MARCH 26, 1955

THE AMUSEMENT INDUSTRY'S LEADING NEWSWEEKLY

PRICE: 25 CENTS

Outdoor Eats Gettin' To Be Real Cuisine

Fuller Menu Obsoletes Ma's Picnic Box; Concessionaires Stuff Pockets, Faces

By CHARLIE BYRNES

at amusement events will eat and for many previous years, eat and drink more - and better - in the drink sales hit new highs. year ahead than ever before.

A half billion of them, it's estimated, will spend more than \$200 satisfy their appetities.

Consumption of soft drinks, beer, ice cream, hot dogs, or what'll it be?" always has bulked large in the outdoor field, but not nearly s it will in the season ahead.

The mounting consumption of fries, 320,000 bags of peanuts were downed. ems from two reasons: (1) People ive grown increasingly accusad (2) they've had money to do

Eating Habits Change

There was a time when the iting-drink par for outdoor events onsisted of a soft drink, hot dog, bag of popcorn and a specialty tem, such as eandy floss of a snow one. But people now are not ontent with only such things and hey're willing to experiment. Hence, there's been a brisk sale some events for chile con carne,

ed in cracker cups, and for a pies, baked on the spot at amusement parks or similar installations.

There was a time when great distances limited attendance at outdoor events. But that time, too, has passed-and with it there has been a sharp reduction in picnic lunch baskets, box lunches, etc. Today's fun seekers generally want

no part of such. Instead, they want to eat and drink, as well as live it up at outdoor amusement events.

Forceful demonstration of this

Venders Come To Fairs' Aid

GHICAGO, March 19. - Coinoperated vending machines have proved the answer to more than one fair manager's prayers.

Until the venders came along, fairs in dairy States were on the receiving end of complaints because they didn't push the sale of milk on their grounds.

Actually, they couldn't. The profit margin wasn't there for the concessionaire with a stand conforming to sanitary requirements. Yet, concessionaires couldn't up the price above a dime without arousing the wrath of the dairymen.

When the venders popped up on fairgrounds last year they delighted the dairymen, the fairs and concessionaires alike. Sales were juge, profits more than satisfacry. And patrons were pleased. r the sparkling venders gave out th cool milk for a dime.

was given at the '54 State Fair of CHICAGO, March 19.-Patrons Texas in Dallas, where again, as

It took 900,000 hot dogs and hamburgers and 3,250,000 soft drinks to satisfy the 2,506,463 pamillion to slake their thirsts and trons, many of whom traveled great distances to attend the big 16-day

But the hot dog, hamburger and soft drink consumption was only a part of the total. Some 325,000 as big, nor anywhere nearly as big corn dogs, 31,250 whole chickens, two carloads of potatoes for French fries, 320,000 bags of popcorn and

What's more, the Texas fair patrons ate their way thru 70,000 ned to "eating out" and thus twists of candy floss, 22,661 boxes Tiving the little woman" a break, of salt water taffy, 75,000 candy apples, a mountain of 5,500 gal- centers, steadily mounting in num- Box Operators Poll which appears gallons of grape and strawberry drinks." One-stop funspots, usually

> the nation's biggest outdoor amuse- satisfy ther food and drink wants. ment event. But sales of eats and Keener operation on the part of amusement recreation centers.

These amusement-recreation

New Organization Formed

To Aid UHF, TV Stations . . .

R & B-Type Records Dominate

Broadway's "Pajama Game"

Gets Lush Texas Fair Date . . .

Billboard Best Selling Lists . . .

A new organization has been formed to help

ailing UHF and independent TV stations with

financing, programming and sales. National

Affiliated Television Stations, Inc., was set up

by a major equipment manufacturer, General

Electric, and a TV film distributor, National

Telefilm Associates, both of which have a con-

siderable stake in the small stations' future.

Thirteen out of 30 records on the national

best seller chart are pop-styled rhythm and

blues disks. Analysis of the chart indicates

how extensively the rhythm and blues trend

has taken over the pop field despite opposition

on the part of some publishers and artists and

repertoire executives. Labels notably successful are those which pursue the trend vigorously.

"The Pajama Game," hit musical, will be the

auditorium attraction for the '55 State Fair of

Texas, Dallas. Show's national company, with

Larry Douglas, Fran Warren and Buster West,

will give 24 performances. Texas fair has been

a bonanza for legit shows, with "South

Pacific's" \$394,422 gross in '50 the record

McGUIRE GALS WIN BILLBOARD TRIPLE CROWN

NEW YORK, March 19.-The Billboard's first "Triple Crown award, an industry token of top disk activity in the nation's retail stores, juke boxes and in disk jockey play, will be given to the McGuire Sisters next week for their Coral recording of "Sincerely," The Triple Crown will only be awarded recording artists whose disks place as No. 1 in all three Billboard charts-Best Selling, Most Played in Juke Boxes and Most Played by Jockeys-in any one week. The McGuire Sisters racked up this achievement during the week of February 23 (The Billboard, March 5).

The award will be presented to the warblers on the Arthur Godfrey "Friends" TV show Wednesday (23).

lons of ice cream, and 375,000 ber, have in recent years served to in this issue. pounds of ice flavored with 1,250 swell greatly the sales of "eats and flavoring, and molded into snow situated on well trafficked highways, provide the ideal way for The Dallas expo, to be sure, is families to unlimber, have fun and

drinks were proportionately as concession operators have accelergood at other fairs and also at ated the sales increase. Drive-in amusement parks, Kiddielands, theater ops long have been noted

NEWS OF THE WEEK

(Continued on page 29) 1955.

Mergers Next in LP Disk

Ringling Advance Sale

Is 50 Percent Over '54 . . .

Field; Haydn-Urania First . . .

Can't Hardly See No End to Artists, Song Hits, Developments

Music, Juke Box Industries Rich in All Categories, Says Operator Poll

By BOB DIETMEIER

CHICAGO, March 19. - In the entertainment world, George Gobel's "you just can't hardly get them no more" has earned a very respectable niche for itself, but applied specifically to record artists, hit tunes or new developments in the music-record and juke box industry, it just don't hardly fit no how.

Any doubt that there is a great wealth in all three categories has been dispelled by the nation's juke box operators participating in The Billboard's Eighth Annual Juke

All Categories

and blues, and old favorites- and western classification. which were top money-makers in their juke boxes during the past and "Shake, Rattle and Roll" with six months; five favorite artists or Joe Turner were one and two rebands on their phonographs in spectively in the rhythm and blues each classification, and five artists division, and Glenn Miller's "In drive-in theaters, and outdoor for their smart concession opera- or bands in each category they felt the Mood" and Tommy Dorsey's tions, and in recent years they have had the best chance of success in "Boogie Woogie" took similar spots

And operators clearly underscored the progress made in the past 12 months in the big developments currently underway in the music-record and juke box businesses: the move to extended play records, increased operator use of 45 r.p.m. disks, expansion into new types of business locations with different forms of background music and increased attention to record programming.

In the operator's poll, Rosemary Clooney's "This Ole House" and Eddie Fisher's "I red You Now" took first and secon place honors respectively as top money-makers in the pop category during the past six months.

Hank Snow's "I Don't Hurt Operators named five disks in Anymore," and "One by One" with each of four classifications-popu- Red Foley and Kitty Wells came lar, country and western, rhythm in first and second in the country

> "Earth Angel" with the Penguins in the old favorites balloting.

Eddie Fisher No. 1

Eddie Fisher was voted the No. I juke box favorite in their locations by operators, Webb Pierce in country and western, Ruth Brown in rhythm and blues, and Glenn Miller first in the "others" classification.

The operators crystal - balled that the No. I spot for the artist who has the best chance of success in 1955 in the pop category goes to Victor's J. P. Morgan; in country and western, to Capitol's Tommy Collins; in rhythm and blues, to Dootone's Penguins', and in the "others" classification to Decca's Johnny Maddox.

The major trends operators reported in their current operations herald broadened horizons for both the music-record and juke box industries alike: the move to ex-(Continued on page 147)

Apparent reason is greater use of newspaper ads. Ringling also announces new air-conditioning system for its traveling big top.

Independent LP manufacturers, fighting a

price squeeze and heightened competition by

the majors, may figure in partial mergers for

more efficient selling. First such move will be

taken next week by Haydn Society and

Urania Records. Page 17

Advance ticket sales for Ringling-Barnum cir-

cus in New York are 50 per cent ahead of last

year when total topped \$400,000 this week.

Amusement Games154 Merchandise. MOA Section Burlesque 23 Carnival 33 Classified Ads 46
Coin Machine Market 155 Music Charts Coming Events 45 Drive-In Theaters 40 Fairs & Expositions .. 32 Final Curtain 23 Honor Roll of Hits ... 98 Legitimate 15

DEPARTMENTS AND FEATURES

Music 17 Music Machines147 Parks & Pools 31 Pipes 43 Review Digest 15

MUSIC POPULARITY CHARTS BEGIN ON PAGE 90

30,000 Kids Jam Chi Rally

CHICAGO, March 19.-Recording stars attracted more than 30,000 teen-agers to the largest gathering of its kind here-a Youth Rally. Those who couldn't squeeze into the International Ampitheater, saw the show elsewhere in the building on closed circuit T\

Artists included the Three Chuckles, Frankie Lester, The Fontane Sisters, Bill Hayes, Eddie Fontaine, June Valli, Julius La Rosa, Ralph Marterie, Dick Malthy, David Carroll, Buddy Morrow and Archie and Jan Bleyer.

for DO Trecords' big news at the MOA Convention, See Page 55]

Communications to 1564 Broadway, New York 36, N. Y.

MORE CLIENTS IN PRIME HOURS

NBC to Extend Magazine Concept of Programming

chance to play around in this new format.

Two weeks out of three, Tuesday, 8-9 p.m., will be made available on the same basis as "Caesar's Hour." That is, three clients will share thirds of each hour. The third week will be sold to only one sponsor.

season. Each participation will cost \$70,000 for time and talent. Ten of these "color spreads," as they are called, have already been sold to an unidentified client, reported to be Sunbeam, which now owns part of the current Sunday night extravaganzas.

Interestingly enough, NBC has television these days: confusion. chosen to make its Tuesday night participations available on the

NARTB CONFAB

B'cast, Govt. **Execs to Mull Biz Problems**

WASHINGTON, March 19.-A shirtsleeves confab between government and industry brass on problems of the nation's broadcasting industry will highlight the upcoming May 22-26 annual convention of the National Association of Radio and Television Broadcasters in Washington.

With the nation's capital providing the site for the convention for the first time in the Association's history, the NARTB convention committee has scheduled a Government Day program on May 24 which will feature a 90-minute panel discussion with all members of the Federal Communications Commission participating.

Key luncheon speaker that day will be FCC chairman George Mc-Connaughey. Also lined up as speakers that day are Sen. Warren C. Magnuson (D., Wash.), chairman of the Senate Interstate and Foreign Commerce Committee, and Rep. J. Percy Priest (D., Tenn.) (Continued on page 23)

HR Strengthens Via Contracts

Roach Jr. this week revealed that he is instituting a policy of conhe is instituting a policy of contracts for studio personnel in a move intended to strengthen the organization following his purchase of the lot from his father (The Bill-

board, March 5). Roach said that he believes this will be the most difficult selling year for producers in the history of television, and that multiple production companies that can offer ad agencies a background of successful programming and an organization of permanent employees

TV this week further extended its name personalities, but it is this The spectacular will be variety but magazine programming concept program that can be bought only will use the same featured players into two of its most important eve- in its entirety. General Foods is as "Your Show of Shows" last ning shows for sponsorship next using eight hours this season in the season. season. Moreover, since one of time period, and it may renew for them is a color spectacular, it will next year in the Tuesday hour to give relatively small advertisers a be entirely sponsored by one client.

New Producer

It also has been learned that Max Leibman will not produce the Sunday Spectacular next seareins on the show. Speculation is

NEW YORK, March 19.-NBC-| will be variety and will feature that it will be Bysby Berkeley.

concept into these shows for many bouts. If it doesn't find one, howreasons. Their costliness is such that it is easier to scare up a number of advertisers rather than one. The web also believes that if the magazine concept is to work, more son. NBC is now negotiating with and more shows in prime evening a top producer to take over the hours must be marketed. In addi-

Pabst Seeking Co-Sponsor On ABC Bouts

NEW YORK, March 19. Pabst Beer, which last week decided to shift its Wednesday night fights over to ABC from CBS, is seeking another advertiser to share NBC is extending its magazine alternate week bankrolling of the ever, it will sponsor the matches on an every week basis.

The Pabst fights will stay on CBS until May 25. The following week they will be seen on ABC in the same Wednesday 10 p.m. time slot. ABC is now trying to (Continued on page 23) clear 128 stations for Pabst.

Six participations, 90 seconds each, will be offered in each of the 13 Sunday night spectaculars next Everyone Confused at TV Picture, and It Ain't Static

-There seems to be one word to describe advertiser attitude toward

Talk with some of the big network sponsors attending the 46th shows headlined by Milton Berle spring meeting of the Association and Martha Raye. The third show of National Advertisers and you come away with a feeling that nobody knows quite what this new medium is all about. What's more, from some of the stories related, the confusion is not only confined to the sponsor side of the picture.

Technically, of course, the medium is a lot better, but it has been in such a state of flux from a business standpoint that sponsors and potential sponsors are having a hard time finding their bearings. For one thing, the magazine concept of TV, which was such an explosive issue here last year, is still not altogether accepted by the type of sponsor who got used to the radio idea of sponsor identifica-tion. One of these remarked that

2 Live Shows In CBS Works

NEW YORK, March 19.-The CBS programming department this week was readying kines of two new live packages. They are "Joe and Mabel," featuring Nita Talbot, and "Music 55," an offbeat band show with Stan Kenton. Magnuson's Blasts

"Joe and Mabel" was a well-known radio series and was also presented once on the "Armstrong Circle Theater."

"Music 55" will use Johnny Mercer and Louis Jordan, in addition to Kenton. It will strive to present an unusual way of seeing music on TV.

Also being worked on at CBS-TV is a new daytime personality show with Jack Barry.

New Gridcast

CHICAGO, March 19.-It will faces a prolonged grilling at the Committee's upcoming hearing on probably be nip and tuck in the sale of college football telecasts next season. The new plan outlined by the TV committee of the National Collegiate Athletic Association this week has NCAA itself two months than the one filed by peddling eight Saturday games to it this week on the problem of imseek regional sponsors in NCAA's proving TV broadcasting service seven districts for the other five thruout the nation.

For the national sponsor the package of eight games is priced over one-shot producers.

Pilots which Roach has shot this year or is readying for filming are Blondie," Sonja Henie, and John

Blondie," Sonja Henie, and John

The prove were the producers in the prove were the prov intended to probe into TV set verse action."

HOT SPRINGS, Va., March 19. he still believed there is merit in necessarily unfavorably. One sponhaving your product identified with a show, because of the "gratitude factor" in making a sale.

trend away from the half-hour weekly show to those an hour in length, also is giving sponsors something to think about, tho not

CBS' HEALTH

Hiatus Sub Clients Get Just 10% Off

NEW YORK, March 19. - The present state of TV's prosperity is indicated from the fact that the CBS-TV summer plan this year allows no discount to advertisers, except the usual annual 10 per cent discount.

