBBM-Su, 10:15-10:45	1.7	Courtesy TV Theater	—
48. Dr. Fixum (Educ.), Consolidated TV	WGN-W, 7:00-7:30	0.4	Disneyland	—



Thank you, TICKER - Thank you, SKYLARKS - Thank you, HARRY ZIMMERMAN

for helping to make my engagement at the Waldorf-Astoria
one of the most memorable events of my life.

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RCA VICTOR RECORDS

**"THE DINAH SHORE SHOW"
for CHEVROLET**

TV	RADIO
Tuesday and Thursday 7:30 to 7:45 P.M.	Wednesday and Friday 8:00 to 8:15 P.M.

NBC

This One



S5DU-1AU-UEUD

DJ Surveys Show Top Jocks May Not Be Best Pluggers

Teen-Agers, Who Buy Most Pops, Do Not Mirror Pulse Findings

By JUNE BUNDY

NEW YORK, Jan. 29.—A top-rated deejay isn't always the best record plug, judging by conflicting results of surveys made in the New York market this month by Pulse and the Teen Age Survey Service.

According to the latter outfit, which recently polled deejay preferences of high school students in this area (generally conceded to be the biggest segment of pop record buyers), the top 10 high school spinners here are (in the order named): Jerry Marshall, WNEW; Alan Freed, WINS; Martin Block, WABC; Brad Phillips, WINS; Jack Lacy, WINS; Klavin and Finch, WNEW; Paul Brenner, WAAT; Bill Silbert, WMGM; Al Collins, WRCA; Gallagher and O'Brien, WMCA.

However, only Marshall, Block, and Klavin and Finch are in the top-rated deejay class (see box elsewhere on this page). Interestingly enough, all three spinners pulled approximately the same position on each poll, with Marshall walking off with number one honors, and Block placing third on both charts. Klavin and Finch incidentally, are the number one early morning deejays, with a 3.1 weekly average Pulse rating, as compared to John (WOR) Gam-

bling's 2.9; Jack (WCBS) Sterling's 2.6 and Allyn (WRCA) Edwards' 2.0.

The rhythm and blues craze undoubtedly is responsible for Alan Freed's popularity with the teenage set, since his Pulse rating is still at a relatively low ebb, particularly in the post-midnight period. A special Pulse survey of local post-midnight deejay shows this month indicates that WNEW's "Milkman's Matinee" with Ed Locke is pulling 19 per cent of all radio homes at that hour, with its closest competitor drawing less than a third of that figure.

Station loyalty is a potent factor in building deejay ratings, and the fact that Martin Block held on to

his ratings when he moved from WNEW to WABC, is only the exception that proves the rule, and of course, a vivid testimony to Block's personal popularity. In line with this, WNEW walked off with seven out of the top 16 Pulse rating spots, while WCBS took four others.

The fact that WNEW's relatively unknown Bill Kemp actually out-rated veteran spinner Block for the number two spot is particularly significant testimony to the hold that stations have on listeners' dialing habits. Bill Randle (who hit the top 16 even tho he only appears here Saturdays and spends the rest of the time in Cleveland) was undoubtedly also helped by

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PULSE RATES DEEJAYS IN N. Y. MARKET

The top-rated deejays in the New York radio market, based on their weekly ratings computed from the Pulse study for January, are as follows:

1. Jerry Marshall, WNEW, 3.8
2. Bill Kemp, WNEW, 3.5
3. Martin Block, WABC, 3.4
3. Art Ford, WNEW, 3.4
3. Bob Haymes, WCBS, 3.4
6. Bill Harrington, WNEW, 3.3
7. Lanny Ross, WCBS, 3.2
8. Lonny Starr, WNEW, 3.1
8. Klavin and Finch, WNEW, 3.1
10. John Gambling, WOR, 2.9
10. Bill Williams, WNEW, 2.9
12. Jack Sterling, WCBS, 2.6
13. Bill Randle, WCBS, 2.4
14. Ted Steele, WCR, 2.2
15. Jim Coy, WRCA, 2.1
16. Allyn Edwards, WRCA, 2.0

ABC-Paramount May Organize Disk Division

Move Would Place Firm in Category With Victor, Col

HOLLYWOOD, Jan. 29.—American Broadcasting-Paramount Theaters, Inc., are reported planning the organization of a third subsidiary division that is expected to enter the record market.

Tho no official confirmation from AB-PT executives was forthcoming, information from sources here pointed to such a move. Leonard H. Goldenson, member of the board of directors of AB-PT, made no denial of the report when queried here this week, and gave

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CASH REGISTER WEDDING

Disk, Film Industry Marriage Due To Reach Full Bloom Thru 1955

Continued from page 1

proximately \$1,500,000 more than it ordinarily would have because of the popularity of the song. Among the title songs that gained exceptional popularity in recent months in addition to "Three Coins" were "High and the Mighty," "Woman's World," "Song From Desiree," "Song of the Barefoot Contessa," and of older note, "High Noon" and "Third Man Theme."

Title Songs, Theme Music
Currently it appears to be the practice, despite the denial of music department heads of the various studios, to schedule either title songs or theme music for upcoming productions. Among those already integrated in films, with records also cut on many, are "Green fire" and "Interrupted Melody" (M-G-M), "Timberjack" (Republic), "Bring Your Smile Along" and "Prize of Gold" (Columbia), "Run for Cover" and "Rose Tattoo" (Paramount), "Seven-Year Itch" (20th Century-Fox), "Vera Cruz" (Hecht-Lancaster), and "Pete Kelley's Blues" and "Strange Lady in Town" (Warner Bros.).

It appears likely that the list of

title songs, in addition to those mentioned, will be substantially added to as more specific plans for features are made.

Of like importance are the pop tunes, theme songs and background scores that will be written for virtually every important production, with producers pegging their sights for success similar to that achieved by "Hold My Hand," from the RKO Film, "Susan Slept Here." Of these, songs that are already set are "I Belong to You" from "The Racers" (20th-Fox), "I'll Never Stop Loving You" from the Doris Day starrer, "Love Me or Leave Me" (M-G-M), "Take My Love" from "The Glass Slipper" (M-G-M), "Sentimental Moments" from "We're No Angels" (Paramount), "Flaggin' de Train to Tuscalousa" from "The Trouble With Harry" (Paramount), "How Can I Tell

Her" from "Lucy Gallant" (Paramount), and "Janie" from "Far Horizons" (Paramount).

Plush Productions

On the musical production side of the ledger, Hollywood currently has scheduled its biggest array of plush productions since 1947. Record dealers can expect sound track packages on almost 30 features, among them "Vagabond King," "Seven Little Foys," "You're Never Too Young," "The Court Jester," "The Girl Rush," "Intermission," the Red Nichols biography, and "Anything Goes," the Cole Porter Broadway musical. All of the latter are to be produced by Paramount.

Columbia has "Three for the Show," "Bring Your Smile Along," "My Sister, Eileen," "Pal Joey," "The Eddie Duchin Story" and "The Franz Liszt Story." M-G-M has "Love Me or Leave Me," the Ruth Etting biography; "Kismet," "Hit the Deck" and "It's Always Fair Weather"; 20th Century-Fox is shooting "Daddy Long Legs" and "Guys and Dolls," and Universal-International is preparing "So This Is Rio," a follow-up to its "So This Is Paris" film, packaged by Decca Records. The Rodgers and Hammerstein independent production of "Oklahoma," currently shooting, has already been set for

(Continued on page 18)

Cleffers' BMI \$150-Mil. Suit Speed-Up Due

NEW YORK, Jan. 29. — Slow progress toward a court trial of the \$150,000,000 civil anti-trust action against Broadcast Music, Inc., by a group of 33 songwriters may be speeded up with the appointment of a special master, Judge John Knox, senior justice of the Federal District Court here, this week authorized appointment of a master to act in pre-trial matters. In effect, this would expedite

(Continued on page 18)

Jenkins Debuts in Label 'X' Post Via Series of Diskings

HOLLYWOOD, Jan. 29.—Music director Gordon Jenkins officially assumed his new post with "X" Records here this week (The Billboard, December 18) with a series of recording sessions under the aegis of the firm's repertoire topper, Jimmy Hilliard.

Hilliard arrived here Monday (24) for a two-week schedule of recording activity.

Jenkins is also slated to exercise his first chore under his new contract with the National Broadcasting Company when he helms the Hollywood musical segment of the "Colgate Comedy Hour" Sunday (6).

SHOP ACTION

Suit Would Halt Bogus 'Investigator'

NEW YORK, Jan. 29.—New York Supreme Court this week slapped down a local retailer on the charge that he sold counterfeit copies of a record album. The action came when Radio Rarities, Inc., manufacturers of the Discographies album, "The Investigator," went to court against King Karol, Inc., local discount shop seeking damages and an injunction which would permanently restrain

(Continued on page 18)

Victor Guarantees Prices Six Months

NEW YORK, Jan. 29. — RCA Victor has guaranteed its new price and discount structure for the next six months. Telegrams to distributors and field men last night stated the guarantee would hold on all records shipped between January 3 and July 31.

It is expected that the guarantee will set to rest rumors current in certain segments of the trade that the label would reduce the price of its LP's below the recently set tag of \$3.98 per 12-incher. This has cropped up in various sections of the country, but was always vigorously denied by Victor executives.

Strangely enough, another current rumor has it that the diskery will eventually return to its old LP price structure, or come up at least part way to the previous level.

Most responsible trade opinion, however, has debunked both rumors, attributing them to normal

confusion resulting from the general industry re-pricing.

Victor sales chiefs, meanwhile, held a meeting this week to assay the results of the firm's "TNT" program, the tag by which the repricing move was known.

It is believed that early reports have indicated January sales would be somewhat below the added volume it was thought the lower prices would attract, altho movement of album merchandise has increased. Full consumer impact, it was held, will not be felt until national consumer ads start breaking early in February. Display space in such magazines as Time, Life, Saturday Evening Post, New Yorker and Coronet has been reserved.

The company also is thought to feel that some educating has to be done on the dealer level to bring home the added profit potential in the handling of singles and EP's, which now carry a 42 per cent discount as against the former 38 per cent.

EMI Brass Huddle With Capitol Execs

HOLLYWOOD, Jan. 29.—John A. Wells, senior attorney for Electric & Musical Industries, Ltd., and Richard Dawes, controller, arrived here this week for a series of high-level conferences with Capitol Records President Glenn Wallichs and Daniel Bonbright, Cap vice-president in charge of finance.

Dawes is expected to remain here for another week of meetings, while Wells returned to his New York office Friday (28).

DECCA ETCHES 'MEDIC' THEME

HOLLYWOOD, Jan. 29.—When the ballots are counted and the final figures are in at the close of business this year, it appears as if television will have been the reservoir of pop songs for the music industry.

Television's influence on the record business, never more highly emphasized, took another sharp leap this week with the recording by Decca Records of Victor Young's theme song for the NBC-TV show "Medic."

Triple threat Young wrote, publishes it and recorded the tune.

Angel Cuts Prices, Takes Dealer Loss

NEW YORK, Jan. 29.—Angel Records will reduce the price of its factory-sealed LP's to \$4.98 Tuesday (1) as part of a general overhaul of its price structure that will peg its "thrift pack" 12-inchers at a new low of \$3.48.

The move to bring the label's price schedule more in line with current lists of major manufacturers followed a series of conferences in London between Dario Soria, Angel president, and execs of Electric & Musical Industries, Ltd., the label's parent company. Soria returned from a quick trip abroad early this week.

An unusual facet of the price slice is the step taken by Angel to reimburse its dealers for any dollar loss in inventory of factory-sealed sets. Stores will be credited with the difference in dealer cost between packages purchased at the old price (and still unsold) and the new price, with the credit to

be applied toward the purchase of new stock.

Inventory declaration forms will be mailed dealers next week. The forms must be returned postmarked no later than February 10 to be honored, it was said.

100% Exchange

At the same time Angel has fixed a 100 per cent exchange privilege policy to apply to all factory-sealed disks. Dealers may take advantage of this exchange on a semi-annual basis, said Soria, with the first exchange rights to be exercised next August for the period from January 1 to June 30.

The discount structure remains at 38 per cent under the new prices. Dealers will thus pay \$3.09 for the \$4.98 LP's and \$2.16 for those which sell at \$3.48.

Multi-record sets, with few exceptions, will carry a suggested list of \$10.98 in the case of two-disk

(Continued on page 24)

Juke Box Mfrs., Ops Oppose Kilgore Bill

Leaders Reserve Opinion on Thompson Bill; Music Orgs Favor Purpose of Both

NEW YORK, Jan. 29.—Altho juke box operators and manufacturers this week came out solidly against the Kilgore Bill, labeling it a copy of previous measures sponsored by the American Society of Composers, Authors and Publishers, few industry leaders would comment on the Thompson Bill to create a fact-finding commission to investigate the entire Copyright Act of 1909 (see separate story).

On the other hand, expected support for the Kilgore Bill was forthcoming from more representatives of licensing and writer organizations. These groups also indicated their support of the general purpose of the Thompson Bill, but urged that its long-range objectives not be confused with the immediate decision posed by the Kilgore Bill.

Carl Haverlin, president of Broadcast Music, Inc., made the following statement yesterday:

"Those of us who have long been conscious of the inequity in the Copyright Act of 1909 which exempts coin-operated phonographs from the payment of performance fees are warmed to learn that the Kilgore Bill is backed so strongly by such outstanding members of both parties.

"While I have had no opportunity to read the Thompson Bill,

like all other thinking Americans I welcome any action by which an impartial group may amass facts so that in their light there may be a review of our laws protecting all intellectual property."

John Schulman, general counsel of the Songwriters' Protective Association, described the Kilgore Bill as a "reasonable and realistic approach to a problem which has needed attention for many years. It would correct a serious injustice to writers and copyright holders."

Schulman indicated general approval of the Thompson Bill if it would result in bringing the Copyright Act up to date. But he stressed his view that "there is no reason for the juke box amendment to await a re-examination of the entire act. All the pertinent testimony has been taken in previous

(Continued on page 72)

Packard-Bell, Hoffman May Amalgamate

HOLLYWOOD, Jan. 29.—The formation of a giant new phonograph combination—electronics power in the West appeared imminent this week as final negotiations toward a merger between Hoffman Electronics Corporation and Packard-Bell Company were under way.

The proposed merger would ostensibly involve the exchange of stock, with the rate being about two shares of Packard-Bell for each Hoffman share. Hoffman's board of directors were reported to have approved such a merger last week, with the Packard-Bell board set to meet soon for further discussion.

Latest figures disclose Hoffman possesses assets in excess of \$17 million and Packard-Bell about \$9,500,000, which would put a consolidated company topping \$26 million in assets.

Malverne Changes Name to Eastern

HARTFORD, Conn., Jan. 29.—The former Mercury Records distributor here, Malverne of New England, has changed its name to Eastern Records, Inc., and is handling upward of half a dozen independent record labels at the firm's old East Hartford address.

The concern, headed by Phil Katzenstein, president; Frank Kelly, vice-president, and Dick Godlewski, secretary-treasurer, is incorporated for \$25,000 and is covering both Connecticut and the western half of Massachusetts for Epic, Cadence, Essex, Fantasy and other labels.

CORAL READIES MISS ROTH EP

NEW YORK, Jan. 29.—Coral Records is readying a special Lillian Roth EP tagged after her best-selling autobiography, "I'll Cry Tomorrow." The EP's release will be tied in promotion-wise with the book, which is currently being syndicated in newspapers throught the country.

In addition to the title tune, the EP includes three other songs closely associated with the canary's career—"Did You Ever See a Dream Walking?" "Eadie Was a Lady" and "Please Tell Me When I Will Meet You Again." Negotiations are also underway for Susan Hayward to portray Miss Roth in a 20th Century movie version of her life story.

RIAA Prepares To Assemble Disk Statistics

NEW YORK, Jan. 29.—The quarterly meeting of the board of directors of the Record Industry Association of America held here Thursday (27) resulted in the decision to go ahead in a plan to assemble industry-wide statistical information concerning sales of speed and type of music. Other items discussed at length were a coming membership drive, plans for seeking a reduction in the current federal excise tax and a change in postal regulations on the mailing of phonograph records.

The RIAA statistical committee is now empowered to gather sales figures by speeds, have them turned over to an impartial source and published only as industry-wide statistics. It is also planned to gather industry-wide statistics on sales by types of music.

The postal problem may be tackled, it is reported, thru the law firm headed by Thomas E. Dewey, former governor of New York State. Record manufacturers hope to get mailing regulations and rates for records along the lines of those now in force for books.

TEEN-AGERS FRIENDS

Kids Prefer Radio's DJ for Entertainment

NEW YORK, Jan. 29.—The teen-ager is the deejay's best friend, according to a national poll conducted by the Teen-Age Survey Service on radio and TV this month. The study shows that practically 100 per cent of the 17,792 teen-agers own a radio, while almost 50 per cent (8,861) have more than one radio set in the house.

Program-wise, the youngsters were overwhelming in favor of

Slow Action Seen On Kilgore Measure

Pile-Up of Must Business in Congress May Stymie;Thompson Bill Up in Air

WASHINGTON, Jan. 29.—Proponents of the Kilgore bill to end an exemption on juke box copyright royalties continue to hope for speedy action in Congress, but it is generally recognized that this may be made impossible because of a growing pile-up of priority business on Capitol Hill.

Sen. Harley M. Kilgore (D., W. Va.), chairman of the Senate Judiciary Committee, which has jurisdiction over copyright legislation, and nine co-sponsors of his anti-exemption bill are expected to urge that the legislation be reported out of the Kilgore Committee without hearing. The Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks logically would take up the legislation before the full committee deliberates.

Meanwhile, Rep. Frank Thompson Jr.'s (D., N. J.) bill to create a federal fact-finding commission "to examine, study and make recommendations for the revision" of the entire Copyright Act faces an uncertain fate. However, Representative Thompson continues to be hopeful that his bill will get a hearing in the House Judiciary Subcommittee on Copyrights, Patents and Trademarks.

The House subcommittee was organized this week with Rep. Edwin E. Willis (D., La.) as chairman. Members of Willis' committee are: Reps. Woodrow W. Jones (D., N. C.), Jack B. Brooks (D., Tex.), James M. Quigley (D., Pa.), Charles A. Boyle (D., Pa.), Shepherd J. Crumpacker Jr. (R., Ind.), Dean P. Taylor (R., N. Y.), Lawrence Curtis (R., Mass.) and Hugh Scott Jr. (R., Pa.).

The full House Judiciary Committee is headed by Rep. Emanuel Celler (D., N. Y.), a strong advocate of the Kilgore bill. In addition to members of the copyright subcommittee, Celler's full committee, organized this week, is comprised of: Reps. Frances E. Walter (D., Pa.), Thomas J. Lane (D., Mass.), Michael A. Feighan (D., O.), Frank L. Chelf (D., Ky.), James B. Frazier Jr. (D., Tenn.), Peter W. Rodino Jr. (D., N. J.), E. L. Forres-

ter (D., Ga.), Byron G. Rogers (D., Colo.), Harold D. Donahue (D., Miss.), Sydney A. Fine (D., N. Y.), William M. Tuck (D., Va.), Robert T. Ashmore (D., S. C.), Chauncey W. Reed (R., Ill.), Kenneth B. Keating (R., N. Y.), William M. McCulloch (R., O.), Ruth Thompson (R., Mich.), Patrick J. Hillings (R., Calif.), William E. Miller (R., N. Y.), Usher L. Burdick (R., N. D.), John M. Robeson Jr. (R., Ky.).

(Continued on page 72)

IT'S A HABIT

'Questions' Kick-Off Set On 'Dagnet'

HOLLYWOOD, Jan. 29.—The use of television as the surefire medium to kick off a potential hit tune apparently knows no bounds. Latest to join the growing ranks of TV tune touts is the NBC-TV award winner, "Dagnet," which will debut the song, "Any Questions," February 17.

Song will be integrated into a night club scene, featuring Columbia Records' patee, Peggy King. Columbia's artist and repertoire topper, Mitch Miller, recorded Miss King here last week with the Paul Weston orchestra.

Unlike previous TV song promotions, "Any Questions" is scheduled to be released February 10, a week prior to the actual telecast. Song has also been recorded by Capitol's Bob Manning, who went the TV route some weeks ago via "My Love Song to You."

Song will be published by Mark VII Music (ASCAP), and was clefted by Arthur Hamilton. Latter is currently at work writing the music for the upcoming Jack Webb film, "Pete Kelley's Blues," to be released by Warner Bros.

Deal on for Combo of Big 3, Allied

HOLLYWOOD, Jan. 29.—Negotiations that could possibly lead to an affiliation between Allied Artists and the Big Three music publishing firms were held here last week by studio representatives and Abe Olman, general manager of Robbins-Feist & Miller.

Should present negotiations be concluded, it is expected to culminate in the organization of music publishing affiliate for the picture company. Studio execs indicated that discussions have been held with a number of other major music publishing firms. Olman left here last Sunday (23) after a week of meetings with M-G-M studio reps and Eddie McHarg and Hy Kantor, of the Big Three offices here.

Allied Artists currently have no upcoming musical productions on its roster, tho they recently produced "Haji Baba," in which King Cole aired the title song.

The official reasons for Allied's interest in a publishing affiliation were not forthcoming, local trade circle believes the move is predicated on the widespread increase in the use of music in motion pictures.

ASCAP WRITERS FOR U. S. TROOPS

NEW YORK, Jan. 29.—A group of seven songwriters, all members of the American Society of Composers, Authors and Publishers, will make up the first ASCAP overseas unit and tour American troop installations in Europe. Organized by ASCAP board member Paul Cunningham, the troupe will consist of writers Mack Gordon, Abel Baer, Rube Bloom, Gerald Marks, John Redmond, Bee Walker and Lou Handman with his wife, Florrie LaVere. Gordon will be master of ceremonies and working with the writers will be Fran Russell, Gogi Grant and Marion Spellman.

In co-operation with USO Camp Shows, Inc., the Society has made available some of its top writers who will perform their songs, along with professional entertainers, for the G.I.'s.

ideas are what sell

You'll get scores of new sales ideas built around successful merchandising techniques, new products and store promotions from the many special articles, features, charts and market surveys in

THE BILLBOARD'S
1955 record-phonosales opportunity number

ISSUE DATED—FEBRUARY 26 • ADVERTISING DEADLINE—FEBRUARY 16

Letty Lane to Add Disks to Markets

PHILADELPHIA, Jan. 29.—The Letty Lane Manufacturing Company, of Westville, N. J., manufacturer and jobber of candy, books and wrapping paper to supermarkets and food stores, is preparing to sell records in supermarkets as well. The Letty Lane firm services supermarkets in a wide area around this city, and has been thinking of adding records for a long time.

The firm will enter the supermarket record business with the aid of Elliot Wexler, former head of Music Merchants, Inc., of this city, which at one time had record racks in over 500 supermarkets in the East. Wexler is representing the firm in getting its record racks set up in food stores. Letty Lane will sell only the pop hits, on both 78 and 45, as well as some EP and LP sets.

Decca, Post Tie In On Merman Story

NEW YORK, Jan. 29.—The new series of articles on Ethel Merman, starting in the Saturday Evening Post February 12, will be jointly promoted by the magazine and the singer's recording company, Decca. The deal is similar to that staged by the Saturday Evening Post and Decca when the Bing Crosby story ran as a serial in the magazine.

Decca is sending dealers special display material, tying in the Post stories with five Merman albums, while the Post is mailing galleys of the first article to 2,000 deejays, along with a special interview Miss Merman recorded.

VOX JOX

By CHARLOTTE SUMMERS

MARCH OF DIMES: Sid Knight and Carl Caudill, WGNI, Wilmington, N. C., have hit on a novel idea for raising March of Dimes contributions. It's called, "A Night With Sid and Carl," which will go to the highest bidder. Winner will receive his favorite meal, cooked at home by the boys and cleaned up, plus a ticket to a downtown show to which he will be sent by cab. The boys will supply the food and the ticket, and they tell us that the newspapers are giving them great publicity on this gimmick. Knight does this on his r.&b. show, pop show and jazz show.

Spider MacLean, KGAE, Salem, Ore., writes: "This week we started our "Annual March of Dimes Mystery Voice" contest. Dimes are flowing in greater volume than ever before. Weekly hints are given such as, 'world famous military figure . . . deceased,' etc. No takers yet." . . . Sid Mandel, Fresno, Calif., is charging listeners for every request for a month with proceeds to go to the March of Dimes. "And," he writes, "I have promised to duplicate every contribution penny for penny and dollar for dollar. This could ruin me . . . what a wonderful way to go bankrupt."

David Carr, WFOB, Fostoria, O., is going to hold an all-night Radiothon which will necessitate the entire staff's co-operation to help bring in the dimes and dollars for the polio fund. . . . Jim Woodell, WTON, Staunton, Va., writes: "We here at WTON are getting set for the March of Dimes record parties which are held for 10 nights in January. It's our biggest combined effort. Last year we raised over \$13,000 to lead the nation. Not bad for a 250 watter, huh?"

CHANGE OF THEME: Bob Stitch, WMPS, Memphis, who plays the top records on his "Billboard Revue" every evening, is now emceeing bi-monthly live band broadcasts from the new Starlight Club, a few miles north of Memphis. . . . Bill Nash has given up his nightly half-hour of modern jazz at

(Continued on page 41)

DEALER DOINGS

By JUNE BUNDY

THE WINNERS: S. G. Murphy, Parkersburg, W. Va., won the \$200 first prize offered by Coral Records for the best window display on Les Brown's "Concert at the Palladium" album. The \$50 second prize went to Music City, Hollywood, while the Ten Eyck Record Shop, Albany, N. Y., walked off with the \$25 third prize. The Book Shop, Fitchburg, Mass. and Melody Lane, Palo Alto, Calif., tied for fourth and were each awarded \$25. In addition, all dealers in the contest were presented with five free Brown sets as bonus merchandise for entering.

PRICES A PROBLEM: Carl Kitt, Reeves Music, Lebanon, Ore., writes: "Now that everyone has had a chance to get all bunched up about the price changes—we're still sore. The 78 jump is sensible. Perhaps also the reduction in LP's is great too, providing you've just opened up shop and are ready for your initial order. But you must admit that after beating off salesmen during the early fall to try to avoid taking on one of the 'expectation' plan' deals, it's a little shabby. Fortunately, we managed to demur shyly when asked to plunge into the lush LP-Overload-operation last fall. Thus our current stock amounts to very little. And a lot less now. Now they tell us LP's will move faster at the lower price. They'd better—to the tune of at least 30 per cent better—or we'll be walking down the road talking to ourselves. And thanks very much for the price breakdown (January 15 issue). That helped a lot to clarify the meaningless mumble from the individual companies. If you don't hear from us by next month, you'll know we threaded our way into an audition booth with a Liberace record (on 78—more expensive) to commit suicide."

JUST BROWSING: The Wright Gift Shop, which has been in business since 1919, says it answered a Columbia dealer-questionnaire as follows: "The greatest problem we as record dealers face is the Sam Goodys and others of his ilk. Neither you nor any other record manufacturer has the intestinal fortitude to do what you should about it, because it is good business to sell Goody. What matter if he is a price cutter at both the old and new price structure? Your gross is the same." . . . J. I. Strom, veepee, secretary and general manager of Humphreys Music, Long Beach, Calif., has sold his interest in the firm and is retiring. He has been with Humphreys since 1921. . . . Horace Roth, owner of Variety Record Shop, Louisville, was a panelist over deejay Bob Kay's new radio show "Preview" when it premiered over local station WAVE, January 15. Each week Kay spins the latest releases, and asks for brief comments and ratings on the disks from three guest experts—a musician, a teen-ager and a record dealer. Listeners are invited to try and match the "experts'" opinions, with winners receiving a variety of prizes, including an RCA Victor portable phono.

JUKE BOX WRAP-UP

Music operators get EP programing information from distributors. Juke boxes feature half extended play disks—a method to ease into dime play. Recommend Gleason album, Garland album and Glenn Miller.

Merchants' Acceptance Corporation decides juke box industry is sound business. Extends financing services to cover jukes thruout the country. \$12 million resources.

Rudolph Wurlitzer Company distributors unveil 1955 phonograph model in 42 major cities. Operators flock to showrooms from all over the country. New model features high fidelity and 104 selections.

West Coast coinmen view Far East as export market. Covers Japan, Manila, Malaya, Philippines, Australia, India and Hong Kong. U. S. foreign policy a big factor in business. U. S. bases in Pacific will up sales.

For complete details on these stories see the Music Machines department beginning on page 72.

NEWS REVIEW

'Plain' Takes 'Fancy' Bow On B'dway

Continued from page 1

grimly puritanical community might appear a dull and depressing background for a musical on all counts, it is anything else but. These Amishers turn out to be pretty soddy folks, despite their allergies to buttons and hexes. The New Yorkers discover that young love can bend a rigidly moral code even in the outskirts of Lancaster, Pa., and set about aiding and abetting same accordingly. The authors see to it that you meet a lot of engaging characters along the way.

To this ear, likewise, some of these characters sing some extremely engaging melodies, ballads like "Young and Foolish," "It Wonders Me" and "Follow Your Heart," any and all of which are candidates for popularity. There are a couple of good chorals, "Plain We Live" and "Plenty of Pennsylvania," and a pair of show specialties, "It's a Helluva Way to Run a Love Affair" and "City Mouse, Country Mouse." Hague has clefted some happy tunes, and Horwitz has supplied appropriate rhymes.

While the dancing is not over-accented, except for a finely conceived, brief carnival ballet in the second act, what Helen Tamiris has accomplished with the patterning is amazingly skillful. What Agnes de Mille gave to Oklahomans she is bringing to the Pennsylvania Dutch. A special bow is due to Daniel Nagrin for his superb stepping in a lantern dance interlude as well as the carnival ballet.

As the New Yorker embroiled in these proceedings Richard Derr is able and likable. His gal friend, Shirl Conway, has a wonderfully wry comic touch with either line or situation. Gloria Marlowe and David Daniels contribute touching young love appeal, and this reporter particularly liked young Barbara Cook's youthful Amishness with a sense of humor. Stefan Schnabel, Nancy Andrews, Sammy Smith and Douglas Fletcher Rodgers, likewise, all add personal blessings.

"Fancy" is a gay, imaginative and charming addition to the musical season.

MOUNTAIN TO MOHAMMED

WTAC Uses Mobile Studio To Snare More Sponsors

CHICAGO, Jan. 29. — There's more than one way to skin a cat, according to the saying, and there's more than one way for a radio station deejay to get sponsors, according to WTAC's Sleepyhead Ted.

WTAC, an aggressive station in Flint, Mich., is in the midst of a campaign to enlist more and better sponsors by using a unique method of bringing the mountain to Mohammed. The spearpoint of the campaign is a 36-foot mobile radio studio parked in the heart of Chicago's agency row.

The mobile unit, designed as a complete radio studio with turntables, mikes, etc., was brought

here by station manager John McKinley and Sleepyhead Ted. They are tossing a week-long cocktail party in the trailer for anyone who stacks up as a potential sponsor.

Mobile Studio

The mobile studio is used constantly by WTAC in Flint, moving from location to location, and sometimes accounts for as much as 16 hours a day of programing. The unit, according to McKinley, is more than just successful. Besides increasing interest in the station and its personalities, the unit brings in \$100 a day just for the privilege of having it broadcast from a store or gas station. The charge includes no advertising except that the deejay announces occasionally that "We are broadcasting today from in front of so-and-so's store today." The resultant traffic more than makes up for the \$100 tab.

During the week-long stay in Chicago, Sleepyhead is broadcast his usual morning show directly to Flint from the trailer via a phone line hook-up. According to McKinley, the trip has proved successful both from the results of the mobile unit's visit to New York, and the already apparent results from Chicago.

Public Shows Aid in Hi-Fi Popularization

CHICAGO, Jan. 29.—The High-Fidelity Institute in its first comprehensive report indicated that public high-fidelity shows, audio fairs and regional and local exhibitions were responsible for much of the progress made in popularizing hi-fi. The report was issued by the institute's audio activities committee.

A number of basic recommendations were made by the committee to managers and operators of the various shows, some of which it noted had already been put into effect. The group also suggested that a standing committee be appointed to serve in a liaison capacity between the institute and the managers of the various shows, as well as members who exhibit at them. Also suggested was a public member to act in behalf of the public interest.

Dr. Burton Browne, advertising executive and chairman of the committee, said a good deal of the committee's deliberation was spent on ways and means of "broadening the base of public acceptance" of hi-fi. He pointed out that the shows were one of the most potent selling forces the industry has, and that the four major shows, in an effort to hit a wider scope of the public, had decided to include Sundays in their show dates.

WAR IS ON

Price Tips NARDA on Price Lists

SAN FRANCISCO, Jan. 29.—H. B. Price Jr., president of the National Appliance and Radio-TV Dealers' Association, in a speech before the Western Merchandise Mart here, said: "The war is on at the manufacturers' level. It is beat competition or die. At the distributors level, it's justify your existence or close up. And at the dealer level, we must recognize the change and adjust to it."

"The doing away with price lists isn't shocking," he added. "Retailers who have been selling below list did away with list prices long ago. None of the three levels, we must understand, establishes the ultimate price of our products. The public determines what it will pay."

NO PRICE CUTS FOR ENGLAND

British Expect Disk Prices To Remain at Present Levels

LONDON, Jan. 29. — News of RCA Victor's price paring policy was generally received calmly here by a trade enjoying a boom. Reactions varied from a happy "It couldn't happen here, but if it did, who cares?" to a solid "no comment" from Electric and Musical Industries.

Realistic reactions to the news are difficult to extract from an industry whose prices are still artificially boosted by a crushing 50 per cent purchase tax on the wholesale price. On all sides the feeling is that if there is to be any startling reduction here along RCA's lines it should be lopped off the tax first.

Currently 10-inch LP's are selling here from around \$3.20 to \$3.90, and 12-inchers from \$4.50 to \$5.40 according to the company putting them out and the type of music waxed.

Apart from the purchase tax pic-

ture, manufacturers generally held that LP's, with their comparatively short sales history here, have such a potential ahead that prices could be cut and still everyone would be able to pick at the plum.

Most dealers confirmed that view. Ernest Kimp, who runs the disk department in Selfridge's, one of London's largest stores, put it this way, "Apart from the loss on stock, any price reduction is good for trade—altho on present sales I would say a price reduction or price war was unnecessary here."

Cap Pushing Kenton Via Free Demos

HOLLYWOOD, Jan. 29. — As part of its all-out promotion of the upcoming \$25 Stan Kenton package, Capitol Records has earmarked a blanket allocation of free demonstration records for dealers.

Dealers are slated to receive a free EP recording of the prolog to the Kenton album, so that the expensive package itself need not be used for demonstration purposes.

Capitol this week shipped approximately 2,400 disk jockey kits especially made up for radio promotion. Kit includes a 10-inch LP and the 44-page Kenton brochure.

Ziv Sets 250G For Radio Push

NEW YORK, Jan. 29. — The Frederick W. Ziv company has set a budget of more than \$250,000 for advertising, promotion and development of radio sales plans for its large catalog of radio programs.

The program to support radio as a most potent advertising medium at the local level is the highest budget ever set by the firm for this type of activity.

100 Exhibitors At Audio Fair

HOLLYWOOD, Jan. 29.—More than 100 manufacturers of phonograph records, audio equipment and tape will exhibit their wares at the Los Angeles Audio Fair here February 10-13.

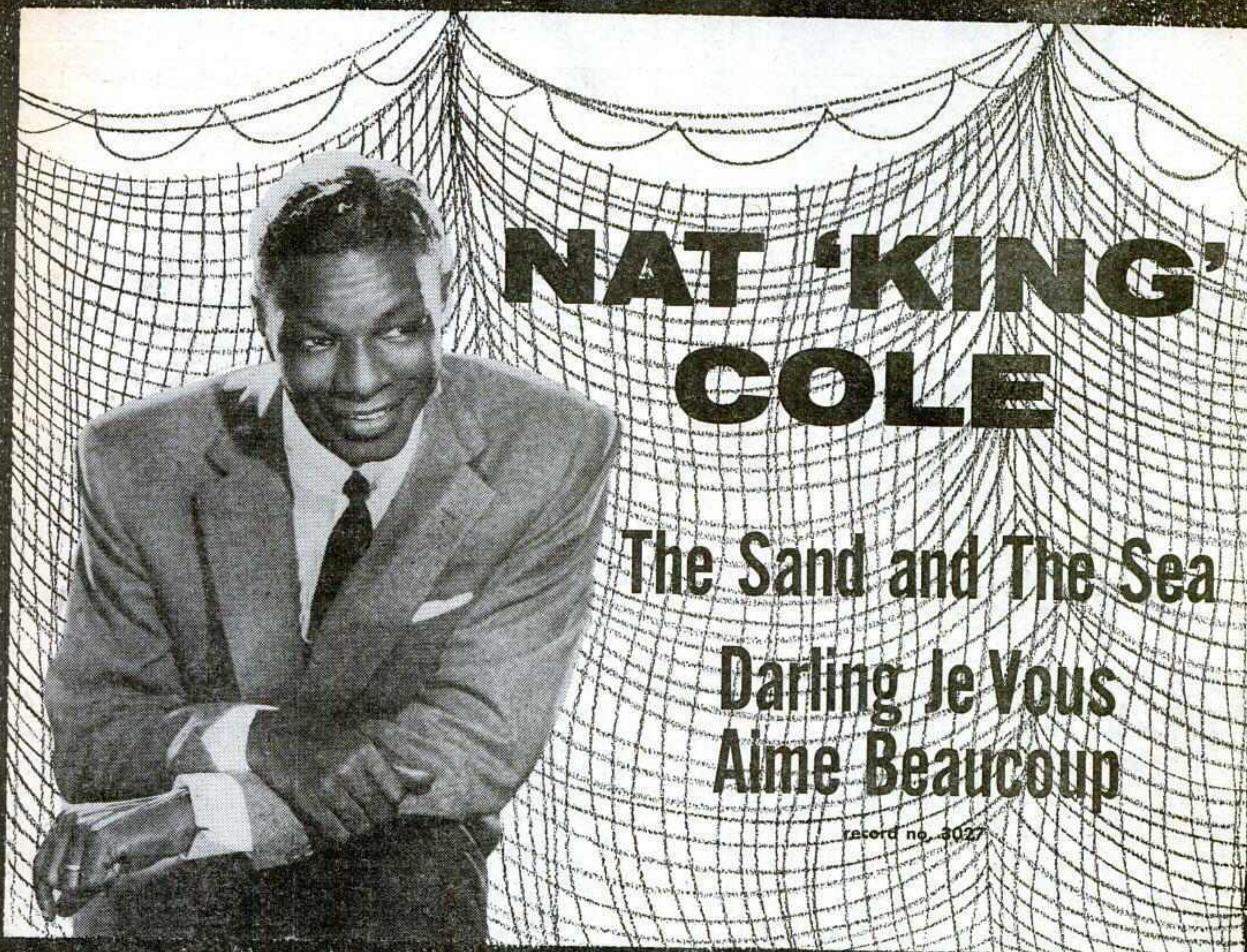
Sponsored by the Los Angeles branch of the Audio Engineering Society, association executives predict the upcoming fair will surpass all previous attendance marks. Six floors are being devoted to displays at the Alexandria Hotel.

Record labels that will exhibit include Capitol, Decca, Mercury, Angel, Urania, Westminster, Hayden Society and Good Time Jazz.

Thesaurus, Luther ET's Can Run 5 Mins. to an Hour

NEW YORK, Jan. 29. — The RCA Thesaurus is readying a new children's series, "The Frank Luther Fun Show." The transcribed radio package is unique, in that it can be aired by stations in any time span—from five minutes to a full hour.

The secret is in the platters. Luther has recorded literally hundreds of special voice tracks — five minutes or less in length—which can be integrated with tune tracks (also recorded by Luther and culled from his Luther Music catalog). The voice tracks feature stories by Luther told in a variety of characterizations, and written without song-intros so stations can build their own kiddie programs with total flexibility.



NAT 'KING' COLE

The Sand and The Sea

Darling Je Vous
Aime Beaucoup

record no. 3027



RAY ANTHONY

Heat Wave

From the 20th Century-Fox Picture
"There's No Business Like Show Business"

Juke Box Special

record no. 3029



TALENT TOPICS

BASIE, HERMAN BANDS OPEN IN NEW YORK . . .

The New York scene got a musical lift when two of the country's top orks, Count Basie and Woody Herman, opened this week for a welcome stay. The Basie crew opened at Birdland on Thursday night (27), and the Herman Herd at the Hotel Statler on Friday (28). The Basie band opened with two new attractions, drummer Sonny Payne and blues singer Joe Williams. Basie's crew goes out with the Birdland show starting in February for a six-week trek, and thence to Europe for some of that Continental loot (francs, marks, kronen, et al.). The Herd will be at the Statler here for four weeks.

ALAN FREED DEBUTS ON WILLIAMS CORAL DISK . . .

You won't find his name on the label, but WINS' rhythm and blues deejay Alan Freed makes his wax debut this month on Coral's new Billy Williams disk. Freed is heard at the beginning of one side with an intro (including a big plug for his own show "Rock and Roll" for "I Wanta Hug Ya, Squeeze Ya, Kiss Ya." The other side is "Smoke From My Cigarette." The date was strictly a friendship gesture for Williams by Freed, who has no recording deal as such with Coral.

BLINSTRUB'S MAY SHOW GODFREY'S 'TALENT' . . .

Stanley Blinstrub, operator of Blinstrub's Village, Boston, has started a big undertaking with the staging of Arthur Godfrey "Talent Nights" at his nitery. A plan by major TV networks to spread out their activities geographically is expected to help it along. The talent nights may begin with the opening of Lu Ann Simms February 14 to 20. She and Larry Puck, of the Godfrey production team, will come to town this week to discuss arrangements.

KAPP RECORDS SIGNS UP HAMISH MENZIES . . .

Dave Kapp, head of Kapp Records, signed singer Hamish Menzies to a contract this week. Menzies had been with Decca. Other artists on the Kapp label now include Eddie Albert, Jane Morgan, the Cracker Jacks, the Sympho-pop ork and Roger Williams.

ALL-STAR JAZZ BAND TO TOUR EUROPE BASES . . .

An all-star jazz band led by Owen Engel, clarinet, and featuring Milt Hinton, bass; Osie Johnson, drums; Joe Puma, guitar; Art Farmer, trumpet; Paul Selden, trombone; George Barrows, baritone, and Frank Socolow or Eddie Wasserman on tenor, will tour U. S. military bases in Europe starting in

March. The group will play compositions written for the ork by leading musicians in each of the countries visited. Compositions will be written by Johnny Dankworth, of England; Henri Renaud, of France; Roberto Nicolosi, of Italy; Costa Theselius, of Sweden; Joachim E. Berendt, of Germany; Paavo Einiö, of Finland, and Luis Araque, of Spain.

DAY IRATE OVER RCA BAN, BUT PACT'S DISSOLVED . . .

Dennis Day got his Irish up on Martin Block's WABC show this week over the fact that RCA Victor won't let him warble about any subject but the Emerald Isle. Not that Day has anything against Irish ditties, he told Block, but experience has taught him that "the public won't buy records of an artist who records only Irish ditties."

Victor's artist and repertoire chief Joe Carlton had only one comment on the Day outburst. The tenor, he said, hasn't been under contract to the label for a year, and consequently hasn't been offered any material—Irish or otherwise—for the last 12 months.

SPIKE JONES GROUP SET FOR AUSTRALIA . . .

Spike Jones orchestra and company have been set for a five-week tour of Australia in a deal set by Al J. Richardson in behalf of Mike Castor, Australian promoter. Jones tour kicks off in Sydney February 18. Booking is reported to be the largest inked thus far, with 23 members of the Jones company scheduled to make the trip.

FISHER, BREWER FOR 'TOAST' COL'BIA TRIBUTE . . .

Singers Eddie Fisher and Teresa Brewer have been set for appearances on Ed Sullivan's "Toast of the Town" television tribute to Columbia Pictures, Sunday, February 6.

Fisher is slated to air songs from the two Al Jolson biopics, while Miss Brewer will preview songs from Columbia's "Three for the Show."

Decca will release four songs from the film "The Country Girl." The tunes were penned by Harold Arlen and Ira Gershwin. . . . Betty Madigan will be at the Statler Hotel in Cleveland for two weeks starting February 14. . . . Art Mooney's ork will play the Meadowbrook in Cedar Grove, N. J., starting February 11 for three consecutive weekends. . . . Bill Smith, director of entertainment at the Boulevard Club in Queens, has moved his offices to 250 West 57th Street, New York. . . . Joe Loco's ork has been held over for a second week at Cleveland's Loop Lounge. . . . The Four Coins will debut on the Perry Como TV show over CBS on February 2.

FOLK TALENT & TUNES

By BILL SACHS

Around the Horn

"Ozark Jubilee," featuring Red Foley, which made its television debut over the ABC network January 22, pulled some 13,000 letters and cards as of last Wednesday (26), according to Dub Allbritten, manager of Red Foley Enterprises, Springfield, Mo. The program, currently emanating from the University of Missouri, Columbia, will be televised from the stage of the Jewel Theater, Springfield, home of the "Jubilee," in about five weeks, Allbritten says. . . . Jack Turner, still a regular feature on "Deep South Jamboree" over WBAM, Montgomery, Ala., each Saturday, has a new release on RCA Victor, "Model-T Baby" b.w. "Hitchhiking a Ride," both from his own pen. Victor is planning a nationwide contest on the "Model-T" ditty. On January 23 Turner appeared with Ferlin Huskey and Martha Carson at Montgomery's City Auditorium.

Judy Lynn, formerly on KXJB-TV, Fargo, N. D., is now on a six-month radio contract at KLPB, Minot, N. D., with her own show billed as Judy Lynn and Her Arizona Playboys. Unit does a 30-minute show daily, Monday thru Saturday, while

doubling on one-nighters in the territory. On February 20, Miss Lynn begins a one-nighter trek to the Coast with a "Grand Ole Opry" unit headlining Faron Young, the Wilburn Brothers and Minnie Pearl. . . . Dulu Belle and Scotty, of WLS' "National Barn Dance," getting a lot of action from the jocks in the Michigan sector with their latest Emerald release, "Hang Out the Front-Door Key." Also going well in that territory is RCA Victor's "Save It, Save It," waxed by Jimmy Martin and the Osborne Brothers. Tune is from the pen of Rufus Shoffner, Detroit.

Tex and Fran Daniels and the Lazy H Ranch Boys are doing a new variety-type country package at 3-3:45 p.m. daily, Monday thru Friday, over WAAM, Channel 13, Baltimore. The Daniels are backed with special guests daily plus a serial movie running over the five days. . . . Tex Ferguson and band, regular features over WNEM-TV, Bay City, Mich., slated to do a TV film series for Foto Motion Film Company this week. . . . Carl Stuart, of the "New England Hayloft Jamboree," Boston, hops to

(Continued on page 44)

RHYTHM & BLUES NOTES

By BOB ROLONTZ

The late Johnny Ace's recording of "Pledging My Love" on Duke Records, which has broken thru in the pop as well as the r.&b. field, has created a flurry of excitement in the pop field. Cover records of the tune have now been made by Tommy Mara on M-G-M, the Four Lads on Columbia and Teresa Brewer on Coral. And now, to further enhance the growing Johnny Ace legend, Aladdin Records has released a new tune titled "Johnny Ace's Last Letter" with Johnny Fuller. Varetta Dillard has cut a Johnny Ace eulogy on Savoy. There will probably be many more records on the same theme, but Savoy and Aladdin are first.

The "Top 10 Rhythm and Blues Show," which is being produced by Lou Krefetz, manager of the Clovers, and booked by the Shaw Agency, tees off next week for seven solid weeks of one-nighters. The show starts on January 28 in Norfolk, and ends up in Buffalo on March 20. Here is the itinerary: Norfolk, January 28; Richmond, Va., January 29; Washington, January 30; Baltimore, January 31. The nights thruout February are booked solid with

Springfield, Mass., starting the month, followed by Bridgeport, Conn.; Pittsburgh; Chicago; Youngstown, O.; Cleveland; Cincinnati; Evansville, Ind.; Nashville; Jackson, Tenn.; St. Louis; Omaha; Kansas City, Mo.; Dallas; Longview, Tex.; Austin, Tex.; Oklahoma City; Wichita, Kan.; Tulsa; Ft. Worth; Waco, Tex.; San Antonio; Galveston, Tex.; Houston; Port Arthur, Tex.; New Orleans; Macon, Ga.; Jacksonville, Fla.

In March the show will play Raleigh, N. C.; Fayetteville and Kinston, N. C.; Roanoke, Va.; Columbia, S. C.; Birmingham; Chattanooga; Greenville, S. C.; Durham and Greensboro, N. C.; Charleston, W. Va.; Knoxville; Bluefield, W. Va.; Atlanta; Tampa, Fla.; Charleston, S. C.; return dates in Norfolk and Richmond; New York City, and Buffalo, in that order. The stars of the show are: Joe Turner, the Clovers, Faye Adams, the Charms, Lowell Fulson, Bill Doggett's combo, the Moonglows, the Spence Twins, Al Williams and Paul Williams' ork.

Disk, Film Industry Marriage

• Continued from page 14

packaging by Capitol Records, as has the cartoon version of "Finian's Rainbow."

Just who will get the recording rights to the aforementioned films and a bevy of dramatic features that are almost certain to be recorded is bound to be determined by the talent assigned to the various productions. For the recording artist, the motion picture field is a two-way street offering promotional value for their records and personal appearances, to say little of the additional coin received from Hollywood.

Few record stars have come from motion picture ranks. In retrospect, the celluloid industry currently employs a large array of personalities who originally gained fame as a result of the popularity of their recordings. Among the latter are such names as Rosemary Clooney, Doris Day, Vic Damone, Guy Mitchell, Frankie Laine, Nat (King) Cole and many others. The Film industry is ever watchful for new names, with Joni James, Eileen Barton and Sammy Davis Jr.,

among those mentioned as future picture stars.

All indications point to more movie music that will find its way on record dealers' shelves. As far as Hollywood is concerned, music is better than ever.

FILMED 'G&D'

Capitol Gets Original-Cast Album Rights

HOLLYWOOD, Jan. 29.—Capitol Records has acquired original-cast album rights to the upcoming film version of "Guys & Dolls," currently being produced by Samuel Goldwyn.

Acquisition of the property was disclosed by Alan Livingston, Capitol's vice-president in charge of repertoire.

Film stars Frank Sinatra, a Capitol pactee and the only recording artist in the picture; Vivian Blaine, Marlon Brando and Jean Simmons. Decca Records had the original Broadway album of the Frank Loesser show.

Capitol also signed the Paulette Sisters, vocal trio, to a term recording contract this week. Group formerly recorded as a quartet for Continental Records some years ago.

Musical Names to Aid Yale Library

NEW HAVEN, Conn. Jan. 29.—Yale University has appointed some of the top names in the contemporary musical theater to serve on a special Library Committee to assist the university in building a collection on the musical theater. Long range plans of the committee include a critical and encyclopedic history of the American musical stage from its origins to the present day.

The committee, as noted by Yale librarian James T. Babb, will have as chairman Goddard Lieberon, executive veepee of Columbia Records, Inc. Others on the committee include Cole Porter, Harold Rome, Noel Coward, Ira Gershwin, Richard Rodgers, Oscar Hammerstein II, Frank Loesser, Mrs. Jerome Kern, Mrs. Kurt Weill and Max Dreyfus.

Teen-Ager Friends

• Continued from page 15

survey is that while practically every teen-ager polled owns a radio, only 6,970—or less than half—have a TV set at home. Of that group, 1,985 said their favorite TV program fare was teen-age programs; 1,820 preferred musicals and comedies; 1,134 liked adventure-mystery and drama; 818, quiz and audience participation; 680, movies, and 471, sports. Most of the TV teen-agers said they watch video from one to two hours daily.

Radio at Night

The fact that radio is still a potent medium audience-wise, was spotlighted this week by a Starch survey for NBC, which reveals that 56,250,000—almost one out of two over 10 years old in the country—listen to the radio at night, while 37,597,000 of that group don't watch TV at all, 43,046,000 don't read a current issue of any of the four major weeklies and 59,354,000 don't watch daytime TV.

The study further shows that an advertiser can cover 90.7 per cent of all U. S. households by adding evening radio to evening TV. An audience breakdown of the nighttime radio audience lists 27,100,000 males over 10 and 29,150,000 females listening to radio on an average evening.

Shop Action

• Continued from page 14

the store from selling the bogus copy of the album.

Filing the action were Radio Rarities; Reuben Shipp, writer of "The Investigator," and Sid Frey, who operates Dauntless International, distributors of the album. Defendants were King Karol, Sid Lewis, Frank Geraghty and the Park Record Company. The Park firm was charged with manufacturing and selling the alleged bootleg copy.

The Karol shop agreed to a stipulation that it be permanently enjoined from selling the album and also paid undisclosed damages to the plaintiffs. Papers have not yet been served on the Park Records. Also charged with selling the album was Cosnat, local disk distributor, but Cosnat had already stopped selling the alleged bootleg version.

D.J. Surveys

• Continued from page 14

the fact that WCBS is strong in the station-loyalty picture.

The Teen-Age Survey Service, directed by Mrs. Ruth Scalyer and Sid Ascher, also polled college students here, and their deejay preferences are more in line with the Pulse ratings. The top 10 spinners of the older students were (in the order named): Marshall, Lacy, Collins, Block, Phillips, Brenner, Starr, Ford, Randle and Klavin and Finch. With the exception of Lacy, Brenner, and Phillips, they all placed on the top-rated list as well.

ABC-Paramount

• Continued from page 14

indications that the formation of a record division was a possibility.

The entry of the company in the record field would place AB-PT in a position similar to that of both CBS and NBC, who operate Columbia Records and RCA Victor Records respectively.

Speculation existed as to the specific plans that AB-PT may have, inasmuch as the company has no known means of record distribution and a limited number of entertainers exclusively signed to ABC-TV contracts. Such a firm, however, could profit immeasurably by the association of both radio and television divisions of the American Broadcasting Company. AB-PT at present is divided into three divisions: the parent company AB-PT, American Broadcasting Company and United Paramount Theaters.

BMI Suit

• Continued from page 14

pre-trial examinations currently under way.

Co-defendants with BMI are the broadcasting networks, the Radio Corporation of America and Columbia Records. The cleffers charge a conspiracy to prevent their material from full exploitation.

BMI attorneys have so far examined all but four of the plaintiffs. The writers are due to begin their pre-trial examination of defendants February 15. Observers consider it likely that the case will come to trial next fall at the earliest.

Frankie Lester

Takes Great Pleasure
in Announcing
that his
First Label **X** Recording

(I'M ALWAYS HEARING)

WEDDING BELLS

X-0077

Has been covered by

Eddie Fisher

RCA Victor 20-6015

Personal Management

BERNIE WOODS



Exclusively

X Records

MUSIC AS WRITTEN

COL'BIA CALLS CONTEST 'STRANGE TO EARS' . . .

Columbia Records has started a "Strange to Your Ears" contest to plug the firm's new album of the same title. The set contains strange sounds of all types for hi-fi fans. The contest involves guessing the correct answers to household sounds that have been disguised by various tape recording devices. The contest is for purchasers of the set. First prize is a Columbia-Bell & Howell tape recorder, second prize is a 360K phonograph, and about 50 other prizes of LP sets follow. The contest runs from February 1 to April 1, 1955.

DESFOR QUILTS RCA FOR FOOD FAIR STORES . . .

Hal Desfor has resigned from the Radio Corporation of America to accept a public relations post with Food Fair Stores, Inc. With RCA for 13 years, Desfor served as director of publicity for the RCA Victor division for the past eight years. His resignation becomes effective Tuesday (1).

COLUMBIA HIRES HAM AS CO-ORDINATOR . . .

Al Ham has been hired by Columbia Records as the co-ordinator of recording operations for the diskery. His function will be liaison work between the a.&r. departments and the recording operations and recording research departments. He is expected to bring about better co-ordination between the a.&r. and technical functions.

ANOTHER BMI "PIN-UP" HIT

SINCERELY
Recorded by

THE MOONGLOWS . . . Chess
McGUIRE SISTERS . . . Coral
LeROY HOLMES ORCH. . . MGM
JOHNNY & JACK . . . Victor
THE 3 BELLES . . . Bell

Published by
ARC-REGENT MUSIC CORP.



from the 20th Century-Fox CinemaScope Production "DESIREE"

THE SONG FROM DESIREE
(WE MEET AGAIN)

MILLER MUSIC CORPORATION

"THE BARKING DOG"
★ ★ ★
Coming Up Fast!
"WIND SONG"

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

Watch for
DEAN MARTIN'S
magic Capitol record
"UNDER THE BRIDGES OF PARIS"

Hill and Range Songs, Inc.

DARTMOUTH TO REP 'CAMERA' THEME . . .

Howie Richmond's Dartmouth Music will handle the Western hemisphere publishing rights for the theme music from the current London film production of "I Am a Camera." The theme music, which was penned by Ralph Maria Siegel, was a big hit last year in Germany under the title "Ich Hab Noch Einen Koffer in Berlin," by Also von Pinelli and Siegel. The English lyric assignment has been turned over to Carl Sigman.

GRADNEY, MEAD BOW MAMBO R.&B. DISKERY . . .

Mambo Records, new independent rhythm and blues label, has been formed in Hollywood by Mike Gradney and Larry Mead. Gradney has been active as a freelance producer of a number of the major recording firms, while Mead heads Perfection Plastics, Hollywood pressing plant. Plans also include the reactivation of Mead's label, Vita Records.

New York

The Sauter-Finegan ork is busy rounding up a new set of instruments to replace those lost in a truck smash-up last Sunday (23) in Bellows Falls, Vt. No injuries were suffered by the driver and his helper. . . . Miss Ann Klapper, secretary to Joe Delaney, of Label "X," will be married to Joseph Allyn on St. Valentine's Day.

Jack Lewis, RCA Victor jazz chief, leaves for California Friday (4) for contract talks with Shorty Rogers and also to cut albums with the trumpet player, Milt Bernhart, Pete Jolly and Conrad Guzzo. . . . London Records is sending deejays a spoken intro disk with Mantovani discussing his latest release for the label, "Lazy Gondolier."

The tune "You Can't Hardly Get Them No More" is published by Valley Music, not Bradford Music, as erroneously stated last week. . . . The Rover Boys are set for a one week stand at the Seville Theater, Montreal, Canada, starting February 3. . . . The Woody Herman ork opened at the Hotel Statler here on Friday (28) for a four-week stand. . . . Jackie Lee will be at the Casa Loma from February 7 to 13. . . . Thrush Carmen Romano will cut with the Noro Morales ork on RCA Victor next week. . . . The February Esquire magazine will feature an article on pianist Don Shirley. . . . The Buddy Laine ork will be at the New Ray Ballroom from February 9 thru 20 in Chicago.

The Charles Hansen Music Corporation is sending back scratchers to deejays to alert them to its Ethel Smith new record of "Sk-ratch" on the Decca label. . . . And M-G-M Records is sending jocks a scented handkerchief to give them a graphic picture of the tune "I Think I'll Cry Again" as waxed by Rosalind Paige on the label. . . . Watco Records has signed singer Tad Bruce to a new contract guaranteeing him 12 sides for 1955. Sid Feller has been retained by Watco to conduct the singers' next session. . . . The winning Columbia distributors in the firm's operation "Pavepop" which ran from December 14 to January 14 and pushed pop records were: Buhl's Sons Company, Detroit; Distributors, Inc., Jacksonville, Fla., and the Faysan Company, Buffalo, N. Y.

Cathy Favaro, formerly with the Ray Anthony office, is now secretary for Mercury's Eastern a.&r. heads, Hugo Perretti and Luigi Creatore. . . . Vaughn Monroe will be at the Sahara in Las Vegas, Nev., for three weeks starting February 1. . . . Eydie Gorme will be at the Town Casino in Buffalo on February 4, 5 and 6. . . . Marquerite Blaise, formerly with the Columbia Records publicity department, has joined Stanford Associates here. . . . Dave Miller, Head of Essex Records, became the father of a boy, Allan Robert, this week. . . . The Recoton Corporation moves into its new home in Long Island City, N. Y., on February 1.

Chicago

Hal Fredericks, formerly of KXOK, St. Louis, and who was included in "Stars and Stripes" listing of 10 top deejays in the country this year, begins two new shows daily at WAAF here. One is from 10 to 11 a.m. across the board and the other is from 4 to 5 p.m. across the board. Hal is also planning high school record hops in Chicago. . . . Decca's George Shaw is currently appearing at the Cairo Supper Club. . . . Bill Evans, WGN deejay, celebrated his 12th anniversary as a platter spinner last week. . . . Tommy Leonetti, Capitol artist, is scheduled for a cutting session with Lee Gillette handling.

A cocktail party for Pee Wee King was held at the Hotel Sherman with many of Chicago's deejays turning out for the affair. . . . Roy Hamilton, the Gaylords and comedian Jack Carter have been lined up for the March 11 opening at the Chicago Theater. . . . Bill Sherman, of George Simon Music, Hollywood, was in town plugging "Someday, Sweetheart," and "Muskrat Ramble." . . . Pearl Eddy, Label "X," goes into Fazio's Supper Club, Milwaukee, for a two-weeker, and then to New York for a recording session. . . . Label "X" and the Moguls of Crown Records tossed a party for Don, Dick and Jimmy at the Cameo. The trio is currently appearing at the Chicago Theater along with Sarah Vaughan.

Bud Brandom, music publisher, reports that he is unable to locate George Olsen, ex-band leader, who writes under the name of George Munro, to inform him he has a contract waiting for him. . . . Buddy Laine and his orchestra open at the new Ray Ballroom February 9 for a two-week run. . . . Ralph Flanagan and his orchestra are on tour thru the Middle West and will do a one-nighter at the Holiday Ballroom here February 20. . . . Betty Madigan has been signed along with Bob Manning to appear as guest on the Don McNeill "Breakfast Club" for one week beginning January 31. . . . Phyllis Branch has been held over for the new show at the Blue Angel which begins January 31. This time she stars in the show and reverts to her forte of jazz styling. . . . Dan Belloc and his orchestra are current at the Chevy Chase Country Club on Saturdays and at the Holiday Club on Sundays.

Cincinnati

Baritone Dick Noel and his personal manager, Harry Carlson, back in town after spending last week in New York cutting new wax on "When I'm Alone," from Carlson's own pen. The ditty is the one Sammy Kaye did a flip over more than a year ago when he heard Noel and Ruby Wright do it on an unlabeled platter, causing him to put out a feeler for the writer and the artists. Noel is set to spell Johnny Desmond on Don McNeill's "Breakfast Club" radio and TV show the week of February 14, when the latter hops into New York to do a show and cut some new disks.

Larry (Pop) Norrett, veteran song plugger with the E. B. Marks Music Company, has left Jewish Hospital here, where he spent some six weeks, and is now recuperating at the Fountain Square Hotel. He plans to go to Florida in a few weeks. . . . Band leader Buddy Rogers is this week's guest on the "Don Williams Show," which originates from WHIO-TV, Dayton, O., and is fed to WKRC-TV, Cincinnati, and WTVN-TV, Columbus, O. . . . A copyright infringement suit was filed in District Court here last week against the Barker Greeting Card Company, a local concern, which, it is charged, wrongfully published words and music of "Let Me Call You Sweetheart." The Shawnee Press, Inc., of Pennsylvania, and Shapiro, Bernstein & Company, New York, the plaintiffs, contend they are sole owners of all rights to the tune. They are asking for at least \$250 for each of the infringements, which they claim were made repeatedly after June, 1950.

CBS Chalks Up \$3,000,000 Gen. Foods, Campana Billings

NEW YORK, Jan. 29. — CBS Radio this week chalked up close to \$3,000,000 in gross annual billings on sales to General Foods and the Campana Sales Company for sponsorship of six different shows, including the Bing Crosby nighttime program.

General Foods is buying Crosby on Wednesday and Friday (9:15-9:30 p.m.) starting February 2, the dramatic portion of "Wendy Warren and the News" on Tuesday and Thursday beginning February 1 and a new Galen Drake commentary series on Saturday, 10:05-10:10 p.m., starting February 5.

Campana is purchasing three nighttime periods — the Rosemary Clooney show, Thursday, starting March 3; co-sponsorship (with Philip Morris) of the Sunday "My Little Margie" series, effective March 6, and a "Tennessee Ernie" (Monday thru Friday, 7-7:30 p.m.) segment, beginning March 4.

M. Nash Associates Set Up in Nashville

NASHVILLE, Jan. 29.—Murray Nash, veteran country music exec, has formed Murray Nash Associates, Inc., headquartered here. The firm will function as an agency covering advertising, publicity and promotion for all facets of the country field. Nash has always believed that the country field is distinct from others and that operators in that field should not deviate into pop, rhythm and blues or other segments of the music business.

Nash's preliminary plans were revealed just prior to his leaving for New York for talks with industry executives. Company operations begin immediately upon his return to Nashville.

Nash was last with Acuff-Rose. Prior to that he had been with RCA Victor and Mercury Records.

Hollywood

The Spike Jones company has been set for the San Diego Auto Show February 2-6, with NBC slated to pick up a remote featuring Jones for the "Colgate Comedy Hour" February 6. . . . Dennis Farnon will arrange and conduct a pair of sides for Woody Herman at Capitol. . . . Cab Calloway will return to the Sahara Hotel, Las Vegas, in late summer. . . . Johnny Mercer signed for a role in the "Here Comes Donald" teleseries. . . . Guitarist Laurindo Almeida has been flagged for work on the musical score of Warner Bros. "Strange Lady in Town." . . . Bill Haley's "Rock Around the Clock," Stan Kenton's "Invention for Guitar and Trumpet" and the old Bix Beiderbecke recording of "Jazz Me Blues" will be integrated in M-G-M's "Blackboard Jungle." . . . Mercury Records' Rusty Draper currently tops the bill at the Last Frontier, Las Vegas. . . . Nat (King) Cole drew 122,604 payees during his 10-day tour of Australia. . . . Bob Bacon exits his post with the Frank Loesser firm to helm his own public relations-record promotion office. . . . Ann Richards is the new vocalist with the Stan Kenton band. . . . Singer Johnny Jonston has signed a management contract with the Nat Goldstone agency. . . . Sy Gomberg and Jack Sher are off to New York to write "Three Tigers for Tessie." Hugh Martin-Ralph Blane musical being produced for Broadway by Herman Levin and Alan Jay Lerner. . . . Perez Prado is in for a three-week stand at the Crescendo. . . . George Russell joins the Central Record Sales Company as promotion manager. . . . Nicholas Brodzky and Sammy Cahn have teamed for the "Weekend at Las Vegas" film for M-G-M. Capitol Records has signed a new vocal group, the Galahads. . . . Joe Shribman garnered a recording contract for nine-year-old Gail Clooney.

Rubicam, while Wallace-Ferry-Hanly, Chicago, handled the deal for Campana.

IN HOPPER

Bill Proposes \$6-Mil Music Project Grant

WASHINGTON, Jan. 29.—Legislation has gone into the Congressional hopper proposing a \$6,000,000-a-year grants-in-aid fund for musical projects thruout the nation and proposing to enlarge the Federal Fine Arts Commission so as to provide representation for the first time for television, radio and music.

The similar legislation was lost on the scrapheap of the last Congress, chances for passage in the new Congress are better. Two Democrats, Reps. Frank Thompson Jr. of New Jersey and Emanuel Celler of New York, are sponsoring the legislation. A hint of White House support has come, meanwhile, from President Eisenhower in his State of the Union message.

Celler and Thompson in identical bills proposed that the federal government set up a \$6 million-a-year grants-in-aid fund which would be matched by a similar amount by the participating States. The program would be administered by the U. S. Department of Health, Education and Welfare and appropriate agencies in the participating States.

The program would encourage projects for symphonies and other professional music groups. The legislation envisions financial support for TV and radio participation.

The proposal for enlargement of the Federal Fine Arts Commission seeks to end the Commission's traditional preoccupation with architecture and exclusion of all of the other arts. The present Commis-

(Continued on page 40)

ANOTHER BMI "PIN-UP" HIT

EARTH ANGEL
Recorded by

THE PENGUINS . . . Deolone
THE CREWCUTS . . . Mercury
LES BAXTER . . . Capitol
PAT O'DAY . . . MGM
GLORIA MANN . . . Sound

Published by
DOOTSIE WILLIAMS PUBLICATIONS



PATTI PAGE
Mercury
"YOU TOO CAN BE A DREAMER"
MILLS MUSIC

A Great New Instrumental and Vocal

"MY OWN TRUE LOVE"
(Tara's Theme)

REMICK MUSIC CORP.

“It’s gonna be **bigger**
than Mambo!”

by that sly guy, VAUGHN MONROE



**LET'S GET
TO THE
MAIN EVENT**

**WHAT A
DIFFERENCE
A DAY MADE**

20/47-6002

with Hugo Winterhalter's Orchestra

a "New Orthophonic" high fidelity recording

RCA VICTOR
FIRST IN RECORDED MUSIC



PHONOS—HI FI

By STEVE SCHICKEL

MAGNAVOX NET UPPEP BY HI-FI SET SALES . . .

Because of rapidly increasing sales of high-fidelity phonographs, radios and television sets, a 54 per cent increase in the earnings of the Magnavox Company was reported by Frank Freiman, president of the firm. Net income for the period ending December 31 was \$1,200,679, or \$1.58 a share. This compares with \$779,006, or \$1.03 previously. This was despite an approximate \$2,000,000 decline in sales.

Freiman reported the sales of high-fidelity phonographs and radio phonos increased 60 per cent in the first six months of the fiscal year 1955. He added that he expected a substantial increase in sales during the current six months compared to a year ago.

The firm recently reported the consummation of a \$3 million loan to provide adequate financing of the company's rapidly expanding phonograph, television and radio business.

3 M COMPANY TO ISSUE TAPE GLOSSARY . . .

The Minnesota Mining and Manufacturing Company, manufacturers of magnetic recording tape, announced it was issuing a glossary of tape recording terms for the amateur recording fan, as well as others interested in tape recording. The glossary contains some 70 terms with complete explanations concerning them, as well as 10 illustrations of various terms and recorder controls.

CAPEHART FORMS ADVISORY DISTRIBUTOR COUNCIL . . .

To assist Capehart in its over-all planning, a distributor advisory council was formed by the firm. The announcement was made by E. W. Gaughan, vice-president and general sales manager of the firm. First meeting of the newly formed group was held Tuesday, January 26, at the Golden Gate Hotel in Miami, in conjunction with the spring sales conference.

The council will be a revolving group designed to bring Capehart closer to activities on the distributor level. A cross-section of the firm's distributor group was selected to membership in the committee. One of the purposes of the new group is to effect a closer working relationship between distributors and the manufacturer.

NEW THEME FOR PARTS DISTRIBUTORS SHOW . . .

New theme of the Electronic Parts Distributors Show, to be held at the Conrad Hilton Hotel in Chicago, May 16-19, will be "Bring Your Order Pad With You." The show previously has mostly been a scouting venture wherein most of those attending spent most of their time doing a goodwill job. The new theme is an attempt to make the show a place where orders are to be taken on the spot of new merchandise exhibits. The show execs are asking distributors attending the show to bring along their purchasing agents since top manu-

facturing execs, engineers and managers will be on hand and business can be transacted with the least difficulty. Show management pointed out that purchases at the show have a doubly beneficial effect: distributors are able to keep ahead competitively and at the same time, manufacturers will be able to predict their future production more intelligently on the basis of orders taken at the show.

EP&M SEMINAR TO MEET IN CHICAGO . . .

The Association of Electronic Parts and Equipment Manufacturers' 1955 seminar, featuring talks by authorities on all phases of distribution, as well as group meetings on sales promotion, sales training and credit, will be held at the Tam O'Shanter Country Club in Chicago on February 18. On the sales promotion agenda the following subjects will be discussed: Types of promotional material provided to distributors by manufacturers; charges, if any; methods of distribution; promotion; policing of distribution; individual assistance given distributors; dealer or serviceman promotion and advance information on manufacturers' sales plans are also on the agenda.

MARCH 4-6 DATES SET FOR D. C. HI-FI FAIR . . .

More than 150 new high-fidelity radios, radio components, recorders, pickups, records and tapes are slated for demonstration during Washington's second High-Fidelity Fair, March 4, 5 and 6. Exhibitions will include: tuners and amplifiers by Fisher, Karlson, Leak, National, and H. H. Scott; speakers by Altec-Lansing and Jensen; record changers by Webcor and Garrard; recorders by Preto, Webcor and Crestwood; records by Westminster, London and Columbia; and radios by Capehart, Zenith, Philip's, and Telefunken. Local exhibitors will include Campbell Music Company, Shrader Sound, Inc.; Sun Parts, Ltd.; Electronic Wholesalers, Inc.; the Disc Shop, and Audio Associates. The fair, sponsored by Station WGMS, drew 30,000 visitors during its three-day run last year.

NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

The Anderson-O'Donnell Company, Denver, has been appointed sales agent for Stromberg-Carlson radio and television products, according to F. L. Granger, sales manager. . . William Horn has been named merchandising and advertising manager for the Philco Corporations' accessories division. He has been previously with the firm as advertising manager of other of the firm's divisions. . . Stromberg-Carlson introduced several new products at its New York distributors meeting which was held last week. Other meetings yet to be held include Washington, Los Angeles, New Orleans, Atlanta, Boston, Dallas, Chicago, St. Louis, Tucson, Minneapolis, Cleveland, Detroit, San Francisco, and Seattle. Meetings will run thru February 25. . . Approximately 80 high-fidelity firms will show in Canada's Audio Show at Montreal.

LINER NOTES

By IS HOROWITZ

MERCURY TO ISSUE FULL 'SWAN LAKE' SET . . .

In mid-February Mercury will release a complete recording of Tchaikovsky's "Swan Lake" in a performance by Antal Dorati and the Minneapolis Orchestra. The three-LP set will be offered as the first uncut version of the popular ballet which makes use of the original score. It will be plugged as a companion package to the label's best-selling "Nutcracker" set, and will also be dressed up in custom, de luxe trappings, with notes by dance critic Walter Terry and art by Cecil Beaton. It will be factory-sealed and marketed at a bonus price still to be fixed.

UNACCOMPANIED BACH IS IKE'S FAVORITE MUSIC . . .

Ever wonder what sort of music President Eisenhower prefers? This question occurred to Carl Haverlin, president of Broadcast Music, Inc., last week when he emceed the musical portion of a program for the Alfalfa Club, to which VIP's from many walks of life belong.

One of the artists brought up to Washington by BMI was the violinist Issac Stern. With some trepidation Ike was asked what music he would like to hear Stern play. The prompt answer was "unaccompanied Bach." But the President asked that this be tempered with some items of greater popularity to please the varied tastes of others present.

Especially for the President then Stern played the fugue from Bach's Sonata in G Minor.

MANY EVENTS TO MARK KREISLER'S 80 YEARS . . .

Fritz Kreisler will be 80 years old next week, and a number of events will be held to mark the occasion. Appropriately enough, RCA Victor will kick off the celebrations with a special luncheon for the famed violinist Tuesday (1). Kreisler has been a featured artist on the label for almost 45 years.

A silver pressing of the first disk Kreisler cut for the Victor Talking Machine Company, in May, 1910, will be presented to the musician at the New York luncheon. This was a reading of Smetana's "Aus der Heimat."

Next Sunday (6) the NBC network will present a special Kreisler program devoted to his recordings. Victor, meanwhile, has sent copies of a recorded

interview with the artist to more than 700 classical deejays across the country.

DECCA'S RADY ARRANGES SPAIN, ITALY DISKINGS . . .

Back from a month-long trip to Spain and Italy is Si Rady, classical chief for Decca. In Spain he arranged for a new batch of recordings, including some by Jose Greco, whose recently-issued disk is currently a best-seller for the label.

In contrast with the policies of some other diskeries, Decca's plan is to import diskings of prime interest to U. S. collectors, leaving to others the production of zarzuelas which are sold largely in the Latin-American market. The firm's recordings are produced thru an arrangement with a large Spanish publishing house. About 15 to 20 titles will be released here during the next six months.

In Italy Rady commissioned some new classical tapes to be cut by Fonit, the Italian diskery, and delivered here at a later date.

BELTER TO REP HAYDN, URANIA IN SPAIN . . .

Belter Records has been formed in Spain as a producer of LP's. The Iberian diskery has completed arrangements to press and distribute Haydn Society and Urania disks in its country and Portugal. It is currently negotiating with other American firms for similar deals. While Belter's current interest is classical music, it plans to move into the pop and jazz fields eventually.

MAJOR AND MINOR

The Boston Symphony will make its first tour of the Deep South next fall. Charles Munch will conduct. . . London soprano Renata Tebaldi, currently in her first season at the Metopera, will appear on the NBC net "Telephone Hour" show February 7. . . Violinist Ricardo Odnoposoff and the Roger Wagner Chorale have been signed to management contracts by Kenneth Allen Associates.

M-G-M will shortly release a package of Spanish and Latin-American music in performances led by Isler Solomon. . . Leonard Bernstein planned to Italy this week where he will conduct a number of La Scala opera performances.

Best Selling Popular Albums

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

LP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor LM 1837
2. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol W 509
3. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol H 352
4. DEEP IN MY HEART—Sound Track . . . M-G-M E 3153
5. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor LPT 3057
6. THERE'S NO BUSINESS LIKE SHOW BUSINESS—Sound Track . . . Decca DL 8091
7. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M E 244
8. MUSIC OF FRIML—Neal Hefta Ork . . . "X" LXA 521
9. SWING EASY—Frank Sinatra . . . Capitol H 528
10. GLENN MILLER LIMITED EDITION, VOL. 2 . . . RCA Victor LPT 6701
11. A STAR IS BORN—Judy Garland . . . Columbia BL 102
12. DAVE BRUBECK AT STORYVILLE . . . Columbia CL 590
13. MUSIC TO MAKE YOU MISTY—Jackie Gleason . . . Capitol H 455
14. VICTORY AT SEA—NBC Symphony (Bennett) . . . RCA Victor LM 1779
15. YOUNG AT HEART—Sound Track . . . Columbia CL 6339

EP'S

1. THE STUDENT PRINCE—Mario Lanza . . . RCA Victor ERB 1837
2. MUSIC FOR LOVERS ONLY—Jackie Gleason . . . Capitol EBF 352
3. GLENN MILLER PLAYS SELECTIONS FROM "THE GLENN MILLER STORY" . . . RCA Victor EPBT 3057
4. MUSIC, MARTINIS AND MEMORIES—Jackie Gleason . . . Capitol EAP 509
5. DEEP IN MY HEART—Sound Track . . . M-G-M X 276
6. TOP HITS—Nat (King) Cole . . . Capitol EAP 1-9120
7. TOP HITS—Les Paul & Mary Ford . . . Capitol EAP 1-9121
8. SEVEN BRIDES FOR SEVEN BROTHERS—Sound Track . . . M-G-M X 244
9. BY REQUEST—McGuire Sisters . . . Coral EC 81098
10. TOP HITS—Dean Martin . . . Capitol EAP 1-9123
11. YOUNG AT HEART—Sound Track . . . Columbia B 455
12. SWING EASY—Frank Sinatra . . . Capitol EBF 528
13. THERE'S NO BUSINESS LIKE SHOW BUSINESS—Sound Track . . . Decca ED 828
14. A STAR IS BORN—Judy Garland . . . Columbia BA 1021
15. MUSIC TO MAKE YOU MISTY—Jackie Gleason . . . Capitol EBF 455

Reviews and Ratings of New Popular Albums

LIBERACE AT THE HOLLYWOOD BOWL . . . 82 (1-12")

Columbia CL-600
This is the first LP in a two-set series that the label is bringing out featuring Liberace at an actual concert at the Hollywood Bowl this past summer. In addition to Liberace's pianistic, this LP contains spoken introductions by the smiling 88-er to his various selections, as well as the appreciative sounds of the audience to his bon mots. The selections include classical items like "Clair de Lune," standards such as "Alexander's Ragtime Band" and "Beer Barrel Polka," and pop efforts. The pianist plays his instrument in the style to which we have become accustomed, and set should rack up sales in the style to which dealers have become accustomed.

TODAY'S HITS . . . 88

Jack Haskell (1-EP)
Camden CAE 262
At the 79-cent price tag this EP package should do extremely well for dealers who display it prominently. Haskell is a fine ballad singer and even manages to do a competent job on the rhythmic "Hearts of Stone," tho it's certainly the poorest of the four sides. Others are "Melody of Love," "That's All I Want From You" and "Let Me Go, Lover"—still among the top tunes of the day.

BURLESQUE SHOW . . . 79 (1-10")

Jubilee LP-12
There should be a ready market for this package of burly routines. Not as "authentic" as the original Cook disk package, this one packs a lot more laughs. It concentrates on the semi and fully suggestive comedy routine and tosses in just a bit of the typical music. The performers remain anonymous, but the gags are pretty familiar. It's got an eye-appealing cover and title, too.

HOOR OF LOVE . . . 77 Florian ZaBach (1-12")

Decca DL-8086
Liberace clicked big on records as a result of his TV film series, so dealers should watch this package by Florian ZaBach. The handsome violinist is currently getting the same kind of romantic video buildup accorded Liberace (via the syndication of ZaBach's own film series). And the promotion results could pay off big sales-wise for this album. ZaBach, best known for his "Hot Canary" LP, is an accomplished violinist, and this album contains 12 excellent examples of his work, including "Intermezzo," Schubert's "Unfinished Symphony," and "Melody in A." All the selections are "classical," but the package is definitely aimed at the pop market.

DEEP IN MY HEART . . . 74 Hollywood Bowl Pops Ork; Cond. Johnny Green (1-12")

Decca DL-8092
This instrumental package of Sig-

mund Romberg selections represents Decca's smart attempt to cut in on the sales accruing from M-G-M's sound track album of the M-G-M film bio on Romberg "Deep In My Heart." Conductor Johnny Green is general musical director at Metro, thus keeping the LP more or less in the studio family. The instrumentals are lush and tuneful, while selections include medleys from "Blossom Time," "My Maryland," and "The Student Prince"; plus "Faithfully Yours," "Viennese Nights Waltzes," "American Humoresque." Many of the selections aren't included in the M-G-M sound track version, thereby giving dealers a chance to sell Romberg fans both LP's. There are, of course, many other Romberg packages on the market, but the use of the movie title should give this one extra sales-appeal.

Jazz

DINAH JAMS . . . 85 Dinah Washington (1-12")

EmArcy MG 36000
Here one of the greatest of the rhythm and blues talents is backed by a fine modern jazz combo which includes Clifford Brown, Maynard Ferguson, Clark Terry, Max Roach, Kater Batts, George Morrow, Richie Powell, Junior Mance, Harold Lind and Herb Adder. Two different sessions all added up to some of the finest jammin' heard on wax in a long time. Miss W. delivers some powerful readings of "Come Rain, Come Shine," "Lover Come Back to Me," "Summertime" and others. The instrumental solos are excellent and the entire package is well recorded in a smoothly paced collection of hot and cool jazz.

COLLEGE ALL-STARS AT CARNEGIE HALL; SPRING STREET STOMPERS AT CARNEGIE HALL; COLLEGE JAZZ COMES TO CARNEGIE HALL . . . 70 (3-12")

Jubilee 1001, 1002, 1003
Love of Dixieland jazz seems to spring eternally new in the hearts of each incoming class of Ivy League freshmen. It is as inevitable a part of his make-up as the crew cut and the charcoal grey suit. Occasionally the Eastern colleges produce creators as well as worshippers of the antiquarian school of jazz, and when they do, the results are bound to be startling. Some very talented Princeton and Williams College men put on a lively show at Carnegie Hall on November 27, 1954, and it is reproduced here in three LP's. The outstanding talent, without a doubt, is that of trombonist Jim Hayne. All are well indoctrinated in the idiom, however, and others worthy of being singled out are Bob Ritter on cornet, Walt Lehmann on clarinet and Tom Yankus on bass. The material is the most standard of Dixieland standards, and they cite the Gospel, chapter and verse.

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ANGEL RECORDS *cares* equally about its **product**, its **dealers** and the record-buying **public**.

After careful thought and study in consultation with its parent company, Electric & Musical Industries Ltd. in England, the following decision was reached. It protects the best interests of all who produce, market and purchase ANGEL RECORDS. Effective February 1st, 1955:

ANNOUNCEMENT OF NEW PRICES

1. Prices will be lowered in order to insure greater volume of sales in a highly competitive market. In the Red Label series the 12-inch Factory-Sealed record will list at \$4.98, the 12-inch Thrift Package at \$3.48. In the Blue "Continental" and Black Jazz Label series the suggested list prices will be \$3.98 for the 12-inch, \$2.98 for the 10-inch and \$1.49 for EP's.

2. There will be no change in the product. Internationally-recorded British-pressed classical records; French-designed album covers; American Factory-Sealed packaging.

3. ANGEL dealers will be completely protected:

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Reviews and Ratings of New Classical Releases

FRANCK: SYMPHONY IN D MINOR (1-12)—Philadelphia Orchestra; Eugene Ormandy, Cond. Columbia ML 4939...80
A superb recording of the standard work. The orchestra has always had a reputation for meaningful performances of the romantic composers, and here handles the familiar composition with a fire and intensity that lends a glow to the entire recording. The outstanding performance and the name value of the Philadelphia and Ormandy will help make this set a steady seller and a "must" for followers of the orchestra, despite the many duplications in the catalog.

FURTHER STUDIES IN HIGH FIDELITY (1-12)—Capitol SAL 9027...78
About a year ago Capitol's first "Study in High Fidelity" was a runaway best-seller in its specialized category. This follow-up has a good chance to repeat. It features the same exceptional sound and dramatic contrast of content to highlight the performance of top-notch hi-fi equipment. One side of the 12-inch holds classical excerpts, the other pop. Detailed commentary by Charles Fowler, publisher of High Fidelity Magazine, includes an informative essay on microphones. A must for the hi-fi specialist.

MAHLER: SYMPHONY NO. 1 (1-12)—Philharmonic Symphony Orchestra of New York; Bruno Walter, Cond. Columbia SL 218...76
Just as most Mahler enthusiasts anticipated, this will probably be received as the definitive performance of his First Symphony. Bruno Walter's historic association with Mahler, his understanding of the physical and spiritual terrain of Mahler's world, linked with his experience and superior interpretative powers alone make this achievement possible. Originally nicknamed the "Titan," it is only performances like this one that measure up to such a sobriquet. Commercially, the \$5.95 list price agitates against heavy sales, since there are other versions (including the fine recording just issued by London) available for \$2 less. However, the die-hards in considerable numbers will be undeterred. The liner notes by Walter and reproduction of Mahler memorabilia here will fortify the faithful in their decision to have the Columbia set at all costs.

BIZET: SYMPHONY IN C; OVERTURE PATRIE (1-12)—Orchestre National de la Radiodiffusion Francaise; Andre Cluytens, Cond. Angel 35119...75
This engaging symphony, written by the composer as a young man of 17, is played with Mozartian elegance and polish by Cluytens and his French colleagues. Filling out the second side is the "Patrie" Overture, a mature and ambitious work that is a marvel of orchestration and dramatic exposition. From the point of view of performance and sound reproduction, both readings outclass the few competing versions. The Bizet, now a standard score for ballet, should also interest this considerable segment of the record public.

LILI KRAUS PLAYS MOZART (5-12)—Haydn Society HSL 121, 122, 123, 124, 127...73
The first five disks of one of the most ambitious recording projects in the LP era are at hand and they are certain to excite genuine and sustained interest among keyboard enthusiasts. Miss Kraus may well cap her considerable career with these etchings, which eventually will bring us all of Mozart's works in which the piano plays a part. In all, 48 Kraus LP's will be released by Haydn Society in the next year or so. We are given a strong foretaste of what is to come in these beautifully produced disks. Sensitive musicianship, clean technique and an understanding mind result here in etchings that give solid satisfaction, and Miss Kraus probes the emotional content of scores which some other pianists have been willing to treat coldly and intellectually. It can be safely predicted that the impact of the records on collectors of piano music will be strong and cumulative as the releases multiply. Any store which does more than token classical business ought to give them a try. They are likely to produce welcome revenue. Contained on these disks are the piano sonatas in D (KV. 576), F (KV. 332), C (KV. 545), B Flat (KV. 333), C (KV. 330), E Flat (KV. 282), G (KV. 283), D (KV. 284), C Minor (KV. 475), C Minor (KV. 457), C (KV. 279), F (KV. 280) and B Flat (KV. 570), plus the Fantasy in C Minor (KV. 475) and several variations and shorter pieces. The LP's are available individually or boxed.

MOZART: SYMPHONY NO. 41; SYMPHONY NO. 35 (1-12)—Rochester Philharmonic; Erich Leinsdorf Cond. Entre RL 3103...72
This coupling of two of Mozart's most famous symphonies is apt, and has been done before. But few Mozart recordings in the catalog have this full-bodied sound. Add to this a vivacious performance, beautifully suited to the material, and the package assumes values its low price might not normally indicate. Only flaw is a hastily snipped tape at the end of the third movement of the "Haffner," leaving two notes to the listener's imagination.

ANDRES SEGOVIA PLAYS (1-12)—Decca DL 9734...72
The distinguished Spanish guitarist Andres Segovia has done well for Decca in the past, and this—his fifth LP currently available on the label—should continue to enhance his sales value. Since relatively few things have been written expressly for the guitar, Segovia has effectively transcribed several classical selections for this album, including Grieg's "Melodie," a Haydn's "Minuet," and other tasteful offerings by Bach, Franck, Ponce, Couperin, Aguirre and Malats. In addition, he plays some artful melodies by Ponce, Pedrell, S. L. Weiss and Torroba which were originally written for guitar. The cover design is striking.

HEIFETZ PLAYS (1-12)—Jascha Heifetz, Violin; Emanuel Bay, Milton Kaye, Piano. Decca DL 9760...70
Decca has collected on LP 15 sides Heifetz recorded for the label some years ago during a temporary hiatus from RCA Victor. The sides show their age in old-fashioned sound, but the playing is of the expected top quality. Included are pieces by Samuel Gardner, Robert Russell Bennett, Victor Herbert, Arthur Benjamin, Castelnuovo-Tedesco and George Gershwin. The Heifetz name will pull sales nibbles.

SONGS OF HENRY PURCELL (1-10)—Russell Oberlin, Tenor; New York Pro Musica Antiqua; Noah Greenberg, Director. Esoteric ES 535...69
A disk that will charm collectors of many different persuasions. The 14 songs represent a neglected facet of baroque art that Noah Greenberg's Pro Musica Antiqua is doing much to return to live status. Dealing mostly with the gentle joys of love they are sung with sensitive artistry by Oberlin, whose pure countertenor voice is undoubtedly the envy of many a contralto. An outstanding set that will attract more sales than its prosaic title might indicate.

BOCCHERINI: PIANO QUINTET NO. 1 IN A; PIANO QUINTET NO. 4 IN D MINOR (1-12)—The Chigi Quintet. London LL 749...68
Two charming chamber works made available for the first time on LP in polished readings by the talented Italian group. Interesting fare for the serious chamber music collector.

BARTOK: BLUEBEARD'S CASTLE (2-12)—Judith Hellwig, Endre Koreh; New Symphony Orchestra of London; Walter Susskind, Cond. Bartok 310-311...64
The single opera Bartok wrote (in 1911) has not enjoyed great popular success. To the majority, the music still seems intolerably dissonant and morbid, the dramatic action weak and static. In time, more are likely to see this as connoisseurs have for long: as music of compelling psychological interest, brilliantly orchestrated and woven together. It is difficult to imagine a more satisfying performance than that here. Judith Hellwig and Endre Koreh are vocally and dramatically perfect for the roles of the two protagonists. They sing in Hungarian, which is the only language in which this work could have its full realization. A dazzling example of hi-fi engineering.

ANTHEIL: BALET MECANIQUE; BRANT: SIGNS AND ALARMS; GALAXY 2 (1954) (1-12)—Columbia ML 4956...65
Columbia continues its valuable project of putting contemporary American music to vinyl with another entry in its "Modern America Music Series." What we are given here, however, is rather forbidding stuff, likely to be of interest musically only to the most advanced collector. The Brant works, for wind ensemble, in their own capricious way tempt the ear more than the study in percussion by Antheil, originally penned as a sound track for an avant garde film. What lifts the package out of the curiosity category, however, is its by-product function—sure to be discovered—as a hi-fi test platter. It will expose any weakness in transient response hidden in the most expensive custom equipment.

Angel Cuts Prices

Continued from page 14

packs, and \$15.98 for three-record albums. Computation is based on the addition of \$6 for the second record and \$5 for the third. The extra price for the second disk includes a \$1 charge for libretto. In the case of single-LP opera sets the price, including libretto, will be \$5.98.

Angel, which has experimented with three-sided packages, will peg these "two" disk packs at \$8.98. Ten-inch factory sealed LP's will list at \$3.98. Single-sided 12-inchers, in the thrift-pack version, will go at \$2.98. The thrift-pack, of course, is furnished without notes or custom art.

Blue Label Series

Angel's Blue Label (Continental series) will list at \$3.98 for the 12-inch size, and \$2.98 for the 10's. All EP's will sell at \$1.49 each. The firm's recently introduced Black Label (jazz) series will carry the same lists as the Blue Label.

Only exceptions in the new price set-up are the Mozart-Gieseking limited edition and the ballet set "Hommage a Diaghilev," which remain at lists of \$75 and \$17.85 respectively.

Soria asserted that the quality of his firm's product will remain unchanged, with the classical disks still to be pressed in England, and package artwork designed in Paris. In announcing the price move, he said:

"We believe that EMI's decision to absorb the substantial expense in crediting its dealers for the full amount of depreciation of their present Angel stock is unique in the record industry."

This Week's Best Buys

I GOTTA GO GET MY BABY (Four Star, BMD)
—Teresa Brewer—Coral 61339

Tho available in most territories little more than a week, the singer's latest release has garnered a collection of fine sales reports. Rated as a good or strong seller in Boston, Providence, Philadelphia, Pittsburgh, Cincinnati, Cleveland, Milwaukee, Nashville and Atlanta. Flip is "What More Is There to Say" (Mellin, ASCAP). A previous Billboard "Spotlight" pick.

THE BILLBOARD
JANUARY 22, 1955

THE CASH BOX

SURE SHOTS

"I GOTTA GO GET MY BABY"

Teresa Brewer Coral 61339; 9-61339

**I GOTTA
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CORAL 61339 (78) • 9-61339 (45)



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RECORDS MARK THE HITS!

ATTENTION

RECORD DEALERS:



On Monday, February 7, the Robert Montgomery Television Show will present over the entire NBC network a major production of THE LOST WEEKEND, starring Robert Montgomery. Music to be used throughout the hour-long production will be the famous "Lost Weekend Theme." In anticipation of consumer demand we are expediting shipments of a special recording by Henri Rene to our distributors in all markets.



Henri Rene

RCA VICTOR
47-6027

THE MASTER'S VOICE

Theme Music from the
Robert Montgomery
TV Production of
LOST WEEKEND

Henri Rene'
and His Orchestra

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RECORDS, ALBUMS AND SHEET MUSIC—POPULAR, COUNTRY & WESTERN, RHYTHM & BLUES, CLASSICAL

The Billboard Music Popularity Charts

THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

Chart Comments

So much is contained in the various "best-seller" charts that it seems to The Billboard that some comment is called for on a weekly basis. Perhaps a study of the chart listing will point up so-called trends, or show the direction in which the record future may lie.

Right at the beginning the best selling pop singles chart points up some intriguing items. There are 12 labels represented in the top 30 listing. Ten of the tunes which gained listings came from the rhythm and blues field, and several of the records are r.&b. items which have moved heavily into contending positions in the pop market. Fourteen of the best-selling records were waxed by groups. And of prime interest is the showing being made by the independent record labels.

RCA Victor seems to be leading the manufacturers with five positions on the chart, of which two are in the first 10. But Dot Records has the No. 1 disk, a second in the first 10 and a third within the top 30. In quantity, both Mercury and Decca lead with six listings each, but none are in the top 10. Coral, the Decca subsidiary, also has two in the top 10 and a third within the top 30. Columbia, too, has three slots on the chart—two of them in the top 10.

Labels with single listings are Cadence, Dootone, Epic, De Luxe and Atlantic.

Of prime interest to the music publishers is the fact that eight tunes are represented on the top 30 with two or more listings via different versions. "Melody of Love" occupies three spots, while two positions each go to "Ko Ko Mo," "Hearts of Stone," "Mr. Sandman," "Make Yourself Comfortable," "Tweedle Dee," "No More" and "Earth Angel."

In the length of service department belong the following: Rosemary Clooney's "This Ole House" has been on the charts for 27 weeks, followed closely by Bill Haley's "Shake, Rattle and Roll" (25 weeks) and Eddie Fisher's "I Need You Now" (23 weeks). One of the fastest moving disks on the chart is the McGuire Sisters' "Sincerely." In five weeks it moved into the No. 2 position.

A comparison between the best-selling chart and the charts of "most-played" records by either jockeys or juke boxes points out that the retail customer reacts faster to the hit items than do the jockeys or the operators.

Best Selling Sheet Music

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

This Week	Last Week	Weeks on Chart
1. Melody of Love	2	4
2. Mr. Sandman	1	2
3. Let Me Go, Lover	3	9
4. Naughty Lady of Shady Lane	4	10
5. Hearts of Stone	5	6
6. Make Yourself Comfortable	8	4
7. Sincerely	10	3
8. That's All I Want From You	11	4
9. Teach Me Tonight	7	14
10. Count Your Blessings	6	17
11. Open Up Your Heart	13	2
12. Ko Ko Mo	—	1
13. This Ole House	9	22
14. Earth Angel	15	2
15. I Need You Now	12	21

HONOR ROLL OF HITS



The Nation's Top Tunes

For survey week ending January 26

This Week	Last Week	Weeks on Chart
1. Let Me Go, Lover		1 9
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. Wakely, Coral 61320. ELECTRICAL TRANSCRIPTIONS: Jack Haskell, Camden.		
2. Mr. Sandman		2 14
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.		
3. Melody of Love		4 5
By H. Englemann, Tom Glazer—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: B. Vaughn, Dot 15247; D. Carroll, Mercury 70516; Four Aces, Dec 29395. OTHER RECORDS AVAILABLE: 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.		
4. Hearts of Stone		3 10
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.		
5. Naughty Lady of Shady Lane		5 11
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.		
6. Sincerely		6 4
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.		
7. That's All I Want From You		9 8
By M. Rotha—Published by Weiss & Barry (BMI) BEST SELLING RECORD: J. P. Morgan V 20-5892. OTHER RECORDS AVAILABLE: D. Jacobs, Coral 61260; D. Washington, Mercury 70537; York Brothers, King 1434.		
8. Make Yourself Comfortable		8 10
By Bob Merrill—Published by Rylan (ASCAP) BEST SELLING RECORD: S. Vaughan, Mercury 70469. P. King, Col 40363. OTHER RECORDS AVAILABLE: Don, Dick & Jimmy, Crown 138; E. Gorme-S. Lawrence, Coral 61315.		
9. Teach Me Tonight		7 17
By Sammy Cahn and Gene De Paul—Published by Hub (ASCAP) BEST SELLING RECORDS: DeCastro Sisters, Abbott 3001. OTHER RECORDS AVAILABLE: J. Brace, Dec 28990; S. Foster, Camden; H. Grayco, X 3051; R. June, M-G-M 11856; Modernaires, Coral 61265; J. Stafford, Col 40351; D. Washington, Mercury 70497.		
10. No More		10 5
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: B. Amos, Mercury 70531; G. Lombardo, Dec 29381; J. Vadnal, V 20-5951.		

Second Ten

11. EARTH ANGEL	14	4
Published by Dootsie Williams (BMI)		
12. KO KO MO	18	2
Published by Meridian (BMI)		
13. TWEEDLE DEE	16	2
Published by Progressive (BMI)		
14. OPEN UP YOUR HEART	15	3
Published by Hamblen (BMI)		
15. COUNT YOUR BLESSINGS	11	16
Published by Berlin (ASCAP)		
16. THIS OLE HOUSE	13	26
Published by Hamblen (BMI)		
17. I NEED YOU NOW	12	22
Published by Miller (ASCAP)		
18. DIM, DIM THE LIGHTS	17	4
Published by Republic (BMI)		
19. SHAKE, RATTLE AND ROLL	18	21
Published by Progressive (BMI)		
20. UNSUSPECTING HEART	—	2
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
- Green Fire (R)—Robbins—ASCAP
- Hearts of Stone (R)—Regent—BMI
- Hey! Punchinello (R)—Paramount—ASCAP
- I Need You Now (R)—Miller—ASCAP
- Ko Ko Mo (R)—Meridian—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—ASCAP
- Mr. Sandman (R)—E. H. Morris—ASCAP
- Mobile (R)—Ardmore—ASCAP
- My Own True Love (Tara's Theme) (R) (F)—Remick—ASCAP
- Naughty Lady of Shady Lane (R)—Paxton—ASCAP
- No More (R)—Maple Leaf—BMI
- Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP
- Sand and the Sea (R)—Winneton—BMI
- Silk Stockings (R) (M)—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 Too Can Be a Dreamer (R)—Mills—ASCAP
- Young and Foolish (R)—Chappell—ASCAP

Television

- A Man Chases a Girl (R)—Berlin—ASCAP
- All of You (R)—Chappell—ASCAP
- Count Your Blessings (Instead of Sheep) (R) (F)—Berlin—ASCAP
- Davey Crockett (R)—Disney—ASCAP
- Dim, Dim the Lights (R)—Republic—BMI
- Hearts of Stone (R)—Regent—BMI
- High and the Mighty—Witmark—ASCAP
- I Need You Now (R)—Miller—ASCAP
- Ko Ko Mo (R)—Meridian—BMI
- Let Me Go, Lover (R)—Hill & Range—BMI
- Long, Long Ago (R)—F. Fisher—ASCAP
- Make Yourself Comfortable (R)—Rylan—ASCAP
- Melody of Love (R)—Meridian—BMI
- Mr. Sandman (R)—E. H. Morris—ASCAP
- Mobile (R)—Ardmore—ASCAP
- Muskat Ramble (R)—Geo. Simon—ASCAP
- Naughty Lady of Shady Lane (R)—Paxton—ASCAP
- No More (R)—Maple Leaf—BMI
- Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP
- Pupalina (R)—Pincus—ASCAP
- Silk Stockings (R) (M)—Chappell—ASCAP
- Sisters (R)—Berlin—ASCAP
- Skokian (R)—Shapiro-Bernstein—ASCAP
- Stow-a-Way (R)—Melrose—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
- Vera Cruz (R)—Feist—ASCAP
- Without Love (R)—Chappell—ASCAP

England's Top Twenty

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

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

America's Hottest Label -- **Dot** --
 Presents the Genuine
 Best Sellers in Stores all over the Nation

The FONTANE SISTERS



HEARTS OF STONE

#15265

BILLY VAUGHN



MELODY OF LOVE

#15247

JOHNNY MADDOX



THE CRAZY OTTO

B/W HUMORESQUE #15325

The HILLTOPPERS



DARLIN'

B/W FRIVOLETTE

#15318

JIMMY WORKS
MAKING BELIEVE

JUST LIKE DOWNTOWN

#1221

JIMMY NEWMAN
DAYDREAMIN'

CRYING FOR A PASTIME

#1237

The COUNTS

WAILIN' LITTLE MAMA

#1235

LET ME GO, LOVER

RUSTY BRYANT

ALL NIGHT LONG

#15134

OVER 250,000 SOLD IN LESS THAN 10 DAYS!

The FONTANE SISTERS
ROCK LOVE and YOU'RE MINE

DOT 15333

Dot

RECORDS • • • GALLATIN, TENNESSEE • • • PHONE: 1600
THE NATION'S BEST SELLING RECORDS

Ethel Smith

and

SOCIETY cha-cha-cha

B/W

SK-RATCH

Opening
Beverly Hills
Country Club
Feb. 4th



DECCA
RECORDS

America's Fastest Selling Records

Another Overnight Smash!



pledging
my
love

how
important
can it be

CORAL 61362 (78) • 9-61362 (45)

teresa

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CORAL RECORDS
America's Fastest Growing Record Company

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending January 26

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

This Week	Last Week	Weeks on Chart	Title	Label
1.	3	9	HEARTS OF STONE—Fontane Sisters. Bless Your Heart—Dot 15265—BMI	
2.	5	5	SINCERELY—McGuire Sisters..... No More—(26)—Coral 61323—BMI	
3.	1	10	LET ME GO, LOVER—J. Weber.... Marionette—Col 40366—BMI	
4.	2	15	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	
5.	4	11	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP	
6.	6	9	MELODY OF LOVE—B. Vaughn..... Joy Ride—Dot 15247—ASCAP	
7.	7	11	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... Dawn—V 20-5896—BMI	
8.	13	7	EARTH ANGEL—Penguins..... Hey, Senorita—Dootone 348—BMI	
9.	11	8	LET ME GO, LOVER—T. Brewer.... Moon Is on Fire—Coral 61315—BMI	
9.	8	6	NO MORE—DeJohn Sisters..... Theresa—Epic 9085—BMI	
11.	-	1	KO KO MO—P. Como..... You'll Always Be My Lifetime Sweetheart— V 20-5994—BMI	
12.	9	11	MAKE YOURSELF COMFORTABLE— S. Vaughan..... Idle Gossip—Mercury 70469—ASCAP	
13.	14	11	MR. SANDMAN—Four Aces..... I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	
14.	10	18	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	
15.	12	5	MELODY OF LOVE—D. Carroll.... La Golondrina—Mercury 70516—ASCAP	
16.	18	6	OPEN UP YOUR HEART— Cowboy Church Sunday School.... The Lord Is Counting on You— Dec 29367—BMI	
17.	22	2	TWEEDLE DEE—G. Gibbs..... You're Wrong, All Wrong—Mercury 70517—BMI	
18.	17	3	MELODY OF LOVE—Four Aces.... There's a Tavern in the Town— Dec 29395—ASCAP	
19.	-	1	EARTH ANGEL—Crew Cuts..... Ko Ko Mo—(21)—Mercury 70529—BMI	
20.	15	12	DIM, DIM THE LIGHTS—B. Haley.. Happy Baby—Dec 29317—BMI	
21.	24	2	KO KO MO—Crew Cuts..... Earth Angel—(19)—Mercury 70529—BMI	
22.	19	15	COUNT YOUR BLESSINGS—E. Fisher Fanny—V 20-5871—ASCAP	
23.	23	25	SHAKE, RATTLE AND ROLL— B. Haley..... ABC Boogie—Dec 29204—BMI	
24.	-	1	CRAZY OTTO MEDLEY—J. Maddox.. Humoresque—Dot 15325—	
25.	20	11	HEARTS OF STONE—Charms..... Who Knows—DeLuxe 6062—BMI	
26.	27	2	NO MORE—McGuire Sisters..... Sincerely—(2)—Coral 61323—BMI	
27.	20	27	THIS OLE HOUSE—R. Clooney.... Hey, There—Col 40266—BMI	
28.	16	23	I NEED YOU NOW—E. Fisher.... Heaven Was Never Like This— V 20-5830—ASCAP	
29.	25	4	TWEEDLE DEE—L. Baker..... Tomorrow Night—Atlantic 1047—BMI	
30.	-	1	MAKE YOURSELF COMFORTABLE— P. King..... Gentleman in the Next Apartment— Col 40363—ASCAP	

• This Week's Best Buys

SMILES (Remick, ASCAP)
GLAD RAG DOLL (Advance, ASCAP)—Happy Otto—Decca 29403

The German piano-player who created a sensation with a medley released originally on a Polydor import is getting a far larger audience on this waxing of two familiar standards. This week the disk appears on the Pittsburgh, Cleveland and Detroit territorial charts and also was reported to be selling well in Buffalo, Providence, Durham, Atlanta, Chicago, Milwaukee, St. Louis and Cincinnati. A previous Billboard "Spotlight" pick.

ROCK LOVE (Jay & Cee, BMI)—Fontane Sisters—Dot 8570

Of the many versions (pop and r.&b.) of this tune competing for sales, the one by the Fontane Sisters is moving out ahead of the field. In its first week, highly favorable sales

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

reports were returned from Boston, Providence, New York, Philadelphia, Baltimore, Chicago, Detroit, Nashville, Durham and St. Louis. In many instances, the disk was reported to be racking up equally good r.&b. and pop sales. Flip is "You're Mine" (Arc, BMI). A previous Billboard "Spotlight" pick.

HOW IMPORTANT CAN IT BE? (Laurel, ASCAP)—Sarah Vaughan—Mercury 70534

The second version of this tune to take off. While the Joni James record still holds the edge nationally, good volume on the Mercury disk was reported this week in Los Angeles, St. Louis, Durham, Baltimore, New York, Providence, Cincinnati, Cleveland and Chicago. Flip is "Waltzing Down the Aisle" (Golden Bell, ASCAP). A previous Billboard "Spotlight" pick.

• Most Played in Juke Boxes

For survey week ending January 26

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	Title	Label
1.	1	9	LET ME GO, LOVER—J. Weber..... Marionette—Col 40366—BMI	
2.	2	13	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	
3.	3	8	HEARTS OF STONE—Fontane Sisters Bless Your Heart—Dot 15265—BMI	
4.	4	9	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP	
5.	5	17	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	
6.	12	5	MELODY OF LOVE—B. Vaughn.... Joy Ride—Dot 15247—ASCAP	
7.	9	3	SINCERELY—McGuire Sisters..... No More—(19)—Coral 61323—BMI	
8.	9	6	MAKE YOURSELF COMFORTABLE— S. Vaughan..... Idle Gossip—Mercury 70469—ASCAP	
9.	15	4	MELODY OF LOVE—Four Aces.... There's a Tavern in the Town— Dec 29395—ASCAP	
10.	11	7	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... Dawn—V 20-5896—BMI	
11.	7	7	LET ME GO, LOVER—T. Brewer.... Moon Is on Fire—Coral 61315—BMI	
12.	6	10	MR. SANDMAN—Four Aces..... I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	
13.	8	23	I NEED YOU NOW—E. Fisher..... Heaven Was Never Like This— V 20-5830—ASCAP	
13.	18	2	NO MORE—DeJohn Sisters..... Theresa—Epic 9085—BMI	
15.	16	4	LET ME GO, LOVER—P. Page..... Hocus Pocus—Mercury 70511—BMI	
16.	16	20	SHAKE, RATTLE AND ROLL— B. Haley..... ABC Boogie—Dec 29204—BMI	
17.	20	2	HEARTS OF STONE—Charms..... Who Knows—DeLuxe 6062—BMI	
18.	13	26	THIS OLE HOUSE—R. Clooney.... Hey, There—Col 40266—BMI	
19.	20	2	NO MORE—McGuire Sisters..... Sincerely—(7)—Coral 61323—BMI	
20.	-	4	DIM, DIM THE LIGHTS—B. Haley.. Happy Baby—(28)—Dec 29317—BMI	

• Most Played by Jockeys

For survey week ending January 26

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	Title	Label
1.	1	9	LET ME GO, LOVER—J. Weber.... Marionette—Col 40366—BMI	
2.	3	9	HEARTS OF STONE—Fontane Sisters Bless Your Heart—Dot 15265—BMI	
3.	5	4	SINCERELY—McGuire Sisters..... No More—Coral 61323—BMI	
4.	2	15	MR. SANDMAN—Chordettes..... I Don't Wanna See You Cryin'— Cadence 1247—ASCAP	
5.	4	12	NAUGHTY LADY OF SHADY LANE— Ames Brothers..... Addio—V 20-5897—ASCAP	
6.	7	9	THAT'S ALL I WANT FROM YOU— J. P. Morgan..... Dawn—V 20-5896—BMI	
7.	11	4	MELODY OF LOVE—B. Vaughn.... Joy Ride—Dot 15247—ASCAP	
8.	8	7	NO MORE—DeJohn Sisters..... Theresa—Epic 9085—BMI	
9.	6	11	MAKE YOURSELF COMFORTABLE— S. Vaughan..... Idle Gossip—Mercury 70469—ASCAP	
10.	12	3	MELODY OF LOVE—D. Carroll.... Golondrina, La—Mercury 70516—ASCAP	
11.	9	11	MR. SANDMAN—Four Aces..... I'll Be With You in Apple Blossom Time— Dec 29344—ASCAP	
12.	15	3	MELODY OF LOVE—Four Aces.... There's a Tavern in the Town— Dec 29395—ASCAP	
13.	10	17	TEACH ME TONIGHT— DeCastro Sisters..... It's Love—Abbott 3001—ASCAP	
14.	19	2	TWEEDLE DEE—G. Gibbs..... You're Wrong, All Wrong—Mercury 70517—BMI	
15.	13	8	LET ME GO, LOVER—T. Brewer.... Moon Is on Fire—Coral 61315—BMI	
15.	-	1	KO KO MO—Crew Cuts..... Earth Angel—Mercury 70529—BMI	
17.	-	1	KO KO MO—P. Como..... You'll Always Be My Lifetime Sweetheart— V 20-5994—BMI	
18.	17	2	EARTH ANGEL—Penguins..... Hey, Senorita—Dootone 348—BMI	
19.	-	1	EARTH ANGEL—Crew Cuts..... Ko Ko Mo—Mercury 70529—BMI	
20.	-	2	MELODY OF LOVE— F. Sinatra & R. Anthony..... I'm Gonna Live Till I Die—Cap 3018—ASCAP	

**PERFECT
CASTING**

makes for a

SMASH HIT

by the

CREW CUTS

'KOKOMO'

and

'EARTH ANGEL'

MERCURY 70529 • 70529X45



NO ONE CAN BEAT

*The DIVINE
SARAH*

SINGING



SARAH
VAUGHAN

**"HOW IMPORTANT
CAN IT BE"**

coupled with

"WALTZING DOWN THE AISLE"

MERCURY 70534 • 70534X45





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

1 JONI JAMES
Orchestra conducted by DAVE TERRY
HOW IMPORTANT CAN IT BE
and **THIS IS MY CONFESSION**
MGM 11919 78 rpm • K 11919 45 rpm

2 BILLY ECKSTINE
THE LIFE OF THE PARTY | **WHAT MORE IS THERE TO SAY**
MGM 11915 78 rpm • K11915 45 rpm

3 BETTY MADIGAN
I HAD THE FUNNIEST FEELING and **BE A LITTLE DARLIN'**
MGM 11903 78 rpm • K 11903 45 rpm

VARIETY BEST BET
CASH BOX SLEEPER OF THE WEEK

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

STRONG SELLERS

ALAN DEAN
TOO MUCH IN LOVE TO CARE
and **THE LADDER OF LOVE**
MGM 11920 78 rpm
K 11920 45 rpm

LEROY HOLMES
and His Orchestra
THE BRIDGES OF TOKO-RI
A BIG WIDE WONDERFUL WORLD
MGM 11914 78 rpm
K 11914 45 rpm

THE NATURALS
THE FINGER OF SUSPICION
and **REMEMBER**
MGM 11918 78 rpm
K 11918 45 rpm

BILLY FIELDS
YOUNG AND FOOLISH | **SINCERELY**
MGM 11917 78 rpm
K 11917 45 rpm

BOB STEWART
A MILLION STARS and **YOURS FOR THE ASKING**
MGM 11902 78 rpm
K 11902 45 rpm

TOMMY ALEXANDER
and His Orchestra
WAS THAT THE HUMAN THING TO DO | **DON'T BE THAT WAY**
MGM 11921 78 rpm
K 11921 45 rpm

DICK HYMAN TRIO
STARDUST | **PANAMA**
MGM 11916 78 rpm
K 11916 45 rpm

FRANKLYN MacCORMACK
MELODY OF LOVE (Why I Love You) and **TOUCHING SHOULDERS**
MGM 11908 78 rpm
K 11908 45 rpm

DEAN PARKER
GREEN FIRE | **I SEE AHEAD**
MGM 11912 78 rpm
K 11912 45 rpm

BRUD JONES
WORRIED MIND | **BLUE TAIL FLY**
MGM 11922 78 rpm
K 11922 45 rpm

The Billboard Music Popularity Charts POPULAR RECORDS

• Territorial Best Sellers

For survey week ending January 26

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. Melody of Love, B. Vaughn, Dot
 3. Make Yourself Comfortable S. Vaughan, Mer.
 4. Let Me Go, Lover, J. Weber, Col.
 5. Count Your Blessings, E. Fisher, V.
 6. Sincerely, McGuire Sisters, Cor.
 7. No More, DeJohn Sisters, Epi.
 8. Let Me Go, Lover, T. Brewer, Cor.
- Balti.-Wash.**
1. Hearts of Stone, Fontane Sisters, Dot
 2. Sincerely, McGuire Sisters, Cor.
 3. Let Me Go, Lover, J. Weber, Col.
 4. Mr. Sandman, Chordettes, Cdc.
 5. Dim, Dim the Lights, B. Haley, Dec.
 6. Melody of Love, D. Carroll, Mer.
 7. Tweedle Dee, G. Gibbs, Mer.
 8. That's All I Want From You J. P. Morgan, V.
 9. No More, DeJohn Sisters, Epi.
 10. Shake, Rattle and Roll, B. Haley, Dec.
- Boston**
1. Sincerely, McGuire Sisters, Cor.
 2. Crazy Otto Medley, J. Maddox, Dot
 3. Melody of Love, D. Carroll, Mer.
 4. Melody of Love, B. Vaughn, Dot
 5. Ko Ko Mo, P. Como, V.
 6. Hearts of Stone, Fontane Sisters, Dot
 7. Mr. Sandman, Chordettes, Cdc.
 8. Open Up Your Heart Cowboy Church Sunday School, Dec.
 9. Teach Me Tonight DeCastro Sisters, Abb.
- Buffalo**
1. Hearts of Stone, Fontane Sisters, Dot
 2. Sincerely, McGuire Sisters, Cor.
 3. Mr. Sandman, Chordettes, Cdc.
 4. Ko Ko Mo, P. Como, V.
 5. Ko Ko Mo, Crew Cuts, Mer.
 6. Naughty Lady of Shady Lane Ames Brothers, V.
 7. Open Up Your Heart Cowboy Church Sunday School, Dec.
 8. Let Me Go, Lover, J. Weber, Col.
 9. Song in Blue, L. Paul & M. Ford, Cap.
 10. Melody of Love, D. Carroll, Mer.
- Chicago**
1. Earth Angel, Penguins, Dtn.
 2. Hearts of Stone, Fontane Sisters, Dot
 3. Melody of Love, B. Vaughn, Dot
 4. Tweedle Dee, G. Gibbs, Mer.
 5. Mr. Sandman, Chordettes, Cdc.
 6. Melody of Love, D. Carroll, Mer.
 7. Let Me Go, Lover, J. Weber, Col.
 8. Sincerely, McGuire Sisters, Cor.
 9. Ko Ko Mo, Crew Cuts, Mer.
 10. No More, DeJohn Sisters, Epi.
- Cincinnati**
1. Naughty Lady of Shady Lane Ames Brothers, V.
 2. Let Me Go, Lover, J. Weber, Col.
 3. Mr. Sandman, Chordettes, Cdc.
 4. Melody of Love, B. Vaughn, Dot
 5. Make Yourself Comfortable S. Vaughan, Mer.
 6. That's All I Want From You J. P. Morgan, V.
 7. Sincerely, McGuire Sisters, Cor.
 8. Tweedle Dee, G. Gibbs, Mer.
 9. Hearts of Stone, Fontane Sisters, Dot
 10. Ko Ko Mo, P. Como, V.
- Cleveland**
1. Earth Angel, Penguins, Dtn.
 2. Melody of Love, B. Vaughn, Dot
 3. Tweedle Dee, L. Baker, Atl.
 4. Plantation Boogie, L. Dec, Dec.
 5. Crazy Otto Medley, Happy Otto, Dec.
 6. Sincerely, McGuire Sisters, Cor.
 7. Mr. Sandman, Chordettes, Cdc.
 8. Earth Angel, Crew Cuts, Mer.
 9. Ko Ko Mo, Crew Cuts, Mer.
 10. Cherry Pink and Apple Blossom White P. Prado, V.
- Dallas-Fort Worth**
1. Sincerely, McGuire Sisters, Cor.
 2. Hearts of Stone, Fontane Sisters, Dot
 3. Mr. Sandman, Four Aces, Dec.
 4. That's All I Want From You J. P. Morgan, V.
 5. Teach Me Tonight DeCastro Sisters, Abb.
 6. Earth Angel, Penguins, Dtn.
 7. Let Me Go, Lover, J. Weber, Col.
 8. Mr. Sandman, Chordettes, Cdc.
 9. Elephant's Tango, Commanders, Dec.
 10. Melody of Love, Four Aces, Dec.
- Denver**
1. Let Me Go, Lover, J. Weber, Col.
 2. That's All I Want From You J. P. Morgan, V.
 3. Mr. Sandman, Four Aces, Dec.
 4. Hearts of Stone, Chords, Del.
 5. Sincerely, McGuire Sisters, Cor.
 6. Naughty Lady of Shady Lane Ames Brothers, V.
 7. Hearts of Stone, Fontane Sisters, Dot
 8. Mr. Sandman, Chordettes, Cdc.
 9. Let Me Go, Lover, T. Brewer, Cor.
 10. Melody of Love, B. Vaughn, Dot
- Detroit**
1. Earth Angel, Crew Cuts, Mer.
 2. Plantation Boogie, L. Dec, Dec.
 3. Melody of Love, D. Carroll, Mer.
 4. Ko Ko Mo, Crew Cuts, Mer.
 5. Sincerely, McGuire Sisters, Cor.
 6. Ling, Ting, Tong, Chords Del.
 7. Malaguena, C. Valenie, Dec.
 8. Crazy Otto Medley, Happy Otto, Dec.
 9. Naughty Lady of Shady Lane Ames Brothers, V.
 10. Tweedle Dee, L. Baker, Atl.
- Kansas City**
1. No More, DeJohn Sisters, Epi.
 2. Crazy Otto Medley, J. Maddox, Dot
 3. Melody of Love, Ink Spots, Kng.
 4. Hearts of Stone, Fontane Sisters, Dot
 5. Open Up Your Heart Cowboy Church Sunday School, Dec.
- Los Angeles**
1. Hearts of Stone, Fontane Sisters, Dot
 2. Mr. Sandman, Chordettes, Cdc.
 3. Naughty Lady of Shady Lane Ames Brothers, V.
 4. Let Me Go, Lover, T. Brewer, Cor.
 5. Let Me Go, Lover, J. Weber, Col.
 6. Melody of Love, L. Diamond, V.
 7. Song of the Barefoot Contessa H. Winterhalter, V.
 8. Tweedle Dee, L. Baker, Atl.
 9. That's All I Want From You J. P. Morgan, V.
 10. Teach Me Tonight DeCastro Sisters, Abb.
- Milwaukee**
1. Sincerely, McGuire Sisters, Cor.
 2. Earth Angel, Crew Cuts, Mer.
 3. Hearts of Stone, Fontane Sisters, Dot
 4. Melody of Love, D. Carroll, Mer.
 5. Open Up Your Heart Cowboy Church Sunday School, Dec.
 6. Earth Angel, Penguins, Dtn.
 7. Mr. Sandman, Chordettes, Cdc.
 8. That's All I Want From You J. P. Morgan, V.
 9. Runaround, Chuckles, X
- Mpls.-St. Paul**
1. Sincerely, McGuire Sisters, Cor.
 2. Melody of Love, B. Vaughn, Dot
 3. Open Up Your Heart Cowboy Church Sunday School, Dec.
 4. Hearts of Stone, Fontane Sisters, Dot
 5. No More, DeJohn Sisters, Epi.
 6. Let Me Go, Lover, J. Weber, Col.
 7. Naughty Lady of Shady Lane Ames Brothers, V.
 8. I Love You Madly, Four Coins, Epl.
 9. Mr. Sandman, Chordettes, Cdc.
 10. Mr. Sandman, Four Aces, Dec.
- New Orleans**
1. Let Me Go, Lover, J. Weber, Col.
 2. Sincerely, McGuire Sisters, Cor.
 3. Melody of Love, B. Vaughn, Dot
 4. Mr. Sandman, Four Aces, Dec.
 5. Melody of Love, Four Aces, Dec.
 6. Dim, Dim the Lights, B. Haley, Dec.
 7. Hearts of Stone, Chords, Del.
 8. No More, McGuire Sisters, Cor.
 9. Melody of Love F. Sinatra-R. Anthony, Cap.
 10. Make Yourself Comfortable P. King, Col.
- New York**
1. Let Me Go, Lover, J. Weber, Col.
 2. Mr. Sandman, Chordettes, Cdc.
 3. Sincerely, McGuire Sisters, Cor.
 4. Naughty Lady of Shady Lane Ames Brothers, V.
 5. Melody of Love, B. Vaughn, Dot
 6. No More, DeJohn Sisters, Epi.
 7. Ko Ko Mo, P. Como, V.
 8. Count Your Blessings, E. Fisher, V.
 9. Earth Angel, Penguins, Dtn.
 10. That's All I Want From You J. P. Morgan, V.
- Philadelphia**
1. Melody of Love, B. Vaughn, Dot
 2. Earth Angel, G. Mann, Son
 3. Let Me Go, Lover, J. Weber, Col.
 4. Naughty Lady of Shady Lane Ames Brothers, V.
 5. Hearts of Stone, Fontane Sisters, Dot
 6. Mr. Sandman, Chordettes, Cdc.
 7. Sincerely, McGuire Sisters, Cor.
 8. Make Yourself Comfortable S. Vaughan, Mer.
 9. Tweedle Dee, G. Gibbs, Mer.
 10. Crazy Otto Medley, J. Maddox, Dot
- Pittsburgh**
1. Sincerely, McGuire Sisters, Cor.
 2. Earth Angel, Penguins, Dtn.
 3. Let Me Go, Lover, J. Weber, Col.
 4. Mr. Sandman, Chordettes, Cdc.
 5. Ko Ko Mo, Crew Cuts, Mer.
 6. Unsuspecting Heart, G. Shaw, Dec.
 7. Hearts of Stone, Fontane Sisters, Dot
 8. Melody of Love, B. Vaughn, Dot
 9. Crazy Otto Medley, Happy Otto, Dec.
 10. Naughty Lady of Shady Lane Ames Brothers, V.
- St. Louis**
1. Hearts of Stone, Fontane Sisters, Dot
 2. Melody of Love, B. Vaughn, Dot
 3. Ko Ko Mo, P. Como, V.
 4. Sincerely, McGuire Sisters, Cor.
 5. Let Me Go, Lover, J. Weber, Col.
 6. Naughty Lady of Shady Lane Ames Brothers, V.
 7. Earth Angel, Crew Cuts, Mer.
- San Francisco**
1. Hearts of Stone, Fontane Sisters, Dot
 2. Mr. Sandman, Chordettes, Cdc.
 3. Naughty Lady of Shady Lane Ames Brothers, V.
 4. Let Me Go, Lover, J. Weber, Col.
 5. Teach Me Tonight DeCastro Sisters, Abb.
 6. Let Me Go, Lover, T. Brewer, Cor.
 7. Sincerely, McGuire Sisters, Cor.
 8. Earth Angel, Penguins, Dtn.
- Seattle**
1. Hearts of Stone, Fontane Sisters, Dot
 2. Sincerely, McGuire Sisters, Cor.
 3. Earth Angel, Penguins, Dtn.
 4. Mr. Sandman, Chordettes, Cdc.
 5. Naughty Lady of Shady Lane Ames Brothers, V.
 6. Melody of Love, Four Aces, Dec.
 7. That's All I Want From You J. P. Morgan, V.
 8. Tweedle Dee, G. Gibbs, Mer.
 9. Make Yourself Comfortable S. Vaughan, Mer.
 10. Melody of Love, D. Carroll, Mer.

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BEEN
THINKING

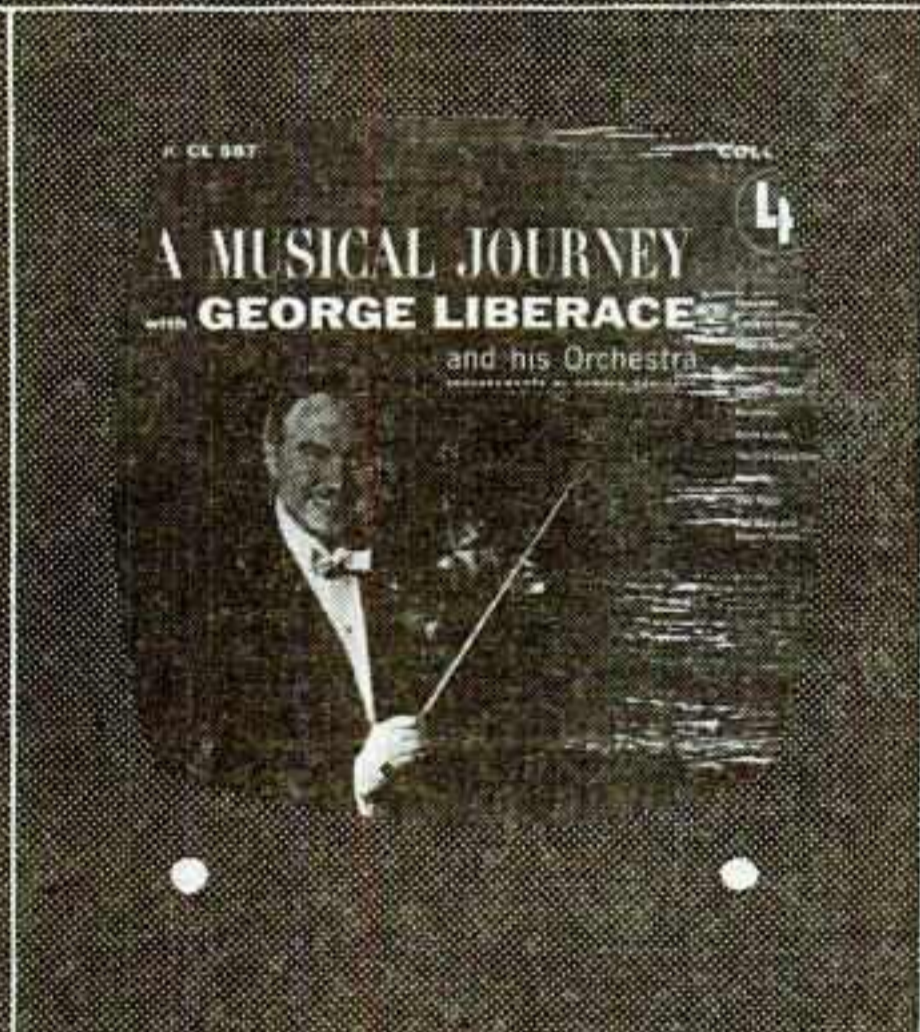
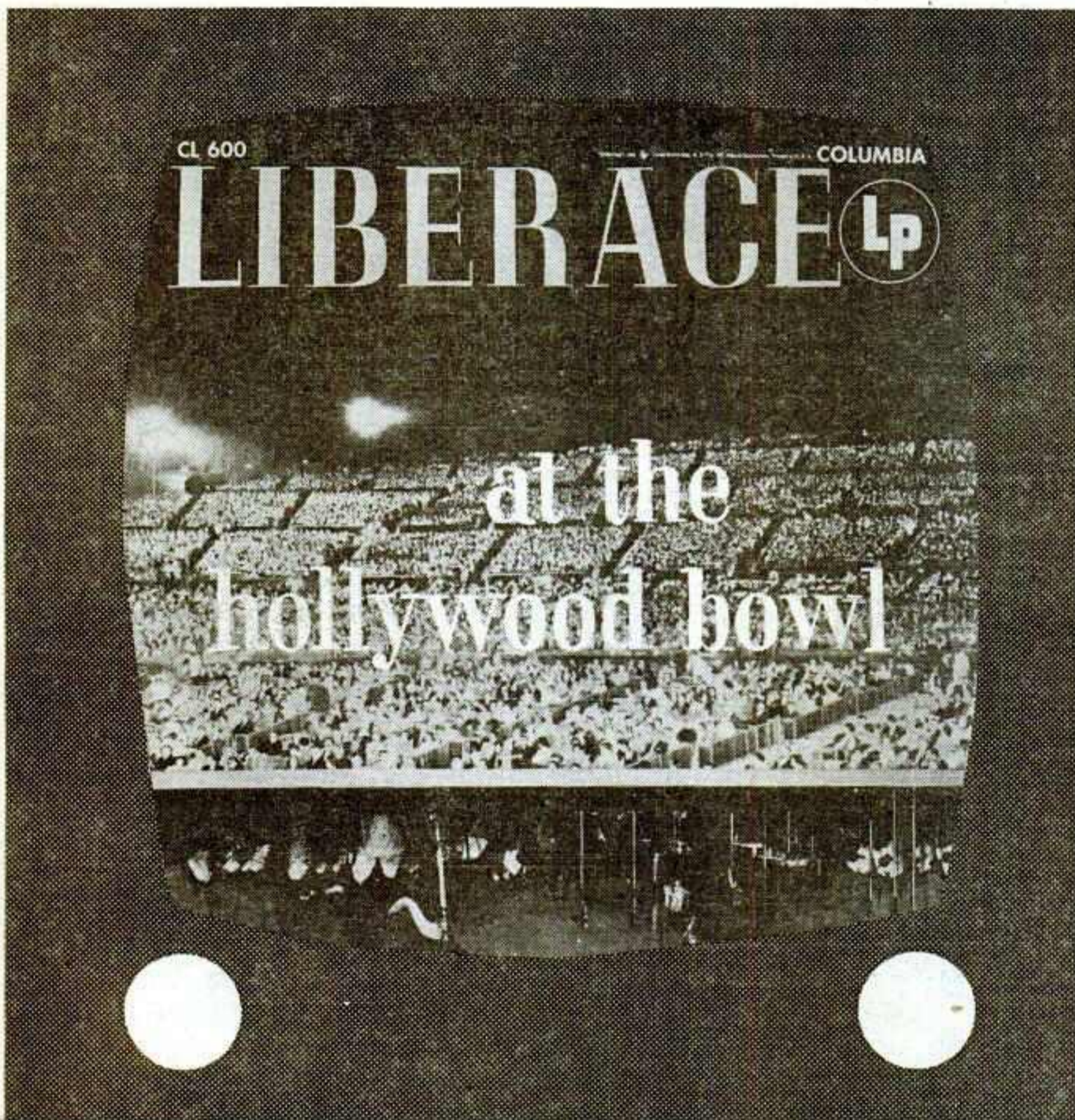
PLEDGING
MY
LOVE

(FOREVER MY DARLING)

Columbia
78 rpm 40436 • 45 rpm 4-40436



TV STARS mean BIG SALES



The Billboard Music Popularity Charts POPULAR RECORDS

• Review Spotlight on...

RECORDS

KITTY KALLEN

I'd Never Forgive Myself (Mellin, BMI)—Decca 29417—The stylized thrush should be able to stay on top again with this fine rendition of a lovely new ballad. She sells it winningly and is backed gracefully by the ork. It could be a big one. Flip is "Honestly" (Hill & Range, BMI).

EDDIE FISHER

Wedding Bells (Mellin, BMI)
A Man Chases a Girl (Berlin, ASCAP)—RCA Victor 6015—Fisher should continue his string of smash hits with this release. Needless to say Eddie puts his heart into the lilting marital tune, and the backing by the Hugo Winterhalter ork is fetching. Debbie Reynolds duets with Eddie on the flip and this side too has a good chance to move out. Strong wax.

LAURIE SISTERS

No Chance (Jubilee, ASCAP)—Mercury 70548—Here is an exciting performance in the current rhythm and blues mode by the cute sounding fem vocal group. The tune is catchy and the backing moves. A bright dishing that should grab loot. Flip is "Dixie Danny" (Southern, ASCAP).

MANTOVANI ORK

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

• Reviews of New Pop Records

JAYE P. MORGAN
Danger! Heartbreak Ahead88
VICTOR 20-6016—A Billboard "Spotlight" 1-29-'55. (Robbins, ASCAP)
Softly, Softly...85
A Billboard "Spotlight" 1-29-'55. (Sherwin, ASCAP)

FONTANE SISTERS
Rock Love87
DOT 8570—A Billboard "Spotlight" 1-29-'55. (Jay & Cee, BMI)
You're Mine...79
This one moves brightly thruout, sung with infectious spirit by the gals. The beat will please dancers. Sides figures to pull plenty of loot on its own. (Arc, BMI)

EDDIE FONTAINE
Rock Love86
"X" 96 — A Billboard "Spotlight" 1-29-'55. (Jay & Cee, BMI)
All My Love Belongs to You...78
An appealing ballad receives a Frankie Laine-ish reading from the new chanter on this side. It's a pretty tune and a warm performance but would have been stronger had it been less imitative. (Lois, BMI)

TONY BENNETT
Close Your Eyes85
COLUMBIA 40427 — A Billboard "Spotlight" 1-29-'55. (Miller, ASCAP)
It's Too Soon to Know...79
Bennett gets into the r.&b. mood with a good reading of a ditty that was a hit a few years ago in the r.&b. field. He sings it with feeling over rather dull backing. (E. H. Morris, ASCAP)

KAY STARR
If Anyone Find This I Love You85
VICTOR 5999 — A Billboard "Spotlight" 1-29-'55. (Ardmore, ASCAP)
Turn Right...78
A listenable ballad, slow but rhythmic, is sold with a lot of Starr punch. Not as arresting as the flip, it will still catch loot. (Starstan, BMI)

BILLY FARRELL
If May Sound Silly80
MERCURY 70539—Bill Farrell turns in a mighty impressive reading here of a current ballad now getting action in the r.&b. field with Ivory Joe Hunter. Farrell sells it with feeling and warmth, and the backing is fine. Watch this; it could happen. (Progressive, BMI)
Rock Love...79
Farrell does another good job here with the exciting new r.&b. ditty, backed neatly by the ork. On this tune, however, the singer faces some powerful competition. The coupling is a good one for the boxes. Solid wax from the chanter. (Jay & Cee, BMI)

TOMMY MARA
Pledging My Love78
M-G-M 11931—This is the first pop cover on the smash Johnny Ace tune. And the way in which Mara and the Leroy Holmes ork handle it, it could take off for a big one—and move Mara into the big time. (Lion, BMI)
Honey Bunch...75
Another good effort here in the rhythm and blues vein, but it doesn't quite stack up to the top side. In all, a first-rate two-sided platter. (Monument, BMI)

MONTY KELLY
Blue Mirage77
ESSEX 386—A bright and expressive instrumental reading of the new tune. Use of the electronic theremin adds sonic interest. Slicing should skim some of the action due the melody. (Mills, ASCAP)
That Sweetheart of Mine...74
The pretty tune is projected in pleas-

ing fashion by the Kelly strings which offset a sax solo attractively. Good program wax. (Eastwick, BMI)

THE MCGUIRE SISTERS
Open Up Your Heart77
CORAL 61334—These two cover-jobs from the McGuire Sisters' new EP should do well juke-wise as singles, with this side particularly spin-worthy. (Hamblen, BMI)
Melody of Love...76
Same comment. (Shapiro-Bernstein, ASCAP)

DEAN MARTIN
Young and Foolish76
CAPITOL 3036—Class ballad from the musical "Plain and Fancy" is sung with warm feeling. Dean Martin fans will like the waxing, which should receive adequate deejay exposure. (Chappell, ASCAP)
Under the Bridges of Paris...73
Swaying Continental waltz ballad with solo fiddle in the backing is used to create a sympathetic romantic mood in this well-warbled bit by Martin. (Hill & Range, BMI)

BOYD BENNETT ORK
Poison Ivy75
KING 1432—The Boyd Bennett ork bows on the label with a very impressive performance here. The ork is in the Bill Haley tradition, and the crew covers a current r.&b. to sock results. Big Moe handles the vocal. Watch this; it has a chance. (Arc, BMI)
You Upset Me Baby74
Another r.&b. hit receives a solid reading by the new ork as they swing the opus via a vocal by Big Moe and the sidemen, as well as handclaps and a solid beat. This is in the current current mode and could bust thru. Fine debut wax, and two solid sides. (Modern, BMI)

JERRY VALE
I Live for Only You75
COLUMBIA 40429 — A pleasant vocal-with-chorus treatment of a pretty ballad. Vale fans will enjoy. The ork backing is very smooth. (Hollis, BMI)
Hey, PUNCHINELLO...71
A bright ditty is handed a spirited vocal by Vale and chorus. (Paramount, ASCAP)

JANE FROMAN
I Wonder74
CAPITOL 3033—A lovely tune in the mood of "I Believe" should get and deserve plenty of air play. It's a lovely tune and rendition. (Sansou, ASCAP)
I'll Never Be the Same...72
The wonderful old standard is handed a first-rate reading by the warm Froman voice and the stringful Sid Feller ork backing. If it gets the air plays it should do nicely. (Robbins, ASCAP)

NELSON RIDDLE ORK
The Pendulum Song74
CAPITOL 3037—Cute piece of material about a romantic clock maker is played with plenty of sound gimmicks by the Riddle ork, while a chorus sings the lyrics. Best potential is the kiddie market, but it could spill over into a fair number of pop sales. (Gold, ASCAP)
Run for Cover...71
Big soaring ballad from the title flicker is given a good baritone reading by Bob Graham and the ork. (Paramount, ASCAP)

ETHEL SMITH
Sk-Ratch73
DECCA 29404 — Here's a bright performance by the organist, and one
(Continued on page 38)

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The Hottest New Group in America!



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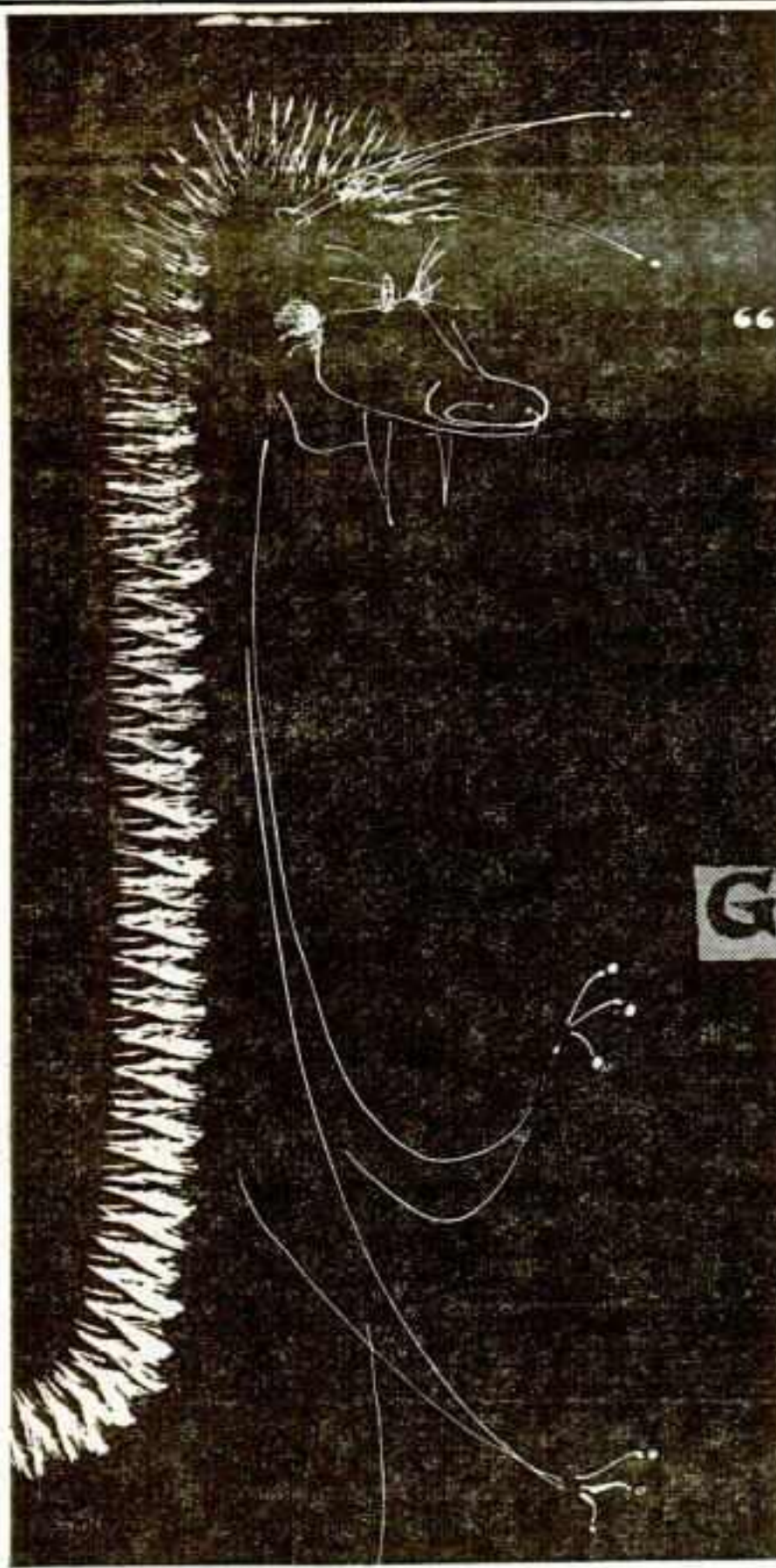
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MY ANXIOUS HEART

EPIC 9091 • 5-9091

B/W **OH MOTHER DEAR**





“YOU CAN'T HARDLY GET THEM NO MORE”

b/w

You Brought a New Kind of Love

87-1241

but the

HI-LO'S

sing it on

starlite records

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Johnny DESMOND



sings

THE SONG FROM "DESIREE"

(WE MEET AGAIN)

and

MY OWN TRUE LOVE

(TARA'S THEME)



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

The Billboard Music Popularity Charts
POPULAR RECORDS

• Reviews of New Pop Records

• Continued from page 36

- that shows off her fine technique on the instrument. It features a novel scratching gimmick that will help it get spins. (Hansen Music, ASCAP) Society "Cha Cha Cha"....72
Eithel Smith's many fans will enjoy her lively organ work on this new "cha cha cha" which is rhythmically speaking, an up-tempo mambo. (Music of Today)
- PAT O'DAY**
A Rusty Old Halo73
M-G-M 11930—An appealing vocal on Bob Merrill's clever new pop-spiritual, which should get spins. However, Mahalia Jackson's version will furnish rough competition. (Rylan, ASCAP)
Ting a Ling....71
A good pop-r.&b. vocal job and arrangement on a catchy novelty, which should please young "cat" music fans. (Progressive, BMI)
- JANE MORGAN**
Why Don't They Leave Us Alone?....73
KAPP 111—Jane Morgan uses her warm pipes to good advantage in this effective reading of the ditty. Should win spins. (Bregman, Vocco & Conn, ASCAP)
I Try to Forget You....70
Sophisticated ditty with an intriguing beat is handed a tonally pleasant warble by the thrush. (Ashland, BMI)
- BONNIE LOU**
Tweedle Dee73
KING 1436—The thrush comes thru with an attractive reading of the current hit, over a bright backing by a male chorus and ork. It's rather late, but it could get a small share of the coin. (Progressive, ASCAP)
The Finger of Suspicion....70
Bonnie Lou sells the appealing effort well backed pleasantly by the ork. Deejays can use. (Pickwick, ASCAP)
- EDDIE McMILLAN ORK**
The One Rose72
DECCA 29392 — The fine standard receives a lovely waltz reading from the Eddie McMillan ork, which is featured thruout on his "singing saxophone." Good wax here for the older set and smart change-of-pace deejay programing. (Shapiro-Bernstein, ASCAP)
The Waltz You Saved for Me....72
Same comment. (Feist, ASCAP)
- PAUL WHITEMAN ORK**
Then and Now72
CORAL 61336—The "New Rhythm Boys" explain the difference between the songs and singers when the Paul Whiteman ork was a favorite and today's r.&b. songs and singers. Cute wax here that could get spins. (Vim, ASCAP)
Mississippi Mud....72
The "New Rhythm Boys" take an old Whiteman ork smash hit and turn in a snappy reading over two beat backing by the ork. This side, too, should interest a lot of deejays and older collectors. (Shapiro-Bernstein, ASCAP)
- JOE PICA**
The Music Goes 'Round and 'Round...72
ORIGINAL 512—The smash hit of more than a decade ago sounds almost fresh again after all these years. The Pica vocal in English and Italian should get plenty of juke coin. (Joy, ASCAP)
Chinatown, My Chinatown....71
Pica has been a favorite around Northern New Jersey for some time, and his disks have sold extremely well in a limited area. His piano-led combo manages to come up with really hokey readings of standards which should draw coin for ops. (Remick, ASCAP)
- BOB AND RAY**
The Voice Coach72
CORAL 61338—An amusing satire on a "Dagnet" trained voice coach served up by the team currently doing a deejay stint over Manhattan radio station WINS. (Roncom, ASCAP)
You Made Your Bed....70
Coral has been doing well with its comedy series and this platter features a funny take-off on "This Is Your Life." (Roncom, ASCAP)
- BETTY JOHNSON**
Did They Tell You?.....71
NEW DISC 10018—The canary contributes a soft, silky vocal to an attractive ballad. (Trinity BMI)
Buckle on the Boot....68
A catchy novelty gets a good up-beat tempo and bouncy vocal treatment by Miss Johnson and group, with the backing by Larry Clinton. (Meridian, ASCAP)
- PETER LIND HAYES-MARY HEALY**
Could Be I Love You71
COLUMBIA 40419 — Brisk patter ditty with a Latin beat and inflection has a novelty flavor. It ought to pull some spins. (Essex, ASCAP)
The Year We Fell in Love....67
Cute little topical ditty is handed an intriguing performance. (Redd Evans, ASCAP)
- THE MARVELEERS**
These Are the Things We'll Share70
DOT 15320—A pleasing warble job on a sentimental ballad. (Famous, ASCAP)
Marlina, Marlina....69
A spirited group vocal on a routine novelty. (Spinlan, ASCAP)
- ROY STEVENS**
Beauty and the Beat70
ORIGINAL 514—Trumpeter Stevens fronts a good, swinging dance band which deserves attention. This is the ork's theme, and it has the beat and the spirit which was so evident in the big days of the band business. Good dance wax. (Kems, BMI)
Park Ave Patter....68
More good instrumental wax here. (Gale, ASCAP)
- FRANCIS CRAIG**
My Blue Heaven69
DOT 15321—A pleasing version of the oldie, with Craig in good form on piano solo and a nice vocal. Should get juke play. (Feist, ASCAP)
When Your Lips Touch Mine....69
Same comment. (Randy Smith, ASCAP)
- ELMO TANNER-BILLY VAUGHN ORK**
Remembering69
DOT 15319—Veteran whistler Tanner contributes his usual fine whistling job on this oldie. Should get juke play.
Begin the Beguine....69
Same comment. (Harms, ASCAP)
- NICK LUCAS**
Did You Ever See a
Crown Walking?69
CROWN 141—The familiar oldie is sung pleasantly with a solid beat for the terpers.
Looking at the World
Thru Rose-Colored Glasses....68
Old-fashioned rendition with banjos in the backing rests easy on the ears.
- PAT MORRISSEY**
Hidden Treasure68
DECCA 29383—The canary lends her nice phrasing to a pretty ballad. (Mutual, ASCAP)
Midnight Sun....67
Miss Morrissey thrushes valiantly on this one, but the oldie (lovely as it is) is just too complicated for her to handle lyric-wise. (Crystal, ASCAP)
- RAMON MARQUEZ ORK**
Mambo U.S.A.68
FIESTA 044 — An instrumental in mambo rhythm of more than average merit. In addition to the solid beat, the fine blending of brass and

(Continued on page 40)

"X" RECORDS



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Three Chuckles

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IF YOU SHOULD LOVE AGAIN

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“TWEEDLE DEE”

By

GEORGIA GIBBS

MERCURY 70517 • 70517X45

• This Week's Best Buys

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.

"... a mighty attractive instrumental" ... BILLBOARD



“BLUE MIRAGE”

RALPH MARTERIE

And His Orchestra + Strings

Coupled With "Remember Me"

MERCURY 70534 • 70534X45



DINAH WASHINGTON

"That's All I Want From You"

AND

"You Stay On My Mind"

MERCURY 70537 • 70537X45



RUSTY DRAPER

"Lookin' Back To See"

AND

"Shame On You"

MERCURY 70526 • 70526X45



EDDY HOWARD

"The Finger Of Suspicion"

AND

"Old Memories"

MERCURY 70533 • 70533X45



TWO BIG ONES FOR

BILL FARRELL

“ROCK LOVE”

AND

“IT MAY SOUND SILLY”

MERCURY 70539 • 70539X45

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With Lush String Background

“Nightingale”

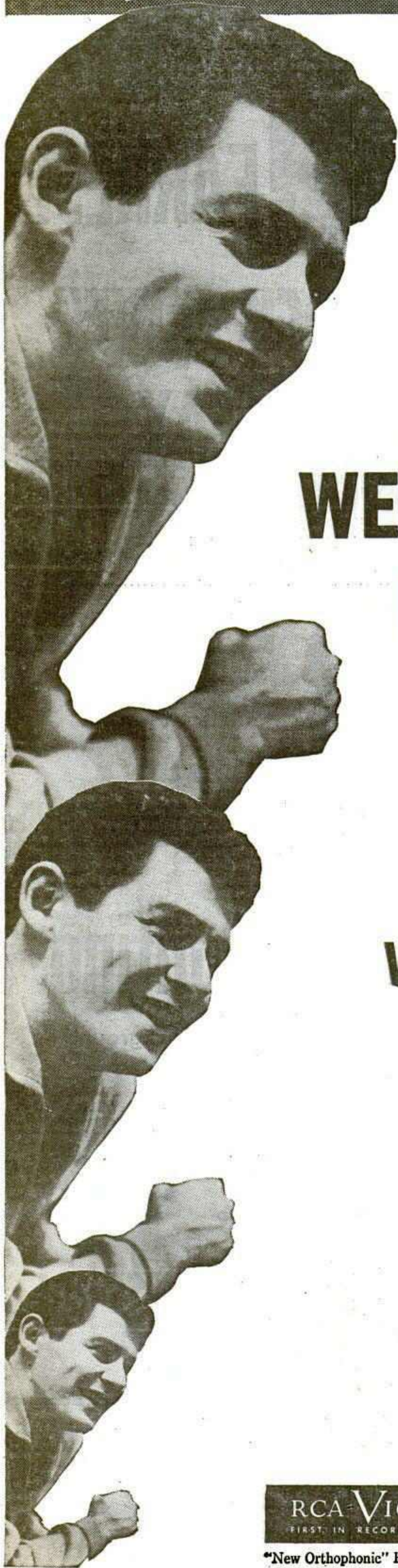
AND

“Adios”

MERCURY 70536 • 70536X45



as only Eddie Fisher could sing it...



I'M ALWAYS HEARING WEDDING BELLS

I'M ALWAYS HEARING WEDDING BELLS

I'M ALWAYS HEARING WEDDING BELLS

20/47 6015

RCA-VICTOR FIRST IN RECORDED MUSIC



"New Orthophonic" High Fidelity Recordings

The Billboard Music Popularity Charts POPULAR RECORDS

Reviews of New Pop Records

Continued from page 38

reeds makes for enjoyable listening. (Pemora, BMI) Mamba India... 65 While this side also has an easy beat that is fine for dancing, the material is not unusual in any way. (Pemora, BMI)

RAMON MARQUEZ ORK Cha Cha Cha Rhythm... 67 FIESTA 045—The "cha cha cha" is getting to be as familiar as the mambo, and customers who want a lively example of the former will find this a top candidate. (Pemora, BMI) Vaellando... 65 A good mambo, in which the boys in the band throw in a vocal chorus and work up an impressive beat. (Pemora, BMI)

TONY ALMERICICO The Tennessee Waltz... 65 DOT 15323—Here's a two-beat reading of the click ballad. Ops might make some use of it. Tho the Almerico combo is listed as "all-star," none of the musicians is identified. (Acuff-Rose, BMI) Woodchoppers Ball... 65 More of the same on the Woody Herman standard.

LINDA FRANCIS I Want You... 64 G-M-P 929—The gal and a vocal chorus contribute an acceptable treatment on a pleasant ballad. (ASCAP) Gonna Keep a-Dreamin'... 63 An okay vocal treatment on a bouncy novelty. (ASCAP)

BUDDY SMITH About That Kiss... 64 NEW DISC 5156—The vocalist does a good selling job on a fine piece of material here. The arrangement is a little on the old-fashioned side, but none the less appealing on that account. Everlovin'... 60 Another version of a tune that is currently seeing a lot of action. Smith may cut in on some of the loot, with the slight r.&b. flavor of the arrangement helping along.

EDDIE RICCI I Can't Fall in Love... 60 CAVALIER 842—Ricci does okay in a routine bounce ditty. Recipe for Love... 60 Another routine reading and tune.

DICK CAROZZA I'll Ride to the End of the Rainbow... 50 INTRASTATE 188 — Clarinet, bass, accordion and drum combo backs tenor Carozza in so-so pop reading of a waltz ballad with a Western flavor. (Homestead, BMI) I'd Rather Dream... 50 More of the same here on another new ballad. (Homestead, BMI)

Spiritual

DIXIE HUMMING BIRDS Sinner, Sin No More... 83 PEACOCK 1740—A Billboard "Spotlight" 1-29-55. I'm Not Uneasy... 82 A Billboard "Spotlight" 1-29-55.

SPIRIT OF MEMPHIS Sweet Hour of Prayer... 81 PEACOCK 1734—This beloved hymn is presented in a very effective manner here, ending as it does in a spoken prayer for all those who suffer and are afflicted. Strong commercial possibilities here. What Could I Do?... 79 The excitement the group creates with this traditional material is nothing short of tremendous. Leads Bledsoe and Little Ax alternately spark the rhythm to an ever more frantic pitch, ending in a great climax.

Sacred

MARTY ROBBINS Have Thine Own Way Lord... 79 COLUMBIA 21352 — The traditional sacred effort receives a heart-warming performance here from Robbins on this new release. It will get spins on religious shows and should sell strongly to the family market. God Understands... 78 Here's a fine reading of an attractive religious tune by Marty Robbins, who sings it with sincerity and feeling. It will attract both sacred and country fans. (Acuff-Rose, BMI)

THE WEBSTER BROTHERS-CARL BUTLER Angel Band... 78 COLUMBIA 21353 — The religious opus is awarded a rendition full of feeling and expression. Butler and the Webster Brothers do a fine job that collectors of sacred disks will quickly recognize. Very strong wax here. (Driftwood, BMI) Hallelujah We Shall Rise... 77 Another mighty fine performance. This has a happy revival beat that has infectious appeal. (SESAC)

THE RANGERS QUARTET The Carpenter's Son... 75 CAPITOL 3035 — Fresh-sound rendition of the sacred ditty has lots of ear appeal. Side should do well in the market. (Villanova, BMI) Heavenly Cannon Ball... 74 Another good side by the talented group. (Hill & Range, BMI)

THE STAMPS QUARTET My Lord Is Caring for Me... 75 COLUMBIA 21349—The fine gospel group does a satisfactory job here

with a new sacred effort which features some listenable harmony. Their fans in the Bible Belt will like. (SESAC) God Is Right... 73 The Stamps Quartet sells this meaningful effort nicely over warm piano support. Each member of the group gets a chance to solo on this side. (SESAC)

STUART HAMBLEN My Brother... 73 VICTOR 5990—Stuart Hamblen explains that all men are brothers on this tune with help from a mixed chorus. Hamblen penned the tune himself. (Hamblen, BMI) If We All Said a Prayer... 70 The country chanter talks the lyrics of this new religious effort, which stresses the need of prayer for a better world. (Tru Blue, ASCAP)

Polka

SIX FAT DUTCHMEN Dig That Crazy Oom-Pah-Man... 77 VICTOR 5985—The Dutchmen have not gone "cool," as the title might indicate. However, the intricate solo playing of the tuba-man is "real gone." Two top dance sides here. There Is a Tavern in the Town... 78 A clever and original treatment of the familiar standard. The tempo is brisk and the playing flashy—just the way the group's fans like it.

FRANKIE YANKOVIC ORK I Don't Wanna Mambo Polka... 77 COLUMBIA 40418 — Yankovic and the Yankee Doodlers make good-natured fun of the mambo craze in this clever piece of material. A fine dance side that will be appreciated by polka fans. (Reis, ASCAP) Village Inn Polka... 75 A pretty, high-stepping dance instrumental that also will be popular in this market. (Mills, ASCAP)

HERBY REMINGTON Judia Polka... 74 COLUMBIA 21347 — This bouncy, jolly polka will pull young and old out on to the dance floor. The pretty electric guitar with rhythm backing will have some appeal for c.&w. folks as well as oompah fans. Westphalia Waltz... 73 The band comes up with a melodious old favorite here in relaxed three quarter time that will be much appreciated.

Number of Releases This Week

Table with columns: LABEL, Pop, C&W, R&B. Lists various labels like ALADDIN, APOLLO, CAPITOL, etc., and their corresponding release counts.

In Hopper

Continued from page 20

sion consists of seven members, all presidentially appointed. The Thompson-Celler bills seek to expand the group to 15 so as to include representatives from music, television, radio and legitimate theaters.

This legislation has received endorsement from President Harold E. Fellows, of the National Association of Radio & Television Broadcasters and President Eric Johnson, of the Motion Pictures Association of America.

These ideas were embraced in legislation sponsored in the last Congress by Rep. Charles Howell (D., N. J.), who was defeated for election to the Senate last November. President Eisenhower in his State of the Union message to Congress said he will recommend creation of a federal advisory commission to encourage "artistic endeavors." The President's commission would be incorporated in the Department of Health, Education and Welfare.

Vox Jox

Continued from page 16

WSVA, Harrisonburg, Va., to segue out of radio entirely into sportswear manufacturing at Cordele, Ga. The jazz segment continues under Galen Weakley who also handles "Night Shift." . . . Tom Murphy has been moved from floor manager at WCHS-TV, Charleston, W. Va., to morning deejay on WCHS radio. Joe Farris, formerly program director of WGKV, Charleston, W. Va., has taken over as program director of WCHS from Mort Cohn who has been upped to program director of WCHS-TV.

True Taylor has moved from WTWO, Bangor, Me., to WPOR, Portland, Me., and is doing the late show called "Por Night Club." . . . Charles Glass, WJDA, Quincy, Mass., has just returned from Florida. Glass also recently returned from a jamboree in Nashville; and tells us that he now knows the reason why so many go for country-style music. . . . "Jazz Album," a new show featuring the fastest-growing musical craze in the nation, jazz, starts on WAVE, New Orleans, this week," writes Andy Chappell, emcee. Show will consist of jazz both old and new.

Kent Burkhardt, KXOL, Fort Worth, informs us that the station is now changing its programing to an all disk jockey format. . . . Dale Dwelley, KATO, Reno, Nev., writes: "Hi again. Yes, we're settled here in fabulous Reno on the 24-hour station for the 'biggest little city in the world.'" . . . "Platter Parade," emceed by Jim Farr, over KSTV, Stephenville, Tex., has been increased from one hour to two. . . . Station KLIF, Dallas, welcomes Larry Monroe from WTVA, Elmira, N. Y., and Don Keyes from KGKO to its staff. . . . George Klein has switched from WHBQ, Memphis, to KWEM, same city, and is still attending Memphis State College during the week.

SURFACE NOISES: Bob Leonard, WMMM, Fairmont, W. Va., sounds off: "There must be a lunatic fringe among deejays, too. I refer to those that bite the hand that feeds them. The few deejays who are soured on the current trend in popular music and who raise their tiny voices in protest probably do so just to attract attention. Do theater operators criticize modern motion pictures? The film 'No Business Like Show Business' is undoubtedly the worst picture flashed on the American screen, yet I doubt that theater operators will make any public criticism of it. It would be like standing in front of your store and announcing to passers-by that nothing in the store is worth buying. And that is exactly what these few deejays are doing. If they refuse to play the hit songs of today, it's a bet they won't be in the business long."

Harry Waterhouse, WMRI, Marion, Ind., has a good suggestion: "About those personal interviews with recording artists, maybe the companies could release 45's with short interviews on them that leave blank spaces on the record for the deejay to ask the questions from a script. We got one like that with Rosemary Clooney put out by the Saturday Evening Post." . . . John Canty, WOTW, Nashua, N. H., is championing the record librarians and their problems this week. He writes: "Our record librarian says, 'Give us a break.' Let's decide on the title of a song and leave it thusly. Example: 'The Song From Desiree,' 'Desiree,' another 'Bazoom,' 'I Need Your Love.' Filing of records is important for availabilities, and if a tune has three titles,

how can it help but get lost in the shuffle? Record companies heed a warning—many stations put new titled tunes in the 'get lost file'."

More on arrangement pirating from Ed Millar, KSOK, Arkansas City, Kan.: "Great big mammoth cheers for Ken Garland at WPOR on his statement about arrangement pirating. It couldn't be said any better. Now let's not have somebody write that tired old excuse about 'imitation is the sincerest form of flattery.'" . . . John Carlson, KAOK, Lake Charles, La., has a question: "Just wondering—do you suppose we will ever see the day when the top recording artists will try to put a song over on their own talents rather than depending on gimmicks? These crying babies, barking dogs and typewriters are fine for the sound effects library, but do they make good music?"

THIS 'n' THAT: "I'm glad to see r.&b. music has finally arrived in the Perry Como version of 'Ko-Ko-Mo,'" writes Louis Barile, WKAL, Rome, N. Y. "I think this will do more to win over new fans for r.&b. music than any other thing. I think The Billboard in its editorials and special issues has done a lot to move pop deejays to program r.&b. I know that's what happened in my case. Thanks, Billboard." . . . Bill Owensby, WBRM, Marion, N. C., accepted the chairmanship of the McDowell County Easter Seal Society to raise money for crippled children. (Ed. note: Good Luck in your endeavor.)

"The Sleepy Deacon Show," emceed by Hank Harvey over KVMA, Magnolia, Ark., celebrated its 100th airing on January 16, with taped greetings from the various artists and entertainment figures, as well as portions of the most popular r.&b. records of the past shows. The show concentrates on r.&b. music. . . . Jim Lloyd, KSIM, Sikeston, Mo., would like to know the whereabouts of Bill Cook who worked at Scott, Ill., with him. . . . Jerry L. Heptner, KBMX, Coalinga, Calif., was surprised last week with a list of 360 different names requesting a one-hour show of r.&b. The list was compiled by the local high school which consists of 465 students.

Hugh Ward, WBEU, Beaufort, S. C., has eight old Victor records, some of which are pressed on one side and extremely old, which he will give to anyone paying the postage on them. . . . Eddie Carvin, WMSA, Massena, N. Y., is looking for Tommy Morrissey, a graduate of Pathfinder, Kansas City, Mo.

YESTERYEAR'S TOPS—
The nation's top tunes on records as reported in The Billboard

- FEBRUARY 3, 1945:
1. Don't Fence Me In
 2. Ac-cent-tchu-ate the Positive
 3. Rum and Coca-Cola
 4. I Dream of You
 5. I'm Making Believe
 6. Cocktails for Two
 7. Into Each Life Some Rain Must Fall
 8. There Goes That Song Again
 9. A Little on the Lonely Side
 10. Always
- FEBRUARY 4, 1950:
1. Dear Hearts and Gentle People
 2. I Can Dream, Can't I?
 3. The Old Master Painter
 4. Chattanooga Shoe Shine Boy
 5. There's No Tomorrow
 6. Rag Mop
 7. Johnson Rag
 8. A Dreamer's Holiday
 9. Bibbidi-Bobbidi-Boo
 10. Slipping Around



A MAN CHASES A GIRL

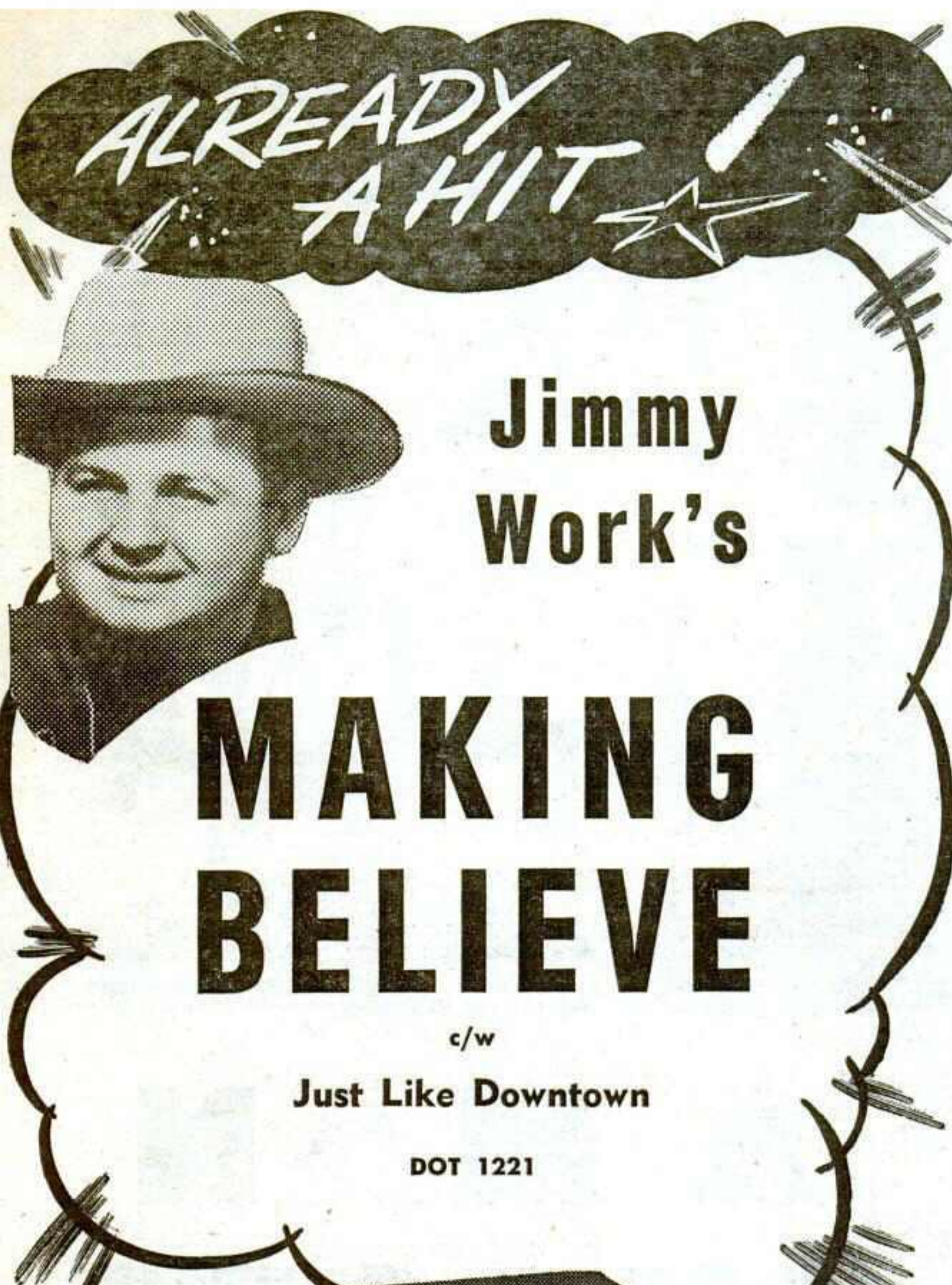
(UNTIL SHE CATCHES HIM)

EDDIE FISHER

20/47 6015

A "New Orthophonic" high fidelity recording





Jimmy Work's

MAKING BELIEVE

c/w

Just Like Downtown

DOT 1221

JUST RELEASED

jimmy newman's

"CRYING FOR A PASTIME"

c/w
DAY DREAMIN'
DOT 1237



Dot RECORDS
GALLATIN, TENNESSEE
PHONE -1600

The Billboard Music Popularity Charts
COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

For survey week ending January 26

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 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	14
2.	MORE AND MORE—W. Pierce. You're Not Mine Anymore—Dec 29252—BMI	2	18
3.	IF YOU AIN'T LOVIN'—F. Young. If That's the Fashion—Cap 2953—BMI	4	11
3.	LET ME GO, LOVER—H. Snow. I've Forgotten You—V 20-5960—BMI	3	7
5.	I DON'T HURT ANYMORE—H. Snow. My Arabian Baby—V 20-5698—BMI	4	37
6.	THIS OLE HOUSE—S. Hamblen. When My Lord Picks Up the Phone—V 20-5739—BMI	6	25
7.	HEARTS OF STONE—R. Foley. Never—Dec 29375—BMI	7	5
8.	KISSES DON'T LIE—C. Smith. No I Don't Believe I Will—Col 21340—BMI	11	3
8.	IN THE JAILHOUSE NOW—W. Pierce. I'm Gonna Fall Out of Love With You—Dec 29391—BMI	—	1
10.	ONE BY ONE—K. Wells & R. Foley. I'm a Stranger in My Home—Dec 29065—BMI	10	38
11.	I'VE BEEN THINKING—E. Arnold. Don't Forget—(14)—V 20-6000—BMI	—	1
12.	ARE YOU MINE—G. Wright & T. Hall. I've Got Somebody New—Fabor 117—BMI	—	1
13.	NEW GREEN LIGHT—H. Thompson. Lonely Heart Knows—Cap 2920—BMI	8	17
14.	DON'T FORGET—E. Arnold. I've Been Thinking—(11)—V 20-6000—BMI	—	1
15.	UNITED—T. Collins. Boob-i-lak—Cap 3017—BMI	—	1
15.	MR. SANDMAN—C. Atkins. Set a Spell—V 20-5956—ASCAP	—	1
15.	I FEEL BETTER ALL OVER—F. Huskey. Little Tom—(20)—Cap 3001—BMI	—	1

• Most Played in Juke Boxes

For survey week ending January 26

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 operators throught 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	10
2.	MORE AND MORE—W. Pierce. Dec 29252—BMI	2	17
3.	LET ME GO, LOVER—H. Snow. V 20-5960—BMI	3	4
4.	IF YOU AIN'T LOVIN'—F. Young. Cap 2953—BMI	4	8
5.	NEW GREEN LIGHT—H. Thompson. Cap 2920—BMI	5	12
6.	HEARTS OF STONE—R. Foley. Dec 29375—BMI	—	1
7.	I DON'T HURT ANYMORE—H. Snow. V 20-5698—BMI	6	36
8.	ONE BY ONE—K. Wells-R. Foley. Dec 29065—BMI	7	33
9.	PENNY CANDY—J. Reeves. Abbott 170—BMI	8	11
9.	THIS IS THE THANKS I GET—E. Arnold. V 20-5805—BMI	—	15

• Most Played by Jockeys

For survey week ending January 26

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.	LET ME GO, LOVER—H. Snow. V 20-5960—BMI	1	7
2.	LOOSE TALK—C. Smith. Col 21317—BMI	2	14
3.	IF YOU AIN'T LOVIN'—F. Young. Cap 2953—BMI	3	12
4.	HEARTS OF STONE—R. Foley. Dec 29375—BMI	5	4
5.	MORE AND MORE—W. Pierce. Dec 29252—BMI	4	18
6.	I FEEL BETTER ALL OVER—F. Huskey. Cap 3001—BMI	8	4
7.	ARE YOU MINE—G. Wright & T. Tall. Fabor 117—BMI	6	4
8.	IN THE JAILHOUSE NOW—W. Pierce. Dec 29391—BMI	—	1
9.	ARE YOU MINE—M. Lorrie & B. DeVol. Abbott 172—BMI	10	2
10.	NEW GREEN LIGHT—H. Thompson. Cap 2920—BMI	9	14
10.	LITTLE TOM—F. Huskey. Cap 3001—BMI	7	4
12.	I'VE BEEN THINKING—E. Arnold. V 20-6000—BMI	13	2
13.	MR. SANDMAN—C. Atkins. V 20-5956—ASCAP	—	1
13.	I LOVE YOU MOSTLY—L. Frizzell. Col 21328—BMI	—	1
15.	COMPANY'S COMIN'—P. Wagoner. V 20-5848—BMI	—	15

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:

IF LOVIN' YOU IS WRONG (Texoma, ASCAP)
ANNIE OVER (Brazos Valley, BMI)—Hank Thompson—Capitol 3030
The popular country artist has come up with another fine seller. Tho generally available not more than two weeks, key markets like Richmond, Nashville, Durham and Dallas reported excellent initial sales response. Also selling well in Philadelphia, Buffalo, Cincinnati, Cleveland, Baltimore and St. Louis. A previous Billboard "Spotlight" pick.