Three years ago CBS offered its clients a 331/2 program contribution. Two years ago the web gave summer sponsors a 30 per cent program contribution, and last season they received 25 per cent toward the cost of their packages. The summer hiatus period will be is on NBC-TV.

of the stormiest periods in the Fed-

eral Communications Commission

history is immediately ahead as an

aftermath of a wrathful blast from

Chairman Warren G. Magnuson

(D. Wash.), of the Senate Inter-

state and Foreign Commerce Com-

mittee. Magnuson yesterday (18)

took the FCC to task for "failure"

to come up with "immediate re-

medial action" in the agency's re-

cently filed preliminary report to

the Committee on the nation's TV

the spot. The agency not only

the TV broadcasting industry, but

it is literally under orders to pro-

duce "a more conclusive report" in

Set Probe

Criticizing the Commission's pre-

The FCC is uncomfortably on

broadcasting industry.

Warn FCC Storm

NEW YORK, March 19.-One manufacturing to determine what

all channel sets.

in Washington soon.

action for UHF.

sor remarked that the trend was "perfectly logical." The half-hour weekly stint, he said, was inflexible Another element of change, the and did not allow for seasonal sales changes.

> Then there's color television. Advertisers expect a gradual growth, with nobody knowing quite what Bible. it will be doing for them, saleswise, for some time. As one of the biggest sponsors put it, "Color TV is developing the chicken and the egg concurrently." 'However," he added, "it's one of the things you'll have to get into eventually, even if you're selling insurance.

Cite Cost Factor

Finally, there's the ever-present question of costs. Sponsors say simply, "It's darn expensive." And, they add, the cost-per-thousand argument isn't wholly valid. In many instances, they said, you may be paying out more to draw in a customer than he would ever spend on your product in a year.

One fellow who is putting all of his company's \$3,000,000 into ra-dio and TV spots says he spent six months looking at network television and he feels they are out of line, cost-wise. He is Leonard Colson, advertising manager of the Mennen Company. "It's a rich man's game," he said. "You pay eight weeks on CBS, the same as it for it and you're not supposed to (Continued on page 23)

the outlook was for production of

The FCC preliminary report

stated that lack of UHF receiving

equipment and the delay in de-

veloping high powered transmis-

sion equipment may be the most

important factors for UHF's failure

to keep abreast of VHF. Chairman

Magnuson has already taken steps

to solve that problem by inviting

TV set makers to confer with him

Hennock Report

FCC Commissioner Frieda B.

Hennock declined to go along with

the FCC preliminary report and

instead is drafting a separate re-

port which is expected to push for

intermixture and early remedial

On the question of selective de-

intermixture, the FCC indicated

that it is considering "the circum-

stances, if any, of which de-

intermixture may be appropriate

and in the public interest." Sena-

tor Magnuson, in commenting on

'ZOO' SAFARI

Also to Film For Tonight, Home, Today

CHICAGO, March 19. - The forthcoming safari to Africa by personnel of NBC's "Zoo Parade" holds more interest than meets the eye. It was learned this week that the eight-week trek will be made not only to get color-sound films for five "Zoo Parade" shows, but also to shoot footage for "Home." "Today" and "Tonight." Should the situation go as planned, the five shows may wind up as a series of one-hour color spectaculars rather than five half-hour shows of the "Zoo Parade" format.

The original idea, which was supported enthusiastically by NBC, was to have the safari film the zoological specimens of Africa in their native habitat. One show will be based on white rhinos, one on a lost herd of elephants, one on antelopes, zebras and giraffes, another on snakes, and lastly, one show will be filmed at the Biblical Gardens of Tel Aviv which includes only animals mentioned in the

It wasn't until after the original plan was accepted that NBC decided to ask the camera crews to be on the alert for any possible shots that could be incorporated in other NBC shows. It is hoped that footage of home life in Africa can be used for "Home," and shots of native night life are expected to make interesting viewing and comment for Steve Allen on his "Tonight" show. Dave Garroway and his "Today" program will be sup-plied with footage as well as news releases on the safari's progress,

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Vol. 67

Ashley-Steiner Has Four New **Series Coming**

NEW YORK, March 19. - The Ashley-Steiner packaging agency has four new shows coming up or its sales agenda, while three of its older properties are hitting the comeback trail.

Ashley-Steiner is the packager of "Frontier," the pilot of which FEE VIDEO Worthington Minor Production began shooting this week with Matthew Rapf producting and Sidney Lumet directing. The firm is also preparing a new show with Walter Slezak, who moved over to A-S from the William Morris agency this week. A-S is also representing "Buckley," the Goodson-Todman production starring Reginald Gardner. The pilot film was shot this week with Dorothy Lamour as the guest star. Another new A-S pilot is "How Now, Brown" starring Keenan Wynn, which McCadden Productions shot this week. A Don Quinn creation, "How Now," is being scripted by Bill Manhoff.

Meanwhile, NBC-TV is plan-ning to revive "The Marriage" next season, "Ethel and Albert" was sold to General Foods as the summer replacement for "December Bride" on CBS-TV, and Guild Films has begun shooting Goldbergs" for syndication.

Fall Gridcasts In the Works At Du Mont

NEW YORK, March 19. - Du Mont has already begun to work on next season's pro football telecasts, which have proved such a blessing to the network over the past couple of years. The sports department is understood to have obtained the okay of five of the require considerable time for hearteams of the National Football League already. And presentations have already been made to a couple of the ad agencies here.

Du Mont's severe retrenchment in recent months is reported to be causing it some difficulty in peddling next fall's football. The several regional sponsors is one of the most intricate set-ups in network TV. In view of Du Mont's reduction of its regular cable use, will actually be able to deliver, ordinarily aired.

RESTLESS **PEOPLE**

Kate Smith's TV show returns to the General Foods fold in six special appearances in April on CBS-TV, introducing GF's new product,

McConnaughey Pledges Thoro Study by FCC

WASHINGTON, March 19.-Chairman George C. McConnaughey, of the Federal Communications Commission, this week dispelled any lingering doubt that the FCC intends to take months in deliberating the stormy issue of subscription TV.

The FCC chariman gave fresh confirmation to the likelihood that protracted hearings will be staged sometime after the upcoming May deadline for filing of briefs on the to join the production staff of "Mr. issue by protagonists and antagonists.

The Commission's intentions were indirectly disclosed by the FCC chairman in a letter to the House Appropriations Committee this week asking for an extra outlay of \$85,000 from Congress to handle the Commission's explorations into whether home-subscription television should be authorized for commercial use.

the House committee that the fee TV issue is topmost among controversial cases pending in the Commission, and he said it will ings and subsequent studies.

Schaefer Ups **Baseball Sked**

NEW YORK, March 19. clearances and servicing of the Schaefer's Beer has expanded its budget for baseball sponsorship on WOR-TV here by close to 30 per cent this year.

The bankroller has taken on some potential clients are said to sponsorship of 25 "away" games be wondering whether Du Mont in addition to the 77 "home" games show on Wednesdays, even if it

Clients Unhappy at TV Segs, 2 Agencies Lose \$6 Mil Biz

Instant Swans Down Cake Mixes. vital position in the advertising ings. Few, if any, of the Bates-Miss Smith will do these commer- scheme of things. Two agenciescials live. . . . James P. (Uncle Jim) Ted Bates, and Fuller, Smith & to expectation. Harkins, former assistant talent co- Ross-are soon to be shorn of at ordinator of NBC, was awarded least \$3,000,000 in billings each. the Pro Ecclesia et Pontifice medal The reason, according to the trade. for outstanding service to the Pope is that they have failed to carry (Continued on page 23) the ball video-wise for Colgate and Westinghouse respectively.

> Ted Bates is the more striking example. This agency relieved NBC-TV of production responsi-bility of the "Comedy Hour" last spring. Reports are that it promised the client it would save enough money on the Sunday show to pay for his Wednesday half hour on CBS-TV.

> The Bates pitch was that it would program a show featuring new, fresh talent strong enough to recapture rating dominance of Sundays 8-9 p.m. from "Toast of the Town." Instead, however, the "Comedy Hour" has lost consider-

McGovern to Citizen' Unit

NEW YORK, March 19.-Peter McGovern, Young and Rubicam publicity staffer, this week resigned Citizen," the new Liggett & Myers live series on ABC-TV. He will function as material editor in the search for interesting stories about average Americans.

Ed Byron will produce and vettakes over as his assistant. Charlie takes over. Tate will direct. The series will debut on April 20.

NEW YORK, March 19. - TV able ground to "Toast" this season once again this week proved its as evidenced from its weaker ratselected personalities have lived up is not known, but indications are

> The agency unexpectedly found itself caught in a talent price squeeze when the spectaculars arrived on the scene. These shows having higher budgets usually managed to outbid "Comedy Hour" for personalities. NBC will produce the show next season.

Other Changes Bates is also liable to lose

BYE AGAIN

'Travelers' to **Quit Chicago** For N. Y. Stay

CHICAGO, March 19.-Much to the chagrin of Chicago's television moguls, another network show is leaving the Midwest to head for origination in New York. The latest to make the move will be the Procter & Gamble-sponsored 'Welcome Travelers.'

Reason for the move, which is scheduled for May 9, is an agency change. Dancer, Fitzgerald & Sample has dropped the show, eran radio director Marx Loeb and the Benton & Bowles agency

This appeared apparent. The (Continued on page 23)

for commercial use. The FCC chairman indicated to CBS Would Snare U. S. Steel And GE for Wed. Eve Wallop

NEW YORK, March 19.-CBS- needs a co-sponsor. It is going out TV this week made a switch in its after big game and trying to get attempt to capture the United States Steel business. The network is now offering the advertiser Wednesdays, 10-11 p.m., beginning in June. The sponsor was offered Thursday 8:30 - 9:30 last week, but the switch came about when Chrysler renewed its hold on the Thursday time period where it programs "Climax" and "Shower of Stars.

Since U. S. Steel would only offer an alternate week dramatic bought the CBS slot, the web

General Electric to buy the other alternate hour show, which would also apparently be drama. General Electric has not yet decided whether it will drop Ray Milland, but if it did, would have the funds to pay for the alternate hour. It recently purchased half of "Dear Phoebe" from Campbell Soups on NBC-TV.

U. S. Steel is getting out its slide rules and crystal balls to see whether it should make the switch. The advertiser has a good deal over at ABC-TV where the show is currently presented Tuesdays 9:30-10:30. And ABC has big plans for Tuesday next season and. as it is already known, has a deal on with Warner for hour features which it hopes will contribute to its building audiences.

An hour dramatic show cosponsored by U. S. Steel and General Electric, bankrolled by two of the most important clients in American industry, would be a potent programming as well as financial plum for CBS or any network.

SCHOOL FULL

NBC Shuts Door to New **DD Sponsors**

NEW YORK, March 19.-With eight of a possible 10 participations already sold on "Ding Dong School," NBC-TV this week decided to withdraw the show from

The web's action is based on its belief that the stanza's reputation as a prestige-educational show would best be preserved by keeping the amount of advertising down to 80 per cent of maximum.

The network, of course, will replace any of the current advertisers who drop out in the future with new ones.

production supervision of "The Millionaire." What agency will represent the client on both shows that William Esty was selected. The decision, however, is not final for Colgate is reshuffling its agency walsh and Bryan Houston also in the running.

Fuller, Smith & Ross lost its portion of the West nghouse consumer billings to .cCann-Erickson. The account a lo has another Grove, which occasionally handles consumer products for TV.

Trade information is that Fuller Smith & Ross lost its side of the Westinghouse account by default because it failed to submit strong enough TV ideas. Its only video show for Westinghouse was "Let Freedom Ring" on CBS-TV for the Mansfield division of the company This business moved off TV when Ketchum, McLeod & Grove sold the advertiser professional football which subsequently did a great

The fate of both Bates and F. S. & R., however, gives further emphasis to the idea current in TV circles-that to keep clients they must be kept TV happy.



WGAL-TV bas a potent effect on the spending habits of over three million people with effective annual buying income of \$5 billion the one station that reaches this market.

Channel 8 Mighty Market Place

Harrisburg York Lebanon Hanover Forrsville Gettysburg: Houleton Chambersburg Shamakin Waynesborp' Mount Cormel Frederick Lewisburg Carlisle Lewistown Sunbury Lock Haven



NEWS IN BRIEF

Retail sales of television receivers experienced a normal seasonal slump this January from last December's level, according to last week's report from the Radio-Electronics-Television Manufacturers Association. In four weeks in January 647,585 TV receivers were sold at retail compared with 1,093,702 sets sold in five-week December. In January, 1954, RETMA had reported that 731,917 television sets were sold. Sales of radio sets reached 474,947 in January, 1,158,588 in December and 310,623 in January, 1954, RETMA reported.

Attorneys for publisher-broadcaster Edward O. Lamb will appeal Federal Communications Commission Examiner Herbert Sharfman's ruling that the six-month-old hearing into Lamb's request for renewal of a television license must continue. Lamb's attorney, Russell M. Brown, said he will take the ruling before the commissioners themselves. The hearing is recessed indefinitely. The FCC has said it will call Lamb as its next witness to ask him about his denials that he ever associated with Communists or gave to party

Harold E. Fellows, president of the National Association of Radio and Television Broadcasters, told the Northwestern University convocation last week that "the most complex among the problems deriving from the achievement of mass communications, has been the grand experiment of informing the people fairly, frequently and in the absence of the odious and heavy hand of censorship." Referring to the assaults upon the freedom to broadcast, Fellows mentioned the bans on radio and television in New York State's public hearings, in the United States House of Representatives and those established by

the American Bar Association's canon of ethics. Yet, as he said, "the camera and the microphone . . . do not interpret, they reflect . . . by what device could free 'om of speech be more accurately and effectively partrayed?"

Federal Communications Commission denied a petition filed by McClatchy Broadcasting Company, licensee of KFBK-AM station in Sacramento. The company was seeking a hearing on FCC's action of December 9 in modifying the construction permit of KBET-TV, Sacramento Telecasters, for a change of transmitter, studio locations and certain equipment. At the same time a court action is pending in regard to McClatchy's appeal to the original grant to Sacramento Telecasters, together with the denial of McClatchy's competing application for a TV station there.

The first of the eight regional meetings of the National Association of Radio and Television Broadcasters starts September 20, and the others will run a week apart with the final meeting set for November except no conference for the week of October 3. Tuesday is Radio Day, Wednesday is General Day and Thursday is Television Day, according to the NARTB's regional conference committee's report.

A decision handed down last week by the National Labor Relations Board to the Elm City Broadcasting Corporation and the American Federation of Television and Radio Artists, AFL, reaffirmed an earlier ruling that the New Haven, Conn., company, must bargain collectively with the union regarding conditions of employment. NLRB ruled that the company, since July 8, 1954, had refused to bargain collectively with the union.

Communications to 1564 Broadway, New York 36, N. Y.

GE, NTA Form Corporation To Help Out UHF Stations

To Aid on Nat'l, Local Sales; Make Money, Library, Advice Available

selling to TV stations, one a TV film distributor and the other an equipment manufacturer.

This combination "Marshall Plan" and "Point-4 Plan" for TV has been set up by General Electric and National Telefilm Associates. The operation they have set up, \$1,000,000, is known as National Affiliated Television Stations. Inc. Affiliated Television Stations, Inc.