THAT'S ALL RIGHT (Wabash, BMI)
GOSSIP (Acuff-Rose, BMI)—Marty Robbins—Columbia 21351
With the country market still leaning almost exclusively on "safe" established artists, a release like this one has had easy sledding from the outset. It is reported to be seeing fine action in most major Southern markets and increasing its pace in Northern territories like Chicago, St. Louis, Cleveland and Buffalo. Preference for sides is still split 50-50. A previous Billboard "Spotlight" pick.

• Review Spotlight on...

RECORDS

JOHNNIE AND JACK

Sincerely (Arc, BMI)—RCA Victor 6014—The big tune, riding high in both pop and r.&b. versions, is handed a country treatment that's powerful enough to sweep a broad swath thru the c.&w. market. Could earn lots of loot. Flip is "Carry On" (Acuff-Rose, BMI).

RED FOLEY-KITTY WELLS

As Long As I Live (Acuff-Rose, BMI)
Make Believe (Crossroads, BMI)—Decca 29390—Red and Kitty team up for another strong etching, doing a mighty warm job on the top side, an appealing weeper, and selling the other side effectively. Disk figures to move up fast. Watch it go.

• C & W Territorial Best Sellers

For survey week ending January 26

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 Ole House, S. Hamblen, V.
2. In the Jailhouse, W. Pierce, Dec.
3. I've Been Thinking, E. Arnold, V.
4. This Is the Thanks I Get, E. Arnold, V.
5. More and More, W. Pierce, Dec.
6. I Don't Hurt Anymore, H. Snow, V.
7. If You Ain't Lovin', F. Young, Cap.
8. Hearts of Stone, R. Foley, Dec.

Charlotte

1. If You Ain't Lovin', F. Young, Cap.
2. Loose Talk, C. Smith, Col.
3. Are You Mine?
G. Wright & T. Tall, Fab.
4. More and More, W. Pierce, Dec.
5. Kisses Don't Lie, C. Smith, Col.
6. Are You Mine?
M. Lorrie & B. DeVol, Abb.
7. No I Don't Believe I Will
C. Smith, Col.
8. In the Jailhouse Now, W. Pierce, Dec.
9. Don't Forget, E. Arnold, V.
10. Let Me Go, Lover, H. Snow, V.

Cincinnati

1. Loose Talk, C. Smith, Col.
2. If You Ain't Lovin', F. Young, Cap.
3. Let Me Go, Lover, H. Snow, V.
4. Cattle Call, S. Whitman, Imp.
5. I Don't Hurt Anymore, H. Snow, V.
6. I Dreamed of a Hillbilly Heaven
E. Dean, S & S
7. More and More, W. Pierce, Dec.
8. New Green Light, H. Thompson, Cap.

Dallas-Fort Worth

1. More and More, W. Pierce, Dec.
2. If You Ain't Lovin', F. Young, Cap.

3. Loose Talk, C. Smith, Col.
4. I Don't Hurt Anymore, H. Snow, V.
5. Kisses Don't Lie, C. Smith, Col.
6. New Green Light, H. Thompson, Cap.
7. Lovin' Season, S. James, Cap.
8. If You Don't Someone Else Will
R. Price, Col.

Houston

1. Are You Mine?
G. Wright & T. Tall, Fab.
2. I Love You Madly, L. Frizzell, Col.
3. Let Me Go, Lover, H. Snow, V.
4. Don't Forget, E. Arnold, V.
5. Loose Talk, C. Smith, Col.
6. Untied, T. Collins, Cap.
7. Never, W. & M. Tuttle, Cap.
8. Return My Broken Heart
R. D. Hendon, Sdy.
9. Boob-I-lak, T. Collins, Cap.
10. Where Does a Broken Heart Go?
J. Reeves, Abb.

Knoxville

1. Let Me Go, Lover, H. Snow, V.
2. Loose Talk, C. Smith, Col.
3. Never, M. & W. Tuttle, Cap.
4. Two Glasses, Joe, E. Tubb, Dec.
5. Mr. Sandman, C. Atkins, V.
6. You're Not Mine Anymore
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. Daydreaming, B. Deckleman, Mtr.
5. More and More, W. Pierce, Dec.
6. In the Jailhouse Now, W. Pierce, Dec.

• Reviews of New C & W Records

RAY PRICE

One Broken Heart86
COLUMBIA 21354 — A Billboard "Spotlight" 1-29-'55. (Cedarwood, BMI)
I'm Alone Because I Love You...84
A Billboard "Spotlight" 1-29-'55. (Witmark, ASCAP)

RED SOVINE-GOLDIE HILL

Ko Ko Mo84
DECCA 29411—A Billboard "Spotlight" 1-29-'55. (Meridian, BMI)
Are You Mine?...76
The sprightly country ditty receives a good vocal treatment from the duo, but two other versions of the tune are already happening. (Dandelion, BMI)

MERRILL MOORE

Rock Rock77
CAPITOL 3034—Merrill Moore sings and plays a wild side that many should enjoy. Reference to Rockola should help this go into many juke boxes, altho what about Seeburg, AMI and Wurlitzer? (Vanguard, BMI)
Cow Cow Boogie...70
Rhythm oldie is performed brightly by Moore. Should win spins, as much for Moore's 88'ing as his chanting. (Leeds, ASCAP)

CURTIS GORDON

Don't Trade76
MERCURY 70538—Gordon does a good job with a poignant weeper in which he advises that a honky tonk angel is no match for a home loving saint. Listenable wax. (Starrite, BMI)
Chopsticks Mambo...75
Here's a clever country band version of the chopsticks melody in mambo tempo. It's an attractive and lively instrumental: slicing that could get many spins in the field. (Cedarwood, BMI)

BILLY WALKER

Hey!76
COLUMBIA 21348 — A happy ranchero tune is handed a good performance by the chanter as he explains how much he loves his girl. The lively tune has a chance for some action with exposure. (Ridgeway, BMI)
Let Me Hear From You...74
Walker sells this new effort with much feeling but the material is not as strong as he has had in the past. His fans will want it and it could get deejay spins. (Blackwood, BMI)

BETTY CODY

Tell It Right75
VICTOR 5991 — The canary sings with simple sincerity on a weeper with effective lyrics about a gal urging a man who jilted her to "tell it right." (Trinity, BMI)
Butterfly Heart...72
A warm vocal on a pretty ballad. (Hill & Range, BMI)

YORK BROTHERS

That's All I Want From You75
KING 1434—Country cover of the current pop click is attractively sung to a steady beat by the string band. Good spin material here. (Weiss & Barry, BMI)
A Chip On Your Shoulder...71
Slow waltz ballad about a cautious lover is awarded a tasteful reading by the York Brothers. It rests easy on the ears, good for listening or relaxed dancing. (Wemar, BMI)

MOON MULLICAN

Crippled for Life74
KING 1427—Story weeper about a auto crash is sung simply and effectively by Mullican. Should win spins. (Lois, BMI)
There Goes the Bride...72
Another listenable weeper, this about
(Continued on page 44)

7. I Feel Better All Over, F. Huskey, Cap.
8. I've Been Thinking, E. Arnold, V.

Nashville

1. If You Ain't Lovin', F. Young, Cap.
2. More and More, W. Pierce, Dec.
3. I Feel Better All Over, F. Huskey, Cap.
4. Loose Talk, C. Smith, Col.
5. Time Goes By, M. Robbins, Col.
6. Kisses Don't Lie, C. Smith, Col.
7. Let Me Go, Lover, H. Snow, V.
8. This Ole House, S. Hamblen, V.
9. Hearts of Stone, R. Foley, Dec.

New Orleans

1. Let Me Go, Lover, H. Snow, V.
2. If You Ain't Lovin', F. Young, Cap.
3. I Feel Like Crying, W. Fairborn, Cap.
4. Hearts of Stone, R. Foley, Dec.
5. Kisses Don't Lie, C. Smith, Col.
6. Daydreaming, B. Deckleman, Mtr.
7. More and More, W. Pierce, Dec.
8. If You Don't Someone Else Will
Jimmie & Johnnie, Chs.
9. Untied, T. Collins, Cap.
10. Little Tom, F. Huskey, Cap.

Richmond, Va.

1. In the Jailhouse Now, W. Pierce, Dec.
2. Mr. Sandman, C. Atkins, V.
3. Let Me Go, Lover, H. Snow, V.
4. More and More, W. Pierce, Dec.
5. When I Get My Money Made
M. Wiseman, Dot
6. Are You Mine?
M. Lorrie & B. DeVol, Abb.

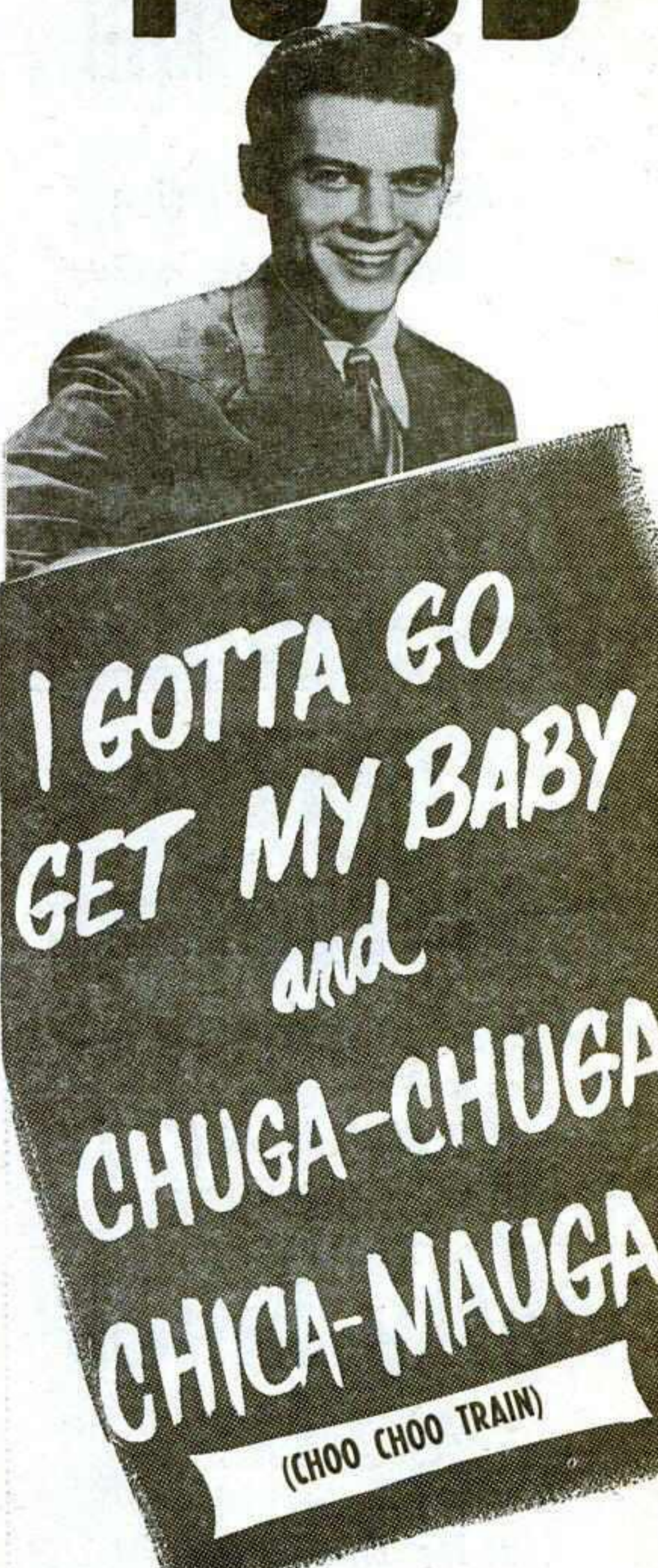
St. Louis

1. I've Been Thinking, E. Arnold, V.
2. Cattle Call, S. Whitman, Imp.
3. Are You Mine?
G. Wright & T. Tall, Fab.
4. New Green Light, H. Thompson, Cap.
5. I Don't Hurt Anymore, H. Snow, V.
6. This Is the Thanks I Get, E. Arnold, V.

Pickin' and Singin'

THE COUNTRY'S NEWEST HITS

JUSTIN TUBB



I GOTTA GO
GET MY BABY
and
CHUGA-CHUGA
CHICA-MAUGA
(CHOO CHOO TRAIN)

DECCA
29401
9-29401



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Running Around in Circles!

GET ALL THE SMASH HITS NOW!

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5

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Albums 10% Over

WE SHIP ALL LABELS WITHIN 24 HOURS

Save freight charges... save time and aggravation by ordering all your records from us. No substitutions... no back orders... no delays! Once you've tried our service, you'll never use any other!

ALL SPEEDS! ALL LABELS!

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Bonnie Lou



sings

TWEEDLE DEE

b/w

The Finger of Suspicion

KING #1436

PERSONAL MANAGEMENT:

GENERAL ARTISTS CORPORATION

NEW YORK • CHICAGO • BEVERLY HILLS
CINCINNATI • DALLAS • LONDON

Two Sure Bets!

The Carlisles

"RUSTY OLD HALO"

coupled with

"IT'S BEDTIME, BILL"

MERCURY 70544 • 70544X45

AND

Betty Amos

"NO MORE"

coupled with

"Just The Girl Next Door"

MERCURY 70531 • 70531X45



YOUR AMERICAN RED CROSS IS ALWAYS THERE AFTER TRAGEDY STRIKES

FOLK TALENT & TUNES

Continued from page 18

Nashville Saturday (5) for a guest shot on WSM's "Grand Ole Opry."

Danny Dale, songwriter and formerly of the team of Annie Lou and Danny, has joined Cedarwood Publishing Company, Nashville, as disk jockey contact. Dale, associated with WSM's "Grand Ole Opry" for 10 years, is leaving the Roy Acuff unit, with which he recently made an overseas tour. . . . Sam Wallace, RCA Victor distributor in Atlanta, played host to 37 juke box operators and dealers on a trip to Nashville and a visit to "Grand Ole Opry" January 16. Trip was made in a chartered bus. Guests were winners in the first of a series of contests being sponsored by RCA Victor to introduce country & western operators and dealers to "Grand Ole Opry." In addition to the "Opry" visit, the visitors were guests at an open-house celebration at the new RCA Victor studios in Nashville and a cocktail party at the Andrew Jackson Hotel hosted by Cedarwood Publishing Company. . . . Ferlin Huskey and a unit, including Don Helms, Slim Dossey, Red Taylor, C. Cedric Rainwater, Pete Wade and Jean Shepard, began a two-week swing thru Florida, Georgia and Tennessee at Live Oak, Fla., January 29. Troupe is set for Palatka, Fla., 31; Stark, February 3; Ocala, 4; Bainbridge, Ga., 5; Memphis, 6, and Gainesville, Fla., 7, with four more dates to be added. Huskey returns to "Grand Ole Opry" in Nashville February 12. Bob Ferguson, Huskey's manager, reports that the unit will have Preston Temple and High Sheriff as agents in advance. . . . Bonnie Lou, of King Records and WLW Midwestern Hayride, Cincinnati, appeared at the Kentucky State Fair meeting, Louisville, January 29, and at the Auditorium, Flint, Mich., January 30. Her latest record, "Tweedle Dee" b/w "The Finger of Suspicion," has just been released.

Arizona Dave, still spinning country wax at KSKY, Dallas, January 22 inaugurated a weekly country dance session at Evans Recreation Center, Fort Worth, part of which will be aired each week via KCUL, that city. . . . Syd Friedman is now exclusive booker for the "Circle Theater Jamboree" heard each night over WERE, Cleveland. . . . Tommy Smith, Memphis hair stylist turned country singer, gives Republic's new label, Tennessee Jamboree, a good start with "Mexico," from his own pen, b.w. "Melody of Love."

Uncle Dude Fowler, of the "All-Star Jamboree," Ypsilanti, Mich., is repping the new Sunset c.&w. label in that area.

American Corporation, Hollywood, has lined up 62 one-nighters for Ray Price and the Cherokee Cowboys, starting at Amarillo, Tex., February 12. Tour will take them thru Texas, up the West

Coast, thru the Northwest, winding up in Colorado. . . . The Rangers Quartet, heard three hours a week over KTTV, Los Angeles, has just cut its first sides for Capitol. . . . Terry Fell, on the "X" label, who has been working one-nighters in the Los Angeles sector, starts up the Coast this week. . . . Freddie Hart, doing well on the West Coast with his "Loose Talk" on Capitol Records, is still heard NBC network on Saturday nights via "Town Hall Party" from KTTV, Los Angeles. He has been doing one-nighters up and down the Coast in recent weeks. Other regulars in the "Town Hall Party" cast are Tex Ritter, Wesley Tuttle, Johnny Bond, the Rangers Quartet, Bonnie Sloan, Joe Maphis and Rose Lee, Merle Travis, Betsy, Tex Carman, Texas Tiny, Quincy Snodgrass, Fiddling Kate, Billy Hill and the Collins Kids.

Mrs. Mary Ditson, president of the Bobby Lee (M-G-M) Fan Club, died recently in Kansas City, Mo., of a heart ailment. . . . Dee Ray Williams, who received his Army release several weeks ago, appeared as guest with Jimmy Goodman and His Arkansas Playboys at the Avalon Club, Fredonia, Kan., recently. Williams' latest, "Wild as the West Wind," published by Dandelion Music, is scheduled for early release on Abbott. "Just a Little While" and "Don't Enter," recorded by Joe Carson on Mercury, were also written by Williams.

Ozark Red Murrell has taken over Ramblin' Jimmy Dolan's mike chores at KYA, San Francisco, six nights a week. On Saturday nights, Murrell appears with his Ozark Playboys at the Wagon Wheel Ballroom, El Cereto, Calif. . . . Carl Stuart, of WCOP's "Original New England Hayloft Jamboree," Boston, infos that Marvin Rainwater's "I Gotta Go Get My Baby" is the hottest item to hit the Hub sector in the country field in a long time. . . . Mary Rose Bruce is now a regular on "Barn Dance Jubilee," heard each Saturday night over a Los Angeles TV station. Featured on the same show are Jack Tucker and His Oklahoma Playboys. . . . Rex Allen will appear with the Arizona Wranglers, new three-piece combo, at the Lafayette, La., Rodeo, February 10-13, and the Livestock Exposition, San Antonio, February 18-27.

Zag Pennell (Columbia) now has his own show on WRVA, Richmond, Va., Monday thru Fridays at 10 p.m. . . . Tom Anderson (M-G-M) and His Deep Valley Boys are keeping busy on personals and dance dates in the Virginia-Maryland sector. . . . Hank Zero, of WHAL's "Ranch House," Fall River, Mass., is beating the bushes for a personal manager, to permit him more time on personals and

song work. . . . Pee Wee King's "Flying W Rance," a weekly feature over WLW-T, Cincinnati; WLW-D, Dayton, O., and WLW-C, Columbus, O., since October 1 last, for the Wiedemann Brewery, Newport, Ky., concluded the series January 21, with Julius La Rosa as the guest. Show emanated from the Cincinnati station.

Carl Smith cut his second session of hymns for Columbia January 21, with four sides slated for immediate release. Smith played Hudson Auditorium, Detroit, Sunday, January 16, for Casey Clark, of Station WJR, pulling 4,500 paid admissions. When in Nashville, Carl keeps busy on the "Grand Ole Opry Stars" series which Flamingo Films is doing.

With the Jockeys

Bob Jennings, WLAC, Nashville, recently kicked off a new c.&w. program to be featured each Saturday from 1-2 p.m. Ferlin Huskey was his first guest. . . . Heck Harper, who has a kiddie show on KPTV, Portland, Ore., is doubling as c.&w. spinner at KVAN, Vancouver, Wash. . . . Tom Edwards, who spins 'em country style at WERE, Cleveland, is searching for country songs on small indie labels. Says he recently heard a catchy ditty on the Lin Label by Frank Starr, called "The Dirty Bird Song," and that he's making good programming use of the new Eddy Arnold album and the Country Treasure Chest from RCA Victor.

Bill Callahan, of the Callahan Brothers (Columbia), is now whirling folk and western wax three afternoons a week over KTXC, Big Spring, Tex. He asks that artists interested in personals in West Texas contact him at the station. Bill is also emcee for the "Big Spring Jamboree" every Saturday night. . . . Sonny Houston, c.&w. deejay at WORC, Worcester, Mass., continues to appear with his band each Friday and Saturday at the West Wind, West Brookfield, Mass. On Thursday and Sunday the Houston crew holds forth at Uncle John's on Route 9, East Brookfield, Mass. New additions to the combo are Harry and Dottie Brunet, formerly with the late Pappy Howard's combo.

Hans Felix (The Baron), of KBKI, Alice, Tex., typewrites, to wit: "I run a three-hour variety program, including hillbilly, pops, bop and foreign music (German and mambo mostly). If you can help me obtain records I would greatly appreciate it. I receive a complete service from Coral, King, Capitol, Faber, Dot, Abbott, Columbia, Mercury; fair service from Decca, and no service from RCA." Johnny Horton, Dido Rowley and Jerry Rowley appeared as guests on the Baron's show January 21. After the show, a studio audience of some 60 people followed the entertainers to Mary Lou's Record Shop for autographed records of Johnny's "No True Love" and Dido's waxing of "The Hands of Time."

Scribes Shorty Long: "Everlovin," by the Davis Sisters, is starting to take off here at WPAZ, Pottstown, Pa. There should be more albums like RCA's one of Eddy Arnold. They are excellent for programming use." . . . Nathan Street, WKSR, Pulaski, Tenn., writes that the Brewer Sisters, local artists, are leaving the station to make their home and attend school in Florida. Street adds that the Moore Brothers and Geneva Wright now have a half hour on WKSR on Saturdays and that the station's band has a new fiddler in J. T. Thornton. . . . Thom Hall, who spins 'em at WKYW, Louisville, had Goldie Hill and the Geer Sisters as guests recently. Hall reports that Neal Burrell has added Elmo Brough, steel guitar, to his daily show, and Ray Price made a TV appearance with Randy Atcher recently.

Jimmy Newman enjoyed a promotional field day recently while on a swing around the Texas deejay circuit in the interest of his
(Continued on page 48)

Reviews of New C & W Records

Continued from page 43

a bride who married the wrong guy, is also chanted warmly. Good wax. (Nashville, BMI)

LUKE McDANIEL
Living in a House of Sin 73
KING 1426—McDaniel warbles a weeper with sincerity and feeling. Good juke appeal. (Lois, BMI)
One More Heart 70
A warm vocal job on an appealing ballad. (Lois, BMI)

CHARLEY STEWART
Remington Ride 72
VICTOR 5984—A happy instrumental with outstanding piano solo work. (Lois, BMI)
Singing Wheels 72
A happy tune receives an attractive vocal treatment by Stewart. (Jamboree, BMI)

WANDA WAYNE
I Gotta Go Get My Baby 72
KING 1437—The young songstress gives a pleasing reading of the tune now sweeping both the pop and folk markets. Her interpretation may see action in both fields, since it has a style that is a cross between the two. (Springfield-Four Star, BMI)
The Light Across the River 70
Miss Wayne has a way with a weeper, too, as she demonstrates here. Hers is a talent that will have

JAMES O'GWYNN
Bottle Talk 72
NUCRAFT 2020—Here's a humorous

to be watched. (Lois, BMI)
hunk of wax. Leon Jenkins is the inebriated gent who delivers a monolog, while O'Gwynn chants the novelty. This side could pull a fair number of nickels in tavern jukeboxes. (L. & Q., BMI)
Love in an Old Fashioned Way 68
Cute country ditty is chanted playfully. Deejays might spin some. (L. & Q., BMI)

RALPH SANFORD
A Thousand to One 69
KING 1428—Sanford, a popular vocalist on the Dallas "Shindig" show, stands a good chance of scoring with a larger audience with this solid performance, if this disk gets the exposure it deserves. (Jay & Cee, BMI)
You Forgot to Kiss Me Good Night 66
The singer frets over the forgetfulness of his girl, thinking it may mean their love is cooling. Sanford has a pleasant voice and an engaging personality that projects well. (Lois, BMI)

LINK DAVIS
Va T'Chacher 68
COLUMBIA 21350—Without much voice, Davis is nevertheless able to project a fresh mood in this slicing of Bayou material. (Shamrock, ASCAP)
Kajalena 64
Bayou bouncer is sung pleasantly. (Schubert, BMI)

The Billboard Music Popularity Charts
RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending January 26

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 throughout 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.....	1	8
Hey, Senorita—Dootone 348—BMI		
2. PLEDGING MY LOVE—J. Ace.....	4	3
No Money—Duke 136—BMI		
3. HEARTS OF STONE—Charms.....	2	15
Who Knows—DeLuxe 6062—BMI		
4. SINCERELY—Moonglows.....	3	10
Tempting—Chess 1581—BMI		
5. TWEEDLE DEE—L. Baker.....	5	4
Tomorrow Night—Atlantic 1047—BMI		
6. I'VE GOT A WOMAN—R. Charles.....	9	2
Come Back—(17)—Atlantic 1050—BMI		
7. LING TING TONG—Charms.....	6	3
Bazoom (I Need Your Lovin')—DeLuxe 6976—BMI		
8. LING TING TONG—Five Keys.....	7	6
I'm Alone—Cap 2945—BMI		
9. KO KO MO—Gene & Eunice.....	—	1
You and Me—Combo 64—BMI		
10. DIM, DIM THE LIGHTS—B. Haley.....	—	1
Happy Baby—Dec 29317—BMI		
11. TEACH ME TONIGHT—D. Washington.....	8	8
Wishing Well—Mercury 70497—ASCAP		
12. EVERYDAY I HAVE THE BLUES—B. B. King....	10	2
Sneakin' Around—(15)—RPM 421—BMI		
12. HURT—R. Hamilton.....	—	6
Star of Love—Epic 9086—ASCAP		
14. POISON IVY—W. Mabon.....	10	8
Say Man—Chess 1580—BMI		
15. SNEAKIN' AROUND—B. B. King.....	—	1
Every Day I Have the Blues—(12)—RPM 421—BMI		

• Most Played in Juke Boxes

For survey week ending January 26

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 throughout the country using a high proportion of rhythm and blues records.

This Week	Last Week	Weeks on Chart
1. HEARTS OF STONE—Charms.....	1	13
DeLuxe 6062—BMI		
2. SINCERELY—Moonglows.....	2	13
Chess 1581—BMI		
3. EARTH ANGEL—Penguins.....	3	7
Dootone 348—BMI		
4. I'VE GOT A WOMAN—R. Charles.....	5	2
Atlantic 1050—BMI		
5. RECONSIDER BABY—L. Fulson.....	3	9
Checker 804—BMI		
6. TEACH ME TONIGHT—D. Washington.....	6	2
Mercury 70497—ASCAP		
7. PLEDGING MY LOVE—J. Ace.....	—	1
Duke 136—BMI		
8. TWEEDLE DEE—L. Baker.....	7	4
Atlantic 1047—BMI		
9. COME BACK—R. Charles.....	—	1
Atlantic 1050—BMI		
10. EVERYDAY I HAVE THE BLUES—B. B. King....	10	2
RPM 421—BMI		

• Most Played by Jockeys

For survey week ending January 26

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

This Week	Last Week	Weeks on Chart
1. SINCERELY—Moonglows.....	2	3
Chess 1581—BMI		
2. EARTH ANGEL—Penguins.....	3	3
Dootone 348—BMI		
3. HEARTS OF STONE—Charms.....	1	3
DeLuxe 6062—BMI		
4. PLEDGING MY LOVE—J. Ace.....	4	3
Duke 136—BMI		
5. TWEEDLE DEE—L. Baker.....	5	3
Atlantic 1047—BMI		
6. LING TING TONG—Charms.....	9	3
DeLuxe 6976—BMI		
7. I'VE GOT A WOMAN—R. Charles.....	6	3
Atlantic 1050—BMI		
8. LING TING TONG—Five Keys.....	—	2
Cap 2945—BMI		
9. YOU UPSET ME BABY—B. B. King.....	7	3
RPM 416—BMI		
10. RECONSIDER BABY—L. Fulson.....	8	3
Checker 804—BMI		
11. COME BACK—R. Charles.....	—	1
Atlantic 1050—BMI		
12. HURT—R. Hamilton.....	13	3
Epic 9086—ASCAP		
13. TEACH ME TONIGHT—D. Washington.....	10	3
Mercury 70497—ASCAP		
14. BABY LET'S PLAY HOUSE—A. Gunter.....	15	2
Excelllo 2047—BMI		
15. POISON IVY—W. Mabon.....	10	3
Chess 1580—BMI		

Not 1... But 2 BIG HITS!



DINAH WASHINGTON

"That's All I Want From You"

coupled with

"You Stay On My Mind"

THE CASH BOX
★ AWARD O' THE WEEK ★

Dinah Washington takes hold of the current pop hit and reads it like only Dinah can. This is a natural follow up to "Teach Me Tonight" and it's dollars to doughnuts that it is a hit. The tune is so great and Dinah bends it with mannerisms that makes it distinctively "Miss D". The mystery of it all is that no one has covered it in r & b before. The flip, "You Stay On My Mind", is a middle tempo bouncer that Dinah sings in torrid fashion. A goodie that has lots of quality. This deck, lacking the familiarity of the top deck, might take a little longer to move out, however, in the long run it could turn out to be the stronger etching.

MERCURY 70537 • 70537X45
BILLBOARD
• 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).



Ella & Buddy Johnson

"Upside Your Head"

coupled with

"Crazy 'Bout Saxophone"

THE CASH BOX
HOT

UPSIDE YOUR HEAD
Buddy Johnson
(Mercury 70523)

BILLBOARD
• This Week's Best Buys
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.



R & B Territorial Best Sellers

For survey week ending January 26

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. Pledging My Love, J. Ace, Duk.
2. I've Got a Woman, R. Charles, Atl.
3. Tweedle Dee, L. Baker, Atl.

4. Earth Angel, Penguins, Dtn.
5. Hearts of Stone, Charms, Del.
6. Lin', Ting, Tong, Five Keys, Cap.

(Continued on page 47)

This Week's Best Buys

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

THE WALLFLOWER (Modern, BMI)—Etta James & The Peaches—Modern 947

Tho some parts of the country have not yet received this disk, most of those that have report a brisk turnover. It has been a strong seller from the outset in New York, Baltimore, Nashville, Durham and Cincinnati. Now it is picking up quickly in New England, Upstate New York, Detroit, St. Louis and Los Angeles, as well. Flip is "Hold Me, Squeeze Me" (Gallo, BMI). A previous Billboard "Spotlight" pick.

Review Spotlight on... RECORDS

THE CLOVERS

Blue Velvet (Meridian, BMI)
If You Love Me (Progressive, BMI)—Atlantic 1052—The Clovers pull a style-switch on the lovely oldie "Blue Velvet," and warble it with a lush, smooth vocal touch that should pull spins from jocks and jukes. The flip, "If You Love Me" is a fast, bouncy rhythm tune, with the boys turning in their usual solid performance, and the backing furnishing a catchy beat.

VARETTA DILLARD

Johnny Has Gone (Crossroads, BMI)—Savoy 1153—Here's the first in what may well turn out to be a series of wax tributes to the late Johnny Ace. The canary warmly sings the clever special lyrics written to include the titles of Ace's old hits. The melody is familiar. A great performance by Miss Dillard, plus the sales-sentiment inspired by the recent Ace tragedy should put this one over big. Flip is a fast-paced, lively blues "So Many Ways" (Crossroads, BMI).

SPIRITUALS

THE CARAVANS

What Kind of Man Is This (Pamlee, BMI)
The Man Jesus (Pamlee, BMI)—States 146—Two moving spirituals are sung with intensity and feeling by the Caravans. The disk should move well in the spiritual market.

Reviews of New R & B Records

DINAH WASHINGTON

That's All I Want From You 84
 MERCURY 70537 — A Billboard "Spotlight" 1-29-'55. (Weiss & Barry, BMI)

You Stay On My Mind 77
 Dinah comes thru with another

attractive performance here tho the material is not as attractive as the flip. (Calvin, BMI)


THE FIVE KEYS

Close Your Eyes 83
 CAPITOL 3032—A Billboard "Spotlight" 1-29-'55. (Rush, BMI)
Doggone It, You Did It 83
 A Billboard "Spotlight" 1-29-'55. (Roosevelt, BMI)

THE CHARMS

Ko Ko Mo 88
 DE LUXE 6080—The Charms, one of the hottest vocal groups in the r.&b. and pop field right now, come thru with a solid recording of the current hit on this new release. The wax is a little late, but the tune appears strong enough for this cover waxing to pick
 (Continued on page 47)

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The Clovers

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 (Why Don't You Tell Me)

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THE SKYLARKS
 Nashboro 548

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BABY, LET'S PLAY HOUSE
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ATTENTION!!!!

"PLEDGING MY LOVE"
 DUKE #136
"JOHNNY ACE"

THE BILLBOARD—January 15 Issue

This Week's Best Buys
 According to sales reports in key markets, the following recent releases are recommended for extra profits:

PLEDGING MY LOVE (Lion, BMI)—Johnny Ace—Duke 136
 The recent death of Ace gave added impetus to what would probably have been heavy first week sales in any case. It is spiraling upwards at dazzling speed, and is almost as popular with pop customers, as with r.&b. Flip is "No Money" (Lion, BMI).

Review Spotlight on... RECORDS

JOHNNY ACE
 Pledging My Love (Lion, BMI)—Duke 136—See "Best Buys."

THE BILLBOARD—January 22 Issue

ONCE IN A LIFETIME

JOHNNY ACE
 Pledging My Love 95
 DUKE 136—A Billboard "Spotlight" 1-15-'55, (Lion, BMI)

WHAT A RATING A WHOPPING 95
 WHAT A SONG—WHAT AN ARTIST
 ONE LISTEN—YOU'LL HEAR WHY

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THAT'S ALL I WANT FROM YOU
 b/w
Who Showed My Baby How To Love Me! Savoy 1151
LARRY DARNELL

JOHNNY HAS GONE
 (A Tribute to the Late Johnny Ace)
 b/w **So Many Ways** Savoy 1153
VARETTA DILLARD

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R & B Territorial Best Sellers

- Continued from page 46*
- Los Angeles**
1. Sincerely, Moonglows, Chs.
 2. Pledging My Love, J. Ace, Duk.
 3. Earth Angel, Penguins, Dtn.
 4. Hurt, R. Hamilton, Epl.
 5. Tick Tock a Woo, Turbans, Mon.
 6. Please Let Me Know, Five Pearls, X
- New Orleans**
1. Earth Angel, Penguins, Dtn.
 2. Sincerely, Moonglows, Chs.
 3. Pledging My Love, J. Ace, Duk.
 4. Tweedle Dee, L. Baker, Atl.
 5. Come Back, R. Charles, Atl.
 6. Ling, Ting Tong, Charms, Del.
 7. I've Got a Woman, R. Charles, Atl.
 8. Ling, Ting Tong, Five Keys, Cap.
 9. Hearts of Stone, Charms, Del.
 10. Thinking of You, Fats Domino, Imp.
- New York**
1. Earth Angel, Penguins, Dtn.
 2. Sincerely, Moonglows, Chs.
 3. Pledging My Love, J. Ace, Duk.
 4. Tweedle Dee, L. Baker, Atl.
 5. Ko Ko Mo, Gene & Eunice, Cbo.
 6. I Love You Madly, Charlie & Ray, Her.
 7. Teach Me Tonight, D. Washington, Mer.
 8. Hurt, R. Hamilton, Epl.
 9. Toast to Lovers, D. Overbea, Che.
 10. Dim, Dim the Lights, B. Haley, Dec.
- Philadelphia**
1. Pledging My Love, J. Ace, Duk.
 2. Mr. Sandman Mambo, C. Powell, Gra.
 3. Earth Angel, Penguins, Dtn.
 4. Ko Ko Mo, Gene & Eunice, Cbo.
 5. Sincerely, Moonglows, Chs.
 6. Tweedle Dee, L. Baker, Atl.
 7. Teach Me Tonight, D. Washington, Mer.
 8. Ling, Ting Tong, Five Keys, Cap.
 9. Hearts of Stone, Charms, Del.
- St. Louis**
1. Sincerely, Moonglows, Chs.
 2. Hearts of Stone, Charms, Del.
 3. Earth Angel, Penguins, Dtn.
 4. Pledging My Love, J. Ace, Duk.
 5. Everyday I Have the Blues B. B. King, RPM
 6. Land of Dreams, H. Winterhalter, V.
 7. Reconsider, Baby, L. Fulson, Che.
 8. Last Night, Little Walter, Che.
- Balti.-Wash.**
1. Earth Angel, Penguins, Dtn.
 2. Hearts of Stone, Charms, Del.
 3. Pledging My Love, J. Ace, Duk.
 4. Ling, Ting Tong, Five Keys, Cap.
 5. Tweedle Dee, L. Baker, Atl.
 6. I've Got a Woman, R. Charles, Atl.
- Charlotte**
1. Pledging My Love, J. Ace, Duk.
 2. Earth Angel, Penguins, Dtn.
 3. Hearts of Stone, Charms, Del.
 4. I've Got a Woman, R. Charles, Atl.
 5. Sincerely, Moonglows, Chs.
 6. Tweedle Dee, L. Baker, Atl.
 7. Ling, Ting Tong, Charms, Del.
 8. Don't Drop It, W. Harrison, Sav.
 9. Ling, Ting Tong, Five Keys, Cap.
 10. Stinky Little Thing, Midnighters, Fed.
- Chicago**
1. Earth Angel, Penguins, Dtn.
 2. Dim, Dim the Lights, B. Haley, Dec.
 3. Shake, Rattle and Roll, B. Haley, Dec.
 4. Tweedle Dee, L. Baker, Atl.
 5. Honey Love, Drifters, Atl.
- Cincinnati**
1. Earth Angel, Penguins, Dtn.
 2. Pledging My Love, J. Ace, Duk.
 3. Hearts of Stone, Charms, Del.
 4. Hurt, R. Hamilton, Epl.
 5. I Need Your Lovin' P. W. Crayton, Imp.
 6. Sneakin' Around, B. B. King, RPM
 7. Sincerely, Moonglows, Chs.
- Detroit**
1. Ling, Ting Tong, Five Keys, Cap.
 2. Earth Angel, Penguins, Dtn.
 3. Tweedle Dee, L. Baker, Atl.
 4. Sincerely, Moonglows, Chs.
 5. Sneakin' Around, B. B. King, RPM
 6. Hearts of Stone, Charms, Del.
 7. Teach Me Tonight, D. Washington, Mer.
 8. Dim, Dim the Lights, B. Haley, Dec.
 9. Reconsider, Baby, L. Fulson, Che.
 10. Two Hearts, Charms, Del.



**BONNIE LOU
TWEEDLE DEE
THE FINGER OF SUSPICION
KING 1436**

**THE CHARMS
KO KO MO
WHADAYA WANT
DE LUXE 6080**

**ELAINE GAY
ROCK LOVE
EBONY EYES
DE LUXE 2029**

**EARL BOSTIC
EMBRACEABLE YOU
NIGHT AND DAY
KING 4765**

DISTRIBUTED BY
King RECORDS

Reviews of New R & B Records

- Continued from page 46*
- up a big share of the loot and sales. (Meridian, BMI)
- Whadaya Want? ... 80**
The boys tackle another tune here that is already getting some action in the field, and they sell it mightily impressively too. The novelty song, in the "Sh-Boom" style, is made to order for the boys. Two potent sides here—both loot grabbers. (Quintet, BMI)
- THE ORIOLES**
- I Love You Mostly ... 80**
JUBILEE 5177—The ditty now getting action in the country field receives a first-rate reading here from the Orioles, over a solid backing by the ork. Side is in the boys' most commercial style, and it has a real chance. Watch this one. (Blackwood, BMI)
- Fair Exchange ... 78**
A bright new novelty effort penned by Lincoln Chase is handed a potent performance by the Orioles. The tune has an insinuating beat, and the boys carry it off neatly. Good wax here. (Raleigh, BMI)
- RUSTY BRYANT**
- Back Street ... 80**
DOT 15324—Rusty Bryant is back in his old "Saturday Night" groove with this wild instrumental item, and it should snare him a lot of coin on the boxes. It's a driving riff effort featuring Bryant on sax over lively crowd noises. Good wax here that will make noise.
- Record Delivery Blues ... 75**
Somewhat quiet type of blues receives a smooth instrumental reading from the combo. A good complement for the top-side, with guitar and Bryant's sax work featured. (Tennessee, BMI)
- THE STRANGERS**
- Dreams Come True ... 80**
KING 4766—An effective ballad sung with warmth and feeling. A solid performance by the boys on a new ballad. The lead singer sells it with feeling, and the backing is ear-catching. Watch this one. (Jay & Cee, BMI)
- How Long Must I Wait? ... 72**
A zippy little ditty gets an upbeat treatment by the boys. However, lyrics and interpretation are on the suggestive side. (Jay & Cee, BMI)
- MAC BURNEY**
- Tired of Your Sexy Ways ... 79**
ALADDIN 3274—She's too attractive to other men, complains Burney in this rhythm opus. Effort has a strong beat which carries well thruout. Side could create some excitement and pull lots of loot, especially on the boxes. (Aladdin, BMI)
- This Is My Last Affair ... 73**
Slow blues is well sung, but doesn't have the impact of flip. (Aladdin, BMI)
- THE (5) ROYALES**
- You Didn't Learn It at Home ... 78**
KING 4770—Those fancy habits weren't acquired at home, we are told. Rhythm ditty is sung strongly by the group in an exciting hunk of wax. It's short, just over two minutes, and that should help it on the (Continued on page 48)

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THE FINAL CURTAIN

BROWNE—Maurice, 74, British actor-manager who started the little theater movement in the United States, January 21 in Devon, England. Son of an English schoolmaster, he came to the United States in 1912 and with Ellen Van Volkenburgh opened the Chicago Little Theater, forerunner of the many which later sprang up in this country. At 47 he returned to London as an actor. Later he produced "Journey's End," a work by an unknown British playwright, R. C. Sheriff. He also produced Paul Robeson's first "Othello" and Fagan's "Improper Duchess."

CHARLTON—Harry, retired river boat engineer, January 13 in Cincinnati. A riverman for more than 40 years, he was the engineer on the old Island Queen, operated by Coney Island, Cincinnati amusement park. After that park was destroyed by fire in 1922, he subsequently became engineer on a new Island Queen, which was launched a few years later. He retired in 1947, just three months before the second Island Queen was destroyed by an explosion at Pittsburgh. Survived by his widow, Blanche, a son James, both of Cincinnati, and a daughter, Mrs. Letitia Brooks, Miamitown, O.

COVELLI—Mrs. Claire, 86, French opera singer at the turn of the century, January 20 in Winsted, Conn. She was the wife of Vito Covelli, artist.

D'ESTE—Diana, 71, American-born opera singer known in private life as Kathryn Belle Powell, January 23 in New York. She had sung with opera companies in Italy from before World War I until 1930. A sister survives.

FRIGLEY—Howard M., 87, district manager of Skirball Bros. Theaters in Northwestern Ohio, January 17 in Toledo. Starting out in show business as an usher in Columbus, O., he later went to Toledo as manager of the Rivoli where he remained for more than 30 years. At the time of his death he was also supervising the operation of the Palace and Pantheon theaters, Toledo. Survived by his widow, Lyone, and a son, Howard M., Columbus.

GALEN—Frank, 44, television producer and writer, January 23 in Hollywood. He produced and helped to write the CBS-TV "Meet Millie." His widow and two daughters survive.

GILLESPIE—Ora M., 25, son of William Gillespie, veteran outdoor showman, January 18 in St. Mary's Hospital, San Francisco. In addition to his father, he is survived by his stepmother, Mrs. Louise Gillespie; one brother and four sisters. Burial January 20 in Golden Gate National Cemetery, San Francisco.

HAYES—Harvey C., 74, at Champaign, Ill., December 20. He was a trainer of race horses. Survived by six daughters, including Mrs. Benjamin Cohn and Mrs. Edsworth Somers, both of whom were with the Bertie Hodgini bareback riding act. Burial in Newton, Ill.

MILLS—Mrs. Nats, 50, partner with her husband in a number of variety acts in which they had toured the United States, January 20 in Chelsea Hospital, London.

IN LOVING MEMORY OF
OUR BEST FRIEND AND PARTNER
W. T. (TRUSTY) McCULLY
Who passed away Feb. 1, 1950
A shadow rests upon our home,
We miss your smiling face,
Where'er we look, where'er we roam,
We see your vacant place,
You always followed friendliness
In every step you'd take
And did some worthy deed each day
For someone else's sake,
You made this world so colorful
As the BEST PARTNER we ever knew,
We shall forever more be grateful
For the friend we had in you.
Your Pal,
Etta, Tom, Juanita, Grabo and Hedda Henderson.

MORNER—Frank E., 76, father of actor Dennis Morgan, January 22 in Hollywood. He had acted as business manager for his son. His widow and a daughter also survive.

O'LEARY—Thomas F., veteran sales representative for stations WXYZ and WXYZ-TV, Detroit, recently in that city. Survived by his widow, Irene; a brother, Max, and a sister, Mrs. Harry W. Longstaff.

POSKAY—Joseph A. Sr., 76, violinist and former orchestra leader, January 21 in Elizabeth, N. J. He was a former member of the Elizabeth and Plainfield (N. J.) Philharmonic orchestras. His widow, three daughters, two sons and two sisters survive.

RICHARDS—Mrs. Emma, January 23 in Pottsville, Pa. She was the operator of a theatrical boarding house in Pottsville and was well known among performers who played the Hippodrome Theater, that city.

ROCKWELL—Mike, 39, owner of the Rockwell Shows, January 23 of a heart attack in Billings, Mont. (For details see story in General Outdoor section.)

SAYLES—Mrs. Anna Belle, known professionally as Sally Ann Sayles, January 21 in Norwich, N. Y. She was a member of the Podunk Hillbillies, who played fairs thruout Pennsylvania and New York. Survived by her husband, Adolph; two sons, Larry and Berry, and a daughter, Mrs. Lyle Sturges, all members of the group. Burial in Mt. Hope Cemetery, Norwich.

SCHNICKE—Harry, 83, veteran musician and violin maker, January 24 in Cincinnati. One of the original members of the Cincinnati Symphony Orchestra, he played under Von der Stucken, Stokowski and other famous conductors. From 1912, when he left the orchestra until his retirement in 1940, he devoted much of his time to composing music and making violins. Many of his violins were used by symphony musicians. Survived by his widow, Mary; two sons, Fred and Morris; four daughters, Mrs. Viola Armarost, Kansas City, Mo.; Mrs. Florence Crawford, Mrs. Irene McFarland and Mrs. Lucille Metz, all of Cincinnati, and a sister, Mrs. Flora Huak, also of Cincinnati.

SEDDONS—Peter J., 74, one-time vaudeville performer, January 22 in Gloucester, N. J. He was a part of the vaude team billed as the "Irish Police." Later he was a founder of the New Jersey Magistrates and Constables Association.

SENZ—Adolf, 86, for many years a wig maker and make-up man for the Metropolitan Opera Company, recently in New York. Born in Austria, he came to this country as a young man and became associated with the Met after the turn of the century. Later he worked for the Boston Opera Company and the Chicago Civic Opera. He returned to the Met in 1930 and remained there until his retirement in 1952.

SEYMOUR—Schnitz, 76, for many years a producer of traveling musical shows, January 16 in Research Hospital, Kansas City, Mo. A dancer and comedian whose real name was Ansel B. Liebstadter, he at one time owned the Midnight Politics and many other shows that toured the Midwest. Survived by his stepmother, Mrs. B. Liebstadter, and a brother, J. B. Liebstadter.

SOMERS—Anna S., 76, at Waterbury, Conn., January 15. Survivors include Ellsworth Somers, a son, who formerly was with Downie, Ringling and Hunt circuses.

THICK—William G., owner of the Bogar and Garden theaters, Marshall, Mich., January 20 in that city. Survived by his widow and two sons. Burial in Marshall Cemetery.

WYATT—Alice B., 85, Shakespearean actress who toured Europe and Asia in 1920-22, January 24 in Bristol, R. I. She had toured these continents with the Sothern-Marlowe troupe. She had also been active in Shakespearean road companies in the United States.

Folk Talent and Tunes

Continued from page 44

new Dot releases. Paul Kallinger featured a Jimmy Newman Night on his all-night show on XERF, Del Rio, Tex., with Paul twirling both sides of all of Jimmy's Dot waxings. Jimmy also visited with Charlie Walker on his show over KMAC, San Antonio; with Biff Collie on KPRC, Houston, and Pete Hunter, on KRCT, Baytown, Tex. Other jocks who enjoyed a visit from Newman were Johnny Hicks, KRLD and KSKY; Al Turner, KLIF, and Bob Shelton, WFAA, all of Dallas; Dick McCarthey, KCUL; George Irwin, KFJZ; Frank Benton, KTCU; Parker Wilson, KXOL, and Ray Elliott, WBAP, all of Fort Worth; Glen Rich, KGKB, Tyler, Tex; Louise Foster and Perry Taylor, KAND, Corsicana, Tex.; Dean Tiller, KTER, Terrell, Tex.; Mel Ammerman, KCNY, San Marcos, Tex.; Gene Echols, KCLE, Cleburne, Tex.; A. J. Winn, WTAW, College Station, Tex.; Cactus Pryor, KTBC, and Dave Smith, KVET, Austin, Tex.; Clay Eager, XERF, Del Rio, Tex.; Ken Grant, Buddy Covington, Jack Derrick and Walter Colvin, KNUZ, Houston. Newman's big pair on Dot are "Cryin'" for a Pastime" and "Daydreamin'."

Lonnie Barron, the Mississippi Farm Boy of WDOG, Marine City, Mich., recently raised a sizable fund among his listeners for the widow and four children of Ted Best, who was killed in an accident at Mount Clemens, Mich., just before Christmas. Barron and Manager Coughlin of WDOG made the trip to Northern Michigan to personally deliver the check to Mrs. Best. They were forced to mush the last half mile thru ice and snow when the car they were driving became mired in a snow drift. . . . Jack Erie and Art Lazaro, two of the leading folk deejays in the Detroit area, report heavy requests for "Hang Out the Front Door Key," by Lulu Belle and Scotty on the Emerald label. . . . Big Jim Wilson, of WHOO, Orlando, Fla., has been selected by the Florida Highway Patrol, the Florida Department of Public Safety and the American Legion Department of Florida as executive officer in the Central Florida District, Florida Highway Patrol Auxiliary, a new Civil Defense group.

Danny Casson, WTMV, East St. Louis, Ill., says that the artist on RCA doesn't have a chance on his station, as RCA isn't sending in the wax. . . . Queries John Canty, of WOTW, Nashua, N. H.: "How can I tie folk music in with a furrier's goods? This is a potential sponsor and ideas would be appreciated."

N. Y. Burley Petition to High Court

NEW YORK, Jan. 29.—Thomas J. Phillips has taken his petition for a burlesque operator's license up to the State Supreme Court, and the action is returnable Monday (31). He had applied for the license October 13, saying he wanted to operate shows at the Orpheum Theater in Brooklyn. License Commissioner McCaffrey turned him down.

Phillips, head of the Burlesque Artists Association, told the Supreme Court that the denial deprived him of earning a living in the field in which he is best suited. He said his shows would be "proper, moral and first-class vaudeville and burlesque."

Reviews of New R & B Records

Continued from page 47

coin boxes where it should attract lots of play. (Franklin, BMI)
Every Dog Has His Day . . . 77
Slow blues is given an expressive reading by the group. Many will like the etching, and it ought to capture plenty of spins and sales. (Franklin, BMI)

CLARENCE (GATEMOUTH) BROWN
For Now, So Long . . . 76
PEACOCK 1633—Brown sells this slow blues with feeling over good backing by the ork. It's a very listenable effort that should get jock spins and some loot on the boxes. The tune could get pop action. (Lion, BMI)

Midnight Hour . . . 75
A wild rocker receives vibrant reading from the singer backed with a big beat by the band. The tune goes and so does the singer. This side, too, should lure some juke coins. Two good sides, especially for the South. (Lion, BMI)

TAB SMITH ORK
Tabolino . . . 75
UNITED 187—A swiny instrumental, with Smith proving again that you can score a big impression without blowing wild. The trumpet riff and Smith's smooth alto solo are especially attractive on this side. (Pamlee, BMI)
Cottage for Sale . . . 74
Smith teases this pretty melody out into something very dreamy and sentimental that pop customers will enjoy as much as r.&b. Late-evening deejays ought to be sure to latch on to this. (Crawford, BMI)

CHARLES BROWN
Honey Sipper . . . 74
ALADDIN 3272—Slow rhythm blues is chanted with all the Brown know-how. Fans of the chanter will like this plenty, and it could make some noise as it wins exposure. (Aladdin, BMI)
By the End of the River . . . 72
Slow, Southern blues is sung with great expression for another mighty listenable side. (Gallo)

THE THUNDERBIRDS
Baby, Let's Play House . . . 74
DE LUXE 6073—He's asking his baby to come on back home so they can play that old game. Effort has a solid beat and is effective in this good rendition by the group. (BMI)
Pledging My Love . . . 71
The melody is familiar, and the lyrics set to it are good. The group has another listenable side here. (Lion, BMI)

WILLIS JACKSON ORK
Howling at Midnight . . . 74
DE LUXE 6073—The Jackson ork drives solidly as it pounds out an exciting instrumental. Great wax for the jitterbugs. (Franklin, BMI)
We'll Be Together Again . . . 70
Slow tune is played knowingly by saxist Jackson and his ork. Good for listening or dancing. (Marmor, BMI)

BILL DOGGETT
King Bee . . . 74
KING 4769—Typical of the many good-selling Doggett sides is this instrumental in which the organ, drums and tenor sax combine for a swinging reading. (Billace, BMI)
My Reverie . . . 68
The trio features the Doggett organ and a fine tenor solo on the lovely oldie. It's good listening. (Robbins, ASCAP)

THE VICE ROYS
I'm Yours as Long as I Live . . . 70
ALADDIN 3273—The group blends well in this slow blues ballad as the lead voice pledges constant love. (Aladdin, BMI)
Please, Baby, Please . . . 70
More of the same. Platter might do some business in late-hour spots. (Aladdin, BMI)

THE (5) ROYALES
With All Your Heart . . . 68
APOLLO 467—The boys tell a familiar story of feminine deception here. While fans of the Royales will enjoy this, it is not an outstanding example of their work. (Bess, BMI)
Six o'Clock in the Morning . . . 66
Weak material presents a big problem for the group here, too. Sales will be limited to their following. (Bess, BMI)

HOCUS-POCUS

By BILL SACHS

BLACKSTONE and Company move into the Cox Theater, Cincinnati, February 14 for a week's stand. . . . Montreal magi turned out en masse January 15 to witness Her Fetsch's illustrated lecture, "Who's Fooling Who?" at Laurentian Hotel, that city. Assembly 58, Society of American Magicians, and two other Montreal magic groups, Ring 62, International Brotherhood of Magicians, and the Magic Circle Mystics, combined their efforts to make the Fetsch engagement a success. It was the biggest turnout ever to witness such a performance in the Canadian metropolis. Douglas Scott was in charge of arrangements. Guests for the evening were Harry Blackstone, who was appearing with his company at Her Majesty's Theater, Montreal, and Roy Benson, who was at the Downbeat Cabaret, that city. . . . King and Zerita, mentalists, are with Abe Saperstein's "Harlem Globetrotters Varieties of 1955," comprised of 11 acts and the Earl (Fatha) Hines band, making an extended tour of one-nighters in theaters and auditoriums at a \$3.50 top. Harry King reports that the unit is enjoying a brisk business all along the line. Unit travels by a chartered Greyhound bus. Other acts include Cissie Rose, Tony Ponce, Tony Lavelli Jacques Cordon, Tong Brothers, Hadda Brooks, Mason and Anderson, Coates and Dolores, the Romano Brothers and Dick Ware. . . . Paula Dolans, who combines magic with dancing, is current at the Casa Loma Cabaret, Montreal. . . . Bill Baird winds up a two-weeker Friday (4) at the Brown Hotel, Louisville. . . . Jack Zack, still working Eastern Pennsylvania, New Jersey and New York, appeared on the March of Dimes Telethon over WBRE-TV, Wilkes-Barre, Pa., January 22. . . . Johnny Paul, Cicero, Ill., baffle, appeared at the Petroleum Club, Tulsa, Okla., January 13, and the Statler Hotel, Los Angeles, January 16-18, both dates set by Lew Miller Productions, Tulsa. It was Paul's fourth engagement for the Tulsa oilmen. . . . Columnist Herb Rau, in the January issue of The Miami Daily News, quotes the Amazing Dr. Maurice (Morris Cohen) as saying: "Back in 1953 I predicted that radar would be used to check speeders on the highways. As proof

of my prediction, I purchased 1,000 shares of Radar-Electronics at 5 cents a share. This proved better than picking the daily double."

DAI VERNON is back at his New York bailiwick after a cruise to South America. . . . Jim Thompson, Linking Ring reviewer, is on the sick list. Ditto for Carl Jones, magic book publisher. . . . Gerrie Larsen is back in California following a recent Caribbean cruise. . . . James Findlay, of the Isle of Man; George Braund, the London comedy magician, and Julius Sundman, Finnish wizard, who was over here last year, engaged in a magic session recently in Helsinki, Julius' home town. . . . Cliff Green is recuperating at his home, 686 W. 204th Street, New York, after a stay in Lenox Hill Hospital in the Big Town. . . . Harry Jansen (Dante the Magician) and Mrs. Jansen, the former Edna Herr, celebrated their golden wedding anniversary in San Francisco January 27. Leon Jansen, one of their sons, is now a member of the New York City Police Department. . . . Milbourne Christopher shows Friday (4) at the Hope Club, Providence, one of the most prominent men's clubs in the nation. A series of TV film commercials in which Christopher performs for Amazo, the instant pudding, are now being shown in various parts of the country. . . . Ouch Department: "When a magician does too many card flourishes," postals Jack Herbert, "he winds up with a shuffle-bored audience." . . . Chicago's annual SAM-IBM show, under the direction of Werner C. (Dorny) Dornfield, will feature Percy Abbott. The show, to be held in February, will also include Don Sweet and Company. . . . Al Sharpe is in his third week of a holdover at the Gaslight, exclusive Chicago key club, where he followed in Robert Parrish. Featured by Sharpe are the vanishing bird cage, 16 silver dollars and a jumbo deck of cards. That's the act. . . . Bob Lewis, with his Ginny, in the Windy City for a few days last week visiting the magic emporiums in search of new ideas. . . . Clark (The Senator) Crandell, currently showing off his nifties, keen wit and moustache at Jimmy Grippio's in Miami, slated for a shot on the Gary Moore TV show February 10.

BURLESQUE BITS

By UNO

Renee DeMilo, a good looker six feet, three inches tall, booked exclusively by Eddie Kaplan, is opening in a new show, "Mardi Gras to New Orleans," at the Carman, Philadelphia. Action is named after her own creation and includes talking, singing and dancing, with lyrics by Henry Elten, known as Henry III. Renee, who just completed a pic, "Girl on the Run," in which she started a new assortment of exotics, is originally a dress designer from Latvia where she played legit theaters, while Henry's birthplace is Vienna where he worked for the UFA pix corporation. Both have worked out eight different fantastic numbers that have been received favorably by audiences in the U. S. . . . Al Barbierie, old-time booker of strips and niteries, opened up new offices February 1 in the Palace Theater Building in New York. . . . Dave Ferguson, executive head of the Jewish Theatrical Guild, is recovering from a heart attack in the Polyclinic Hospital, New York. . . . A few of booker Trixie Rogers' many toppers in New York niteries are La Savona, back by popular demand at George's Blue Room; Carrie Abbott, at the Moulin Rouge; Dorian Dennis, Club Pigalle; Evonne, Club Samoa, and Flash O'Farrell, Greenwich Nut Club. . . . A letter to Al Baker and Marcella from the North Wheeling hospital in Wheeling, W. Va., tells of the slow but sure recovery of Bennie Moore and Dottie Dean from serious injuries sustained in an auto crash that

happened a few weeks ago while Moore was driving on his way to fill an engagement at the New Follies, Los Angeles. . . . Sally Rand is slated to open at the Tropics in Denver, biggest buyer of exotics in the Rocky Mountain area.

Photo of Pat (Amber) Halliday, Hirst circuit featured strip, and Bambi, her mascot Chihuahua, arrived showing both enveloped in mink coats which Santa gifted them with in their Baltimore home. . . . Al Avalon and his vaude, niterie and TV act, "Capers with Papers," were outstanding in the show at the Casino, Boston, the week of January 24. . . . Talent toppers in Miami Beach niteries are Lee Wong and Ann Pitt, at the Little Club; Patti Lee, Jimmie Doyle, Princess Lago and Marty Miller, Spur Club; Amy Fong, Diane Delys, Eleanor Dale, Billie Burke, Myra Davis, Bonnie Raye and Billy Mason (emsee), at Billy Young's; Michelle Rosenberg, Jo Ann Florio and Fisher and White, Palace Pigalle; The Gorilla Girl and Lenny Ross, Harem; Patti Page, La Ronde; Vicki Southland, Paper Doll; Belle Barth, Mayflower Lounge, and Jack E. Leonard, Nautilus. . . . Al Mittleman and Al Ulitsky, owners of Steve Brodie's cafe in Philadelphia, have introduced an innovation, a real burly revue booked by Bernie Landis. The show carries four dancers headed by Anne Curtis, recently from the Kane circuit. Doing comedy and emsee is Harry (Lefty) Lewis.

Sees Science as New Frontier for Fairs

Doug Baldwin Tells Neb. Convention County Fairs Can Play Vital Role

LINCOLN, Neb., Jan. 29.—"Look to the new frontiers," Doug Baldwin, secretary of the Minnesota State Fair, St. Paul, urged delegates to the annual convention of the Nebraska Association of Fair Managers here Tuesday thru

Thursday (25-27) in the Cornhusker Hotel.

Baldwin pointed specifically to the field of science, declaring it holds tremendous possibilities for fairs in the years ahead.

The old physical frontiers have vanished, Baldwin said, but in their place are new and exciting ones, in which fairs as in the past can and should play a vital role as a point-of-contact with people.

Russia, he pointed out, has capitalized on international fairs in an effort to sell itself to the world. Perhaps, he suggested, the U. S. has not made the most of such fairs to sell itself to the peoples of other nations.

Internally, county fairmen can do much to see that we do not lag but continue to pace ahead of Russia, Baldwin declared. He said that as a point-of-contact with a vast number of people, county fairs are invaluable and have done much and will continue to do much for the nation.

Baldwin cited the great strides made in better livestock breeding and in the development of better seed. He said that much of this

(Continued on page 62)

\$6 MIL. MELON

Jersey Bingo Booms Under Legalization

NEWARK, N. J., Jan. 29.—Frequency of bingo games has increased tremendously since the game was legalized in most New Jersey communities, according to Arthur A. Weller, \$10,000-a-year executive officer of the five-member Legalized Games of Chance Commission.

Weller said that before the game was legalized last spring there were about 1,000 games annually. In the last 18 months there have been 11,117 with receipts totaling \$6,754,519, and 2,305 raffles with receipts of \$1,892,882.

In the eight months from April to December there were only 10 cases of repeated violations resulting in license revocations or suspensions. Weller said there are 3,600 organizations registered with the commission as eligible to conduct bingo or raffles, but that only 2,000 of them have operated so far. There were 5,000 cases of minor infractions that were easily ironed out, it was noted.

Porcheddu Gets Pyro Contract At Illinois Fair

DANVILLE, Ill., Jan. 29.—Illinois Fireworks Company has closed to provide the fireworks displays at the Illinois State Fair, Joe Porcheddu, president of the pyro firm, announced. The Porcheddu Company last shot the fireworks at the big Illinois annual in 1953. Contract was signed recently by Porcheddu and Stillman J. Stanard, director of the Illinois Department of Agriculture.

The fireworks firm also has been awarded the contract to supply 20 city and county parks in Milwaukee County, Wis., with pyro displays this year. The contract marks their return to the Wisconsin county after an absence of one season.

Barnes Pacts Shows at Four Major Fairs

BILLINGS, Mont., Jan. 29.—Barnes-Carruthers Theatrical Enterprises, Inc., has closed to provide attractions at four additional major fairs. Fred H. Kressmann, vice-president and sales representative, announced.

B-C will again provide the night grandstand show at the Missouri State Fair, Sedalia, and the Red River Valley Fair, Fargo, N. D., he said. In addition, he booked acts into the North Montana State Fair, Great Falls, and a night show with daytime acts into the Midland Empire Fair, Billings, Mont.

ROANOKE SET BY VA. GROUP FOR '56 MEET

RICHMOND, Va., Jan. 29.—The Virginia Association of Fairs has scheduled its 1956 meeting for Roanoke. The departure from Richmond will be the first in some 15 years, according to old-timers. At one time it was customary to meet in a new city virtually every year. Reason given for the move is the hope that the change to the west will stimulate attendance in that section.

Allan Herschell To Debut Major Ride at Plant

Device Reported Improved Version Of Old Hey Dey

NORTH TONAWANDA, N. Y., Jan. 29.—A new major ride, as yet unnamed, will be unveiled by the Allan Herschell Company at its plant here before February 11, Lyndon Wilson, president, announced this week.

Wilson described the ride as "circular, driven from the center, with eight sweeps." At the end of each sweep is a wide, flat wheel of small diameter which rolls over a track in the platform. Attached to each sweep is a spindle projecting upward, and on this spindle a four-passenger car is mounted eccentrically to give the rides whip as well as circular motion.

"In addition to these two motions, the ride has still another, an up-and-down motion," Wilson said. "To illustrate, consider the circular platform of a large Mer-

(Continued on page 62)

Legal Betting Aim Of Pennsy Group

Some Political Support Builds Hope; Bloom Pres.; Williamsport '56 Confab Site

HARRISBURG, Pa., Jan. 29.—Solid backing was given a movement to secure pari-mutuel betting in Pennsylvania by members of the State Association of County Fairs meeting at the Penn-Harris Hotel here Tuesday to Thursday (25-27).

A move adopting a resolution approving legal betting was adopted at a business session that found seats at a premium. A committee to further the interests of the association in this matter will be appointed and group money will be spent to build a favorable reaction.

The resolution noted that 23 States, including all six bordering on Pennsylvania, have legalized wagering. Legal betting, it was said, would help to promote harness racing.

Seek Referendum

A referendum vote is being sought and Sen. John H. Dent, long-time champion of legal betting, said in a talk before the group that such a vote would show the public overwhelmingly in favor of legal betting.

In a pre-meeting interview Charles W. Swoyer, veteran association secretary-treasurer, said, "We'll turn the trick in the Legislature during this administration or I'll miss my guess."

The fairs are hopeful that part of the State's earnings will go to them in the form of aid if legal betting is adopted.

The State is headed by a Democratic governor for the first time in many years, but not much importance is attributed to this factor by proponents of the measure. However, last Monday (24) two bills calling for pari-mutuel betting and varying but little in detail were introduced in the House by Democrats.

John P. Bloom, Ebensburg, was named president; Edward A. Clarke, Clearfield, first vice-president; A. J. Richards, Butler, second vice-president; John S. Giles, Reading, third vice-president; Charles W. Swoyer, Reading, secretary-treasurer.

Retiring president Paul D. Jacobs, Bloomsburg, was named to the executive committee replacing Giles. Other members of the committee are Harry B. Correll, Bloomsburg; B. S. Swartz, Carlisle; J. R. Hogentogler, Clearfield; R. U. Fasnacht, Ephrata; Harry W. Davis, Gratz; Harry Shearer, Indiana; R. W. Gammel, Honesdale.

Also Walter Good, Johnstown; *(Continued on page 62)*

Mike Rockwell Dies of Heart Attack in Mont.

39-Year-Old Show Owner Stricken At Fair Convention

KINSLEY, Kan., 29.—Funeral services for Mike Rockwell, 39, owner-manager of the Rockwell Shows, who died Sunday in Billings, Mont., of a heart attack, were held today, with burial in Hillside Cemetery here.

Rockwell was stricken in a Billings hotel while attending the annual convention of the Rocky Mountain Association of Fairs. Rushed to a hospital, he died a half hour later.

Regarded as an up-and-coming show owner, Rockwell maintained winter quarters here. He had operated his own show for nine years. Until last year he confined its operations to Kansas and Oklahoma but last year he also routed it into Nebraska, South Dakota and Montana.

Before starting his own show, Rockwell had some rides and concessions with the Brodbeck and Schrader Shows. While with that org he married Phyllis Brodbeck, daughter of Frank Brodbeck, one of the owners.

He was 1954 president of the Heart of America Club, Kansas City, and a member of the Hot Springs Showmen's Club.

Besides his widow, he was survived by his mother and father, two sisters and a brother.

Regina Grain Show Building Lost to Fire

REGINA, Sask., Jan. 29.—A fire early Friday (28) destroyed the two wings of the U-shaped World's Grain Show Building here.

Used during the Regina Exhibition each year to house the fair's major industrial exhibits, the building was erected at a cost of \$206,000 in 1931-1932 for the World's Grain Show of 1933, the biggest exhibition event this city ever had. At the time of the fire most of the building was rented to local firms for storage of cars and furniture.

Loss of the building and its contents was expected to run into the millions. Insurance coverage on the building was reported at \$240,000. Replacement cost was estimated at \$750,000.

PUBLICITY PAY-OFF

Commercial Tie Clicks For Bill Reed Thriller

AKRON, Jan. 29.—The Jimmie Lynch Death Dodgers, long a prominent title in auto thrill show circles, is becoming one of the most publicized shows of its type as the

result of a tie-in with the Goodyear Tire & Rubber Company.

Bill Reed, owner-manager of the show, participated in the many tests of the firm's new tires, which began back in 1953. As a result, the firm has made the Lynch show an integral part of its national advertising campaign.

The show was prominently displayed in a number of two-page and single-page advertisements that appeared last fall in national magazines such as Life, Colliers, Saturday Evening Post and Look. In addition, a large number of ads ran in various automotive and tire industry trade papers, plus a nationwide newspaper campaign.

TV Films

The Reed organization also made a television commercial film for the rubber company and a longer motion picture for their dealers. Reed was scheduled for a personal appearance on their Sunday night (30) network television program from New York and he and his staff will make a series of personal appearances in Florida next month when the show plays the Florida State Fair at Tampa.

Plans for the Lynch outdoor campaign this summer are progressing, according to Reed. He will again make a trip to the West Coast where among other dates he has been signed for two performances at the Los Angeles County Fair at Pomona. Eddie Allen, balloon ascensionist, will be used at both still dates and fairs. Other personnel set for the show includes Leo Schultz and Patty Jones. Season opens early in May.



A PLAQUE commemorating his efforts in the fight for tax relief was presented to George A. Hamid Sr. (left), at the annual meeting of the North Carolina Association of Agricultural Fairs in Raleigh. Making the presentation is the group's outgoing president, William Oliver.

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Soldier Field had more than 50 major events in 1954 in Chicago. In addition to its usual schedule of classic football games, music festivals, fireworks displays and the like, it also had two of the largest religious tributes of modern times. Ringling Bros.' Circus drew more than 250,000 people here last year. There were nights and days of auto racing; there were numerous trade exhibits, ski jumping, a railroad car exhibit (The San Francisco Chief) and various sporting events and exhibitions.

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CONFAB NOTES

Predict State Aid For N. C. Annuals

RICHMOND, Va., Jan. 29.—Norman Y. Chambliss, operator of the Rocky Mount (N. C.) Fair, told members of the Virginia Association of Fairs at their annual meeting here Monday (23) that Tar Heel fairs would be receiving State aid within four years. The dynamic president of the N. C. association may be an oracle. It was only a few years ago that he and his associates stumped for and got legislation that put all fairs in the State under the jurisdiction of the Department of Agriculture. Again this year he urged the Virginia group to follow the same pattern.

Hasn't Forgotten
 A two-column picture showing George A. Hamid Sr. doing a head stand and illustrating a lengthy feature story on his accomplishments appeared on the front page of The Richmond Times Dispatch Monday morning (23). While it is unlikely that any of the attending fairmen were unaware of his presence, it is a cinch that the story made thousands of local fairgoers familiar with the background of the grandstand impresario.

Curtis Finch Attends
 Curtis Finch, Virginia Association president, relinquished the gavel to Garland Moss because of illness. Altho under doctor's care, Curtis sat in on the business session.

First Miss-for Moore
 Paul V. Moore, long-time secretary of the South Carolina Association, missed his first meeting in some 30 years due to illness. His son, Tom, and associate and State Fair President Ransome Williams, took care of his chores, including the usual pre-banquet entertainment session.

Sons Visit Strates, Prell
 James E. Strates Jr., former assistant to his dad on the Strates Shows and now a lieutenant in the Marines, visited at the Virginia meeting. Another offspring, Carl Prell, visited his dad, Joe. Carl is

Bookers Busy At Ill. Confab

SPRINGFIELD, Ill., Jan. 29.—Attraction bookers and suppliers reported a busy three days at the annual Illinois fair meeting here this week. Producers of grandstand attractions were faced with more demands from fairs for daily changes of programs which in most cases were filled.

Bookers and suppliers on hand for the meeting included:
 Billy Senior and Stu McClellan, Barnes-Carruthers Theatrical Enterprises, Inc.; George Ferguson, Paul Aubrey and Jeanne Aubrey, WLS Attractions; W. R. Armbruster and Oscar W. Aisee, Armbruster Tent & Awning Co.; Wally Baptist, Baptist Sound Systems; Bill Blasek, A. E. Strayer, P. Hennessey, Peoria Tent & Awning Co.; Frank Duffield, Thearle-Duffield Fireworks, Inc.; Roger Coleman, Maynard DeWitt Jr. and Albert Colleen, Star Fireworks Co.; Carl Cunningham and James McCoy, Danville Tent & Awning Co.; Fred Porcheddu and John W. Dalley, Illinois Fireworks Co.; Jimmy Downey, Jimmy Downey Attractions; Dutch Fuller and J. H. Miller, Terre Haute Tent & Awning Co.; J. G. Past, Past Entertainment Service.

L. N. Fleckles, Ice Varieties; Sheila Armitage, Roller Varieties; Boyle Woolfolk, George B. Flint and Cal Razor, Boyle Woolfolk Agency; Mr. and Mrs. Emil Guldenzopf Sr., Edgar Hunter and Kurt Kuehn, Regalia Manufacturing Co.; Lucky Lee Lott, Lucky Lott thrill show; Jerry Lippitt, racing mules; Fred Prouse, Sisco Grandstands; Jack Kochman, Kochman thrill show and racing greyhounds; G. R. Lewis, fairgrounds architect; Kenneth Lee, Fair Publishing House; M. H. Lines, E. G. Staats Co.; W. E. and E. K. Mahaffey, Mahaffey Tent & Awning Co.; Earl Peterson and Pearl Yewis, Yewis Booking Agency; Louis Rosenberg, Triangle Poster Co.; Ray Shute, Shute Booking Agency; Earl Newberry, Tournament of Thrills; Joe Smith, Joe Smith Amusement Service; Mike Zabio, Wabash Valley Tent Co.; Charles Zemater Sr. and Jack Zemater, Charles Zemater Theatrical Agency; Sidney Belmont, Sidney Belmont Agency; Charles P. Connolly, race-track lighting; Ted Tillman and Eddie Gromacki, Tillman-Gromacki Agency; Sunny Bernet, Jole Chitwood thrill show; Frankie Taylor, General Artists Corporation; Aut Swenson, Swenson's Thrillcade; Buck Kidd, auto races; Pete Bailey, Hollywood Daredevils thrill show; Roger Wohlbers, Walkup-Wohlberg Insurance Agency; N. Perry Luster, Insurance; Bill Reed, Jimmy Lynch, Death Dodgers; Gus Sun Jr., Buck Steel, Rose Steele and Gene Holter, Gus Sun Theatrical Agency, and Mr. and Mrs. Jinx Hoagian, Hoagian's Hippodrome.

a student at the University of Virginia.

Dorton Son Active
 J. S. Dorton Jr. was on hand at the North Carolina session to aid his dad. Representing the Cleveland County Fair, Shelby, young
 (Continued on page 62)

WHEN BINGO?

N. Y. Bingo's Word Battle Still Goes on

NEW YORK, Jan. 29.—The New York bingo question was still unsettled this week but was fast approaching a climax. It became more and more apparent that as long as both the Democrats and Republicans favored legalizing the game, some decision would have to be made soon or incur the displeasure of the voters.

The question has both its religious and political sides. The New York State Council of Churches, comprising Protestant leaders, has opposed legalizing the game and calls it immoral. The Catholic stand is that the game is okay, is not immoral, and is a necessary fund-raiser. Democrats would remove instantly the penalties for playing bingo. Republicans would have it legalized by constitutional amendment after an okay by two Legislatures and a public referendum. This would take until 1958.

The slowdown is that Governor Harriman is a Democrat but the GOP controls the Legislature. The Republicans say bingo can be legalized only by amendment. But the Dems say the Legislature didn't bother with that concept back in 1934 when it allowed bookmaking at race tracks by special decree.

For those anxiously awaiting a decision on the matter, there remained the pressing question: How long?



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CCE PROFIT \$125,969; STEWART NEW PREXY

OTTAWA, Jan. 29.—The Central Canada Exhibition profited by \$125,969.46 last season but other yearly expenses at Lansdowne Park ate into the surplus to provide the Exhibition Association with a surplus of \$8,622 for the 12-month period. The financial statement was submitted Wednesday (19) by general manager H. H. McElroy at the 61st annual meeting in the Coliseum, and was adopted. Dates for this year were fixed at August 20-27 with the exception of Sunday, the 21st.

CCE revenue from all sources was \$359,047.76 and expenditures totaled \$233,078.30. Major income items were \$117,539.65 in general admissions, \$74,999.30 from grandstand performances, \$58,331.97 from the midway, \$19,000 certain game concession exclusives, \$54,579.46 from rental of ground and building space, and \$5,000 from novelties.

In outlays there was a \$61,041.94 item incurred in running the various show divisions; \$39,557.23 in wages, lighting and upkeep; \$46,108.89 in salaries and other administrative expenses, \$33,790.85 for grandstand attractions, \$4,094.50 for bands, \$4,000 for fireworks, \$20,742.98 for publicity, and \$32,271.13 for the gates and tickets.

Officers Listed

Elected new president of the CCE Association by unanimous vote was D. M. Stewart of Osgoode, with Alderman Wilbert Hamilton and Don B. Reid as vice-

presidents. New directors are George W. Pingle, Omar G. Armstrong, John Powers, Alderman Reid, Clarke Mansfield, Stuart Whyte, Fraser Hurdman and D. M. Stewart.

Other directors are W. E. Burton, William Henry, Dr. W. A. Taylor, Mayor Whitten, Alderman Howard Henry, Alderman Jules Morin, Alderman R. Wall, Alderman M. M. Walsh, Alderman Frank Boyce, Alderman Lon Campbell, Thomas F. Argue, Gordon Band, Frank O. Plant, George A. Rich, John Powers, D. A. Moodie, Dr. E. S. Hopkins, and A. M. Barr. Life directors are W. A. Armstrong, E. A. Band, D. Roy Campbell, L. L. Coulter, Sam Crooks, A. H. Fitzsimmons, Dr. G. M. Geldert, and H. Stanley Higman.

Retiring President S. F. Dadson cited the growing emphasis on Women's Institutes, handicrafts and the school and home craft show as a reason for consideration of a new building. He also urged improved accommodations for boys and girls of the Eastern Ontario and Western Quebec 4-H Clubs.

McElroy, in presenting the financial report, noted that Lansdowne Park operations aside from the CCE yielded \$116,954 but cost \$193,477. The deficit of \$76,523 was taken care of from the exhibition's profits. Since the association took over the park operations, he said the facilities were used to a greater extent than ever before. The organization took over in 1946, and last season there were 910,000 persons entertained at all functions during the 12 months which ended in November. The Assembly Hall was rented 241 times, the Convention Hall 169 times and the Coliseum 59 times. Thousands of persons more attended baseball and football games, the playgrounds, rinks and other events.

McElroy cited the exhibition's improved lighting facilities, extension of paved roads and its special show on Exhibition Week at which thousands of orphans and other children were entertained and given food and prizes. He singled out the George A. Hamid & Son talent agency, World of Mirth Shows, Pure Spring soft drink firm, Wilson's Ambulance Service and other organizations. Also cited were the annual party for exhibitors and the pre-opening parade which was instituted in 1952.

The financial statement showed the association's current assets as totaling \$214,652 in cash, investments and interest.

Trend Toward Lighted Tracks Grows in Midwest

SPRINGFIELD, Ill., Jan. 29.—A trend toward lighted race tracks continues strong, particularly among fairs, Charles F. Connolly, illumination engineer, said here this week.

Connolly, whose Lake Success, N. Y., firm, is called Night Sports Illuminating Company, said he has been signed to light race tracks at 30 fairs in Ohio, Illinois, Wisconsin and Michigan. For the most part the fairs will use portable systems, altho several plan on buying the lights outright.

Most of the fairs are lighting their ovals for night horse racing, but a number are also moving their auto race programs under the arcs.

AAA Increases Driver Insurance

WASHINGTON, Jan. 29.—Auto racing personnel operating under the banner of the American Automobile Association this season will benefit from additional insurance coverage at no increase in cost.

The AAA Contest Board has approved a plan to increase the hospitalization benefits of those participating in AAA races to a maximum of \$7,500 hospitalization benefits and a death benefit of \$2,500 on the same premiums as last year.

TERRIFIC Giles Outlines Beauty Test At Reading

HARRISBURG, Pa., Jan. 29.—John S. Giles, president of the Reading (Pa.) Fair, sketched out for fairmen attending the annual meeting of the State Association of County Fairs the manner in which his fair conducted its highly successful beauty contest. Giles said the contest was consistently the most popular event with patrons at his fair, in competition with all other entertainment features including many headliners headed up by Frank Sinatra.

The purpose of such a contest, Giles said, was to insure sizable crowds for concessionaires and midway. As many entries as possible should be secured since the popularity of the event grows with the number of participants. The goal at Reading is 100.

It was suggested that merchandise or cash could be used for awards. At Reading the winner earns \$1,000. Cash and prizes, the latter promoted from participating merchants, are given away freely to the finalists.

Avoid Criticism

Great care must be exercised to avoid criticism of any kind. At Reading the contest is open to single and married girls, and only judges from outside the drawing area of the fair are employed.

All contestants sign a contract with the fair, the purpose of which is to prevent the improper exploitation of the winner. In this manner the fair is able to insure a minimum of \$25 for single appearances.

Giles noted that the annual contest provided excellent continuing publicity for the fair. Reading stages its final on closing Saturday night with elimination rounds scheduled for all of the preceding operating days.

The prizes should be substantial, Giles said, because an all-out effort on the part of a contestant was relatively expensive. He said each contestant needed a good bathing suit and evening gown and estimated that some of the girls spent \$100 or more on these items.

The popularity of the contest was well documented last year when the finals resulted in the only sellout of the grandstand during a week of poor weather.

Lancaster, N. H., Elects Dana Lee; '54 Net Is \$2,143

LANCASTER, N. H., Jan. 29.—Directors of the Coos and Essex Agricultural Society, sponsors of Lancaster Fair, have elected officers for 1955.

Dr. Dana Lee is president; E. Dean Spaulding, vice-president; Albert J. Kenney, clerk and race secretary; F. R. Lyon, superintendent of the midway, and Reynold Guilmette, treasurer.

Guilmette reported a net profit last year of \$2,143.35, altho the \$14,484.79 from the pari-mutuel fund was down some \$1,800 from the previous year. Attendance in 1954 was 16,777. The program of entertainment cost \$10,676, repairs and improvements to the grandstands cost \$6,473, premiums amounted to \$12,630, taxes were \$1,402, policing and general labor totaled \$3,685, exclusive of costs for ticket takers and other miscellaneous assistance.

Cowboys & Indians Promotional Days At Levittown, Pa.

NEW YORK, Jan. 29.—Booker Abe Feinberg will be providing talent for the February 17-22 "Happy Hunting Days" promotion at the Levittown, Pa., shopping center. A continuous cowboy and Indian show will be offered, probably with a name Western artist.

Conn. Again Gets Bazaar Games Bill

BRIDGEPORT, Conn., Jan. 29.—The Connecticut Legislature has received a bill which would relax restrictions against wheels and certain other games at bazaars in the State. Republican Sen. Joseph Serena of Westport introduced the measure, similar to those which had twice been vetoed by former Gov. John Davis Lodge, also a Republican.

The measure would permit a municipality to allow "games of chance" sponsored by educational fraternal, veteran, church and volunteer fire organizations, which already have the right to hold sponsored bingo. Municipalities would be allowed to have games operated on petition of 5 per cent of the voters.

Under terms of the proposed bill, the organizations would apply to the chief of police for permits. Each group would be permitted to run games of chance for a three-day period, once during the course of a year.

Two objections to the Serena measure have been removed by the passing of time. Lodge has been succeeded by Democratic Gov. Abraham Ribicoff, and the man credited with influencing Lodge's veto in 1951, State Police Commissioner Edward J. Hickey, has since died.

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Adsorbs toxins, irritants, acids. Helps prevent and relieve Hangover due to excessive drinking or smoking. A brand new formula combining special polyamine-methylene resin and acetylsalicylic acid. Taken before retiring and on arising for best results.

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Adsorbent, Analgesic, Antacid
 Send \$1.00 for each trial package of 15 capsules. Mailed promptly in a plain wrapper.

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 Dept. 182
 1314 Land Title Bldg., Phila. 10, Pa.

SCOOTER CARS FOR SALE

20 Lusse Scooter Cars, latest model; 10 1952 model Dodgem 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
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FOR SALE

40' 3-abreast Allan Herschell 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. Located in Eastern Penna. Will sell rides separately if desired for best cash offer.
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FOR SALE MERRY-GO-ROUND HORSES

We are now building 2 Parker Horses and one Spillman Horse. Aluminum. 24 Parker wood horses, primed, repaired, ready to paint. Get your order in before spring. I will have Horse Display at Dallas Meeting. Also 50 KVA Pot, General Electric.
 C. A. GOREE
 P. O. Box 27, Atle, Texas

Going to TAMPA FAIR?
 Be sure to see our
KIDDIE CHOO CHOO RIDE
 In operation on the Midway
KING AMUSEMENT CO.
 Mount Clemens, Michigan
 New Kiddie Rides of all kinds
 Term Payments Salesman at the Fair

The **TILT-A-WHIRL** Ride
 "Best Buy in Rides Today"
 * Very Popular and Profitable
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 and what a * Repeater!!
SELLNER MFG. CO.
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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
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MINIATURE STEAM TRAIN
 Train grosses next to Coaster in three big parks. 100 Trains now in operation.
 Burns coal for normal steam operation. Can also operate on compressed air. Make real money in any town over 10,000 population.
 Approved A.S.M.E. boiler. Unexcelled for appeal and repeat rides. Hauls from 15 to 100 people. Customers prefer STEAM TRAINS.
OTTAWAY AMUSEMENT CO.
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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
PARKER AMUSEMENT CO. MONTICELLO, IOWA

48 PASSENGER TUBS-O-FUN RIDE
 Very portable. Can be completely assembled or disassembled in less than 15 minutes by two men. Will earn \$50.00 to 60.00 per hour.
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AND ADVERTISERS
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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

Thursday, February 10

Send your Copy Instructions TODAY

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.

Your Sales Message Goes to Work AT ONCE, Selling to The Billboard's 49,968 ABC-PAID BUYERS . . .

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!

Continuing Hard-Hitting EDITORIAL PROMOTION keeps on SELLING OARC and YOUR PRODUCTS for at least SIX MONTHS!

A BONUS AD VALUE in every way—and all at REGULAR WEEKLY ADVERTISING RATES.

**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., 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.

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726 Benton Ave. Nashville 4, Tenn.

NOT SO GOOD

Outdoor Again Faces 3-Day Holiday Series

NEW YORK, Jan. 29.—Holidays of interest to outdoor showmen—Decoration Day, the Fourth of July and Labor Day—will again be coupled with weekends and provide three-day rest-periods for most employed persons.

Each of the holidays falls on a Monday, thus providing the three-day period of no work. While business, generally, favors the grouping of the non-productive days as most economical, most outdoor show people would still rather have the holiday separated from the weekend since it would spread, and so heighten for them, their earning potential.

A pre-season analysis of the likely results of the three-day holiday packages last year was borne out in most instances. Given proper weather one day was good or even big. Another proved good to fair. The final one proved only fair in most cases.

Operators know that the salary incomes of most families won't spread out to make for three big consecutive days in outdoor amusements. The thought that the third day will provide a big measure of rain insurance is not very sound. By then, if the weather has been bad on one or both of the initial two days, the money has been spent on indoor amusements and the build-up for an all-out outing at a funspot has been pretty much dissipated.

Last year, in the East, flighty weather cut heavily into the first half of the biggest potential weekend, that of the Fourth of July. When the skies finally righted themselves to a degree on Monday it was too late for recouping. The operations which equaled in three days their normal one-day Fourth of July earnings considered themselves lucky.

From the outdoor operators' viewpoint mid-week would be the ideal timing for these holidays. In this way they would have two good weekends (which at that time of the season need little extra help) flanking bang-up holidays. The carnival operator would be particularly happy with this operation since, unless he bridges the weekend and finds it possible to operate on Sunday, he is apt to miss much of the cream in good weather or bad.

Map Revival Of Madison Sports Show

MADISON, Wis., Jan. 29.—Plans for revival of the successful sports show formerly staged in the U. of W. fieldhouse, terminated in 1948 because that location was no longer available, were announced here by David A. Leber, secretary-treasurer of Lakeland Associates, Inc., local publisher of a guide-magazine titled "This Is Madison."

The show, to be known as the Wisconsin Sports, Travel and Vacation Show, will be held in the new Fairgrounds Arena Building from April 26 to May 1. A modern heating and ventilating system is being installed, and a concession stand, lobby, offices, additional rest rooms and dressing rooms are under construction and should be completed in time for the show.

Show will consist of stars of the sports and entertainment worlds,

Carnival Routes

Send to
2160 Patterson St.
Cincinnati 22, O.

Blue Grass: Fort Myers, Fla.; Fort Pierce 7-12.
Glades Am. Co.: Orlando, Fla.
Orange Bowl Amusements: Vero Beach, Fla.; Fellsmere 7-12.
Raley Bros.: Fellsmere, Fla.
Stephens, C. A.: De Land, Fla.; Mount Dora 7-12.

Circus Routes

Send to
2160 Patterson St.,
Cincinnati 22, O.

Davenport, Orrin: Cleveland 1-13; Detroit 14-27.
Froman Bros.: Huntsville, Ala., 1-4; Rome, Ga., 7-11.
Polack Bros.: Fort Wayne, Ind., 4-6; Chanute Air Force Base, Ill., 10-12; Louisville 14-20.

Miscellaneous

Burke's Hitler Car Exhibit: Panama City, Fla., 11-12; Pensacola 13-16.
Magnum the Magician: Council Bluffs, Ia., 1; Wiota 2; Scranton 3; Adair 4; Stanhope 7; Union 8; Cedar Falls 9; Grundy Center 10; Green Mountain 11; Fairbank 14; Stanley 15; Waterloo 16; Rockwell 17; Fertile 18.

Ice Shows

Holiday on Ice, International, No. 1: Copenhagen, Denmark 1-27.
Holiday on Ice, International, No. 2: Bombay, India, 1-20; Calcutta thru March 20.
Ice Capades: Washington 1-6; New Haven, Conn., 7-13; Hershey, Pa., 14-26.
Ice Vogues: Greenville, S. C., 1-5; Macon, Ga., 6-10; Augusta 11-14; Columbia, S. C., 15-20; Orlando, Fla., 21-26.
Shipstads & Johnson's Ice Pollies: Toronto 1-4; Montreal 6-13; Boston 15-27.

exhibits of sports equipment and displays of travel and vacation interest. A local committee will be chosen to co-ordinate the event, Leber said. Performances will be offered nightly, with matinees on Saturday and Sunday.

COMING EVENTS

Alabama

Montgomery—Mid-Alabama Home Show, March 23-27. Irving Wayne, Jefferson Davis Hotel.

Arizona

Phoenix—Home Show, Feb. 12-20.
Tucson—La Fiesta de los Vaqueros, Feb. 24-27.
Yuma—Silver Spur Rodeo, Feb. 12-13.

Arkansas

Little Rock—4-H and FFA Spring Market Show & Sale, April 15-16.
Little Rock—Home Show, April 24-28.

California

Los Angeles—General Motors Motorama, March 5-13.
Los Angeles—Sportsmen's Vacation, Boat & Trailer Show, April 14-24. Mel R. Morrison.
Palm Springs—Mounted Police Rodeo, Feb. 5-8.
Sacramento—Sportorama, March 25-27.
San Bernardino—National Orange Show, March 17-27.
San Diego—Automobile Show, Feb. 2-6.
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.
San Francisco—Grand National Jr. Livestock Expo., April 2-6. Nye Wilson.

District of Columbia

Washington—National Capital Flower & Garden Show, March 10-16. Al Harloff.

Florida

Daytona Beach—Volusia County Home Show, March 12-16. Irene Kellogg, Pilot Club.
Kissimmee—Silver Spurs Rodeo, Feb. 11-13.
Miami—Flower Show, March 18-21.
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.
Miami—Do-It-Yourself Show, April 13-19.
Miami Herald.
Miami—Southeastern Automotive Show, April 22-30.
Moorehaven—Chalo Nitka Celebration, Feb. 18.
Palatka—Jaycee Rodeo, Feb. 25-27.
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.
Chicago—Modern Living Exposition, March 26-April 3, Navy Pier.
Evansville—Tri-State Sports Show, March 27-30. Homer Bow.
Fort Wayne—Sports Show, Feb. 15-20.
Indianapolis—Sports Show, Jan. 28-Feb. 6.

Iowa

Des Moines—Iowa Sports & Vacation Show, March 31-April 5.
Ottumwa—Auto Show, Feb. 4-6.
Waterloo—Northeast Ia. Sports & Vacation Show, April 21-24. Bill Christiansen.
Waterloo—Waterloo Home Show, March 30-April 3.

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.
New Orleans—Do-It-Yourself Show, April 9-13.
Shreveport—Spring Festival, April 27-May 1. Abie C. Goldberg.

Massachusetts

Boston—New England Sportsmen's & Boat Show, Feb. 5-13. Albert C. Rau.
Boston—Motorama, April 23-May 1.

Michigan

Grand Rapids—West Michigan Sports & Boat Show, March 21-26. Jack D. Locks.
Hastings—Michigan Cornbelt Stock Show, March 2-3. Duncan G. Leitch.
Lansing—Antique & Hobby Show, March 20-23. L. Verne Slout, Vermontville.
Vermontville—Maple Sirup Festival, April 16. Dr. Clark Davis.

Minnesota

Minneapolis—Northwest Sports, Travel & Boat Show, April 8-17. P. W. Kahler.
St. Paul—St. Paul Winter Carnival, Jan. 28-Feb. 6. John Geisler, 356 Cedar.

Mississippi

Canton—Madison Co. Livestock Show, April 13-14. N. S. Estess.
Carrollton—Carroll Co. Livestock Show, March 23. R. A. Cooper.
Columbia—Marion Co. Livestock Show, March 10-13. 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. R. P. Lewis.
Tupelo—Lee Co. Livestock Show, March 25-26. W. J. Pernel.
West Point—Northeast Miss. Dist. Livestock Show, March 31-April 2. E. E. Wooten.

Missouri

Kansas City—Kansas City Sports, Travel & Boat Show, Feb. 1-6.
New Madrid—4-H Club Market Barrow Show, April 3. Eugene French.
St. Louis—St. Louis Sports, Travel & Boat Show, March 12-20. William Zaiken.

Nebraska

Omaha—Omaha Sports, Vacation & Boat Show, March 5-13. G. Edward Budde.

New Mexico

Truth or Consequences—Fiesta Rodeo, April 1-3.

New York

Jamaica—Long Island Sportsmen's Show, Feb. 12-19. Albert J. Chase.
New York (Bronx)—Sports and Vacation Show, March 5-13.
New York—Universal Travel & Auto Show, Feb. 20-27. Fred Pittner, 527 Fifth Ave.
Syracuse—Herald-Journal Sports Show, Jan. 31-Feb. 5.
Syracuse—Automobile Show, Feb. 20-27.
Syracuse—Homemaker Show, March 9-11.
Syracuse—Builders Exchange Show, March 21-30.
Syracuse—Sportsmen's Show, April 28-May 3. Ball & Grier, Utica.
Utica—Sports Show, March 24-29.
Utica—Sportsmen's Show, March 24-29. Ball & Grier.

(Continued on page 68)

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THE TOLEDO 50 FLOSS MACHINE



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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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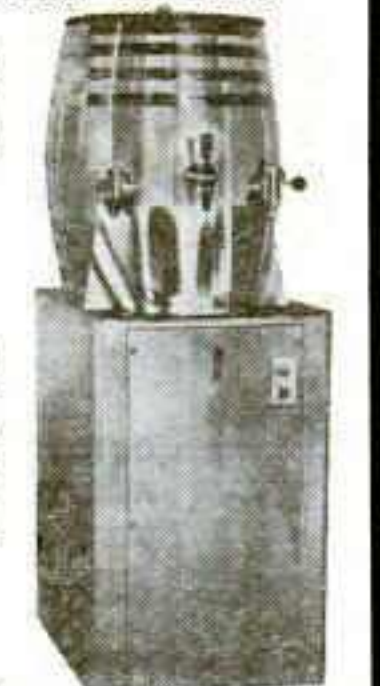
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St. John Ex Sets Dates & Signs Talent

ST. JOHN, N. B., Jan. 29.—Dates of August 27 thru September 3 were announced for the 1955 St. John Exhibition at the association meeting in the Board of Trade offices here Saturday night (22). John N. Flood was re-elected president and other officers and committee heads were chosen.

Doug Neal, secretary-manager, said a program of six George A. Hamid & Son acts would be presented this year, and also spoke of negotiations to have the Bill Lynch Shows in the midway.

A fair on a limited scale was held last season, and it was indicated the association would resume its "Exhibition" title now and return to prewar standards. The directors will meet in February to discuss this year's running and decide whether to embark on an expansion program.

Other officers are W. A. S. Case, first vice-president; C. N. Wilson, second vice-president, and Fred S. Crosby, treasurer. Committee heads are A. Dodge Rankine, exhibition; A. Calp, advertising and publicity; C. I. Robinson, buildings; T. Moffett Bell, canteen; K. I. Campbell, grounds; C. M. Alexander, harness racing; R. M. Lawson, management; Charles Y. Swanton, rental and concessions; G. Earle Logan, bylaws; C. R. Nelson, parking and police, and C. N. Wilson, planning.

Acts contracted for with Hamid include Veno Berosini, high wire; Linon, tramp wire act; Gautier's Steeplechase, dogs and ponies; Aerial Chapman, unsupported ladder; Jay Kirk and Madeline, comic musical-acrobatic; and Pedro & Durand, knock-about and balancing.

DANVILLE, Ill., Jan. 29.—Fredrick C. Porcheddu, vice-president and general manager of World Fireworks here, recently married Christine VanDeventer, a law firm secretary. Following a Southern honeymoon the couple will reside in Danville.

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CIRCUS REVIEW

Pipers Set Theme For Polack Western

By TOM PARKINSON

HAMMOND, Ind., Jan. 29.—For its 1955 edition, the Western unit of Polack Bros. Circus is displaying a heavy helping of standard acts, some new imports and a couple of novelties which may not be circus fare normally but fit well here.

Setting the theme for this year's show is the troupe of 10 bagpipers and drummers, the Dagenham Pipers, from Great Britain.

Prof. George Keller gets things off to a strong start with his outstanding wild animal act. After a shoot-em-up entry, he switches to a hypnotic approach and puts his beautiful cats thru bottle walks, rope walks, waltzing and roll-over. He lies down with several lions. The whole act is set off with good snarl trimmings. Carol Brent and Mitzi Isetts work giant loops at the sides, while the center spot is reserved for an aerial duo, Pallamedes, which are to join in Fort Wayne, Ind.

Dogs, Wiswell, Barnes

Poly Orea's Spitz Dogs have been brought over from the Eastern unit to do their stands, long mounts and flipping. One dog carries a spinning plate prop while walking on his hind legs. Two hold a hoop thru which another jumps. When one is "shot," a coffin is produced and four dogs mourn and then serve as pall bearers, while the "deceased" creeps out for a laugh.

Ernie Wiswell has his comedy car in the fourth slot and once again proves his laugh-getting skills with motor stalls, break-away gimmicks and the grandiose gesture. Power of fireworks in the acts seems to have been cut, making it comfortable to watch.

Harold Barnes, back with a circus after a long time in other fields, comes on with a West Indies drum and then swings to his wire for unusually rhythmic wire dancing. There is a cane jump and rope jump then considerable bounding and build-up to a backward somersault, which takes the act off a winner.

Sikorskas Repeat

The Sikorskas (Melitta and Wicon) continue with their teeth suspension thrillers from the aerial perch. Their appearance is fine and they do their usual excellent job as the act Polack sees fit to bring back year after year. Later they also do their perch-pole turn which is equally effective and enjoyable.

Cilly Feindt brings looks and horsemanship to the ring as she puts her Lippizaner thru the repertoire of dances, gaits and paces that only that kind of horse can do so well. This dressage act is unusually well routined.

The Merkys are just funny. This trio includes a father-son pair of contortionists and while it is called a bar act much of the turn is contortion rather than that which is normally expected of bar acts. Their timing is pat and, again, routining is strong. A bit with a prop magnet is good. The whole span of interwoven comedy is good.

Elephants Star

Mac and Peggy MacDonald lead the six Besalou Elephants thru their unique act at a trotter's pace. The little bulls speed thru Liberty act routines, military drills and countermarches. A pair of them do head and forefoot stands. Precision and speed stand out as they do a giant wheel. Opal's hind-leg walk is now done on the floor rather than on two beams as last year. Will Harris' special music keeps time as the bulls countermarch again, peel off, lay down and rear. At MacDonald's signal they step forward one by one to be introduced, but the smallest refuses until Peggy squares it. Now the trainers add a prop for the first time and the bulls form a tableau. Peggy repeats her bareback-style leap-ups. Then the ring is cleared

and Opal again performs her one forefoot stand.

Clowns are Lou Jacobs, Rudy Ducky, Charley Cheer and the Sherman Brothers. Their parts were shuffled for the performance caught, and one was omitted. In a clown stop after the elephant act, Jacobs shows contortion skill by dropping into a barrel. Then Ducky adds the wheels and handles to make Lou a human wheelbarrow.

Fedi-Fedi, Rolando

Fedi-Fedi is a club and fair act, but has been incorporated into the circus well, with a Barbetta ballet to help. He performs as a novelty duo of small dancers while 24 Polack girls divide between rings and dance to display novel wardrobe that changes color and style in keeping with the Fedi-Fedi dance.

Rolando adds walking to the now-familiar one-finger stand routine. He balances on his fingers and in that position walks a row of seven globes. This is followed with hand-stand work with nested boxes; a chair, bottle and hoop, and cane atop a high platform.

Boxers, Bears, Bikes

Ducky and Jacobs, with Cheer and the Shermans, are back for (Continued on page 64)

Death Claims Goldberg, 75, Coney Figure

NEW YORK, Jan. 29.—Funeral services will be held tomorrow in Temple Beth Emeth, Brooklyn, for Morris Goldberg, prominent Coney Island figure, who died Thursday (27) at the Jewish Sanitarium and Hospital for Chronic Diseases. He was a 50-year veteran of Coney activities and was a member of the original Mardi Gras committee.

Goldberg, who lived at 4025 Atlantic Avenue in Sea Gate, Brooklyn, was the owner of Silver's Bath's at 3060 West 23d Street. He was 75 years old.

Goldberg had owned the baths since 1931. He was a director of the hospital in which he died and of Temple Beth Emeth, and was a member of the Chamber of Commerce of Coney Island. Survivors include his widow, Mrs. Minnie Nussbaum Goldberg, and a brother, Kalman Goldberg, of Newark, N. J.

Nunis Reports Signing Major Big Car Dates

RICHMOND, Va., Jan. 29.—Sam Nunis this week reported the signing of a number of big car auto racing dates with Eastern fairs.

Nunis Speedways will stage Saturday shows at the Virginia State Fair, Richmond; the North Carolina State Fair, Raleigh, and a show on the concluding Sunday at the New Jersey State Fair, Trenton. Meets are also scheduled for the Shelby and Charlotte, N. C., fairs.

Five days of racing, including stocks, midgets and big cars, will be presented on the paved track at the Eastern States Exposition, Springfield, Mass. The Allentown (Pa.) Fair will sponsor two days of racing. The Flemington (N. J.) Fair will have three days.

Nunis has also contracted to stage four meets at the Langhorne, Pa., Speedway.

Eloise Berchtold, formerly with King-Cristiani, is scheduled to work the Olympic Bears.

Smith, Lyons Appointed to N. Y. Ag. Staff

ALBANY, N. Y., Jan. 29.—Two new assistant commissioners in the New York State Department of Agriculture and Markets have been announced by Daniel J. Carey, himself a newcomer as department commissioner. The turnover results from Democrat Averill Harriman being elected Governor to succeed Thomas E. Dewey, Republican.

The new assistants are James G. Lyons of Monticello, whose salary will be \$15,500, and Paul Smith of Newark Valley, former State Fair director, who will receive \$14,490. They take office Tuesday (1), at which time it may be announced who will succeed Howard L. Creal as director of the State Fair at Syracuse. Creal told the New Jersey fairmen's meeting last week that he is marking time until his successor is named.

The outgoing assistant commissioners are Earl C. Foster of Glenmont and Dr. E. V. Moore of Delmar.

Lyons is a farmer and had served 10 years in the State Assembly. Smith has been an active dairyman and from 1938 to 1943 was director of the State Fair.

Bill Mauldin, cartoonist, flew his plane into Sarasota recently to visit fellow artist Bill Ballantine, of the Ringling show.

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Aid Hike Assured For Illinois Event

Assn. Re-Elects Henry J. White President; Retains All Other Officers, Directors

By CHARLES BYRNES

SPRINGFIELD, Ill., Jan. 29.—Increased State aid in the form of a deficiency bill, designed to make up the difference between claims and aid actually paid, was practically assured for Illinois fairs at this week's annual meeting of the Illinois Association of Agricultural Fairs. The meeting, the 45th annual, was held Sunday thru Tuesday (23-25) in the Hotel St. Nicholas.

Two veteran fair executives, both members of the State senate, Paul Powell and Clyde Lee, had been instrumental in introducing

the bill. And it was reported they were helping it thru committee and reported its chances of being passed and signed by the governor were excellent.

Progress was the keynote of the business sessions of the convention, this subject being discussed by a number of speakers. Attendance at the four sessions was excellent. A hundred or more delegates were on hand for almost every meeting with the number seldom falling below 75 at any one time.

Stillman Stanard, director of the Illinois Department of Agriculture, told the fair delegates to appraise their fairs and themselves and see what could be done to make them more progressive. Fairs have played an important role in making the United States the largest producer of food in the world, he said, and with the present unsteady world conditions, food was the greatest weapon for peace.

Henry White, president of the association, and former manager of the Illinois State Fair, also urged that fair executives continually look to the future with an eye toward expansion of their plants and programs. He said that with population up, attendance should continue to increase and more room for people, parking and exhibits would be needed.

White also told the fair managers to use show and attraction people right, pointing out that they need the fairs and the fairs need them. He also remarked on the growth of auto racing in the State, and told the fair managers to look into this attraction and expand their facilities to care for the sport.

Recommends Circus

William Zurheide, of the Charleston fair, recommended the booking of a circus during or near a fair. He told how they had brought the Ringling circus into Charleston several days before the fair, drew 18,000 people and profited to the tune of \$4,000. He said it didn't hurt their fair and, if anything, directed more attention on the annual.

Some relief from a recent State law that virtually forbids house trailers from setting up on fairgrounds was assured. It was re-

(Continued on page 57)

Year's Deficit \$11,470 for Fredericton Ex

Operating Figures Nearly Balance; Race Cards Hailed

FREDERICTON, N. B., Jan. 29.—An operating deficit of \$387.24 plus other items bringing the over-all deficit to \$11,470.46 were recorded for last season's Fredericton Exhibition. The report was presented at Thursday's (20) annual meeting of the exhibition association at the Lord Beaverbrook Hotel, at which three new directors were elected.

Added to the board for 1955 were Ray T. Forbes, former mayor; Dr. J. T. Akins, government veterinarian, and John Jensen, farm machinery agent. They replace W. W. O. Fenety, retiring president and local theater operator; Malcolm Neill, owner-manager of Station CFNB, and Delmas Olts, insurance broker, all of whom were defeated for re-election.

Of the total society membership of 218, there were 137 attending and voting.

Night Racing Added

Ray C. Crowds, secretary-manager, cited the combination of the New Brunswick Livestock Show with the Ex in 1954, extensive building improvements and the introduction of night harness racing. From July 5 to October 7 a total of 21 race cards was held, and Crowds foresaw the time when the all-summer meets would draw heavily from the large bodies of troops at Campagetown, largest Canadian camp which is under construction south of Fredericton.

Revenue items for 1954 included \$34,394 in admissions, broken down as follows: main gate \$16,001.47; attractions, \$8,459.50 and

(Continued on page 57)

York Execs See No Need For Betting

YORK, Pa., Jan. 29.—The York fair will not back the current effort of the Pennsylvania Association of County Fairs to secure pari-mutuel betting. The decision was published in an editorial in The York Dispatch, a paper owned by D. Philip Young, a York board member.

The editorial said in part: "York Fair management has found it possible, thru plant improvements and expenditures for high-class entertainment, to attract enough exhibitors, concessioners and general attendance to operate successfully without track betting. As profits are largely devoted to more improvements the quality of the fair continues to improve. From a purely practical point of view it is the opinion of the York board that if the pari-mutuel race program were to be conducted in conjunction with the fair it would mean much less money spent by visitors for other entertainment and for merchandise and much less inducement to concessioners to buy space."

CREELMAN, Sask., Jan. 29.—After a lapse of 16 years, the Creelman Agricultural Society has been reorganized. Officers are: President, Neil McCatlam; vice-presidents, Gordon Patterson and Leslie Horner; secretary-treasurer, Don Mott. Organization this year will sponsor a 4-H junior grain club, a summer fallow competition and a fall fair or a livestock field day.

(Continued on page 57)

ACCUSATIONS FLY AT VA. MEETING

Fair Men, Carnival Ops Point Up Bad Relationship; Name Moss President

RICHMOND, Va., Jan. 29.—Although there was little in the program to indicate more than mild interest, the 38th annual meeting of the Virginia Association of Fairs held Monday (24) at the Hotel John Marshall sizzled for a time as fairmen and carnival operators uttered grievances.

It all began when the Galax Fair put the finger on the Gold Medal Shows for canceling out on its contract. No defense was offered by the shows at the morning session, when the matter was brought up, since no representative was present at the time.

Several carnival representatives, however, accepted the opening to recite the hardships imposed on them by many fairs in their business dealings. Most put the onus on the fairs for seeking and demanding the high dollar. Joe Prell, representing Prell's Broadway Shows, said fairs juggled their dates to get more money from the midway thus throwing the booking situation into confusion.

Asks Registration

Buster Westbrook, Penn Premier Shows, said fairs mostly bring trouble on themselves since the seeking of the top dollar resulted in garbled dates. He was in favor of the member fairs registering the straight sale price of their midway space with the State association and then booking shows on merit.

Ross Manning, operator of the shows bearing his name, noted that the demand for \$1,000 deposits placed a heavy burden on carnival operators during an unproductive period when they were faced with the need to enlarge and refurbish their shows.

Garland Moss, Chase City, presiding officer and newly elected president, said he was against selling to the highest bidder. This year he was paid \$500 by a show which found it necessary to cancel out its contract.

Moss defended a fair receiving deposit money which, he said, was usually used for fair improvements.

The suggested use of performance bonds which would tie up very little capital were said to be of little use to the fair should a carnival fail to appear. The money forthcoming under such a circumstance could not possibly compensate the fair if it was forced to operate without a carnival, it was said.

A grievance committee appointed to study the situation reported back in the form of suggestions. Among them were that carnival contracts now requiring the approval of a show owner when signed by a show agent have their terminology changed to require consummation of the pact within a 10-day period. It was suggested that an experience similar to that of the Galax Fair be reported immediately to the association secretary, obviously for the purpose of warning all other member fairs

(Continued on page 66)

Ind. Solons Seek Aid \$\$ For 4-H Clubs

INDIANAPOLIS, Jan. 29.—State aid, probably amounting to \$400,000, would be extended to 4-H Clubs at annual county fairs under the provisions of a bill now under consideration by the Indiana Assembly.

Reps. Russell W. Langenkamp, Indianapolis, and Robert D. Schmidt, Logansport, both Republicans, are the authors of the measure under which 12 per cent of the State's cigarette tax yield would be allocated for 4-H purposes.

Enacted in 1947, the 3-cent-a-pack cigarette tax yield is producing almost \$14 million in revenue annually.

Explain Bill

Reps. Langenkamp and Schmidt explained that their bill provides: 1. Disbursement of the money among the 92 counties with the amounts determined by the number of completed 4-H projects at each fair.

2. Use of the money for 4-H contest awards and for the construction and maintenance of 4-H Club buildings at the fairgrounds.

3. Establishment of an Indiana County Fair Board to supervise expenditures and at the county level a County Fair Budget Committee.

Introduced as House Bill 250, the measure has been referred to the Ways and Means Committee of which Rep. Lawrence D. Baker, Kendallville Republican, is chairman.

Chase City Program Set

RICHMOND, Va., Jan. 29.—Entertainment features have been set for the Mecklenburg County Fair, Chase City, Va., Garland Moss, manager, reported here this week.

George A. Hamid & Son talent will be used in front of the grandstand. The Gold Medal Shows will be on the midway. The Irish Horan Lucky Hell Drivers are scheduled for two days. Tony Vitale will furnish the fireworks.

The dates are October 10-15.

Zemater, Smith Agencies Pact Loops at Billings Meet

BILLINGS, Mont., Jan. 29.—Charles Zemater Theatrical Agency closed here this week to provide the grandstand attractions at the B and D Fair Circuits in Montana. Booking was closed at the annual meeting of the Rocky Mountain Association of Fairs held Sunday thru Tuesday in the Northern Hotel. Northern Exposition Shows were granted the midway contract for the loop.

Clarence Smith Theatrical Agency will produce the night grandstand show on the C Circuit of Fairs, Midland Empire Fair, Billings, signed a Barnes-Carruthers night grandstand show this year along with the Zumwalt and Lake Rodeo in the afternoon and Siebrand Bros. Circus and Carnival on the midway. The North Montana State Fair, Great Falls, will

have the Cremer Rodeo with Sons of the Pioneers for five nights and two nights of the Aud Swenson Thrillcade. Siebrand show will again play the midway there.

The meeting was well attended with 27 fairs represented. Grover C. Schmidt Jr., Fort Benton, was named president for '55; Tony Sneider, Deer Lodge, was elected vice-president, and Clifford D. Coover, Shelby, was retained as secretary-treasurer. The 1956 meeting will be held in Great Falls.

The B and D Circuits, booked by the Zemater office, includes Montana fairs at Shelby, Lewistown, Dodson, Harve, Miles City, Sidney and one Wyoming annual at Powell. The C loop, booked by Smith, is made up of Montana events at Scobey, Forsyth, Terry, Glendive, Glasgow, Fort Benton and Baker.

ENTERTAINMENT LURE

Midway Rated High In Va. State Survey

RICHMOND, Va., Jan. 29.—The midway at the 1954 Virginia State Fair here was approved by 95 per cent of those queried in a survey conducted at the fair. In a similar fact-finding effort conducted at the 1953 event under the supervision of J. Linwood Rive, public relations director, 86 per cent voiced approval.

Of those queried 76 per cent said they played the games, 35 per cent enjoyed the rides and 40 per cent attended the shows. More than 91 per cent said they got their money's worth and 89 per cent said the shows were clean. The midway organization, the Cetlin & Wilson Shows, will repeat in 1955.

The survey covered each period of each operating day and all age groups. The interviews totaled 605. Control factors were said to be patterned after those worked out by the California fairs.

Come for Fun

People were attracted to the 1954 event primarily by the promise of entertainment, the survey indicated. The year before their principal reason for attending was to bring the children. Education

and habit were listed as the next two important reasons.

Newspapers were indicated to again be the best selling medium altho their credit ratio dropped from 46 to 37 per cent. Word-of-mouth was noted as increasingly important, jumping to 35 per cent.

The size of attending parties dropped from 3.96 to 2.54. The attendance of adults, however, jumped from 69 to 81 per cent.

Average Stay Dips

The average year remained at the fair last year about 3.36 hours as against 4.41 hours the year before. It is believed that better traffic arrangements and presentation made possible the shorter stay. The attendance ratio per patron was about one and one-half days.

Automobiles continue to bring the biggest crowds—89 per cent. Busses brought 7½ per cent. Walking and taxis accounted for 3 per cent.

Exhibits of commerce and industry were credited as leading attractions. The women's department climbed several places to rate second position. Dairy cattle,

(Continued on page 57)

JERSEY FAIRS MEET

Advance Sale Hailed As Anti-Rain Success

TRENTON, N. J., Jan. 29.—Attendance at New Jersey's 18 agricultural fairs hit 701,700 persons last year and premiums paid amounted to \$93,912, according to the annual report by Secretary William C. Lynn, of the State Association of Agricultural Fairs.

Meeting in the Hotel Hildebrecht on Monday (24), the yearly dinner drew close to 90 persons, more than at any time in recent years. Besides hearing from Lynn, the delegates and their friends were treated to an informative talk by Howard L. Creal, director of the New York State Fair at Syracuse, and a feature film in color on the New Jersey State Fair. The dinner was a small part of the Farmers Week activities which covered every field of agriculture.

Business-wise there was little that transpired, all fairs having midways signed prior to the get-together. The State Fair at Trenton will again have the World of Mirth Shows, Flemington will again have I. T. Shows, and the Morris County Fair at Troy Hills will have the Reithoffer Shows.

2 Dates Add a Day

Both the Troy Hills and Bridgeton annuals will add a day and run for six days this year, it was announced. Bridgeton in addition is joining the Labor Day ranks and advancing its opening more than a week to start on Labor Day Monday, according to director Robert Wheaton. He cited the many times cold weather has hampered the operation as one of the reasons for the change.

Creal, who said he expected to be replaced this month by a Democratic appointee of Governor Hariman, outlined the program which has enabled Syracuse to push the 500,000 attendance mark. High among these, he said, is the success of boosting the gate charge from 50 cents to \$1 and putting out advance sale tickets for 50 cents.

He called it the best rain insurance he knew, reporting that some 360,000 of the advance ducats were sold last season during a month-long, heavily advertised sales campaign. The tickets are good for any day of the fair.

Creal noted that only 9,000-

10,000 of the Syracuse turnout represents farm people, and said that since the attendance is predominately that of consumers, the fair is designed to appeal to that class of people.

Buying Power Stressed

"They are city folks, but responsible people and good buyers, and we stress that to our advertisers," Creal said.

In pointing out that a successful exhibit must have life, motion, and be adequately staffed at all times, Creal singled out the International Harvester "tractor square dance" as an excellent display feature.

Another fair feature singled out was the annual "press preview" clambake to which is invited newsmen from all over the State. Creal said the shindig gains \$1,000,000 worth of good will and publicity "for the outlay of a few clams."

The Trenton fair's film was a professionally done job with sound, taken in 1953 by Universal-International Pictures and shown last fall in newsreel houses.

Year's Deficit

• Continued from page 56

race track paddock, \$11,933.25. The fair also gained \$41,346.34 from the pari-mutuels and \$5,150 in race track and midway ground rentals, for a total revenue of \$88,168.05.

Top expenditures were \$30,286 in race purses, \$17,797.95 in other track expenses, \$14,574.20 in amusement taxes, and \$7,858.80 for attractions. Total expenditures were \$88,555.29. While the difference in operating income and outgo was small, Crewdson noted that the 12-month picture was depressed by such items as \$16,741.64 in administrative expenditures and depreciation of \$4,520.18. There was supplementary income of \$7,465 in rental of properties.

Total Assets \$217,832

Total assets were shown at \$217,832.17 of which the principal features were \$113,700 in buildings and fixtures and \$29,875 in municipal bonds.

High point in 1954 was the visit of the Duchess of Kent and Princess Alexandra on Labor Day. Setbacks were the washout of the final Saturday and a poor growing season for the area's farmers.

Aid Hike Assured for Illinois

• Continued from page 56

ported that Senator Powell was preparing a bill that would exempt fairgrounds from the rulings for a period of two weeks each year.

William Malires, Rock Island, spoke on the contest to select "Miss Rock Island," and said this event proved to be the means by which their fair has been revived. E. Perry Luster, Chicago insurance man, warned the fair managers to investigate their liability insurance. He advised them to get a comprehensive policy and also said that liability is great 365 days of the year, not only during fair week. Luster singled out tractor pulling contests and rodeos as events that should be insured.

State Aid

Clifford C. Hunter, veteran secretary-treasurer of the association, and an administrative assistant in the department of agriculture, reported that Illinois fairs received a total of \$1,290,088.43 in aid last year. Of this total, \$925,245.01 came from the regular State aid fund; \$143,534.49 from the rehabilitation fund and \$221,088.43 was paid two fairs from the fair and exposition fund. In addition, the Chicago Park Fair received \$2,628,691.07 from the latter fund.

Other speakers included John E. MacWherter, mayor of Springfield; Fay Stumpe, Pinckneyville; Gaylor R. Lewis, Findlay, O.; Wayne Carter, Mazon; Wilbur Colburn, Beason; C. A. Gilpin, Carmi; C. H.

WINTER FAIRS

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Arizona

Coolidge—Pinal Community Fair, March 23-27. Wendell Flewelling.
 Mesa—Maricopa Co. Fair, March 9-13. Harvey Johnson.
 Miami—Globe-Miami Community Fair, March 30-April 3.
 Yuma—Yuma County Fair, April 13-17. Ken Baker.

California

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. Pullenwider.

Florida

De Land—Volusia Co. Fair, March 7-12.
 Delray Beach—Florida Gladioli Festival & Fair, Feb. 28-March 5. R. C. Lawson.
 Eustis—Lake Co. Fair, March 15-20. Karl Lehmann.
 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. 18-13. Carlisse Branson.
 Largo—Pinellas Co. Fair, March 1-6. J. H. Logan.
 Ocala—Southeastern Fat Stock Show & Sale, Feb. 28-March 5. Louis Glibreath.
 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.
 Quincy—West Florida Fat Cattle Show & Sale, A. G. Driggers.
 Spring—Highland Co. Fair, Feb. 28-March 5.
 Stuart—Martin Co. Fair, Feb. 22-26.
 Tampa—West Coast Dairy Show, Feb. 5.
 Charles E. Loe Jr.
 Tampa—Florida State Fair, Feb. 5-19. J. C. Huskisson.
 West Palm Beach—Palm Beach Co. Fair, March 5-12. Lamar Allen.

Oregon

Gresham—Multnomah Co. Spring Garden Fair, April 30-24. Duane Hennessy.

Fair Assn. Meetings

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.

HYPO CONVENTION

Ky. Assn. to Pick 'Miss County Fair'

LOUISVILLE, Jan. 29.—In a move to breathe new life and interest, hypo attendance, and build publicity value into its future conventions, the Kentucky Association of Fairs at its annual two-day meeting here Thursday and Friday (26-27) in the Kentucky Hotel voted to stage a State-wide "Miss County Fair" Contest. This would be climaxed by the final judging at the next annual convention.

Plan is to have as many county fairs in the State as possible conduct their own contests, with the titlist to be picked at their events, and then move on to the State finals at the '56 convention, which is to be held January 26. Those who urged adoption of the contest figured that it would build interest among the fair boards thruout the State, assure greater representation at the annual meeting, and provide a basis for focusing attention of the county fair movement during the winter.

The banquet Thursday night (26) was highlighted by a talk by E. W. Kieckhefer, farm editor of The Louisville Courier, who urged fairs to provide more demonstrations of service. Kieckhefer told the fair executives that farmers were anxious not only for new farm

machinery and equipment but to see demonstrations of how such equipment should be repaired and serviced.

Grover Gilpin, of Columbia, was elected president, and Willis Stout, of Jeffersonton, was elected vice-president. James McClain, New Castle, was elected to the board of directors. L. (Doc) Cassidy continues as secretary-treasurer, with two more years remaining of his three-year term.

Panel discussions comprised the major portion of the convention proceedings. About 35 county fairs were represented, with attendance of carnival agents, attraction bookers, and suppliers estimated at about 35.

Ralph Lynch

• Continued from page 56

of Newman Power, William T. Collins, Dick Forkner, Leo Overland and Ralph Lynch. Other speakers included Vernon Nichols, outgoing president of the association; Merrel O. Dahle, W. A. Plath, George B. Simmons, Otto Rebhahn, '54 association vice-president, and Mayor Herschel Lashkowitz, of Fargo.

The association adopted a resolution that will set up annual awards in the State's program of harness racing. Winners will be selected from North Dakota fairs holding track memberships in the United States Trotting Association with awards given to the leading dash winner, top driver and top horse.

Next year's meeting will be held in Minot with dates to be determined later.

Virginia Survey

• Continued from page 56

sheep and beef cattle followed in importance.

A smaller percentage of repeat patronage was registered last year—70 per cent as against 73.4 in 1953.

Grandstand Opinions

Of the 25 per cent who saw the grandstand show—a circus-type presentation—100 per cent expressed approval. Queried on their entertainment preference, 27 per cent said they wanted a revue, 36 per cent a circus and 30 per cent more racing.

Eating facilities were termed good by 65 per cent; fair by 24 per cent and poor by 3 per cent. Prices were okayed by 72 per cent.

Rest room facilities were termed good by 42 per cent and poor by 9½ per cent. A sizable 49 per cent didn't use them.

In courtesy the fair rated high, 97 per cent. Some 66 per cent said the fair was as good as last year while some 6 per cent dissented. The future looms bright—95 per cent said they would come again.

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Double Dates Fog Va. Booking Picture

RICHMOND, Va., Jan. 29.—Carnival bookings here, as in the rest of the Southland, were even more confused than in the past due to the number of overlapping dates held by individual shows. At the roll call in the morning session of the Virginia Association of Fairs meeting, at which time it is customary for member fairs to announce their dates, only a couple were ready to do so since their

carnival bookings were still up in the air.

Several fairs held midway contracts calling for a choice of one of two weeks. Other fairs were booked in the same fashion for the same periods. Consequently, the principal order of business had to do with date switching, a vexing problem in almost every instance since many other suppliers and participants must also be taken into consideration.

This type problem, as always, involved the truck shows and smaller fairs. The bigger units, shows and fairs alike, are not vulnerable in this respect.

The resultant confusion led to many accusations by fair and showmen alike. Few, if any, differences were resolved as a result and it is unlikely that any gains in business relations will be achieved until such time as competition is lessened. The fault now hinges on the fact that there are more than enough shows to go around.

Only two fairs in the entire State—the State fair here and the Danville Fair—attract railroad shows. The Cetlin & Wilson Shows play the former and the James E. Strates Shows the latter. The Gold Medal Shows are contracted for the West Virginia State Fair, Louisburg, a key annual usually represented here.

ACA Adds Third New Fair; Pacts Ft. Wayne, Ind.

Books Art Converse, Round-Up; Orders New Tilt-a-Whirl

FORT LAUDERDALE, Fla., Jan. 29.—The Amusement Company of America this week added another new fair to its route for '55 when it closed here to play the Fort Wayne, Ind., Fair.

Paul Olson, manager and one of the show's co-owners, closed contracts for the date here this week. The fair will be operated by Robert K. Parker, concession operator, and R. C. McCarter, long-time carnival general agent.

Negotiations were completed here by R. C. McCarter, who along with Bill Moore, concession manager of the Cetlin & Wilson Shows, is promoting the fair to be held here February 15-20. Maurice (Lefty) Ohren, co-owner of the Amusement Company of America, also was in on the negotiations. Ohren plans to continue in Florida for another two weeks, then return to his Chicago headquarters.

Fair Additions

The signing of the Fort Wayne fair gives the Amusement Company three fairs which were not on its '54 route. The previously signed new additions were the fairs at Anderson, Ind., and Montgomery, Ala.

Olson disclosed here this week that Art Converse would operate the Side Show on the ACA during the coming season. Last year Converse toured with the Gooding Amusement Company.

Olson also said that the show is bringing a new Tilt-a-Whirl and that it would also carry a Round-Up, the latter, owned by William McMurtery, having been booked on for the season.

Coney Island Does Okay on Cuban Jaunt

CAMAGUAY, Cuba, Jan. 29.—Despite inclement weather, Coney Island Road Shows scored pretty good business during their week's stand here. Org moved from Santa Clara where opening night drew large crowds and spending was reportedly brisk.

Ben Schiff's Cadillac Turmpike has been scoring big money. Rivero's Globe of Death, Best's Side Show and Renton's Snake unit have also been up among the big winners. Others making good scores have been Fisher's bingo, Jack Wilkinson's glass pitch and Johnny Applebaum with Parker's merchandise giveaway. A new derby racer made its debut in Santa Clara and went over big. Jose Nordarse put up another eat stand there to care for the crowds.

Leo Bistany is back after a Miami visit. Mrs. Dottie Renton and her mother left for Ruskin, Fla., to make some fairs in that State. Walter Womans now has 11

(Continued on page 60)

NSA BESTOWS JOBS A-PLenty ON DADA KING

NEW YORK, Jan. 29.—President John S. Weisman decided last week that since Louis (Dada) King spends so much time in the National Showmen's Association as luncheon proprietor, he may as well use some of the time to benefit the club more. King was named to seven committee posts, either a record or pretty close to one. He heads up two committees, membership and cemetery-memorial, as well as serving on five others: finance, house, ways and means and bylaws.

20th Century Books 5 N. D. Fairs for '55

KANSAS CITY, Mo., Jan. 29.—Five North Dakota fairs have been signed by 20th Century Shows, Jess Wrigley, general agent, announced here upon his return from the Fargo fair meeting.

New to the org's route is the Rugby fair. Others are at Grand Forks, Fessenden, Cando and Rolla. Addition of these annuals completes the show's fair booking for this year, Wrigley said.

Static Booking Noted At Pa. Group Confab

HARRISBURG, Pa., Jan. 29.—Midway booking activity at the annual meeting of the Pennsylvania Association of County Fairs was unusually quiet, since not one major event was open when the sessions began at the Penn Harris Hotel Tuesday (25).

Bloomsburg, one of the four big event in the State and usually heavily contended for at this meeting, awarded its midway contract several weeks ago to the King Reid Shows.

Other big events were already set with their carnival companies. The James E. Strates Shows will return to York, the World of Mirth to Allentown and the Cetlin & Wilson Shows to Reading. All are railroaders. Strates will return to a second date in Pennsylvania, the Clearfield Fair.

Many Representatives

Truck show representatives were numerous here as at all other Eastern meetings, and their efforts sparked a number of tough competitive battles. Charges of over-bidding were freely hurled but, except for the shows that were solidly booked, the guilt seemed to belong to most everyone.

For many of the smaller shows represented here routes will not be filled out until the conclusion of

the New York association meeting next week in Albany.

Entertainment here and at other Eastern meetings by carnival representatives was not nearly as lavish as it has been in recent years and, of course, in no way compares with the sumptuous spreads put on in the plush postwar years.

While it is easy enough to raise the price of fair midways it is quite a job to cut down on the payments for, it seems, there is always some organization willing to come up with the top dollar.

DOES IT AGAIN

Loos Inks Laredo Cele For 5 More

LAREDO, Tex., Jan. 29.—J. George Loos of this city has been awarded another long-term contract, a five-year pact, to supply the midway attractions at the annual Washington's Birthday celebration.

The contract will run thru 1959, raising to more than 40 years in which Loos has been signed by the event here.

The '55 celebration, to be held February 17-28, will be tied in with Laredo's 200th anniversary observance. Bullfights, free fireworks, a huge parade, ball, and a concert by the Milwaukee Symphony Orchestra will be added features.

Grain Belt Pacts Eight Nebraska Fairs, Two Celes

FULLERTON, Neb., Jan. 29.—Grain Belt Shows have been signed to provide the midway attractions at eight Nebraska fairs this year, Charles K. Rudisill, general manager, announced.

Nebraska annuals include those at Fullerton, Hartington, Madison, (Continued on page 60)

Hottle Leads Booking Action at Ill. Confab

SPRINGFIELD, Ill., Jan. 29.—The annual meeting of the Illinois Association of Agricultural Fairs, held here this week, was marked by active midway booking and Buff Hottle Shows was one of the leaders in the action.

Among the fairs signed by the Hottle organization, three were new additions to its route. These are located at Marion, Decatur and Greenup. Show also signed to provide the midway attractions at the Aledo, Ill., centennial celebration. Illinois fairs re-signed included Pinckneyville, Arthur, Paris, Farmer City, Freeport, Fairfield, Newton, Metropolis, Peoria and Lincoln. Show also announced signing contracts for annuals at Princeton, Ind., and Jackson, Mo.

In addition to Hottle, Romeo Dunn, manager of the show's No. 2 unit, was on hand at the meeting. Also Morris Lipsky, concession manager of the No. 1 unit and Euby Cobb and Mitch Wolf.

Tivoli Exposition Shows, were represented by owner-manager H. V. Petersen and general agent

J. O. Greene. They left the convention after signing to appear at the Kankakee, Ill., annual and closed to return to the Griggsville fair, an event they last played several years ago. Show also pocketed contracts for Mount Vernon and Anna fairs and the Palmyra centennial.

Blue Grass Signs Earl D. Backer represented Blue Grass Shows in the absence of C. C. (Continued on page 60)

CALL THE VET

Isolation of Ill Parakeets Is Suggested

NEW YORK, Jan. 29.—Incidents of psittacosis (parrot fever) in certain areas have caused communities from time to time to ban the importation of birds of the parrot family, common among which is the parakeet which has gained great popularity among midway concessionaires.

The small, gaily colored birds have taken the nation by storm, and with it the show and park midways that cater to the populace. They are active, appealing and easy to take care of, and have that added bonus of never failing to draw a crowd to their glittering cages.

Parrot fever, however, shows up from time to time and bird owners are constantly cautioned about it and asked to learn how to recognize the disease. Symptoms vary. The bird may seem to have a "cold"; he may have a cough or running nose. He may develop diarrhea. The safe course if a parakeet gets sick is to isolate it from the rest of the birds and contact a veterinarian.

When a bird has any kind of illness, it is pointed out, he is apt not to eat, his feather coat becomes rough, he loses his activeness and he becomes droopy. He spreads the virus in droplets of moisture by coughing or sneezing, and it is inhaled by other birds or nearby humans. Another source of infection is the dust of droppings that gets into the air when birds raise dust in their cages or when cages are being cleaned.

This is how parrot fever affects (Continued on page 60)

Page Adds 2 Major, 2 Kiddie Rides

MOBILE, Ala., Jan. 29.—Page Bros.' Shows will go out this year with a total of eight major and five kid rides since the recent addition of four more rides to the line-up. W. E. Page, owner-manager, recently purchased an Octopus, Caterpillar and two kid rides.

Page, accompanied by Mrs. Page, attended the Louisville fair meeting this week and the Nashville confab the week previous, winding up details on bookings for his two units.

Charles Griggs, concessionaire on the show, is in charge of winter quarters work. He recently returned here after a trip to Tampa and St. Petersburg, Fla., where he bought gear from Charles Lenz. He also purchased some concessions from Ralph Miller in Baton Rouge, La., and will take out a total of 24 this year. Norman Littlefield will manage eight and Maurey Brod will supervise six.

Work here in quarters, where Griggs has 10 people, was interrupted Sunday (23) by several inches of snow, an unusual event in the Sunny South.

Verna Schantz Installed by St. Louis Fems

ST. LOUIS, Jan. 29.—Verna Schantz was installed as president of the Missouri Show Women's Club at appropriate ceremonies held here Thursday (20) in the York Hotel.

Other officers inducted were Rose Brown, Sally Prevost and Marguerite Lohmar, first, second and third vice-presidents respectively; Virginia Von Brehren, secretary; Mary Thompson, treasurer; Nora Gdynia, social secretary; Helen Germain, sergeant at arms, and Elsie Wear, chaplain.

Past President Clara Campbell turned over the gavel to the new president who was ushered in by her daughter, Doris Schantz and Dolly Guilliani. Pages were Peggy Grimm and Gertrude Donnelly. Installing officer was presented with a large leather shoulder bag from the ladies.

Gift Presentations

Retiring President Campbell presented all outgoing officers with gifts.

The colors and flower arrangements were carried out in the club's colors of pink and green and silver in honor of its silver anniversary. Large bouquets were received from the Lone Star Show Women's Club of Texas; Ladies' Auxiliary of the National Showmen's Association, New York; Ladies' Auxiliary of the Greater Tampa Showmen's Association; Caravans, Inc., Chi- (Continued on page 60)

Marks Signs 11 Annuals In Southeast

HARRISBURG, Pa., Jan. 29.—Eleven fairs are reported set for the John H. Marks Shows in Virginia and North Carolina. The route was virtually complete prior to the recent fair association meetings which were attended by Marks.

The fairs are located at Lexington, Staunton and Roanoke, Va.; Burlington, Gastonia, Hickory, Albemarle, Monroe, Fayetteville, Wilson and Winston-Salem (Colored).

The show will also play a date at Washington prior to starting its fairs.

MIDWAY CONFAB

Eva Mulholland, widow of Jim Mulholland, of Mulholland's Hollywood Monkey Show, was married December 15 to former pitcher Larry (Mose) Heskitt. The nuptials took place in Point Pleasant, W. Va.

Ben Morrison was installing officer January 10 for the 1955 officers of the Michigan Showmen's Association at the Detroit club. . . . Herbie Pickard is handling the publicity for the Broward County Fair, Fort Lauderdale, Fla., to be held February 15-20.

Abe Prell reports becoming the proud father of a son, Gregory Samuel Prell. Mother and son are doing fine, he says.

Max Berkowitz, Adolph J. Kraus, Richard J. Tierney and Charles Walker are new members of the Miami Showmen's Association.

Phil Isser sped back from Florida to attend the fair association meetings in Harrisburg, Pa., and Al-

bany, N. Y., but a spell of flu kept him home during the Pennsylvania affair. He will be at the New York meeting, he says. Al Howard and Is Trebish represented the I. T. Shows at the Trenton meet in Isser's absence.

Filipino Jimmie, veteran Side Show op, infos that he has signed his show for the back-end of Tivoli Exposition Shows. Reports he'll have 15 acts featuring Jo-Jo Perez escape artist. Jimmie and Jo-Jo are currently working Midwest night clubs. . . . Recent arrivals in Miami included Freddy Lauria, of Easter Amusement Company, who plans to shop for rides and concessions at the Tampa fair. While in Miami he visited with George Storti and Mr. and Mrs. Dick Wilcox at the Palm Trailer Park. Mrs. Martin Black is awaiting delivery of a new Chrysler.

Roy (Pepsi-Cola) Jones, good will ambassador for the beverage firm, was on hand for fair meetings at Indianapolis, Detroit, Raleigh, N. C.; Columbus, O., and Springfield, Ill. . . . Harry A. Smith, former agent, who has been away from it for about 14 years, was at the Illinois fair meeting in Springfield where he represented Schaffer's Just for Fun Shows. Smith, who has been operating a cigar store in Hannibal, Mo., recently sold out his business. . . . John Francis, veteran agent and show owner, reports he plans to take out five rides this season to play street fairs under auspices. Mort Silvers will emcee his featured show.

Mack and Bunny Kassow are vacationing at Hot Springs and will return soon to their New York kiddie park operation and bazaar equipment renting business.

Scrubboard Roy Wallace, hill-billy magician, is still serving as a guide and entertainer at Renfro Valley, Ky. It was erroneously reported recently that he was at Collins Trailer Court, Greenwood, Ind. . . . Jack Kellow, former concessionaire, infos that he'll act as boss canvasman and geek on Le Ola's new Snake Show, which is being built on a semi. Show will tour with the Ross Manning Shows. . . . N. A. Burke, also known as the Great LeRoy, high-wire, was operated on at St. Paul Hospital, Dallas, recently and would appreciate hearing from friends and his daughter, Ginger Ray.

Clarence and Madge Thames had a Girl Show on the midway at the Florida Citrus Exposition, Winter Haven, January 15-22. Line-up included Madge Thames, Sheri Lane, Rosezita Reed, Torchy Dee, Otis Meaker, tickets, and Thames talker. Business was fair, despite cold weather, reports Miss Lane. . . . Johnny B. Williams writes that he has been at Crescent Beach, S. C., since Hurricane Hazel struck. Williams, who is getting his concessions ready for a May 1 opening, is considering a position at the beach as concession manager, where he would also place three of his own. Williams will not have his band and Minstrel Show on the road this year.

Guests at the marriage of Lillian Russell and Lawrence (Sonny) Riley, of Ridgeville, S. C., included Mr. and Mrs. Abe Prell, Miami; Mr. and Mrs. Don Crown, Girardville, Pa.; Mr. and Mrs. John Viona, Miami; Mrs. Katherine Viona and son, Dominick, Irvington, N. J.; Mr. and Mrs. John Kusiak, Charleston Heights, S. C.; Mrs. L. R. Wade, Charleston, S. C.; Monica and Tony Barras, Tampa; Evangeline and Arnold Clapper, Terre Haute, Ind.; Lois Quinette, Houston; Mr. and Mrs. Anthony Podsobinski, Palm Beach, Fla.; Mr. and Mrs. Walter Devine, Hartford, Conn.; Rev. and Mrs. Paul Price, Kitchener, Ont.; Mr. and Mrs. Danny Dell, Miami Beach, Fla., and Mr. and Mrs. Michael Roman, Miami. The Rileys plan on settling in Summerville, S. C., upon returning from a South American cruise. . . . Mr. and Mrs. C. I. Levin, of the Midwest Merchandise Company, Kansas City, Mo., are visiting show folks on several shows now operating in the Rio Grande Valley of Texas.



HILL'S GREATER SHOWS
ANNOUNCES A STAR-STUDED ROUTE OF FAIRS
 STARTING THE FIRST WEEK IN JULY AND ENDING LAST OF OCT. FAIRS START AT HALLOCK, MINN., FOLLOWED BY ADA, MINN.; THIEF RIVER FALLS, MINN.; INTERNATIONAL FALLS, MINN.; BEMIDJI, MINN.; WADENA, MINN.; CARSON, N. D.; RED RIVER VALLEY STATE FAIR, FARGO, N. D.; BRITT, IOWA; NORTHWEST MISSOURI STATE FAIR, BETHANY, MO.; EASTERN NEW MEXICO STATE FAIR, ROSWELL, AND 3 ANNUAL TEXAS FAIRS.
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SHOWS OPEN
 Have beautiful, complete, Side Show, new top and banners. Apply what you have to offer as Manager. Up-to-date Motor Drome; Swede, get in touch. Man to operate Fun House, Monkey Show, Snake Show. Need Manager for Review and Posing Show, with wardrobe and P.A. set. Will book Penny Arcade and Wildlife Show or any type Show keeping with the standard that will not conflict. ATTENTION: Honey Lee Walker and Heddy Jo Starr, contact.
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 Pony Ride, Kiddy Rides, Kiddy Ocean Ride and Major Rides that will not conflict.
WANT HELP
 Caterpillar Diesel Electrician, must be sober and reliable. Foreman for the following lines: Ferris Wheel that can handle Dual Wheels. Roller Plane, Caterpillar. WANT TO HEAR FROM ALL OUR OLD HELP IN ALL DEPARTMENTS. TRAIN HELP, POLERS AND SKINNERS. JOHN BURNS, please contact. Can use good Lot Man that can lay out Railroad Show, Cash Wiffse, please contact. (McCall no longer here.) Want good Publicity and Special Agent. Berney Miller, contact. Will furnish route to reliable parties. Concessions and Help reply to
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JAMES E. STRATES SHOWS
WANT FOR CENTRAL FLORIDA FAIR
 ORLANDO, FLORIDA, FEB. 21 TO 26 INCLUSIVE. AND FOR ENTIRE SEASON
 SHOWS—THAT CAN AND WILL PRODUCE.
 RIDES—THAT WILL NOT CONFLICT. ESPECIALLY WANT ROUND-UP, SCRAMBLE OR ANYTHING NEW.
 WILL BOOK DANCING WATERS FOR PART OR ENTIRE SEASON.
 HELP—RIDE HELP, CARPENTERS, WELDERS AND ANY HELP WHO UNDERSTANDS SHOW BUSINESS. WANT PRESS AGENT THAT IS ABLE AND WILLING TO PROMOTE CHILDREN'S DAYS, NONE BUT THE BEST. PORTERS WANTED (JENNINGS, CONTACT ME.)
 All those who previously corresponded with Dick O'Brien, wait until I return to Orlando, Feb. 5, I will answer. Write, phone or wire
JAMES E. STRATES SHOWS
 ORLANDO (Phone: 5-9176), FLA.

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AMERICAN TENT CORPORATION
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LITTLE DIPPER RIDE
 Four years old. Used for one full season and very little since.
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WANTED OPEN APRIL 15-23 **WANTED**
 1 SUNDAY—2 SATURDAYS
HELLER'S ACME SHOWS, INC.
 Want Ride Foreman for Allan Herschell 2-Abreast Merry-Go-Round, one Eli #5 Ferris Wheel, one Smith and Smith Chairplane, one Octopus, one Spitfire, four Kiddie Rides. Drivers given preference. Want Electrician who knows Caterpillar Light Plant. Cliff, have a good deal for you and wife. Want Truck Mechanic who can keep them going. All Ride Help with me before, contact. Want Shows with own outfits. Good proposition. Want Concessions of all kinds but no flats, for best route I've ever had. One of a kind on this show. Have three fairs in New Jersey, four in New York, one in Pennsylvania. Fairs start Aug. 9, close Oct. 4.
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HUBERT'S MUSEUM
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 Open all year round
 Want Freaks and Novelty Acts. State salary and all particulars in first letter.

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 A few more Stock Concessions for St. Petersburg Beach Fair and Mardi Gras, Feb. 17-20; also Washington Birthday Celebration at Eustis. Can use Ride Help. Want to buy late model Octopus as other one truck flat ride. Have M-T Train and other Rides for sale.
JOHN B. DAVIS
 Southern States Shows
 Route 3, Tampa, Fla.

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 OPENING FEB. 1 TO FEB. 22, MOBILE, ALA., MARDI GRAS.
WANT FOR SEASON
 Hanky Panks all kinds—Glass Pitch, Lead Gallery, Jewelry, Diggers, Mitt Camp. Want Agents—Pea Pool, Beat Dealer, Six Cat, Grind Stores. Want Shows—Girl Shows, Jig Show, Snake, Monkey or Animal Side Show. Want Ride Help—Foreman for Wheel, Chairplane, Tilt, Octopus, Merry-Go-Round. Good Truck Mechanic.
 Answer to PAN AMERICAN SHOWS, DAVIS AVE., MOBILE, ALA.

FOR SALE
 Retiring. No. 12 Ferris Wheel, 20-car Dodgem, 3-abreast Merry-Go-Round, beautiful German Organ, built on wagon. In operation at 22nd Street, Causeway and 50th St., Tampa, Fla. Information to interested parties.
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 Want for Mardi Gras, Mobile, Ala. Starting Feb. 11 through Feb. 22, (twelve big days and nights). White lot, 500 feet from Beville Square, right in town.
CONCESSIONS—Want Ball Game, Cork Gallery, Scales, Slum Jewelry, Pitch-Till-You-Win, Hi-Striker.
WANT—Mug Outfit and neat Grab for the road.
WANT—Foreman for Octopus and Choo-Choo Train, must be sober and licensed drivers. Join on wire.
 Reply to FRANK W. PEPPERS, P. O. Box 337, Mobile, Ala., or Woodland Tr. Crt., 2215 Halls Mill Rd., or c/o Western Union.

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 OPENING MAY 1.
Write: PETE KORTES
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WANTED
 Rides, Concessions, Free Acts.
2nd ANNUAL HOMECOMING
 Milan, Ind., week June 19, Auspices American Legion.
Howard Hempfling, Secy.

WANT
 For MOBILE, ALA., MARDI GRAS
 Downtown on Government St. Want Hanky Pank Concessions of all kinds, space limited. Want Agents for Grind Stores. Want Ferris Wheel Foreman to be on lot Feb. 8. All replies:
HERMAN SIMMONS
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FOR COMING SEASON
 Photos, Scales, Coke Bottle, Jewelry, Candy Floss, Buckets, Balloon Darts, Fish Pond, Cork Gallery, Lead Gallery, Ball Game, Glass Pitch, Slum Spindle, Spot, Percentage if you have Concession. Mitt Camp, no children. Book any Show except Girl. Ride Help—Wheel, Merry-Go-Round, Octopus. Can place Caller for office-owned Bingo. All replies to
GEORGE BROAS, 627 30th St., Parkersburg, W. Va. Phone 21254. No collect calls.

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 FEATURING THOROUGHbred ENTERTAINMENT.
 FOR AMERICAN LEGION FAIR, FT. PIERCE, FLA., WEEK OF FEB. 6 THRU FEB. 12;
 FOLLOWED BY AMERICAN LEGION FAIR, SANFORD, FLA.; FOLLOWED BY A CONTINUOUS ROUTE OF BONA FIDE FLORIDA FAIRS.
 Legitimate Concessions and Hanky Panks that work for stock only.
 Can place non-conflicting Shows with own transportation.
 All Address
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SPACE GOING FAST—GET YOURS NOW

CONCESSIONS

Shooting Gallery (Long and Short), Novelties, Age, Weight, Photos, Ball Games, Six Cats, Dodgem Bozo, Buckets, Balloon Darts, Cigarette Gallery, Swinger and Diggers. Can place Bingo, Custard, Cookhouse.

SHOWS

Girl Show, Colored Revue, Motordrome, Midget, Animal or any Bally or Grind Show.

RIDES

Have space for two or three more Major Rides. Can use two Kiddy Rides. Live Pony Ride. Will pay excellent rental for Light Plant—this spot.

NOTICE

People who have requested space in last 30 days, contact me at once.

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CAN PLACE FOR 1955 SEASON STARTING EARLY APRIL

CONCESSIONS—Can place Concessions of all kinds: Custard, Long Range, Short Range, Water Games, Hoop-La, Pitch Games, Coca-Cola, Cigarette Gallery, String Games, Jewelry, Slot Roll Downs, Huckleby Buck, French Fries, Hi-Striker, Ball Games. Can place Arcade for season. Percentage Game with Hanky Panks. (Popcorn, Palmistry, Cookhouse, Glass Pitch, all sold.)

AGENTS—Want Party to handle Scales and Age (Platform Scales). Bingo Counter Men. Can place Agents on Swingers, Buckets, Heads. Also P.C. Dealers for Pan and Block Games.

SHOWS—Can place Shows with or without own outfits. Especially want Minstrel Show. (C. C. Jacobs, Scotts Minstrels, Bill Mead, Chet Brown, please contact).

HELP—Can place Ride Help on all Rides. ADDRESS

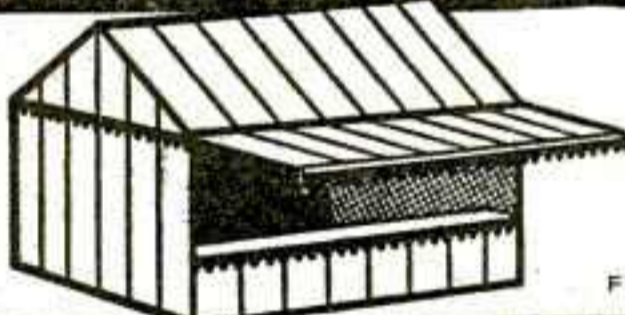
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JAMES E. STRATES SHOWS, INC.

Will book for our 1955 season — MONKEY SHOW — well-framed WILD LIFE SHOW — UNBORN SHOW. Will book the ROUND-UP Ride.

Can place a few more Concessions for the Orlando Fair (Fla.), week of February 21.

All Replies

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Orlando, Florida (Winter Quarters)

GEORGE CLYDE SMITH SHOWS

WANTED

BALL GAMES, PITCH-TILL-YOU-WIN, FISH POND, DUCK POND, BUCKETS, SIX CATS, GLASS PITCH, PENNY PITCH, HOOP-LA, SWINGER, PHOTOS, CANDY FLOSS, BALLOON DARTS, AGE, SCALES, NOVELTIES. WANT SIDE SHOW, GIRL SHOW, MONKEY SHOW, WILDLIFE, SNAKE SHOW. WANT TRUCK MECHANIC, WHEEL FOREMAN, GENERAL RIDE HELP.

All Replies **GEORGE C. SMITH SHOWS**

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GAYLAND SHOWS

CANADA'S LARGEST MOTORIZED MIDWAY

Box 416

WANT

Kelowna, B. C., Canada

WANT

Roy Cooper wants for the strongest truck route in Canada. Side Shows with or without transportation; Glass or Fun House, Man and Wife to handle Girl Show, Girls for same, with or without wardrobe. Want Help for all Shows.

RIDES—Any Ride with own transportation, not conflicting. Also Ride Help, First and Second Men who can drive.

CONCESSIONS—Derby, High-Striker, Spot-the-Spot, Bingo Caller and Countermen.

FOR SALE—Complete Sea Lion Exhibit. New Banners, Top, Records, etc.

Owner-Mgr. **JAMES A. GREENWAY**, Box 416, Kelowna, B. C., Canada.

Owner-Asst. Mgr. **E. TINY NICHOLS**.

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Send Cash With Order. Stock Tickets, \$24.00 per 100,000.

100,000

\$32.50

10,000 \$10.00

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50,000 20.00

Hottle Leads Booking Action

Continued from page 58

(Specks) Groscurth, owner, who has the show on the Florida circuit of fairs this winter. Backer reported closing for the Mattoon, Ill., centennial and a fall celebration in Hannibal, Mo. Groscurth had earlier signed fairs at Charleston, Champaign in Illinois and Cape Girardeau, Mo.

Tom Hickey and Don Greco were on hand for Gem City Shows. They announced signing the new Salem, Ill., Free Fair to add to their previously announced Du-

Quoin State Fair contract. The show will play for its fourth year at Illinois fairs in Martinsville and Belleville. Don and his brother Sam recently disposed of their Springfield restaurant, so they could better manage their outdoor interests. While Don goes out this year with the Hickey show, his brother will take out an iron lung and a string of concessions.

C. S. Peck, owner-manager of the Peck Amusement Company, reported he had completed his route this week. The veteran Kankakee show owner filed contracts here for three new spots to his route, fairs at New Berlin and Jacksonville, Ill., and a July 4 festival at Mount Vernon, also in Illinois. He will repeat stands at the Henry, Ill., annual as well as Indiana fairs in Marion, Greenfield, Valley Mills and Lyons. Peck's son, Robert, will manage the show this year while the elder takes out his new Scrambler. The latter ride is the fourth one manufactured by the Eli Bridge Company, Jacksonville, Ill.

Paul Robertson, of Ideal Rides, kept busy during the three-day confab, coming out of it with four fairs in the State, all repeats for the show. These were at Carlisle, Odell, Shelbyville and Petersburg. In addition, he will return to Ashkun for the Labor Day celebration there. Robertson also reported Indiana contracts for festivals at Ellettsville, Eden, Plainfield and Mooresville, and Hoosier fairs at Nashville and Brazil.

Imperial Active

Imperial Shows, with two units to book this year, had a busy time of it at the meeting. Bill Gullette and E. L. Winrod, reported they had signed a total of 22 fairs in the State but declined to reveal the contracts. Both of them were accompanied by their wives as well as Mr. and Mrs. Hub Lehr and Jerry Cottrell.

Other midway representatives and suppliers on hand included Louis J. Berger, Amusement Company of America; Charles Oliver, and J. R. Alsbrook, Mound City Shows; Carl Burkhardt, Burkhardt Shows; Curley Vernon and B. J. Collins, United Exposition Shows; John Gallagan, concessions; A. H. Brown, Royal United Shows; Bill Tatham, Tatham Bros. Shows; B. V. Nessler, rides and concessions; Ray Swanner, agent; Lou Dufour, novelties; Earl Bunting, Bunting Enterprises; Ted Webb, frozen custard; Harry A. Smith, Just for Fun Shows; Al Kaufman, merchandise; Marty Hobson, concessions; Ray Wilson, Wilson Greater Shows; John Lantz, concessions; William (Red) McCoy, concessions; Al Weston; John Lempart, show supplies, and Jack Kaylan, J. T. (Whitey) Richards, Roy B. (Pepsi-Cola) Jones and John Francis.

Grain Belt Pacts

Continued from page 58

Leigh, David City, Walthill, Scribner and Fremont. In addition, the org will play the Fontanelle, Ia., Centennial and July 4 Celebration and the Santa Lucia Celebration at Omaha.

Staff, in addition to Rudisill, includes Louie Draheim, treasurer; Frank Robinson, lot man and superintendent of transportation, and Fred Ratcliff, electrician. Rides include Everett Adams' Merry-Go-Round, Marvin Bloyd's Tilt, Fred Ratcliff's Octopus, Clarence Jensen's Kiddie Airplanes in addition to a Ferris Wheel, Kiddie Autos, live ponies and a Train. Plans are to have three shows, two of which will be a Mechanical Farm and a Midget Horse Show.

Concessionaires already booked are Christine Bloyd, photos; Marvin Bloyd, high striker; Smokey, short range; Bill and Lottie Hoffman, two ball games; Daisy and Frank Robinson, dart balloons; Mr. and Mrs. R. Flanigan, ring-a-coke and glass pitch; Bethel Ratcliff, floss and candy apples; Louis Draheim, snow cones, and chuck, over-12, roll-a-ball and slum spindle.

Verna Schantz

Continued from page 58

cago; the International Showmen's Association, St. Louis; Ladies' Auxiliary, Pacific Coast Showmen's Association; Ladies' Auxiliary, Michigan Showmen's Association; Ladies' Auxiliary, Hot Springs, and the Ladies' Auxiliary, Heart of America Showmen, Kansas City.

The candle lighting ceremony was carried out in the usual manner, Patty Edwards, for the Ladies' Auxiliary, Pacific Coast; Lelah Graber for the Miami Ladies' Auxiliary; Beatrice Guilliani for Michigan Ladies' Auxiliary; Marie Kirtley for the Hot Springs Ladies' Auxiliary; Bea Dawson for Heart of America Ladies' Auxiliary; Edith Meyers for Caravans; Babe Weinstein for Ladies' Auxiliary of Greater Tampa Showmen's Association; Lotis Francis for the Lone Star Show Women's Club; Joan Lipsky for the Ladies' Auxiliary of New York.

Honored Guests

Out-of-town honored guests were Florence Bostford of New York and Betty Proper of Chicago.

After the banquet the officers and guests returned to the club-rooms where a reception was held, buffet dinner was served and a five-piece orchestra furnished the dance music.

The radio was won by Al Prospero and the purse by Mrs. Jarman. Former President Teresa Sidenberg presented Clara Campbell, retiring president, with a diamond club pin.

Those attending included Barbara McGinley, Catherine Guilliani, Beatrice Guilliani, Louisa Hanasaki, Swan L. Hanasaki, Catherine Schulte, Clara Bronfin, Loretta Dodd, Shirley Voelker, Elsie McConachie, Helen Niemeyer, Elizabeth Stiehl, Alvina Ahrens, Emilie Koch, Edity Meyer, Janyce Fahy, Lelah Graber, Carrie Jones, Dorothy Beck, Mildred Becker, Jene Owens, Elsie Mackey, Mrs. A. Lohmar, Evelyn Burke, Lillian Bryer, Marion Fulton, Joan Lipsky, Mary McDonald, Mrs. R. Russom, Mrs. William Lohmar, Bea Dawson, Florence Guth, Mildred Walton, Rosy Maraczi, Mary Maracz, Mrs. Dolores Kolve, Katherine Dressel, Helen Grossman, Lucille Donahue, Bertha Marx, Mrs. Rose Marx, Mrs. Esther Kovinsky, Mrs. Elizabeth DePriest, Mrs. Frances Kunkel, Mrs. Nora Hupfinger, Mrs. F. Watkins, Mrs. C. Bischof, Mrs. Fay Davis, Ruth Degnan, Margaret Travers, Lu Sommers, Ellen Robertson, Marie Kirtley, Ida McCoy, Betty Proper, Clara Campbell, Lotis Frances, Gertie Lang, Norma Lang, Harriett Maher, Florence Bostford, Teresa Sidenberg, Ann Kahle, Marie Kahle, Peggy Walcott, Berenice Pickering, Laverne Walcott, Ann Anderson, Harriett Wadman, Marie Feiler, Jennie Thompson, Mildred Moeller, Jean Wolf, Florence Cobb, Florence Creely, Lillian Kilroy, Thelma Smallwood and Veda Buchman.

Call the Vet

Continued from page 58

humans: Infection usually causes an illness which resembles the flu, or virus pneumonia. Usual symptoms include chills, fever, muscle aching and a prolonged cough. Anyone going to a doctor with concern over this particular disease should tell the doctor he has been exposed to birds, then he will be able to have a blood test made to check whether the sickness is due to parrot fever infection.

Antibiotics such as aureomycin and terramycin have been quite successful in treating this infection in humans, but have not helped the birds.

Bill Tatham Adds Variety Unit for '55

SPRINGFIELD, Ill., Jan. 29.—Tatham Bros. Shows are framing a new variety unit that will appear on its midway this year, Bill Tatham, owner-manager announced.

Carl Shrum, who has appeared in a number of Western movies, will be featured along with several variety and circus acts. The show, which is primarily designed for use at street celebrations, will be staged on a 24 by 36-foot stage made of lightweight metal. Seats, including reserves, a box office and complete lighting system has already been purchased, Tatham said. A free midget animal menagerie and a parade in each town is also planned.

Tatham ride line-up this year will include a Ferris Wheel, Merry-Go-Round, Octopus, Spitfire and Kiddie Autos, Swings, Train and Roto-Whip.

Fairs on the Tatham route include Illinois annuals at Rock Island, Bloomington and Milford and a July 4 celebration at Sullivan, Ill. Show has also signed annuals in Iowa, Indiana, Tennessee, Mississippi and Florida.

Tatham said he plans to take a couple of rides to Florida within the next couple of weeks.

Coney Island

Continued from page 58

acts in his Side Show. James Zabriskie and Sam Solomon made a quickie trip to Miami, remaining there one night. Woody Holland recently supervised painting of all the show trucks assisted by Shorty Sugersoll. Mr. and Mrs. Cash Wiltse came on to handle Bistany's new custard joint. Mrs. Maria Nodare and children joined to spend the Cuban holidays with her husband. Lloyd Burge added two more rides to his Skooter.

Visitors included Bob Parker, Dutch Aster, Homer Dearwester, Mr. and Mrs. Bobby Renton, Theresa Dougherty, Fred Tanner, Fernandez Louis and Joseph MacCauley.

W.G. WADE SHOWS

Now Contracting
for the 1955 Season
RIDES—SHOWS
AND CONCESSIONS

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FOR SALE

ACCOUNT OF SICKNESS
Complete Pony Ride, 8 ponies. Same loads in Ford F-7, drop frame trailer. Can be seen in operation Florida State Fair, Tampa, Feb. 5-19. This Ride can be booked by purchaser on Royal American Shows for 1955 season.

DON C. McLENNON
c/o Royal American Shows
Tampa, Florida

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Concessionaires residing at Paradise Park, Miami, Florida, for your new Buick purchase.

"Save Money With Johnny"
JOHNNY CANOLE
8841 N. W. 18th Ave., Miami, Fla.

SEARCHLIGHTS

Sperry or G.E. Searchlights, brand new—never used, with canvas cover—\$250. Also complete new burner heads and automatic carbon feed control box, in sets, \$75. This offer good two weeks only.

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WANTED

Merry-Go-Round and #5 El Wheel; also Kid Rides and Merry Jumping Horses. Will book, buy, or lease if condition and price is right.

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GIVE TO DAMON RUNYON
CANCER FUND

National Showmen's Association

317 West 56th St., New York

NEW YORK, Jan. 29.—The new eligibility committee named by President John S. Weisman voted to admit eight new members at the last meeting, all sponsored by second vice-president Morris Batalsky who is going all out for his gold life membership card. New members are Alfred Drexler, Leo Berstell, Steven M. Cicala, Howard Clark Pereira, Ben Schneider, Eugene Jennings, Abraham Schussel and Tony Bernier.

Still on the sick list are Al Crane, Mary Immaculate Hospital, Jamaica, Long Island, and Edward A. Kirshman, Veterans' Hospital, Fort Hamilton, Brooklyn.

Recent visitors to the clubrooms included Joe Welch, Vincent Anderson, Harry Horner, Joe Weissman, Charles Buchbaum, Joe Sherman, Joseph Spivak, David Solomon, Joe Gilbert, Sam Wertheimer, Sol Wahhish, George Hoar, Jack Eicholz, Eli Guraluku, Walter Fried, Al McKee, Julius Roth, Dave Cambardella, William Urann, Max Seskin, Sam Cohen, Harry Flanagan, Morris Black, Jack Harris, Arthur Sicard, John King, Martin Ranno, Morris Brown, Edward Allen, Martin Byrnes, Harry Sandler, Edward Elkins, Edward and Leo Knight, George Bovino, and Frank Rappaport.

Next Regular meeting will be February 9.

Greater Tampa Showmen's Association

TAMPA, Jan. 29.—President C. J. Sedlmayr Sr. was in the chair at the regular meeting, assisted by O. J. Weiss, first vice-president, and Harry Julius, treasurer.

It was reported that Butch Plas was in serious condition following a heart attack. T. A. Stephens was seriously injured in an auto crash en route back here from the Winter Haven, Fla., fair.

Harry Rubin announced that a benefit, held on Sterling Crown Shows at Winter Haven, netted \$1,000 for the club.

Blood bank donations were increased by an additional five pints, bringing the total to 280 pints.

A total of 112 members attended the meeting.

Miami Showmen's Association

1799 N. W. 28th St., Miami

MIAMI, Jan. 29.—More than 250 members attended the meeting of Monday (24). Sam Prell presided with Mel Dodson, treasurer; Cliff Wilson, secretary, and Bill Cowan and Bill Moore, past presidents, seated on the dais. William C. Bryant, chaplain, gave the invocation and salute to the flag.

President Prell appointed a committee consisting of Bill Moore and Bill Cowan, past presidents, to escort Mrs. Ada Cowan, president of the Ladies' Auxiliary, to the rostrum. Mrs. Cowan presented the men's club with a check for \$7,500, as a gift from the Auxiliary.

Shep Blumberg, chairman of the ways and means committee, announced that a Jamboree would be held on the Barney Tassell Shows on Friday (28) and that a

CLUB ACTIVITIES

Jamboree would be held on the James E. Strates Shows at the Orlando Fair.

A. R. Whiteside, co-chairman of the Year Book committee, announced that all members who receive ads for the 1956 Year Book, irrespective of the size of the ad, will receive due recognition from the club.

Harry Schreiber, chairman of the membership committee, announced that applications would be distributed at the next few meetings.

Lew Lange, co-chairman of the bylaws committee, announced that the new bylaws are in the hands of the printers and will be ready in the next few days. The board of directors decided to buy \$1,000 worth of fight tickets and make \$500 on the fight this year.

The directors have allotted the picnic committee \$500 for refreshments to be served during the picnic and, as in previous years, all the soft drinks and coffee will be free. The picnic this year will be held on Sunday, February 27. Due to the illness of chairman of the picnic committee, Eddie Edwards, the president has appointed the following committee: Michael Roman, chairman; Alton Pierson, Joe Ross, and Ernie Buzzella, co-chairmen.

Marty Weiss was elected a member of the board of directors to fill the vacancy caused by the death of John Kravitz.

Mel Dodson, chairman of the building management committee, was instructed by the board of directors to install a time lock on the neon signs on the outside of the building.

The following are on the sick list: John E. Blair, St. Louis, Mich.; Bob Conner, Battey State Hospital, Rome, Ga.; John DeVaney, State TB Hospital, Lantana, Fla.; Robert Hazzard, U. S. Veterans' Hospital, West Haven, Conn.; Al (Whitey) Herzon, Ward 8 West, Veterans' Hospital, 408 First Avenue, New York City; Steve Homan, Lantana Hospital; George McLean, McDill Air Force Base Hospital, Tampa; Otto (Mack) Magendand, Lantana TB Hospital; Carl E. Manthey Jr., 127 Hart Street, New Britain, Conn.; Stanley Plas, Municipal Trailer Court, Tampa; Pete Richardson, 2027 West Grace Street, Richmond, Va.; Frank Starr, Veterans' Hospital, Coral Gables, Fla.; M. H. (Sarge) Suber, Ward B1, Veterans' Hospital, Montgomery 10, Ala.; Joe Vernick, Veterans' Hospital, Rutland Heights, Mass.; and Ed Yeasted, Veterans' Hospital, Coral Gables, Fla.

There is mail at the office for Joseph Axelrad, Louis A. Bell, L. P. Brady, E. W. Brown, Sam Barnett, Jimmy Bergdon, Jack Bishop, Raymond S. Bona, Frank Cacchiotti, Clarence E. Campbell, Duke Dougherty, Eddie Davis, Elbert L. Edwards, Tony Finestinetno, George H. Harms, Natie Hyman, Charles Joyce, James Mercer, Kenny Meyers, Al Maskin, Shirl Sakobie, Russell H. Rice, Joe Virgillo, Buster Westbrook and Duke Wright.

The president had the membership rise for a minute of silence in the memory of John Fowler.

Among recent visitors to the club were Al Tedlow, Ted Lewis, Mr. Kimbell, Sam Goldstein, R. C. McCarter, Harry Lewis, Eddie Walters, Sam Kravitz, Barney Tassell, Tommy Carson, Pud Hartman, L. I. Thomas, John Canole, Guy Markley, Curley Graham, Harry Weiss and Sam Kaplan.

Ladies' Auxiliary

President Ada Cowan welcomed members and guests at the January 26 social staged in the clubrooms. Katherine Duchein presided at the piano and Teresa Murry played the accordion. Vocal selections were rendered by Pat Marghiano, Agnes Grosso, Pearl Ridings, Myrtle Brooks, Mary Ellen O'Rear, Emma Rocco and Naomi Bantly. Games were introduced by Peggy Heinman and Frances Deemer, co-chairmen of the entertainment committee. The musical chair game was won by Mae Nelson, and Mollie

Strauss won the hat game. Mae Nelson and Billy Garber told amusing stories. Phil Cook, secretary of the men's club, thanked the ladies for their donations and co-operation in building the club house. Refreshments were followed by card games.

Hot Springs Showmen's Association

De Soto Hotel, Hot Springs, Ark.