Essentially, NATS will act as a sales and service organization. Specifically, it will operate along five lines: 1. It will make national spot sales for its member stations, apart from the stations' spot reps as well as in conjunction with them. 2. It will send salesmen

P&G Renews Loretta Young

HOLLYWOOD, March 19.-Procter & Gamble this week renewed the "Loretta Young Show," altho Tom Lewis, Miss Young's erties, as yet unnamed, to be pro-

and British airing of the program. tional advertisers.

and very serious attempt is going stations with local sales. 3. It will in the health of UHF stations beto be made to help out UHF sta- give its members financial assist- cause of sales of film and equiptions whose financial plight is ance to some extent. 4. It will ment already made as well as for serious but not desperate. The help make the NTA film library avail- the future development of their is going to come from a new cor- able to members on convenient market. On its part, NTA has poration just formed by two com- payment plans. 5. And it will give for the past year been selling an panies that are in the business of managerial advice where needed, easy-payment station library plan, Lot at Stake

Both GE and NTA are recog-

Gangbusters

NEW YORK, March 19.-General Teleradio Film division is getting set to release its "Gangbusters" TV film series for airing this fall.

The stanza has been on the shelf for almost half a year awaiting completion of the theatrical run of the "Gangbusters" feature film which General Teleradio produced by joining three of the TV film episodes together.

General Teleradio's production subsidiary, Visual Drama, Inc., went back into production on the TV film series this week in Hollywood. It plans to shoot 29 more of the half-hour episodes. Ten episodes, in addition to the three used for the feature film, were shot last year.

The stanza will probably be first husband, is bowing out as producer offered for national sale. If nothof the program. Lewis will devote ing materializes on that front, it himself to one or two new prop- will be made available for syndication. General Teleradio is curduced under the Lewislor banner. rently pitching its "Uncommon Also in the works is Canadian Valor" Marine Corps series to na-

MCA-TV GOES THATAWAY

To Distrib Autry, Rogers Features

MCA-TV this week acquired dis- Taft B. Schreiber. tribution rights to the Republic package consisting of 56 Gene Autry and 67 Roy Rogers features from Hollywood Television Service, ending many weeks of speculation as to what would happen to the pix (Billboard, February 5).

Tho no sale price was revealed, package is understood to have gone to MCA for between \$4 and \$5 million. This would make the longterm deal the biggest of its kind in the history of television. Presumably the pix will revert to Republic after MCA's distribution rights run out, tho by that time (no termination date is given) the package will probably have lost most of its value. The price tag works out to approximately \$35,-000 per pic.

Left up in the air is what MCA-TV will now do with the package, which is its first venture in disby Republic.

that MCA-TV will make its pitch has so far failed to capture the firms. toward a kid audience in the late imagination of the public. afternoon or early evening time been looking for just such a strip among CBS execs that "Shower of plays a large part in successful Hale Jr. and Lola Albright. - and negotiations may already be Stars" and "Best of Broadway" will programming, and that the situaand negotiations may already be Stars" and "Best of Broadway" will programming, and that the situa-in the works. It's possible, too, continue, with apparently no great tion comedy stampede may just Family," long-time radio comedy, widespread use, and could record that MCA may divide the features mourning planned if the demise about have run its course. A show will be shot at Motion Picture Ceninto Autry and Rogers blocks, with does take place. Further, none of may be different in many ways, he ter on March 26 by Mel Epstein. one intended for national sale and the new shows now in the works points out, with this difference First show, filmed several weeks in the same fashion as a live the other for syndication.

ever released to television by a sin- grams is proving a large factor in | Shows which the net is pitching radio drama, completed shooting the picture, with only a slight gle organization, was concluded the swing toward celluloid, with lead off with "Hart of Honolulu," between Republic Prexy Herbert J. one deal especially standing out, to be filmed by Felix Feist and Ed

HOLLYWOOD, March 19.- Yates and MCA-TV Vice-President

Package will apparently be pitched to national sponsors before it becomes available for local deals. Several stations are reported to have already quizzed MCA-TV about the Western features hoping tion, KTLA. to acquire them for slotting op-Club."

NEW YORK, March 19.-A new into member markets to help the nized to have a considerable stake particularly designed for struggling UHF stations. It is understood to have such deals with some

> Notwithstanding their individual stake in the UHF crisis, GE and NTA presented the NATS scheme as an entirely objective and industry-spirited venture. The luncheon here yesterday at which NATS was unveiled was attended by several banking personalities. Ely Landau, NTA president and NATS exec vice-president, told them very pointedly that their help will be needed, as well as that of the entire TV community. Oliver Unger, NTA exec vice-president and NATS veepee, said, "NTA will not be the exclusive (film) supplier of the afflliates of NATS, nor do we want to be.'

How Eligible? It was not clear how a station (Continued on page 14)

ON TV BEAM

Paramount to **Enter Video**

NEW YORK, March 19.-Paramount Pictures is about to become the fifth major theatrical picture production company to enter the TV film field. An announcement to that effect is expected from Barney Balaban, the company's prexy, here this week.

Altho it's so far not known what form Paramount's TV plans will take, it's understood that they'll probably include both renting of space to independent producers and formation of a television subsidiary. Stage space used for ac-tual filming will be at the old Warner Bros.' lot on Sunset Boulevard, originally acquired by Paramount for its Los Angeles TV sta-

THE BILLBOARD SCOREBOARD

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

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

Rank Order	Title and Distributor of Series Homes	February Rating
1	Cisco Kid (Ziv-TV)	19.5
2	Wild Bill Hickok (Flamingo Films)190	18.1
3	Annie Oakley (CBS Film)208	17.5
4	Stories of the Century (Hollywood TV) 198	17.2
4	Mr. District Attorney (Ziv-TV)193	17.2
6	Superman (Flamingo Films)170	17.1
7	Gene Autry (CBS Film)234	16.9
8	Badge 714 (NBC Film)	16.7
9	Life of Riley (NBC Film)201	16.2
10	. Range Rider (CBS Film)	15.9
11	I Led Three Lives (Ziv-TV)	15.4
19	The Whistler (CBS Film)200	14.6
13	Waterfront (MCA-TV)	14.1
14	. Death Valley Days (Pacific Borax) 217	13.9
14	Eddie Cantor Show (Ziv-TV)216	13.9
16	Lone Wolf (MCA-TV)	13.8
17	. Mayor of the Town (Official Films) 195	
19	Star and the Star (Official Films)193	13.2
10	Star and the Story (Official Films) 196	13.0
19	City Detective (MCA-TV)	12.9
20	. Racket Squad (ABC Film)	12.7
21	. Ellery Queen (TPA)	12.6
22	. Boston Blackie (Ziv-TV)	12.5
23	. Favorite Story (Ziv-TV)	12.4
23	Ramar of the Jungle (TPA)	12.4
25	The Falcon (NBC Film)190	12.3

THE BILLBOARD SCOREBOARD

Top Ten Network Film Shows

and comparative rank among all web shows

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

THE PERSONS	Mank Among			reo.
Veb Film	All Web			ARB
Shows	Shows	Program	Web	Rating
1	1	You Bet Your	LifeNBC	56.0
2	4	I Love Lucy.	CBS	48.8
3	7	Dragnet	NBC	46.6
4	8	Disneyland	ABC	44.8
5	14	Ford Theater	NBC	39.2
		Life of Riley		
		Rin Tin Tin		
8	20	December Brie	deCBS	34.0
9	21	Fireside Theate	rNBC	33.9
		Loretta Young		

Simultaneous Filming-Vidcast Camera Evolved by Simon, RCA

HOLLYWOOD, March 19. - Developed by Al Simon, produc-Completion of the Simon video- tion supervisor for McCadden Pro-Paramount also is reported to film camera capable of simultane- ductions, in co-operation with RCA, posite ABC-TV's "Mickey Mouse have been negotiating with MCA- ous motion picture filming and live the camera is a unit and obtains (Continued on page 14) telecasting was announced today. its dual image-one for 35mm. film and the other for the electronic signal-by splitting the beam.

In this manner it eliminates parallax, a problem which the Du Mont electronicam (Billboard, January 8, February 12) is believed not to have been able to fully solve. Furthermore, the Simon camera is now ready for mass production and, according to its inventor, will cost no more than an ordinary Mitchell camera.

First use of the camera will be During shooting it will enable the director to see what he is obtaining on film by projecting the identical image onto one or more monitors set up on the stage.

Conversely, it enables a live program to be simultaneously filmed either in color or in black and white. Tho it would not solve the problem of hot color kines for the nets, it would enable delayed ones to be made. The camera is adapton film and tape at the same time.

Lenses can be shifted into place camera. Beam splitting does not "Gunsmoke," another converted in any way affect the quality of on location last week. Directed by printing adjustment necessary dur-(Continued on page 14' ing development of the film.

CBS-TV FALL PLANS TRENDS

Stress on Films, Attempts to Air New Shows, De-Emphasis of Color

process of developing a dozen tribution of theatrical film to TV. shows for fall presentation to ad-

> In line with the new thinking will be done in tint.

Deal for the package, largest The residual value of film pro- ity rather than subject matter.

CBS-TV has developed or is in the Fink, for which the net and Desilu ing scripted by Juanite Sheridan are receiving \$7,000 more per epi- and E. Jack Neuman, it will deal made within the next two weeks for the original half hours from newspaper representative in the One hint, however, is the fact that vertisers. The most significant Philip Morris. As a result, eight to islands. the contract calls for editing of the trends apparent are the ever-grow- nine of the web's dozen new propfeatures down to one hour apiece ing emphasis on film, the attempt erties are being shot on film, with developed by Bill Brennan is "Asa to put new types of shows on the another half dozen pic pilots being Turnbull, Privateer," which will This would seem to indicate air, and the realization that color prepped for the net by outside concentrate on character as much

Variety Important

period. NBC-TV is known to have on color there is serious doubt man is of the belief that variety which stars Craig Stevens, Allen often being more a matter of qual- ago, proved unsatisfactory.

HOLLYWOOD, March 19.- This is the "Lucy" sale to Lehn & Leshin on location in Hawaii. Besode for the reruns than they did with the exploits of an American on the "Burns and Allen Show."

High sea adventure series being as pirateering. Brennan already has lensed. "The Mighty O.," pilot CBS Vice-President Harry Acker- about life in the Coast Guard,

Second pilot of "The Aldrich

Guild Films to Extend Stress On Music Pix

HOLLYWOOD, March 19.-Emphasis on the production of musical series will continue to be Guild Films' policy in the future, the company's executive producer, Duke Gladstone, said here last week. He pointed out that they can be made more simply and for less money than dramatic shows and therefore have greater sales potential in the syndicated market.

Liberace, Frankie Laine and Florian ZaBach, has scheduled a Connie Haines series for summer filming. It is known to be considering one or two other shows. In shooting the programs, Goldstone discards the frills and keeps sets and lighting simple, resulting in both fast and economical production.

Cost of a syndicated show must be kept under \$15,000, Goldstone Gems this week added two new declares (and many Guild programs sales staffers and promoted one are brought in well under that fig- more in its New York office. ure), because otherwise it becomes difficult for a producer to reap a return on his investment during the former has been named sales manfirst or even second run.

Thinking ahead to the time that foreign markets open up to a greater extent, Goldstone continues, musicals have a considerable advantage over straight dramas in that they have little or no language problem to overcome.

As far as production is concerned, he points out that a musical does not need a staff of writers, a large cast, or elaborate sets, but that the primary ingredients for successful program-popular music and a well-known musical personality with his own following-are inherent in the show itself.

Five Outlets Buy Hygo's 'Showmanship'

NEW YORK, March 19.-Hygo Television Films sold its new films to five more stations this week. Station Films, Inc., the resident film buying agency here headed by Bob Salk, bought the pictures for the four stations owned by the Meredith Publishing Company: WOW, Omaha, WHEN-TV, Syracuse; KPHO, Phoenix; KCMO-TV, Kansas City. In addition the package was sold to KTNT, Seattle.

ing "The Sullivans," with Thomas its headquarters building at 619 Mitchell and Anne Baxter, the West 54th street, increasing its 12th picture in this package. A space by about 70,000 square feet. four-handkerchief war story, "The The firm on March 30 will hold Sullivans" has already been sold a luncheon at Toots Shor's to celefew months. Hygo is still ironing as the 45th birthday of its presiout a deal for still another big- dent, Saul Jeffee, who formed name feature to be included in the Movielab a quarter of a century "Showmanship Package."

WARNERS MAY SELL PIX TO TV

NEW YORK, March 19 .-Warner Brothers has approached several TV film distributors with an offer to turn over to them an undisclosed number of its vintage features, according to unconfirmed reports circulating here this week.

The report follows on the heels of Warner Brothers' deal with ABC-TV to shoot a new hour-long TV film series for that web. Warners has already turned over about 190 short subjects to Guild Films for TV sale.

Join S. Gems

NEW YORK, March 19.-In a move that hypes its national and East Coast sales power, Screen

Ben Colman and S. L. (Stretch) Adler are the new additions. The ager in charge of syndicated sales exec and will also cover New York practice. agencies.

ABC Hunts \$3,250,000 in Sponsors for Warner Stanza

willing to pay more than \$3,250,- groups of 13 each. 000 a year in time and program costs for a half hour every week on Warner Brothers' feature film, of its new hour-long Tuesday night "Casablanca," another on "King's Warner Brothers' stanza, titled Row" and the third on "Cheyenne." Warner Brothers' stanza, titled Row" and the third on "Cheyenne."
"Warner Brothers Presents." The In effect, the breakdown will see show is slated to bow September three different type shows being 13 either 7:30-8:30 p.m. or 8-9 p.m. Only advertisers willing to Western. The stanza will be shot sign for a firm 52 weeks for a lineup of 122 stations will be accepted, ABC-TV in black and white. according to the web's sales plan.

Undoubtedly one of the most ambitious new TV programs to hit and undoubtedly the factor that

NEW YORK, March 19 .- ABC- | the airwaves this year, the Warner | persuaded Warners to make the TV launched an all-out drive this Brothers' stanza will consist of 39 deal with ABC in the first place, week to land sponsors able and new episodes, divided into three is a series of six-minute segments

> aired-adventure, romance and in color, tho it will be aired on

Backlot Scenes Part and parcel of the format,

One group of 13 will be based Warner Brothers' Lot." This feature, which will be aired toward the end of the show every week. will consist of specially shot footage highlighting various theatrical feature films in production at the Warner Brothers' studios.

> It will show how the films are shot and will include interviews with the stars appearing in the features. The the primary purpose of these segments is to promote movie house audiences for forthcoming Warner Brothers' features, they will be shot with an eye toward making them interesting and entertaining for the TV public.

> The leads in the TV film dramas Warner Brothers will shoot for the (Continued on page 143)

FILM CHALLENGE

CBS Seeks Affils' 7:15-7:30 Period

TV this week asked its affiliates to from 7-7:30 p.m. as they do now. make available an additional quar- It would further complicate the in the East, while the latter has ter hour each evening during the distributor's problem of finding been appointed senior account exec week to meet the challenge of its evening time for their product, a and will cover New York advertis- network competitors. The CBS pro- problem which has become acute ing agencies. Robert Brahm, for posal would mean that the web this season. merly Eastern sales manager, has would begin programming at 7:15 been promoted to senior account instead of 7:30 as is currently the

There are no indications, as yet, Colman comes to Screen Gems whether the web's affiliates will from Ziv-TV, while Adler joins the accept the plan. Moving up netfirm from the Chicago office of the work programming a quarter hour William Morris agency, where he across the board would come as a worked in the radio-TV depart- blow to syndicators because they would be unable to sell half-hour

NEW YORK, March 19.-CBS- | vidfilm shows to local sponsors

The network, however, believes that by opening the quarter-hour strip to its shows and clients, the stations will receive a higher qual-

(Continued on page 143)

RELIGION

Baptists Will Spend TV Millions

NEW YORK, March 19.-Close to \$1,000,000 will be spent in 1956 and 1957 by the Southern Baptist Convention for production of a TV film stanza and preparation of other radio and TV programming material of a religious

The TV film stanza, titled "This Is the Answer," will be shot in color by Family Films in Hollywood and will be distributed free as sustainers next year. The Bapchurches thruout the country shows.