HOT SPRINGS, Jan. 29.—The Thursday (27) meeting was called to order by Past President Noble C. Fairly. Invocation was delivered by Chaplain Bill Durant.

Charles Weaver and Benny Hazen, co-chairmen of the March of Dimes committee, reported \$1,600 had been raised by the club. Memorial services will be held in the clubrooms February 13, Walter Ebel announced. James R. Hardy was elected a member of the club.

President Paul Olson is vacationing in West Palm Beach, Fla. Lee Moss left for Mexico City. Harry Zimdar headed for the West Coast and Harry Hennies back to Houston. Regular visitors to the clubhouse include Felix Charneski, Whitie Owens, Harry Roberts, Steve Mandrich, Harry Spitzer, Ben Glosser and Fred Howie.

Meeting closed with a buffet supper served by the Ladies' Auxiliary.

Show Folks of America

145 Turk St., San Francisco

SAN FRANCISCO, Jan. 29.—Regular meeting held Friday (21) was well attended. Officers on hand were President Charlotte Porter; Second Vice-President W. H. Meyer; Third Vice-President E. S. Fitzgerald, and Recording Secretary Bonnie Townsend.

Mike Krekos reported on his recent trip to Hawaii. Several committee appointments were made by Miss Porter. Mr. and Mrs. Carter, visiting from Lancaster, Calif., were guests of the Fitzgeralds.

House committee chairman George Simmonds, Nick Ferrara and Robert Ferguson served refreshments.

Pacific Coast Showmen's Association

1235 South Hope Street

LOS ANGELES, Jan. 29.—President Frank Warren presided at the regular meeting here Monday (24). In addition, Treasurer Harry Phillips and Secretary Joe Mead were on the rostrum.

Membership paid a note of respect to the memory of Bones Hartzell, who passed away last week in Phoenix, Ariz.

Board of Governors election resulted in the following being named for 1955: Arthur Anderson, Charles Austin, John T. Backman, Bob Barnard, Sam Brown, M. M. Buckley, Al Cohen, Dan Dix, Sam Dolman, Bob Downie, M. H. Ellison, Al Friedman, Nat Herman, Max Hillman, Arthur Hockwald, Rudy Jacobi, Max Kaplan, Frank Kirsch, Harry Lamack, Joe Lamont, Mathew Lantz, Geo. Lauerman, Louis Manly, Bob Mathews, Harry Merkel, Fred Mortenson, C. E. Moore, Harry Meyers, Eddie Roth, Jack Shaffer, Jimmy Smith, John Snobar, Sam Steffin, Joe Steinberg, Newton Stone, Harry Suker, Eddie Tait, Art Thompson, Elmer Velare and Charles Walpert.

Title of the 1955 National Orange Show Queen Contest was decided upon as "Queen of the Golden West." Contest starts February 1 and will run thru November 21.

Ladies' Auxiliary

Regular Monday (24) meeting was called to order by President Clara Anderson with 57 members present and the following officers in their chairs: Vice-Presidents Emily Bailey and Ruth Ostrov; and Treasurer Ruth Wolff Wood. Past President Grace Merkel substituted for Secretary Madison Hope who was absent because of illness.

Acting Secretary Merkel gave a report of the party given in the

clubrooms January 17 for the benefit of the City of Hope. A sizable sum was collected and more is expected thru the mail and payments on pledges already made. Past President Nina Rogers Levine thanked all the girls who worked to make the party a success; President Anderson thanked those who donated food and gifts for the affair and Past President Lucille Dolman thanked all girls who assisted in preparing and serving the food.

Members reported on the sick list included Julia Smith, Gladys Mackey, Kathryn Finley, Minnie Ford, Nel Ziv and Madison Hope. Guests at the meeting were Elizabeth Clark and Gracie Hannaford, who came with Clara Delbosq. Called on for short talks were Charlotte Warren, Mayme Butters, Regina Fink, Elizabeth Clark and Gracie Hannaford. Bank Night winners were Charlotte Warren and Judy Cardwell. Door prizes went to President Anderson, Gracie Hannaford, Trudi De Santi and Maybelle Hendrickson. The clock, donated by M. M. Buckley for the City of Hope fund, was won by Maybelle Hendrickson. Door prizes were donated by President Anderson, Mickey Wexler, Ruth Wolff Woods and Ethel Smith. Rose Rosard displayed articles for the bazaar donated by Emmy Clifford,

Opal Manley, May Stewart and Fay Prosser.

Chairwoman of the membership drive, Rai Barnard, stated she would give a gift to everyone who brought in a new member this year, and a big prize to the one securing most new members.

The forthcoming Orange Show and Queen Contest were discussed and President Anderson named the following special committees to take charge of these events: Orange Show, Charlotte Warren, chairman, with Morosa Herman, Mary Bacagalupi, Mickey Wexler, Rai Barnard, Claudette Estfan, Helen Graham and Ruth Ostrov assisting. Lucille Dolman was appointed head of the queen contest committee with Fay Prosser, Ann Doolan, Lilli Schue, Morosa Herman, Rai Barnard and Mickey Wexler.

Supper for the evening was donated and served by Mary Bacagalupi and Helen Graham. Yvonne Bailey is now checking the membership roster. Frances Seber was present again after a bad case of virus. Edith and Harry Hargraves are on a trip to Mexico City. Nina Levine and Moe made a fast trip to Utah and back. Maria Banardi, girl wrestler, wrote she was booked in Oregon, Utah and Arizona and regretted she could not attend meetings for some time. May and Fred Mortensen departed for Fort Worth with their rides for the round-up. Clara Anderson invited Charlotte Warren to a seat on the rostrum, this being her first appearance at a meeting in some time.

WELCOME-Y'ALL! Bigger 'N' Better Than Ever 15th ANNUAL INSTALLATION and OPEN HOUSE for State Fair Secretaries and All Showmen Feb. 2, 3, 4, 5—BAKER HOTEL, Room 310 MEMORIAL SERVICE FEB. 3 INSTALLATION OF '55 OFFICERS FEB. 4 BANQUET AND DANCE FEB. 4



LONE STAR SHOWWOMEN'S CLUB OF TEXAS 3105 FOREST AVENUE - DALLAS

LAST CALL LAREDO, TEX., WASHINGTON BIRTHDAY CELEBRATION AND 200TH ANNIVERSARY FEBRUARY 17 TO 28 NOTICE All Shows, Rides and Concessions report for locations not later than WEDNESDAY, FEB. 16. CAN PLACE FUNHOUSE AND MECHANICAL SHOW. WILL SELL EXCLUSIVE on Short Range, Photos, Novelties, Ice Cream and Frozen Custard. WRITE OR WIRE J. GEORGE LOOS BOX 455 LAREDO, TEX.

FRANK W. BABCOCK UNITED SHOWS Playing Return Engagement INDIO DATE FESTIVAL INDIO, CALIFORNIA, February 17-22 incl. HAVE SOME CONCESSION SPACE AVAILABLE LUCKY BOYS NEED NOT APPLY For Sale or Trade: Flying Scooter, Electric Scooter, Caterpillar, and Union Pacific Train. Need Double Octopus and late model Kiddie Rides. CONTACT FRANK W. BABCOCK UNITED SHOWS, Baltimore Hotel 501 So. Los Angeles St., Los Angeles, Calif. Phone TRinity 5941

AMERICAN EAGLE SHOWS Formerly State Fair Shows Opening March 14 in Texas, have contracts for fifteen fairs. WANT Concessions: Pop Corn, Sno Cones, Arcade, Photos, 6-Cats, Buckets, American Palmistry, Hanky Panks of all kinds, P.C. if you have Pankies. Rides: Any non-conflicting Major Ride; will book set of Kiddie Rides except Ponies. Shows: Monkey Show, 10-in-1, Girl Show, Illusion, any worth-while attraction; Tom and Nina, get in touch. Help—Sober Ride Help that drive semis; Electrician that can handle Diesel Plant. Dale, contact; also Jack and Marie Anderson, have good deal for you. R. J. RANDI, Mgr. E. J. MORRIS, Bus. Mgr. P. O. BOX 190, JEFFERSONVILLE, IND.

SAM LEWIS Where Is He? \$100.00 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.

WILL BUY FOR CASH Late model short-armed Octopus. Must be in good condition, no junk. ANTHONY FANTASIA Alto Road, R.F.D. #1, Unionville, Conn.

Weisman Lists 168 NSA Names on Committees

NEW YORK, Jan. 29.—A larger page and more varied printing scheme for the annual Year Book were promised for the National Showmen's Association on Wednesday (26) by President John S. Weisman. The meeting, understandably lightly attended due to the absence of many members who were attending fair association meetings, also featured the NSA committee appointments for 1955.

There was little business transacted at the get-together, which adjourned early so that the members could watch the fight telecast.

Weisman named 168 committees, the list being dominated by a 36-man ways and means committee and a 27-man membership group. The list was as follows:

Committees Named

Ways and Means: Irving (Steve) Yerkes, chairman; Vincent Anderson, vice-chairman; David Brown, David Baker, Issy Cetlin, J. W. Conklin, William Cowan, Patrick J. Finnerty, Richard L. Geist, Jeff Harris, Ben Herman, Joseph Hughes, Phil Isser, Louis (Dada) King, Sam S. Levy, Joe Lux, Frank C. Miller, William B. Moore, Sam Prell, Frank (Shrimpy) Rappaport, Louis Reiben, Harry Rosen, Frank Russo, Al Schneider, Moe E. Silberman, Gerald Snellens, Sam Sperber, Ted Stillman, Irving Tafet, Max Tubis, Morris Vivona, Claude Sechrest, R. Shep Blumberg, Charles Wertheimer, and Michael Wynn.

Membership: Louis (Dada) King, chairman; Isidor Trebish, vice-chairman; Morris Brown, James Burgdon, Issy Cetlin, J. W. Conklin, Sidney Daiell, Adolph Ehrman, Maurice Elk, Richard L. Geist, Sam S. Levy, Louis Light, Joe Lux, William B. Moore, Sam Peterson, Joe Prell, Sam Prell, Joseph Rinaldi, Charles Rubenstein, Isidor Rubinstein, Frank Russo, Joseph Schubert, Irving Shapiro, George Ross, Irving Sherman, D. D. Simmons, and Gerald Snellens.

Advisory Board: All officers.

Banquet: Max Tubis and Irving (Steve) Yerkes, co-chairmen; Jack Alfred, David Brown, Henry Kaufman, and Charles Davenport.

Weiss Heads Bingo Group

Bingo and Special Events: Ben Weiss, chairman; Jeff Harris, vice-chairman; Harry Agne, William Cowan, Al Dorso, Morris Batalsky, H. William Jones, Joe Prell, D. D. Simmons, Michael Wynn, Irving

(Steve) Yerkes, Eugene Keane, and George Ross.

Bylaws: Sidney H. Levine, chairman; R. Shep Blumberg, vice-chairman; Arthur E. Campfield, Herman Cohen, Louis (Dada) King, and James McHugh.

Cemetery and Memorial: Louis (Dada) King, chairman; Ike Weinberg, vice-chairman; Al Howard, and Jack Stern.

Eligibility: Arthur Campfield, chairman; Joe McKee, vice-chairman; Al McKee, Harry Nelson, Sam Peterson, and Harry Weintraub.

Publicity: James McHugh, chairman; Irwin Kirby, vice-chairman; Richard L. Geist, and Johnny J. Kline.

Finance: Joe McKee, chairman; Jack Greenspoon, vice-chairman; George A. Hamid Jr., Phil Isser, Louis (Dada) King, Charles Reich, Harry Rosen, and Joseph Weissman.

Grievance: Arthur E. Campfield, chairman; Max Tubis, vice-chairman; Vincent Anderson, Thomas Coffey, Frank (Shrimpy) Rappaport, and Harry Weintraub.

Dave Brown Named

Entertainment: David Brown, chairman; Jack Stern, vice-chairman; Henry Kaufman, Charles Davenport, D. D. Simmons, Ike Weinberg, Sam Weisser, Morris Brown, Irving (Steve) Yerkes, James Burgdon, Frank Blatsky, Sam Walker, Frank Capell, Tom Coffey.

Hospitalization and Sick: Dr. Jacob Cohen, chairman; William Hartzman, Louis (Dada) King, Larry Neumann, Harry Rosen, Jack Stern, and Ike Weinberg.

House: Dan Thaler, chairman; Joe Lux, vice-chairman; Frank Blatsky, George Hoar, Henry Kaufman, Louis (Dada) King, Louis Kronenberg, Larry Neumann, Arthur Sicard, Jack Stern, Harry Weintraub, and Tom Coffey.

Jamboree: George A. Hamid Sr., chairman, and all officers and past presidents.

New Home: Morris Batalsky, chairman; John Christopher, vice-chairman; Al McKee, Max Tubis, Harry Weintraub, Joseph Weissman, and Eugene Keane.

Year Book: Irving Sherman, chairman; Harry Rosen, vice-chairman; Jack Alfred, Ike Weinberg, Harry Weintraub, R. Shep Blumberg, Claude Sechrest, and Joe Sherman.

Shut-In: Dan Thaler, chairman; Abe Rapps, Sam Rothstein, and Harry Weintraub.

CLUB ACTIVITIES

Showmen's League of America

54 West Randolph Street, Chicago

CHICAGO, Jan. 29.—President Ned Torti was in for the Thursday (27) meeting. Also at the table were Vice-President Al Sweeney, Secretary Joe Streibich and Treasurer Emeritus Walter F. Driver. Vice-President Jack Duffield and Sam J. Levy Jr., arrived from the Nebraska fair convention to catch the closing part of the meeting.

President Torti will represent the League at the February 13 banquet and ball to be held by the Greater Tampa Showmen's Association in Tampa. A St. Patrick's Day party will be held here in the clubrooms March 17 with Elmer Byrnes in charge. The meeting scheduled for that night has been canceled. Harry Duncan, chairman of the membership committee, called attention to the recent director's ruling that a life membership card will be given any member who brings in 50 new members this year. Edwin S. Wightman is a new member.

SLA members have been invited to see Polack Bros.' Circus in Chicago on March 1 as guests of Louis Stern.

Sick list included Lou Keller, Russell Johnson, Harry Atwell and Louis Drillick, all reportedly unchanged. Charles Watson in serious condition at Hines (Ill.) Veterans' Hospital. Charles C. Wilson confined in Chicago's Alexian Bros.' Hospital and C. C. (Specks) Groscurth reported a patient in a Bradenton, Fla., hospital. M. J. Bodenschotz confined in his San Antonio home as is Joe Shapiro. Jack Nelson on the mend. Eddie Murphy, up and about, left for the Southwest.

Ladies' Auxiliary, Hotel Sherman

Viola Parker presided at the Thursday (20) meeting. Also present were Mrs. Carmelita Horan and Mrs. Fredia Rosen, first and second vice-presidents respectively; Evelyn Hock, treasurer, and Mrs. Robert H. Miller, secretary. Chaplain Margaret Filigrasso delivered the invocation.

New additions to the membership are Mrs. Ned E. Torti, Joy Purvis, Hermine Hirsch and Mrs. John Gallagan. Carmelita Horan, chairman of the bazaar to be held in the fall, is already getting things lined up. Phoebe Carsky and daughter, Lynn, are in Miami. Mrs. Evaline Belew is back in Tampa. Reported on the sick list were Billie Wasserman, Alice Hill, Lucille Anthony, Louise Donahue and Frances Berger. Frances Keller is recuperating. Lucille Anthony's husband, Milo, is laid up with a broken ankle.

Viola Parker donated a bottle of perfume, which was won by Harriet McBeath.

Following the meeting, the club celebrated its 37th birthday with a party in the Bal Tabarin of the Hotel Sherman. Dorothy Dodge served as hostess, assisted by Mae Smith and Frieda Rosen. President Parker received gifts. Lunch was served and a giant birthday cake was lighted.

Next meeting will be February 3 in the Hotel Sherman.

Legal Betting

Continued from page 49

Philip W. Farrer, Mansfield; Dwight B. Hower, Port Royal; H. D. Holcomb, Troy; Ralph Bard, Kutztown; Clyde G. Kiess, Hughesville; Richard Eichelberger, Bedford, and Joseph McGraw, Washington.

The 1956 meeting will be held at the Lycoming Hotel, Williamsport. It will be the first time in several years that a site other than Harrisburg or Reading has been chosen. It is hoped that more fairmen from the West will be drawn to Williamsport.

Other speakers included Dr. William L. Henning, secretary of agriculture; John S. Giles, of the Reading Fair, and John W. Wilson, of the Cetlin & Wilson Shows.

A capacity crowd of more than 400 attended the annual banquet. Entertainment was furnished by the several booking agencies represented.

North Carolina Confab Notes

Continued from page 51

Dorton was named to the board of directors of the State association. He tackled his fair job full time last fall after his discharge from the Army.

Finally Made It

Joe Karston, Karston Productions, Charlotte, took a long time to find his way into the outdoor field altho he was born and brought up in the midst of circus activity in Peru, Ind., when that town was the circus center of the nation. He made it finally when he veered from his theater bookings to aid in the booking of the Rogers Bros.-Terrell Jacobs Wild Animal Circus.

Walter D. Nealand, veteran show publicist, weighs in at 180 pounds and looks better than ever. He was swapping back slaps with his boss, John Marks, of the Marks Shows, while recounting the experiences of a career that covers more than 50 years.

Flood of Pepsi

Eastern fair meetings were literally floating in Pepsi-Cola. The firm's outdoor representative, Roy B. Jones, and home office man John Woorm had exhibits set up adjacent to meeting rooms, entertainment quarters and, additionally, had each banquet table liberally supplied with their product. Only hitch was the initial lack of bottle openers in Harrisburg but

Allan Herschell

Continued from page 49

ry-Co-Round. Cut it in half and tilt the back half upward at a 16-degree angle, with the front half remaining in a horizontal plane. The cars as they round the track travel in the horizontal plane and then go up and down in the back section.

The track's diameter is approximately 32 feet, made up of 16 sections of the same length. According to Wilson, assembly or tear-down may be done quickly.

The ride stems from the old Hey Dey, which had been brought from England by the Spillman Engineering Company, predecessor of Allan Herschell, and from the Whiz Bang, which supplanted the Hey Dey.

The Hey Dey, an oval-driven ride with individual cars supported by a ball spindle and by two casters which rode on a quarter-inch steel plate floor, was conceded to have good motion and ample thrill but the steel plate was awkward to transport, slippery when wet and hard to replace when a section wore out.

The new ride, Wilson said, has a floor of open-slat wood and thus is "easily portable, quickly and inexpensively replaced, and water drains from it fast."

Whiz Bang

In the Whiz Bang, the two back casters of the Hey Dey were eliminated and the spindle designed to support the weight of the cars. The Hey Dey steel floor was replaced by a wooden floor in the Whiz Bang, but the oval cable drive was retained. In the new ride, the oval shape has yielded to a circular one, with the cable drive becoming a center drive.

The ride, which has a capacity of 32 adults or 48 children, weighs 20,000 pounds. Flash is provided, Wilson said, by three-colored canvases over the rotating center part and at night by a 15-foot light standard mounted on the center post that rotates with the ride and keeps lights focused upon the cars.

Jones saved the situation before some guests broke their teeth.

Versatility Plus

Joe Corey, the versatile and colorful figure who makes the circuit annually, again represented all shows. Absenteeism isn't possible with Joe around—he answers for anyone who might be missing.

Public Notice

Gerald Snellens, general representative of the World of Mirth Shows, was filmed for two television news programs in Harrisburg. Snellens, who landed a big story at the Massachusetts meeting, also scored in the same fashion in the Harrisburg afternoon paper to become the best publicized individual attending the confab. Pat Purcell was pictured in the morning paper delivering his executive NASCAR blessing to auto race promoters signing up to stage auto races under his group's banner.

Booker Frank Wirth left Harrisburg with some 19 appointments in six States set up for half as many days. Wirth recently sold his Miami Beach home and purchased a new model home in Ft. Lauderdale, Fla. He will move in the middle of next month.

Jack Wilson, of the Cetlin & Wilson Shows, has developed into quite an orator. At the Pennsylvania meeting Jack had his thoughts marshaled and spoke at length on fairs and midways in a manner that would make any elocutionist proud.

Science for Fairs

Continued from page 49

Improvement stemmed from county fairs which served immeasurably to spread knowledge of better methods and caused a speedier change-over.

Baldwin summarized the long history of fairs, and enumerated some of their many contributions. He cited particularly their contribution to aviation, recalling the early days of aviation and the pioneers stunt fliers.

Speculating on what might have happened if fairs had not seen fit to encourage aviation, Baldwin suggested that perhaps the development of flying might have been held back for years.

ORANGE BOWL AMUSEMENTS

Vero Beach, Fla., now Fellsmere, week Feb. 7; then first Colored Fair, Ft. Pierce, week Feb. 14. Want Photos, Duck Pond, Long or Short Range Gallery, Balloon Darts, Ball Games, 6 Cans, Buckets and all Hunky Punks. (Sorry, no Flats.) Also want Kiddie Rides. Address:

FRANK ROSS

Vero Beach, Fla.

FOR SALE—SPECIAL

Smith & Smith Chairplane, 24 seats, with good semi-trailer and tractor. 25 1/2" Ferris Wheel, special built Semi Trailer and Tractor, 24-foot closed van Semi Trailer. All kinds almost new Concessions, cheap. Concession Trucks, Very good Tractors, Diesel Light Plants, like new. One 65 Kw. GM mounted in trailer, real buy. Cable, Junction Boxes, Nice Bingo and Stock, cheap. All A-1 mechanically and painted, ready to go. Amusement Equipment Sales Co., Espy Ave., P. O. Box 145, Pass Christian, Miss.

WANT FOR CHARRO DAYS FIESTA, FEB. 12 THRU 20, BROWNSVILLE, TEX.

Can place Cookhouse, Stock Concessions; also Shows and Rides. Answer:

DON M. BRASHEAR

Box 1471, Hartlingen, Tex.

WANTED

Late Model Short-Arm Octopus with Trailer and Winch. Must be in good condition, no junk.

DICK SCHRADER

Rose City Rides, 239 No. Park Ave. (Phone: 5-6468) Cape Girardeau, Missouri

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CONCESSIONS

SUCH AS COOKHOUSE, GRAB, GLASS PITCH. ONE OR TWO MORE GOOD FIRST-CLASS SHOWS. EVERYTHING ELSE BOOKED. FOR BROWARD COUNTY EXPOSITION

Fort Lauderdale, Fla., February 15 thru 20. Over 30,000 gate tickets sold.

AUTOMOBILE and other Gifts given away as gate prizes.

Wire or call

WILLIAM B. MOORE

236 S.E. 6th Ave., Fort Lauderdale, Fla.

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TEXAS FAIR MANAGERS' CONVENTION

February 3, 4 and 5

JACKIE HUFFHINES, Secretary

WILLIAM T. COLLINS SHOWS

NOW BOOKING FOR 1955 SEASON

Want outstanding attractions of all kinds for a strong route of fairs. Will book or buy Motordrome. Can place Ride Foremen on all Rides, must drive semis. Want to book Dark Ride. Have openings for Hunky Punks of all kinds. Will be at Thomas Jefferson Hotel, Tampa, Fla., Feb. 10-15. Then address:

WILLIAM T. COLLINS

801 E. 78TH STREET

MINNEAPOLIS, MINN.

RALEY BROS.' EXPO

No grift anytime. Opening for small unit. This week, Fellsmere, Fla., with choice dates to follow. Place Hunky Punks of all kinds, \$26. Regular season starts first week in April, Beaufort, S. C. Frank Allen, join now. Arkey or Arky Jr., contact.

All contact:

FRANK ROSS OR HAROLD RALEY

Last Call! Mobile Mardi Gras

All people contracted be in Mobile on or before February 9.

Have openings for Novelties, Hats, Jewelry, Scales, French Fries, Age, Hunky Punks of all kinds.

VIRGIL SELLS

ADMIRAL SEMMES HOTEL, MOBILE, ALA.

C. A. STEPHENS SHOWS

WANTED

FOR MOUNT DORA, FLA., COMMUNITY FAIR, FEB. 7-12

Concessions working for stock. Grind Shows. All those contacted for Cocoa, Fla., have set date ahead four weeks. Contact

C. A. STEPHENS, De Land, Fla., this week

Owasco Sets Sights On Booking Upswing

AUBURN, N. Y., Jan. 29.—Owasco Lake Park will be two rides larger this season, with the management having purchased one unit and booked in another. The line-up, Manager Joseph J. Padlick reports, will consist of seven major rides and seven kiddie rides this year.

The Padlicks have bought a kiddie fire engine. Robert Carden, of Avoca, Pa., has booked in his Herschell Kiddie Coaster, and has installed it. It is planned to add one more major unit and a portable skating rink, if suitable equipment can be found or booked, Padlick added.

Final accounting of the 1954 season showed the gross business second only to that of 1953 which

was the park's record year. The decline was about 5 per cent.

Area Labor Suffered

Padlick estimated that the park's business would have been 8 to 10 per cent below 1953 except for the federal tax relief. The decline was said to be a cause of numerous plant shutdowns and layoffs in this area. Altho this situation was not of long duration it occurred during the summer, slicing into the per capita spending.

Padlick attributed the funspot's growing grosses to its variety and increasing growth of ride and concession offerings. There are some 16 games, plus dining, dancing, boating, fireworks, acts, picnic area, ball fields and free gate and parking.

The outlook for 1955 is encouraging with a number of outings already booked. There will be special emphasis on the booking picture, and in the light of this effort several special event days are being worked up.

Rolling Green Adds 2 Rides, Slates Opener

SUNBURY, Pa., Jan. 29.—Several improvements have been made at Rolling Green Park, and the Spanglers are adding two new rides to the line-up. R. M. Spangler Jr. is overseeing the operation in the absence of Mr. and Mrs. Spangler Sr., who are on vacation.

The funspot next season will feature a Spitfire and kiddie Tubs of Fun in addition to its customary riding devices. In addition there will be a new station for the Kiddie Train, new platform and roof for the Kiddie Coaster, and a new popcorn stand as well as other improvements.

The park will open Sunday, April 10, it is reported.

The Spanglers Sr. have been touring Florida and the South, and will fly to Mexico City, Cuernavaca and Acapulco, after visiting the Florida State Fair in Tampa. One of the first stops on the junket will be Coney Island Park in Havana.

2 Kiddie Rides Sold for Park In Rhode Island

NORTH TONAWANDA, N. Y., Jan. 29.—Two new kiddie rides have been sold by the Allan Herschell Company, Inc., here to Arthur R. Simmons, of Super Rides, Crescent Park, Riverside, R. I.

The park ride operator bought a Jolly Caterpillar, new Herschell ride, and a kiddie Buggy Ride. They will be shipped soon.

Simmons is a grandson of Charles I. P. Loeff, who had a Merry-Go-Round in Balmer's Pavilion, Coney Island, in 1875. Loeff came to this country as a youngster in 1870. He was a good carver and made his own Merry-Go-Round horses at home.

Neb. Governor Buys 1st Ticket To Dimes Dance at Peony Park

OMAHA, Jan. 29.—The governor of Nebraska, Victor Anderson, bought the first ticket to a Peony Park dance given as a March of Dimes benefit Thursday (20). Joe Malec, head of the park, and the governor were photographed as the sale was made.

The publicity aided in promotion of the dance, which featured the Henry Busse band and other entertainers, and which used the slo-

gan, "Let's dance so others may walk."

Malec arranged for the governor's participation, which came during the official's inaugural ball. That affair, too, was a polio fund benefit.

Coming into Peony Park's Royal Terrace Ballroom Sunday (30) is the Ralph Flanagan orchestra. Eddy Howard comes in February 20 and Louis Armstrong is booked for March 13.



CARL TRIPPE

Carl Trippe, 54, Dies in St. Louis; Had Park, Rink

ST. LOUIS, Mo., Jan. 29.—Carl Trippe, 54, owner of the Chain of Rocks Amusement Park here, died Saturday (22) after a heart attack. Funeral services were conducted Tuesday in St. Louis.

Trippe had the amusement park for about 10 years. He also operated Arcades, roller rinks and juke boxes. In recent months he had reduced his activity at the park and had offered some equipment for sale.

He was a member of the National Association of Amusement Parks, Pools and Beaches, Showmen's League of America and other show groups, as well as a number of lodges. Surviving are his widow and three children.

Summer Stock Plans Build At Norumbega

BOSTON, Jan. 29.—Richard Aldrich, Hub theater impresario and operator of the Cape Playhouse at Dennis, the Falmouth Playhouse and Music Circus at Cohasset, is the latest to show interest in the summer theater planned this season for Norumbega Park, Waltham.

Aldrich's representatives have looked over the land and it is reported that plans are drawn for a program and construction work. Monte Prosser is active in the project.

Roy Gill, Norumbega Park operator, leaves February 7 for two weeks in the Caribbean. He says the Saturday afternoon television show with Stan Richards will continue thru the summer. Plans are afoot to hold the affair outdoors. Gordon MacRae is the star of today's show.

A deal is in the making to do the same sort of show at Rhodes-on-the-Pawtuxet ballroom and at Hampton Beach.

HIGH ACT SPOTS SPANGLER AFTER 20-YEAR LAPSE

TAMPA, Fla., Jan. 29.—Mr. and Mrs. R. M. Spangler, of Rolling Green Park, Sunbury, Pa., renewed an acquaintance after a 20-year lapse when they stayed overnight at the Cactus Terrace Motel here this week. The proprietor, who recognized his guests, identified himself as Joe (Suicide) Zorsky who quit doing his high platform act 18 years ago. In 1934, it was recalled, he played for Padlick at the Red Lion, Pa., Gala Week Fair at Fairmount Park. The act was also known as Cramor & Zorsky.

WORK ON FOUNDATION

Coney Girds for '55; Aquarium Progressing

NEW YORK, Jan. 29.—Basic foundation work being done on the new Aquarium at Coney Island indicates that the project's first unit may be completed by the end of this year, the New York Zoological Society says. The cleared territory has displaced several amusement elements but these are expected to be absorbed elsewhere on the island without any strain.

Thruout last season there were vacancies in the fringe areas of the amusement district, altho space around the Stillwell-Surf Avenues hub was at a premium as always. The Aquarium has displaced several concession stores, including both novelties and games, as well as a Scooter and the Eden Musee.

The long-range forecast for the huge project is that it will bring new and welcome patronage to Coney Island. Out-of-towners and countless cityites who otherwise might not visit the section will be drawn there to visit the Aquarium, and a healthy percentage of these people will not confine their day strictly to the fish-gazing but will be venturing toward the fun zone along Surf Avenue and the Boardwalk.

Overpass Okayed

One aspect of the project which was opposed unsuccessfully by Coney business leaders was the overpass which will take subway riders from the terminal over Surf Avenue. Work on the foundation for this 14-foot-wide structure, which will be used by millions of people annually, is under way now. The Chamber's view was that the

overpass would not be feasible, would deprive the amusements of needed patronage, and is being built prematurely, since it would be completed far earlier than the Aquarium itself. The Board of Estimate, tho, voted for the overpass.

The ride business face of Coney Island will not change materially this coming season. Two new units will be German Hot Rod cars operated by the Jacobs Brothers, one layout of 10 cars on the old Thompson Coaster frontage and the other by the Garto Brothers rides.

Elsewhere there will be the McCullough kiddie parks at Eighth Street and 15th Street, that of the Gartos on the Feltman site along the Boardwalk, and another kiddie-land of John Curran on the Ward property on the Boardwalk and 12th Street.

There will be five Roller Coaster rides, namely the Thunderbolt, Bobsled, Tornado, Cyclone, and the Coaster in Steeplechase Park. Thompson's Coaster was demolished last year after long service as one of the Island's landmarks. In addition there will be four Scooters in operation, and numerous individual major rides such as the Wonder Wheel, Virginia Reel, Krymes' Whip, the Gyro-Globe, Roto-Jet and several flat rides and dark rides. Steeplechase Park will again be a dominant part of the amusement area, and the whole will be rounded out with the traditional eateries, novelty stands, game concessions, shows and bath houses.

FOR SALE
Complete Arcade—50 machines, including Photomatic and ABT Rifle Range, \$2,500.00.
Pokerino, 10 machines \$ 500.00
Kentucky Derby (King Make) 200.00
20 machines 200.00
Devil's Bowling Alley 200.00
Lead Rifle Range 200.00
Tilt-a-Whirl, 7-car 4,000.00
Rocket Ship 1,000.00
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Marshall Hall, Vessel to Get 250G Overhaul

MARSHALL HALL, Md., Jan. 29.—Marshall Hall Park and the excursion boat, Mount Vernon, are to undergo a \$250,000 face-lifting and improvement program, it was announced this week by Robert W. Dowling, president of City Investing Company, New York, which recently bought the Wilson Line and took over its Mount Vernon. City Investing also acquired the park.

About \$100,000 will be spent on the boat, Dowling reporting that Ballard & Company, New York, has been contracted to decorate the vessel. Its exterior will be painted pale yellow with white accents. Installation of several restaurants, improvement of the dance floor, new lighting and a steam calliope are to be added.

"We'll use color everywhere and give it a real flavor many times gayer than before," said Dowling. "We're getting away from stiff benches—seating will be in comfortable aluminum chairs with foam rubber cushions." The Mount Vernon commutes to Marshall Hall on the Potomac River across from Mount Vernon.

City Investing plans to spend \$150,000 in overhauling the park. More rides are to be added and the flower gardens are to be enlarged. It was indicated that plans call for addition of a swimming pool, but not this year.

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Ringling Paint Tips New Title Emphasis

Quarters Crew Readies Old Cars;
New Flats Ordered; Cages Painted

SARASOTA, Fla., Jan. 29.—More and more emphasis on the Ringling Bros.' half and less on the Barnum & Bailey part of the title is being evidenced at Ringling-Barnum winter quarters here as wagons and other equipment are lettered for the coming tour.

The trend is picking up speed and effectiveness as more and more equipment is lettered the new way. The process first was noted three seasons ago. Officials of the show have made no comment on why the change was begun, but some observers have said that Ringling family management apparently decided to stress its part.

Whether the ultimate might be the dropping of the Barnum & Bailey portion was seen as unlikely, particularly since that still is the strong part in much Eastern territory. But that part appears in small letters already.

Meanwhile, winter quarters work here included that on enlargement

New Ownership Reported for Circus Belli

COPENHAGEN, Jan. 29.—It was reported last week that Circus Belli will be under the ownership of Eli Benneweis, head of Circus Benneweis, this coming season. After the death of Mrs. Meta Belli in 1953 the circus was purchased by a syndicate of Danish showmen—Volmer and Carl Lind, park owners; Svend Jarlstrom, park manager, and Ernst Sahlstrom, booker. Sahlstrom acted as manager of the circus last year and has charge of the winter quarters in Hombæk.

Circus Benneweis owns a large stable of horses and also has several big cage groups and ring animals—more than it requires for its own needs—while Circus Belli has neither horses nor animals. According to the report, Christie, assistant manager of Circus Benneweis, will be appointed manager of Circus Belli, and Sahlstrom will handle booking and presentation of the shows. The deal, it is said, should benefit both shows. Last year Denmark had the rainiest summer with in memory and all circuses played under difficult and costly conditions, but most of them at least broke even and will hit the road again this season.

Louis Schmidt, owner of Circus Louis, has returned from a trip to America and his daughter, Vivi, who worked with her sea lions on the Ringling-Barnum cirk last summer, returned with him.

Circus Mikene In Bankruptcy

NEW YORK, Jan. 29.—Papers from Germany report that Circus Franz Mikene has gone into bankruptcy. The show, which toured Holland with an occasional entry into Germany, was left to Mrs. Mikene when the owner died earlier this winter.

Mikene several years ago developed a portable aluminum circus building for his show which received favorable comment in Europe because of its lightness and ease of erection. He was a circus food concessionaire until forming his show.

of the show train and revamping the menagerie.

Ten cars are to be added to the present 70 in the train and the show will move at least part of the time in four sections. The 10 additional cars will include five flats. Whether there will be two or three stock cars reportedly depended upon how much space would be needed to carry all of the new elephants in quarters now. The remainder of the new cars will be coaches.

Old Titles Seen

Besides the additional cars, the show is preparing to replace some others. Thus more than 10 are being readied. Two new flats are on order with the Thrall Car Manufacturing Company, Chicago Heights, Ill. In quarters two old flats being called back to duty have the Hagenbeck-Wallace title visibly under top paint. Another carries the Al C. Barnes title, while a fourth has the John Robinson title visible. Several stock cars are being worked over. Two Barnes models have been cut down for possible use as flats, and several other stock cars have been stripped down to the decking in preparation for rebuilding. One of these was said to carry the Sparks title. Two carloads of lumber arrived in quarters and will be used for decking the cars. Where the additional coaches were coming from was not certain except that the former advance car would be converted.

In the menagerie department, which this year will be exhibited again under a separate tent, the cage wagons are being painted bright "cockhouse" green. They have been blue for several years. Jungle effects are to be added to the cages, it was understood.

CIRCUS REVIEW

Pipers Set Theme For Polack Western

• Continued from page 55

clown boxing. This is a worn bit, but these performers, perk it up and Jacobs takes some of clowndoms best falls.

Klausner's Bears again feature Herta as Goldilocks. The bears do a forefoot walk, ride a bike in a figure eight, roller skate and push each other in baby buggies. Herta and three bruins ride a Merry-Go-Round while another pushes it. For a wind-up, one bear rides a motorcycle and both Herta and a bear ride a motor scooter for a good send off.

The Chaludis, formerly on Ringling and recently with the Grock Circus in Germany when that famous clown retired, do their headwork for Polack now. Two men stunt on cycles, two couples do two-highs on bikes. Then the sisters balance head-to-head while riding a bike. Holding their position, they quit the bike, climb up and down a ladder and circle to be picked up by one of the men with whom they form a three-high on a bike, still head-to-head.

Barbette, Tiebars

Barbette's aerial ballet works on riggings which combine webs and trapezes while Ginny Lowry sings and this is to introduce Freya Josse, single trapeze performer who is a new arrival in this country. Her performance includes some dislocations and a series of hanging by her toes, ankles and neck. There is an ankle catch to complete the turn.

Gross Up 40%, Atayde Extends Mexico City Run

Wallendas, Loyals,
Pallenbergs, Flyers,
Side Show Featured

MEXICO CITY, Jan. 29.—Business for Atayde Bros.' Circus, which opened its Mexico City engagement at Christmas time, is a big 40 per cent ahead of last year, according to General Manager Andres Atayde. The run has been extended twice and now is scheduled to go until a week or more beyond February 16.

This is the first time the show has used the current lot, one which the show purchased, and there have been reports that a permanent structure will be built on it.

The big show features the Wallendas, Loyal-Repensky, Pallenberg's Bears and the Flying Mari-lees. Program includes a grand opening, iron-jaw number, clowns; Zefta Loyal, principal act; clowns; Nine Carlons, Roman ladders; clowns; aerial production called "Louisiana"; clowns; Flying Mari-lees; clowns; production, "Gypsy Festival"; Great Wallendas (7), high wire; clowns; Loyal-Repensky Family, featuring Zefta and Giustino, bareback riding; Pagotes and Tozudos; Atayde Elephants.

Kortez People Named

For the first time this show, biggest in Mexico, is using a Side Show. Produced by Pete Kortez and Harry Golub, it includes John Gilmore, Tony Cuella, Alyce Anderson, Jack O'Conner; Athelia, Eko and Iko; Jose de Leon, Rudy Sweeger, Lirio Martinez, Angela Carabajal, Francesca Zamdra and Jose Rodriguez.

The staff includes George Atayde, assistant general manager, and Aurelio Atayde, equestrian director. Caudillo is the band leader, Tuco is vocalist, and Paniaqua is announcer.

George Cole Will Tour; Walters Names Staffers

HUGO, Okla., Jan. 29.—The George W. Cole Circus will re-open March 31, it was announced this week by General Manager Herbert Walters, who is co-owner with D. R. Miller. The announcement came after a conference at which it was decided the show would go out under the same ownership.

Floyd Hill has been named general agent. A veteran of tent show business, he is returning to the road after a stretch of work in the film business. Bill and Jackie Wilcox will have the advance advertising brigade and Mr. and Mrs. Ernie Wigen will have 24-hour and banner work.

W. J. (Bill) English will be concession manager and legal adjuster. English was assistant to Richard O. Scatterday on the Kelly-Miller show last year and earlier was with Hunt and Beers-Barnes circuses and Gold Medal and Royal Crown carnivals. Kit English will handle the office wagon.

Buying Rhino

The show is buying a rhino, which will be on the midway as a separate attraction. It is part of a purchase which also includes a rhino and a giraffe for A. G. Kelly & Miller Bros.' Circus.

Winter quarters action stepped up Monday (24) when the show

occupied a leased building in downtown Hugo. It is a block long and 60 feet wide, with full facilities. Trucks and other equipment are being worked over there, free of weather interference. Cole elephants, menagerie animals and ring stock, however, still are quartered with Kelly-Miller.

Charley Rex is in charge of construction work, including the building of the rhino show on a 26-foot semi-trailer. A new trailer mounted combination pie car and grease joint is scheduled. Larry Carlton, Kelly-Miller painter, is making a new Side Show banner for the George W. Cole show.

Mills to France; Edlin, Smith Set Summer Route

JEFFERSON, O., Jan. 29.—Jack Mills, general manager of Mills Bros.' Circus, has flown from London to Paris, where he is scouting circuses and expects to sign feature acts for his show's coming season. Mrs. Mills is with him.

Jake Mills and Mrs. Mills are in Sarasota, Fla., and will visit Macon, Ga.

Meanwhile, from quarters here general agents Ted Edlin and C. C. Smith have been contracting dates for the show and this work is reported well ahead of schedule. Starr DeBelle, press chief for the show, is active in quarters.

Joe Rossi has been signed to repeat as bandmaster for the show. This will be his fifth season. Mrs. Felix Brazon, wife of the boss property man, and their daughter have returned from Manchester, England, after visiting her parents there.

Hunt Bros. Buys 2 Rogers Units

BURLINGTON, N. J., Jan. 29.—Hunt Bros.' Circus has purchased an additional Diesel light plant and a truck carrying water tank, stake driver and winch. Both pieces of equipment were bought by Harry Funt from Si Rubens, of the Rogers Bros.' Circus.

Appointments to the Hunt staff, announced this week, include James Tamper, boss canvasser for the Side Show; Thomas Sharon, assistant boss of big top canvas; John Bartram, ring stock; Lucille and Jim Wynn, novelties, and Ethel Smali, floss and popcorn.

Charles T. Hunt and the Charles J. Hunts have arrived at their Miami home. In quarters here, Charlene Hunt and Millie Mae Hunt are working daily with the trained pongos, Sicilian donkeys, with Welby Cooke in charge. The new act will be used in the coming season.

St. Paul Shriners To Bally Davenport At Winter Carnival

ST. PAUL, Jan. 29.—The St. Paul Shrine Circus, produced by Orrin Davenport, will advertise its March edition by participating in the St. Paul Winter Carnival next week. They will place three floats, resembling circus cages, and 200 Shriners in the carnival parades. Special capes and other equipment are being bought for the event. One of the Shrine units, organized 40 years ago as a mounted unit, will make its debut as a motorized outfit using 18 modern sports cars.

Davenport Opens At Grand Rapids, Saginaw Like '54

GRAND RAPIDS, Mich., Jan. 29.—The Orrin Davenport Circus opened here Monday (24), with Gov. Mennen Williams riding one of Jack Joyce's camels into the ring. Fourteen inches of snow didn't seem to affect attendance.

Added at this stand were the Hanneford Family, Joyce, the Kimris Duo, Rietta's sway pole, and LaBlondes aerial bar act.

Coming with the show from Saginaw were Prince El Kigordo, lions; Helen Haag's Chimps; Tien Tsi Liu, acrobats; Luciana and Friedel; Welde's Bears; Dieter Tasso, juggling; Victor Julian's dogs; King-Cole elephants, with Bert Pettus; the Triska Troupe, high wire; Earl Shipley, producing clown; the Ortons, Corrine and Bert Dearo, Grace McIntosh, Joan Day, and Ingrid Meredith.

At Saginaw, the show had good weather until the weekend. Business was on a par with last year's.

Cristiani Sets Early Stands

SARASOTA, Fla., Jan. 29.—Bailey Bros. & Cristiani Circus will open with a two-day stand, March 27-28, at West Palm Beach, Fla., Manager Lucio Cristiani announced this week. The show will play St. Petersburg April 1-2. After a brief Florida tour it will jump to Texas.

sword dance, four drummers star, the base drummer is featured and four pipers shine. The pipes sound continually and this is punctuated by "hawking," which sounds something like the Rebel yell.

At this point, the Barbette girls and other performers join in. They are dressed in Scotch wardrobe and dance on prop drum heads. With the real thing at hand, the addition of all these extras seems superfluous. Their numbers tend to engulf the Britishers, at least in this building, and one wishes they would stay in the role of supporting chorus rather than upstage them with much ado.

Pipers in Finale

Winding up the show are the Scotch pipers and drummers. They will be the subject of considerable discussion and debate over the season. But in this view they have what it takes for a circus. Their pace for marching, flash of wardrobe, skirl of bagpipes and nimble Highland flings bring forth pagantry on which American circuses have been notably short in the past several years.

The 10 British girls come forth and form in the center. While others accompany them on pipes and drums, four do a fling, three do another dance, four do the

Dave Murphy, wintering in Sarasota, will produce a show at the Lido Beach there for the convention of Birdseye Foods executives in February. . . . Eddie Zacchini produced the recent show at Nashville. . . . Otto Griebling is the prosessor of a new trunk, a gift from his wife.

Visitors to the Orrin Davenport opening in Grand Rapids, Mich., were Elmer Raithel, Rochester, N. Y.; Earl Kreiger and Gene Herlan, Dayton, and Mr. Wagonhorst, Columbus, all Shrine Circus chairmen. . . . Bryon Gosh booked a special show at Alexander City, Ala., for St. Valentines Day with his All-American Indoor Circus.

Line-up of a show at the Armory, Ashland, Ky., Saturday and Sunday (22-23) included Ferguson's Dogs, Ponies and Monkey; Mike Piskering, juggling and trampoline; Miller's Chimp and Elephant; Jackson's bar act and trampoline; Bob Johnson, balancing; Leerae Adkins, web and ladder; Larry Lou Schaeffer, single trap; Jesse Sides and Patty Fitzmartin, bikes; Jesse Sides, Pete Sullivan and Arden (Corky) Beecher, clowns; George Charles, band, and James Bicknell, of the Hetzer Agency, announcer.

Harold Barnes reports that within two days the overlong performances of Polack Western was trimmed down to a fast stepping show, with all performers co-operating. . . . Justus Edwards and a barrage of cameramen are photographing the new acts and numbers. . . . Boyd (Heavy) Kimes is operating his cookhouse and is dubbed the Pizza King. . . . Ernie

UNDER THE MARQUEE

By TOM PARKINSON

Wiswell is wondering how his Funny Ford froze up inside the building overnight. . . . Dollye Green is blurred on the web spin by Lester Parkey. . . . Harold Barnes projected movies for the Harold Voise Troupe of one of the last big shows in the famous old New York Hippodrome in which both acts participated. . . . Freya Josse climbs the girders to check her tie-offs. . . . Melitta & Wicons plan to attach skis to their boat which is always carried atop their truck. . . . Roland Tiebor plays the piano to soothe his flipped frolickers. . . . Barbette teaches web in three languages. . . . Birthdays are being celebrated by Herta Klausner and Irene Barnes.

Dick Taaas, who recently closed as press agent for a Passion Play, visited in Macon, Tampa and Sarasota, where he visited with Eddie Doman, Charley Lucky and Carl Wyche; Gus Schutlz and Col. Casper and Alma Bolsom, Charles Underwood, Tom Kennedy, R. E. McAfee, Tommy Keating, and Steve Fanning.

Recent visitors to Polack include Hans Lederer, Jane Melzora with Mr. and Mrs. Ray Melzora and Buster Melzora, Barry Miller, Nellie Vaughan, the Jim Wong Troupe, the Theronas, Mr. and Mrs. Ted Cherrick (Lottie Brunn), Mr. and Mrs. John Armstrong and Connie (Consuela) Armstrong, Frank Larkin, Al Sweeney, Lou Childers, Stanley Book, and members of the newly formed Poodles Hanneford CFA tent; Tom Smith, Gail Smith, Leonard A. Stumm, Dale R. Ricker, A. C. Mpton and Ray Kelly.

R. M. Harvey was a recent Chicago visitor. . . . Roy Barrett stopped over in Chicago on his way to Orrin Davenport's show. . . . The Kelly-Miller show's 100-page route book, now being distributed, was printed by Walter Hohenadel, White Tops editor. . . . The Miami Herald carried a page of photos and brief story about Madeleine Park, animal sculptress and circus fan. Harry Doll is in one of the photos.

Merle Evans' route in Illinois is to include Nokomis, February 4, to lead the high school band; Cerro Gordo as guest director, and Arthur and Arcola, Ill., for talks before Chambers of Commerce. Cal Razor is making the bookings. . . . Big Bill Collins made the Illinois fair meeting at Springfield.

Curley Vernon, owner of United Exposition Shows, bought the Evansville, Ind., zoo's elephant, Kay, recently and now has sold it to Roy Bible. Vernon still owns the elephant, Cross Country Babe.

Don and Martha Smith caught Polack Western in Flint, Mich., and visited with George J. Keller, animal trainer. . . . Don Marcks, El Cerrito, Calif., writes that Kaye Bros.' indoor show is to play Roseburg, Ore.

The Sensational Eriksons have been booked for the Cirque Medrano, Paris. Closing their eight-week run at the Kelvin Hall Circus, Glasgow, Scotland, January 29, they move at once to Paris for the month of February. Celebrating New Year's together in Glasgow were the Eriksons, Linon and his wife, Eduardo and the Raspini Family; the Georg Ruszas of the Swiss circus, Knie; the Kleines, and Wenzel and Douglas Kossmeyer.

Columnist Robert Ruark did a story about John Ringling North from Havana and it was syndicated to many papers. . . . The Purcells have signed to play fairs 20 weeks with their dogs and monkeys, and in the meantime they are resuming their school dates. . . . The Clyde Beattys and the Tom Scaperlandas, of San Antonio, were recent house guests of Mrs. Katie Walter, Houston.

Cuneo's Boxing Kangaroo will return from Cuba to Miami in early March and then go to Toronto to play a sports show for Bill Schilling, reports John Cuneo Jr. . . . Richard Conover, Xenia, O., circus fan,

has bought the file of New York Clippers, old-time show paper, from the family of the late Col. C. G. Sturtevant, San Antonio. When combined with his earlier file, the present set gives him one of the most complete files of the paper, dating from 1856.

Miller and Woodcock Elephants, handled by Bill and Babe Woodcock, will play fairs for the Barnes-Carruthers agency this summer. . . . J. C. Admire is splitting his school unit into two for day shows and using one outfit for night performances as he plays several schools daily. He writes that the new schedule will put him in 25 schools a week, instead of the present 15.

C. A. (Red) Sonnenberg is with the Ballet Russe de Monte Carlo company which has played recently from Chicago to Seattle, where it plays thru January 30. . . . Helen Haag was subject of a feature story in the Saginaw, Mich., News, where she appeared with Orrin Davenport's show with her chimp act.

R. T. (Bob) Bullock writes from Michigan that he will be back as general agent and publicity director for Larry Sunbrock's show. He made recent fair association meeting at Milwaukee, Minneapolis and Detroit and recently renewed acquaintance with John Francis, whose show he started with. He also was with Fred Buchanan. Bullock planned to go to Florida quarters of the Sunbrock show soon.

Lew Hershey, who quit circus clowning in 1943 in favor of a circuit of school and assembly dates, writes from Fort Scott, Kan., that he still enjoys recalling tramping days and visits show friends whenever possible. . . . After playing, Balesburg, Ill., for Clyde Bros., Allen's Bears went to Little Rock and Arkadelphia, Ark., for Peggy Stoltz' dates. They will rejoin Clyde Bros. at Oklahoma City, February 6.

Joe Simon, Memphis theater man who formerly was with the Merle Evans band, has left the Ritz Theater there to become executive assistant of a firm operating three film houses. He will have offices at the Luciann Theater, Memphis.

From winter quarters of Ward-Bell Circus, Harry Dann writes that trucks were lettered by David Thompson, assisted by Candy Dickson and Harry Dann. . . . Andre Fox has been working the Liberty horses and also Bob Nelson's pig act daily. . . . The Norden Trio, LaNorma and the Ward-Bells, have set up outdoor rigging. . . . Skinny Goe is arranging music for the show. . . . Joy Thomas is working on costumes and Roy Thomas and Candy Dickson have been painting props. . . . Gainesville Community Circus people have assisted in building Ward-Bell equipment. . . . Mildred Ward, Betty Bell and Genevive Tharp are among those working on new wardrobe.

The George Hanneford Family played a Nashville date prior to joining Orrin Davenport. . . . Harold Alzana is in Sarasota. . . . Tom Packs is wintering at Sarasota. He recently ordered a new arena for the Pat Anthony lion act from Eddie Billetti's shop. Also being made there are aluminum poles for the Clyde Beatty Circus.

Norman (Luke) Anderson, former owner of Wallace & Clark Circus, has bought a home at Norco, Calif. . . . Fans catching the Grotto show at Worcester, Mass., included the Gil Conlins, Jim Hoyes, Edward Daleys, Charles McNamara, Charles Davitt, Mrs. Bluch Landolf, Francis LaCouline and Ray Bickford.

San Antonio Library reports 13,500 persons visited the Harry Hartzberg circus collection there last year. . . . The AP reports that Russia has agreed not to seize the Lippizzaner horses, so they will be returned from the Western Zone in Germany to their Spanish riding school stables in Vienna. . . . Ber-

tram Mills Circus in London includes a unit of "Dancing Waters." . . . The Tom Arnold Circus includes the Six Frielanis, last season with Ringling. . . . British show paper, World's Fair, issued its annual circus special early this month.

Fay and Bill Snyder, Carl Romig and Dave McIntosh caught the opening of Polack Western in Flint, Mich., and the Orrin Davenport show in Saginaw, Mich., recently. Snyder's Boxers are skedded to appear on "Super Circus" February 6.

Carey C. Emrie, 87-year-old circus vet, who has been living in retirement in Cincinnati for a number of years, has gone to the home of his son in Punta Gorda, Fla., to recuperate from an illness which laid him low for several months. His address is Box 896, Punta Gorda. . . . Bill Naylor, circus and carnival tub-thumper, is wintering in the North this year and is a regular visitor to the showfolk hangout, the Magic Bar, at West Seneca, N. Y., near Buffalo.

The Sensational Ortons, Dorrie and Vern, visited for three days with Aero-Stylites in Akron before the latter left to join Clyde Bros. Circus. The Ortons then went on to Sonny Moores in Litchfield, O., for several days before opening in Saginaw, Mich., with Orrin Davenport on January 16. They will remain with the show until their departure for Europe in April. The Ortons appeared on the "Big Top" TV circus January 8.

John W. Swann, publisher of "Circus Review," is recovering from an appendectomy at his home in Portland, Tenn. He would like to hear from friends. . . . Max Maurer, who was in East Texas before the holidays, is back in advance of Froman Bros. Circus thru Alabama and Tennessee.

From Polack Bros.' Western unit, Harold Barnes writes that in Flint, Mich., visitor Jack Voise filled in as web-sitter. The Voises' Flying Thrillers worked the date and will be with the Eastern unit. In a family reunion at Flint were the Jack Voises, Harold, Eileen and George Voise as well as the brothers' mother and a non-pro brother. . . . The Dagenham Girl Pipers, Rolando and Harold Barnes were guests of a radio commentator at tea, and Winifred Pile, Margaret Walsh, Patricia Edwards, Joan Lee and Patricia Barron were guests of a Daughter's of American Revolution group. . . . Ernie and Frieda Wiswell were lost in a snow storm but arrived in good time. . . . Harold Walstrom, concessionaire, parked his car too close to a railroad track on opening night. After one locomotive removed a headlight, the conductor of another train moved the auto. . . . Visitors

included Otto Griebling, Jimmy Davison, Ernie (Blinko) Burch, Dave McIntosh, Carl Romig, of the Romig-Rooney act, Ralph Blair, the Bill Snyders and Carl (Pop) Hausman.

J. C. Admire, agent for Froman Bros. Circus, reports that the show played to good business recently in the Paducah, Ky., and Paris, Tenn., area. . . . The Hodgsons visited Clyde Bros. Circus in Indianapolis January 14 and the Orrin Davenport Shrine Circus at Saginaw, Mich., recently. The Hodgsons are skedded to play Hot Springs February 4 under auspices of the local Boys' Club. . . . Durwood Fisher, formerly with the Kelley & Miller Bros. Circus, has announced his engagement to Marie Higgins. Wedding is set for December 15.

Doris and Vern Orton will be featured with their swaypole act during the entire month of May at Tivoli Summer Garden in Copenhagen, Denmark. They will arrive there April 22.

Irah J. Watkins writes that when he opens with his chimpanzee act and Sylvia's Pals and Poodles, dog act, on Hamid-Morton it will be with all new equipment, including car, trucks and trailers. Henry Trefflich, animal dealer, visited the Watkinses in Tampa recently. . . . Pat Anthony, lion trainer, was told in court at Sarasota this week that his animals' roaring bothered neighbors. He said their horses and dogs bothered him but that he would build a sound-proof place for the cats.

Eddie and Helaine Hendricks, who have been wintering in Macon, Ga., leave soon to join the Hamid-Morton Circus in Memphis. Miss Hendricks will do her single trap act with the show. Later they leave for 12 weeks of fairs for the Boyle Woolfolk Agency, their second season for that office.

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Terre Haute House, Terre Haute, Ind., Feb. 6. **LAWRENCE BROS.** Evansville, Ind., now. Phone 3222

Konchars Open Pennsy Spot

McKEES ROCKS, Pa., Jan. 29.—Mitch and George Konchar opened their new Chateau Roller Rink here December 30 with free attendance the lure designed to introduce the rolery to the public.

Features of the rink are a plastic floor, first to be installed in the Pittsburgh area; organ music, snack bar and a big parking area. During the first week of operation the rink was open daily from 2 to 4:30 p.m., as well as during evenings. The regular schedule calls for Saturday and Sunday matinees, with the skaters dark on Mondays. Instructors will be available soon for free skating lessons to be offered Tuesday evenings from 7 to 8.

SPECIAL SALE!

3000 PR. NEW "CHICAGO" RINK Skates, Army Surplus 778C, \$3.50 Pr. 778SP\$3.75 Pr.

400 PR. USED SHOE SKATES, MEN'S AND LADIES', good condition, for rental 5.00 Pr.

250 PR. MEN'S AND LADIES' NEW SHOES WITH USED SKATES. New 78SP reject wheels\$6.50 Pr.

250 PR. NEW MEN'S SHOES, leather lined, broken sizes, formerly \$6.75. NOW\$5.50 Pr.

3600 ECONOMY PRECISION Bearings, fit any wheel 20 Ea.

1600 PR. SECOND-HAND HEEL STRAPS 12 Pr.

550 SETS HOWARD FIBRE PRECISION WHEELS50 Set

WOOL POM-POMS, all colors ... 3.00 Dz.

BUNNY FUR POM-POMS, with bells, lumbo size 4.00 Dz.

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Terms: 1/3 Down, balance C.O.D. Authorized Distributor for "Chicago" Roller Skate Co.

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GLAMOROUS NEW IDEA IN BEAUTY. MODERN SHOW-MANSHIP. LIGHTING EFFECTS AND LOUDSPEAKERS. IT'S DIFFERENT. IT STIMULATES MORE BUSINESS AND PAYS FOR ITSELF IN BALLROOMS, SEATING DINERS, CLUBS, TAVERN BARS, AMUSEMENT PARKS, HOTELS, RESORTS.

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SKATING RINK TENTS

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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.

FOR SALE ROLLER RINK

Complete, portable and large. Sell with or without equipment.

Box D-96, Billboard, Cincinnati 22, Ohio

A GOOD DEAL for RINKMEN

"CHICAGO"
TRADE MARK REG. U.S. PAT. OFF.

"Precisionette"—"Imperial" and "DeLuxe"

Three New, great Roller Skates. Sold by Rink Operators exclusively. Order a pair of each for Display.

Cash in on these SALES NOW!

CHICAGO ROLLER SKATE CO.
Manufacturers of all kinds of Roller Skates

4427 W. Lake Street Chicago 24, Illinois

Gilbert Show Big in Fresno Benefit Dates

FRESNO, Calif., Jan. 29.—Fresno's first roller skating show, "The Circus," presented November 7 for the benefit of the Disabled Veterans, underprivileged children and two local hospitals, played to a packed house, according to Paul J. Gilbert, manager of Len Honey's Skateland, who produced and directed the presentation.

In the succeeding week it was presented nightly at Skateland to equally good business and public acclaim, the result being that a tie-up was made between the rink and a strong local union for the latter to sponsor the show in January in Memorial Civic Auditorium for its March of Dimes effort. Gilbert, who was named to produce and direct the entire program, combined the roller presentation with an amateur talent show of dance, singing and comedy acts, awarding trophies to the best in each group and ribbons to acts finishing in the next four places.

During December acts from the skating show gave two benefit performances. One on the 5th was staged in the outdoor theater of Roeding Park to raise funds for construction of a new bear home. The other, on the 13th, was for the benefit of the local Zoological Society.

Gilbert, who worked this time with skaters who were entirely green to skating shows, used about three months in putting the revue together. It had 16 numbers, eight of which were chorus routines. He was assisted by Barbara Ziem, Skateland professional.

Concord Settles Philly Race Charge

PHILADELPHIA, Jan. 29.—The City Commission on Human Relations announced it has reached an agreement with owners of Concord Roller Rink forbidding racial discrimination at the rink. Charges of discrimination by the rink were made May 19 at the first open hearing ever held by the commission.

Terms of the agreement include elimination of the use of membership cards as a condition for admission. A notice has been posted at the rink stating that "no persons will be denied admittance" because of "race, color, religion or national origin."

Centralia Rollerdom Parties 4-H Clubbers

CENTRALIA, Wash., Jan. 29.—Despite snow that made travel hazardous, between 250 and 275 members of the Lewis County 4-H Club attended their annual skating party at Mr. and Mrs. Walter Anderson's Centralia Rollerdom December 27. The turnout was only about 100 less than normally attends the affair, and was considered good in view of the weather. This year's event was the seventh to be staged by the Rollerdom operators.

AOW Staggers Valentine Day Party Sked

ELIZABETH, N. J., Jan. 29.—In planning Valentine parties, officials of the America on Wheels chain of rinks have again set up a staggered schedule so that skaters may attend more than one event if they so desire. Plush dolls will be awarded as prizes at all rinks.

First party will be held at Boulevard Arena, Bayonne, N. J., Saturday (12). It will be followed on the 13th by events at Paterson (N. J.) Arena, Bladensburg (Md.) Arena, Mount Vernon (N. Y.) Arena, National Arena Washington; Peekskill (N. Y.) Arena and Capitol Arena, Trenton, N. J. Monday (14) is the date selected for the party at Alexandria (Va.) Arena, while the schedule will be completed on the 15th with parties at Twin City Arena here and Hackensack (N. J.) Arena.

Sloan Stages Polio Benefit

ELMIRA, N. Y., Jan. 29.—The Chemung County March of Dimes received gross receipts from a benefit roller skating party which was held Tuesday (25) in Joy Crest Roller Rink in Grotto Park here, reports Fred C. Landrus, magician and roller skating enthusiast.

Promotional expenses of the affair were paid by Woodrow Sloan, Joy Crest operator, who also donated a pair of skates which were auctioned off, the proceeds also going to the polio fund.

The Exhibition program featured six State and national winners and an appearance by Pat Ballard, Troy, composer of the song hit, "Mr. Sandman."

The line-up of talent included Donald Ewart and Barbara Williams, Wellsville, who placed second in the New York State roller meet last year on Long Island, and Kenneth Perkins, Judy Perry, Billy Johnson and Sally Perry, all of Wellsville, who placed second in last year's national meet. Bob Michael emceed the show. John Blackwell, Troy, was at the organ.

Gullo Performance At Broyles' Rink

SALISBURY, Md., Jan. 29.—Peter Gullo, professional at Rialto Roller Rink, Springfield, Mass., gave a skating exhibition at Skateland here January 18, operator Robert L. Broyles reporting an enthusiastic reception by skaters to the show. The appearance was sponsored by Paul Cottrell, manufacturer of Cottrell Silentred wheels. Four sets of the wheels were given away as door prizes.

Candy Giveaways Set For Mineola's Party

MINEOLA, N. Y., Jan. 29.—The old matching hearts gimmick, a stand-by at Earl Van Horn's Mineola Roller Rink, is being dusted off for the February 11 party to be staged at the big Long Island rolery.

Van Horn has announced that 100 heart-shaped boxes of chocolates will be awarded to the first 50 couples matching hearts.

Rink officials are currently setting plans for its annual Oldtimer's Jubilee, slated for March 31.

Lease Philly Adelphia; To Be Sports Arena

PHILADELPHIA, Jan. 29.—Adelphia Roller Rink here was leased for a long term by Taylor & Son, representing Joseph Barnes and others, to Ray Fabiani, who will operate a sports arena.

The building will be improved extensively. Weekly wrestling exhibitions will be held there by Fabiani.

ROADSHOW REP

AL PITCAITHLEY, the ex-repster, now with Station KAVE, Carlsbad, N. M., resumes his report on rep folks, giving the latest info on their current locations and activities: Leon Harvey, once with Billroy's Comedians, now has a booking office in El Paso. . . . Billy and Marion Wehle, owners of the old Billroy show, are now in the insurance business in Miami. Their daughter, Winona, is married to Joe Unick, former trumpet player with the Wehle show, and lives in Miami, too, where Joe has a job with the post office. . . . Clem Blomgren is in the dance band biz at Agua Nueva, Tex. I trouped with Clem on the Chick Boyes show. . . . Dorothy Gerall is playing piano in a Glendale, Calif., club. She and her late husband, Roscoe, were a popular team with shows in the Midwest. . . . Doug and Yvonne Ackley are in Dallas. . . . Lew and Alice Henderson are located in Columbus, O. They are now in the circus business. At one time Lew had out a med show and later toured a rep show of his own thru Minnesota for many years. . . . Stanley Siebenthal, who now is in his 13th year as director of the Carlsbad (N. M.) High School Band, was with me on the Jack Collier show in 1934. Stan's wife, Cornelia Calkins, was a member of the Calkins Sisters orchestra, featured with many reps back in the

'20's. . . . J. Lou Sampson, magician and circus and rep fan, is located in Grinnell, Ia. . . . Emil Conley, one-time rep leading man, now lives in Monango, N. D. . . . Larry and Madlin Nolan are now in the carnival field. In the off-season they reside in Denver. . . . The O'Brien-Evans duo is playing Wisconsin clubs. Mary O'Brien is a daughter of the late Rube Fulkerson, popular old-time tab man. . . . Bernie Baker, late of the Brunk show, has located in Boston. . . . Fred and Ann Ewen are out of the business and located in Long Beach, Calif.

C. C. DECOURCEY writes from Haverhill, Mass.: "I was interested in the note from M. S. Warren, who writes about the earliest Toby comedian. He mentioned Comical Brown. When I was a boy I saw Brown show at Lanesville, Mass. He had a show of five or six and did a good deal of the show himself. I also saw Price Webber, who with his wife had a 10-20-30 show. When I was in Maine I remember that Prince Wentworth, who did a rube fiddling act, was playing small vaude houses. He, too, did some Toby-style stuff. But what about Toby Lyons, who did a Toby-style comic at the Old Howard. Lyons was of neater style and more like the present-day burlesque comic."

Drivin' 'Round the Drive-Ins

ONE of the seven drive-ins surrounding Toledo is operating during the winter, renting electric heaters to patrons. This is the Miracle Mile Drive-In which opened Thanksgiving Day. The heaters, rented at 25 cents each, plug into posts which are equipped with in-a-car speakers. Built at a cost of \$460,000, the Miracle Mile

is equipped to handle 1,800 cars. So named because it adjoins a new shopping center of the same name, it is owned by the Theater Operating Company, of which Al Boudouris is president. The double ramp layout was selected for cars to increase capacity. Speakers are Eprad stereophonic. The CinemaScope screen is built on a Selby tower. There are six entrances and 12 exits. In the center is an elaborate concession building, operated on the cafeteria plan by the Berlou Vending Company. The Miracle Mile is the sixth drive-in controlled by the Theater Operating Company. . . . Connecticut drive-in owners are watching patron reaction to a new service at Interstate of New England's Palace, Rockville, Conn. The independent circuit has installed recorded announcements of current attractions at the theater. The equipment is connected to the theater telephone, with the unit answering calls automatically, telling patrons what pictures are playing and when next performance starts.

Accusations Fly

Continued from page 56

against doing business with the offending show.

A suggestion by Moss that all of the show people who wanted to become associate members of the organization could band together and choose their own grievance committee to present their case, should a situation arise, was briefly pursued but abandoned because of the lack of group effort.

Officers Named

Marvin W. Renalds, Woodstock, was named first vice-president. Named vice-presidents were J. A. Mitchell, Richmond; A. C. Walker, Roanoke; J. C. Brickert, Farmville, and J. L. Lauher, West Point. W. E. Finch, Danville, was named secretary-treasurer.

J. Linwood Rice, public relations director of the Virginia State Fair, Richmond, reported on the results of a survey conducted last year. The questioning provided a comparison with a study made in 1953. There were some variations, of course, but the change in figures showed in favor of the event.

Admiral R. O. Glover told fairmen to determine the scope of their activity first, prepare a budget and then set up a table of organization to assure the best organization to achieve success.

Richmond Budget

Admiral Glover reported percentage allotments in the 1954 budget as follows: livestock, 12; swine, 4; sheep, 3; poultry, 4; junior department, 9; State, 10; salaries, 16; advertising, 10; premium catalog, 5; cleaning, 1; electricity, 1; exhibition tents, 6; fireworks, 1; tickets, etc., 2; grandstand, 16; labor supplies, 1.

The 1954 estimated income in percentages was: admissions, 35; grandstand, 10; entries, 2; State fair, 13; industries, 3; exhibit space, 3; midway, 25; magazine advertising, 3; miscellaneous, 1.

Premiums totaling \$28,000 were paid in 1954.

MANOS ENTERPRISES, Inc., purchased controlling interest in Super Skyway Drive-In Theatre Corporation, Allentown, Pa., with Sol Shocker remaining as managing director and stockholder. The drive-in will reopen about March 15 and will be enlarged to 1,000-car capacity. . . . Ben Casamassa, manager, Somerville (N. J.) Drive-In, as the result of introduction of in-car heaters, is still operating seven nights weekly at the 1,100-car spot. . . . Tri-States Buying and Booking Service, Philadelphia, is now handling Sky-Vue Drive-In, Gratz, Pa. . . . Harrison Gunter, owner of the Buckhorn and Coyote drive-ins, Alice, Tex., has installed CinemaScope. . . . Carl Freeman, manager of Texan Drive-In, Pecos, Tex., also has installed CinemaScope. . . . Equipment for showing wide-screen films has been installed at Oak Drive-In, Coleman, Tex., according to Roland Duus. . . . Howard Shabay has installed CinemaScope at his Mesquite Drive-In, Jacksboro, Tex. . . . E. M. Loew Theaters has closed all Connecticut drive-ins for the winter.

OPEN A DRIVE-IN THEATRE AT LOW COST

New and guaranteed rebuilt equipment from \$1595. Time payment available to responsible parties. Write, giving location and number of cars: SPECIAL OFFER! Tempered Masonite • Marquee Letters, 4", 35¢; 8", 50¢; 10", 60¢. S. O. S. CINEMA SUPPLY CORP., Dept. L, 602 W. 52 St., New York 19.

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\$36.00 Per Gr. Retractable Ball Pen. Terrific novelty—sell on sight.

\$4.50 Sample Dozen Style 21-12. Refills 13c Each. Assorted colors.

ROYAL Retractable BALL PEN

New Low PRICE!
 • Press Button to write.
 • Press clip to retract.
 In attractive colors. FREE display cards and guarantee slip upon request.

\$21.60 Gross Sample Dozen **\$3.00** 4" Refills 6c ea. Quantity Discounts.

MODERN PEN MFG. CO., INC.
 395 Broadway, New York 13, N. Y. Canal 6-8016

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.

Those who are sensitive to wind-roar while driving, should write the American Homecraft Company, Chicago, which is introducing the Wind Silencer. The product consists of two stainless steel perforated plates which are easily attached to your car's door directly in front of the wing window to reduce wind-roar and noises to a whisper. It retails for \$2.98.

If you are looking for lamps, clocks, enamelware, housewares, aluminum ware, decorated tinware, toys, glassware, blankets, hampers, hassocks, plaster slum, flying birds, whips, balloons, hats, canes, ball game specials, bingo merchandise, etc., then you should write to Acme Premium Supply Corporation, St. Louis. It has a new catalog ready and promises one-day service. State the kind of merchandise you are interested in.

A toy which has remained a consistent seller for years is again enjoying an up-surge in sales, reports Acme Toys, Cleveland. The Para-Shooter is a parachute shooter consisting of a blowing tube and a toy aviator attached to a small parachute. When placed in the tube, a child can blow it high into the air after which the aviator floats gently downward via parachute. The item is economically made and lends itself well to demonstration. It's simple, fool proof and can be used indoors as well as outdoors.

Arlington Hat Company, Inc., New York, recently moved to new quarters in the toy district and is introducing a "quality crafted at popular price" spring line of miracle fiber Tex straw and a new Adventure Series line in acetate plastic. These children's hats are all in the low-price bracket. The new catalog not only shows these numbers, but the sell-out number of last year is also included. This is Arlington's Steerhead Tex straw Western hat. The firm is also a licensee for Howdy Doody and Smokey Bear hats.

Valentine's Day, February 14, has prompted Kipp Brothers, Indianapolis, to put out a special valentine assortment which contains two gross of greeting cards selling two for 1 cent, one gross 1 cent; one gross comics; one gross, three for 5 cents; 100 mechanical and one dozen 10-cent packages. The retail value of this assortment is \$12.92; your cost \$7.20. Other supplies for Valentine's Day are also available, including balloons at \$7.50 per gross, crepe party hats at \$5.40 per gross and metallic party hats at \$9 per gross.

Distributors and jobbers who want to be on their toes for the Easter season should write to Ace Toy Manufacturing Company, New York. This firm manufactures a complete line of real fur and plush rabbits, from six to 38 inches, in styles that beg, cuddle and run. Clear plicafilm for all sizes are at cost. A sample of a giant 38-inch rabbit made of high grade plush in assorted colors will be sent for \$24. Free to you is a four-page Easter brochure and 32-page catalog of year-round sellers.

Cuttler & Company, Inc., New York, is featuring its 6-in-1 Tool King. This tool combines screw driver, hammer, awl, chisel and recess screw driver. All are carried in the handle and are easily attachable. Constructed for long usage, the items are of tempered steel bits. Each set is attractively carded, and the firm says it is an irresistible necessity for every household. Send \$1 for a sample or \$7.80 for one dozen. A free wholesale gift catalog will be included.

Quon-Quon Company, Los Angeles, is again promoting its sachet basket, a small imported hand-woven rattan basket for sachet, 4 inches long and 2½ inches wide, which is offered in case lots at the low price of 11 cents each. Unusual and attractive in appearance, the basket can be retailed to show worthwhile mark-up. Quon-Quon Company also has a large selection of novelties and carnival merchandise. It promises immediate delivery and will send a listing on request.

PLUG IN on mass markets!

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Four images—240 big, beautiful glossy pictures of the world's most exciting women. Photographers' and artists' models—amateurs and professionals—also come more to stare and women to glare! **Send all in one amazing gigantic collection.** All new poses to satisfy every desire of the most demanding collectors. You must agree that these are the most gorgeous figure models you have ever seen... you must be thrilled by this breathtaking collection of titillating lovelies in all different poses in Your Money Back without question.

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\$6.00 per Dz.
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\$60.00 PER GROSS

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Automatic Repeating Metal Water Gun—75¢ Per Dozen. \$8.40 Per Gross. 25% Deposit Required on all orders! Balance Shipped C.O.D.

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\$1.75 Per Dozen
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THE NEW Miracle Cross & Chain
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\$5.00 Dozen
25% Deposit Required—We ship same day we receive order.

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PIPES FOR PITCHMEN

By BILL BAKER

A REPORT... reaches us from Thomasville, Ga., to the effect that C. B. Mogridge plans to book a concession next season with Jack Greenspoon, major domo of Seaside Park, Virginia Beach, Va.

ROBERT (HEAVY) FORKNER... pens "I have been confined to a sanatorium in Black Mountain, N. C., for several months. Horace Brazier paid me a visit and helped brighten up the situation for me a bit. D. L. Dunlap tells me that my old partner, Spud Mangum, is now parking cars in a Sears lot. I never thought that he'd ever kick the sheet habit. I have also been informed that Doc Blanton is going strong with his costume jewelry in the hills of Western North Carolina. Would like to read some pipes from Dr. Harvey, E. C. Pardee, Bob Williams, Dr. Lunsford, Chief Locky, Steve McClain, Father Patrick, Jimmy Wall, Jack B. Stover, Doc Blanton, Statesville Hawkins and all the other boys who know me." Our friend Robert has mentioned the names of several of the boys from whom we haven't heard in a much too long a time, so let's get going. A few pipes will not only brighten up the days for brother Forkner but will also afford a few nostalgic laughs for many of the other boys in the business.

PENNING FROM... his usual base of operations in Romeo, Mich., Happy Heller reports that after a pretty hectic deal in a St. Paul store during the pre-Christmas weeks, he started to

work oil in Sam's Department Store, Detroit. Among other things covered in Happy's memo were: He had a card from Byron Gosh and Magical Jack Gillis. Gillis is in Ward 5 Veterans Hospital, Butler, Pa. He also had quite a few jackpot sessions with Ray and Anita Bossi who have been working plastic towels in Woolworth's in Minneapolis.

OUR SPECIAL AGENT... in charge of the bureau of vital statistics slips us the info that former pitcher Larry (Mose) Heskitt has gone and got himself all married up with Eva Mulholland. The Mulholland lass is the widow of Jim Mulholland, of Mulholland's Hollywood Monkey Show. According to the report, the splicing took place December 15 in Point Pleasant, W. Va.

OUR FRIEND... of long standing, Mrs. Robert Noell, of Noell's Ark, Gorilla Show, flashes thru the info that she and her husband have resumed operation of their zoo in Tarpon Springs, Fla. Mrs. N. reports that not only are they sharpening up the place in general, but she is introducing a new gimmick this year—the cash customers will be asked to sign a registry book at the gate so the management can tell who they are and where they're from. In addition to Bob and Mae Noell, the zoo's personnel includes Velda Noell, Mr. and Mrs. Jack Roach, Ninky Roach, Mr. and Mrs. Jimmie McVay, Charlie Brennen and Allie Lee Johnson.

COMING EVENTS

Continued from page 54

Ohio

Canton—Sportsmen's Show, April 1-6.
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. Jakobian 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.
Philadelphia—Philadelphia Motor Boat & Sportsmen's Show, March 4-12. Clinton W. Smullen.

Texas

Amarillo—Stock Show and Rodeo, March 1-5.
Austin—Livestock Show, Feb. 28-March 6.
Brownsville—Charro Days, Feb. 17-20. Stephen A. Boslo, Box 752.
Brownsville—Charro Days, Feb. 12-20.
Dallas—Garden Center Flower Show, March 12-19. Joseph B. Rucker, State Fair Park.
Dallas—Exposition of Modern Living, Feb. 13-20. Louis L. Young, 4427 Sexton Road.
Dallas—Ailed Gift and Jewelry Show, Feb. 20-25. Mrs. M. Dalton, 3832 Willshire Blvd., Los Angeles.
Dallas—Southwestern Gift Show, Feb. 20-25. Fred Sands, 3102 S. Joplin, Tulsa, Okla.
Dallas—Southeast Sports & Vacation Show, April 15-24. Martin P. Dally, Dallas News.
Dallas—National Home Show, April 30-May 8. Grover Godfrey, 102 Walnut Hill Village, Dallas.
El Paso—Flower Show, April 16-17.
El Paso—Southwestern Livestock Show and Rodeo, Feb. 6-13.
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.
Odessa—Odessa Rodeo, March 9-13.
San Angelo—Fat Stock Show and Rodeo, March 3-6.
San Antonio—Livestock Exposition, Feb. 18-27.
San Antonio—Fiesta San Jacinto, April 17-23.

Virginia

Norfolk—Do-It-Yourself Show, Feb. 19-22 28-March 3.
Richmond—Home and Garden Show, March 22-27.
Winchester—Shenandoah Apple Blossom Festival, April 28-29. J. Pinckney Arthur.

Washington

Seattle—International Trade Fair, March 11-25. Kenneth V. James, 215 Columbia St.
Spokane—Sports Show, April 19-24.

Wisconsin

Madison—Wisconsin Sports, Travel & Vacation Show, April 26-May 1.
Milwaukee—Home Show, March 12-20.
Milwaukee—Milwaukee Sentinel Sports & Vacation Show, March 26-April 3.
Tacoma—Tacoma Home Show, March 22-27. Edgar V. Smith, 1103 1/2 Division Ave.

CANADA

Alberta

Edmonton—Spring Livestock Show and Sale, March 21-25.

Ontario

Toronto—Canadian National Sportsmen's Show, March 11-19. Loyal M. Kelly.

Quebec

Quebec—Winter Carnival, Jan. 6-Feb. 22.
Toronto—Sportsmen's Show, March 11-19.

Saskatchewan

Saskatoon—Interprovincial Bull Show & Sale, April 13.

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2160 Patterson St.
Cincinnati 22, O.

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- Parcel Post**
- Knight, Barbara Louise, 6c | Stevens, Mrs. Ione, 40c
- Abbott, Geo. | Best, Dick
Akina, Prof. | Best, Dick Charles
Aldred, Robt. Fred | Billingsley, James E.
Allen, John J. | Bjork, Paul A.
Allen, Kenneth | Blat, John
Allen, Mrs. Roy | Blumenshine, Gail E.
Anderson, Wm. Paul | Bonner, Ernest R.
Archer, Jos. | Borsold, Arthur
Armada, Bill | Bower, Johnny
Arnold, Richard Lee | Bowers, Porter
Austin, Mrs. Winnie | Brady, L. P.
Averil, Wm. (Billy) | Brazelton, James W.
Ayers Jr., Wm. Howard | Breckenridge, Harold
- Bailey, Alfred E. | Bristol, Mrs. Dorothy
Barlow, Penny | Brooks, Hattie
Barnes, Melvin E. | Brown, L.
Barr, Clyde | Bruce, Chas.
Baxter, Wm. | Bryant, Clifton
Bays, Dick | Budd, Charlie
Beck, Omar A. | Burke, Billy (Gill Gray)
Bell, James D. | Burke, Teddy
Bement, Conley | Burns, Barney
Beneah, Frank | Burns, Wm. Henry
Bent, Lawrence | Burridge, Frank H.
Bergman, Leo H. |

- Burridge, Jewel | Singleton
Cairns, The Seven | Bros.
Cantwell, Chas. |
Carr, Mrs. J. C. |
Carlie, Wm. Horace |
Carltons, The Skating |
Carman, James R. |
Carnes, Cecil D. |
Carpenter, Ray B. |
Carrizo, Alanzo |
Carter, Cliff & Mrs. |
Caruso, John J. |
Cash, James |
Castle, Chester |
Cavin, Neal |
Cavin, Grover |
Cecil, Herbert Lamar |
Centennial Shows |
Chaimers, Edw. R. |
Chambers, Mr. Jesse |
Chambers, Larry |
Chapman, Earl A. |
Chase, Hulbert |
Chatterbough, Mrs. |
Chicoteila, Matthew |
Chilberg, Alfred L. |
Christani, James |
Cochran, Eugene |
Church, Chris L. |
Church, Phyllis June |
Civill, Ed |
Clark, Mrs. Louise |
Clearley, Gordon J. |
Cobler, Wm. P. |
Cole, Fred R. |
Collins, G. & B. |
Collins, Robt. L. |
Conlee, Wayne |
Conner, Rufus H. |
Cook, Marie |
Costello, James Jos. |
Cotton, Maxwell |
Cotton, Ray |
Coy, Mrs. Dianne |
Cozoline, Anthony |
Crawford, Jack |
Crowe, Thos. |
Cramer, Al |
Daniels, Asa W. |
Daves, Louis Edgar |
Davidson, J. E. |
Davis, Babe |
Davis, Eugene Wesley |
Davis, Fred Marion |
Davis, Paul Everett |
Dean, Marvin Edw. |
Dean, Mildred |
Deatro, Mrs. Corrine |
Deeler, John |
Deese, Vance |
Deibert, Ed |
Del Mar, Mrs. Lisa |
Demetro, John |
Demtro, Sueve |
Devers, D. E. (Slim) |
Dewey, Laverne |
Dixon, Theodore M. |
Dolan, John |
Domer, Clyde |
Doto, Phil & Mrs. |
Doyle, Henry M. |
Duchon, Louis |
Duncan, Emma Jean |
Dunn, Earnest |
Eagle Eye, Chief |
Eaton, Brian |
Eaton, Hamilton |
Ebensperger, Douglas E. |
Edgar, Al |
Edwards, Chas. |
Eldridge, C. E. |
Elliot, B. O. |
Elliot, Jack Joe |
Ellis, Arron E. |
Evans, Stanley |
Ewing, Lloyd C. |
Farrell, Edw. P. |
Farrell, S. A. Frisco |
Ferguson, Frank |
Ferguson, Sampoee |
Fink, Jack |
Fink, Roxy |
Finstinteno, Anthony |
Fischer, Tony |
Fisher, Geo. |
Fisher, Harry (Polish) |
Flake, Mrs. James |
Flannigan, Ralph P. |
Flower, Mildred |
Fondenberger, Chas. L. |
Forsythe, Fred M. |
Fowler, Loretta E. |
Fox, Betty & Benny |
Francis, Dave |
Franklin, Fred |
French, Mr. Jesse |
Frisbee, Faye |
Fritzpatrick, Freddie & Ann |
Fuller, Nelson |
Fullwood, Eugene Perry |
Gable, Jos. |
Gallagher, Luke J. |
Gamble, Henry S. |
Gantt, James L. |
Gardner, Louis |
Garland, Otis |
Garrison, M. G. |
Gates, Jim |
Geer, Frank H. |
Genry, Rye |
Gerard, Florence L. |
Gibson, Willie Edw. |
Gilbert, Reba |
Gill, James S. |
Green, Al |
Green, Johnny |
Greeno, Eddie |
Gregory, R. W. |
Griffin, PeeWee |
Groetzinger, Harry |
Gutherman, Eddie |
Hackman, Otis |
Hagan, Viola M. |
Hale, Ellsworth |
Hale, James Samuel |
Hall, Wm. |
Hardin, Dave |
Hardy, Jewell |
Harris, Tony & Babe |
Harvey, R. C. |
Haselen, R. C. |
Haver, Jack (Minstrel) |
Hawley, Frederick |
Healey, Ernest |
Hendon, Miss Billie |
Helms, Geo. |
Hench, Michael |
Henderson, Mack |
Hendy, Bobby |
Hendy, Mrs. Mildred |
Hendy, Mrs. Roxie |
Henry, Hugh J. |
Henry (Pinhead) |
Henson, Kenneth |
Herman, Mike (Soot) |
Hewitt, Whitey & |
Florence (Dark Ride) |
Hightower, H. H. |
Hiler, Ed |
Hinkle, Melvin Shorty |
Hobbs, Curley |
Hobbs, Mildred |
Hodges, Chas. (Slide Show Mgr.) |
Hodges, Mrs. Grace |
Hodge, Mrs. |
Hoffman, Joe |
Holder, Richard |
Holmes, Roy David |
Hornbill, Fred |
Howe's Circus |
Hunt, Al (Whitey) |
Hunter, James |
Hunter, Roy |
Huntley, Robt. J. |
Hus, Geo. V. |
Hus, Tami |
Iocco, Ralph |
Jackson, Roy |
James Jr., Victor L. |
Jeffery, Carl L. L. |
Johnson, Bill |
Johnson, (Cookhouse) |
Johnson, Sgt. James |
Johnson, Wm. & Fubby |
Jones, Wm. |
Jordin, L. A. |
Joyce, R. |
Justice, Donald |
Kasputni, Ernest & Mrs. |
Kaibaug, Wm. D. |
Karlbaugh, Mrs. W. M. |
Karlbaugh Jr., Sio Lien |
Keller, Lester |
Kelly, Carl & Mrs. |
Kennedy, Curtis |
Killeen, Raymond |
Kimbrell, Guy |
Kingsley, Mrs. Deslie |
Kilmer, Woodrow |
Kiser, G. B. |
Knippenberg, J. & Mrs. |
Kortez, Mrs. Marie |
La Morris, William F. |
La Rue, Jack & Bobbie |
Lalonde, Donald A. |
Lampkin, Chas. & Mrs. |
Lane, Sheri |
Lawson, Orville |
Layton, Ray |
Leason, Joe |
Lee, Clo |
Lenderman, Albert |
Lenerett, Robt. L. |
Leonard, Harry & Hall |
Levine, Hazel (Abe) |
Lewis, Curley & Mrs. |
Lewis, Kid |
Levy, Stanley |
Lockhart, W. F. |
Lockhart, W. F. |
MacGill, Wayne F. |
MacGovern, Roy |
McLean, David M. |
McNeil, Scotty |
McNutt, Paul |
McSpadden, Richard |
Mahs, Elizabeth M. |
Malloy, Elaine |
Mainer, Andrew I. |
Mansfield, The |
Martinez, Richard |
Mathieu, Phil |
Maxwell, Isham B. |
Mayes, Prof. |
Miller, John |
Miller, Paul & Bobbie |
Miller, Ralph A. |
Minnix, J. C. |
Misquashin, Red Fox |
Mittell, Sam |
Mitchell, Lee |
Monroe, Preacher & Jack |
Moore, Mervin A. (or Vaughn) |
Moore, Steve |
Moran, Joseph |
Morgan, Gus |
Morgan, Leon E. |
Morris, Dorothy L. |
Morris, Lawrence E. |
Moshier, Robert |
Mowers, Howard |
Mullaney, Dave |
Mullennix, Jimmy |
Murphy, E. J. Spud |
Murphy, Raymond F. |
Murray, Edward & Norma |
Murray, John |
Murray, Leonard |
Myers, Earl |
Neeley, Ada |
Nott, Ellen |
O'Connell, Daniel F. |
O'Connor, Betty R. |
O'Hara, Timothy |
O'Higgins, Donald R. |
O'Steen, Mrs. Betty |
O'Neil, Jack |
Oliver, Jack |
Palk or Polk, Jack |
Pallenberg, Hanna & Emil |
Palmer, G. Richard |
Palmer, G. Richard & Mrs. |
Palmer, Mrs. Kitty |
Pard, Edwin Sulton |
Pawling Circus |
Peck, Curtis |
Perez, Josephine |
Peterson, Frank |
Petrillo, Beverly |
Phillips, Jesse L. |
Phillips, William & Mrs. |
Pollock, Mrs. Bessie |
Poplin, Charlie & Mrs. |
Post, Wesley |
Pukula, John |
Quallis, Red & Mickey |
Rammer, Red (Tattooing) |
Randall, Frank |
Raye, Rita |
Rayette, Ray |
Raymond, Paul |
Rayno, Ernest E. |
Redding, John A. |
Redmond, William |
Reed, Bobby Neil |
Reed, James A. |
Reese, Cleo |
Rigsbee, Robt. Dean |
Robinson, Alma |
Roden, Willie Alvin |
Rogers, Louise |
Rogers, Red |
Rosen, H. B. |
Russell, James H. |
Russen, Carl E. |
Russell, Wm. H. |
Ryan, James & Ruby |
Sample, James Mae |
Samuelson, "Whit" |
Scanlon, Robt. J. |
Schaeffer, Bill & Mrs. |
Schiml, Lloyd Edw. |
Schmitt, Walter |
Schneifels, Nick |
Schuber, Fahn |
Schuch, Clarence |
Schwacha, Charles |
Scott, (Hippo) |
Scott, Gariand |
Scott, J. E. |
Scott, Tommy Shows |
Scott, Earl |
Scott, W. F. |
Scott, (Internat'l Shows) |
Screbneff, W. |
Screggins, Edgar |
Seider, Mack |
Seifer, H. L. |
Selby, James |
Selby, Wm. Mrs. |
Shaffer, Carl E. |
Shaffer, Gladys |
Shamoon, Malcolm & Mrs. |
Shaw, Lester |
Sheddy, Neal |
Shelton, W. A. |
Short, George E. (Toby) |
Shuemaker, Mrs. Raymond |
Shull, John E. |
Shvens, Donald B. |
Smith, Betty |
Smith, Frank L. |
Smith, Harold Joseph |
Smith, Mel |
Smith, Vincent |
Harold |
Smith, Whiskey & Veima |
Snider, Robert |
Spain, Buddy |
Speanburg, Henry |
Spegal, Clifford |
Spillman, E. A. |
Spot the Spot |
Sproull, A. J. |
Starr, Hedy Joe |
Starr, Hedy Joe |
Stevens, Bob |
Stevens, G. M. |
Stinebaugh, Gus |
Stokes, Leonard |
Stone, Jack & Billie |
Strouse, Louis M. |
Stroud, Calvin |
Styles, John (Magician) |
Sullivan, Earl B. |
Sutton, Whitey |
Swan, Walter |
Taylor, Geo. |
Taylor, Wm. (Lanky) |
Taylor, Willie Lee |
Templeton, Ralph E. |
Thorne, Miss Nikkie |
Tiebis, Otto P. K. |
Tolson, (Chick Yale) |
Toxley, E. T. |
Trubbs, Wm. H. |
Tubbis, Jim |
Tuglie, Alanzo |
Ukris, Joe |
Uncle Joe's Amuse. Co. |
Urdige, Wiley E. Co |
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Van Ness, Kenneth & Mrs. |
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Vigo, Richard |
Vain, Cal |
Walker, Johnny |
Wall, Bud |
Wall, Jack |
Wall, Jessie |
Wallace, I. K. Shows |
Walters, Lucky |
Walters, Samuel G. |
Ward, Le Roy |
Ware, C. B. |
Ware, Vic |
Webb, Bill |
Webster, Ross |
Weiner, Mrs. Grace |
Weir, Louise |
Wells, Jerome |
White, Wally |
Whitmarsh, Harold L. |
Whitmore, Frank |
Whittington, Ralph |
Wilder, Mrs. Roy |
Willett, Jos. |
Williams, Bob |
Williams, Bud |
Williams, Mrs. |
Williams, Lawrence W. |
Williams, Wm. |
Wilson, George |
Willis, Thomas |
Wilson, Matthew P. |
Winburn, Herb |
Winegarner, Ernest |
Winston, Dale |
Woods, Jack |
Yates, Harold & Marianna |
Yellow, Bay Eye |
Young, Albert |
Young Jr., Harold |
Zafall, Phyllis

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New York 36, N. Y.

- Alcido, Wilfred | Landry, Bob
Cantzen, Conrad | Large, Fay
Clark, Eugene | Manck, William
Deauxville, Ronnie | Massucci, Ruby
Fitzgerald, M. | Reilly, Homer
Glass, Morris | Smith, Walter J.
Ireland, Nellie E. | Thompson, Edith
Kirchoff, Mary E. | Viardo, Robert

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188 W. Randolph St.
Chicago 1, Ill.

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Barry, Mr. A. J. | Gambone, Felix
Barrows, Harold | Manning, Paula
Beeth, Charles | May, Homer
Brunk, Henry | Nolan, James
Burke, Ben | Osborne, T. K.
Dalton, Sam | Pomporini, Anthony
Davenport, Mr. B. A. | Regan, Lou
Davis, Ken | Thesen, Donald
Diamonds, Jack | Zinn, Zeike
Dorsey, George | Zolda, Madam
Cander Wal, John

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390 Arcade Bldg.
St. Louis 1, Mo.

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Anderson, Phyllis | Lee, James H.
Baer, John | Long, Kenneth E.
Bain, Gene Robert | Lowe, Thomas Alva
Bakke, Robert | McCabe, Mrs. Vince
Barnes, Ed | McDermid, Norman L.
Beebe, Raymond | McLean, Clarence R.
Bennett, Elbert & Sue | McMillan, R. J.
Black Hawk, Virginia | McNeil, Miss Johnnie
Blakey, John | McWilliams, E. C.
Boutell, Wm. | Mackey, Michael
Brittain, Robert | Marr, Eugene Dwan
Buechling, William L. | Martin, Dallas Allen
Burgess, Lenzie | Maser, Bob
Camara, Raymond | Mayhue, Claude
Carey, Thomas | Metzger, Burton
Carlyle, Malcolm A. | Meyers, Fred
Carpenter, Clifford | Middleton, Mrs. Ann
Caruse, Sam | Miles, Rex
Cash, John | Moragode, Clarence
Chadwick, Wm. J. | Morrehead, Merle
Childress, Charles R. | Morris, Redmond
Clark, Vaughn S. | Wright
Cobb, Paul E. | Mrazak, Vernon
Cochran, Jr., Robert | Negovan, Danny
Cole, B. | Nancie, Jessica
Coleman, Harold | Osborne & Cottrell
Cook, Jack | Osborn, James W.
Coriez, Mrs. Madam | Patrick, T. Ware Bill
Crouch, Jack | Perry, Robert
Crow, Bill | Petri, Allen
Crown, Steward R. | Peyer, Steward R.
Cuevas, Tony | Pierce, Carl B.
Curtis, Robert E. | Pilger, William L.
Darnell, Ricky | Pizzinelle, Doris
Deano, R. E. | Raines, Leo Wayne
Delano, W. M. | Ramires, Ben
Dick, Richard | Reichert, Gilbert A.
Dion, L. | Rose, Louis
Donohue, Jack | Rosenfeld, Sol
Dopson, Charles M. | Rosenfield, Mrs. Timmie
Dugan, John | Rumble, Red
Eaton, Daniel | Salerno, Mike
Ellis, Frank | Sandusky, A. D.
Evans, Evan Milton | Scott, Mae & Charlie
Faith, Laddie | Sellers, Jack
Finley & Eikenhorst | Siegrist, Joe
Foltz, Russell N. | Sirios, Dick
Fraker, Charles | Smith, Harold
Gardner, Claude | Smith, Mr. & Mrs. James
Garner, Lewis & G. | Smith, Mr. & Mrs. James
Graves, Floyd A. | Smith, Stella
Gregory, Jean | St. John, Roman
Grutel, Jack | Stafford, Richard
Gullford, Lloyd & Edna | Stoffel, Walter
Haddad, Jack | Strahl, Arlo Dean
Hall, Edward L. | Taylor, Harold
Hampton, Betty | Taylor, Harold (Slim)
Harbin, James H. | Thomas, Jack
Hastings, Wm. | Thomas, Wm.
Hightower, Thomas L. | Thompson, Eddie
Howard, George M. | Treia, John C.
Hunt, James G. | Valo, Andrew
Hutchens, John T. | Vaughn, George
Hutzel, Walter Lewis | Walker, Benjamin
Isaacs, Charles | Walsh, Earl B.
Jackson, Guy
Jacks, W. E. | Wall, Jack Clarence
James, Mr. & Mrs. | Warner, Leslie
Jamison, Larry & Doris | Weyenberg, Wallace
Jarram, Frank | Woodrow
Jones, Chester Allen | Whitson, L. W.
Kahle Jr., Mrs. | White, Ruth
Kelly, William D. | Williams, Cowboy
King, Frank | Williams, Jack W.
Landon, Albert L. | Williams, Al
Lane, Charlie | Williams, Harry T.
Latkowski, Margaret | Wilson, Harvey T.
Leggett, F. W. | Wippler, Emile J.
Lewis, Charles T. | Wright, Francis Louis



9 KINDS TRICK MATCHES & CIG. LOADS
53 Popular 10c items

NOTICE!
These Big Sales Display Cards of Many Colors Are America's FASTEST SELLING Novelty Assortments. Thousands Sold to News and Novelty Shops, Arcades, Pool Halls, Lounges, Souvenir Stands, Resort Centers, Army Camps, Cigar Stands, Roadside Cafes, etc. Year Round Repeat Sellers.

Wagon Jobbers, Specialty Salesmen, Business Firms, order these from your favorite Novelty Jobber, in all principal U. S. Cities or write me for name of nearest Supplier.

LYLE DOUGLAS, Mfr. Joke Novelties
238 W. DAVIS, DALLAS 8, TEXAS



DIAMOND
THE MIRACLE
POLISHING SPONGE
FOR CARS, KITCHEN, BATHROOM
ONLY WATER NEEDED

1955's BEST \$1 SELLER - DON'T MISS IT!

- ONLY ORDINARY WATER NEEDED
- NO SOAP—NO DETERGENT—NO CLEANERS
- JUST WET SPONGE IN WATER
- EXCELLENT FOR CLEANING CARS
- REMOVES RUST AND STAINS
- WASHES WINDOWS QUICKLY
- SHINES ANY KIND OF METAL
- BRIGHTENS PORCELAIN AND GLASS
- POLISHES KITCHEN UTENSILS
- CLEANS WOODWORK AND PAINTED SURFACES
- POLISHES TILES
- BRIGHTENS BATHTUBS AND SINKS
- BRIGHTENS CHROME AUTO BODY TRIM
- SIMPLY RUB WITH DAMP MIRACLE SPONGE AND DIRT AND FOREIGN MATTER DISAPPEARS LIKE MAGIC.

\$4.15 per dozen | \$46.80 gross | Sample 50c

IMPORTERS
SHERFY'S, LTD.
2126 Boyer | Seattle 2, Wash.

BINGO

Roberts' Portable Floor Model BINGO BLOWER

Priced low enough so that even the smallest Bingo party can afford one . . . Will blow any weight ping-pong balls . . . cool running motor . . . last ball will come out as fast as the first one . . . the only Blower on the market with a collapsible desk for the announcer's microphone and game records . . . the masterboard is tilted for the caller's comfort . . . Blower is free from all vibrations . . . all metal. Dimensions: 35" high, 29" wide, 11" deep . . . Weight: 42 lbs. One-year unconditional guarantee . . .

JOHN A. ROBERTS CO. INC.
HU 5-5110 - 5111 - 5112 - 2270
817 BROADWAY, NEWARK 4, N. J.

Send for Free Brochure

SEND FOR OUR BIG 1955 WHOLESALE CATALOG
of NATIONALLY ADVERTISED MERCHANDISE
Stock Up Now—All Merchandise Available!
RAKE COMPANY
708-M Sansom St. | 609-M Spring Garden St.
Phila. 6, Pa. | Phila. 23, Pa.
MA 7-7428 | LO 3-7864

5001 BARGAINS
3-COLOR RETRACTABLE BALL PENS. Plastic pocket case with 3 pens. DOZEN SETS. THREE DIMENSIONAL 2-PIECE SETS. Carry-all case with zipper and matching wallet; all in vinylite. Fast \$2.00 seller. 9.00
DOZEN SETS. SCATTER PINS. Boxed, in pairs. 3.00
DOZEN PAIR EARRINGS. Most wanted styles. 3.00
DOZEN PAIR NEEDLE BOOKS WITH THREADER. Contains 70 and 100 needles. Terrific value. 9.00
GROSS. \$7.20
GILLETTE TYPE BLADES, 5 in a box. Sells in the millions. 4.45
SEND DEPOSIT OR FULL PAYMENT. F.O.B. NEW YORK. FREE CATALOGS.

MILLS SALES CO.
Cut Rate WHOLESALERS Since 1916
26 West 23rd St., New York 10, N. Y.

FREE
HERE IS GOLDEN OPPORTUNITY
Merely state the nature of your business and a consumer-tested, illustrated 1955 catalog to fit your needs will be forwarded. Price lists and colored flyers of hundreds of test-proven, fast-moving general merchandise are available. We specialize in house-to-house, industrial sales, premium and retail discount operation. We maintain a catalog of sales-tested merchandise. For the best and freshest merchandise program throughout the year consult—
STEINBERG-BAUM CO.
3319 N. Cicero Av., BB-3, Chicago 41, Ill.

50,000 EASTER BASKETS
● Chenille Chicks ● Grass Filler
● Easter Toys ● Easter Gifts
AMERICA'S LOWEST PRICES
Free Catalogue Sent on Request.
SALLY DISTRIBUTORS
200 N. 1st Street, Minneapolis 1, Minn.

WE ARE MANUFACTURERS
All Kinds—PULL TICKET GAMES
TIP BOOKS
Buy Direct From Manufacturers at Very, Very Reasonable Prices.
Columbia Sales Co.
1302 MAIN ST., WHEELING, W. VA.
Phone: Wheeling 340

ALCAMATIC
Round—Cooker—Fryer—Roaster. Family size. Enough for 8 portions. List price, \$39.95. In lots of 6 or more, \$12.00 each. Sample \$12.50. Will ship prepaid if check or money order sent with order. Money back guaranteed.
KEYSTONE SPEC. CO.
19680 Coventry | Detroit 3, Mich.

SAM LEWIS
Call me at once. See ad in Carnival Section, this issue.
GEORGE TURNER
Phone: Victor 3-9888
Oklahoma City, Okla.

ALCAMATIC
Round—Cooker—Fryer—Roaster. Family size. Enough for 8 portions. List price, \$39.95. In lots of 6 or more, \$12.00 each. Sample \$12.50. Will ship prepaid if check or money order sent with order. Money back guaranteed.
KEYSTONE SPEC. CO.
19680 Coventry | Detroit 3, Mich.

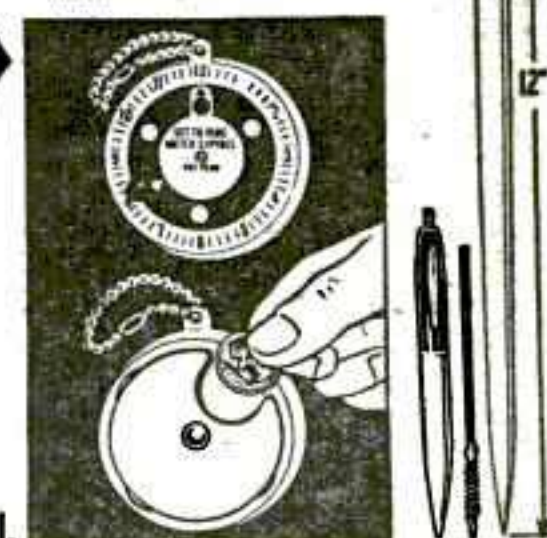
3 Sensational New Items!

We've got the merchandise—and we can give you absolutely the lowest BOTTOM-OF-THE-BARREL price! Many more fast-moving, top mark-up items . . . ALL AT SENATIONALLY LOW PRICES—which enable you to sell in Big Volume . . . regardless of quantity ordered!

Rain Hood
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

Meter Detective
Avoids Parking Tickets
New! Unusual! Fast-selling! Holds 8 coins; dial points to end of parking time. Plastic; 2-tone; with key-chain.
Meter Detective (49c rfr.), per doz. . . . 3.00 Gross 28.80
Jumbo Pen (reg. \$1.50 rfr.), per doz. . . 6.00 Gross 64.80

SPECIAL PRICES ON 5 GROSS LOTS OR MORE All Prices F.O.B. Chicago, Ill.
CONSOLIDATED ENTERPRISES, Dept. BB-2, 549 W. Washington Blvd., Chicago 6, Ill.



PURSES MEAN PROFIT!

THESE ELEGANT



di Zido
ORIGINALS
handbags

MEAN MORE PROFIT

- GENUINE
- COL-O-VIN HYDE
- HANDSOME PACKAGE
Polyethylene wrapping
inside gift box
- ELEGANT STYLING
Adjustable for use as
shoulder bag or
handbag
- POPULAR PRICED
- LUXURIOUSLY SOFT
- NEWEST COLORS
Pastel blue, pastel pink, parch-
ment, ginger, red, blue or black
- ORIGINAL DESIGNS

PRICED TO MOVE FAST AT:

\$33.00 PER DOZ.

SAMPLE \$3.50

PERFECT FOR PRIZES
• PREMIUMS • AWARDS
A NATURAL FOR AUCTIONEERS!

GEM SALES CO.

533 Woodward
Detroit 26, Mich.

TERMS: 25%
DEPOSIT WITH ORDER, BALANCE C.O.D. F.O.B. DETROIT

STYLE #120

Write for our big
FREE
WHOLESALE CATALOG

Hundreds of items, appliances,
leather goods, novelties, house-
wares, clocks, premium goods.
Full color illustrations—sent
free—write today.

SEND TODAY FOR YOUR FREE COPY OF OUR GENERAL CATALOG!

Illustrating the Greatest Line of Imported and Domestic Novelties and Nationally Advertised Name Brand Merchandise, including Housewares, Electric Appliances, Jewelry, Watches, Clocks, Stuffed Toys, Blankets, Carnival Goods and Dozens of other Fast Selling Lines.

A GENUINE MONEY SAVING GUIDE FOR

Premium Users, Auctioneers, Wagon Jobbers,
Agents, Salesmen, Distributors, etc.

Our 35 year record of Honest and Dependable Service is your guarantee of Quality Merchandise at lowest wholesale prices.



GELLMAN BROS.

119 N. FOURTH ST. MINNEAPOLIS, MINN.

Merchandise You Have Been Looking for

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Haskocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT! To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested in.

ACME PREMIUM SUPPLY CORP.

1111 South 12th. St. Louis 4, Mo.

To Order Classified or Display-Classified Ads

USE THIS HANDY FORM NOW

1 Type or print your copy in this space:

2 Check the heading under which you want your ad placed:

<input type="checkbox"/> Acts, Songs, Parodies <input type="checkbox"/> Agents and Distributors <input type="checkbox"/> Animals, Birds, Pets <input type="checkbox"/> Business Opportunities <input type="checkbox"/> Costumes, Uniforms, Wardrobes <input type="checkbox"/> Food and Drink Concession <input type="checkbox"/> Formulas <input type="checkbox"/> For Sale—Secondhand Goods <input type="checkbox"/> For Sale—Secondhand Show Property <input type="checkbox"/> Help Wanted	<input type="checkbox"/> Instructions, Books, Cartoons <input type="checkbox"/> Magical Apparatus <input type="checkbox"/> Miscellaneous <input type="checkbox"/> Musical Instruments, Accessories <input type="checkbox"/> Partners Wanted <input type="checkbox"/> Personals <input type="checkbox"/> Photo Supplies and Developing <input type="checkbox"/> Printing <input type="checkbox"/> Salesmen Wanted <input type="checkbox"/> Scenery, Banners <input type="checkbox"/> Tattooing Supplies <input type="checkbox"/> Wanted to Buy
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3 Indicate below the type of ad you wish:

REGULAR-CLASSIFIED AD—15¢ a word. Minimum \$3.00.
 DISPLAY-CLASSIFIED AD—\$1 per agate line. One inch \$14.00.
 (14 agate lines to the inch)

4 Complete this authorization blank and mail promptly. Classified ads must be accompanied by remittance in full. Display-Classified Ads will be billed if credit has been established.

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

Please insert the above ad in..... Issue.

I enclose remittance of \$.....

Name.....
 Address.....
 City..... State.....

CLASSIFIED SECTION

A Market Place for Buyers and Sellers

ADVERTISING RATES

REGULAR CLASSIFIED ADS
Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
RATE: 15c a word—Minimum \$3

DISPLAY-CLASSIFIED ADS
Set in larger type (up to 14 pt.) and displayed to best advantage. No illustrations or cuts permitted.
RATE: \$1 per agate line—\$14 per inch

CASH WITH ORDER
(unless credit has been established)

FORMS CLOSE THURSDAY NOON FOR FOLLOWING WEEK'S ISSUE
Send all Orders and Correspondence to 2160 PATTERSON ST., CINCINNATI 22, OHIO

ACTS, SONGS & PARODIES

ALWAYS A GOOD VALUE—SMART
"Comedy Notebook" with free monolog, only \$3. Night club "Stag Lines," Nos. 1 and 2, each \$1. Showbiz Comedy Service, Dept. F5, 1613 E. 29 St., Brooklyn 29, N. Y.

ATTENTION MUSICIANS, VOCALISTS—
Are you on our mailing list to receive your professional copies? Topik Tunes, 631 Knowles, Royal Oak, Mich.

COMEDY GOLD MINE FOR SALE! 1,389 pages of smart modern comedy featuring 136 routines containing 5,420 one-liners, 1,497 adlibs, 776 sight gags, 7,016 classified lines; 700 doubles and thousands of miscellaneous yocks, 19,868 gag items in 22 books! For particulars and free comedy catalog write Robert Orben, 73-11 Bell Blvd., Flushing 64, New York. fe26

PROFESSIONAL COPIES—"I SEND MY LOVE" available. Send for one. Albert H. Atkinson, 1730 S. 9th St., Omaha 8, Neb. fe5

SONGWRITER'S DEMONSTRATION RECORDS. Professional vocalists. Superior services, low cost. Write for details. Holiday Recording Co., 100 West 42 St., New York 36, N. Y. fe12

AGENTS & DISTRIBUTORS

A BRAND NEW ITEM—COPYRIGHTED, registered, exclusive. Cannot be bought elsewhere. You will not be an Agent or Salesman but an Independent Dealer buying at Manufacturer's wholesale and selling at retail. Begin earning big cash first day. Real future. Hire others. Details free. Huston O'Hare, 5732 North Kenmore, Chicago 40, Ill. fe26

"Safely" 30 second whitewall tire cleaner. Spray on, rinse off. Gives, 337-B, Orrville, Ohio. fe26

AGENTS—SELL RICH LOOKING 34X66 imported Japanese Rugs for \$2; never before such a large rug for so low a price. Multiple stenciled designs, hooked carpet and Oriental patterns. Sample, \$1.25, plus paid; 4 rugs, \$1.15 each prepaid. Condon, Dept. B, Box 204, Upper Darby, Pa. ch-1fn

AGENTS—FAST SELLING BEAUTIFUL Rhinestone Heart Necklace and Rhinestone Heart Earring Set; all pronged rhinestones, \$13.50 dozen sample, \$1.25. Santo Sales Co., 921 Eastwood, Chicago 40, Ill.

AAA AMAZING CLOSEOUTS

Ropes, all beads, asst. dz. \$ 5
Ropes, chain & beads, asst. dz. 4
Tailored pins, asst. gr. 15
Tailored pins, asst. gr. 15
Stone Earrings, asst. gr. 18
Stone Pins, asst. gr. 18
Rhinestone neckties, sample, boxed, dz. 9
Bracelets, round & link, asst. gr. 30
Sample dozens reg. price. 20% deposit, balance c.o.d. No catalogue.
NEW ENGLAND JEWELRY
124 Empire St. Prov., R. I.

ATTENTION—HOSIERY; LOW PRICES FOR jobbers, pitchmen and 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

BUY WHOLESALE DIRECT—25,000 ITEMS; electric appliances, silverware, jewelry, watches, cameras, haberdashery, etc. Catalog 25¢. Refunds, Matthews, 1478-C Broadway, N. Y. C. 36. ch-np

CASH IN ON TREMENDOUS DEMAND FOR new low priced Burglar Alarm for cars, homes, stores. Nothing like it. Everybody wants one. 286% profit. Unique sample offer. Northwest Electric Co., 232 B Main, Mitchell, S. D.

CLEAN WINDOWS WITHOUT MESS!

Strange "dry" cleaning cloth. Replaces liquids. Windows gleam. Samples sent on trial. Kistee 67, Akron, O.

CLOSEOUT—LADIES' AND MEN'S BILL- folds. Assorted colors and designs; removable coin pocket, etc. While they last, \$2.50 dozen. Send \$1 deposit, balance c.o.d. 3 samples, \$1. Crescent Sales Co., 150-B Broadway, N. Y. C. 38.

CREW WORKERS, HOUSE-TO-HOUSE sales men, etc. Sell sensational color filters. Put on television in color for inexpensive way. Hot item for 1955. Moody Supply, 3026 Mesquite Rd., Fort Worth 11, Tex. fe12

DISTRIBUTORS, JOBBERS, PITCHMEN.

Premium Buyers, New Citrus Fruit Peeler, easy way to peel oranges, grapefruit, lemons, limes. Send 25¢ for sample or \$1.50 for display card of 10. Hottest new item on market. Atlas Sales Co., 6114 Willard Ave., Hammond, Ind.

EARRINGS—MANY STYLES, 1955; FROM manufacturer, \$12, 15, 18, 24, 36 per gross. Minimum assortment of 50. No catalogue, no c.o.d. postpaid. Rothblatt, 9 Thayer St., New York 40, N. Y. fe12

FAMOUS MFR. CLOSEOUTS

Tie Slides, boxed \$1.45 dz.
Asst. Earrings, gang carded 1.55 dz.
Cufflinks, carded 1.95 dz.
Cufflinks, boxed 2.00 dz.
Rosaries (made in Italy) 1.95 dz.
Tailored or stoned Earrings 2.00 dz.
Baby Heart Necklaces, boxed 3.50 dz.
Baby Cross Necklaces, boxed 3.50 dz.
Neck & Earrings, boxed 9.00 dz.
Rhinestone Neck & Earrings, boxed 12.00 dz.
Beautiful Ropes, asst. \$4 and \$5 dz.
Send for descriptive literature on other terrific values on jewelry of all descriptions. 20% deposit with order, balance c.o.d.

Samuel Silverman & Co.
1820 Westminster St. Providence, R. I.

FREE JEWELRY CATALOG FOR AGENTS, salesmen, distributors. Write our factory today for yours. Pickcraft Mfg., Jewelers, Attleboro, Mass.

JOKERS FUN SHOPS—FULL CREDIT AT- lowest on items returned. Jobbers offer same terms to dealers. Eagle Specialty Co., Akron 14, O. fe26

LIGHT REFLECTING SIGNS—RED HOT and sensible; 7x11" illustrated color blended; 2000 varieties; \$6 per 100, 15 for \$1 or 10¢ for sample. Koehler, 335 Goetz, St. Louis 23, Mo. fe26

NEW 7"x11" ULTRA-BLUE SIGNS, 7¢ retail 50¢. 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 839, New York 3. ch-fe26

RUN A SPARE-TIME GREETING CARD and Gift Shop at home. Show friends samples of our new 1955 All-Occasion Greeting Cards and Gifts. Take their orders and earn up to 100% profit. No experience necessary. Costs nothing to try. Write today for samples or approval. Regis Greetings, Dept. 60, Ferndale, Mich. ch-fe26

RED HOT MONEY MAKER—SELLS FOR 50¢; 100 cost \$8; \$492 profit; sample, 50¢ or send \$2.75 deposit for 1000, c.o.d. Money-back guarantee. Act today! Ewell Farley, Harlan, Ky.

SELL NEW TYPE "ACTION" BIRTHDAY. Get Well Cards, Unusual wrappings, home and gift items. Big profits, plus extra cash bonus. Write for Feature All Occasion assortments on approval, free samples, exclusive Name Imprinted Stationery. Notes, free illustrated catalog, selling guide. New England Art Publishers, North Abington 233A, Mass.

TERRIFIC GUARANTEED WATCH SET— sells on sight. Special angle permits you to sell wholesale and retail. Post card brings complete details. Gem Distributing Co., Box 1265, Kingston, Pa. fe19

TERRIFIC VALUE! ROSARY BRACELETS. beautiful imported faceted beads. Each with fancy filigree caps. Complete with medal and crucifix. Beautifully packaged. A sure-fire seller. \$3.95 dozen, \$45 gross. Customcraft Jewelry Mfg. Co., 26 Custom House St., Providence, R. I. np

YEAR ROUND CANDY SPECIALTY— Pound box, bulk; other food drug line. Imported! Box 1A, #58 Washington St., Hoboken, N. J. fe12

\$1 PROFIT EACH SALE PLUS OVER- rides. Two, three or more orders one family. Photo enlargements only \$2.95. G. Allen Studio, Riegler Bldg., Little Rock, Ark. fe12

ANIMALS, BIRDS, PETS

AFGHAN PUPPIES—THREE BEAUTIFUL future champions. Royal pedigree, \$125 each plus shipping costs. Joseph Walsh, R.D. 2, Sellersville, Bucks County, Pa.

ALLEN—FRESHLY MILKED RATTLE- snakes, assorted, \$3. Fixed large Diamond-backs, \$6. Grade 7 ft., \$10; 8 ft., \$15; 9 ft., \$19. Baby South American Alligators, \$1. Plenty large, harmless Snakes, Tortoises, Lizards, Booklet Care of Reptiles, \$1. Excellent, newly developed Snake Tongue, \$10. Ross Allen's, 1112 North Miami Ave., Phone 3-4806, Miami, Fla. fe19

A NEW EFFECTIVE REMEDY FOR snakes with canker mouth. Send \$5 for instruction and how to obtain. C. C. McClung, Laplace, La.

CAMELS, LAMAS, LEOPARDS, TIGERS, Pumas, Sloth, Malayan Bears, Monkeys, Peacocks; all varieties animals and birds. World Jungle Compound, Thousand Oaks, Calif. np

CHIMPANZEES—HEALTHY, TAME. Excellent for show or pets, \$550 up. Alita C. Excellent, newly developed Snakes, \$10. Animals Tropicales, Inc., 2324 Amsterdam Ave., N. Y. 33, N. Y. fe5

MONKEYS OF ALL TYPES—OCELOTS, pumas; many other animals and reptiles. Animals Tropicales, Inc., 2324 Amsterdam Ave., N. Y. 33, N. Y. fe5

PYTHONS—RETICULATED, 18 FOOT, \$400 each; 12 foot, \$300 each; 14 foot, \$250 each; 16 foot, \$200 each; 10 foot, \$150 each. Clean, healthy mouths, fat bodies, good feeders. FOB New York. Trefflich, 228 Fulton St., N.Y.C. 7.

SNAKE SHOW—GLASS-IN TRAILER, 17 foot; six banners. All good, ready to go. Priced to sell. C. C. McClung, Laplace, La.

1955 BABY BEAR CUBS, \$100—DELIVERED anywhere in U. S. Orders accepted for April delivery. For full particulars write Box C-159, c/o Billboard, Cincinnati 22, O.

BUSINESS OPPORTUNITIES

CHRONICLE—AMERICA'S EXCITING LIT- tle magazine. Articles, stories, hobbies, sports, cash prizes, world events, entertainments. Current edition, 25¢ coin. McPlastens, BBC0609 West First, Los Angeles, Calif. fe5

FOR SALE—32x18 CAFE BUILDING AND fixtures. Also electric root beer barrel. Can lease or rent land; 300 ft. front on Hot Springs highway, one mile from Little Rock. Ideal place for roadside rides. Plenty shade trees. Real bargain if sold at once. Phone FR 42026, Rt. 6, Box 27, W. V. Reed.

LIFE TIME OPPORTUNITY! HOLLYWOOD Theatrical Agency and Artist Management Bureau for sale! Owner retiring. Catalogue thousands attractions, acts, comedians, etc. all. Hurry! Agency, Box 2841, Hollywood 28, Calif. fe5

MAIL CIRCULARS—100% COMMISSION. Free details. Fisher, Dept. B25, 4750 So. Central, Los Angeles 11, Calif. ch-np

PORTABLE ROLLER RINK—FULLY equipped. 40x100, \$4500. Box C-162, c/o Billboard, Cincinnati 22, Ohio. fe5

START YOUR OWN MAIL ORDER BUSI- ness. Progressive Magazine tells you how. Same copy, 25¢. Decco Company, Box 1443-H, Portland, Ore.

WANTED FOR ATTRACTION—ROLLER Skating Rink under canvas to locate for summer season under own management. Rink owners, write me for details. Edward A. Phillips, Anna, Ohio.

WE HAVE IDEAL SPOT FOR KIDDELAND in one of the largest cities in New Jersey. 160,000 people; located on two main roads; 33,000 ft. ample parking. Residential section. Nearest Kiddieland, 10 miles. For information contact Apex Rest Inc., 264 21st Ave., Paterson, N. J.

COSTUMES, UNIFORMS, WARDROBES

CURTAIN (FLORAL DESIGNS), 7x50, \$25. Black velvet Belly Coats, beautiful flash, \$10; Striptease Outfits, \$7; Bundle Clown Odds, \$7; Orchestra Coats, \$6; Black Velvet Curtains, 11x54, \$7.50; Formal Gowns (6), \$12. Wallace, 2453 N. Halsted, Chicago.

WHITE TUX COATS, \$4; DERBIES, \$1; Costumes, Wigs, Clown, Minstrel, Strip, Belly Capes, Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

FORMULAS & PLANS

ICE CONE MACHINE AND CASE, \$75. Harry Herman, 709 South Broadway, St. Louis 2, Mo.

PROTECT CHECKS FROM ALTERATION with a device, easily made, easily used, easily carried in pocket. Plans, \$1. Krystob, Felton, Calif. fe5

IMPORTANT INFORMATION

In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad.

When using a Box Number in care of The Billboard allow for six additional words.

On Box Number Ads a special service charge of 25c per insertion is made for handling replies.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS—CARA- Mail Corn equipment, Floss Machines, replacement Kettles for all Poppers. Krissy Korn, 120 S. Halsted, Chicago, Ill. mar5

FOR SALE—SECONDHAND SHOW PROPERTY

ALL SIZES SLIGHTLY USED TENTS AND wall, at bargain prices. George's Tents, 103 North St., Auburn, N. Y.

BUILD CONCESSIONS FROM TESTED plans: Shallow Joint (23 games); 4-Way (11 games); Ball Rack (13 games); African Dip, \$5 each; High Striker, \$3. All \$20. Free circular. Brill, Box 875, Peoria, Ill.

CHAIROPLANE, OCTOPUS, BIG SIX Wheel, Horse Race Wheel, 20x20 Mar-quee, Trailmobile drop frame Semi; like new. Percell's, South Williamsport, Pa.

EXHIBITORS, ADVERTISERS—NEW 500 watt Projectors, Two carriers, 3 1/4x4 and 2x2, color wheel, \$33. Circulars. Gronberg Projectors, 1612 E. Cervantes, Pensacola, Fla. fe12

FOR SALE—65 FOOT GIRL SHOW WAGON front. Reasonable price. Picture and price available. Eugene B. Wood, Box 1, Rathburn, Iowa.

FOR SALE—6"x6" FOUR WAY CONCES- sion Tent (like new), loose pin hinge frame, \$125. Vulcanizing machine (for name hats), \$50; hats, letters at inventory (sell separately). Roy Nelson, Box 256, Morris, Ill.

FOR SALE—NEGRO VENTRILOQUIST FIG- ure. Brand new, \$75. Used Magic, 16mm. Film. Other show property. Wanted Med. Show People for April opening. T & G Products, Box 335, Headland, Ala.

GOOD 24-SEAT SMITH CHAIROPLANE— Show Front, six baskets for Junior Basket Ride, Ticket Box, good all steel 25 foot open top Semi with '45 Dodge tractor, all for \$1000. R. H. Chance, 1119 Geo. Wash. Ave., Wichita 16, Kan.

HOT DOG (ALL TYPES INCLUDING barbecue); Star Popcorn Machines, Donut Machine, Frozen Custard (new & used), Griddles (all kinds fry & heat Restaurant Equipment). State your needs. Star, 2904-12th St., N. W., Canton, O. fe12

KIDDIE TANKS, AIRPLANE, FLYING Horses, Carmelcorn and Caries. Donut Machine, Wheel, cheap due to health. Jay Zack, 615 Third, West Pittston, Pa.

MANGELS BOAT RIDE—USED FIVE times. Like new, \$1700. Gerald Bury, 2720 E. Market St., York, Pa. fe12

MANUFACTURE, REPAIR, TRADE ANY- thing canvas. Any size, good as new tents. What do you have or want. Smith ap2 Auburn, N. Y.

MINIATURE STEAM ENGINE—3 STEEL coaches, attractive equipment to all ages; will sell engine separate. 14 Stanley, Burlingame, Calif.

NEW LE ROI, \$265; INTERNATIONAL, \$150. Bull Gear, \$60, two pinon steel, \$30 each. Reduction Box Ratio 10/67, \$50; six Gates Belts, length 112 in., \$3 each; for Devil Handcar. Eugene M. Gruner, R. R. 23, Murphysboro, Ill.

BUILD KIDDIE RIDES FROM TESTED plans: Ferris Wheel, \$8; Train, \$10; Street Car, \$8; Airplane, Auto, \$100 Chairplane, Swan Swings, Rocket, \$24; perfect condition. \$1500. Happiland, 1903 El Camino, Redwood City, Calif. fe19

12-SEAT BUILT ON TRAILER CATLETT Ferris Wheel. Chev. stub nose tractor to pull same. A real wheel. Repainted, ready to set up and operate. Priced to sell. Set up, take down 1/2 time other wheels. 24-seater Chair Plane, steel fence, flashy front, best ever built. Last a life time. Priced to sell. Dodge hot truck, 12 ft. van, 350 ft. 003 conductor cable, 50 ft. 2300 transformer, 2 large switch boxes, 16x24 Bingo. Complete new canvas, well framed. Loud speaker, in heavy duty P.A. horn. 12 seats. 12 mikes, 4 speakers, 110 or 6 volt, table of extension cord, 10x10 Center Joint. Best canvas, well framed. Evans 12x14 line Up Joints. All framed. Evans Devil Bowling Alley, Dart Game, Aero-plane Joint, Evans Set Spindle, 3 Dice Chuck, Slum Spindle, Color Wheel, Slum Joint. All above present guaranteed 1-1. Joint, all or part at bargain. Harry H. Zell, all or part at bargain. Harry H. Zell, Lancaster, Mo.

50-INCH SEARCHLIGHTS—SPERRY & GE Lamp assemblies and lamp operating assemblies, carbon, all other parts new, in original crates, 100,000 feet 1-0 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

2000 STADIUM CHAIRS—FOLDING chairs, theater chairs, screens, tents, side-wall, bleachers, projectors. Lone Star Seating Co., Box 1734, Dallas 1, Tex.

INSTRUCTIONS BOOKS & CARTOONS

ASTROLOGY OCCULT—EASY LESSONS, books, tarot, psychic aids, curious charts, spiritual products. Free booklet. Dassar, 2300 South Michigan, Chicago 16, Ill. fe12

FREE—ILLUSTRATED, INTERESTING hypnotism, self-hypnosis. Private instruction also available. Write Hypnotist, 1324 Wilshire, Hollywood 17B, Calif. ch-1f

MAKE MONEY TELLING FORTUNES BY tea leaves, cards, astrology or palmistry. Send for instructions; only 40¢. State 30, O. Bookshop, 6494 Aylesworth, Cleveland 30, O.

YOU CAN ENTERTAIN FOR ALL OCCA- sions with Magic Drawings and Rag Pictures. Catalog 10¢. Balda Art Service, Oakbrook, Wis. fe19

Slow Action Seen On Kilgore Measure

Pile-Up of Must Business in Congress May Stymie; Thompson Bill Up in Air

• Continued from page 15

Dewitt S. Hyde (R., Md.) and Richard H. Puff (R., Va.).

It is regarded as likely that Kilgore could get his bill out of his committee if committee members show no interest in staging a hearing. Kilgore and his co-sponsors are expected to argue that hearings are unnecessary inasmuch as the bill is identical to the McCarran proposal which got extensive hearings in the last Congress.

The Senate Judiciary Committee, which organized under Kilgore a week ago (The Billboard, January 29), will form its subcommittee on copyrights, patents and trademarks within a few days. It is considered likely that Kilgore would have no trouble getting his bill out of the subcommittee and thru the full committee onto the Senate floor if committee members show a lack of interest in staging hearings.

On the House side, it is expected

that Rep. Celler will defer consideration of the Thompson bill at least until it is determined what course of action the Kilgore bill will get in the Senate. The Kilgore bill calls for a July 1 effective date, but this could be revised to a later date if no action is taken by then.

The Kilgore bill would be certain to be bogged down if hearings were called for, particularly since Kilgore himself will be heavily preoccupied in the coming months with at least two probes which he personally is heading. One of these is a probe of the communications industry.

Congress itself will be heavily engaged in a bigger-than-usual pile-up of must legislation in the coming months. Much of this legislation has originated from the White House and involves reciprocal trade, taxation, appropriations and international problems.

Urge EP's for 10c Play At Wurlitzer Unveilings

NORTH TONAWANDA, N. Y., Jan. 29.—Music operators visiting Wurlitzer distributor showrooms this week to see the new model 1800 also were given a demonstration of EP disk programing.

In a letter to all distributors, A. D. Palmer, advertising and sales promotion manager of Wurlitzer,

urged that at least one phonograph at the showings include EP music.

Palmer explained that record manufacturers were stressing the 45 r.p.m. extended-play records and that there was a place in the automatic phonograph business for their use.

Extended-play records have proved helpful to operators in developing dime play, three-for-a-quarter, Palmer said. He pointed out that because the juke box patron received two tunes for a dime, conversions were made without incident.

Distributors were asked to program 52 of the 104 selections with EP disks. It was suggested that they use the B and C title strip holders, the middle panels, for EP's and the A and D holders for standard 45's.

Records recommended included the albums "Music, Martinis and (Continued on page 74)

BIG TERRITORY

Juke, Game Route Covers 3 W. States

LARAMIE, Wyo., Jan. 29.—Altho it is generally conceded that extending operations in the juke box and game field more than 50 miles from headquarters is not profitable, Vee Music Company covers a territory extending 250 miles from here—and successfully.

Vee Music, headed by Mr. and Mrs. Ross Cooke and George Pittman, is a young firm in the operating business, just two years old. Pittman is the only member of the trio with knowledge of the coin machine business. Cooke, formerly a Sperry instrument tester, is well versed in electronic equipment; his wife, Velma, for whom the firm was named, had taught school in St. Louis and Oklahoma. They launched the operation to (Continued on page 83)

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:

TWO DIFFERENT RADIO LISTENING SURVEYS point out that the top-rated disk jockeys are not always the ones to whom the record buyers are tuned in. Pulse lists the jocks by total audience coverage, while a teen-age service charts those the kids like.

RCA VICTOR RECORDS ALSO GUARANTEES its record prices. The label has told dealers it will cover any inventory losses they may suffer if price must change within the next six months.

THAT RADIO IS STILL TOPS WITH THE TEEN-AGERS is very evident from a special survey taken among the youngsters. They are overwhelming in their likes for disk jockey shows.

And many other informative news stories, as well as the Honor Roll of Hits and other operator charts.

CLEVELAND OPS SEE 10c LOGIC IN CARTOON

CLEVELAND, Jan. 29.—The Cleveland Phonograph Merchants' Association sets forth reasons for dime play with the aid of a cartoon.

The cartoon appeared in The Cleveland News and depicted a juke box getting in step with other items that once cost a nickel but are now a dime or more.

Marching along in front of the music machine were a telephone, a cup of coffee, a cigar, an ice cream cone, a soda, and a hot dog. A 5-cent piece was shown holding what artist John Hudson calls the midget candy bar.

Sam Waldor Elected N. J. Op President

Silverman Tells Group to Ready for Dime Play Switch

NEWARK, N. J., Jan. 29.—Sam Waldor was named to his eighth term as president of the Music Guild of New Jersey at the organization's 18th annual meeting and dinner at the Military Park Hotel here Thursday (27). Waldor had previously served as president for seven consecutive terms before he turned down the post last year.

Cleo Rosazza was elected vice-president, and Robert Harvey was named to his second term as secretary. Harvey Chasen was picked for his fourth term as treasurer. Elected to the board of directors were Herman Halperin, Humbert Betti Jr., Jules Rusoff, Howard Berk and B. J. McFarland.

Dime Play

Guest speaker was Joe Silverman, executive director of the Amusement Machine Association of America, who outlined the 10-cent play program in his area and advocated dime play for New Jersey operators.

Silverman said that while many Philadelphia operators were op- (Continued on page 74)

Juke Box Mfrs., Ops Oppose Kilgore Bill

Leaders Reserve Opinion on Thompson Bill; Music Orgs Favor Purpose of Both

• Continued from page 15

hearings, and it would serve no purpose to continue the argument." He asserted that action on the Thompson Bill would more appropriately follow passage of the Kilgore measure.

George A. Miller, president and business manager of the Music Operators of America, this week reiterated his strong opposition to the Kilgore Bill.

Miller Statement

"It is nothing more than a copy of previous ASCAP-sponsored bills and MOA will fight it as it has the others," he said. "For the proponents of such bills to continue to introduce them year after year almost seems an insult to previous Congressional committees who have studied them thoroly and never have found any merit in them. Just how long Congress will continue to consider this kind of legislation is a question."

As to the Thompson Bill, Miller said: "Even should a fact-finding commission be established, it would take several years to make a

complete study of the entire Copyright Act and when they are thru I'm confident that records played on juke boxes would continue to be exempt from performance fees."

Haddock of AMI

John Haddock, president of AMI, Inc., declared, "We will continue to resist to the fullest possible extent any legislation aimed at removing the juke box exemption from the Copyright Act. We expect to co-operate with the rest of the industry as we have in the past." He declined to comment specifically on the Thompson Bill.

David Rockola, president of the Rock-Ola Manufacturing Corporation, declined to issue a formal statement on either bill until he had an opportunity to more fully examine all aspects. Neither R. C. Rolfing, president of the Rudolph Wurlitzer Company, nor C. T. McKelvy, general sales manager of the J. P. Seeburg Corporation, could be reached for comment, altho officials indicated both would make formal statements next week.

Far East Coin Outlook Bright: Badger Sales

LOS ANGELES, Jan. 29.—What are the possibilities of the coin machine export business in the Far East during 1955? Joe Duarte, of Badger Sales Company, says they're excellent.

Duarte, who considers the Far East a natural market for West Coast coinmen, said that Japan, Hong Kong, Malaya, Philippines, Australia, India and even Central and South American countries bordering on the Pacific were all good potential customers.

According to Duarte, Japan holds the biggest possibilities as a market for both games and phonographs. However, he added, Japan is short of dollars which hampers coin machine exports. "A lot will depend on the U. S. foreign policy," he said.

In Hong Kong music and game equipment is more common, Duarte pointed out. But even there he said import restrictions have allowed only a small percentage of the machines to enter the country.

Hong Kong, as an export market, is unique, reports Duarte. It serves (Continued on page 83)

New Ohio Juke Taxes Proposed By Legislators

COLUMBUS, O., Jan. 29.—Two new bills to tax juke boxes in the State were proposed last week in the Ohio General Assembly.

The first was introduced by Rep. Anthony O. Calabrese (D., Cuyahoga) and called for a \$50-a-year tax on all juke boxes. Calabrese said that the tax would raise about \$200,000 a year to be used for the education of retarded children.

Even as Calabrese was declaring that Illinois raised nearly \$500,000 a year thru a similar tax, Rep. Paul Siple (D., Lawrence) offered a bill to tax juke boxes \$12 a year, the proceeds to go to a fund for the rehabilitation of crippled children.

Wurlitzer Distribs Bow Model 1800; Op Showings Held in 42 Major Cities

CHICAGO, Jan. 29.—Wurlitzer distributors in at least 42 major cities thruout the nation held music operator showings last Sunday and Monday (23-24) of the new Wurlitzer phonograph Model 1800.

The new model, according to on-the-spot reports on the observance of "National Wurlitzer Days," attracted heavier attendance and greater enthusiasm than all prior showings.

Altho the formal unveilings were held this week, distributors were scheduling additional showings in neighboring towns for the next two weeks.

Following were some of the showings this week:

Michigan Ops Throng Detroit Angott Showing

DETROIT—Coin machine operators from all parts of Michigan thronged the open house showing of the new Wurlitzer 1800 phonograph at the Angott Distributing Company's headquarters here Sunday and Monday (23-24).

Owner Carl Angott, sales manager Ted Parker, and sales representative John Bailey, hosted over 400 guests.

The buffet lunch program was highlighted by personal appearances of local disk jockeys and record artists, including Bob Maxwell, of WWJ-TV; Don McLeod, of WJBX; Gerri Adams, of Columbia Records; Mary Small, Epic; Bunny Paul, Essex, and Arlene Todd, of Coral.

Out-of-town Michigan operators on hand for the showing included Chris Barnhart, Mount Pleasant; Mr. and Mrs. James Heiss, Muskegon; Ed Douglas, Muskegon; Mr. and Mrs. Cliff Irwin and Louis E. Murray, Port Huron; Ed Westheimer, Jackson; Jerry Gillespie,

Flint; Frank Stasick, Flint; Earl Sarber, Flint; Mr. and Mrs. Fred Zemke, Ann Arbor; Otto Wissner, Mount Clemens; Ray and Alfred Vollmer, Pigeon; Mr. and Mrs. Russell Hosmer, Pontiac; Herschel Trees, Pontiac.

Ohio operators included Mr. and Mrs. M. L. Lass; Mr. and Mrs. (Continued on page 76)

M.A.C. EXPANDS SERVICE; TO FINANCE COIN FIELD

CHICAGO, Jan. 29.—Merchants Acceptance Company, national sales financing firm, is expanding its service to the coin machine field on a national level.

Milton E. Hellman, vice-president, said that confidence in the continued sound and successful growth of the music machine and vending machine industries prompted the move.

Merchants Acceptance Company, in its 17th year, formerly confined its activity to industrial and commercial fields—heavy equipment and accounts receivable financing.

Hellman joined M. A. C. last December to head and establish the equipment financing plan. He was formerly associated with C. I. T. Corporation, also as a vice-president.

Headquarters of M. A. C. is in Chicago and Hellman said that he doubted if branch offices would be set up. Field sales personnel, Hellman said, would contact music distributors and operators thruout the country.

M. A. C. will finance equipment on the same basis as machine tools and heavy equipment lines. The firm has resources of \$12 million.

Your Locations

“HUE” *to the Line*

with Model “F”’s Choice of Eight Smart, New Colors

There’s a “just-rightness” about the
Model “F” installation that keeps locations

happier, less anxious to change.

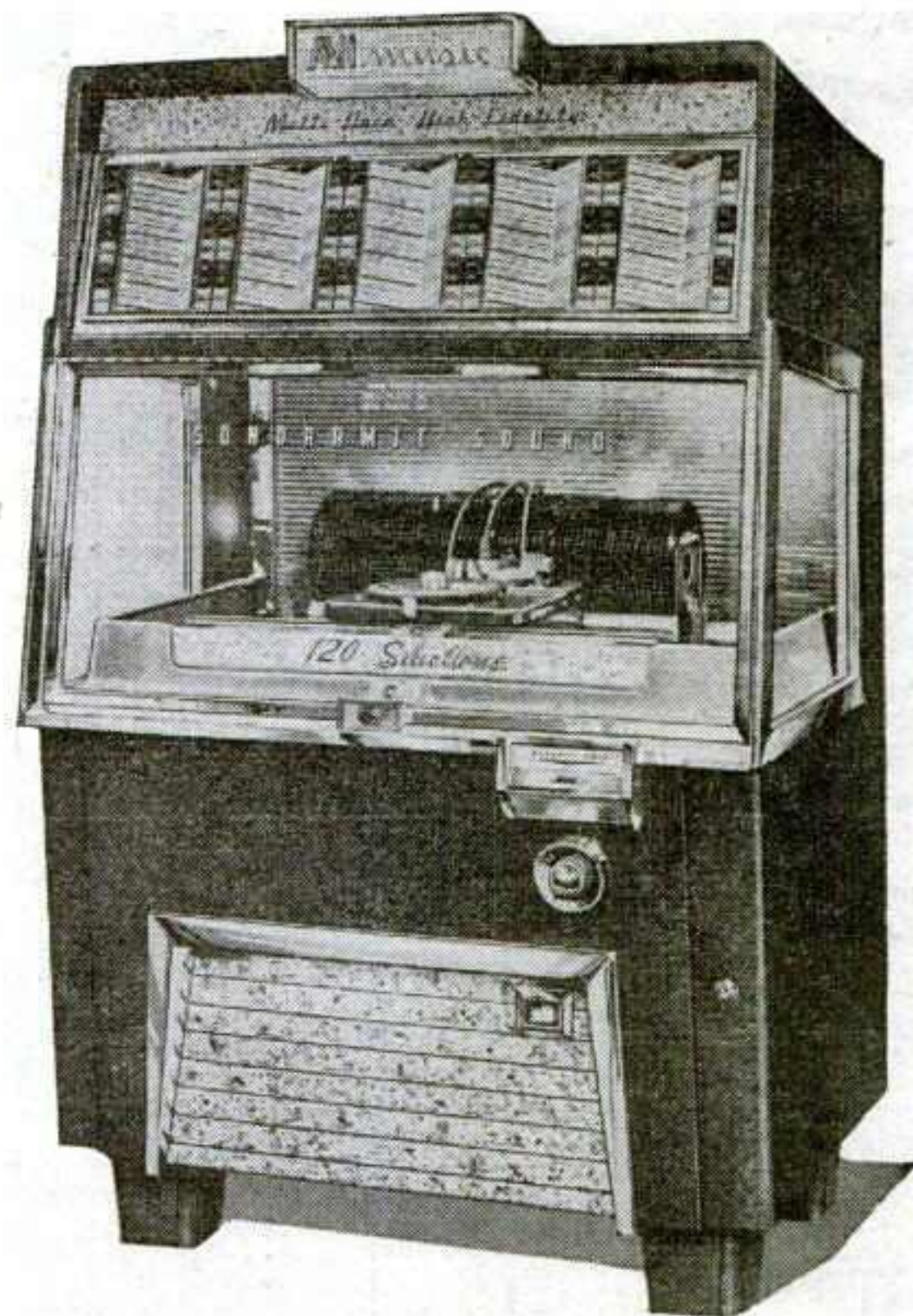
The color you choose can stand out

as a brilliant focal point or blend with

location decor. Either way you’re sure of

color harmony in scale with the incomparable

tonal quality of the Model “F.”



AMI Model “F”
120, 80, 40 Selections

SONORAMIC SOUND...ANOTHER AMI FIRST

Achieved Through AMI’s Exclusive Multi-Horn High Fidelity Sound System

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

ONLY in the BILLBOARD

EVERY WEEK YOU READ . . . STORIES WHICH ARE IMPORTANT TO YOU IN THE CONDUCT OF YOUR BUSINESS.

Advertisers, note . . . it is obvious that buyer interest in editorial material is translated into results for advertising.



Did you read these exclusive industry news items published in The Billboard—and only in The Billboard?

These and many other important stories . . . are brought to you completely while they are NEWS . . . only in The Billboard!

1. THE COPYRIGHT LEGISLATION STORY in the January 29 issue of The Billboard . . . reported completely with the text of both the Kilgore and Thompson bills, their marks in introducing the legislation, interpretive analysis as to what introduction of the two bills meant, and the reaction of leaders of both factions. This story broke at noon on Friday, January 21 . . . by the following on Tuesday, operators everywhere were reading the complete story . . . and only in The Billboard.

2. THE PHONOGRAPH RECORD PRICE CHANGES. This story started in the issue dated January 1 which was in the hands of many subscribers on December 28 . . . the same morning the story broke on RCA Victor's price changing in newspapers all over the nation. Obviously, the announcement had been timed to coincide with the publication date of The Billboard . . . most important since it covered music operators, retail record stores, disk jockeys and other important record buying groups. Among business papers, the story was carried . . . only in The Billboard.

Here are several more exclusive stories which appeared in the January 29 issue of The Billboard . . . and only in The Billboard:

MUSIC OPS READY 2ND TEEN-AGE PARTY in Detroit. Plan event in two high schools. Will be assisted by disk jockeys, city officials, newspapers, radio, television. (Page 97, The Billboard, January 29.)

BACKGROUND MUSIC PAID BY FOOD MFRS. and not by locations. Storecast supplies chain stores with continuous music and charges advertisers. Sponsors include Armour, Swift, Snow Crop, Libby's, Mennen. (Page 97, The Billboard, January 29.)

PLAN TO LINK COIN-TV, JUKES. Sentinel Radio Corporation announces plan to wed coin-TV with juke box business. Firm readies showings of 27-inch set built into cabinet designed to hold juke box as well. (Page 97, The Billboard, January 29.)

CHI GAME OPS GET CITY PANEL. A new amusement game legal set-up which consists of a panel of city officials to decide on new game models for Chicago. Full details of what is allowed in the city. (Page 109, The Billboard, January 29.)

IF YOU MISSED READING THE JANUARY 29 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

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.

February 3—Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron.

February 8—Western Massachusetts Music Guild, bi-weekly meeting, Ivy House, West Springfield, Mass.

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 15—Los Angeles division, California Music Merchants Assn., monthly meeting, Hotel Gaylord, Los Angeles.

February 19-20—National Automatic Merchandising Association, regional meeting, Atlanta Biltmore Hotel, Atlanta.

February 20—United Music Operators of Michigan, teenage party, Denby and Cooley High schools, Detroit.

February 21—Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y.

February 22—Central States Music Operators' Association, monthly meeting, Peoria, Ill.

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.)

Ops Convert To Dime Play In Virginia

RICHMOND, Va., Jan. 29.—Music machine operators began this week to convert juke boxes in the Richmond area to dime play, three-for-a-quarter.

Ushering in the move was a front page story in The Richmond Times Dispatch. Higher overhead and operating costs were cited for the price hike.

John H. Cameron, speaking for the 19 major operators serving Richmond, said that juke boxes in Richmond, Chesterfield, Henrico and Ashland counties would be converted.

Cameron pointed out that equipment costs had climbed 200 per cent since World War II, accessories had climbed 300 per cent and salaries and wages were up around 150 per cent.

It is expected that 90 per cent of all music equipment in the area will be converted within 60 days. A few locations have been on dime play for some time, those in the city's business district and in most of the night spots.

In announcing the price increase, The Richmond Times Dispatch added one of its own views. "It is considered certain, incidentally, that something called 'Shake, Rattle and Roll' will continue for an indefinite time as Richmond's favorite juke box tune, whatever the price."

Ops Re-Elect Cunliffe Chi Assn. Prexy

CHICAGO, Jan. 29.—Music operators here unanimously re-elected Ray Cunliffe, head of Brown Music Company, to the post of president of the Recorded Music Service Association during the annual election meeting last Tuesday (25) in the Bismarck Hotel.

Phil Levin, head of Caryl Music, Inc., was re-elected first vice-president and secretary, and Earl Kies was elected to the post of treasurer. Kies formerly served as a member of the board of directors.

Re-elected to the board of directors were Dan Gaines, Andy Oomens and Louis Arapia. Newcomers elected to the board were Roy Blomquist, Julius Gronner and Carl Grenne.

Approximately 75 operators attended the meeting.

Sam Waldor

Continued from page 72

posed to dime play when it was introduced there two months ago, most of them now realize that the economic future is tied very firmly to the dime.

He said that many dime-play stops have as 40 per cent of their selections EP disks, thus offering the equivalent of two singles for 10 cents. However, the other 60 per cent is at the same 10-cent rate.

Have Cake

The placement of EP's, explained Silverman, enables the operator and location to have their cake and eat it. For the patron who demands six minutes of music for 10 cents—it is available—while the price has been, in effect, doubled on the other 60 per cent.

Silverman warned operators not to switch to dime play without upgrading equipment, or at least substituting a box of one make or design for another. For the location and the customer, a new or different box is a partial explanation for the price increase.

The association decided to make a study of 10-cent play based on Silverman's recommendations. While a 10-cent minimum test had been conducted in Paterson, there has been no widespread dime play in New Jersey.

Licensing

Maurice Schapira, MGJNJ counsel, discussed legal matters affecting music operators, particularly municipal licensing regulations and the current law in Jersey City which requires a \$2,500 distributor's license and an extra tab of \$100 per location for game operators.

Some 22 door prizes were awarded by the following record distributors: All State, Belmont, Capitol, Cosnat, Decca, Essex, Krich and Times-Columbia.

EP's for 10c

Continued from page 72

Memories," by Jackie Gleason, Capitol Records; "A Star Is Born," by Judy Garland, Columbia, and "The Glenn Miller Story," RCA Victor. It was pointed out that the extended play albums were distributed with pre-printed double title strips.

Wurlitzer also pointed out that EP records were available on the following labels: RCA Victor, Columbia, M-G-M, Capitol, Mercury, Coral, Decca, Columbia Epic and RCA Victor "X."

Les Paul and Mary Ford's Capitol Records version of "Song in Blues," and "Whaddya Want?" by the Cheers are tremendously popular with operators, says Bob Thompson, sales manager here for the label. Another top operator choice, says Thompson, is the new Dean Martin "Belle From Barcelona."

OPERATORS SEE BIG MONEY IN THE NEW WURLITZER 1800

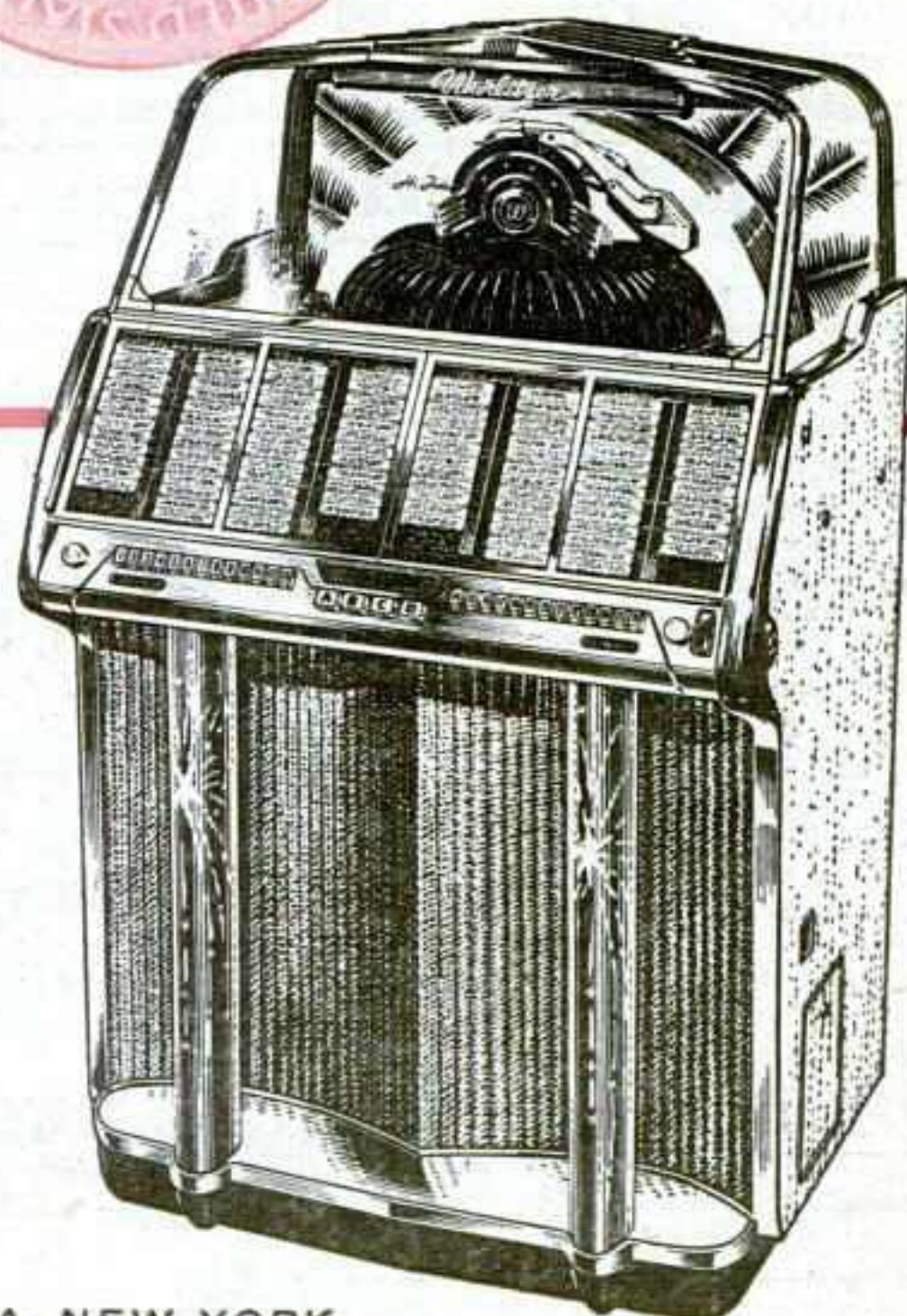
LICZYL ERIMWIM LZMGRALICZEM
CINZCALICZAI ZALCALCIL LCZALIC
LZMGRALICZEM LZMGRALICZEM

LKZYL /LKNLZYI IKCZYLPLI IIM
CZMGRALICZAI FELTZ BERUIG LZL
LZLZMIG CZMGRALICZEM

GLALFFI KZLZASKI CLOULI IIM
SCHIPP BULLLEPP LAMPSEFT
LZLZMGRALICZEM



"A real big money-maker." That's the judgment of operators who saw the Wurlitzer 1800 at Wurlitzer Day showings. They tagged it with the "big money" label for these reasons. Its Dynatone Sound—the finest High Fidelity music ever offered on any coin-operated phonograph. Brilliant new styling with a choice of gorgeous cabinet colors. The proven, play-promoting Carousel Record Changer. The error-proof Program Selector. Greater service accessibility. And many, many other exclusive features.



GET INTO THE **BIG MONEY** WITH THE *Wurlitzer 1800*



DYNATONE SOUND TAKES THE MASK OFF
THE MUSIC MORE THAN EVER BEFORE

See Your Wurlitzer Distributor

THE RUDOLPH WURLITZER COMPANY • NORTH TONAWANDA, NEW YORK
Established 1856

Westchester Assn. Skeds Meet Feb. 21

PORT CHESTER, N. Y., Jan. 29.—Seymour Pollak, secretary of the Westchester Operators' Guild, Inc., announced this week that the next association meeting would be held February 21 in the American Legion Hall, 57 Mitchell Place, in White Plains, N. Y.

Carl Pavesi is president of the association, Max Klein is vice-president, and Louis Tartaglia is treasurer.

Distributors Show Model 1800

Continued from page 72

Carl Vogeli, and Mr. and Mrs. George Grebe all of Toledo.

Local guests and coinmen visiting Angott's showrooms included Mr. and Mrs. Roy Small, United Music Operators of Michigan; William Bufalino, AFL; Harry Rich and Irv Moss, Moss Music; Harvey Gilbert, J. M. Jeffery, Morris Goldman, Sid Ketchum, Morris Music; Martin Rice, Louis Fisher, Frank Alluvott, Frank's Music; Vincent Meli, Samuel Sapienza, Tony Sirocuse, Jack Kirschner, Harry Young,

Lou Jacobs, Mr. and Mrs. Dick Griffen, Jimmy Dunne, Mickey Powers, Joseph Moore, Fred Gardella, Jim Julien, Jack Gervosi, Nick George, John Christy, Jack Baynes.

Sandler Showing Draws Ops From Iowa Cities

DES MOINES—Music operators and their wives from a dozen cities attended the showing of the new Wurlitzer phonograph model at the headquarters of Sandler Distributing Company here.

Hosting the event were Irving R. Sandler, president, Bob Crosby, Jack DeVore, Alex Gouras and Virginia Hutchens, all of Sandler. Reid Whipple, service engineer of Wurlitzer, was on hand to assist.

Additional operator showings have been scheduled in Cedar Rapids, Waterloo, Davenport, Fort Madison and Fort Dodge.

Among those attending the Des Moines showing were Blasco Fontanini, Ankeny; Al Lamberti, Ankeny; Dana Howell, Belmont; Floyd Nelson, Boone; Les Chapman, Carroll; Roger Loots, Carroll; Bob Noss, Carroll; Harold Miller, Cedar Falls; Homer Prior, Cedar Falls, and Bill Meskimen, Cedar Rapids.

D. C. Williams, Creston; Curtis Dowler, Frank Le Porte, Paul Nelson, W. Strait, Jack Wood, and Marvin Wood all of Des Moines; Vince Jorgensen, Mason City; Art Skram, Mason City; Carl Nebbe, Ogden; Jack Jeffreys, Osceola; Bill Garrett, Oskaloosa; C. M. Teeple, Waterloo.

150 Ops at Mid-West Showing in Kansas City

KANSAS CITY, Mo.—Over 150 operators and friends attended the unveiling of the new Wurlitzer model at the offices of Mid-West Distributors.

J. W. Balk, head of Mid-West, reported operator enthusiasm higher than at any previous showing in the firm's history.

A highlight of the event was the appearance of Burl Ives, popular ballad singer.

Greeting operators in addition to Balk were Mel Hammer, Dean McKenzie, Clare Price, Leonard Hicks and Beulah Curtis.

Visitors included Russell McGuire, Joplin Music Company, Joplin, and Mr. and Mrs. Walter Cobb, of St. Joseph.

Kansas visitors included Stanley Tennant, Fort Scott; Vance Pistonick, Arma; Paul Maceli, Frontenac.

Al Rettig, of Ideal Music Company, Topeka, Kan., and Jess Pegues, of Topeka Music Company, also of Topeka, wired their congratulations and expressed disappointment in not being able to attend.

Bush Stages Two Unveilings in Florida

MIAMI—Bush Distributing Company played host to approximately 125 Florida music operators at the local unveiling of the new Wurlitzer phonograph model.

A simultaneous showing was held at the firm's branch office in Jacksonville.

Ken Willis and Ozzie Trupman greeted guests at the Miami outlet, while President Ted Bush assisted Manager Joe Barton at Jacksonville, along with Art Daddis, regional sales manager for Wurlitzer.

Trupman said that the operators were especially impressed by the life-like quality of the new Wurlitzer high fidelity system.

Among the out-of-town operators at the Miami showing were Bill Turner and Rudy Simpson of Homestead; Mr. and Mrs. Oscar Garcia, Key West; Eugene Rogers, Fort Myers; Arthur Herman and Art Gearhead, of Fort Lauderdale; Joe Conley, Hollywood; Ed Carlson, president of the Detroit Phonograph Operators Association, who is vacationing here, and Leon Shapochnik, manager of the Havana office of Bush Distributing Company, and his wife Maria.

Additional showings of the Model 1800 are to be held by Bush Distributing at Tampa, January 30-31; Havana, January 30-31, and at Orlando and West Palm Beach at subsequent dates.

Sandler Reports Big Event in Minneapolis

MINNEAPOLIS—The most successful operator showing in Sandler Distributing Company's history was staged here last Sunday and Monday, according to Arnie Golden, when the firm opened its doors and unveiled the new Wurlitzer 1800 phonograph model.

Nine additional showings—in Duluth, Minn.; Grand Forks, N. D.; Fargo, N. D.; Bismarck, N. D.; Sioux Falls, S. D.; Minot, N. D.; LaCrosse, Wis.; Eau Claire, Wis., and Ironwood, Mich.—have already been skedded by Sandler Distributing.

Assisting the Sandler staff in greeting guests was Bert Davidson, regional sales manager of Wurlitzer.

Music operators on hand for the unveiling included L. P. Wilbur, John Szerniak, Morris Berger, all from Duluth; Lyle Kesting, Bellingham; Fred Norberg and Clayton Norberg from Mankato; Jim Stansfield and Frank Phillips, of Winona, and Jack Karter and Mr. and Mrs. Tessmer, St. Paul.

Dick Henson, Willmar; Dick Berenson, Amos Heilicher, Danny Heilicher and Ed Rodseth, from Minneapolis; Bill Arndt, Sauk Centre; Stanley Wozinak, Little Falls; Ed LePiane, St. Cloud; Mr. and Mrs. Merle Kragenbring, Pipestone; Ben Jahnke, Hutchinson; Ben F. Kragtorp, Tracy; Phil Stang, Jordan; Bob Keese, Forest Lake; Elgin McDaniel, Wally Huffman, White Bear and Mr. and Mrs. Vanderhyde and Lawrence Sanford, from Dodge Center; Gordy Thienes, Avon, and Con Kaluza Jr., of Brownsville.

South Dakota visitors included Roy Foster, Sioux Falls; Mr. and Mrs. Gordon Stout, Pierre and Herman Fisher, of Aberdeen. Wisconsin visitors included Don Isensee, Hager City; Leonard Anderson, Hudson; Bernard Misch, LaCrosse; Al Reese, Watertown, and Hugh May, Eau Claire.

Ops Brave Snowstorm For Cleveland Showing

CLEVELAND—Despite nearly five inches of snow, music operators converged on Northern Music, Inc., headquarters here last Sunday and Monday (23-24) for the unveiling of the new Wurlitzer phonograph line.

Approximately 300 attended the two-day showing and enthusiasm was reported higher than at any previous showing in the firm's history. Nearly every operator within a 35-mile radius attended the event which was hosted by Herb Wedewen, Mrs. Nora Smith, and Joe Balenti, of Northern Music.

Some of the out-of-town operators and their guests were Mr. and Mrs. Bill Fellmeth, Fulton; Mr. and Mrs. C. B. Court, M. C. Hopkins, Mr. and Mrs. C. L. Hopkins, Howard Kleffman, Mr. and Mrs. George Traxler, Dorothy Maglott,

Mr. and Mrs. Larry Faust, all of Galion; Mr. and Mrs. Walter Dugan, Willoughby, and Tom Williams, of Barberton.

Mr. and Mrs. Ed. McKee, Mr. and Mrs. L. T. Monroe, of Canton; Roger Doerr, Tom Shannon, Charles Elum and Bill Roath, all of Akron; Mr. and Mrs. Paul Saurer, Wooster; Mr. Joe Friedman, Warren; Roy George and Phil George, both of Painesville; Buck Geen and Bill Brooks, both from Niles, and Chet Linker and Louise Stricker, of Tiffin.

Bert Davidson, regional sales manager of Wurlitzer, was also on hand.

Crown Music Holds Five Georgia Shows

AUGUSTA, Ga.—Crown Music Company bowed the new Wurlitzer phonograph Model 1800 here last Sunday (23), repeated the performance in Macon on Tuesday (25), again in Atlanta on Wednesday, in Savannah on Friday, and in Charleston, S. C., today.

Herb Gorman, manager, and Buster Paul, vice-president, hosted the events with the assistance of Al Alligood, Jack Holmes, Ben Callaway, Bob Crosby, Bill Britton, Isabel Glaser and Ben Williams.

Operators and guests attending the Augusta showing included Harry Gregg, service engineer of Wurlitzer; Frank Pirkle, of Frank J. Pirkle Novelty Company, Gainsville; Mr. and Mrs. T. F. Hatcher and Mr. and Mrs. W. R. Odom, of H. and O. Hatcher Music Company, Augusta; E. Cady, Augusta Automatic Sales Company, Augusta; and Lefty Gardner, Gardner Music Company, Augusta.

Harry Simowitz, King Harry's Music Company, Augusta; Charles Johnson, Ideal Amusement Company, Athens; H. Stone Pierson, John F. Brickle & Company, Augusta, and O'Neal Powell, of the Curtis L. Stephens Music Company, Macon.

South Carolina visitors included Mr. and Mrs. Ashby Bradford, Bradford Automatic Music Company, Sumter; Mr. and Mrs. Kenneth Flowe, Greenwood Music Company, Greenwood; Clinton Bozard, Orangeburg; Charlie Brown, South Carolina Amusement Company, Columbia; N. J. Cooper, Cooper Music Company, McCormick; H. L. Murph, Hartsville; Mr. and Mrs. H. D. Hinson, Columbia Music Company, Columbia; Paul Heape, Denmark; Lamar Callaway, Aiken Amusement Company, Aiken, and Bryan Brothers, of Greenwood.

Herb Gorman said that all of the showings were successful.

United Hosts 400 Ops At Wichita Ballroom

WICHITA, Kan. — Over 400 operators and their guests were hosted here in the million dollar Trig Ballroom last Sunday (23) by United Distributors, Inc., in unveiling the new Wurlitzer line.

Operators from all over Kansas and Missouri attended. Hosts for the showing were M. Y. Blum, president of United, and Byron Waggoner, M. M. Hammer, Clyde Gage and Virginia Moore, also from United.

Music for dancing was provided by Les Elgart and his orchestra.

Special guests attending were Carl Karle, of The Rudolph Wurlitzer Company; Pete Sagan, of J. H. Keeney Company, Inc.; Ed Heath, Macon, Ga.; Les Elgart, Columbia Recording Orchestra; Bill Morrell, representing Columbia Records; LeRoy Davidson, owner of the One Stop Phono Record Shop in Kansas City Kan.; Irving Albert, Wichita, Kan., and John Balk, of United Distributors, Inc., Kansas City, Mo.

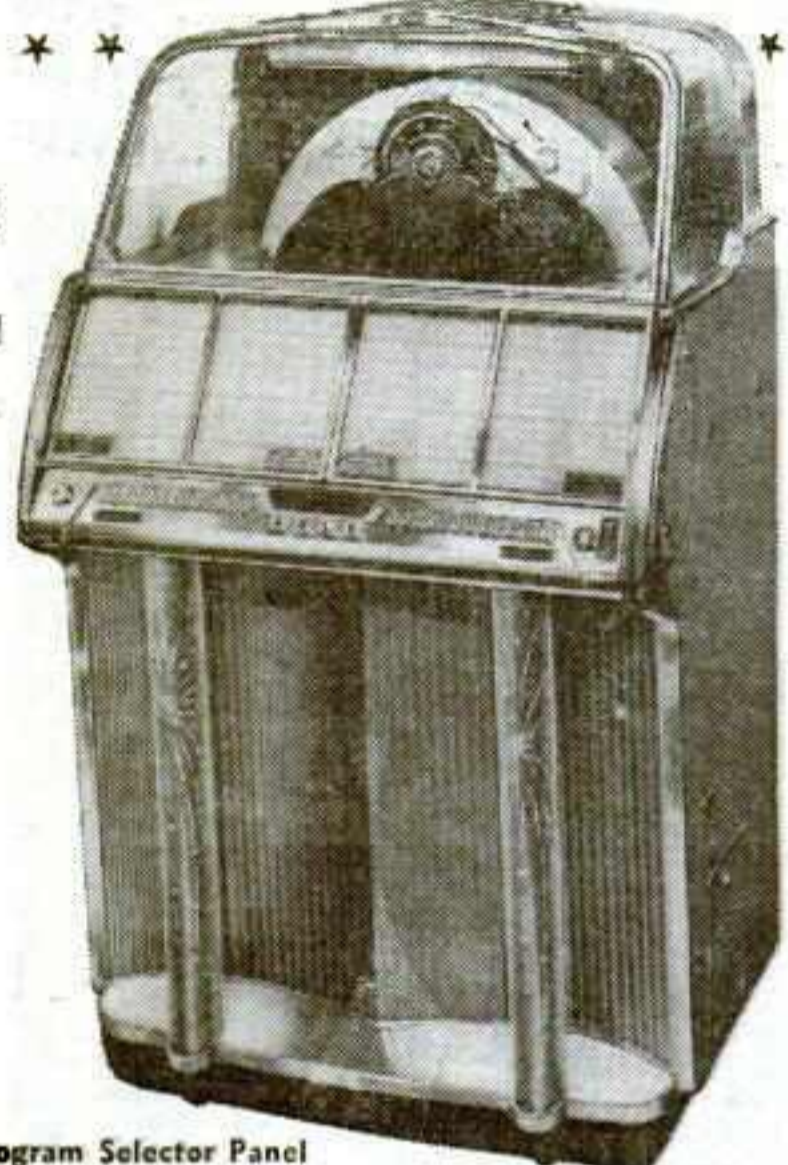
T & L Distrib Hosts Southern Ohio Ops

CINCINNATI—Music operators throughout Southern Ohio gathered at T & L Distributing Company's open house to see the new Wurlitzer phonograph Model 1800.

Operator enthusiasm and attendance passed all previous showing records, reported hosts Robert Fogle, Leonard Goldstein, Paul Goldstein and Abdul Robb.

Among the visitors at the two-day showing were R. L. Wilbur, Mr. and Mrs. Mike Hendricks and Mr. and Mrs. Robert Cooper, all of Middletown; Mort Schwartz, Mr. and Mrs. William Blankenship, Mr. and Mrs. Ralph Study,

★ ★ ★ ★ ★ THE FINEST PHONOGRAPH YOU CAN BUY ★ ★ ★ ★ ★
★ The New WURLITZER-1800! ★ ★ ★ ★ ★



104 Selection 45 RPM
TRUE HIGH FIDELITY
SYSTEM PHONOGRAPH
with the CAROUSEL
CHANGER

Its Easy Vision Program Selector Panel is designed for quick, error-proof selection and simple title strip changing. 8 panels offer 26 tunes to each panel on 13 double title strips.

The Improved Dynatone Sound System with three 12-inch bass woofer speakers and one treble tweeter plus the achievement of perfect balance between component parts makes this

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JOHNNY ACE
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BEST BUY

JANUARY
11, 1955

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Ready for Top
Juke Profits

JANUARY
11, 1955

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		

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 _____

Mr. and Mrs. Alfred Dietz, Ben Logan, C. W. Brandell and George Vlachos, all of Dayton.
C. W. Kirk, James Berger and Harry Kirk, of Williamsburg; Dick Knittle, Swede Larson and Earnest Gullett, of Hamilton; Robert Wood, Lebanon; John White, Dennison; L. R. McKibben and Richard Moore, of Hillsboro; Beatrice Ferguson, Brookville, and Robert Ellis, of Zenia.

Out-of-State visitors included Alvin Lakamp, Batesville, Ind., and Earl Stevens, Maysville, Ky.

Cincinnati guests included Sam Berman, Niles Hayes, Tony Kayata, Arthur Meckler, Charles and Leonard Kanter, Jacob Brothers, Mr. and Mrs. Herb Donaldson, Ellis Hurd, Si Mann, Milt Cole, Frank Michaels, William Guickiean, Pete Scales, Phillip Rose, Carl Lange, Waldo Hoskins, Frank Galardo, Sam McConnell, John Moriarity, Henry Rasco, Carl Keller, Elmer Meyer, W. S. Raaker, Phil Ostand, Sam Gerros, Frank Schroth, Joe Kayata, Mr. and Mrs. Norton Robinson, Leonard Meyers, Robert Schuster, Harry Hester and Harry Bunnell.