According to Paul M. Stevens, (Continued on page 143)

Kodak to Sub Gems' 'Fords' for 'Norby' NEW YORK, March 19. - Its | will be looking over new film prop-

week bought approximately 25 "Showmanship Package" of feature half-hour "Ford Theater" re-runs from Screen Cems to replace "Norby" over the next half year. During that time, the bankroller

Movielab Adds 2 Floors to Space

NEW YORK, March 19.-Movielab Film Laboratories, Inc., has In some markets Hygo is pitch- taken over two additional floors of

to over 25 stations over the past brate its 25th anniversary, as well

plans to salvage "Norby" virtually erties with an eye toward purchasabandoned, Eastman Kodak this ing one for airing in color next season.

The Screen Gems package, which Kodak is thinking of titling 'Kodak Request Performance," will hit the air April 13 in the Wednesday 8-8:30 p.m. time slot. A different time period will probably be picked up by Kodak for its new show in the fall.

"Norby's" fadeout from the Eastman Kodak picture was climaxed this week by the show's star, David Wayne, requesting release from his contract with Kodak.

The sponsor has spent approximately \$800,000 to date in program cost alone. One of the factors responsible for "Norby's" failure was undoubtedly Kodak's inability to latch onto a better time slot than 7-7:30 p.m. on NBC Wednesday (Continued on page 143)

Randall-Song **Levant Pilot**

HOLLYWOOD, March 19.-Pilot for a new musical series featuring composer-humorist Oscar Levant was completed this week at KTTV studios under the banner of Randall-Song Ads Productions. Titled "The Story Behind Your Song," the show will have four regular panel members plus guest

guess story behind guest's song. Regular members, in addition to host Levant, are Les Baxter, Patricia Barrett and Jack Lait Jr. Larry Green Trio furnishes the mu-

Little Margie To Continue

HOLLYWOOD, March 19.-Despite cancellation by Scott Paper (Billboard, March 19), "My Little Margie" will continue on the air is being moved to 11 p.m. next season, most likely remaining on the ABC-TV network. Second runs of the show are expected to begin within the next few months.

Cancellation resulted not from sponsor's unhappiness with the Set on C-S' show (it has continuously drawn a 30-plus rating), but from inability to agree about reruns. The Hal 'T-Men' Films Roach-Roland Reed production now has 126 half hours in the can, representing an investment of approximately \$3.5 million, and refused to continue with the proruns of "Margie" this fall. Scott bowed out when producer and sponsor reached an impasse on this

NEW YORK, March 19.-"Jolly Gene and His Fun Machine," puppet show which signed off WABC-Program is produced by Peter TV this week after an 18-month Randall and Bob Sande. For run, is going to be put on film for 35.4 per cent of the audience in successes of the season: TPA's Song Ads, production company for syndication purposes by its probegin in two weeks.

NABISCO

May Shift Video Biz To Ken Eck

NEW YORK, March 19.-Nabisco is reportedly getting set to shift over the major share of its advertising from McCann-Erickson to Kenyon & Eckhardt.

One of the major reasons behind the move, it's understood, has been K&E's success in coming up with a TV show winner in the form of "Rin Tin Tin" for Nabisco. Mc-Cann, on the other hand, was responsible for recommending Nabisco's purchase of "Halls of Ivy," which the client reportedly will drop before next fall.

On one front, however, McCann (Continued on page 143)

WPIX Clears **Baseball Time**

NEW YORK, March 19.-Fred of charge to TV stations for airing Thrower, manager of WPIX here, denied the recent report that the tists also plan to distribute to station is planning to dump any of its live shows in favor of film. programming kit to aid stations in What is happening is that beginproducing local religious live ning April 8 three afternoon live shows are taking a summer hiatus to make way for WPIX's heavy baseball schedule that starts April 12. WPIX will carry 154 home games of the Giants and Yankees, plus pre-and-post-game shows. All the baseball coverage is completely

The shows that are going off for the summer are "Opinion Please," the Bob Kennedy show and the "3:55 News." Also, the Dione Lucas cooking show is being moved back to the 4:30-5 p.m. strip, and the afternoon Liberace film show

Production

HOLLYWOOD, March 19. -Production at 20th Century-Fox's TV lot begins today (19) when Conne-Stephens starts rolling "Tgram unless it could start second Men in Action" at the Western Avenue studio. Next to get under way will be "Man Behind the Badge," another C-S show.

Altho Conne-Stephens had half a dozen programs under its banner at American Studios, taken over by Ziv, only the pair mentioned above are making the trek to the company's new home. Others, such as "Dear Phoebe," have either completed their shooting schedule for the season or, like Chester Erskine's "Reader's Digest," are remaining at American National.

'Gallant' Third Kid Show Ads Completes To Hit Advanced Ratings

tain Gallant of the Foreign Legion" looks as if it's becoming the third new half-hour kid show on the networks this season to score big ratings. The advanced Nielsen TV competitive markets.

On Sunday, March 6, "Gallant" deals have been closed in 14. in the 5:30-6 p.m. slot on NBC-TV, achieved a virtual par with ABC-TV's "Super Circus." "Gallant" had fall have already turned into major

cus" had 37.2. This followed a steady increase Nabisco.

NEW YORK, March 19.- "Cap- of "Gallant's" share from its debut telecast February 13, when it had 23.2 share against "Circus's" 42.2. The week before that, when "Background" had the 5:30-6 p.m. slot, NBC-TV's Trendex share was 13.0.

Meanwhile, Television Programs Index out this week, covering the of America, distributor of "Gallant" film show's first two airings, gives has jumped whole hog into its synit a rating of 21.3. Moreover, dication campaign outside the 60 Trendex figures for the two sub- cities in which H. J. Heinz has it sequent weeks clearly indicate that on NBC-TV. A mailing went out the show continued to increase its on the special sales film TPA made share of the audience in the major for this show. Prints of the sales film are now in 50 markets, and

Two other film series for kids sic.

appearances. Idea is that panel will try to

the Trendex markets, while "Cir- "Lassie" for Campbell Soup and singing commercials, this marks the ducer, Charles Andrews Affiliates, Screen Gems' "Rin Rin Tin" for first venture into entertainment Inc. Shooting of 13 half hours will

www.americanradiohistory.com

Only MCA-TV has

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



ROCKY JONES

SPACE RANGER

39 HIGH-TENSION SCIENCE-FICTION FILMS THAT SEND SALES AND RATINGS SOARING!

Get set to blast off!...here's the hit that's breaking sound barriers, rating barriers, sales barriers in Pittsburgh, St. Louis, Boston, Cleveland — everywhere!* Rocky's spectacular adventures in outer space (with young Bobby and beautiful Vena) are mesmerizing "top ten" audiences of kids and adults wherever played. "One of the greatest merchandising shows on TV", says Dr. Pepper Bottling, a Rocky sponsor. A Roland Reed Production you can still "blast off" with first run in many markets — and just watch those sales go into the blue, too!

PITTSBURGH26.1, 94% share ST. LOUIS24.5, 83% share

BOSTON15.0, 69% share CLEVELAND15.6, 62% share

*Latest available ARB's (Jan. & Feb., 1955)

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

NEW YORK: 598 Madison Ave.

BEVERLY HILLS: 9370 Santa Monica Blvd.

ATLANTA: 515 Glenn Bldg.

BOSTON: 45 Newbury St.

KANSAS CITY, MISSOURI: 1615 Baltimore Ave.

CHICAGO: 430 North Michigan Ave.

CLEVELAND: 1172 Union Commerce Bldg.
ROANOKE: 3110 Yardley Dr., NW
NEW ORLEANS: 504 Delta Bldg.
CINCINNATI: 3790 Gardner Ave.
DALLAS: 2102 No. Akard St.
DETROIT: 837 Book Tower

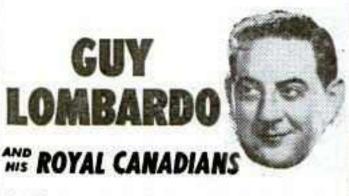
SAN FRANCISCO: 105 Montgomery St.
SEATTLE: 203 White Building
SALT LAKE CITY: 212 Beason Bldg.
MINNEAPOLIS: 1048 Northwestern Bank Bldg.
PITTSBURGH: 550 Grant St., Suite 146
ST. LOUIS: 1700 Liggett Drive

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

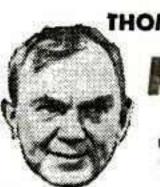
MCA-TV FRANCE: 49 bis Ave., Hoche, Paris MCA-TV ENGLAND: 139 Piccadilly, London W I

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



MAYOR
OF THE
TOWN

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



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

SOLDIERS
OF
FORTURE

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



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



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



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

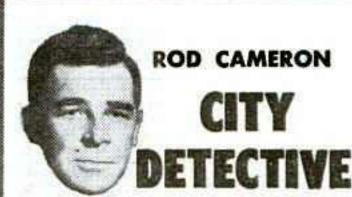


(Also known as "City Assignment"). Pat McVey and Jane Nye, as crusading newspaper reporters, bring you drama and suspense. 91 films.



PRIDE OF THE FAMILY

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



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



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



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



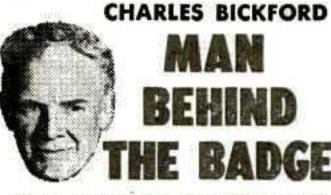
George Raft plays the role of a metropolitan police officer in 26 hard-hitting films of drama and mystery. Top ratings in leading markets.



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

TOUCHDOWN

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



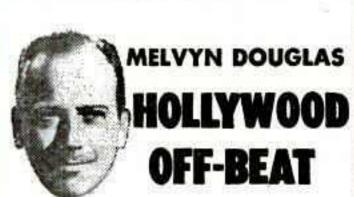
Charles Bickford hosts and narrates 39 halfhour thrilling, true-life dramas of law enforcement presented in documentary style.



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

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

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



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



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



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

a show for

AMERICA'S NO. 1 DISTRIBUTOR OF TELEVISION FILM PROGRAMS

every product, every market, every budget!





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 ease 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 Title, (Type) and Distributor

Feb. ARB Rating

3. George	LE-TACC)MA			111	Top Opposition & Rai
1. You B 2. Disney 3. George	and the second					A Come Vanish Common
3. George	TOP T	EN LOCALLY RA	TED PRO	GRAMS (*)		4 STATIONS
3. George	et Your Life	. комо	52.5	- CHANG (-)	ndicates Non-	Network)
	DOM: DELLE			6. This	S Vous Tit-	W 034-
4. Dragne	Gobel, KON	, ,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	43.7	7. Life o	f Riley, KIN	G39.7
5. Toast	of the Town	KTNT	41.9	9. Ford	and Harriet, I	KING36.9
The second second	(1)		41.2	9. What's	MY Lines &	33.0
L Life of Dil		province ===		- CANAGE	*3350 - 300 M	33.0
2. Death Vall	or Dave (W.	NBC Film	KING-T	h. 7:30 9:00	MAN MAN AND AND AND AND AND AND AND AND AND A	Name That Tune, 11
3. Liberace (fusic). Golla	st.), Pacific Borax	KING-S	u. 9:00-9:30	36.9	Name That Tune 11
4. Little Rasc	als (Child.).	Interstate TV	KING-V	, 8:30-9:00	28 5	·····GE Theater, 16
Property Addition		Films Interstate TV	KING-N	to F,		Name That Tune, 11GE Theater, 18My Little Margie, 26
5. Gene Autry	(West.), CB	S Film	4:30-5:0	0	28.3	Channel 13 Matinee, 1
7. Waterfront	ickok (West.)	, Flamingo Films.	KING T	6:00-6:30	27.9	Channel 13 Matinee, 1 Dinner Matinee, 5. Dinner Matinee, 7.
Superman /	(Adv.), MC/	1-TV	KOMO T	6:00-6:30	27.4	Dinner Matinee, 5
9. Annie Oakle	rav.), Flami	ngo Films	-KING-M	6:00 6:30	. 26.0	Dinner Matinee, 5. Dinner Matinee, 7. Ray Bolger, 17. Producers Showcase, 20. Dinner Matinee, 5.
10. Life With F	lizabeth (Car	85 Film,	·KING-TI	6:00-6:30	25.7	Producers Showers 20
11. Ranger Rid	er (West.)	che Films	-KOMO-N	1. 7:00-7:30	25.3	Dinner Matinee. 5
12. Badge 714	Mys.). NBC	Film	·KOMO-T	7:00-7:30	24.5	Producers Showcase, 20. Dinner Matinec, 5. Studio One, 16. I Led Three Lives, Dear Phoebe,
13. Cisco Kid (West.), Ziv-T	v	·KING-F,	9:30-10:00.	23.7	I Led Three Lives, Dear Phoebe, Pond's Theater,
14. Lone Wolf	(Mys.), MCA	-TV	KOMO-T	h, 7:00-7:30	21.2	Dear Phoebe, Pond's Theater, Meet Corliss Archer,
16 Farantin Co	Archer (Co	medy), Ziv-TV	KOMO	8:30-9:00	. 21.0	Meet Carling Incater, -
16 Mr District	ry (Drama),	Ziv-TV	KING T	4, 8:30-9:00	18.7	Meet Corliss Archer, Lone Wolf, Bob Hope,
18. I Led Three	Attorney (M	ys.), Ziv-TV	KING-F	8:00-8:30.	18.5	Bob Hann
18. The Whistley	(Mars) (Adv.)	, Ziv-TV	KTNT-T	7:00-9:30.	18.5	Lone Wolf,Bob Hope,
20. Eddie Cantor	(Music) 21	S Film	KING-F.	10:00-10:30	18.3	Bob Hope, — Big Story, — Range Rider, — Line-Up, —
21. Hopalong Ca	stidy (West)	V-IV	KING-S.	8:30-9:00		Line-Up,
22. Stories of th	e Century (West	KTVW-T.	6:15-6:45	16.0	Range Rider, Line-Up,
Hollywood	TV	Vest.),				Line-Up, —Jackie Gleason, —Autry, Early Edition, —
	***************************************	*******************	KING-W,	9:30-10:00	16.4 V I	
23. City Detective	e (Mys.), M(CA-TV.	VING 6			I've Got a Secret, —
5 Victory	nes (Drama)	UM&M	KING S.	8:00-8:30	. 15.3	I've Got a Secret, — Jackie Gleason, — day Movie Theater, —
26. Ine Palmata	(Docum.),	NBC Film	COMO E	5:00-5:30	15.1Sun	day Movie Theren
NRC Film	omer Bell (Comedy),		0:30-7:00	. 12.9	Early Edition, —
8. Star and the S	tory (Dans)	**************************************	COMO-Su	6:00.6:20	PARTY AND ADDRESS OF THE PARTY	conton, _
the state of	(DIAME)	, Official Films K	UNG-M.	:30-10-00	.12.9	Early Edition, — Various, — Montgomery
S. Where Were 1	ou! (Docum	MCA TH			.12.3 Rob't	Montgomery Presents Range Rider,
e. Rumar of the	Jungle (Adv.	TPA	ING-T,	7:00-7:30	12.3	Presents, _
L Effery Queen	(Mys.), TPA	, 11 A	TNT-S,	6:30-7:00	11.5	Range Rider, -
1 0-1), TPAK	ING-M, 1	0:00-10:30	.11.3 Rob't	Presents, —Range Rider, —Kings Ring, —Kings Rong, — Presents, — Presents, — Toast of the Town, —
L Bour Squad	(Mys.), ABC	Film	ING e			Montgomery
Assoc Arth	ks Presents (Drama),	1110—Su,	8:00-8:30	. 9.9	Toast of the Tour
But Baker, Il	S A (Ada)	, Official Films.K	ING-Su.	5:30-7:00	9.7	Bob Cummings
AND ASSESSMENT OF THE PARTY OF	mar (may.),	MCA-IVK	TNT-M,	0:00-10:30	82 0	Lassie.
. The Falcon (M	ys.), NBC FI	, Official Films K MCA-TVK	gesenenene e		0.4 Rob't.	Montgomery Presents, I Love Lucy.
· Frankie Laine	Music), Gull	d Films	NG-M, 9	:00-9:30	8.0	Presents, —I Love Lucy, —
. Hans Christian	Andersen (C	hild.).	INT—Th, 1	0:00-10:30.	6.0	I Love Lucy
Interstate TV		K7	TATE O O	WWY00000000	01110000000	ux Video Theater, -
. Madison Square	Garden (Sp	orts),	1117-5, 2;	45-3:00	4.5	Smillet Est. 5
Floring 7-Post	***************************************	KI	NG_Si	00 1 20	1000	Smilin' Ed's Gang, — American Week, — Ford Theater, —
Janet Dean P	(Music), Gu	ild FilmsKI	NG-Th 9	10 10 00	4.0	American Wast
Hopalong Cassi	tr (West),	UM&MKT	NT-S. 10	00-10:00	4.0	Ford Theater
	West.), N	BC FilmKT	VW-M to	F.	3.9	American Week, — Ford Theater, — George Gobel, —
Beulah (Comedi), Flamingo	Films 6	:00-7:00		3.7	Museum Control
Flash Gordon (dy.), UMA	WKT	VW-M, 7:	00-7:30	3.6	····· Various, -
Your All Star T	heater (Dran	na).	NI-S, 2:	15-2:45	3.5 Life	Various, — With Elizabeth, — Various, —
Screen Gems	*********	Transport Pro	WO C			
Cowbox G-Men	Wast \ FF	KT	VW-S. 7	00-8-00	CORP.	Various,
International Pol	ice (Mar)	ingo FilmsKT	VW-M. 5:0	00-5:30		Show Wagon
William - March of Calif	freedon's L	Ingo FilmsKT	W-T to I			Show Wagon, Sheriff Tex, Bob Hope, Kings Ring,
Superman (Adv.)	Flamingo I	Films 8:	00-8:30		.3	The North Control of the high
meant of the City	(Mys.), MCA	-TV KT	W-S. 6:0	0-6:30 0	.9	Kings Hope, —
			m—м, 8:0	0-8:30 0	.5	Bob Hope, — Kings Ring, — Premiere, —
SAN FRANC	TSCO					Fremiere, _
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Te	OP TEN LO	CALLY RATED I	PROCE		*******	STATIONS
1. You Bet You	tile PRO		MOURAM	("indicates	Non-Network	k)
6. I Dast of the	Come Dines		0. L	ispeviand	VCO	201400
3. George Gobel	. KRON		7. J	Istice. KRr	N	47.0
4. Dragnet, KRO	DN	49.0 48.3	8. T	his le Vous		
o. What's My Li	ne? KPIX	48.3 47.2	9. J	ckie Glesse	- KOIN	***********45.6
			10. 1	Love Lucy,	KPIX	45.4
ddie Cuntor (to	usic). Ziv.Tu	11.5 2.5		10000	and a provide the second	for Adventure, 14.2 Various News, 3.2
Cantor (M	NBC Film. West.), Flam	KRO	N-8 7.00	- 1 Table 2 Ta	and the same of th	