1,200 at Los Angeles 3-Day Sierra Showing

LOS ANGELES—Approximately 1,200 operators and their guests attended the three-day showing of the new Model 1800 Wurlitzer phonograph at Sierra Distributors here (23-25).

Highlight of the showing was the special preview cocktail party, dinner and dance held at the Hollywood Athletic Club, with 662 guests. Affair was hosted by Wayne E. Copeland, C. A. Culp and Ray Powers, executive staff of the firm, and Jack Dolan, Matt Norberg, Bernard Josephs, Matt Boran, and Doratheia Radchke.

Factory representatives attending were Gary Sinclair, regional manager, and Walt Petecet, field service manager. Ben Chemers, business manager of the Los Angeles division, California Music Merchants Association, and Walt Hemple, president of the group were also present.

Showing also attracted a host of recording stars and record company execs, including the Three Cheers, the Platters, Don Corey, Maynard Ferguson, disk jockey George Jay, Rex Allen, Tex Williams, Roberta Linn, Leo Diamond, the Four Freshman, Wild Bill Davis, Mary Rose Bruce, Kay Brown, Jimmy Wakely, Lucy Knox, Paul Cohen, George Sherlock and Buck Stapleton.

Record Crowd Jams Milwaukee Showing

MILWAUKEE—Keen interest in the new Model 1800 Wurlitzer drew the biggest crowd to ever attend an unveiling at United, Inc., headquarters. Operators from all over Wisconsin and Upper Michigan in addition to a number of special guests active in the coin machine industry attended.

Local record distributors cooperated by furnishing disks, with emphasis on EP's. Providing records for the show were Taylor Electric Company, RCA Victor distributor, Columbia Records; Morley-Murphy, Major Distributing Company, Mercury Records, and Decca Distributing Company.

Harry Jacobs Sr., head of United, Inc., announced that additional showings of the new model for up-State coinmen would be held shortly. Trade showings are planned in Green Bay and Wausau, Wis., and Ironwood, Escanaba and Sault Ste. Marie in Michigan.

Visitors were greeted by the following United, Inc., personnel: Harry Jacobs Sr., Harry Jacob, Jr., secretary and treasurer; Woody Johnson, Walter Fischbach and Don Port, sales staffers; Don Jacobs and Syl Kindler, service department; receptionist Miss Bartol and "bartender" Charlie Ryeborg.

Out-of-town operators from Wisconsin signing the roster included: C. G. Bookmeir and Roger Bookmeir, Green Bay; George Wilke, Rhinelander; Mrs. Willard Edwin, Rhinelander; Mr. and Mrs. H. G. Kososki, Niagara; H. W. Christianson, Racine; L. E. Huston, Racine; Charlie Bayne, and J. Larson, Waukesha; Mr. and Mrs. Al Felix, Oconto, and Mr. and Mrs. Richard Suchomel, of Madison.

Mr. and Mrs. Robert Paape, Madison; Allen Darkow, Cedarburg; L. Zetting, Slinger; Charles

Miller, Racine; Ralph Klatt, Beaver Dam; Kewpie Novelty, Cudahy; Limus Venne, Fond du Lac; Clifford Storm, Merrill; Ralph Hinton, Sturtevant; Laddie Steinhoff, Kenosha; Les Rank, Manitowoc; Jack Zimmerman and Charles Hartman, Watertown; Bernard Groshek and Basil Kastuch, Stevens Point, and John Anders, Racine.

Local operators attending included Carl Klein; Edwin Walker; Joe Pelligrino, P. & P. Novelty; Otto Hadrian; Milton Wudtke; Arnold Jost; George Schroeder and Robert Harding, Hastings Distributors, Harry Cisler; Charles V. Opitz; Bert G. Liesch; Leonard Casper; Michael Basile; Kemo Novelty; William M. Zajc; Pete Stolz; Ed A. Carmen; W. H. Waters; Harold Summerfield; W. W. Koepf; Vince Waters; Ray Schweit; Harold Adams; Al Mack; Max Mathusek and Joe Beck, Mitchell Novelty.

List of special guests included Art Weinandt and family, of Exhibit Supply Company, Chicago; Gordon Krahn, Morley-Murphy Company, Columbia Records distributor; Ben Ollman, The Billboard; John Eber and Woody Hoffner, Paster Distributor Company, and Bob (Coffeehead) Larsen, WEMP, Milwaukee.

4-State Operators At New Orleans Bow

NEW ORLEANS—F. A. B. distributing Company unveiled the new Wurlitzer phonograph Model 1800 here last Sunday and reported sales and enthusiasm higher than at any previous showing held by the firm.

Operators from Mississippi, Florida, Alabama and Louisiana were on hand.

Greeting operators were F. A. Blalock, R. G. DuPuy, Sol B. Leopold, Doris Touzet, Dorothy Touzet, R. E. Potts, Ralph Smith, Larkin Etheridge, Robert P. Tanner, Sam Winkler, Gletcher E. Blalock, John Asproditas, C. C. Bushanan, Wilbert Bias, George Glapion and W. E. Travis.

Alabama visitors included Mr. and Mrs. Ray Fairchild, John Drew, Carl Lee, Mr. and Mrs. Leslie E. Wade, Mr. and Mrs. Ray Morgan, Mrs. Bates, Miss Mildred A. Morgan and Mr. and Mrs. K. G. Hagler, all of Mobile, and Mr. and Mrs. Adolph Sutton, of Atmore.

Louisiana visitors included Pete Albano, H. P. Virgilio, W. Paternostro, Eli Lucas, John Barcelona, A. H. Peeples, Teddy Geigerman, Chris Albano, Al Lucianelli, Mr. and Mrs. Patrick Gordon, Clarence Springer, Jack Senac, Mr. and Mrs. Bob Nims, Ed Simons, Frank King and Mr. and Mrs. Joseph Hart, all of New Orleans.

Mr. and Mrs. Joe Cerami, Mr. and Mrs. C. Duckworth and Mr. and Mrs. R. A. Pierce, of Baton Rouge; Barney Atkins, Miss Ginger Atkins and A. E. (Slim) Vinson Jr., of Jonesville; Ludvic Herlevic, Monroe; Sig Lett and Charlie Lett, of West Monroe; A. B. Leggio, Lionel Peschier, Huey Womack and H. H. Moore, of Alexandria.

Al Dargis, Joe Bowers and Albert Huffine, of Jefferson Parish; R. J. Dinvaute, Edgard; Taft Odder, Slidell; C. J. (Shoon) DeLaneville, Reserve; Mr. and Mrs. Ross Goudeau, Lafayette; Mr. and Mrs. Tony Nastasi, Bogalusa; Mr. and Mrs. J. L. Bond, Rayville, and W. C. Hoffman, St. Francisville.

Mississippi visitors included Woodrow Gammel, Hattiesburg; J. B. Andrews and Jim Hickman, of McComb; Michel Fedell and Joe Farris, of Vicksburg; Mr. and Mrs. Charlie Hall, Meridian; Shirley Johnson and Olie Shirley, of Gulfport; T. R. King, Forest; A. B. Chesser, Mr. and Mrs. Dick Farr and Mr. and Mrs. J. C. Weaver, all of Jackson; Mr. and Mrs. Benny Cotita, Pascagoula, and Miss Evelyn Scott, of Woodville.

Other out-of-State visitors included Mr. and Mrs. J. T. Donahoo and T. W. Andrews, of Pensacola, Fla.; Mr. and Mrs. Solie Culverhouse, St. Andrews, Fla., and Billy DeSelm and John Casola, of Chicago.

Draco Hosts Ops In Denver, Salt Lake

DENVER—Draco Sales Company hosted approximately 100 guests here at the Sunday showing of the new Wurlitzer Model 1800.

A similar showing was also held by Draco Sales in Salt Lake City on the same day. Another began today in Billings, Mont., at the Hotel Northern.

Greeting operators were Mr. and Mrs. Howard Hold, Mr. and Mrs. Michael J. Savio, Mrs. Betty Ferguson, John J. Scavarda, Charles C. Miller, John Schissler and Carl Catt.

Colorado visitors included Elton Deines, Allen L. Lauer, Olen King, G. Livingston and R. Connell, all of Boulder; Gabriel Prutch, Bob Haddock, L. A. Webber, William E. Hafner and H. J. Hearn, of Pueblo; Mr. and Mrs. J. H. Schaeffer, of Glenwood Springs; Mr. and Mrs. Ray Enright, Colorado Springs, and Ray D. Samuelson, of Granby.

Don Stackpole, Barr Lake; Mr. and Mrs. W. L. Beyer, Fort Collins; Ed Johnson, Doyle Harrington and Edward Oelrich, all of Leadville; Don F. Negri, Grand Lake; George Ferguson, Thornton, and Charles Salardino and Benny DiRito, of Florence.

Visitors from the Denver area included Mr. and Mrs. Charles Cousins, Mr. and Mrs. Sam Keys, Eldon R. Marshall, Russell L. Marshall, Eddie Marshall, Thomas W. Bean, J. A. Bernard Jr., Lester B. Hetherington, Mr. and Mrs. Harry Speier, Mr. and Mrs. R. M. Tidball, Mr. and Mrs. C. C. Abarnatha, Mr. and Mrs. Marvin Adams and Mrs. Darlene Scavarda.

Mr. and Mrs. Fred Hold, Carl L. Catt, Clarence Faytinger, J. Williams, Miss Freda Keyes, Mr. and Mrs. Marcus A. Arnold, Mr. and Mrs. Adolph Steinback Jr., Warren E. Ireland, Howard Peterson, Ralph E. Nelson, Frank E. Negri, Doyle Wycaver, and Miss Kathy Savio.

Visitors from out-of-State included J. B. Smith, of the Rudolph Wurlitzer Company; Mr. and Mrs. Ralph Pickett, Worland, Wyo.; Mrs. Donna Lou Miller, Thermopolis, Wyo.; E. L. Horne, Washington, D. C.; N. C. Albaugh, of Douglas, Wyo., and Mr. and Mrs. Robert Latimer, of The Billboard.

Newark, N. Y., Show Enthusiastic Event

NEWARK, N. Y.—Bilotta Distributing Company unveiled the new Wurlitzer model here January 23 to the most enthusiastic group of operators ever to attend a Bilotta showing.

Additional showings will be held in Syracuse; Rochester, N. Y., and

Scranton, Pa. Service schools on the new model will begin next month and continue thru March. Steak and chicken dinners were served at the Newark showing in Caruso's Restaurant next door to Bilotta's showrooms. Pete Renzi and his orchestra supplied music for dancing.

New York visitors included Ralph Denby, Canandaigua; Mr. and Mrs. Pentolino, Mr. and Mrs. V. Dalba Jr., Joseph Grillo, Louis Grillo, Mr. and Mrs. Donald Sullivan, Mr. and Mrs. Charles Winters, Mr. and Mrs. Jerry Polina, Russell Dalba and Bernard Maxwell, all of Rochester; Mr. and Mrs. Kenneth Filippello and Edward Ciaffone, of Newark.

Ralph Eible and Joseph Cardone, of Medina; Mr. and Mrs. Allen Grant, Mr. and Mrs. Lloyd Hilimire, Mr. and Mrs. Richard Hilimire and Mr. and Mrs. Charles Wheeler, all of Geneva; Mr. and Mrs. William Thorpe and Mr. and Mrs. Earnest Thorpe, of Waterloo; Mr. and Mrs. Edwin Staton, Auburn; Mr. and Mrs. Charles Scribner, Binghamton, and Mrs. and Mrs. Pat Tanantelli, of Ithaca.

Other guests included Robert Hamilton, of the Rudolph Wurlitzer Company; Harry Stern, Williams Manufacturing Company; Dave Simon, of Simon Sales, and Ben Backer, of United Manufacturing Company.

300 Attend Young's NY Wurlitzer 1800 Show

NEW YORK, Jan. 29.—Some 300 operators and guests were on hand for the 10th Avenue showing of the Model 1800 Wurlitzer at Young Distributing Company's observation of Wurlitzer Days Sunday and Monday (23 and 24), while another large turnout attended the showing at the Ajax Distributing Company, Newark, N. J., Thursday (27).

Greeting operators at the New York showing were Joe Young and Abe Lipsky, representing the outlet, and Hank Barber, representing the Wurlitzer Advertising agency.

On hand at the Newark showing were Joe Young, Allie Goldberg, and John McIlheney, Wurlitzer Eastern sales manager. A list of firms represented at the New York showing follows:

D&M Amusement, A. Z. Music Company, Comet Appliance, Moder Amusement, Master Vending, County Enterprises, Suffolk-Nassau Amusement, South Shore Distributors, Acme Vending, H. Betti & Sons, Central Music, Boro Auto-

Savannah Ops Join in March Of Dimes Move

SAVANNAH, Jan. 29.—Music operators of Savannah, Ga., joined January 18 in "A day of dimes for The March of Dimes."

Music operators were represented in the 1955 polio campaign move by O. J. Mullinix Jr., who worked out details for the "day of dimes" with the music operators and with Edgar Robertson, special events committee chairman for the drive. Mullinix reported success in obtaining the participation of all the local operators.

Operators donated all receipts from juke boxes thruout the city and Chatham County to the March of Dimes campaign. Special streamers were placed across the front of the phonographs calling attention to the fact that all dimes were to be given to the campaign.

This is the second consecutive year local music operators offered a day's receipts to the effort. Among the firms participating in the project were:

Arthur Acrafiotis Amusement Company, Crescent Amusement Company, Jimmy Dukes Amusement Company, Frenchie Amusement Company, Goldberg Amusement Company, Novelty Amuse-U Company, Knight Amusement Company and Oglethorpe Vending Company.

Mullinix and Robertson appeared on the "Bernie Adams Show," WTOG-TV, which publicized the "day of dimes" effort.

matic Music, Long Island Music, Tri Boro Maintenance, Challenger Sales, the Five Catos and Ineco Music.

Operators and guests included William Moroz, Ben Feinberg, William Saman, Steve Tarzanin, Leo Rosenberg, Al Schlessinger, Dewey Berman Jr., A. S. Cohen, Nash Gordon, Moe Cutlow, Gert Fagan, James Sherry, Carl Pavesi, Bob Held, A. Block, I. Graubart, Mike Knowles, Meyer Parkoff, Mac Pollay, Marvin Leibowitz, Abe Saifer, Phil Simon, Ray Knoss and Seymour Pollak.

Also Bob Slifer, Manny Feder, Nathan Bensky, Nat Teller, Tony Travis, Lou Hirsch, Al Miniaci, Sid Levine, Carl Schneller, Henry Getzoff, Bill Darnel, A. Galasso, J. Kramer, Moe Bloom, Carl Procope, Betty Clooney, Joe Cola, Joe Hahnen and Jack Prigoff.



ROCK-OLA
Famous Service Free Mechanism
Ask Your Route Man . . . He Knows!

Here is what Leonard Appel of Commonwealth Music Company of Brighton, Massachusetts Says:



"I've said it before and I'll say it again . . . the Rock-Ola 120-selection phonograph is tops in my route. With service a forgotten headache, record and title strip changing simplified and increased profits, believe me, I'm sold on Rock-Ola."

Leonard Appel

For further information write
ROCK-OLA MFG. CORP. • 800 N. KEDZIE AVE., CHICAGO 51

Coffee Break Crisis May Provide Wedge for Package Vending Ops

Java Session Aids Morale, But Kills Time; Vender Eases Problem, Opens Locations

By AARON STERNFIELD
NEW YORK, Jan. 29.—The coffee break—one of management's knottiest problems and one of the most recent American employee institutions—may provide the wedge vending operators need to gain access to the lucrative office locations which have, to date, eluded automatic concessionaires.

Management's dilemma is this: The coffee break is regarded by most office employees in metropolitan areas as an inalienable right. Morale and productivity are enhanced by the 10 or 15-minute periods allowed for the consumption of the brew.

On the other hand, the stampede of workers—in many cases high-salaried hands—for the exits en route to the nearest coffee counter, and the time lost in coming, going and straggling, is costing business executives more money in lost time than they like to contemplate.

Coffee Is Key

Gerald McClosky, partner in VenDime, pioneer New York office vending operator, feels that coffee is the key which can open tush

office locations for the packaged food operator, and the current coffee break crisis is the keyhole which fits that key.

While McClosky maintains that no one has proved that the coffee break actually does improve morale and efficiency, most executives feel that it does—and that's what counts as far as the operator is concerned.

Moreover, vending operators in industrial locations have harped on

the morale and efficiency theory, and with telling results.

Wants Proof

Personally, McClosky feels that the coffee break probably does buck up employee attitudes, and may well aid productivity. But the former cost accountant, with an eye for tabulated data, wants to see the theory proved.

There is no question in McClosky's mind that—as there are no ques-

(Continued on page 82)

N. Y. Milk Price Freeze Mixed Blessing to Ops

NEW YORK, Jan. 29.—Local vending operators were regarding with mixed emotions Thursday's (27) agreement to peg retail milk prices for the next three months. The upshot is that the drop of a cent a quart in retail prices scheduled for Tuesday (1) will not take place, and a further cent-a-quart cut in April will also go by the boards.

With milk non-homogenized retailing for 23 cents a quart in stores and homogenized milk selling for 27 cents home-delivered, the price freeze means that the differential between vended milk and store milk will not be increased. This is a point for the venders, as vended milk sells for 25 cents in apartment locations. It also means that vended milk will still remain 2 cents less than the home-delivered product—and that, too, April. City Milk, major operator of

Higher Cost

On the other hand, vending operators are going to pay more for their milk than they had anticipated, as a goodly share of the anticipated lower milk prices would have been reflected in increased profit margins.

Purpose of the price-pegging pact, announced Thursday by State Commissioner of Agriculture and

Markets Daniel J. Carey, is to stave off the usual February decline in the farm price of milk.

As a rule, milk production increases in February, and the increase continues thru spring. As the supply goes up, the farm prices go down, and so do the retail prices.

Price Continues

In January the farm price of milk was fixed at \$5.38 a 100 pounds, or about 11.7 cents a quart. This price will continue thru April. City Milk, major operator of quart milk venders in New York apartment buildings and operator of half-pint units in industrials, withheld comment on the agreement.

Rowe Purchase OK'd; Canteen Stockholders

CHICAGO, Jan. 29.—The purchase of the controlling interest of the Rowe Corporation by Automatic Canteen Company of America was formally approved by Canteen stockholders this week.

Canteen stockholders also gave formal approval to cancellation of all authorized but unissued \$20 par value preferred stock and an increase in authorized common from 625,000 to 1.2 million shares. The par value of the additional shares remains at \$5. The unissued preferred stock totaled 87,500 shares.

A proposed offering of 97,481 shares of common stock. Initial offering of this stock was made

(Continued on page 89)

New Op Group Formed in Pa.

PITTSBURGH, Jan. 29.—A new vending operator association has been formed for Western Pennsylvania. Called Automatic Merchandisers' Association of Western Pennsylvania, the new group was granted a non-profit charter by the Common Pleas Court here.

The association, which has 18 members so far, extended a blanket invitation to all operators in the area to attend its initial business

(Continued on page 88)

Diversified Op Uses 3 Truck Types to Fit Service Needs

BURLINGTON, Ia., Jan. 29.—While it is true that a fleet of identical, uniform trucks may appear quite photogenic when lined up in front of the showroom, a variety of sizes to fit special needs does a far better job for a diversified vending operator.

Thus states Marshall Markey, head of Automatic Vending Company here. Markey, who operates 600 venders—including bulk machines, cup venders, candy machines, ice cream units, popcorn venders and even scales—is faced

with a variety of service problems. So during the six years in which Markey built his route from 50 to 600 machines, he has given a lot of attention to truck requirements.

Tailor to Job

Experimenting with one type after another, he came to the conclusion that the "truck fleet should be tailored to the job, rather than the job to the fleet."

Automatic Vending's rolling stock consists of two jeeps, one new Chevrolet panel delivery

(Continued on page 87)

Canteen Sales Edge Over 1953 Totals

NEW YORK, Jan. 29.—Despite the dip in industrial employment, merchandise sales for the Automatic Canteen Company of America for the fiscal year ended October 2, 1954—\$46,792,310—pushed ahead of the 1953 total of \$46,696,122 by \$96,188. Consolidated net income for the firm was \$938,844, compared with \$771,248 the previous year, an increase of \$167,596.

In the annual report issued this week, Nathaniel Leverone, Canteen chairman, cited the 25-year growth of the firm, pointing out that sales have grown more than a hundred-fold since 1930—the first year of operation—when sales were \$423,874.

Highlight of the Canteen year was the agreement to purchase 262,500 shares or 52 per cent of the common stock of the Rowe

Corporation at \$15 a share or a total of \$3,937,500.

Rowe Facilities

The Canteen had always maintained its own engineering department for the development of its own venders, the Rowe transaction

(Continued on page 88)

ABC Earnings, Sales Ahead of 1953 Figures

NEW YORK, Jan. 29.—Sales and earnings for the ABC Vending Corporation in 1954 pulled ahead of the previous year's figures, according to the year-end statement issued this week.

Sales were \$48,189,048 in 1954, compared with \$46,815,327 a year earlier, resulting in net earnings after income taxes equal to \$1.41 per share on 960,199 shares outstanding at the end of the year. In 1953, the figures were \$1.44 per share on 941,740—or 18,459 fewer shares—at year's end.

Returning to a quarterly dividend basis, the board of directors Thurs-

(Continued on page 87)

Lou Newman, Bonomo Exec, Dies in N. Y.

NEW YORK, Jan. 29.—Louis Newman, an executive of the Gold Medal Candy Company for 20 years, died of a heart attack recently. He was 70 years old.

Newman was the uncle of Victor Bonomo, the firm's president. He had served as purchasing agent, was in charge of special sales, and was liaison aide between plant and office.

He started his career as purchasing agent for Rockwood & Company, a Brooklyn chocolate manufacturer, and has operated his New York candy packaging firm.

He leaves a widow, two sons, a brother and five grandchildren.

National Names Six Engineers

ST. LOUIS, Jan. 29.—National Rejectors, Inc., in line with expansion of their service sales program in the U. S. and Canada, named six new service engineers, one for each of their branch offices.

They are John Gratkins, Atlanta; Errol Bobbert, Toronto; Robert Smith, Los Angeles; Norman J. Burzen, Chicago; John Whelan, Dallas, and Tom B. Lewars, New York.

Gratkins was formerly a television technician and radar specialist

(Continued on page 88)

Eppy Sets New Capsule Series

NEW YORK, Jan. 29.—Samuel Eppy & Company, Inc., is set to roll next week on a 140-charm series for capsule vending. Eppy said the charms have purposely been constructed too large for non-capsule vending, and added that each charm will have a key chain.

Eppy said that managers of variety chain stores have been in-

(Continued on page 89)

Set New-Type Program For First '55 Regional

CHICAGO, Jan. 29.—The complete program of the first new "package" type regional area meeting of the National Automatic Merchandising Association for 1955 was announced this week by John J. Mahoney III, Carolina Vending, Inc., Charleston, S. C., chairman of Region IV.

The meeting, to be held in Atlanta February 19-20 at the Atlanta Biltmore Hotel, is the first of nine regional area meetings to be held in as many cities.

The program, as announced earlier by Tom Hungerford, NAMA regional meeting chairman, is designed around a new and different series to make it even more convenient—and informative—for operators.

Here's the program of the Atlanta meet:

The call to order at 1:30 p.m. February 19, will be followed by "The Editor's Mail Bag," a resume of up-to-the-minute happenings in the automatic merchandising in-

dustry and a projection of things to come, a talk by G. R. Schreiber, editor and publisher of Vend. This will be followed by a discussion period.

George Murphy, Norman Vendors, Hickory, N. C., will give a regional survey, "A Regional Report on Direct Sales to Locations," followed by an address by David D. Dayton, Tennessee Service Company, Knoxville, on "Automatic Catering—Prime Contractor Vs. Subcontractor."

"How to Teach a New Man to

(Continued on page 82)

Bank & Wilan Cuts Price of Chocolate Unit

CHARLESTON, W. Va., Jan. 29.—Bank & Wilan Manufacturing Company cut the price of its hot chocolate unit \$23.65 to \$45.95 depending on model.

Joseph Wilan, president, announced that the reduced prices were possible because volume output resulted in lower manufacturing costs.

Effective February 1, Andico,

(Continued on page 87)

Coffee-Mat Set On Brewmaster

ELIZABETH, N. J., Jan. 29.—The Coffee-Mat Corporation is set to go into production of its Model 500 Brewmaster next week, according to Phil Small, C-M executive.

The unit was first shown at the annual convention of the National Automatic Merchandising Association, in Washington last September, at which time orders for 350 machines were taken.

The Brewmaster has six selections—four of coffee, plus hot chocolate and soup, with three pumps for the ingredients. List price will be about \$950.

While the cup capacity is 500, Small said the drink capacity is about 800. Dimensions are 5 feet 6 inches high, 28 inches deep and 31 inches wide.

23-Store Grocery Chain Adds Bulk Vending Dept.

DENVER, Jan. 29.—Bulk vending of peanuts and confections in the 23 supermarkets of Miller Super Markets, Inc., here has worked out so well that the chain has purchased its own machines and created a new department, according to Morris Miller, company executive.

The Miller stores, among the first in Denver to add bulk machines to store facilities, also operate kiddie rides.

The decision to incorporate bulk vending among the many services offered followed a study and analy-

sis of collections in a dozen stores picked at random which showed that supermarket patrons were making heavy use of penny venders.

Best Customers

It was found that husbands, who wait while their wives shop or parents who bring small children along on marketing trips, are good customers of the machines.

The average vender installation in the Miller supermarket consists of two triple-machines, three machines on one stand, at each en-

(Continued on page 88)

RESPONSE GOOD

Coldrinx Ads Make Pitch to NY Locations

NEW YORK, Jan. 29.—Coldrinx, Inc., veteran New York drink operator, is currently utilizing newspaper advertising in an effort to garner local factory and office locations.

The firm has run two advertisements in The New York Times, stressing 24-hour service, free installation and a liberal percentage basis. According to Leo Litwin, Coldrinx executive, enough inquiries have resulted to warrant continuation of the advertisements.

In advertising copy, the firm is identified at Hot & Coldrinx, Inc., as the message deals with coffee and hot chocolate. Coldrinx does not offer a package operation, specializing in drinks, altho it does handle cigarettes.

Litwin feels that the age of the vending specialist is still with us, if the specialist seeks the right locations. For example, he pointed out, a drink, ice cream or cigarette specialist can operate in a congested area, where locations are close together. In a large plant in the outskirts of the city, the operation can usually be handled most efficiently by a full-line operator.

Size of the location, too, plays a role. Coldrinx usually seeks a minimum of 150 employees, tho firms employing as few as 100 persons might stack up as locations under certain conditions.

A package operator generally won't consider any location of 150 to 300 persons, as the volume usually won't justify the placement of diversified equipment.

Yet such medium-sized locations may provide profitable drink and cigarette stops, according to Litwin. Also if restaurants and cafeterias are handy, employees might eschew a full-line automatic feeding set-up, but they will buy coffee, drinks or cigarettes if a vender is in the building.

Coca-Cola to Bow 10, 20-Oz. Bottles

NEW YORK, Jan. 29.—Coca-Cola, traditionally bottled in the six-ounce hour-glass container, will soon make its debut in 10-ounce and 26-ounce bottles. Both bottles will retain the traditional Coca-Cola shape.

The 26-ounce bottle was introduced in Columbus, O., this week, while the 10-ounce bottle is slated to make debuts in Columbus and Boston soon.

R-M Traveling Sales School Winds Up Tour

PHILADELPHIA, Jan. 29.—The Institute of Controlled Salesmanship, an intensive operator sales training course conducted by Rudd-Melikian, Inc., has completed its three-month, 12-city tour.

The course, under the direction of Jim Wickersham, advertising and merchandising director of the coffee machine manufacturer, consists of two days of lecture and discussion for each operator group.

Starting here in September, Wickersham took his traveling sales school to Atlanta, Detroit, Chicago, Dallas; Portland, Ore.; San Francisco, New York, Omaha, Cleveland and back to Chicago.

The first thing Wickersham attempts to sell the operators is an appreciation of the need of training, then the scope of the market for coffee venders.

Among the subjects discussed at the ICS are the use of a demonstrator and the relative merits of the nickel and dime coffee vends. With an annual budget of \$150,-

000 for advertising and promotion, R-M supplies operators, at cost, with advertising mats, reprints of magazine and newspaper stories, and promotional material.

Local Ads

Wickersham encourages local operators to advertise in their home town newspapers, and mats and suggested ad copy make the job easier for the operators.

In national copy—usually running in such publications as The Wall Street Journal, Business Week and Management Methods—the R-M pitch is to the executive who bewails the time lost because of the coffee break. Copy emphasizes that installation of coffee venders keep employee morale high and cut down on the time loss usually caused by the coffee break.

Wickersham is a strong advocate of visual aids for operator training, and eight basic sales training films are used in each two-day ICS session.

About 150 operators are expected to attend the annual Rudd-Melikian sales meeting this spring, with announcement of the date and city expected this month.

L&M Earnings, Sales Decrease

NEW YORK, Jan. 29. — The Liggett & Myers Tobacco Company, manufacturer of Chesterfield, L&M and Fatima cigarettes, this week reported 1954 sales and earnings as less than 1953.

The 1954 figures are \$548,861,959 for sales and \$22,201,364, equal to \$5.03 a share, for earnings. Figures for the previous year were \$586,498,727 and \$22,978,576, or \$5.50 a share.

The only explanation by L&M for the drop was that it "followed the industry trend," which had shown a cigarette sales decline from the record of 1953.

Filters, Rings

"The sales of king-size and filter-tip cigarettes have been markedly on the increase during the past two years, and this trend may continue in the foreseeable future," the report added. It pointed out that the increase in king-size and filter-tip sales was "made at the expense of regular-size cigarettes."

Export sales were off because of the decreased numbers of U. S. military personnel overseas and dollar shortages in many foreign countries.

No reference was made to the role of the "health scare" talk on sales.

Paper Vender Mfr. Elevates 2 to V.-P.

COLUMBIA, Pa., Jan. 29.—The board of directors of United Sound & Signal Company, Inc., makers of newspaper vending machines, named two new vice-presidents.

They are Guy McLaughlin and William W. Kane. McLaughlin, the firm's chief engineer, was elected engineering vice-president, and Kane, sales manager, was named sales vice-president. Both men were also elected to the board.

In announcing the appointments, John J. Wisler, president, said they were part of the company's long range plans to gear itself for substantially increased sales and engineering activity. United manufactures refrigeration equipment besides newspaper venders.

CIGARETTE, CANDY AND DRINK MACHINES

THIS WEEK'S SPECIALS!

ROWE DIPLOMAT ELECTRIC
← 8 Cols., 340 Cap. →
\$150.00

DUGRENIER MODEL W
9 Cols., 270 Cap. →
\$75.00

UNEEDA CIGARETTE VENDORS

Model E, 6 Cols., 180 Cap. \$ 75.00
Model E, 8 Cols., 240 Cap. 92.50
Model E, 12 Cols., 300 Cap. 90.00
Model 500, 9 Cols., 350 Cap. 100.00

ROWE CIGARETTE VENDORS

Imperial, 6 Cols., 180 Cap. \$ 85.00
President, 8 Cols., 320 Cap. 130.00
Crusader, 8 Cols., 380 Cap. 145.00
DUGRENIER CHAMPION, 9-11 COLS., 420 CAP. 100.00

CANDY MACHINES

U-Select-It, 74 Cap., Wall Model \$ 52.50
Stoner Candy, Prowar, 160 Cap. 135.00
Rowe Candy Merchant, with Changemaker, 7 Cols., 158 Cap. 165.00

WE ARE DISTRIBUTORS FOR ICE CREAM—SODA—COFFEE MACHINES, BOTH NEW & RECONDITIONED.

WRITE FOR INFORMATION!

All Equipment Unconditionally Guaranteed.
Trade Prices 1/2 Deposit, Balance C.O.D.

UNEEDA VENDING SERVICE, INC.

"The Nation's Leading Distributor of Vending Machines"
NEW... RECONDITIONED LIKE NEW

250 Meserole Street, Brooklyn 6, N. Y. • HEgeman 3-6295

when answering ads...

SAY YOU SAW IT IN THE BILLBOARD!

AN OPEN MESSAGE TO VENDERS OF CHARMS!

Mr. Operator:

If you are among the many hundreds of bulk operators, distributors and jobbers of charms who are seeking the answer to greater sales of Charms, this message is of **Vital Importance** to you. The contents contain your Key—not only for greater sales of Charms in 1955—but for the years ahead.

It was early in 1954, gentlemen, an executive of our firm was asked by a very reputable and astute businessman in the field of bulk vending if we would undertake to do something about the Charms then being sold in vending machines across the nation.

Our answer to him at that time was predicated on a survey we were making of the Charm market, to ascertain a true potential of the possibilities the Charm field offered. It was soon manifest to us, that the Charm business offered exceedingly good potentials—but only if we were willing to produce **Original Action Charms** of a distinctive type.

Our challenge was to produce action type charms. Would we take it? The answer was yes—for it's fun—real fun to tackle an idea and bring it to life! As many of you already have guessed, we are Creators and Originators; thus, we burned the midnight oil and were soon rewarded with what we believe is the answer for better Charms. Our objective consisted of three points:

EYE APPEAL—because before you can hope to make the sale, it must be appealing enough to produce a sudden impulse to buy... This impulse is shared alike by all individuals regardless of age.

QUALITY AND BEAUTY—go hand in hand. Sacrifice quality and there can be no beauty.

ACTION PLAY VALUE-PLUS—is not to be taken just literally: it's absolutely necessary. Give a boy or girl something of real play value and you have won a friend—and that little friend will tell his little friend. As for that **EXTRA PLUS**—well, it's that certain something that will allow the children's mind to imagine "how it all happened to come about."



At this point, some of you may be wondering, "Did we honestly find the answer to greater sales—when the above principles were put into execution—or was it just wishful dreaming on our part?" No, gentlemen, it was no dream and we can now report that our groundwork in 1954 has proven us correct:

Our Action Charms are being sold by key operators in many cities and not only have they thrilled the hearts of boys and girls of all ages, but we can report that both Mom and Dad were likewise pleased—for the quality of our Charms shone out like a beacon. In this respect, we should like to say it was no accident that our Charms likewise pleased Mom and Dad, for who can deny the keeper of the family pocketbook will spend faster when he sees **value** is there.

You, Mr. Operator, we believe, will be happy to know we intend to pursue the work we have started and have dedicated ourselves to manufacturing America's Finest Action Plastic Charms.

We are growing daily, and cordially invite your inquiries in our effort to bring you the best Charms at prices that are fair and equitable to all.



605 EAST 132 STREET
NEW YORK 54, N. Y.

Manufacturers of America's Finest Action Plastic Charms.

VICTOR CHARMS

	In Bulk	In Capsules
Chic'n Egg (action)	\$12.75 M	\$17.50 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	14.00 M

SPECIAL

1,000 of above Capsules, mixed \$18.00

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



NEW! FIRE HYDRANTS VACUUM PLATED FINISH

SILVER OR GOLD . . . \$12.00 per thousand

RED PLASTIC . . . \$7.50 per thousand

At your distributor or
Karl Guggenheim

33 UNION SQUARE
N. Y. C. 3, N. Y. • AL. 5-8393



FOR YOUR SUPERLOCATIONS
The New Improved
SUPER V

Is the Finest Capsule Vendor Obtainable and the Industry's Most Beautiful.

Featuring the Greatest Earning Power Ever Built Into a Bulk Vendor . . . at 1c, 5c or 10c Play.

Cabinet of two-tone solid oak—trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 800 100-count ball gum. Packed and sold 4 to the case.

Less than 25 cases . . . \$71.80 per case
25 cases or more . . . 67.80 per case

With Your VICTOR Distributor for NEW and OUTSTANDING CHARMS for Bulk and Capsule Vending

KEEP IN TOUCH

The World Famous
STANDARD TOPPER

That attractive ensemble — is finished in smooth, hard Duranite and chrome . . . steel construction, precision built and amazingly durable. Equipped with the large glass globe. Packed and Sold 4 to the Case.

Less than 25 cases . . . \$50.00 per case of 4
25 or more cases . . . 48.00 per case of 4

Place Your Orders With Your Nearest VICTOR Distributor
VICTOR VENDING CORP.

5701-13 W. Grand Ave. Chicago 39, Illinois



Your Best Buy Is
VICTOR CAPSULE VENDOR

Try four and you'll buy more

Special Get-Acquainted Deal
4 CAPSULE VENDORS & 1000 Filled Capsules, all for \$92.95.

FULL CASH WITH ORDER
Time Payment in lots of 20 or more to established operators.

Order from
ROY TORR
LANSDOWNE, PA.

MORE THAN 90,000 NOW EARNING EXTRA PROFITS ON LOCATION

MILLS famous 107
FACTORY REBUILT AND GUARANTEED

Every stop on your route will make extra profits with this proven vendor. Sells gum faster . . . requires practically no maintenance. Dentyne, Beeman's, Pepsin and American Chiclet candy coated or chiclet type gum only 44c a box.

Only \$15.00 F.O.B. Factory

ORDER TODAY—PROMPT DELIVERY
J. SCHOENBACH
1647 Bedford Ave., Brooklyn 25, N. Y. PResident 2-2900



EXCLUSIVE DISTRIBUTORSHIP

The best vending machine deal out today. A retractable ball-point pen that sells for 25c through a vending machine. Must be capable of handling a sales organization, financially able to start own distributing business. No merchandise to buy, but should have at least \$5000 operating capital for advertising, sales material, etc. Potential net income conservatively indicated in excess of \$50,000 per year. Give detailed outline of business experience in first letter.

Box 780, The Billboard, Chicago 1, Ill.

VEND—PUBLISHED BY THE BILLBOARD

HUNDREDS OF MONEY-MAKING VENDING IDEAS

Cost you a fraction of a cent a piece—when you subscribe to Vend—the magazine of automatic merchandising! Fill in—tear-out—mail today!

VEND Magazine, 2160 Patterson St., Cincinnati 22, Ohio
Yes—Please sign me up for Vend for
 1 year at \$4. 3 years at \$7.50.
(Foreign rate, one year, \$8)

Name
Address
City..... Zone..... State.....
Occupation



THE BILLBOARD INDEX
ADVERTISED USED MACHINE PRICES
VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as indicated below. All advertised used machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk vendors, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Jan. 29	Issue of Jan. 22	Issue of Jan. 15	Issue of Jan. 8
Acorn 1c Ball Gum.....				
Acorn Bulk Vendor, 5c.....	\$10.00	\$10.00	\$10.00	
Acorn Capsule Machine.....	12.95	12.95	12.95	
Acorn Tab Gum (10 col.)...				21.95
Acorn Vendor.....				14.95
Advance Model D Ball Gum.	6.45		6.45	6.45
Advance No. 11 Mds.....	5.95		5.95	6.95
Ajax Hot Nut, 5c.....		5.95		5.95
Asco Hot Nut, 5c.....	7.50		7.50	39.50
Atlas Bantam, 5c.....	5.95		5.95	7.50
				7.50
Cadillac Jr., 5c.....	6.95		6.95	7.50
Columbus 46 G, 1c, B, G...				7.50
Columbus 1c Bulk.....	6.50	7.50	6.50	6.50
Columbus Model 46, Z, B, 5c			7.50	8.50
Columbus Bi-More.....				19.50
Columbus Tri-More.....	17.50		17.50	22.50
Craig Ice Cream Bar.....	125.00			125.00
				165.00
Diplomat Electric (6 col.)...	125.00	125.00		
DuGrenier Electric (7 col.)...	17.50			14.50
DuGrenier Adams (4 col.)...				17.50
DuGrenier Adams (6 col.)...				100.00
DuGrenier Champion (9 col.)...	100.00	100.00	100.00	100.00
DuGrenier Champion (11 col.)	100.00		100.00	100.00
DuGrenier Model S (7 col.)...				72.50
DuGrenier Model W (9 col.)...	99.50	99.50	99.50	125.00
				115.00
Exhibit Card Vendor, 2c....	19.50			
Eastern Electric (8 col.)...	115.00			
Eastern Electro, C-8.....	129.50	129.50		
Exhibit Card Vendor, 1c....	15.00(2)	15.00	15.00	15.00(2)
4 Comp. 1c Bulk Vendor....		5.00		
Hupp Single Drink.....	110.00			110.00
Jewel Vendors, 5c.....	7.50	7.50	7.50	10.00
Keeney Electric (9 col.)....	145.00			145.00
Master 1c, Ball Gum.....	7.50			6.95
Master, 1c & 5c Bulk.....	6.95	6.95	6.95	6.95
Master, 1c Bulk.....	6.50	6.50	6.50	6.50
Master, 5c Bulk.....	6.50	6.50	6.50	6.50
Master Novelty, 1c.....				8.50
Mills Candy (5 col.).....				50.00
Mills Single Drink.....	150.00			150.00
Minit-Pop.....				99.50
National 9-18.....	70.00	70.00		
National 930.....	95.00			95.00 130.00
National 950.....	110.00			110.00 145.00
Northwestern 29, 1c.....	7.95	7.95		
Northwestern 33 Ball Gum..	6.50	6.50	6.50	6.95 7.50
Northwestern Deluxe				
1c and 5c.....	12.00(2)	12.00	12.00	12.00
Northwestern Model 39, 1c..	7.50	7.50	7.50 7.95	7.95 8.50
Northwestern 49, 1c.....				17.35
Northwestern 49, 5c.....	12.50	12.50	12.50	12.50 17.35
Northwestern Stamp.....				69.00
Northwestern Tab Gum.....				25.95
N. Y. Stamp.....				12.50
N. W. Roll Type Stamp.....				45.00
N. W. Standard, 1c & 5c..	7.50	7.50	8.50	8.50
Pop Corn Sez.....				55.00
PX (10 col.).....	110.00			110.00
Razor Blade, 25c.....				19.50
Regals Peanut, 1c.....	7.50	7.50	7.50	7.50
Revco Ice Cream Cup.....	125.00			125.00
Rowe Candy (8 col.).....	60.00	60.00		
Rowe Candy Merchant				
(7 col.).....	165.00	165.00	165.00	165.00
Rowe Crusader (8 col.).....	145.00	145.00	145.00	145.00
Rowe Diplomat Electric				
(8 col.).....	150.00	150.00	150.00	
Rowe Imperial (6 col.).....	85.00	85.00	85.00	85.00
Rowe President (8 col.).....	130.00	130.00	130.00	130.00 155.00
Rowe President (10 col.)...				155.00
Silver King Hot Nut, 5c....	12.50	12.50	12.50	15.00
Silver King, 1c.....	8.50	8.50	8.50	8.50
Silver King.....				13.95
Silver King 1c Ball Gum....	7.45	7.45	7.45	7.45
Silver King 1c Mds.....	7.45	7.45	7.45	7.45
Silver King, 5c.....	7.45 8.50	7.45 8.50	7.45 8.50	7.45 8.50
Smokeshop Electric (9 col.)	129.50	129.50		
Sneads.....	125.00			125.00
Spinners, 1c.....				5.00
Stoner Candy (6 col.).....	135.00	135.00	135.00	135.00
Stoner Univendor (8 col.)...	99.00	99.00		
Super-Vends (3 sel.).....	200.00			200.00
Uneeda Model E (6 col.)....	75.00	75.00	75.00	75.00
Uneeda Model E (8 col.)....	92.50	92.50	92.50	92.50
Uneeda Model E (12 col.)...	90.00	90.00	90.00	90.00
Uneeda Model 500 (9 col.)..	100.00	100.00	100.00	100.00
Uneedapak Model 500				
(9 col.).....				135.00
U-Need-a-Pak (5 col.).....				85.00
U-Select-It.....	52.50	52.50	52.50	49.50 52.50
U. S. Postage.....				15.00

A WORD to NEW OPERATORS of BALL GUM and CHARM MACHINES
And to OLD-TIMERS, too . . .
FIVE YEARS AGO we broke all sales records with a New GIMMICK called
RECORD CHARMS



These miniature black plastic records, with authentic labels of hit tunes, were sensationally successful.

Enough TIME has elapsed to bring them back. The songs and labels are current "hit parade" titles and artists.

\$12.50 per 1,000

f.o.b. Jamaica, N. Y.

Or: At Your Distributor

HISTORY ALWAYS REPEATS ITSELF. Tremendously Successful Five Years Ago; Again TODAY.

SAMUEL EPPY & CO., INC.
91-15 144th Place
Jamaica 35, L. I., N. Y.

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

IT'S NEW



Northwestern Package Gum Vender with the "Vision" 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.
2700 W. Lake St., Chicago 12, Ill.

READY FOR DELIVERY NOW!

OAK'S NEW "400" CAPSULE VENDOR

R. R. WHITEHEAD
1075 Woodland Avenue S.E., Atlanta, Georgia

Canteen Approves Rowe Stock Buy

NEW YORK, Jan. 29.—Purchase of a 52 per cent interest in the Rowe Corporation was formally approved by stockholders of the Automatic Canteen Company of America.

The proposed purchase from Robert Z. Greene and associates involves 262,500 shares at \$15 a share for a total of \$3,937,500.

Canteen stockholders also approved cancellation of all author-

ized but unissued \$20 par value preferred stock and an increase in authorized common from 625,000 to 1,200,000 shares. Par value of the additional shares remains at \$5. The unissued preferred stock totaled 87,500 shares.

Also approved was a proposed offering of 97,841 shares of common stock, with initial offering of these shares to be made to stockholders on the basis of one new share for each six held. The subscription price is \$17 a share, with subscription warrants to expire February 14.

12 15-Column Uneeda Cigarette Machines with stands, all king size, 25c 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

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.

Tenco Names Hampton New Vending Dir.

LINDEN, N. J., Jan. 29.—Tenco, Inc., instant coffee manufacturers here, named David H. Hampton director of vending sales, Edward Aborn, president, announced. Hampton, who will direct sales and advertising on Tenco's vending coffee, was formerly Midwest sales manager of Spacarb, Inc., subsidiary of the Rowe Corporation. Before joining Spacarb, Hampton was Eastern sales manager for Orange Crush Company. For 20 years he has been active in food and beverage sales.

Hosts 600 at Mfr. Showing

LOS ANGELES, Jan. 29.—County Sales Company, San Diego, Calif., distributors for Bert Mills, Fred Hebel Corporation, Cole Products Company and Dari-O-Matic Corporation drew a turnout of approximately 600 operators and industrial location representatives at a showing and display of equipment at Rodger Young Auditorium here recently.

Vending firm distributes equipment thruout California, Utah, Nevada and Arizona, and on the basis of interest and enthusiasm shown by operators, indicated the event will be repeated next year.

Cole Products, represented by Dick Cole, displayed two special and two DeLuxe drink machines; Mills exhibited two coffee machines and its new hot chocolate and soup vendor; Fred Hebel showed its Model 2300 and Model 3100 ice cream vendor, and Dari-O-Matic displayed its Model 500 combination milk and juice dispenser.

TIRC Fund Now Tops \$1 Million

NEW YORK, Jan. 29.—Timothy V. Hartnett, chairman of the Tobacco Industry Research Committee, this week disclosed that the \$500,000 fund set up last May by the organization for independent scientific research into tobacco use and health has been increased to \$1,000,000.

The group includes representatives of six tobacco manufacturers and eight organizations of tobacco growers and tobacco warehouse associations. The initial allocation for cancer research in universities, hospitals and other medical institutions was announced in May.

Two weeks ago nine grants totaling \$164,295 for the study of the effect of smoking on health was announced.

Build Refrigeration Unit for Wittenborg

PORTLAND, Ore., Jan. 29.—A new refrigeration unit for the Wittenborg multi-purpose vender, was put into production this week.

Jack B. Low, who is exclusive U. S. dealer for the Wittenborg, and who heads up the Oregon Importing Company, announced that the AABA Refrigeration Service Company here, which engineered the unit, is building it.

Low recently returned from Odense, Denmark, where he inspected the factory where the Wittenborg is built and consulted with firm officials before beginning production on the refrigeration unit.

Three Types

Marketing of the refrigerated machines will give Low three types of Wittenborgs: Standard, hot, and refrigerated. In the two latter types, the heating and refrigeration elements are placed at the bottom of the machine with the heat and cooling carried upward by means of fans.

Altho Low sells only to operators, since his return he has been working on development of new-type locations for the Wittenborgs. Besides store fronts, Low is also working on locations such as railroad trains, apartment house entrances and markets for the machine. Such locations, he said, would supplement the locations now in common practice such as factories, offices, etc.

New Lighting

Low is also installing fluorescent lighting in the machines to replace the incandescent lights used in Europe.

The heart of the Wittenborg, a circular column which rotates with the insertion of a coin, Low buys from the Danish firm. Low makes the stainless steel cases in Portland. The machines are 9 to 11 inches deep, standing 6½ feet high with 12 trays to a column on top of the heating or refrigeration unit. The width depends on the number of columns used. A two-column machine would have a width of 2 feet 3 inches and three-column unit, 3 feet 4 inches.

Compartments in each tray may be chosen according to need, ranging from eight sections per tray, thru six, three, two or one (no compartmenting insert). Diameter of the tray is nine inches.

The cold unit vends a virtually limitless variety of small articles, while the heated units greatly expand the food-items possible to vend with it. The refrigerated unit carries further the food vending possibilities, Low said.

Europe's Vending

While in Europe, Low inspected vending operations in Denmark, Sweden, France, Germany and Switzerland. "Much as we have developed automatic merchandising in this country, a glimpse of European operations emphasizes the great untapped fields awaiting us in the United States," he said.

In Denmark, for example, he said, whole outside store fronts are

devoted to batteries of venders. In some stores, he said, the machines are affixed to a device similar to a theater curtain, lowered after 6 p.m. when stores close. During store hours, the curtain is raised to expose display windows.

The vending business has lured Low away from original plans to practice law. After obtaining a law degree, he studied literature at the University of Paris. Then he discovered the high development of vending operations in Europe. He returned to Oregon and started as an operator, using Wittenborgs, in 1951.

Low decided, however, that the machines had such possibilities in the United States, that they offered more opportunity to a distributor.

Dobson Builds New Quarters

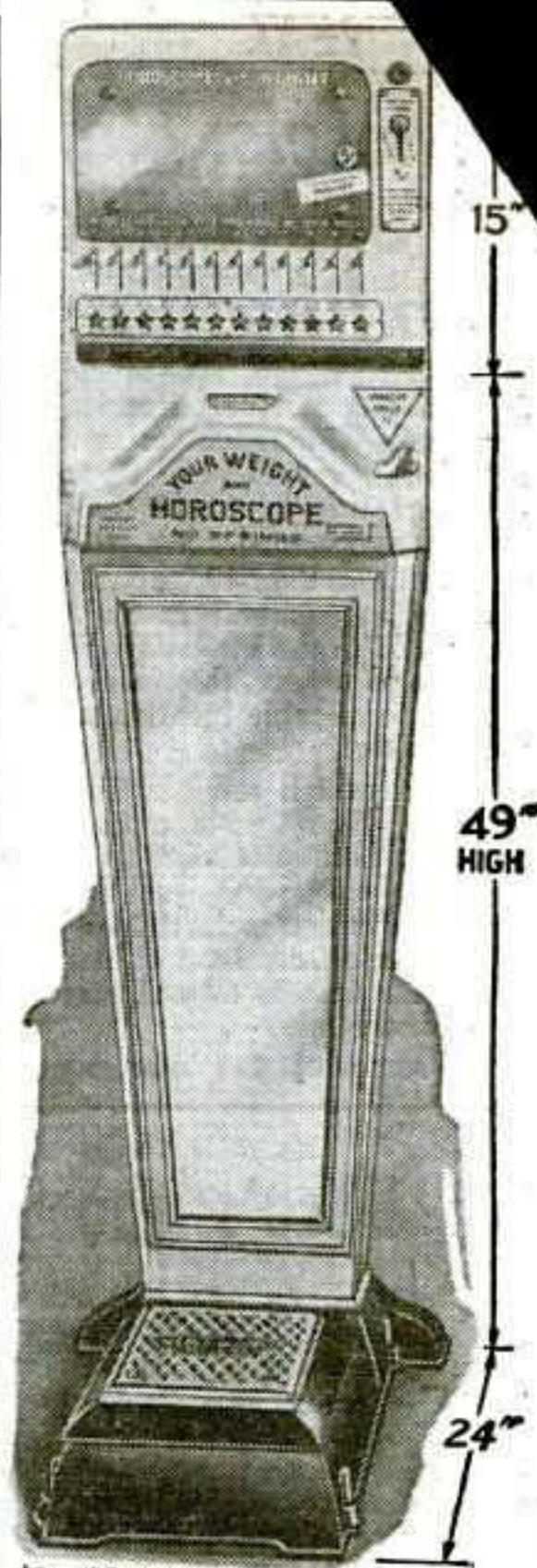
DALLAS, Jan. 29.—Dobson Vending Service, Inc., and Dobson Distributing Company, Inc., one of the largest vending operations in the South, will move into a new 14,000-square-foot building in the spring.

Joe Dobson, head of Dobson Vending Service, and Jim Dobson, head of Dobson Distributing, announced they plan to move into the new quarters, now under construction, May 1.

The building is located in the Brook Hollow Industrial District here, which the Dobsons believe will become "one of the greatest industrial areas in the Southwest." They said they chose a site in the district because of the lack of traffic congestion and its ready access to all major highways. The Dobsons said their companies would occupy 8,400 feet of space in the building, with 5,600 square feet available for lease. The new building will include a large vault for counting coins.

Dobson companies operate in Texas, Oklahoma, Arkansas, Louisiana and Mississippi; some 500 venders in the Dallas area.

Dobson Distributing, slated for expansion in 1955, has four salesmen. The two firms employ a total of 20 persons.



5c HOROSCOPE SCALE

TOP OF SCALE PAYS BIG DIVIDENDS . . . NOW YOU CAN REALLY MAKE MORE MONEY operating scales because you get 5c as well as 1c.

\$25.00 DOWN
BALANCE \$10.00 PER MONTH

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We Have Newer CHARMS!

Send \$2.50 and receive 100 high quality filled capsules. Contains our complete assortment . . .

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BALL and VENDING GUMS

LOW Factory Prices

BUBBLE • CHICLE CHLOROPHYLL and TAB

Bubble Ball Gum, 140-170 & 210 ct.25¢ lb.
Chicle Ball Gum, 130 ct.34¢ lb.
Clor-o-Vend Ball Gum40¢ lb.
Clor-o-Vend Chicks, 320 ct.40¢ lb.
Chicle Chicks, 320 & 520 ct.36¢ lb.
Bubble Chicks, 320 & 520 ct.30¢ lb.
Tab (short sticks), 100 ct.35¢ box
5-Stick Gum 100 packs\$1.90

F.O.B. Factory, 150 Lb. Lots

AMERICAN CHEWING PRODUCTS
4th & Mt. Pleasant Newark, N.J.

In Philadelphia or Anywhere FILLED CAPSULES

Immediate Delivery Write for Lowest Prices

VICTOR'S 5c Baby Grand Deluxe CAPSULE VENDOR

Immediate Delivery

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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

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Occupation

PM Boosts 5 Executives

NEW YORK, Jan. 29.—Joseph F. Cullman III, vice-president of Philip Morris & Company, Ltd., Inc., this week was named executive vice-president by the board of directors.

Other PM promotions were: Robert Roper, director of personnel, to vice-president in charge of industrial relations; Dr. Robert N. Dupuis, director of research, to vice-president in charge of research; Joseph Hedges, vice-president of the Benson & Hedges division, to vice-president in charge of organization planning and controls.

Chandler H. Kibbee, secretary and assistant treasurer, was elected secretary and treasurer, and Leonard G. Hanson, senior vice-president, has resigned as treasurer, but will remain in charge of financial policy for the Philip Morris Company.

POPPERETTE FULLY AUTOMATIC POPCORN MACHINE

- POPS FRESH FRAGRANT POPCORN ON INSERTION OF COIN
- GLASS BOWL ON TOP FOR RAW CORN RESERVE
- AUTOMATICALLY SEASONED
- 10¢ PLAY

TERMS: 1/3 deposit with order, bal. C.O.D. PRICE **\$149.50**

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THE BIGGEST MONEY MAKING BULK VENDOR IN THE WORLD

THE OAK "400" CAPSULE VENDOR

Fool-proof, action activated, guaranteed to be the biggest profit maker in the capsule field. Designed to captivate attention, engineered to be absolutely trouble-free. Instantly convertible for tab or bulk vending.

EASY TO FILL: 400 CAPACITY
WEIGHT: 7 LBS. HEIGHT: 17" WIDTH: 8"

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Western Sales Offices **OPERATORS VENDING MACHINE SUPPLY**
1023 Grand Avenue • Los Angeles, Calif.

oak manufacturing company, inc.
11421 knightsbridge ave. • culver city, calif.

New Market Phoenix

PHOENIX, Jan. 29.—More than 200 vending machine licenses have been issued for machines operated in "plush" motels here since December 1, the Phoenix city sales tax division announced.

With more than 40 "top-ranking" de luxe motels and motor hotels completed in the Phoenix area during the past year, this market has proved a valuable location market for vending.

Motels which are located some distance from restaurants and convenient to vend sandwiches, cookies, bottled soft drinks, fruit juices, coffee, combs and handkerchiefs, shoe laces as well as cigarettes and candy.

In some of the new motels,

Heide Honors 2 Employees

NEW YORK, Jan. 29.—Two employees of Henry Heide, Inc., were cited last week at the New York Athletic Club for 50 years of service with the firm. They are Frederick Flaschendreher, head of export packing, and Amelia Daddana, candy packer.

The presentation of mementos was handled by Herman L. Heide, president. Also honored were six employees with 25 years of service.

Henry C. Dickens, who recently retired from active service after 66 years with the firm, turned over the gavel as president of the Heide Horseshoe Club to Charles J. Beauchemin, salesman, who is in his 54th year with the company.

which have up to 50 units, there are as many as 15 venders in operation, with seven major vending operators sharing in supplying them.

Coffee Break Crisis Wedge

Continued from page 78

tions in the minds of thousands of office executives—that the conventional kaffee klatsch is costing American business millions of dollars a year in terms of employee time lost. And that's the ammunition VenDime uses for its opening salvo.

According to McClosky, most executives discussing pending office locations with the operator will bring up the coffee question immediately.

Opportunity Enhanced

Once the operator can convince the location brass that automatic coffee vending eliminates most of the employee time loss involved in the coffee break, the opportunities of placing other venders in the location are enhanced.

An indication of how fast the coffee break is growing in popularity is furnished by a recent survey of 331 Chicago business firms. Currently, 87 per cent of them give breaks to their employees. In 1948 only 65 per cent of the firms gave time off for coffee.

A survey of 1,160 companies by the Pan-American Coffee Bureau last year claimed 82 per cent reporting reduced worker fatigue, 75 per cent reporting improved employee morale and 62 per cent reporting increased productivity as a result of coffee breaks.

According to the Wall Street Journal, company tactics to curb the coffee break often boomerang. For example, Texas Company officials attempted to discourage employees from taking their mid-morning brew in the restaurant downstairs in New York's Chrysler Building, where its offices occupy 18 floors. So the workers simply walked another block for their coffee and consumed more time doing so.

Astute vending operators are turning this situation to their advantage, with Rudd-Melikian, Inc., Philadelphia coffee machine manufacturer, running advertisements for its operators in business journals. Copy stresses the chaos and time loss which are the products of a non-automatic coffee break and tells how the coffee break can be maintained without these pitfalls.

Coffee venders have solved the problem at the South Boston plant of the Gillette Company, where drinks were dispensed by a concessionaire operating from a small stand.

Venders Answer

As the plant expanded, it became harder and harder for workers to leave their area, buy coffee and return to the job in the allotted 10 minutes. Two months ago an operator installed coffee, cup drink and cigarette venders, with a staggered time schedule for workers to patronize the machines.

According to Jim Wickersham, advertising and merchandising head of Rudd-Melikian, about 50 per cent of all business and industrial firms have coffee breaks, and only 9.5 per cent of the 50 per cent have coffee venders. This means that only 4.5 per cent of the potential market for coffee venders has been realized. And, concluded Wickersham, that remaining 95.5 per cent is quite a market at which to shoot.

New Program

Continued from page 78

"Do His Job," a talk based on practical experience, will be given by Mahoney.

Highlighting the meet will be a "Profit Clinic," a seminar on major reasons for success or failure of automatic merchandising operations, which will be moderated by William S. Fishman, vice-president, Automatic Merchandising Company, Chicago; and Herb A. Geiger, Geiger Automatic Sales Company, Milwaukee.

A reception will be held at 5 p.m., sponsored by Gordon Foods, Inc., H. W. Lay & Company, Inc., and Stewart's, Inc. Dinner will be held at 6 p.m., followed by the showing of two films: "The 1954 NAMA Convention-Exhibit," candid movies of the exhibit at the convention and business sessions, and the regional premiere of "At the Drop of a Coin," the color motion picture story of automatic merchandising, narrated by Westbrook Van Voorhees of March of Time fame.

Sunday morning at 10:30 a special two-hour session will be held on the topic "A Formula for Successful Employee Relations" for owners, partners, managers, and executive personnel of NAMA member companies, which will be moderated by Benjamin Werne, NAMA employer-employee relations counsel. The meeting will adjourn at 12:30 p.m.

Hosting the meet is Charles Dürmeyer, Southern Automatic Candy Company, Atlanta, who is making hotel reservations for the meet.

The theme for the 1955 Regional meetings is "Let's Trade in Worn-Out Ideas—and 'It Can't Be Done' Attitudes!"

Each of the nine meetings this year will be held on weekends, with lunch on Sunday to permit operators to attend all sessions and return home in time for the start of the new work week.

The next two meetings: March 5-6, Adolphus Hotel, Dallas; March 19-20, Lord Baltimore Hotel, Baltimore. Latter meet includes two regions: III and VIII. Dates for the remaining six meetings will be set shortly.

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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.
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- ★ Baked enamel or bright chrome-plated finish.

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RECONDITIONED VENDORS

ALL MACHINES COMPLETELY CHECKED AND READY FOR LOCATION! ORDER WITH COMPLETE CONFIDENCE!

BULK VENDORS

N. W. Model 49, 5¢	\$12.50
N. W. Model 39, 1¢	7.50
N. W. Standard, 1¢ & 5¢	7.50
Silver King, 1¢	8.50
Silver King, 5¢	8.50
Silver King Hot Nut, 5¢	12.50
Victor Model V, 1¢, Globe	8.50
Victor Model V, 1¢, Cabinet	8.50
Columbus 1¢ or 5¢, Bulk	7.50
Columbus Tri-More, 3 Comp.	17.50
Asco Hot Nut, 5¢	7.50
Atlas Bantam 5¢ Tray	5.95
Regal's 1¢	7.50
Jewel Vendors, 5¢, 2 Comp.	7.50
Cadillac Jr., 5¢	4.95
DuGrenier Adams & Col., 1¢	17.50
Mills Adams & Col., 1¢	17.50
N. W. Deluxe, 1¢ and 5¢	12.00
Master 1¢ Ball Gum	7.50

SPECIALS

Acorn 5¢ Bulk Vendor, Like New	\$10.00
Acorn Capsule Machine, Taken in Trade, Like New, 10 Pcs. Ea.	12.95
Master 1¢ Bulk Vendor, New	7.50
Advance 1¢ Ball Gum Machine, New	5.00
Atlas 1¢ & 5¢ Comb. Ball Gum Vendor, New	9.95

COUNTER GAMES

SK Hunters	\$19.50	ABT Skill Shot	\$39.50
SK Target	19.50	Exhibit Card Vendors	15.00
ABT Strik-A-Lite	29.50	Exhibit Card Vendors, 2¢	19.50
ABT Challenger, late model	29.50	Zig Zag Skill Games	29.50

WRITE FOR CATALOG OF NEW AND USED VENDORS AND SPECIAL LIST NO. 10 OF MERCHANDISE, SUPPLIES, CHARMS AND ACCESSORIES. 1/3 Deposit, Balance C.O.D.

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N.W. DeLuxe 1¢ & 5¢ Comb.	\$12.00
N.W. #39 1¢ Porc.	7.95
N.W. #33 1¢ Porc. B.G.	6.50
Master 1¢ Bulk Porc.	6.50
Master 5¢ Bulk Porc.	6.50
Master 1¢ & 5¢ Bulk Porc.	6.95
Columbus 1¢ Bulk	6.50
Silver King 1¢ B.G. or Mdse.	7.45
Silver King 5¢	7.45
Exhibit Post Card (Metal)	15.00
Advance 2D 1¢ B.G.	6.45
Advance #11 Mdse.	5.95

MERCHANDISE & SUPPLIES

Pistachio Nuts, Jumbo Queen	\$.56
Pistachio Nuts, Vendor's Mix	.52
Pistachio Nuts, Sheik	.48
Cashew Whole	.50
Cashew Butts	.48
Peanuts, Jumbo	.40
Spanish	.33
Mixed Nuts	.55
Almonds, #30 ct., 5 lbs., vac. pk.	.85
Baby Chicks	.33
Rainbow Peanuts	.32
Boston Baked Beans	.32
Jelly Beans	.28
Licorice Lozenges	.28
Leaflets (similar to M & M), 550 ct.	.40
Assorted Fruit Charms, 100 ct.	.42

Rain Bio Ball Gum, 60 ct., 140 ct., 170 ct., 210 ct., 200 lbs. minimum, prepaid per pound	\$.28
100 ct.	.30
Adams Gum, all flavors, 100 ct.	.45
Wrigley's Gum, all flavors, 100 ct.	.48
Beech-Nut, 100 ct.	.48
Hershey's Chocolate, 200 ct.	1.40
Complete Order, 25 Boxes Assorted	1.40

Complete line of Parts, Supplies, Stands, Globes, Brackets, Charms. Everything for the operator. 1/3 Deposit, Balance C.O.D.

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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, brewer 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 55.00
 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 5-1857

VICTOR'S TOPPER
 1¢ BALL GUM MACHINE, \$12.50 each. \$12.00 100 or more.

VICTOR'S SUPER V CAPSULE VENDOR
 \$17.95 each \$16.95 each—100 or more.

FILLED CAPSULES
 Assorted Mixture! \$14.00 per box of 700
 Write for prices on gum and charms for 1¢ machines.

Per Box of 700
 Salt & Pepper Shakers in Capsules \$12.60
 Top Hats With Earrings 17.00
 Playing Cards 10.50

GARDNER & LOSE
 2611 Hale Ave., Louisville 10, Ky.

ATTENTION . . OPERATORS! SEE IT NOW!!!

VICTOR'S New Display of Charms at Your Nearest VICTOR Distributor. These Are All New and Original Quality Charms. . . Designed for Capsule and Bulk Vending. . . The Most Profitable Merchandise You Can Place in Your Machines. . . Because of Its Sustained and Continuing Play.

You can now afford to put better merchandise in your Capsule Vendors at lower Cost. Victor saves you from \$1 to \$3 per M on filled capsules by automatic sealing; thereby saving you time and money.

BETTER BUYS by VICTOR

ROCKET CHARMS REGISTERED IN U. S. PATENT OFFICE

VICTOR CHARMS	In Bulk	In Capsules
Boxing Gloves-Rifle & Game Bag		
Combination	\$10.00	M
Boxing Gloves, Cane Tie Clip & Jump Ring	15.00	M \$21.00 M
Rifle & Game Bag, Cane Tie Clip & Jump Ring	15.00	M 21.00 M
Cane Tie Clip & Jump Ring	5.00	M
Chic'n Egg	12.75	M 17.50 M
Ejector Knife	15.25	M 19.50 M
Jump Photo Ring	13.50	M 18.00 M
Lorgnette	13.50	M 17.50 M
Magic Photo Ring	12.50	M 19.00 M
Mouse and Cheese	18.00	M 22.50 M
Rocket Puzzle	15.25	M 19.50 M
Roulette	18.00	M 22.50 M
Salt & Peppers (all plastic)	13.50	M 17.50 M
Salt & Peppers (metal top)	14.00	M 18.00 M
Scabbard & Knife	15.25	M 20.00 M
Siren Ring	18.00	M 22.50 M
Sling Shots	8.75	M 15.00 M
Snap Spin Tops	7.50	M 12.50 M
Top Hats	8.25	M
Top Hats, Cane Tie Clip & Jump Ring	13.25	M 19.00 M
Trophies (16 different symbols in 5 colors)	14.00	M 19.00 M
Wire Puzzles, plated (4 kinds)	7.00	M 12.50 M

Above prices F.O.B. your VICTOR distributor's door.

World's Largest Manufacturers of Vendors, Charms and Capsules.

Get them at your nearest VICTOR distributor

VICTOR VENDING CORP.

5701-13 W. Grand Ave., Chicago 39, Ill.

COLORADO COIN TREND

Ops Spotting Wider Choice of Games

DENVER, Jan. 29.—There is a sharply growing trend toward diversified locations in the Colorado amusement game market, reports Clyde Miller, Modern Music Company, major amusement operators in Denver and Central Colorado.

Customers here seem to be demanding more than one type of game at each location.

While the Denver area has shown marked preference for shuffle bowling games, shuffleboard games and active participation games, there has been a noticeable comeback on most five-ball games, Modern Music has found.

In most instances, however, it is likewise noticeable that a single game won't carry the load, even in small locations. Consequently, Modern Music Company's policy has been to broaden each location to include as many types of amusement games as actual space considerations will permit.

Along with this, it has been necessary to rotate locations frequently to give pinball and general game enthusiasts something new at much more frequent intervals.

Carl Trippe, St. Louis Park Owner, Dead

ST. LOUIS, Jan. 29.—Carl Trippe, 54, owner of the Chain of Rocks Amusement Park here for more than 10 years, died Saturday (22) of a heart attack.

Widely known in the amusement industry, Trippe had operated the Ideal Novelty Company and Arcades in St. Louis, and in past years had been a coin machine distributor for Bally Manufacturing Company, United Manufacturing Company and Rock-Ola Manufacturing Corporation. He also operated games and juke boxes and owned a number of roller rinks in addition to the amusement park.

Trippe is survived by his widow and three children. He was a member of the National Association of Parks, Pools and Beaches, the Showmen's League of America, Elks, and Shriners.

Sept. Exports Near \$1 1/2 Mil.; Up 31.8%

Juke Shipments Boom; West Germany Leads Coin Markets, Canada Strong

CHICAGO, Jan. 29.—September exports of coin-operated amusement games, juke boxes and venders hit a total of \$1,445,773 and topped the month of September, 1953, by 31.8 per cent.

It was juke box exports that accounted for the climb, rising 56.7 per cent over the same month of 1953, while games and venders lagged behind last year's September marks. U. S. Department of Commerce reports for later months are not yet available.

September juke box shipments reached \$1,117,184, games hit \$244,670, and venders accounted for \$85,413. Comparable figures in these categories for September, 1953, were as follows: \$482,665; \$409,499, and \$93,926. Thus juke box shipments alone passed total September, 1953, exports.

West Germany topped the foreign markets in September with a total of \$395,001 in U. S. juke box and game imports. It nosed out Canada by virtue of its large-scale juke box trade, which hit \$390,471 in that month. West Germany is steadily rising as a market for coin machine products, and is expected by many in the export business to reach new heights as a coin machine market *(Continued on page 85)*

United Bows Lightning, New Shuffle Game

CHICAGO, Jan. 29.—United Manufacturing Company announced this week production of DeLuxe Lightning Shuffle Alley, new six-player shuffle bowling game.

The main feature of the game is a traveling light system of scoring that combines strike lane accuracy with timing in delivering the puck. The object of the game is to make a "down the middle" strike when the traveling light passes over the highest possible scoring value. Scoring values for strikes range from 200 to 800, with the possibility of making any of five different scores, depending on the player's skill.

The traveling light is seen by the player on the playfield in front of the pins, as well as on the back-glass.

Strike Scoring

In addition to the traveling light, it is possible to score three different kinds of strikes, depending on how accurately the puck is shot into the strike zone. A strike straight down the middle rates a higher score than a strike nearer to the edge of the strike zone. The higher-scoring strikes—special strikes and super strikes—are registered when made, on signs that light up along the sides of the scoreboard. These signs indicate the type of strike scored by the player.

The DeLuxe Lightning model is equipped with a triple match-number, star, clover—feature. *(Continued on page 85)*

COIN MACHINE EXPORTS

September, 1954

Country	Phonographs		Amusement Games		Venders		Totals	
	No.	Value	No.	Value	No.	Value	No.	Value
W. Germany	542	\$ 390,471	16	\$ 4,530	558	\$ 395,001
Canada	261	149,598	505	133,035	2,148	52,807	2,914	335,440
Belgium	234	99,467	1,137	20,358	1,000	8,400	2,371	128,225
Venezuela	122	95,312	215	6,221	150	12,725	487	114,258
Colombia	231	103,541	1	956	232	104,497
Peru	107	59,381	107	59,381
Netherlands	114	52,345	54	5,820	168	58,165
Cuba	80	35,062	7	3,250	87	38,312
Mexico	58	22,841	58	22,841
Switzerland	31	20,853	5	1,370	36	22,223
Salvador	25	17,459	5	3,125	30	20,584
France	53	12,300	200	4,900	253	17,200
Br. Malaya	12	2,333	134	14,082	146	16,415
Japan	10	7,580	26	7,136	36	14,716
Panama	18	12,106	18	12,106
Italy	10	4,850	19	3,250	29	8,100
Hong Kong	2	1,025	20	4,200	10	2,500	32	7,725
Fr. Morocco	5	2,789	24	4,110	29	6,899
Phil. Rep.	6	3,750	6	1,608	12	5,358
Guatemala	6	4,943	6	4,943
Nicaragua	6	3,700	6	3,700
Costa Rica	3	1,889	3	1,889
Macao	10	2,940	10	2,940
Dom. Rep.	6	3,192	6	3,192
Iceland	8	3,450	8	3,450
Honduras	1	670	1	670
Bermuda	1	569	1	569
Other
Countries	160	17,010	160	17,010
TOTALS	1,945	\$1,117,184	2,399	\$244,670	3,514	\$85,413	7,856	\$1,445,773

ADDS TO LINE

Binks Ships Flash Skill, Shuffle Unit

CHICAGO, Jan. 29.—Binks Industries, Inc., added to its new line of shuffle bowling game attachments this week with the production of Flash Skill, companion model to the Skill Tournament, shipped earlier this month.

The new unit, like Skill Tournament, is attachable to any drum-scoring shuffle bowler. In contrast to Skill Tournament, Flash Skill has no carry over feature (letters which are spelled out by making high scores, and held over from game to game until the name of the game is spelled out). It is thus made more adaptable to locations which do not operate games with carry-over of match features.

Flash Skill has a less complicated mechanism than Skill Tournament, has a different screen glass, and is lower priced.

Increased Take

The new shuffle game attachments are designed to enable operators to maintain shuffle games on location longer with increased takes.

The attachable units are 10 1/2 by 8 by 3 inches, and are mounted *(Continued on page 85)*

'55 Far East Coin Outlook Excellent

Continued from page 72

as the gateway to the British Far East. Shipments to Singapore and Malaya must be routed via Hong Kong ports. A buyer's agent in Hong Kong exchanges U. S. bills of lading for new ones made out in Hong Kong. Payments must also be arranged in Hong Kong. Exports to Singapore are steadily

climbing, Duarte said, altho most of the shipments have been older equipment. He added that game manufacturers are beginning to pay more and more attention to this open market.

Manila is probably the most solid prospect for the 1955 Far East export business, Duarte said, with several hundred pieces of music equipment expected to be shipped. Games in Manila are under a legal cloud at present, after many years of wide-open freedom.

India: Untapped

India is an untapped market and will remain as such until restrictions are lifted. Oddly enough, Duarte said, Indians make good game and music machine mechanics and many are employed by operators in Malaya.

Australia is also closed to U. S. coin machine exports. However, manufacturers are getting their equipment into the country by assembling the units in England and then shipping them on to Australia.

Much of Duarte's optimism for increased exports to the Far East this year is a result of additional U. S. Army and Navy bases being built in Guam, Okinawa and other Pacific islands.

COLD FEET? TOAST TOOTSIES

VIENNA, Jan. 29.—With the advent of winter weather, an Austrian has developed a coin machine that warms feet on cold days.

Dropping in a coin and standing on a platform, the customer has his feet irradiated with ultra-short waves for 15 seconds.

The first of the units is to be installed at a cable car station on 7,000-foot high Mount Hafelecker near Innsbruck.

Juke, Game Route Covers 3 W. States

Continued from page 72

build locations in every far-flung town in a tri-State area: Southern Wyoming, Nebraska and Northern Colorado. A preliminary survey convinced them that neither music nor games alone would succeed, and consequently decided to build their routes as "combined operations." The plan worked. Within two years they have 60 locations, each with at least one automatic phonograph and one amusement machine—and in many cases as many as six.

The secret of making such an *(Continued on page 85)*

ORGANIZATION HELPS

Oregon Ops Relate Coin Assn. Benefits

PORTLAND, Ore., Jan. 29.—The amusement game industry is in a healthy condition in Oregon today largely because the operators have organized, two officials of the Coin Machine Men of Oregon declared this week.

"The association is the best thing that has happened to the industry," said Stanley G. Terry, a leading Portland game operator. "I feel that if operators elsewhere throughout the country knew what we have accomplished they might avert some troubles."

Terry is a director in the CMMO and an active protagonist for a united front in meeting the issues that have confronted the operators long before the group was organized in 1948. It was he who spearheaded the court action on behalf of himself and other operators, that forestalled a 1950 Portland city ordinance from putting pinball games out of business in the city. The ordinance, now contested in an appeal to the Supreme Court of the United States, would have prohibited game operation and provided for confiscation of the machines.

Cope With Issues

Not all the industry's problems have been solved, Terry admits,

but he notes that operators united are in better position to cope with issues. And, looking backward, Terry points out that thru association activities problems have been alleviated, the operator has won *(Continued on page 86)*

5 Coin Videos To Be Placed At Fort Lee

FORT LEE, Va., Jan. 29.—A. P. Seta, Inc., will probably be awarded the concession for five coin-operated video sets at bachelor officer quarters at this Eastern Virginia Army post.

The Sunday (23) edition of The Richmond (Va.) Times-Dispatch carried a classified advertisement asking for bids for the TV sets and photomatic machines. According to an Army spokesman, Seta, a Richmond operator, is the only coinman in the area handling television and probably the only one to put in a bid. Closing date for bids was Wednesday (26).

Seta operates an estimated 100 juke boxes and 40 pinball machines *(Continued on page 87)*

British Trade Show Skeds Coin Exhibits

LONDON, Jan. 29.—Twenty-one exhibitors are slated to display coin-operated machines at the Amusement Trades Exhibition, British amusement industry show, February 1-3.

Exhibitors registered thus far, consist of firms and individuals making, selling, or otherwise interested in coin-operated machines.

The list includes: AMF (juke boxes); Amusement Machine Mart (M. Shefras); Arcadia Automatic Acoustics Ltd. (Minstrel juke box); Automat-Europe of Antwerp (juke box); Automatic Machine Sales *(Continued on page 85)*

Units Lead in Game Parade

CHICAGO, Jan. 29.—Shuffle bowlers and skee-type shuffle units are increasing in popularity.

More different models of shuffle games have been introduced by manufacturers thus far this year than any other type of games.

While there has been criticism from operators and distributors that there are too many shuffle games on the market, and that they are priced too high, manufacturers are confident of the demand for this type of game.

Chicago Coin Machine Company, one of the biggest shuffle game producers, has a separate production line running Criss-Cross Target—a combination shuffle-target game—without interfering with production of Triple Strike Bowler, new shuffle bowling game.

Cites New Ideas

Says Ed Levin, director of sales, "The new ideas in shuffle games are enough to sustain interest in this type of game. High prices

can't be helped—adding new features costs money."

Jack Nelson, general sales manager at Bally Manufacturing Company, another top manufacturer of shuffle games, says the firm is currently producing more shuffle bowlers than ever before.

"As improvements are developed by engineers, they are passed on to the trade, and this gives a boost to location earnings," Nelson said. He cited as an example the idea of fly-away pins, now used on all shuffle bowling games. Nelson credited coin machine engineers with making constant, fast-moving improvements in game models.

Discussing the price situation, Nelson said: "It's not what the game costs—it's what it makes that counts."

Business Increases

Herb Oettinger, United Manufacturing Company vice-president, reports that shuffle game business has increased since December. He sees a good market for new types of shuffles—such as the Comet

Inglewood, Calif., Eases Coin Game License Ruling

INGLEWOOD, Calif., Jan. 29.—The Inglewood City Council relaxed its order against coin-operated amusement games, but continued its ban on pinball games.

City Clerk Leonard C. Fox was instructed to issue licenses for shuffleboard games, shuffle bowling games, gun games and baseball units. The action followed a recommendation by Police Chief Carl C. Cupp.

Previously the chief had requested the council to outlaw pinball games and when their licenses expired January 1 they were not renewed.

Shuffle Targette, combination shuffle-target game produced by the firm. Oettinger agreed that improvements in game models brought prices up. United is one of the top exponents of shuffle games.

Chester Biezad, chief engineer at J. H. Keeney & Company, remarked that he expects no type (Continued on page 87)

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 price occurred is indicated in parentheses. Where quantity discounts are advertised, as 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. 29	Issue of Jan. 22	Issue of Jan. 15	Issue of Jan. 8
ABC (United)	\$50.00	\$50.00	95.00	\$25.00
All Star (Gottlieb).....	325.00	375.00	375.00	375.00
All Star Baseball (Williams).....		155.00	175.00	
Arabian Knights (Gottlieb).....				65.00
Army & Navy.....				99.50
Atlantic City (Bally).....	100.00	100.00	100.00	110.00
	110.00(3)	110.00(2)	10.00(2)	115.00
	115.00	125.00(5)	125.00(2)	125.00
	125.00(3)	130.00	145.00	145.00
	130.00			
Basketball Champ (Chicago Coin).....	125.00	195.00(2)	195.00(3)	195.00
	195.00(2)			
Basketball (Genco).....	350.00	350.00	350.00	350.00
Basketball Two Player (Genco).....	250.00	345.00	250.00	345.00
Beach Club (Bally).....	265.00(2)	270.00	225.00	265.00
	270.00	275.00(4)	275.00(2)	275.00
	275.00(3)	285.00(2)	295.00	295.00
	285.00(2)	295.00	300.00(2)	300.00
	295.00	300.00(3)	305.00	310.00
	300.00(2)			
Beauty (Bally).....	185.00	210.00(2)	195.00	210.00
	210.00(2)	215.00	220.00	220.00
	215.00	220.00	225.00	240.00
	225.00(3)	240.00	245.00	245.00
	230.00			
Be Bop (Exhibit).....				84.00
Blue Skies (United).....				49.00
Boston (Williams).....				69.00
Bowling Champ (Gottlieb).....				59.00
Bright Lights (Bally).....			75.00	75.00
Bright Spot (Bally).....	85.00(2)	85.00	75.00	84.00
Buffalo Bill (Gottlieb).....				59.00
Cabana (United).....	145.00	165.00(2)	165.00	185.00
	165.00(2)	185.00		165.00
	185.00			185.00
Champion (Bally).....				89.00
China Town (Gottlieb).....		85.00		119.00
Citation (Bally).....	15.00	15.00	15.00	15.00
Coney Island (Bally).....	55.00	75.00(2)	75.00(2)	64.50
	80.00	85.00(2)	85.00(2)	75.00
	95.00(2)	95.00(2)	95.00	85.00
				95.00
Coronation (Gottlieb).....		85.00		75.00
County Fair.....	75.00	75.00	75.00	75.00
Circus (United).....	150.00	175.00	150.00(2)	150.00
	195.00	175.00	175.00	175.00
		220.00		195.00
Cue Tee.....				275.00
Daffy Derby (Williams).....	275.00	275.00	275.00	295.00
Daisy May (Gottlieb).....		205.00	215.00	
Dealer.....	165.00		160.00	165.00
Deluxe Baseball (Williams).....	325.00	350.00	325.00	350.00
Disk Jockey (Williams).....				50.00
Domino.....				20.00
Double Feature (Gottlieb).....				79.00
Double Shuffle.....				59.00
Dragonette (Gottlieb).....		195.00(2)		
Dreamy (Williams).....			275.00	295.00
Dude Ranch (Bally).....	265.00	295.00	310.00	300.00
	295.00(3)	315.00(2)	300.00	310.00
	310.00(2)	340.00	315.00	310.00
	315.00		325.00(2)	325.00
			340.00	341.00
El Paso (Williams).....				51.00
Eureka (Bally).....	40.00			
Fairway.....			65.50	
Floating Power (Genco).....				41.00
Flying High (Gottlieb).....		105.00	110.00	
400 (Genco).....	59.50	59.50	59.50	59.50
Five Star (Universal).....		85.00		
Five Star (United).....	50.00	50.00	25.00	50.00
Four Horsemen (Gottlieb).....				5.00
Four Star (Gottlieb).....			75.00	
Frolic (Bally).....	115.00	150.00	160.00	125.00
	150.00(2)	175.00(4)	150.00(2)	150.00
	160.00	165.00	160.00	175.00
	175.00(2)		175.00(3)	175.00
			190.00	
Globe Trotter (Gottlieb).....			75.00	
Golden Nugget.....	99.50	99.50	99.50	
Gondola (Exhibit).....				4.00
Gold Cup (Bally).....				2.00
Gold Star (Gottlieb).....		210.00	215.00	
Grand Slam (Gottlieb).....			115.00	
Green Pastures (Gottlieb).....		160.00	165.00	
Guy-Dolls (Gottlieb).....			135.00	
Happy Days (Gottlieb).....			75.00	
Havana.....	215.00	315.00	315.00	200.00
Hawaii (United).....	295.00	355.00	340.00	315.00
	395.00	395.00	345.00	395.00
			395.00	355.00
Hawaiian Beauty (Gottlieb).....			185.00(2)	
Hayburner.....	75.00	75.00	25.00	75.00
Hi-Fi (Bally).....	325.00	345.00	345.00	345.00(3)
	350.00(2)	375.00(4)	375.00(3)	375.00
	365.00	399.00	380.00	390.00
	375.00(4)		399.00	400.00
	74.50			59.50
Hit 'n' Run (Gottlieb).....				1.00
Ice Frolics.....	295.00(2)	295.00	320.00	295.00(2)
	310.00(2)	325.00(4)	325.00(4)	325.00
	315.00	320.00	350.00	350.00(2)
	325.00(2)			345.00
Jockey Specials (Bally).....			175.00	185.00
Jockey Club (Gottlieb).....				
King Pin (Chicago Coin).....				
Knock Out (Gottlieb).....				
Lady Luck (Gottlieb).....			225.00	
Lazy Q.....			195.00	
Leader (United).....	75.00		85.00	135.00
Lite-a-Line (Keeney).....			75.00	
Long Beach (Williams).....			45.00	
Lovely Lucy (Gottlieb).....			165.00	175.00
Lucky Inning (Williams).....				

THE MARKET PLACE for the **COIN MACHINE INDUSTRY**

The National Exchange for Coin Machine Personnel, Products, Services and Opportunities

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Set in usual want-ad style, one paragraph, no display. First line set in regular 5 pt. caps.
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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.
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In determining cost of regular Classified Ad be sure to count your name and address when computing cost of ad. When using a Box Number in Care of The Billboard allow for 6 additional words.
On Box Number Ads a special service charge of 25¢ per insertion is made for handling replies.

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THE BILLBOARD PUBLISHING CO., 2160 PATTERSON ST., CINCINNATI 22, OHIO

Business Opportunities

EXCELLENT MONEY-MAKING OPPORTUNITIES for distributors and operators with coin radios and 21" screen, coin television in metal cabinets. Buy the best for less from America's premier producer of coin radios and TV. Write or wire for prices and particulars. Coradio, Inc., 196 Albion Ave., Paterson, N. J. 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., 851 Main St., Buffalo 3, N. Y. fe5

SACRIFICE — 300 TELEX BED RADIOS, with reading lamp, detachable under pillow speaker. Reg. \$75 retail; only \$25 each. Write Radio, 111 Fayetteville St., Raleigh, N. C. np

Help Wanted

ARCADE MECHANIC—CARNIVAL OPERATION. Must be good mechanic, willing worker; good pay, good treatment. Good fairs, long season, Jack Holtz, 304 West Second St., Madison, Ind.

FIRST-CLASS PHONOGRAPH MECHANIC—In Michigan. Must know all makes of phonos, be able to fix amplifiers, have plenty of experience and have best of references. Salary \$2 hour. Box M-109, c/o Billboard, Cincinnati 22, O. fe19

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

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. fe28

STAMP FOLDERS DIRECT FROM MANUFACTURER; unlimited quantities, immediate delivery. Write for prices. Vedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcut 7-1448.

Routes for Sale

WISCONSIN—MUSIC, GAME, CIGARETTES, \$45,000—\$15,000 down; no less; will finance balance. Box M-110, c/o Billboard, Cincinnati 22, Ohio. fe19

Used Coin-Operated Equipment

A-1 CIGARETTE AND CANDY MACHINES \$25 and up. Other vending machines, \$5 up. What have you to sell?
MACK H. POSTEL
2952 Milwaukee Ave. Chicago 18, Ill.

CIGARETTE MACHINES JUST OFF LOCATION; 25¢ or 30¢ operation. Central Vending Machine Service Co., 3967 Parrish St., Phila., Pa. Evergreen 6-4244. ch

CIGARETTE MACHINES — REAL LOW prices. DuGrenier 7 col.; Uneda, 8 col.; Rowe, 8 col. quarter operation; candy machines, U Select II, 74 bar; DuGrenier, 72 bar, all machines \$25 each. Cookie machines, \$19 each. Harris Vend, 2717 N. Park Ave., Philadelphia, Pa.

CORADIO-STEEL RADIOS, CABINETS, stands, electronic timers, coin rejectors. Excellent condition. Ace Service Co., 511 E. 83 St. TR 9-4586, RH 4-5986, New York 28, N. Y.

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; closeout price, \$45 each. King Amusement Co., Mt. Clemens, Mich. fe5

POKERINO COMPLETELY REFINISHED and rebuilt; fine condition, all new contacts, \$55 each. James Travis, Box 206, Millville, N. J. fe12

SANITARY VENDING MACHINE HEADQUARTERS

"Spare" sanitary napkin venders; DAV razor blade venders. Advance 23C's, National #5, National #15 and other flat package sanitary venders. Also merchandise refills for the above at lowest prices. Manufacturers & Distributors.

NATIONAL SANITARY SALES
Dept. B-2, 4307 W. Lawrence Av., Chicago 30.

TWO STANDARD METAL TYPERS, 10¢ play, Good condition, clean and ready for location, \$235 each f.o.b. T. E. Beebe, 7746 Broadway, San Antonio, Texas. fe12

20 ATLAS NUT VENDORS — ONLY TWO months old; only \$9 each, f.o.b. Cash with order. Brady Gillikin, 803 Mulberry St., Beaufort, N. C.

30 ATLAS BANTAM 5¢ TRAY VENDORS, \$4; 85 N.W.39, like new, just off location, \$4. Jim Schintz, 237 Elm Terrace, York, Pa. fe5

43, 5 COLUMN 1¢ NUT MACHINES MADE by Andrews, with stands. Used only six weeks. 1 to 9 machines, \$22.50 each; 10 or more, \$20 each. B. L. Roll Vending Co., 2183 Washington Ave., Memphis, Tenn. fe12

100 PENNY WEIGHING SCALES ON LOCATION in Mississippi. Mostly Watling and large Americana, \$50 each. R. F. Duffrient, Brookhaven, Miss.

ARCADE EQUIPMENT — PARTICULARLY interested in Exhibit 1¢ Peek Machines such as Knotty Peeks, Peep Shows, etc. Must be in good condition. Utah Amusement Corporation, 175 West South Temple, Salt Lake City, Utah.

CIGARETTE, CANDY AND OTHER VENDING machines; give full description and lowest prices. Box 673, The Billboard, Chicago 1, Ill. tf

CANDY MACHINES AND NORTH-western bulk venders. For new route. Send particulars. Box 721, Lincoln 1, Neb. fe12

Wanted to Buy

Interested in Exhibit 1¢ Peek Machines such as Knotty Peeks, Peep Shows, etc. Must be in good condition. Utah Amusement Corporation, 175 West South Temple, Salt Lake City, Utah.

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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.

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Next 6 issues Next 4 issues Next 3 issues Next issue only

\$_____ Payment enclosed

Name _____
Address _____
City _____ Zone _____ State _____

GIVE TO DAMON RUNYON CANCER FUNI

	Issue of Jan. 29	Issue of Jan. 22	Issue of Jan. 15	Issue of Jan. 8
Marble Queen (Gottlieb)....		145.00		
Maryland (Williams).....				\$69.50
Mexico (United).....	\$345.00 400.00	345.00 400.00	\$345.00 400.00	295.00
				345.00(2)
				400.00
Mystic Marvel (Gottlieb)....		175.00 185.00		
Nevada (United).....	350.00	395.00 425.00	375.00 425.00	395.00(2)
				435.00
Niagara (Gottlieb).....		75.00		
Nifty (Williams).....				79.50
Nine Sisters	145.00	145.00	135.00	145.00
Oklahoma (United).....				69.50
Palm Beach (Bally).....	110.00	125.00(2)	99.50 135.00	125.00(2)
	125.00(3)	135.00 145.00		135.00 145.00
Palm Springs (Bally).....	295.00 315.00	310.00 320.00	285.00 305.00	325.00 335.00
	320.00(2)	325.00 345.00		340.00
	325.00(3)	350.00 365.00		350.00(4)
	335.00 350.00			365.00
Paradise (United).....				49.50
Pinch Hitter (United).....				59.50
Pinky (Williams).....				79.50
Pin Wheel (Gottlieb).....		125.00 155.00	145.00	
Poker Face (Gottlieb).....		145.00		
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		
Rio (United).....	210.00 225.00	225.00 275.00	275.00	245.00 250.00
	275.00(2)			255.00
Rondeevoo (United).....		75.00		
Rosebowl (Gottlieb).....				49.50
Saddle & Turf	295.00	295.00		
Sally (Chicago Coin).....				49.50
Screwball (Genco).....				49.50
Set Shot Basketball, 2 player				59.50
Sharp Shooter (Gottlieb)....	345.00			135.00
Shindig		155.00	145.00	
Silver Chest (Genco).....	125.00	125.00		
Skill Pool (Gottlieb).....		85.00		
Skyway			195.00	
Sluggest			35.00	
South Pacific (Genco).....				54.50
Spark Plug			25.00	
Special Entry (Bally).....				49.50
Spot-Lite (Bally).....	55.00 65.00	60.00 70.00	70.00(2)	69.00 70.00(2)
	75.00(2)	75.00(3)	75.00(2)	75.00(2)
	85.00(2)	85.00(2)	79.50 95.00	85.00(4)
	95.00(2)	95.00 100.00	100.00	95.00 100.00
	100.00			
Star Lite		25.00		
Stars (United)	90.00			75.00 90.00
Struggle Buggy		125.00		125.00
Summertime (United).....				49.50
Super World Series				
(Williams).....	195.00	195.00	195.00	195.00
Surf Club (Bally).....		370.00	325.00	375.00
	325.00	375.00(4)	375.00(3)	385.00(2)
	365.00(2)	385.00 395.00	385.00(2)	390.00 395.00
	370.00	425.00(2)	390.00	425.00
	375.00(4)		395.00(2)	
	395.00(2)		425.00	
Tampico (United)				69.50
Texas Leaguer (Keeney).....				69.50
Three-of-a-Kind	18.50			18.50
Three Musketeers (Gottlieb)...				69.50
Thunderbird	195.00	195.00	195.00	195.00
Tropics	175.00	175.00	225.00(2)	155.00 175.00
	225.00(2)	225.00(2)		225.00(3)
Tumbleweed (Exhibit).....				74.50
Turf King (Bally).....	25.00	25.00	25.00	25.00 99.50
Twenty Grand.....			50.00	
Varieties	595.00	525.00 595.00	525.00 575.00	595.00
			595.00	
Yacht Club (Bally).....	125.00	135.00	140.00 145.00	145.00 149.00
	135.00(2)	145.00(2)	150.00(2)	150.00(2)
	145.00(2)	150.00(2)	155.00 160.00	155.00 175.00
	150.00(2)	160.00 175.00	195.00(2)	195.00
	160.00(2)	195.00		
	175.00			
Zingo	65.00	65.00	65.00	65.00

SHUFFLE GAMES

	Issue of Jan. 29	Issue of Jan. 22	Issue of Jan. 15	Issue of Jan. 8
Ace Bowler (United).....	\$200.00 355.00	\$365.00 375.00	\$365.00	\$375.00(3)
	365.00 375.00		375.00(2)	
Advance Bowler				
(Chicago Coin).....	250.00(2)	250.00(4)	250.00 275.00	250.00 275.00
Banner Shuffle Alley (United)	405.00	405.00	410.00	425.00(3)
	410.00(2)	410.00(2)	425.00(3)	
Baseball Alley (Bally).....	69.50			
Big League Bowler, 4 player				
(Keeney).....	55.00	65.00	65.00	65.00
Big League Bowler (United)...	375.00			
Bonus Bowler (Keeney).....	250.00 285.00	250.00 285.00	245.00 250.00	250.00 285.00
			285.00	295.00
Bowl-a-Ball (Chicago Coin)...	99.50			
Bowling Alley, 6 player				
(Chicago Coin).....	59.50			
Bowl-a-Matic (Universal)....				325.00
Broadway Shuffle Alley				
(United)		195.00	225.00	
Carnival Bowler (Keeney)....	155.00 215.00	165.00 215.00	165.00 215.00	165.00 215.00
Carnival Deluxe (United)....	445.00(2)	445.00	445.00	445.00
Cascade Shuffle Alley				
6 player (United).....	125.00(2)	135.00	145.00	145.00
	155.00	150.00(2)	150.00(3)	150.00(3)
	165.00(2)	155.00	165.00(3)	165.00(3)
		165.00(3)		
Century Bowler (Keeney)....	350.00	350.00	350.00	395.00
Champion Bowler (Bally)....	425.00	425.00	395.00 425.00	395.00 425.00
Chief Shuffle Alley (United)...	250.00 300.00	325.00(2)	325.00 335.00	285.00 325.00
	325.00(2)	335.00	375.00	335.00 375.00
Classic Shuffle Alley				
6 player (United).....	150.00	175.00	175.00 190.00	190.00
	175.00(2)	195.00(3)	195.00(3)	195.00(3)
	195.00(2)	200.00 225.00	200.00 225.00	200.00(2)
	200.00 269.50	269.50	269.50	225.00 269.50
Clover Shuffle Alley, 6				
player (United).....	140.00 155.00	160.00(2)	150.00	160.00 165.00
	160.00 165.00	165.00 175.00	160.00(2)	160.00(2)
	175.00		175.00(3)	175.00(3)
Criss-Cross Bowler				
(Chicago Coin).....	300.00 335.00	300.00 335.00	275.00 300.00	300.00 335.00
			335.00	
Crown Bowler (Chicago Coin)...	125.00 130.00	145.00 160.00	160.00 165.00	160.00 165.00
	185.00(2)	185.00(3)	185.00(2)	175.00
			185.00(2)	185.00(2)
Deluxe Bowler (Chicago Coin)				
Deluxe Bowler (Keeney)....	60.00	85.00	85.00	85.00
Diamond Bowler (Keeney)....	100.00	100.00	100.00	100.00
Domino Bowler (Keeney)....	345.00	345.00	345.00	345.00
Double Score Bowler				
10th Frame (Chicago Coin)	175.00	185.00	165.00 185.00	185.00
			100.00 145.00	140.00 149.00
			165.00 195.00	165.00(2)
				195.00
Double Score Bowler				
(Chicago Coin).....	125.00 145.00	145.00 150.00		
	195.00	165.00 195.00		

	Issue of Jan. 29	Issue of Jan. 22	Issue of Jan. 15	Issue of Jan. 8
Eleventh Frame Bowler				
(United)				450.00
Feature Bowler				
(Chicago Coin).....		395.00	375.00 395.00	
Five Player Shuffle Alley				
(United)	50.00			49.50
Flash Bowler (Chi. Coin)....	395.00	450.00		
Flash Bowler Shuffle Alley				
(United)			450.00 475.00	
Gold Cup Bowler				
(Chicago Coin).....	175.00w/p	195.00	195.00 225.00	225.00 250.00
	195.00 225.00	225.00(2)	250.00	
	250.00			
High-Speed Crown Bowler				
(Chicago Coin).....				135.00
Holiday Match Bowler				
(Chicago Coin).....	510.00 525.00	510.00 525.00	510.00 525.00	510.00
Imperial Shuffle Alley				
(United)	255.00 275.00	225.00 265.00	245.00 265.00	265.00(3)
	285.00(2)	275.00	275.00 285.00	275.00 285.00
King Bowler (Chi. Coin)....	295.00 310.00	310.00	310.00	310.00
League Bowler, 6 player				
(Keeney)	50.00	50.00	50.00	50.00
League Bowler (United)....	295.00 300.00	295.00 315.00	310.00 315.00	305.00 310.00
	335.00	350.00	350.00	315.00 350.00
Leader Shuffle Alley (United)	295.00(2)	295.00 310.00	295.00(2)	295.00(2)
	310.00 315.00	315.00	345.00	345.00(2)
Liberty Shuffle Alley (United)				165.00
Manhattan Shuffle Alley				
(United)			110.00	
Match Bowler (Chi. Coin)...	75.00 100.00	100.00(2)	100.00	100.00
Match Pool (Genco)	265.00	265.00	275.00 285.00	275.00 285.00
	275.00(3)	275.00(2)	295.00	295.00
		295.00		
Name Bowler (United).....		150.00	95.00 100.00	145.00 150.00
			125.00	
Official Shuffle Alley,				
4 player (United).....	60.00 85.00	85.00(2)	85.00(3)	85.00(2)
Olympics Shuffle Alley				
(United)	150.00 160.00	175.00	165.00 175.00	175.00(2)
	185.00(2)	185.00(2)	185.00(3)	185.00(3)
	190.00	190.00 195.00	190.00	190.00
Pacemaker Bowler (Keeney).				
Playtime (Chicago Coin)....	395.00 435.00	435.00 445.00	445.00	200.00
Rainbow Shuffle Alley				
(United)	350.00 415.00	375.00 415.00	375.00 415.00	375.00 415.00
Royal Shuffle Alley (United)...	200.00 225.00	225.00 235.00	225.00 235.00	225.00 235.00
	265.00	260.00	260.00 275.00	265.00 275.00
	275.00(2)	275.00(2)	285.00	285.00 310.00
Shuffle Alley Deluxe, 6 player				
(United)	50.00 69.50	75.00(2) 85.00	55.00 65.00	85.00(2) 89.50
	75.00		75.00 85.00	
Shuffle Alley, 6 player				
(Keeney)	75.00w/p	79.00w/p	35.00 79.00w/p	69.50w/p
			85.00w/p	85.00w/p
Shuffle Alley, 6 player				
(United)	50.00	50.00	45.00 50.00	50.00 79.00
				79.50
Shufflecade (United)	49.50			
Shuffle Alley Deluxe, 6 player				
(Chicago Coin)	99.50			
Shuffle Line (Bally).....	34.50			
Shuffle Target (Genco).....	79.50			
Six Player 10th Frame				
(United)	75.00(2)	95.00 110.00	100.00 110.00	95.00 100.00
Speedie (United)	395.00		395.00	
Special Bowler, 10th Frame				
(Chicago Coin)	75.00 110.00			
Special Bowler (Chi. Coin)...			140.00	140.00
Special Double Score Bowler				
10th Frame (Chi. Coin)....				

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Ops Relate Assn. Benefits

Continued from page 83

public esteem, and his dignity as a businessman has been established.

An example of direct benefits was the recall by popular vote in 1952 of City Commissioner J. E. Bennett, resulting largely from his handling of tavern owners during hearings on renewals of their licenses. Among other things, Bennett demanded that tavern men, to obtain renewals, promise to kick out pinball games despite the fact games were legal as long as the ordinance was in litigation. Thru their association, operators were able to establish themselves as responsible businessmen and win public sympathy that made the recall a success.

As other direct benefits, Terry cites the high standard of legal talent the association can provide, which probably would not be available to the individual operator. Thus the operator is represented before local and State govern-

mental bodies and in the courts by competent attorneys. Also, the operator's interests are competently presented before the State Assembly. These factors help the operator stay in business.

Operator Benefits

Further, thru his association, the operator is enabled to work with other trade groups having common interests, such as restaurant people, tavern owners, grocers, beverage dealers and the juke box operators organized as the Oregon Music Association. His interests also are spelled out to the Oregon Liquor Control Commission.

Aside from the direct benefits, Terry is as quick to discuss and enthuse over what might be called the indirect benefits of the association, the factors that do not immediately result in more money in the till.

"Thru the association the operator learns to feel that he is part of the over-all picture," Terry says, "that the little operator is not going to be pushed around and that the large ones do not seek to dominate the field. They find they can tackle common problems thru united effort.

"The operator finds a lot of satisfaction in demonstrating that his business is conducted like any other business and he takes a pride in the good reputation of the industry.

"He can demonstrate that his business is conducted in the open. He also develops a sense of security, and his employees share in this, knowing there are others willing to help him who are capable of rendering worthwhile assistance."

Civic Standing

Terry points out that, thru his association membership, the operator more and more takes his place as a member of his community thru civic, commercial and fraternal organizations.

"When a coin operator sits down at a Chamber of Commerce affair and identifies himself to his neighbor, other businessmen discover that the operator is a businessman like himself, shouldering his responsibilities in his community," Terry says.

Operators also establish contact with one another on a social basis, Terry notes, citing functions attended by members of the group, friends and members of their families.

Thru CMMO operators have gone even further in their community responsibilities by donating to charitable causes.

"We encourage the members to make these donations as members of the association, also many of us donate also as individuals," Terry said.

J. A. Brown, of Portland, CMMO field secretary, cited an impressive list of causes the association and individual members have supported. These include the Damon Runyon Memorial Fund, the Heart Association, United Fund, a local boys' aid group known as the PAL Club, Boy Scouts and Girl Scouts and neighborhood boosters' clubs. The association has provided TV sets for polio patients and contributed to support of children's camps and veterans' activities.

Brown says the CMMO, a non-profit organization, has a membership of some 70 operators of novelty games, shuffle bowlers, gun games and diggers. He notes that its large board of directors insures democratic operation of the association: 11 are Portland operators and five are from elsewhere in the State.

The directors conduct regular meetings, but the membership meeting is at special call. President is William Goebel, of the Popular Amusement Company in Portland, and vice-president is Budge Wright, of Western Distributors, Portland.

THE BILLBOARD INDEX

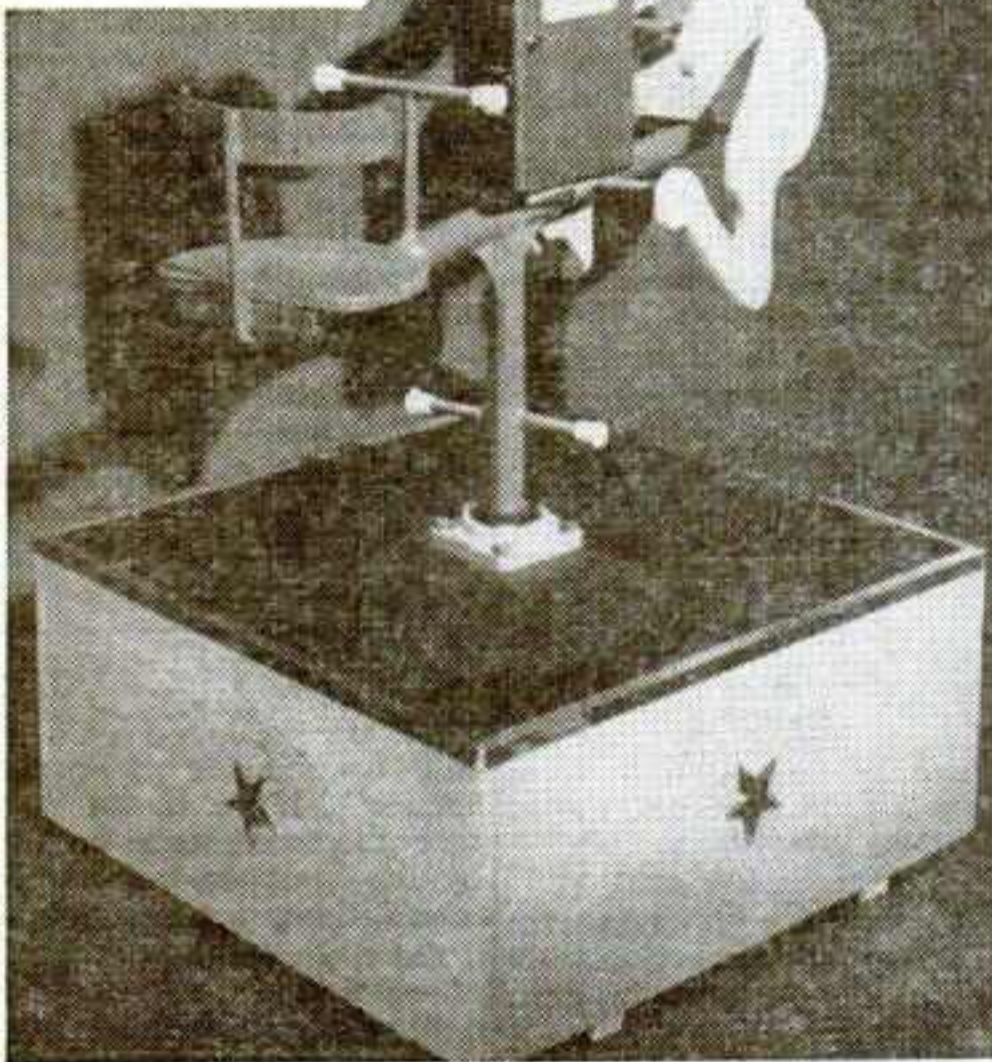
**ADVERTISED USED
MACHINE PRICES
ARCADE EQUIPMENT**

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. 29	Issue of Jan. 22	Issue of Jan. 15	Issue of Jan. 8
ABT Challenger	\$20.00 29.50	\$25.00		\$20.00 75.00
Air Football, 2 player	375.00	375.00		
Air Hockey, 2 player	350.00	350.00		
Astro Scope		125.00		
Barrel Roll (Jennings)	125.00	125.00	\$125.00	125.00
Baseball (Scientific)	79.50	79.50	79.50	
Bat-a-Score (Evans)	165.00 175.00	165.00 175.00	125.00 165.00	165.00 175.00
Bat-a-Score Sr.	65.00	65.00	65.00	65.00
Big Inning (Bally)	150.00	150.00	150.00	150.00
Big League (Williams)	395.00	395.00	250.00 395.00	325.00 395.00
Bing-A-Rolls (Genco)			45.00	
Chicken Sam (Seeburg)	99.50	99.50	99.50	99.50
Coon Hunt (Seeburg)	275.00	295.00(2)	275.00	295.00
	295.00(3)		295.00(2)	
Criss Cross	15.00			15.00
Cupid's Wheel		100.00		
Davis Gun (Exhibit)	55.00 65.00	55.00 65.00	25.00 29.50	55.00 65.00
	89.50	89.50	55.00 65.00	89.50 95.00
			89.50	
Deluxe Card Vendor (Exhibit)	50.00	50.00	50.00	50.00
Derby 4 Player (Chi Coin)	195.00	195.00	195.00	195.00
Deluxe Carnival Gun (United)	495.00			
Deluxe World Series			65.00	
Drivemobile (Mutoscope)	165.00	165.00	165.00	165.00
Flash Hockey (Coinex)	75.00	75.00	75.00	75.00
Flying Saucer (Mutoscope)	149.50	149.50	149.50	149.50
Goatee (Chicago Coin)	95.00 99.50	95.00 99.50	95.00 99.50	95.00 99.50
	100.00	100.00	100.00(2)	100.00
	125.00	125.00	125.00	125.00
Grandma Fortune Teller				
Gun Club			95.00	
Gun Patrol (Exhibit)	125.00	125.00	125.00	125.00 145.00
Gypsy Palmist		100.00		
Heavy Hitter (Bally)	40.00	40.00	40.00	40.00
Hi-Ball (Exhibit)	75.00	75.00	75.00	75.00
Home Run, 6 player, (Chicago Coin)	195.00 295.00			365.00
Jeeps			75.00	
Jet Gun (Exhibit)	119.50 125.00	125.00 145.00	145.00 175.00	145.00 175.00
	145.00 155.00	155.00		
Jet Fighter (Williams)	395.00	395.00	385.00 395.00	385.00
Jungle Gun (United)	305.00 425.00	325.00 425.00	325.00 425.00	425.00
Large Horses			175.00	
Lite League	75.00	75.00	75.00	75.00
Little Horses			75.00	
Love Analyst		100.00		
Major League, 6 player (Williams)	345.00	250.00 345.00	345.00	345.00(2)
Mercury Counter Gripper	20.00			20.00
Metal Typer (Harvard)	150.00	150.00	150.00	150.00
Metal Typer (Standard)	275.00	275.00	275.00	239.00 275.00
Midget Movies	185.00	185.00	165.00 175.00	165.00 185.00
			185.00	
Midget Skee Ball (Chicago Coin)			175.00	
Mystic Eye (Exhibit)		135.00		
Mystic Pen (Exhibit)		125.00		
Night Fighter (Genco)	165.00	175.00	175.00	175.00
Panoram (Mills)				20.00
Pee Wee (Genco)	20.00			
Photomatic Deluxe (Mutoscope)	395.00	395.00	395.00	395.00
Photomatic (Mutoscope)	525.00(1ate)	525.00(1ate)	250.00	595.00(1ate)
Pistol Pete (Chicago Coin)	75.00 95.00	75.00 95.00	75.00 95.00	75.00 95.00
	99.50	99.50	99.50	99.50
Pitch Em & Bat Em	185.00	185.00	145.00 185.00	185.00
Play Poker		19.00		
Pop Up		24.00		
Quizzer	95.00	95.00	95.00	95.00
Radiogram (Exhibit)		145.00		
Rifle Gallery (ABT)	595.00			
Rifle Gallery (Genco)	350.00 355.00	350.00 365.00	375.00(4)	375.00(4)
	365.00(2)	375.00(2)	395.00 425.00	395.00
	375.00(3)	395.00		
Rocket Ship			95.00	
Round the World Trainer	395.00		445.00	
Shocker (Acme)				24.50
Shoot the Bear (Seeburg)	99.50 125.00	150.00(3)	125.00	150.00(3)
	150.00(3)	160.00	150.00(3)	195.00
	160.00			
Shipman Art Show				49.50
Shooting Gallery (Exhibit)	265.00	265.00 295.00	265.00 275.00	265.00 275.00
	275.00(2)	319.50 325.00	295.00 319.50	319.00
	295.00(2)	350.00 425.00	325.00(2)	325.00(2)
	319.50 350.00		350.00 425.00	335.00 425.00
	425.00			
	79.50			
Silver Bullets (Exhibit)	100.00 115.00	100.00 115.00	100.00	100.00 125.00
Six Shooter (Exhibit)	125.00	125.00	125.00(2)	135.00 145.00
	150.00	150.00	150.00	150.00
Skee Ball (Wurlitzer)			195.00	
Ski Ball (Genco)	95.00	95.00	99.50	95.00
Ski Roll (Evans)	20.00			20.00
Skill Gun (ABT)	39.50			
Skill Shooter (ABT)				145.00
Sky Fighter (Mutoscope)	135.00 155.00	120.00 155.00	120.00 135.00	120.00 169.00
	165.00	175.00(2)	175.00(2)	175.00(2)
	175.00(2)	189.50 195.00	189.50	189.50
	189.50 195.00		195.00(2)	195.00(3)
Star Horoscope		110.00		
Space Gun	89.50 99.50	89.50	89.50	89.50
Space Invader	95.00	95.00	95.00	95.00
Space Patrol (Exhibit)	95.00			
Super Home Run, (Chicago Coin)	349.50			
Star Series (Williams)	89.50	89.50	89.50	89.50
Star Shooting Gallery (Exhibit)	325.00 375.00	325.00 375.00	325.00 375.00	
Super Jet (Chicago Coin)			295.00	
Super Jet Fighter (Williams)	395.00			
Super Pennant Baseball (Williams)	275.00 395.00	395.00		395.00

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Distributors Get New Chi Coin Triple Strike

CHICAGO, Jan. 29. — Chicago Coin Machine Company shipped to its distributors this week, Triple Strike Bowler, a new six-player shuffle bowling game which gives added scores to a player each time he makes three strikes.

Each strike scored by a player is recorded in a small panel on the score glass adjacent to the player's score. The panels are marked "1st strike," "2d strike" and "3d strike." The strikes recorded are held from frame to frame until the third strike is made. Then, the player receives an extra score of 600 added to his points for that frame.

The player then again starts to accumulate strikes until another three are made. It is possible for each player to collect the extra score four times per game.

Scoring Feature

In addition to the triple strike scoring feature, Triple Strike Bowler can be operated on either of two systems of play—Flash-o-Matic or advance scoring.

With the Flash-o-Matic scoring in play, a series of potential strike and spare scores flash progressively from left to right and continue to travel until the first puck is shot.

The Flash-o-Matic score lights are located on the formica playfield running from left to right directly in front of the No. 1 pin. The player may watch the lights travel and at the same time direct his puck at the strike zone.

Any of five different scoring values for strikes and spares may be awarded the player, depending on his timing in delivering the puck.

Flash-o-Matic

As soon as the player finishes his shot and after his score is tallied in any particular frame, the Flash-o-Matic score light again begins to travel from left to right for his next frame or for the next player.

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. The strike-spare scoring changes for each frame played. However, when more than one person plays, all players receive the same strike-spare score in any particular frame.

Because the game requires player timing as well as a well-directed shot into the strike zone, the latter contact switches are adjustable to permit strikes much easier than on the average shuffle bowling game.

The game may also be set to deliver five frames of play, rather than 10. The Triple Strike is available for 10-cent and three-for-quarter play. It has the regular last frame "shoot again" feature.

5 Coin Videos

Continued from page 83

on the post, mostly in post exchanges. He is the only game and music operator on the installation.

250 Drink Venders

An official who requested he be nameless said that about a dozen operators have 250 drink venders, mostly bottle, on the post. These venders, as well as candy machines, are mostly in offices and company day rooms.

Each vending machine contract is for 12 months, but the Army spokesman said that most contracts have been renewed with the same operators for five or six years.

	Issue of Jan. 29	Issue of Jan. 22	Issue of Jan. 15	Issue of Jan. 8
Target Skill Gun	18.00			18.00
Telequiz	100.00	115.00	115.00	125.00
	125.00			
3-D Theater	199.50			199.50
Three Way Gripper (Gottlieb)	18.50			18.50
13-Way Athletic Scale (Mercury)	79.50	79.50	79.50	79.50
Twin Shoe-Shine	150.00			150.00
Undersea Raider	125.00	125.00	125.00	125.00
Voice-a-Graph (Mutoscope)	495.00	495.00	495.00	495.00
Wheel Gee Mystic		100.00		
Wizard	18.50			18.50
You Shoot	345.00	345.00		345.00
Upper (Blades)				35.00

EDITORIAL

A Bright Note

A bright note for the automatic phonograph industry was struck with the decision of the four major juke box manufacturers to exhibit at the Music Operators of America convention.

We applaud that decision and take our hat off to the manufacturers and to MOA President George A. Miller for bringing it about. A physical obstacle standing in the way of a closer relationship between manufacturers and operators is now removed.

For the first time both groups will come together to actively participate in a full-fledged music machine convention. This is as it should be.

Also their relationship has never been as close as it might be, manufacturers and operators have learned they can pull together when the occasion demands.

The decision of the manufacturers to show marks the beginning of a closer relationship between the two groups.

Diversified Op

Continued from page 78

truck, and one stand-up drive dairy-type truck. Each plays a special role.

The jeeps naturally are handiest since they are small enough to park in spaces where even a small pick-up truck cannot be used and large enough to carry one to two vending machines with ease. Besides, jeeps are substantial enough to carry the heaviest equipment, have large tool boxes which can be locked. Markey uses the jeeps on all calls where parking is a problem and for heavy delivery and service work.

Visit Calls

The panel truck, Markey has found, is ideally suited for making new location calls. He makes regular use of this truck on every "visit call" and finds that "it carries more weight."

The stand-up panel truck is useful, Markey has learned, where large quantities of bulk merchandise must be delivered to machines on location. Since most of Automatic Vending's locations vending popcorn or confections are either in service stations or schools—where little or no parking problem exists, the big stand-up is used.

Because of his use of these various types of trucks, Markey said that "now, we have found that location owners frequently tell us what truck to send depending on their estimate of the parking situation and time required. This shows us that they are thoroly familiar with the variety of vehicles we have in operation."

Of course, Markey makes wise use of the trucks for advertising. All trucks are finished in green with the firm's name blazoned along each side. Markey even uses one to help merchandise one product—candy. Since the stand-up truck makes many school calls, the slogan "Candy Is Quick Energy" is painted above the cab window, windshield, cab doors and the rear.

Bank & Wilan

Continued from page 78

Kwik-Kafe and Bert Mills coffee machines are reduced to \$124.95; Standard Kwik-Kafe to \$116.95; Converted Kwik-Kafe to \$102.65; Stoner Cafe \$119.95. All models were formerly \$148.60.

Here's the breakdown by model numbers: Andico, Kwik-Kafe Cr-1, Cr-2, Cr-3; Bert Mills 202, 200, 500, M-54, \$124.95. Standard Kwik-Kafe HC-9, HC-10, \$116.95. Converted Kwik-Kafe HC-9, HC-10, Standard HC-11, \$102.65. Stoner Cafe, \$119.95.

D. H. Hampton, former manager at Spacarb-Juice Bar Sales and Service, Chicago branch, was recently appointed as director of vending sales for Tenco, Inc.

ABC Earnings

Continued from page 78

day (27) declared a dividend of 20 cents per share payable February 25 to stockholders of record February 4.

20 Cents More

This dividend represents an increase from 60 cents to 80 cents per share on an annual basis, according to Charles L. O'Reilly, board chairman, and Jacob Beresin, president.

"This is based on the fact that sales for 1954 topped those for 1953, and despite the business recession during the first half of the year, there was no reduction in net earnings on the basis of un-audited figures," the announcement explained.

ABC and its subsidiaries sell soft drinks, candy and confections at both vending machines and stands in motion picture theaters throughout the country. It is considered the nation's largest theater concession operator.

Operations are in 38 States and the District of Columbia, with other locations in drive-ins, ball parks, arenas, New York, Philadelphia, and Boston subways and the Pennsylvania Railroad.

Shuffle Units

Continued from page 84

of game to replace shuffle bowlers in the near future. Biezad called the shuffle game field "a replacement market" in contrast to several years ago, when shuffles were a new item on the market.

The trend now, said Biezad, is toward trimming and dressing up the standard product, giving the public more eye-appealing games. Production runs, says Biezad, are shorter than they were two or three years ago, and are concentrated on replacing used equipment on locations with new games. Biezad thinks that this replacement market alone is good for several years of good business in the shuffle game field.

Shuffle Attachment

Binks Industries, Inc., recently introduced a shuffle game attachment designed to enable operators to maintain shuffle bowlers on location longer with increased takes. The new units are attachable to any drum-scoring shuffle bowling game. According to Mel Binks, president, the unit should provide new life on locations at about 20 to 25 per cent of the cost of a new shuffle game.

Says Binks, "For an operator to be able to invest in new games, he must first make up the investment he has in games already on location. Anything that increases earning capacity of old games will thus help business in general."

Among the new shuffle units produced this year are Chicago Coin's Criss Cross Target and Triple Strike Bowler; United's Lightning Shuffle Alley; Binks' Skill Tournament and Flash Skill attachment units. Bally is shipping its Magic Bowler and Mystic Bowler shuffle games, and Keeney is shipping its American and National Bowlers.

ADVERTISERS
know exactly what
THE BILLBOARD
delivers because The Billboard is a member of the Audit Bureau of Circulations.



JOE and WALLY SAY: "You'll like the way we do business!"

- ### BINGO 5 BALLS
- BALLY**
- SURF CLUB \$375
 - ICE FROLICS 310
 - PALM SPRINGS 295
 - DUDE RANCH 310
 - YACHT CLUB 160
 - BEACH CLUB 285
 - BEAUTY 225
 - FROLICS 175
 - PALM BEACH 125
 - ATLANTIC CITY 125
 - SPOT LIGHT 95
 - BRIGHT SPOT 85
 - CONEY ISLAND 85
- UNITED**
- RIO \$275
 - CIRCUS 175
 - STAR 90
 - LEADER 75



- ### TARGET GUNS
- NEW Exhibit SPORTLAND**
- Genco BIG TOP
 - United-BONUS
 - Keeney SPORTSMAN
- FIRST-Conditioned**
- United CARNIVAL \$445
 - Genco RIFLE GALLERY 365
 - YOU SHOOT (Live Ammunition Target Game) 345
 - Exhibit SHOOTING GALLERY 295
 - Seeburg COON HUNT 295
 - Genco SKY GUNNER 155
 - Exhibit JET GUN 135
 - Seeburg SHOOT THE BEAR 150
 - Ex. SIX SHOOTER 95
 - C.C. PISTOL PETE 65
 - Ex. DALE GUN 65

- ### SHUFFLE GAMES
- NEW**
- CC CRISS CROSS
 - CC TRIPLE STRIKE BOWLER
 - CC THUNDERBOLT
 - United MARS
 - Bally MYSTIC
 - Bally MAGIC
- FIRST-Conditioned**
- UNITED-Match
 - MERCURY, D.L. \$445
 - BANNER 405
 - ACE, 10/25 295
 - IMPERIAL 275
 - LEADER Write
 - CLASSIC 185
 - CLOVER 145
 - STAR 10th FRAME 125
 - STAR 95

WANTED!

Gottlieb FIVE BALLS Bally BINGO GAMES Chgo. Coin CRISS CROSS Keeney BONUS BOWLERS CASH OR TRADE!

- ### COUNTER GAMES
- NEW**
- M & T ZIG ZAG (Bingo), Reg. \$79.50 \$29
 - KICKER & CATCHER 49
 - BINKS ZIPPER 35
- FIRST-Conditioned**
- ABT CHALLENGER \$25
 - PLAY POKER 19

- ### ARCADE
- NEW**
- Genco 2-PLAYER BASKETBALL \$325
 - C.C. 6-PLAYER BASEBALL Special
- FIRST-Conditioned**
- TELEQUIZ with Film \$125
 - C.C. GOALEE 95
 - ZINGO 65

FIRST COIN MACHINE EXCHANGE

Joe Kline & Wolff Finks
1750 W. NORTH AVE. CHICAGO 22, ILLINOIS Dickens 2-0500

"A BETTER DEAL ALWAYS"

BINGOS	DRINK MACHINES	ARCADE EQUIPMENT
Atlantic City \$125.00	6 Supervends, 3 sel., 1000-cup capacity, with change makers \$200.00	Ex. 6 Shooter \$125.00
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	Bally Big Inning 150.00
Five Stars 50.00	2 Craig Ice Cream Bar 125.00	Heavy Hitter 40.00
Hawaii 395.00	COUNTER MACHINES	Goalie 100.00
Tropics 175.00	5 ABT Skill Guns \$20.00	C. Coin Pistol 95.00
Saddle & Turf 295.00	30 ABT Challengers 20.00	C. Coin Pistol 95.00
Mexico 400.00	6 Genco Pee-Wees 20.00	Evans Bat-a-Score 95.00
Spot Lite 75.00	90 3-Way Grippers 18.50	Evans Ski-Roll 95.00
Yacht Club 135.00	Shockers, New 24.50	Ex. Dale Gun 55.00
UNITED BOWLERS	50 Three-of-a-Kind 18.50	Genco Basketball 275.00
4-Player Regular \$ 50.00	20 Mer. Count. Grip 20.00	Lite League 75.00
4-Player Cascade 125.00	17 Wizards, 54 18.50	Midget Movies, Latest 185.00
Clovers 140.00	6 Target Skill Guns 15.00	Quizer With Film 95.00
10th Frame 75.00	LATE GUNS	Sci. Pitch'm & Bat'm 185.00
Olympic 150.00	Exhibit Shooting Gallery \$395.00	Twin Shoe-Shine 150.00
Royal 225.00	Genco Rifle Gallery 395.00	Wurlitzer Skee Ball 150.00
Rainbow 350.00	Un. Carnival Gun 425.00	Super World Series 195.00
League Bowlers 335.00	Un. Jungle Gun 395.00	Hayburners 75.00
Chief 325.00		Country Fair 75.00
C.C. Double 195.00		Standard Met 275.00
C.C. Match 100.00		Typex 275.00
C.C. Golf Cup 225.00		Wms. Del. Baseball 350.00
C.C. 10th Fr. Spec. 150.00		Bat-a-Score Sr. 65.00
D.S. 150.00		Ex. Deluxe Post Card Vendors 50.00
United Classic 175.00		Jannings Photo Roll 125.00
Bally Champion 375.00		Grandma Fortune Tellers 125.00
MUSIC		C.C. Basketball 195.00
AMI-A \$135.00		Harvard Metal Typex Mutoscope Voice Recorder 375.00
Milita Constellation 175.00		Sky Fighter 150.00
Evans Constellation 240.00		Panorams with Peaks 350.00
Seeburg 100-A 375.00		
Seeburg 100-B 575.00		

Terms: 1/3 deposit with all orders, balance C.O.D.

AMI Distributors for Northern Ohio NOW DELIVERING MODEL F

CIGARETTE VENDORS

- 5 8 Col. Eastern Elec. \$115.00
- 3 9 Col. Keeney Elec. 145.00
- 10 9 Col. National 95.00
- 10 9 C. National 95.00
- PX 10 Col. 110.00
- All Factory Shopped—25¢ Chute—King Size.

Cleveland Coin MACHINE EXCHANGE, INC.
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All Phones: Tower 1-6715

EXCLUSIVE DISTRIBUTORS FOR CHICAGO COIN MACHINE CO. & GENCO MFG. CO.

CHICAGO COIN BOWLERS	BINGOS
SUPER FRAME \$300.00	SURF CLUB 395.00
PLAYTIME 395.00	ICE FROLICS 310.00
FLASH 395.00	PALM SPRINGS 320.00
STARLITE 225.00	DUDE RANCH 295.00
ADVANCE 200.00	YACHT CLUB 160.00
NAME 110.00	BEACH CLUB 265.00
CROWN 130.00	BEAUTYS 230.00
GOLD CUPS (Large Pins) 175.00	FROLICS 150.00
MATCH BOWLERS 75.00	CONEY ISLAND 75.00
TRIPLE 150.00	SPOT LITES 100.00
DOUBLE 125.00	ATLANTIC CITY 115.00
10TH FRAME SPECIAL (Doubles in 5th) 110.00	
SUPER MATCH 100.00	
DELUXE (Drum Scoring) 60.00	
10TH FRAME 75.00	
UNITED BOWLERS	MISCELLANEOUS
CHIEF \$300.00	Genco RIFLE GALLERY (Like Brand New) \$375.00
ROYAL 200.00	Genco SHUFFLEBOARD SCORE BOARD 75.00
OLYMPIC 160.00	Genco SHUFFLE POOL 175.00
CASCADE 125.00	
10TH FRAME 75.00	
SUPER (Drum Scoring) 60.00	
OFFICIAL 4 PLAYER 60.00	
DELUXE 50.00	
SPECIALS	
SEEBURG COON HUNTS (Like Brand New) \$295.00	
LEAGUE BOWLERS (Like Brand New) 300.00	

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.
2423 PAYNE AVENUE, CLEVELAND 14, OHIO (Tel.) Superior 1-4600

DOUBLE THE PLAY WITH TWIN HIGH SCORES!

GOTTLIEB'S TWIN-BILL

SEE IT AT YOUR DISTRIBUTOR NOW!

- ★ 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

D. Gottlieb & Co.
1140-50 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

Canteen Sales

Continued from page 78

marks the first time it operates its own manufacturing facilities.

The per-machine sales were off as compared with 1953, expansion in coffee, cigarette and milk vendors more than offset the losses in other products.

Sales at retail value by Canteen distributors and distributing subsidiaries were \$67,564,079, compared with \$67,180,515 for 1953. Consolidated net income was \$938,844, compared with \$771,248 for the previous year, an increase of \$167,596. Net earnings per share of common stock based on the number of shares outstanding was \$1.61, compared with \$1.60 for 1953.

Capital Assets

Money paid out for new vending equipment and other capital assets during the year amounted to \$1,455,422, with other equipment leased by Canteen, and, in turn, leased to distributors.

In breaking down the cost of doing business, biggest expense was merchandise sales and service—\$41,402,507, or 84 per cent of the total.

Next biggest item, selling, general and administrative expenses, accounted for \$3,936,162, or 8 per cent of the total. Depreciation of buildings and equipment was listed at \$1,867,268, or 3.8 per cent.

Federal income taxes were \$1,000,000, or 2 cents of every dollar expended. Another .3 per cent—\$159,739—was for interest and sundry charges. The remaining .8 per cent—\$390,831—was retained in the business.

Current assets were listed at \$7,796,476, an increase of \$2,293,051 over the \$5,503,425 for the 1953 fiscal period.

MAKE US AN OFFER

- | | |
|-------------------|-----------------|
| 2 VARIETY | 1 HI-FI |
| 1 SURF CLUB | 4 BEACH CLUB |
| 2 ICE FROLICS | 6 PALM BEACH |
| 3 DUDE RANCH | 1 SPOT LITE |
| 3 CONEY ISLAND | 1 ATLANTIC CITY |
| 3 FROLICS | 1 PALM SPRINGS |
| 2 Wurlitzer #1500 | 1 AMI "A" |
| 2 Wurlitzer #1650 | 1 AMI "C" |
- 15 Wurlitzer 5c, 10c, 25c Wallboxes, 48 Sel.
17 Wurlitzer 5c Wallboxes, 48 Sel.
42 Packard & Seeburg 5c Wallboxes
- | | |
|----------------------|--------------------|
| 1 Golden Nuggett, 5c | 1 Genco Whizz, 5c |
| 1 Shoot Bear, 5c | 1 Dale Gun, 5c |
| 1 Six Shooter, 5c | 1 Texas League, 5c |

T&L DISTRIBUTING CO.

1663 Central Parkway
Cincinnati 14, Ohio
Phone MAin 8751

WILL PAY CASH OR TRADE

WE WANT ALL BINGO GAMES—LATE SHUFFLE ALLEYS

WANT TO BUY Gottlieb Super Jumbo Gottlieb 5 Balls United Regulation Bowler

(ASCME) ALL STATE COIN MACHINE EXCHANGE

2317 North Western Ave. Chicago 47, Illinois BELmont 5-6770

BINGO SPECIALS

- BALLY
Frolies Yacht Club
Beach Club Dude Ranch
Ice Frolies
UNITED Singapore
Chicago Coin Advance Bowler \$225 ea
- All shipped—ready for locations. Write or wire for prices.
- FRANK SWARTZ SALES CO.
515-A Fourth Ave., S. Nashville 10, Tenn.

SALESMAN WANTED FOR WEST COAST

EXPERIENCED IN COIN MACHINE SALES. EXCELLENT PROPOSITION FOR ONE THAT CAN PRODUCE, WITH OLD ESTABLISHED DISTRIBUTOR OF GAMES AND MUSIC.

BOX NO. 779
The Billboard Chicago 1, Ill.

READY-FOR-LOCATION BARGAINS!

- Genco Shuffle Pools \$145
UNITED DELUXE 6-PLAYER 65
UNITED CLOVERS 155
BALLY YACHT CLUBS 150
BALLY PALM BEACH 135
BALLY ATLANTIC CITY 125
BALLY PALM SPRINGS 329
EASTERN ELEC. CIGARET VEND., 8 COL. 125
- Terms: 1/3 Dep., Bal. C.O.D.
Write for complete list—new and used—of all types.
- IRV. OVITZ
ACME-INTERNATIONAL DISTRIBUTORS
3643-45 W. Montrose Chicago 18, Ill. CORnelia 7-7272

PENNY ARCADES SPECIALS—THIS WEEK

- NEW MACHINES—WHILE THEY LAST
- Genco Invader, black lite \$295.00
Genco Basketball, 2 player 300.00
Williams Jet Fighter 295.00
Exhibit Wild West 175.00
Exhibit Space Gun 175.00
Air Hockey 325.00
Air Football 325.00
Set Shot Basketball 325.00
- MIKE MUNYER**
577 Tenth Ave. (at 42nd St.)
New York 36, N.Y. BRyant 9-6677
43 YEARS SERVICE • EST. 1912

All the news of your industry every week in The Billboard

New Op Group

Continued from page 78

meeting at Hotel Webster Hall here February 9.

Present officers are George Terzis, Victory Vending Company, president; Lawrence Daurora, Automatic Cigarette Sales Company, vice-president; Fred Hartman, Hartman Vending, secretary. Counsel is J. I. Simon.

Purposes of the association are to foster interests of its members, promote a better understanding and more friendly business relations among members thru regular meetings and to represent its members as required before legislative bodies and committees and other governmental agencies with respect to taxes and legislation affecting its members.

National Names

Continued from page 78

in the Navy; Bobbert, formerly in national sales and service with National Cash Register Company; Smith, former vending operator; Burzen, former television technician and service manager of a large Chicago TV and radio service firm; formerly radio technician and service engineer for Minneapolis-Honeywell; Lewars, formerly head service engineer for vending machine manufacturer.

These engineers, who will work in the field, will be qualified to service and instruct on all National units including coin changers, rejectors, penny refunders, actuators and other National equipment, a firm official said.

Grocery Chain

Continued from page 78

trance of the store. Products vended are peanuts, ball gum, and a variety of confections such as sugarcoated Spanish peanuts, jelly beans.

Machines are serviced by store personnel from bulk cartons supplied on the store delivery trucks from headquarters. Repairs are provided by machine suppliers, with "standby" equipment available to replace any vender which goes out of service. Also figures are not available as to the volume sold thru the penny units, they have been adding a substantial amount to monthly gross, Miller's has found.

EMPIRE EMPIRE EMPIRE EMPIRE EMPIRE EMPIRE EMPIRE EMPIRE EMPIRE EMPIRE

Brand New Closeouts!

WMS. ALL STAR BASEBALL	\$375
Genco 2 Player Basketball	345
EXH. STAR SHOOTING GALLERY	325
EXHIBIT SHOOTING GALLERY	350
Genco, 4 Player SkeeBall	895
MIGHTY MIKE SPARRING PARTNER	125
Genco SILVER CHEST	

5-BALLS

NEW: UNITED TROPICANA, BALLY BIG TIME

Hi Fi	\$350	Coney Island	\$ 95
Surf Club	375	Spot Lite	95
Ice Frolics	310	Havana	315
Palm Springs	225	Rio	275
Dude Ranch	295	Circus	175
Yacht Club	150	Cabana	165
Beach Club	285	Tropics	225
Beauty	225	Hawaii	355
Palm Beach	125	Mexico	345
Frolics	175	Golden Nuggett	99.50
Atlantic City	130	Genco 400	59.50

GOTTLIEB

Hit 'n' Run	\$109.50
4 Horsemen	99.50
All Star	99.50
Knockout	79.50
Double Feet	79.50
3 Musketeers	69.50
Sharpshooter	59.50
Bowling Ch.	59.50
Buffalo Bill	59.50
Double Shuffle	59.50

WILLIAMS

Duffy Derby	
F.S.	\$275.00
Nifty	79.50
Pinky	79.50
Dreamy	79.50
Maryland	69.50
Boston	69.50
El Paso	59.50
Lucky Innings	59.50

CHANGEMAKER
Dispenses 2 dimes, 1 nickel for 25c. In stock, \$89.50

EMPIRE

ARCADE

UNITED BONUS GUN
GENCO BIG TOP
EXH. SPORTLAND GUN
MUTO. DRIVEMOBILE

AUTO-PHOTO
WMS. JET FIGHTER
HYDRO DUCK GUN
AIR FOOTBALL \$375.00
AIR HOCKEY 350.00
SET SHOT BSKTBALL 345.00
Genco Rifle Gallery 375.00
Un. Jungle Gun 295.00
Exh. Shooting Gallery 335.00
Photomatic, Late 595.00
Voice-o-Graph 495.00
Chi. & Pl. Home Run 365.00
Wms. Big League, F.S. 395.00
Wms. Del. Baseball 325.00
Genco Sky Gunner 195.00
3-D Theatre 199.50
Chi. 4-Player Derby 195.00
Ev. Bat-a-Score 175.00
Ch. Basketball Champ 195.00
Shoot the Bear 150.00
Exh. Jet Gun 145.00
Auto. Drivemobile 165.00
Telequiz & Film 115.00
Auto. Flying Saucer 149.50
Undersea Raider 125.00
Goalee 99.50
Chicken Sam 99.50
Chi Pistol 99.50
Wms. Star Series 89.50
Exh. Dale Gun 89.50
Mer. 13-Way Ath. Scale 79.50
Scientific Baseball 79.50
Flash Hockey 75.00
Wms. Quarterback 75.00
Exh. Hi-Ball 75.00

COUNTER GAMES

KICKER & CATCHER \$49.50
Acme Shocker 24.50
Binks Zipper 55.00
Art Show & Film 49.50
ABT Challenger 75.00
Texas Leaguer 49.50

1-BALLS

Turf King \$99.50
Champion 89.50
Citation 79.50
Gold Cup 59.50
Special Entry 49.50
Jockey Special 54.50

CIGARETTE VENDERS

ROYAL "17"—WRITE FOR CIRCULAR

Rows President, 10 Col. or 8 Col., Fac. Reb. \$155
National Model 950, 9 Col., Fac. Reb. 145
Unedapak Model 500, 9 Col., Fac. Reb. 135
DuGrenier Model "W", 9 Col., Fac. Reb. 125

NEW—and priced RIGHT! Standard-Rapid COIN-COUNTER

Counts and wraps Pennies to Halves. Rugged, Light, Accurate, Portable. Try One on Money-Back Guarantee. \$185.00

WURLITZER
1015 \$99.50

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

LIKE NEW

WURLITZER
Model 1500's and 1550's
PHONOGRAPHS
\$395.00

COMMERCIAL MUSIC COMPANY, INC.
1550 EDISON
DALLAS, TEXAS

NEW UNITED MARS COMET-SHUFFLE SKEE BINGO-TROPICANA

Sensational—New BONUS—MOVING TARGET USED SHUFFLES

United Rainbow like new \$415.00
United Classic 269.50
United Star 10th Frame 179.50
Keeney Carnival 215.00

GUNS

Genco Sky Gunner \$189.50
Ex. Shooting Gallery 319.50
Exhibit Space Gun 89.50
Many More Used Shuffles & Pinballs. Write Wire, Phone

CENTRAL OHIO COIN MACHINE EXCH.
325 S. HIGH ST. COLUMBUS 15, OHIO
Capital 4-7234

New Eppy Series

Continued from page 78

sisting that the retail value of capsule charms be comparable with that of over-the-counter novelties, and the practice of putting penny charms in capsules and vending for 5 cents is being resisted by the locations.

The new Eppy capsule series will be vacuum plated in gold, silver and assorted colors. Also on tap are 12 new penny charms.

Rowe Purchase

Continued from page 78

to stockholders of record this week—subject to Securities and Exchange Commission approval—for subscription on the basis of one new share for each six held.

Subscription price for the shares is \$17 a share with subscription warrants to expire February 14.

The financing provides part of the total price of \$3,937,500 needed for the purchase of the controlling interest of Robert Z. Greene, Rowe president, and his associates, or 262,500 shares (52 per cent of Rowe's outstanding common stock).

The balance will be obtained from the sale of \$1.5 million of 5½ per cent 15-year subordinated debentures to Investors Mutual, Inc., and a \$1 million short-term loan from National City Bank of New York.

Fruit Juices

Total production of all canned fruit juices in 1954 was about 2 billion pounds, up 4 per cent from the previous year, according to the Agriculture Department. Total output of frozen citrus juices was about 760,000,000 pounds, up 7 per cent from 1953. Per capita consumption of canned juices was 5 pound over 13 pounds, down .5 pound from the previous year, while per capita consumption of frozen fruits and juices was 7.3 pounds, a gain of about 5 per cent. Production of oranges this year is expected to be about 7 per cent higher than in 1954.

Maybe We Are Crazy

but here's the price

AMI Model C... \$195.00
GENCO RIFLE GALLERY... 375.00

In Stock for Immediate Delivery
RUSH DEPOSIT
Write for Other Great Buys

DAVID ROSEN

Exclusive AMI Dist. Ea. Pa.
855 N. BROAD STREET PHILADELPHIA, 23, PA.
PHONE: STEVENSON 2-2903

ATTENTION!

Shuffle Game Operators! SEND FOR CATALOG OF NATIONALLY ADVERTISED MERCHANDISE FOR PREMIUMS and PRIZES for SHUFFLE GAMES!

RAKE COMPANY

708-C Sanson St. Phila. 6, Pa. MA 7-7428
609-C Spring Garden St. Phila. 23, Pa. LO 3-7864

SHAFFER SPECIALS

SEEBURG

M-100-B	\$575.00
M-100-A	375.00
148ML (Blonde)	109.50
147	89.50
Coon Hunt	Write

WURLITZER

1500 (104 Sel.)	\$395.00
1400 (48 Sel.)	279.50
1250 (48 Sel.)	199.50
1015 (24 Sel.)	69.50
5204A, 104 Sel. Wall Box	39.50

ROCK-OLA

1438 Comet (120 Sel.)	Write
1436 Fireball	\$349.50

AMI

Model E-120	\$595.00
Model D-80	319.50

WALL BOXES

Seeburg 5/10/25 3-Wire	\$14.50
Seeburg 5/10/25 Wireless	\$12.50

WRITE FOR ILLUSTRATED CATALOG

Shaffer Music Co.

Cincinnati, Ohio
1200 Walnut St.
Main 6310

Columbus, Ohio
849 N. High St.
Klondike 4614

Indianapolis, Ind.
1327 Capitol Ave.
Melrose 4-3571

BARGAINS OF THE WEEK

SHUFFLE GAMES

Keeney Century	\$350
Keeney 6-Player League	50
Un. Banner	410
Un. Team	325
Un. Leader	310
Classic	165
Clover	160
Official	85
C. C. Gold Cup	195
Genco Match Pool	275
Genco Shuffle Pool	175

BINGOS

Surf Club	\$375
Ice Frolics	325
Palm Springs	325
Beach Club	275
Yacht Club	145
Coney Island	80
Spot Lite	70

NEW

Keeney Sportsman Deluxe
The Number One Rifle Game. Something different and a proven money maker—competitive scoring—timing device—moving pop-up targets.

NEW GAMES

Keeney Sportsman Deluxe
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
Telegiz with film	100
Keeney 4-Pl. Attachment for Shuffleboards	125

18 Ft. Rock-Ola Shuffleboard... \$149.50

PURVEYOR DISTRIBUTING COMPANY

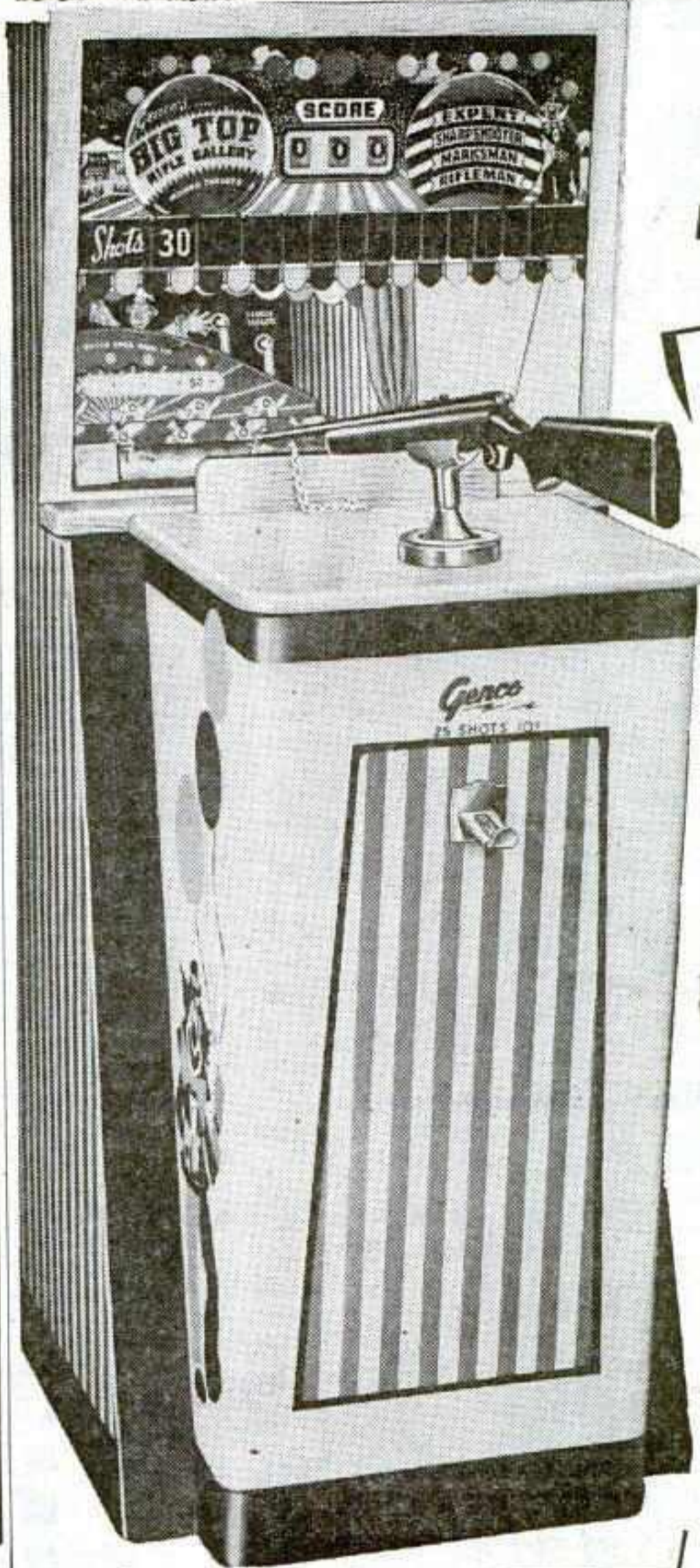
4322-24 N. WESTERN AVE.
CHICAGO 18, ILLINOIS
PHONE: JUNIPER 8-1814

Reconditioned For Profitable Operating!

United DeL. Target	\$435	United Classic	\$195	Chicoin Crown	\$185
United Banner	410	United Olympic	185	Chicoin Triple Score	175
United Speedie	395	United Clover	165	Keeney Diamond	345
United Ace	365	United Cascade	155	Keeney Bonus	285
United Leader, F.P.	315	United Del. Carnival	445	Keeney Super	125
United League	295	Chicoin Starlite	375	Keeney DeLuxe	100
United Team	295	Chicoin Criss Cross	335	Keeney 1 Pl. Bsktball	235
United Imperial	285	Chicoin King Bowler	310	Genco Match Pool	265
United Royal	275	Chicoin Gold Cup	250	Genco Rifle Gallery	365

EXTRA SPECIAL! CHICAGO COIN HOLIDAY, LIKE NEW, WRITE!
CLEANER OFF! PICK 'EM UP CITATION... \$15; TURF WRITE!
CLAY NEMEROFF • CHARLEY PIERI
Monarch Coin Machine, Inc. Write for Latest List.
2257-59 N. Lincoln, Chicago 14, Ill. Lincoln 9-3996-7-8

"This is the Finest"
BIG TOP
RIFLE GALLERY



Featuring
2 New Types of MOVING TARGETS... Exclusive with GENCO

MOVING DUCKS
9 realistic ducks on moving belt—just like a real rifle range!

SWINGING CLOWN
Moves back and forth on pendulum... flops over when hit... resets automatically!

New CANDLE TARGETS
Player shoots out the flame (in lights)... just like a real rifle range!

PLUS—All New Fall-Over Targets
CONVERTIBLE—Novelty OR MATCH FEATURE
REPLAY (optional)

29½" WIDTH CABINET WILL GO THRU ANY DOOR

GENCO MFG. & SALES CO.

2621 North Ashland Chicago 14, Illinois

WORLD WIDE Saves You Money!

THE NEWEST OF GUNS "WILLIAMS SAFARI"
Moving Targets—Hi-Score—Spot-A-Target—Timing Feature—Wild Jungle Theme—Beautiful Styling—The Best for Less. See It—Play It—Now.
Immediate Delivery

Exclusive Distributors for Sensational 1955
ROCK-OLA
120 or 50 Selections
HI FIDELITY PHONOGRAPHS

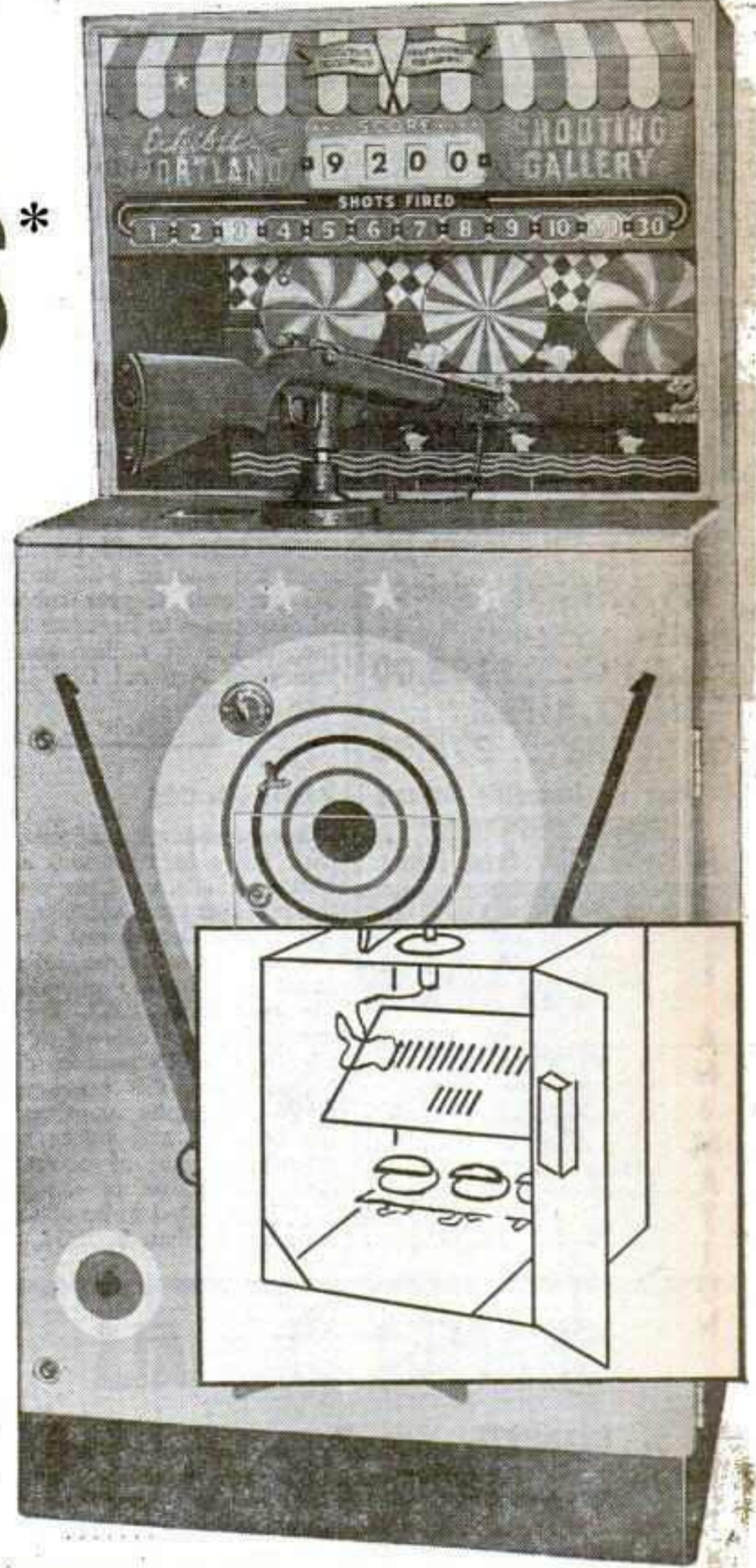
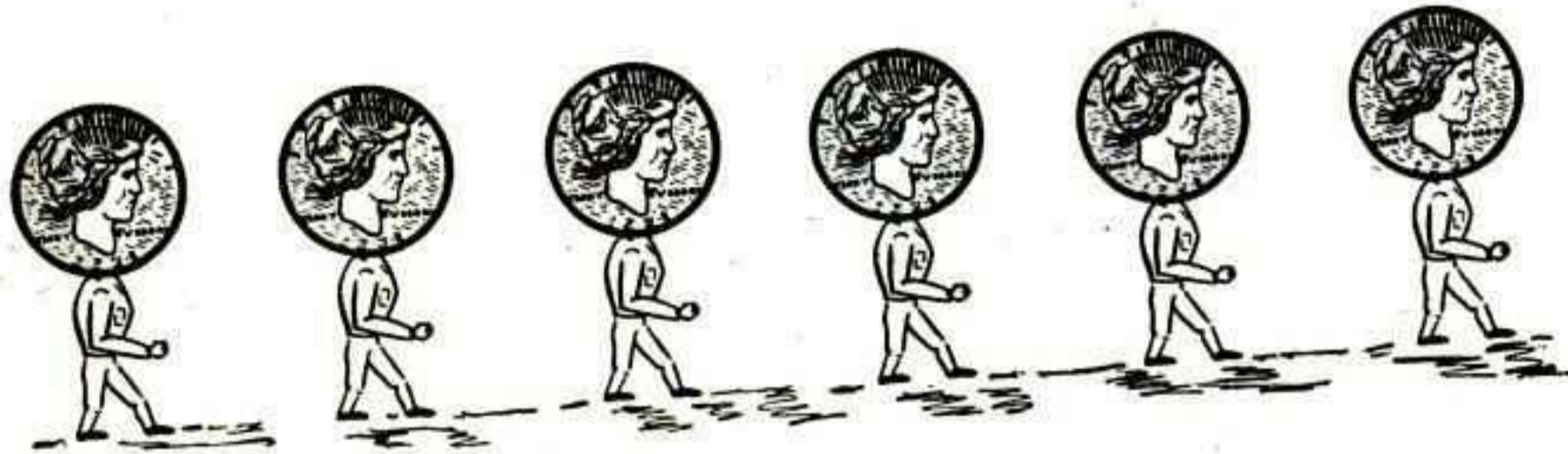
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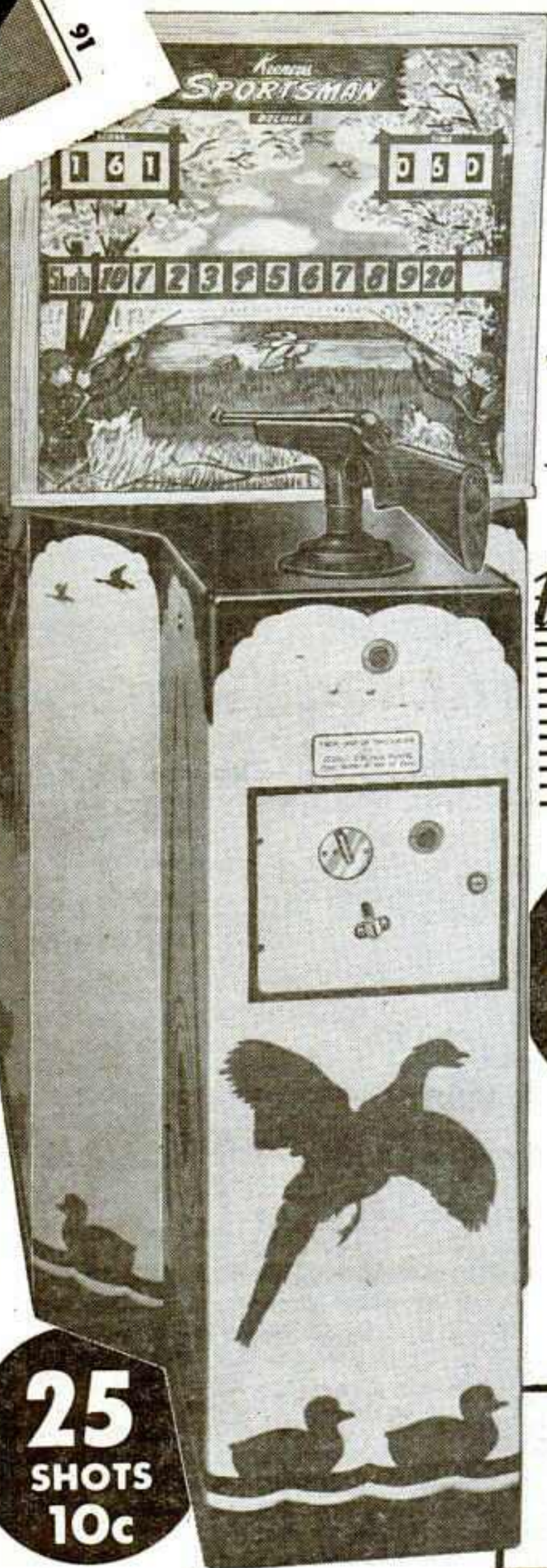
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MOVING TARGET.

HIGHER SCORES!



Out-Earning 'em All...

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NEWLY
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WITHOUT
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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!

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060

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
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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.

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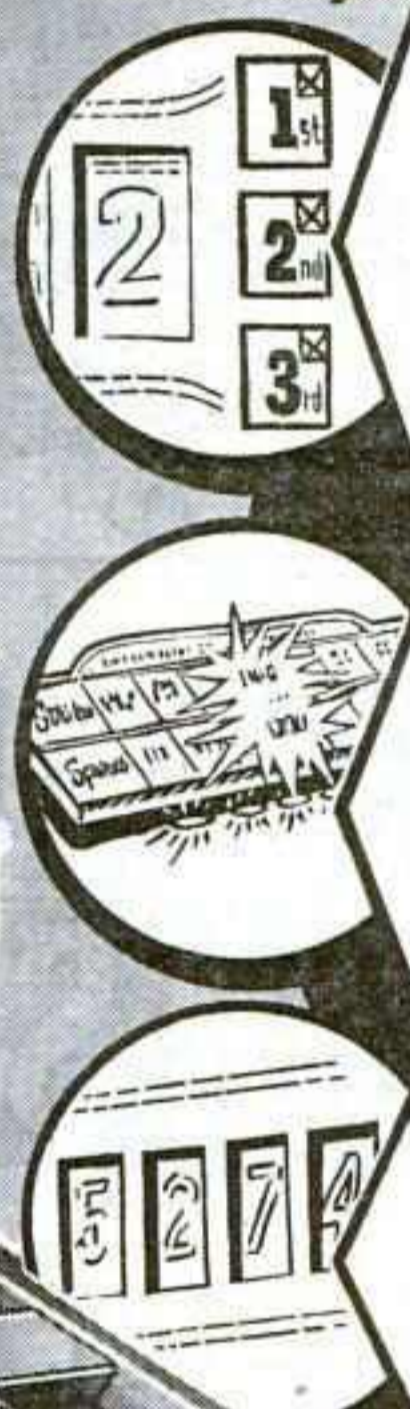
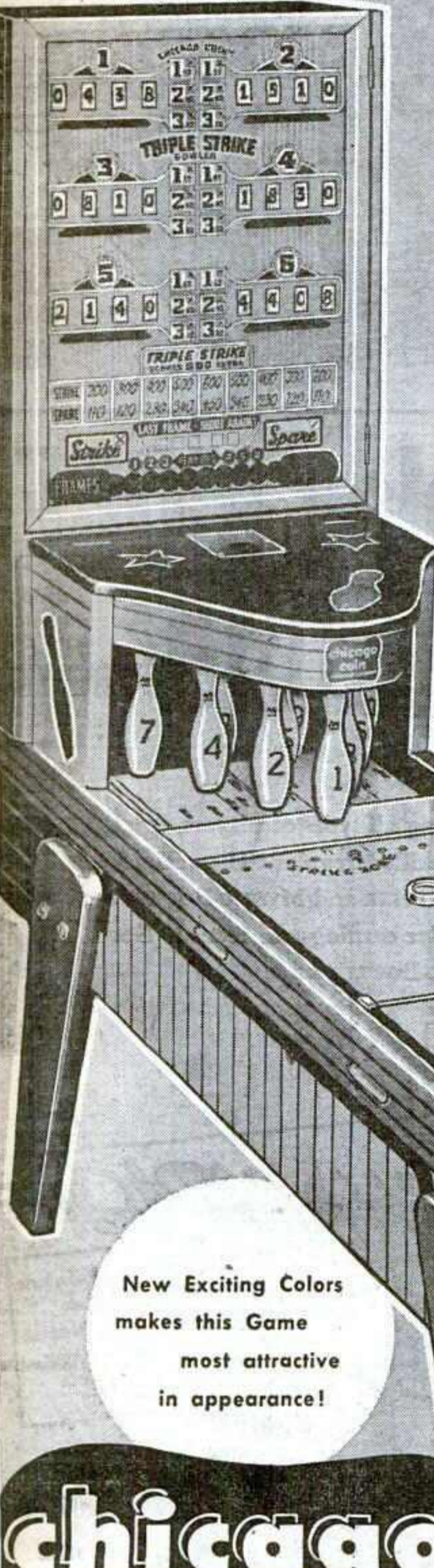


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Player by timing his shot to strike pins when highest score is lit on "Flash-O-Matic" panel receives 600 for strike and 450 for spare.

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The 100% SKILL SKEE - TYPE GAME!
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Speed-Control
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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.

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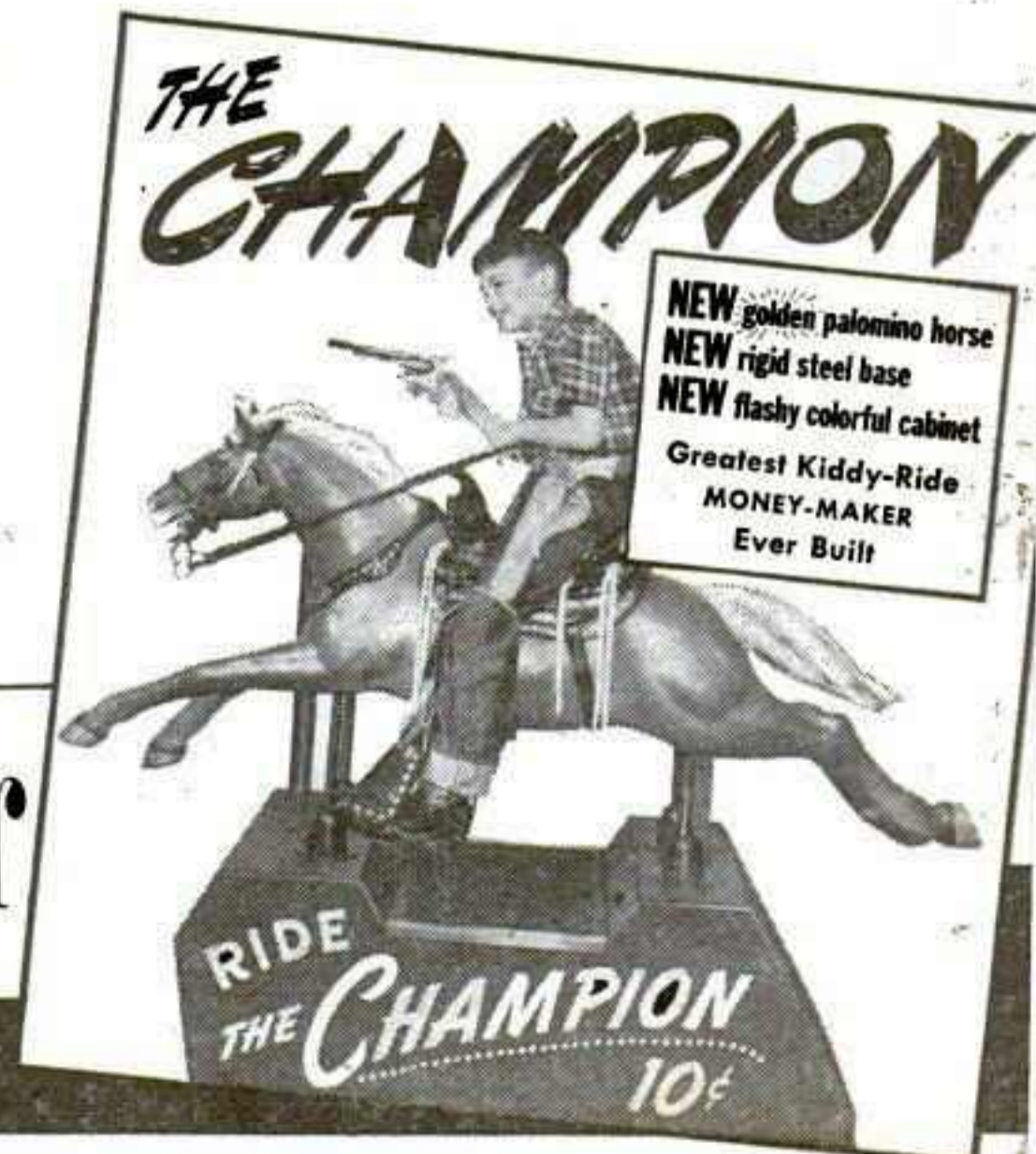
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WITH POPULAR MATCH-PLAY

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CHOICE OF DIME-A-PLAY OR DIME-A-PLAY, 3 PLAYS FOR A QUARTER
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MONEY-MAKER
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MARKSMANSHIP SCORE FOR SHOOTING ACCURACY

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2 BONUS POINTS ADDED TO SCORE FOR EACH UNIT OF TIME UNDER 60

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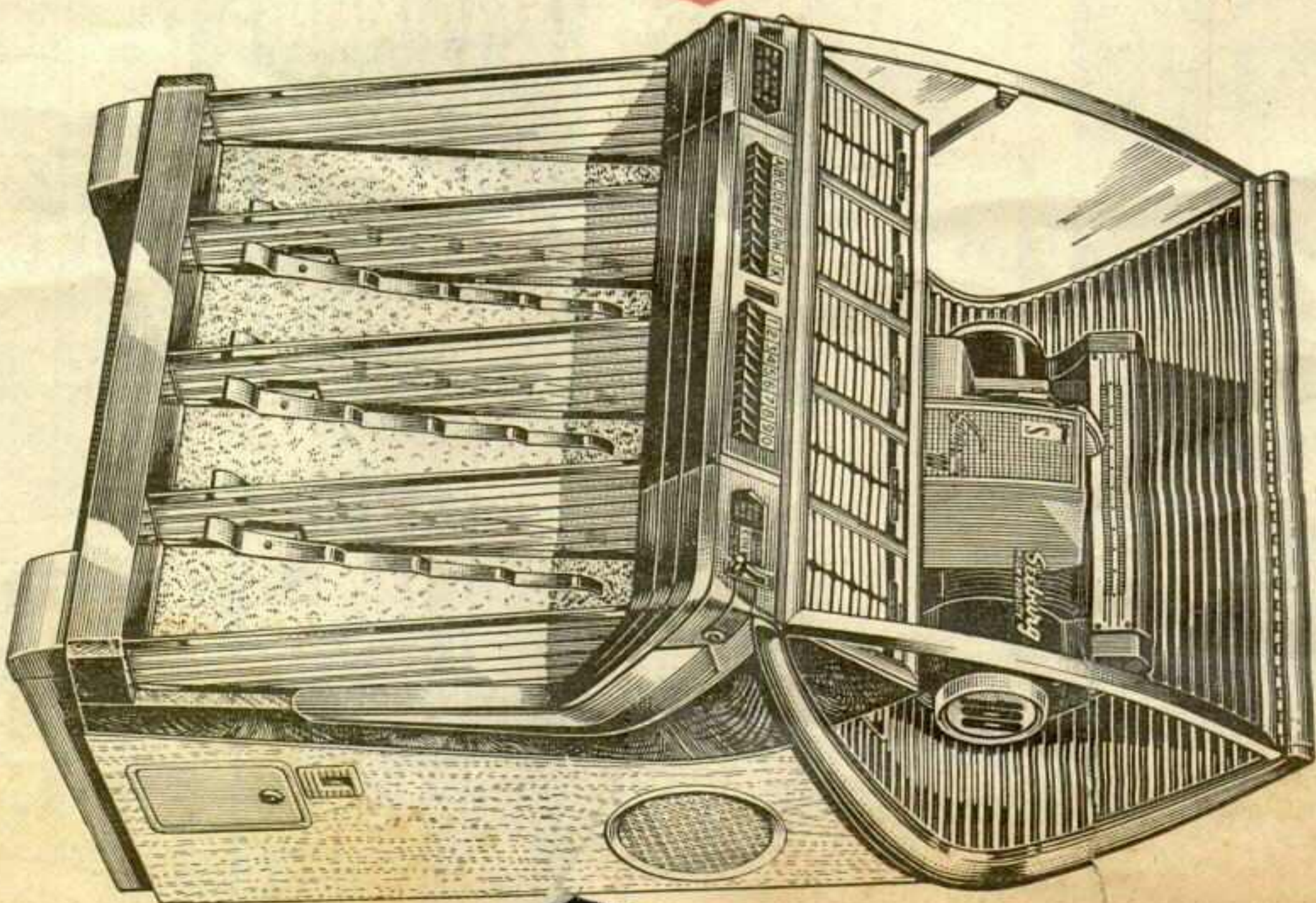
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