1. You Bet Your Life, KRON	6. Disneyland, KGO
1 PAR. C	
3. Badge 714 (Mys.), NBC Film	-S, 7:00-7:3026.5 Search for Adventure, 14.2 -F, 10:30-11:0024.5 Various News, 3.2 W, 9:00-9:3023.5 Kraft TV Theater, 20.6
5. Supermen (Ackok (West.), Flamingo Films, KGO-7	W, 9:00-9:3023.5
Water and the Story (Drama), Official Films, KRON-	1, 7:00-7:3021.2
I I MA OF DIE CO	- N TO O OO TO THE TAX TOUR ARTICLE TO F
L. I IFV I badantifan da e	7 7-DO 7-20
I led These Vi-	-H 10:00 to.20
The Whiteless Inc.	M In an it on the second of th
Janet Dean D M (m	6.10 T.no Varinus
Passnort to Dennes the	Nit. 10:30 11:00
Monalone Carte duri	T 10:30 tt no
Favorite Story (Drama), Ziv-TV	6:30-7:00 15.5 Various, —
Your All Star Theater (Drama),	5 Various
This is Vous Music on	8:30-9:00
This Is Your Music (Music), Official Films. KPIX-TI Ramar of the Jungle (Adv.), TPAKGO-T. Lone Wolf (Mys.), MCA-TV	1, 7:00-7:3012.5
Rumar of the Jungle (Adv.), TPA	6:00-6:3012.1
Lone Wolf (Mys.), MCA-TVKGO—T. Sherlock Holmes (Drama), U M & MKRON—I	1 Th C Clancy's Corner
The Playbourse (December 10:00-10)	30

18. Hopalong Cassidy (West.), NBC Film	7
19. Favorite Story (Drama), Ziv-TV	5
26. Little Ruscals (Child.), Interstate TVKRON-T, 7:00-7:3014.9	
The Thirty Country of the Country of	r -
21 Vom All C	6.5
21. Your All Star Theater (Drama), 6:00-6:15	
Screen Gems various	
This Is Your Music (Music) Official PutKOO-1, 8:30-9:0013.4	
Screen Gems	
A. Lone Wolf (March 1997) 1804 and the Story	
13. Rumar of the Jungle (Adv.), Official Films. KPIX—Th. 7:00-7:30	
The state of the s	172
5 The Plants	
6. The Playbouse (Drama), ABC Film	
6. The Playbouse (Drama), ABC Film	
7. Where Were You? (Docum.), MCA-TVKGO-M, 9:30-10:00 8.7Robt. Montgomery Presents, King's Crossroads (Dresse), St. 11	
Presents,	1.5
8. King's Crossroads (Drama), Sterling TVKRON-M, 6:30-7:00 8.7Robt. Montgomery Presents, Reprise Holmes (Drama), U M & MKRON-M, 11:00-11:30 8.6	
P. Sherlock Holmes (Therman) J. Sterling IVKRON-M. 6:30-7:00 9 c	
Heart of the City (To M& MKRON-M. 11-00-11-20Annic Oakley.	_
Presents, Sherlock Holmes (Drama), Sterling TVKRON-M, 6:30-7:00 8.6	- 33
D. Heart of the City (Drama), W. M	EAG
L. Dick Tracy (Adv.), Combined TV	22
souton Blackie (Mys.), Ziv-TV	
L. Boston Blackie (Mys.), Ziv-TVKGO-W. 6:00-6:30 7.5Little. Rascals,	777
Frankie Laine (Music), Guild Films	
Greatest Drams (Docum), Con'll Taleston, KPIX-S, 10:00-10:30 6.0	_
Frankie Laine (Music), Guild FilmsKPIX-S, 10:00-10:30 6.6	_
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y - E	

Kank				
Among				
Films Title, (Type) and Distributor		Feb.		
(A)pe) and Distributor	Station, Day, Time	ARB	Services	
36. Your TV Theater (Drama), Ziv-TV 37. Dangerous Assignment (Adv.), NBC Film 38. Eddie Cantor (Music), Ziv-TV	,, I line	rearing	Top Opposition & B	Zatte
37. Dangerous Assignment (Adv.), NBC Film 38. Eddie Cantor (Music), Ziv-TV 39. Inspector Mark Saber (Mys.),	KGO-F. 7:00-7:30			Catte
38. Eddie Cantor (Music) 71, NBC Film	KGO-W. 10:00-10:	0	Cavalcade of Sports	O 4
38. Eddie Cantor (Music), Ziv-TV 39. Inspector Mark Saber (Mys.), Thompson Koch	KOVR-T. 9:00.9:30	5.4	This Is Your Life	8
Thompson Koch	-, 5.00-5.50	5.3,	March of Dimes	33
	KGO-Su. 6:00-6:20			60 G
Thompson Koch	0.00-0.30	5.0G	olden State Movie	
42. Terry and the Pirates (Adv.), TPA 43. My Hero (Comedy), Official Films 44. Abbott and Costello (Comedy), MCA-TV	KOVR-M 5:30 6:00	**** 4.5	Your Hit Parade	10 E
43. My Hero (Comedy), Official Films 44. Abbott and Costello (Comedy), MCA-TV 44. Your TV Theater (Drama), Ziy-TV	KPIX-S 4:30 5:00	4.0	Producers' Showcare	
44. Your TV Theater (Comedy), MCA-TV.	.KOVR-W 7:00 7:00	3.6	· · · · · · · · · · · · · · · · · · ·	
Consolidated TV 47. Orient Express (Drama), NTA 47. Secret File, U.S.A. (Docum.)	KGO M O OO		Mascals,	-
47. Secret File Vice Nama), NTA	KGO M 10 00-9:30	3.0	T. I own I	
GY. Mirana Admini	KILUD T A.SA		District to the second second	
Official Films 49. Strange Adventure (Drama), UPD 50. Drew Pearson (News), U M & M 50. Files of Jeffrey Jones (Mys.), CRS Films	KDIV 11, 9:30-10:00	2.9	II & Start III	
50 Files Pearson (News), U M & M	KBIV-W. 6:00-6:30 .	2.7	Diet Hour.	-
50. Drew Pearson (News), U M & M 50. Files of Jeffrey Jones (Mys.), CBS Film 52. Biff Baker, U.S.A. (Adv.), MCA-TV	KOVE M, 6:00-6:15	2.4	Producers' St.	-
But Baker, U.S.A. (Adv.), MCA-TV	KOVK-1, 8:00-8:30 .	2.4	nouncers Snowcase,	-
52. Biff Baker, U.S.A. (Adv.), MCA-TV	NOVK-M, 9:30-10:00	2.1 Rol	of Montage	-
52 Famous Caw (Mys.), MCA-TV	Pour -	12 11 12 11 11 11	Montgomery	
52. I Am the Law (Mys.), MCA-TV 52. Famous Playhouse (Drama), MCA-TV	KOVK-1, 7:30-8:00	2.1	Ston it Presents,	-
52. Famous Playhouse (Drama), MCA-TV	KGO-T. W, Th, F,		Stop the Music,	-
TO ALUM LINES VAIL PARTY	1 - 000 1 - 0 - 441	2.1Ge	olden Gate Playhouse,	
atternational Film			den Gate Playhouse,	-
International Film 56. Amos 'n' Andy (Comedy), CBS-Film	KGO—Su, 10:00-10:30	2.0	Di- Di-	
So. Jown and Country Time (Music).	KOVR-F, 7:30-8:00	1.8	Big Picture,	-
Control City			Transfer Warners	-
Official Films S8. Royal Playhouse (Drama), MCA-TV 59. Foreign Intrigue (Adv.), Sheldon Reynolds. 1 60. Championship Bowling (Sports), Walt Schwimmer	KPIX-S, 2:00-2:30	1.6	. I wo for the Money,	-
oo, Championship Bowling (Sports).	CGO-Th, 10:00-10:30	1.2	Lux Video Theater,	-
Walt Schwimmer 61. Follow That Man (Mys.), MCA-TV 82. Stories of the Century (West.),	프로그램 시간 사람들은 사람들이 되었다.		Lux video I heater,	-
ol. Follow That Man (Mys.), MCA.TV	OVR-S, 8:00-9:00	1.0	Tradition Co.	
61. Follow That Man (Mys.), MCA-TV	OVR-T, 8:30-9:00	. 0.9	Jackie Gleason,	-
Mollywood TV			Bob Hope,	-
DJ. Strange Admint	11V K T 7.00 7.20			
4. This Is Your Music (Music), Official with	FIX-Su, 11:15-11:30	. 0.6	City Ange Rider,	-
63. Strange Adventure (Drama), UPD	PIX-Th, 7:00-7:30	. 0.3	Star and Assignment,	-
	THE STATE OF THE S		Stat and the Story	_
HOUSTON AREA			A STATE OF THE PARTY OF THE PAR	
			2 STATIONS	300
TOP TEN LOCALLY RATE	A BROCK LAND		STATIONS	
I This to be and the state of t	FROGRAMS (*indica	ates Non-Nata	eta-l-1	

A CONTRACT AND DOWN TO COMPONE THE ANDREAD AND AND AND AND AND AND AND AND AND A	711, 7:00-7:30 0.3 Star and the Story,
HOUSTON AREA	OGRAMS (*indicates Non-Network) 6. Bob Hope, KPRC
1. Waterfront (Adv.), MCA-TV	-W, 8:00-8:30 54.7 The Millionaire, 1
6. I Led Three Lives (Adv.), Ziv-TV	Th. 7:30-8:0035.4
10. Range Rider (West.), CBS Film	Su, 10:00-10:3030.5
12. Lone Wolf (Mys.), MCA-TV KPRC-13. Meet Continuous	7. 10:00-10:30 Various, 13
13. Meet Corliss Archer (Comedy), Ziv-TV KPRC—1 14. Favorite Story (Drama), Ziv-TV KPRC—1 15. Superman (Adv.), Flamingo Films KPRC—1 16. †Kit Carson (West.), Coca-Cola KPRC—1	to the distance of the state of
KPRC-S	Frontier Theater

17. Wild Bill Hickok (West.), Flamingo Films. KPRC—M, 5:30-6:00 21.4 Winky Dink and You. 18. Gene Autry (West.), CBS Film. KPRC—M, 5:30-6:00 21.0 Adventure. 19. Dangerous Assignment (Adv.), NBC Film. KGUL—S, 10:00-10:30 15.9 Bible Dramas. 20. Secret File, U.S.A. (Adv.), Official Films. KTRK—W, 8:30-9:00 15.1 Cavalcade of America. 21. Liberace (Music), Guild Films. KTRK—W, 8:30-9:00 14.5 Darts for Dough. 22. Where Were You? (Docum.), MCA-TV. KPRC—Su, 4:30-5:00 13.8 Super Circus. 23. Royal Playhouse (Drama), MCA-TV. KPRC—Su, 3:00-3:30 11.7 International Police.	
21. Liberace (Music), Guild Films. KTRK-W, 8:30-9:0014.5 Darts for Dough	7
21. Liberace (Music), Guild Films. KTRK-W, 8:30-9:0014.5 Darts for Dough	1
21. Liberace (Music), Guild Films. KTRK-W, 8:30-9:0014.5 Darts for Dough	7
21. Liberace (Music), Guild Films	
44. Whose Wass Valle on the Property of the Country	-
Trace Were You? (Docum) Mc. 757, 101 Su. 4:30-5:00 13 9	
23 Densit me . Committee MICA-IV VDDC &	-
25. Royal Playhouse (Drama), MCA-TV	-
	-
43. Manna Dida (1911) Marina	
AD. ADDOM BUT PLANT OF THE TOUR LINE TO BE TOUR LINE	
ZO, YOUR Stor Chamber of the Chamber	
26. Abbott and Costello (Comedy), MCA-TV. KTRK—Th, 8:00-8:30 8.3 Million Dollar Movie, 26. International Police (Mys.), NTA KGUL—Su, 3:30-4:00 8.3 Ellery Queen,	
AT. LHIBIDIONENIA B. H. S. C. L. L. C. C. L. L. C. C. L. L. C. C. C. L. C.	
Wolfae Calanta Ward	
Walter Schwimmer 30. Passport to Danger (Adv.), ABC FilmKTRK-S, 10:00-11:00 . 7.7. 31. Guy Lombardo (Music), MCA-TVKTRK-F, 8:30-9:00 . 6.3Dear Phoebe,	
31 Cassport to Danger (Adv.), ABC Film VTOV -5, 10:00-11:00 . 7.7.	
Say Lombardo (Music), MCA-TV P. 8:30-9:00 6.3. Various,	-
Jz. Drew Pearson (News). U M & M	-
20th-Fox 20th-Fox	
34. Bobo the Hobo (Child.), NTAKGUL-W, 10:00-10:30 5.6City Detective,	- 9
(Cana.), NIAKGUL-S	-
ASC MOVE AS ALL WOOD IN LONG TO DESCRIPTION OF STREET OF	-
36. Movie Music 10wn (Comedy), MCA-TVKTRK F 8.00 8.22	
37 Ten Comedy), Sterling TV KPPC 1, 300-8:304.9	_
Top secret (Docum.), Flamingo Films Volta II:00. 4.6.	-
36. Movie Museum (Comedy), MCA-TVKTRK—F, 8:00-8:30	-
37. Top Secret (Docum.), Flamingo FilmsKPRC-M. 10:45-11:00. 4.6Lit's a Great Life, 38. Television Court (Music), U M & MKGUL-S. 11:00-11:15 . 4.4	-
THE PARTY OF THE P	
12:00-12:30 0.9 Various,	
MINNEADOLYCOM Various,	

A STATE OF THE PARTY OF THE PAR	various, .
1. Jackie Gleason, WCCO	OGRAMS (*indicates Non-Network) 6. Two for the Money, WCCO
L. Badge 714 (Mys.), NBC Film	-S, 5:30-6:0030.8

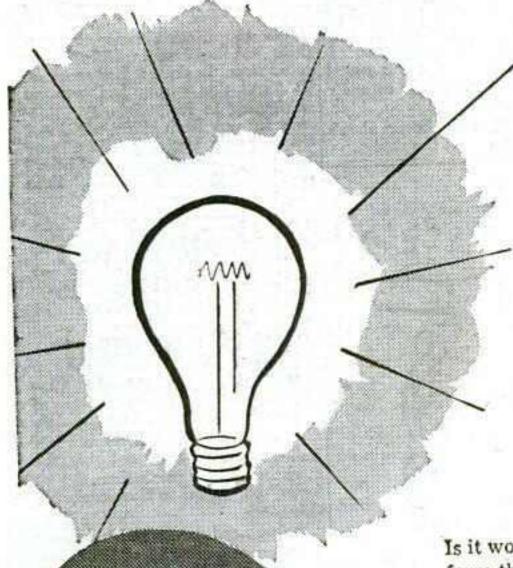
3. Godfrey's Talent Scouts, WCCO46.2	10. You Bet Your Life, KSTP43.9
1. Wild Bill Hickok (West.), Flamingo FilmsWCCO- 2. Badge 714 (Mys.), NBC Film	
2. Badge 714 (Mys.), NBC Film	-S, 5:30-6:0030.0
3. I Led Three Lives (Adv.), Ziv-TV	M. 9:30-10:0028.6 Captain II, 3.2
4. Lisco Kid /Wast v mr	1 0-10 10-00
2. Life of Dilar (Co	L 1.20 E.00 The second of Now 15 a
O. Honslone Carela, (see	Str 6-00 E. 10
/. Addite Collar (W	- 6-00 c.30
O. British Course I and	CH E.M. F. SO TO THE CONTROL TO THE TOTAL TO THE TENT OF THE TENT
T. OTP INTERIOR AND THE PLANT OF THE PARTY O	I In the Line of the Country of the
10. Victory at Sea (Docum.), NBC Film	, 7:30-8:0017.1 various, 4.8
11. Lone Wolf (Mys.), MCA-TV	u, 5:30-6:0017.0 Hans Christian A Topper, 31.8
12. Sherinel Holman er	S 10.15 to te
11. Lone Wolf (Mys.), MCA-TV	u, 9:30-10:0015.2 Masterplace Th
12. Sherlock Holmes (Drama), U M & M	Su, 12:15-12:4515.1 Hollywood Theater, -
Interstate TS Andersen (Child.),	W. 5:30-6:00 14.3 Axel and His Dos
13. Ellery Ougan (Sr	Sir 5.30 C.00
15. Ellery Queen (Mys.), TPA	S. 9:30-10:00 12.1 Victory at Sea, -
18. Favorite Story (Drame) 26 This	M. 7:00-7:30 11.4Your Hit Parade, -
19. Championship no. 11	Su 0.00 0.20
Wolf California	- Tolling -
20. Hoogione Carries and American WMIN-S	6:00-6:30
21. Dangerous Assignment (Adv.), NBC FilmWCCO—S 22. Meet Corliss Archer (Comedy), Ziv-TVWCCO—T 23. City Detective (Mys.), MCA-TV	iu, 11:00-11:30 10.7 Hopalong Cassidy
II. Meet Caellee And and and I will Now I	A 10:00 to to a -
23 City Detection (1)	h 0-10 to no e a various. —
4. Life With Pitters in in WCCO-T	10:15-10:45 B. a
25. Passport to Danger (Adv.) And Films, WMIN-F	, 9:00-9:30 75 C Various, —
25. Secret File U.S.A. (Down) ABC Film KEYD-T.	7:30-8:00 68 Sports, -
Official Films	Вор Норе, —
Official Films	10.00 10.20
7. Ringside With Paris	0. 6:30-7:00
7. Ringside With Rasslers (Sports),	Jack Benny, -
WMIN-M	, 9:00-9:30 6.4 Roly Mante
9. Inner Sanctum (Mys.), NBC FilmWTCN-F, 0. Mr. and Mrs. North (Mys.), ATPSKEYD-Su	10:00-10:30. 6.3 Presents. —
6. Mr. and Mrs. North (Mys.), ATPSKEYD—Su	, 8:00-8:30 5.7. Television Planting -
	(Continued Playhouse, —
	(Continued on page 11)

2120 N

(Continued on page 11)

how much is

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Company

Address

Ziv Expands Sales Staff to Over 80

past several weeks Ziv-TV has three new men: William Andrews, added 11 men to its sales staff, formerly of KPTV, Portland, Ore.; which brings its total force to more | Spence Fennell, formerly of Methan 80. The last official mention dallion Productions, and John For-Ziv made of its total force was the sythe, formerly of Rocket Producend of last year, when it claimed tions. The West also got Art to have 76 men. There is no indi- Breiter into Los Angeles from Ziv's cation of the number of drop-outs | Cincinnati office, and assigned Jack there might have been in the in- Puter to Denver. terim. However, it is clear that Ziv is in a determined expansion drive Al Gousten, Leon Ray was named in its sales organization to cover its the second spot sales manager. Ernest Montgomery (Detroit), stepped-up production schedule | Jack Cainey already has that title | Frank Willis (Midwest), Al Lauber this year.

The Ziv sales pyramid under vee- WOIC, Columbia, S. C.; and Dan pee Bud Rifkin has three division Bryan, formerly of WCCS, Colum- succeed Breiter in Cincinnati; John sales managers, with one or more bia, S. C. spot managers under them.

NEW YORK, March 19.-In the ory. The Western Division got

At the same time, Ziv has made Bill Dubois, formerly of Atlas Telea few new assignments in sales. vision; Herb Pierson, formerly of

In the Western Division, under received five new men: Roy Mc- of Brown & Bigelow; Jim Delaney, Walter Kingsley, a new spot sales Guire, former sales manager of formerly of the New York Herald manager was named, Jack Greg- WDSU-TV, New Orleans, who will Tribune, and Lynn Knox.

Reagan Joins Coast MCA-TV As Flack Mgr.

HOLLYWOOD, March 19. MCA-TV today announced the appointment of Robert G. Reagan, titled "America for Me," is now formerly assistant manager of the being released to TV after having publicity department at TV Station been shown in theaters as a short. KTLA, as Western division publicity manager. Also added to the In Ziv's Eastern Division, under film syndication staff were five General Tele Uses salesmen: Cy Ostrup (Los Angeles), here. The East got three new men: (Philadelphia) and Keith Godfrey (Houston).

Hawley, formerly of KCEB-TV The Midwest, under Ed Broman, Tulsa, Okla.; Paul Miles, formerly

Fairbanks Signed For Greyhound Pic

HOLLYWOOD, March 19. HOLLYWOOD, March 19. Greyhound Corporation of Chicago
Ready to Ax has signed Jerry Fairbanks Productions to produce a 40-minute color travel film of the U.S. It will be second feature Fairbanks has made for Greyhound. Previous one,

KFI Studios Again

NEW YORK, March 19. — Increasing shortage of Hollywood TV film studio space has resulted in General Teleradio's reactivating the former KFI-TV studios in Hollywood for its own use and rental to independent producers as a TV film sound stage.

The firm this week began shooting "Gangbusters" at the studio.

Gulf Reported Life of Riley

NEW YORK, March 19. - Reports are current that Gulf Oil is on the verge of canceling "Life of Riley," the long running vidfilm series starring William Bendix, at the end of this season. Young & Rubicam, the agency for the sponsor, is already said to be searching for a new property as a replacement. The show is on NBC-TV, Fridays 8:30-9 p.m.

The cancellation comes as a surprise to the trade. "Riley" has rated strongly since it first went on TV, and this season has seen no slackening in its popularity. Reasons for any such axing could not be learned, but the client may have tired of the property. "Riley" is sold locally thru the NBC Film division.

Like Old Man River, Pilots Keep Flowing

HOLLYWOOD, March 19 .-Hollywood's never-ending spring of new TV film series, which recently caused Ziv-TV production chief Babe Unger to comment that the town has "more pilots than the air force," continued to flow unabated this week.

Announced by Ingo Preminger agency was packaging of "The Sun-shine Girls," show set in era of silent pictures. "Dear Phoebe" producer Alex Cottlieb reportedly is readying "V for Vicky," another situation comedy, and producer Mort Briskin left yesterday (18) to film two pilots in Europe. One, featuring John Barrymore Jr., will be based on Upton Sinclair's "Lanny Budd" novels. The second, "Hotel Europa," will be an adventure series.

'Ruggles' Distrib Rights Acquired By Tom Corradine

HOLLYWOOD, March 19.-Tom I. Corradine Associates this week acquired distribution rights of "The Ruggles" TV series from producer Robert Raisbeck. Package of 91 kinescoped half hours had previously been distributed by National Telefilm Associates.

Move marks the entry of Corradine into the national sales field. Organization presently is the sales representative in the 11 Western States for such Eastern companies as Atlantic TV and Filmcraft.

Mel Gold Sets Up Music Jingle Dept.

NEW YORK, March 19. - Mel Gold Productions, producer of TV film commercials, has established a new division to specialize in turning out musical jingles for radio-TV commercials.

The firm has already signed the Honey Dreamers, the Rhythmettes, the By Words and other groups, as well as solo singers, among them Fran Barber, Jimmy Brown and Buddy Victor. Musical arrangers, composers, lyricists and others are also being signed, Gold said.

MPTV Sets Up Shop For Pic Production

HOLLYWOOD, March 19 .-Lew Kerner, Motion Pictures for Television prexy, this week set up offices at California Studios in preparation for telefilm production. So far no series have been set for filming. Kerner recently sold his catalog of feature pix to Guild Films and took MPTV out of the distribution field in order to concentrate on production.





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ing items.

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ARB Allerace (Mark), Galle Films WCCO—T. 706-710 5.7	• Continued fr	om	page 8			ah	
B. Barres Orbusic, Caule Plus WCCO—5, 1057-30, 55 Bob Hope, Blook Control of the Control o		(Тур	e) and Distrib	utor Station, D	A	RB	sition & Ratin
4. Caudand (1974a). NRC Piles February (1974b). NRC Piles February (1974	Liberace (Music Invitation Theat), G	uild Films Drama), Tee Ve	WCCO—1	, 7:00-7:30 u, 12:45-1:00	5.7I 5.7Hollywoo	3ob Hope, -
(MFA.) Official Films WINDAM TO 1000-100. 33 Lax Video Thesion, 1 Mr. 1000-100. 30 Vivient, 2 Mr. 1000-100. 30 Vivient, 3 Mr. 1000-100. 30 Vivient, 4 Mr. 1000-100 Vivient, 4 Mr. 1000-100. 30 Vivient, 4 Mr. 1000-100. 30 Vivient, 4 Mr. 1000-100. 30 Vivient, 4 Mr. 1000-100	4. Captured (Mys.) 4. I Am the Law 6. Beulah (Comedy 7. Colonel March	(My	SC Film s.), MCA-TV . lamingo Films	KEYD—WWTCN—TWMIN—S	7, 8:00-8:30 h, 10:00-10:30. u, 3:15-3:45	5.0The 1 5.04.0	Millionaire, Various, Various, -
D. Duego Pierlands Process (Organs)	(Mys.), Offici M. Hollywood Off-l 9. My Hero (Com 9. Mayor of the T	nl F Beat edy), own	ilms (Mys.), MCA-1 Official Films (Comedy), MC	WMIN—T KEYD—F WTCN—V A-TVKEYD—T	7, 10:00-10:30 h, 7:30-8:00	3.6	. Various, -
4. Page of the Week (Dramab), NTA A. SEVD—5, 1967-1961 A. Sept Physhose (Dramab), MTA A. SEVD—5, 1967-1961 A. Sept Physhose (Dramab), MTA A. SEVD—10, 1967-1961 A. Sept Physhose (Dramab), MTA A. SEVD—10, 1967-1961 B. Deared (Mellek), Gold Plina A. WCCO—M 10 A. Deared (Mellek), Gold Plina A. Sept Mellek A. Deared (Mellek), Gold Plina A. Sept Mellek A. Deared (Mellek), Gold Plina A. Sept Mellek A	 Doug. Fairbanks Assoc. Artists 	Pr	esents (Drama),	KTSP—Th	. 10:30-11:00	2.5	. Various
5. Bodde Pouse-core (Mys.), Cansoldaid IV. WINN.—Su. 12:00-12:00. https://dx.doi.org/10.1001/j.com/su.), NTA	4. Play of the Wes 4. The Visitor (Dra 6. Royal Playhouse 6. The Falcon (Ad 6. Curtain Call (D	ek (I ma), (Di iv.),	Drama), NTA NBC Film rama), MCA-T' NBC Film a), MCA-TV	KEYD—S WCCO—T VKEYD—M KEYD—T KEYD—T	7:00-7:30 h, 11:00-11:30 l, 6:30-7:00 h, 7:00-7:30 h, 8:00-8:30	1.8	Gleason, Tonight, the Same, Your Life, Dragnet,
DAYTON, O. 2 STATIONS	0. Public Prosecuto	r (M	ys.), Consolidat	ted TVWMIN-S	0, 12:00-12:30	1.1	. Various, -
1. 1. Livo Lucy, WHIO	3. James Mason (I	Dram	ia), NTA	KEYD-N	. W. F.	0.5Brighter Day;	
1. 1 Leve Lucy, WHIO							ATIONS
4. George Gobel, WLVD. 4. Gooffrey and Friends, WHID. 4. Wall Bill Hickot (Weels), Planningo Plins. 4. WLVD. 4. WALL COMMON. 4. WALL	1. I Love Lucy 2. Jackie Gleas	, W	ню wню	53.1	6. Bob Hope, 7. You Bet Yo	WLW-D	44.9
2 Bades 114 (Mys.), NBC Plm	4. George Gob	cl, Y	WLW-D	47.7	9. Godfrey and	Friends, WHIO	43.1
8. Mr. Dittick Attorner (1974a), Zin-TV W.LW-D.—F. 600-6130, 18.6 Remare of the Jungle (Adv.), TAA W.LW-D.—F. 600-6130, 18.6 Declared (Music), Zin-TV W.LW-D.—F. 930-61-600, 17.6 Declared (Music), MCA-TV W.HIO.—F. 91-60-71-700, 17.6 Declared (Music), MCA-TV W.HIO.—F. 91-60-71-700, 17.6 Declared (Music), MCA-TV W.HIO.—F. 91-70-71-700, 17.6 Declared (Music), MCA-TV W.HIO.—T. 91-70-71-700, 17.6 Declared (Music), MCA-	2. Badge 714 (Mys 3. Wild Bill Hickol 4. Range Rider (V 5. Waterfront (Adv 6. Racket Squad (N 7. Liberace (Music) 8. Superman (Adv.)	i.), 1 k (W Vest. i.), M Ays.)), Gi	VBC Film (est.), Flamingo), CBS Film (CA-TV , ABC Film uild Films amingo Films	WLW-D— FilmsWLW-D—WHIO—S,WHIO—T,WHIO—TI	Su, 7:00-7:303 W, 6:00-6:302 T, 6:00-6:302 7:00-7:302 7:00-7:302 n, 7:30-8:002 M, 6:00-6:302	2.2	Various, 3.1 Various, 3.1 Various, 2.1 Hayride, 32.4 y Bolger, 10.5 ore, News, 20.1 Cassidy, 12.4
 Mospiolo Casaldy (West.), NRC Film. WilliO—M. 600-610 (12.4). Superman, 4. Am the Law (West.), MCA-TV. All Cam (West.), MCA-TV. Bullion (West.), MCA-TV. Bullion (West.), MCA-TV. WilliO—M. 600-6130, 7.2. June 10 J	 Mr. District Att Ramar of the Ju Eddie Cantor (N Meet Corilss An I Led Three Liv Secret File, U.S. 	ingle fusic cher res (y (Mys.), Ziv-T (Adv.), TPA . .), Ziv-TV (Comedy), Ziv- Adv.), Ziv-TV Docum.).	VWLW-D— 10:30-11:WLW-D—WLW-D— TVWHIO—TIWHIO—T,	W, 00	8.6Best of 8.6Our Mi 5.6Star and 5.4Firesid	Broadway, 18.1 Various, 5.3 S Brooks, — the Story, — e Theater, —
Yesterday's Newsreet (Docum.), Zi-TV. W.W.D.—T. 11:15-11:30. 4.1. Various, 2-70 offor Task Max (Mys.), McA-TV. WHO—F. 11:30-12:00. 5.2. Tonight. — Tonig	6. Hopalong Cassid 6. I Am the Law (? 8. Star and the Stor 9. Ellery Queen (N	ly (V Mys.) ry (E Mys.)	Vest.), NBC Fil.), MCA-TV Orama), Official , TPA	mWHIO—M WHIO—S, FilmsWLW—D, WHIO—F,	, 6:00-6:30 1 10:30-11:00 1 Th, 7:00-7:30 1 7:00-7:30 1	2.4	Superman, — it Parade, — is Archer, — Theater, —
TOP TEN LOCALLY RATED PROGRAMS ("indicates Non-Network) 1. Life of Riley, WKJG	 Yesterday's New Follow That Ma Biff Baker, U.S. Biff Baker, U.S. 	m (N A. ((Docum.), Ziv fys.), MCA-TV Adv.), MCA-TV (Adv.), MCA-T	r-TVWLW-D—'WHIO—F, /WHIO—W 'VWHIO—W 'VWHIO—T	Γ, 11:15-11:30. 11:30-12:00. , 12:00-12:15. , 11:30-12:00.	4.1 3.2 2.9 1.9	Various, — Tonight, — Tonight, — Tonight, —
1. Life of Riley, W.J.G	FORT WAY	NE		1327744014780	SERIE DESMERSIVATION	A SHOOK MISSON OF LOTTA FOR THE SHOE	DAMESIA CO
5. 1 Married Joan, WKJG	 Life of Riley Circle Theat Fireside The 	er, v	KJG WKJG WKJG	64.6 57.8 56.1	6. Comedy Ho 7. Academy A 8. Big Story, V	ur, WKJGward Nominations, W	KJG52.8
2. Bracket Squad (Myr.), ABC Pilm	4. My Little M 5. I Married Jo	largio oan,	WKJG		9. Caesar's Ho	ur, WKJG	52.4
8. Championship Bowling (Sports), Walf Schwimmer WAIG—S, 4:45-6:00. 36.1. Basketball, Walf Schwimmer WKIG—M, 200-10.00 35.5. Broadway Theater, 6.0. Broadway Th	2. Racket Squad († 3. Liberace (Music 3. Waterfront (Ad 5. Cisco Kid (West 6. †Kit Carson (W 7. Amos 'n' Andy (8. Wild Bill Hickol	Mys.)), G v.), t.), 2 Vest.) (Con k (W	, ABC Film uild Films MCA-TV ziv-TV , Coca-Cola edy), CBS Film est.), Flamingo		9:00-9:304 7:00-7:304 9:30-10:004 1, 5:00-5:304 6:30-7:004 , 7:30-8:004	9.4. Charlie Cha 7.0 Pantomi 7.0 Soldier 5.0 This Is 3.5 Hoosier 1.1 Private 0.2 Broadway	n Calling, 8.5 me Quiz, 10.4 Parade, 11.3 the Life, 3.0 Hoedown, 7.0 Secretary, 23.0 Theater, 0.5
2. Dangerous Assignment (Adv.), NBC Film WKJG—M, 7:00-7:30. 3.5.9. This is Your Music, Superman (Adv.), Flamingo Films WKJG—F, 7:00-7:30. 3.4.8. Hoosiet Hoedown, 4. I Am the Low (Mys.), MCA-TV WKJG—F, 7:00-7:30. 3.4.0. The Unexpected, 5. Art Linkletter (Comedy), CBS Films WKJG—W, 6:35-7:00. 27.3. Gene Autry, 6. Where Were Your (Docum.), MCA-TV WKJG—W, 7:00-7:30. 2.6.1. See It Now, 7. Mr. District Attorney (Mys.), CBS Film WKJG—W, 7:00-7:30. 2.4.3. TV Reader's Digest, 7. Mr. District Attorney (Mys.), CBS Film WKJG—W, 10:30-11:00. 2.4.3. TV Reader's Digest, 7. Mr. District Attorney (Mys.), CBS Film WKJG—W, 10:30-11:00. 2.4.3. TV Reader's Digest, 7. Mr. District Attorney (Mys.), CBS Film WKJG—W, 10:30-11:00. 2.4.3. TV Reader's Digest, 7. Mr. District (Mys.), CBS Film WKJG—W, 10:30-11:00. 2.4.3. TV Reader's Digest, 7. Mr. District (Mys.), CBS Film WKJG—W, 10:30-11:00. 2.4.3. TV Reader's Digest, 7. Mr. District (Mys.), CBS Film WKJG—W, 6:10-7:00. 2.4.3. TV Reader's Digest, 7. Mr. District (Mys.), CBS Film WKJG—W, 6:10-7:00. 2.4.3. TW Arious, 8. Gese Autry (West), CBS Film WKJG—W, 6:10-7:00. 2.4.3. TW Arious, 9. Mr. District (West), CBS Film WKJG—W, 6:10-7:00. 2.4.3. TW Arious, 9. Mr. District (West), CBS Film WKJG—W, 10:30-1:00. 1.7.2. Wrestling, Assoc. Artists WKJG—W, 10:30-1:00. 1.5.5. Studio One, 9. Mr. District (Mys.), Ziv-TV WKJG—W, 10:30-1:100. 1.5.5. Studio One, 9. Mr. District (Mys.), Ziv-TV WKJG—W, 10:30-1:100. 1.5.5. Studio One, 9. Mr. District Arion (Mys.), Ziv-TV WKJG—W, 10:30-1:100. 1.5.5. Studio One, 9. Mr. District Arion (Mys.), Ziv-TV WKJG—W, 10:30-1:100. 1.5.5. Studio One, 9. Mr. District Arion (Mys.), Ziv-TV WKJG—W, 10:30-1:100. 1.5.5. Studio One, 9. Mr. District Arion (Mys.), Ziv-TV WKJG—W, 10:30-1:100. 1.5.5. Studio One, 9. Mr. District Arion (Mys.), Ziv-TV WKJG—W, 10:30-1:100. 1.5.5. Studio One, 9. Mr. District Arion (Mys.), Ziv-TV WKJG—W, 10:30-1:100. 1.5. Badge Conton, Wkln S. 4.5. 9. Goodfrey's	0. Championship B Walt Schwimn	owli ner	ng (Sports),	wkjg–s,	4:45-6:003	6.1Basketball, Broadway	Theater 60
L Gene Autry (West.), CBS Film	2. Dangerous Assign 3. Superman (Adv.) 4. I Am the Low 5. Art Linkletter (Conf.) 6. Where Were Your 7. Mr. District Attor 7. Gene Autry (Wer 9. I Led Three Liv	nmer), Fl (Mys Come u? (orney st.), (es (nt (Adv.), NBC amingo Films. L.), MCA-TV dy), CBS Film. Docum.), MCA (Mys.), CBS I CBS Film	FilmWKJG—MWKJG—TWKJG—FWKJG—WTVWKJG—WWKJG—WWIJG—WWIN-T—FWIN-T—M.	7:00-7:303 6:30-7:003 7:00-7:303 6:45-7:002 7:00-7:302 10:30-11:002 6:30-7:002	5.0This Is You 4.8Hoosier 0.0The Unit 7.8Gen 6.1Sec 4.8TV Reader 4.8	ur Music, — Hoedown, — nexpected, — e Autry, — t It Now, — 's Digest, — Various, — Various, —
4. Secret File, U.S.A. (Docum.), Official Films. WKJG—M, 10:30-11:00, 13.5. Studio One, 5. Meet Corliss Archer (Comedy), 21-TV WINT—Su, 7:00-7:30, 12.4. People Are Funny, 5. The Unexpected (Drama), 221-TV WINT—F, 7:00-7:30, 12.4. I Am the Law, 7. Fullon Lewis Jr. (News), MCA-TV. WKJG—Su, 2:30-2:45, 7.8. Face the Nation, — B. Life With Elizabeth (Comedy), Galid Films. WIN-T—Su, 10:30-11:00, 6.1. Badge 714, — COLUMBUS, O. 3 STATIONS TOP TEN LOCALLY RATED PROGRAMS (*indicates Non-Network) 1. Jackie Gleason, WBNS 61.4 6. Two for the Money, WBNS 49.0 2. George Gobel, WLW-C 56.3 7. I've Got a Secret, WBNS 47.9 3. Toast of the Town, WBNS 54.3 8. Your Hit Parade, WLW-C 47.7 4. I Love Lucy, WBNS 52.6 9. Godfrey's Talent Scouts, WBNS 45.9 5. Jack Benny, WBNS 48.9 10. Godfrey and His Friends, WBNS 44.5 1. †Denth Valley Days (West.), Parlife Borax, WBNS—W, 7:00-7:30, 31.9 It's a Great Life, 11.1 3. Eddie Cantor (Music), Ziv-TV WLW-C—F, 9:30-10:00, 27.4 Secret File, U.S.A. 18.4 5. Amos 'a' Andy (Comedy), CBS Film, WTNN—F, 130-8:00, 26.6. News; Perry Como, 18.5 5. Hopalong Cassidy (West.), NBCFilm, WTNN—F, 130-8:00, 26.6. News; Perry Como, 18.6 5. Mano (Cassidy (West.), Parlims WBNS—W, 7:00-7:30, 19.7. Ozzie and Harriet, 2.8 5. Amos 'a' Andy (Comedy), CBS Film, WTNN—F, 130-8:00, 19.8. News; Perry Como, 18.6 6. Waterfront (Adv.), MCA-TV WBNS—F, 7:00-7:30, 19.7. Ozzie and Harriet, 2.8 5. Min, District Attorney (Mys.), Ziv-TV, WBNS—F, 7:00-7:30, 19.7. Ozzie and Harriet, 2.8 6. Will Bill Hickok (West.), Film, WTNN—Su, 6:30-7:00, 18.4 6. Mane Cassidy (West.), Parlims WBNS—T, 6:00-6:30, 19.9. Dick Tracy, 7.1 6. Mr. District Attorney (Mys.), Ziv-TV, WBNS—F, 7:00-7:30, 19.7. Ozzie and Harriet, 2.8 6. Will Bill Hickok (West.), Film, WTNN—Su, 6:30-7:00, 18.4 6. Lad Three Lives (Adv.), Ziv-TV, WBNS—F, 9:30-10:00 8. Ander Oddsey, West.), Bost Films, WBNS—T, 6:00-6:30, 19.9. Dick Tracy, 7.1 8. Ramar of the Jungle, Calv-Ty, WBNS—F, 9:30-10:00 8. Amos Oddsey, West.), Bost Films, WBNS—T, 6:00-6:30, 15.1. Laurel and Har	1. Gene Autry (We 2. Doug. Fairbanks Assoc. Artists	Pre	CBS Film esents (Drama),	WIN-T—S, WKJG—T.	6:30-7:001 10:30-11:001	8.1	Lincoln, — Wrestling. —
1. Jackie Gleason, WBNS	4. Secret File, U.S., 5. Meet Corlins Arc 5. The Unexpected 7. Fulton Lewis Jr.	her (Dr (No	Ocum.), Officia (Comedy), Ziv- ama), Ziv-TV. ws), MCA-TV	I Films. WKJG—M IVWIN-T—St WIN-T—F, WKJG—Su	10:30-11:00., 1 7:00-7:301 7:00-7:301 2:30-2:45	3.5	dio One, — re Funny, — the Law, — se Nation. —
1. Jackle Gleason, WBNS							ATIONS
2. Liberace (Music), Guild Films	 George Gobe Toast of the I Love Lucy, 	Tow WB	n, WBNS NS	56.3 54.3 52.6	7. I've Got a 8. Your Hit P. 9. Godfrey's T	Secret, WBNS arade, WLW-C alent Scouts, WBNS	47.9 47.7 45.9
Official Films WBNS—F. 9:30-10:00 18.4 Eddie Cantor, — Badge 714 (Mys.), NBC Film WLW-C—Su, 7:00-7:30 17.5 Lassie, — Star and the Story (Drama), Official Films WBNS—Th, 7:00-7:30 16.9 Ray Bolger, — Cisco Kid (West.), Ziv-TV WLW-C—F, 6:00-6:30 15.1 Laurel and Hardy, — Favorite Story (Drama), Ziv-TV WBNS—Su, 10:00-10:30 14.2 Loretta Young, — Racket Squad (Mys.), ABC Film WLW-C—10:30-11:00 14.0 See It Now, — Florian ZaBach (Music), Guild Films WBNS—M, 7:00-7:30 12.9 Big Town, — Ramar of the Jungle (Adv.), TPA WLW-C—M, 6:00-6:30 11.4 Pet Parade; Laughland, — Beulah (Comedy), Flamingo Films WTVN—Th, 8:00-8:30 9.4 You Bet Your Life, — Ellery Queen (Mys.), TPA WTVN—F, 8:30-9:00 9.2 Topper, — Ramar of the Jungle (Adv.), TPA WLW-C—S, 8:30-9:00 8.6 None, — Stories of the Century (West.), — WBNS—Th, 6:00-6:30 7.6 Rin Tin Tin, — Dick Tracy (Adv.), Combined TV WLW-C—T, 6:00-6:30 7.1 Wild Bill Hickok, — Meet Corliss Archer (Comedy), Ziv-TV WBNS—Su, 6:30-7:00 6.8 Roy Rogers, — Lone Wolf (Mys.), MCA-TV WTVN—Th, 10:30-11:00 5.5 Lux Video Theater, — Duffy's Tavern (Comedy), U M & M WBNS—F, 11:30-12:00 4.0 Tonight, — Famous Playhouse (Drama), MCA-TV WBNS—F, 11:45-12:15 3.6 Tonight, — Riders of Purple Sage (West.).	J. Liberace (Music) J. Eddie Cantor (M. Superman (Adv.) J. Amos 'n' Andy J. Hopalong Cassid J. Waterfront (Adv.) J. Annie Onkley (V. Wild Bill Hickok J. Mr. District Att	, Gi lusic , Fh (Con ly (V), M Vest. i (W	uild Films), Ziv-TV amingo Films nedy), CBS Fili Vest.), NBC Fil (CA-TV), CBS Film est.), Flamingo y (Mys.), Ziv-		7:00-7:303 9:30-10:002 6:00-6:302 7:30-8:002 7:30-8:001 7:00-7:301 6:30-7:001 6:00-6:301	1.9	reat Life, 11.1 c, U.S.A. 18.4 Theater, 2.8 ry Como, 19.3 ry Como, 18.6 I Harriet, 20.8 y Rogers, 28.9 ck Tracy, 7.1
Rilery Queen (Mys.), TPA	Official Films Badge 714 (Mys. Star and the Stor Cisco Kid (West Favorite Story (D) Racket Squad (M) Florian ZaBach (D) Beulah (Comedy)), Ny (D.), Z)ram (ys.), Musi mgle , Fla	BC Film	WBNS—F,WLW-C—S Films., WBNS—ThWLW-C—FWBNS—Su,WLW-C—10WBNS—M,WLW-C—N	9:30-10:00 . 18 u, 7:00-7:30 . 16 , 7:00-7:30 . 16 , 6:00-6:30 . 18 10:00-10:30 . 14 0:30-11:00 . 14 7:00-7:30 . 12 f, 6:00-6:30 . 13	.4 Eddie .5 Ray .1 Laurel an .2 Lorett .0 See .9 F	Cantor, — Lassie, — Bolger, — d Hardy, — Young, — It Now, — lig Town, — aughland, —
Lone Wolf (Mys.), MCA-TV	L. Ramar of the Just Stories of the Con- Hollywood TV L. Dick Tracy (Adv. Meet Corliss Arc	ys.), ngle entur	(Adv.), TPA ry (West.), ombined TV (Comedy), Ziv-1	WTVN—F, WLW-C—S WBNS—Th WLW-C—T	8:30-9:00 8 8:30-9:00 8 6:00-6:30 7 6:30-7:00 6	.6	Topper, — None, — Tin Tin, — Hickok, — Rosers
The state of the s	. Lone Wolf (Mys. . Duffy's Tavern (C . Famous Playhous . Riders of Purple), M Come ie (E e Sa	CA-TV sdy), U M & M Drama), MCA-T ge (West.).	WTVN—Th WBNS—F, IVWBNS—F,	, 10:30-11:00 . 5 11:30-12:00 4 11:45-12:15 3	.5Lux Video	Theater, — Tonight, — Tonight, —

OARD			IV	FILM	11	
Rank Among Films Title, (Type) and Distributor	Station,	Day, 11me	Feb. ARB Rating	Top Opp	osition & R	atic
29. Ringside With Rasslers (Sports), Sportatorium 31. Flash Gordon (Adv.), U M & M 31. Inner Sanctum (Mys.), NBC Film 33. Into the Night (Drama), Sterling TV	WLW-C WTVN- WLW-C	-W, 6:00-6:30 -W, 10:00-10:3 -Su, 12:45-1	0 2.5	This Is	Your Life,	
34. Famous Playhouse (Drama), MCA-TV. 35. Riders of Purple Sage (West.), RCA Recorded Pgm	9:30-10	0:00 a.m M to Th.	0076	SHOW SO	D 24 2315	
36. International Police (Mys.), NTA	WTVN-	D/Macoustance	0 1.2	Best of	Broadway,	
PORTLAND, ORE	ATED PRO	GRAMS (*inc	licates Non	-Network)		
What's My Line? KOIN. Blue Ribbon Bouts, KOIN. You Bet Your Life, KPTV. Disneyland, KOIN. I Love Lucy, KOIN.	55.4 55.4 54.7	7. Toast o 8. I Marri 9. Jackie	f the Town ed Joan, K Gleason, K	KOIN PTV OIN KOIN	50.1 50.0 47.4	1
1. Range Rider (West.), CBS Film	KPTV—KOIN—KPTV—KOIN—KOIN—KPTV—KPTV—KOIN—KPTV—	Th, 8:30-9:00 Γ, 9:00-9:30 . M, 8:30-9:00 M, 7:00-7:30 Su, 6:00-6:30 Γ, 8:00-8:30 . S, 5:30-6:00 . Th, 7:00-7:30 Su, 4:30-5:00 Γ, 6:30-7:00 . Th, 6:30-7:00 .		Firesi Caes Suryour M Stop Search for It's a	Climax, ide Theater, sar's Hour, itudio One, Are There, ilton Berle, the Music, Adventure, Great Life, Various, Various, Your Life,	29. 27. 20. 27. 14. 21. 14. 22. 7.
15. †Death Valley Days (West.), Pacific Bora 16. Lone Wolf (Mys.), MCA-TV 17. Texas Rasslin' (Sports), Sportatorium 18. Liberace (Music), Guild Films 19. Life of Riley (Comedy), NBC Film 10. Frankic Laine (Music), Guild Films 11. The Whistler (Mys.), CBS Film 12. Janet Dean, R.N. (Drama), U M & M 13. Where Were You? (Docum.), MCA-TV 14. Victory at Sea (Docum.), NBC Film 15. Racket Squad (Mys.), ABC Film 16. Drew Pearson (News), U M & M 17. This Is Your Music (Music), Official File	KPTV—	W, 10:30-11:00 F, 8:30-9:00 S, 11:00-12:00 Γ, 7:00-7:30 S, 10:00-10:30 S, 8:30-9:00 Γ, 10:30-11:00 Su, 6:30-6:45 Su, 3:00-3:30 M, 10:30-11:00 Su, 1:00-1:15	0 . 24.8	Show Ri Private Pepsi-Cola Jackie Make Room U. S. Ame	of Air, Time on 6, Topper, Time on 6, inge Rider, Secretary, Piayhouse, Gleason, for Daddy, Lassie, Omnibus, Steel Hour, rica Week,	
CINCINNATI					TATIONS	7
1. George Gobel, WLW-T	61.3 58.2 54.1 49.0	6. Two for 7. Dragnet 8. Bob Ho 9. Ford Ti	the Mone WLW-T pc, WLW-	Network) y, WKRC T W-T WLW-T	42.7 42.3 41.8	
4. Mr. District Attorney (Mys.), Ziv-TV 5. Superman (Adv.), Flamingo Films 5. Annie Oakley (West.), CBS Film 7. The Whistler (Mys.), CBS Film 7. Eddie Cantor (Music), Ziv-TV 9. Wild Bill Hickok (West.), Flamingo Film 10. Ramar of the Jungle (Adv.), TPA 11. Favorite Story (Drama), Ziv-TV 12. Hopalong Cassidy (West.), NBC Film 13. Range Rider (West.), CBS Film 14. Waterfront (Mys.), MCA-TV 15. Badge 714 (Mys.), NBC Film 16. Meet Corliss Archer (Comedy), Ziv-TV. 17. Dick Tracy (Adv.), Combined TV 18. Ramar of the Jungle (Adv.), TPA 19. Star and the Story (Drama), Official Film 19. Conrad Nagel Theater (Drama),	WLW-TWKRCWLW-TWLW-TWCPOWLW-TWCPOWLW-TWLW	-M, 6:00-6:30T, 6:00-6:30. W, 9:00-9:30F, 9:30-10:00 -W, 6:00-6:30F, 6:00-6:30. T, 7:30-8:00. Su, 2:00-2:30S, 6:00-6:30. Su, 4:30-5:00Su, 7:00-7:30W, 10:30-11:0 -Th, 6:00-6:30S, 9:00-9:30T, 8:00-8:30.	. 20.9 . 20.9 . 20.3 . 18.2 . 18.1 . 16.5 . 15.5 . 15.1 . 14.6 . 14.2 . 100 13.9 0 13.7 . 12.2 . 11.0	Early Hon Early Hon Kraft T Our Mi Hopalor Star Zo You Ask Best of	ne Theater, ne Theater, V Theater, S Brooks, S Cassidy, Various, Various, Various, Showcase, o Parade, ted for It, Broadway, Hit Parade, Cartoons, Bob Hope,	9. 9. 29. 32.
Guild Films 1. Hopalong Cassidy (West.), NBC Film 2. Dick Tracy (Adv.), Combined TV 3. Madison Square Garden (Sports) Winik Films 3. Liberace (Music), Guild Films 3. Half Hour Theater (Drama), Sterling TV 6. Star Showcase (Drama), TPA 7. James Mason (Drama), NTA	WKRC	W, 6:00-6:30 -S, 8:30-9:00. W, 6:30-7:00. Th, 8:00-8:30 -S, 5:00-5:30 S, 6:00-6:30			ill Hickok, O.P. Quiz, O.P. Quiz, Your Life, In Theater, Inge Rider,	CHOICE TO THE SECTION
OMAHA	- 20	315	1000	A COLUMN	1100	
TOP TEN LOCALLY RA 1. I Love Lucy, KMTV	62.1 55.8 52.1 51.7	6. Godfrey 6. I've Got 8. Our Mis 9. Toast of	s Talent S a Secret, s Brooks, the Town	Network) couts, KMTV KMTV KMTV KMTV riends, KMT	48.7 48.4 46.3	
1. Soperman (Adv.), Flamingo Films 2. Mr. District Attorney (Mys.), Ziv-TV 3. I Led Three Lives (Adv.), Ziv-TV 4. Cisco Kid (West.), Ziv-TV 5. Liberace (Music), Guild Films 6. Badge 714 (Mys.), NBC Film 7. Wild Bill Hickok (West.), Flamingo Film 8. City Detective (Mys.), MCA-TV 9. Racket Squad (Mys.), ABC Film 0. Hopalong Cassidy (West.), NBC Film 1. Stories of the Century (West.), Hollywood TV 2. Inspector Mark Saber (Mys.), Thompson-Koch	WOW-V WOW-T KMTV- KMTV- sWOW-S WOW-F WOW-F WOW-S	V, 9:30-10:00. T, 9:30-10:00. T, 7:30-8:00. T, 7:30-8:00. T, 8:00-8:30. T, 6:00-6:30. M, 9:30-10:00. T, 7:30-8:00. T, 7:30-8:00. T, 7:30-8:00. T, 7:30-8:00. T, 7:30-8:00. T, 7:30-8:00.	39.0 36.6 35.3 28.4 27.9 26.6 26.1 24.7 20.3		various, 1 It Now, 1 Climax, 3 Theater, 3 Stafford, tudio One, 3 Topper, 4 Ce Patrol, 1 Various,	14. 18. 13. 13. 15. 15. 10. 12.
3. Heart of the City (Drama), MCA-TV 4. Texas Rasslin' (Sports), Sportatorium	KMTV—	F, 11:00-11:30 W, 10:45-11:45	9.6	Acaden	r Classics, ny Theater,	-
TOP TEN LOCALLY RA	ATED PRO	GRAMS (*indi	cates Non-	Network)		
Jackie Gleason, WGBI Your Hit Parade, WBRE Toast of the Town, WGBI George Gobel, WBRE Tve Got a Secret, WGBI	50.2 48.5 48.3	7. GE The 8. Bob Hop 9. Ford Th	ater, WGB ce, WBRE cater, WB	RE	44.2 43.9 41.9	
1. Annie Oakley (West.), CBS Film	WBRE— WBRE— WILK—S WBRE—	Th, 8:30-9:00 F, 7:00-7:30 su, 5:30-6:00 Γ, 7:00-7:30 6, 9:30-10:00	. 27.9 . 27.1 . 23.4 . 22.3	I Ma Cartoor Ea	. Climax, 2 rried Joan, a Carnival, 1 arly Show, 1 ar Theater, 3	1.
Walt Schwimmer 1. Superman (Adv.), Flamingo Films 2. †Death Valley Days (West.), Pacific Boras 3. Championship Bowling (Sports).	WILK—T	7:30-8:00 S, 7:00-7:30	19.7	Dinah Sh Championshi	ore; News, 2 p Bowling, 1	8.1
Walt Schwimmer 1. Ramar of the Jungle (Adv.), TPA 2. Passport to Danger (Adv.), ABC Film 3. Cisco Kid (West.), Ziv-TV 4. I Led Three Lives (Adv.), Ziv-TV 5. Meet Corliss Archer (Comedy), Ziv-TV 6. Hopalong Cassidy (West.), NBC Film. 7. Wild Bill Hickok (West.), Flamingo Films	WARM— WBRE— WBRE— WBRE— WBRE— WILK—S	M, 6:00-6:30 Th, 7:00-7:30 . S, 12:00-12:30 M, 10:30-11:00 Su, 6:00-6:30 . J, 7:00-7:30	. 17.0 . 16.9 . 15.2 . 14.5 . 12.8 . 11.1	W Bar Ea St St Death Va Toke Time;	E Ranch, arly Show, .Big Top, udio One, ie Oakley, illey Days,	9.
8. Racket Squad (Mys.), ABC Film 9. Inspector Mark Saber (Mys.), Thompson Koch		SOCIAL PROPERTY OF			of Spinsonian strain	
(a)		18 741	76.5	ontinued o	THE PERSON NAMED IN	4)

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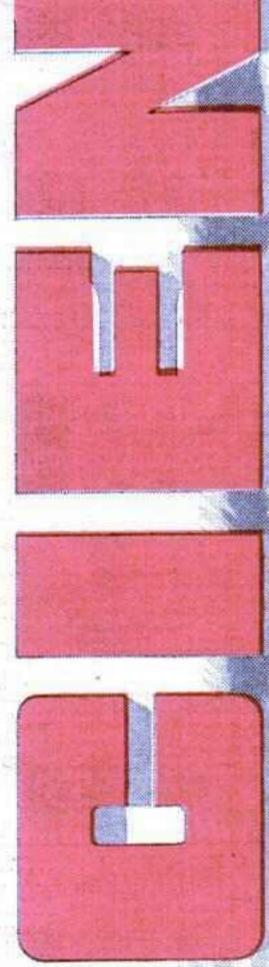
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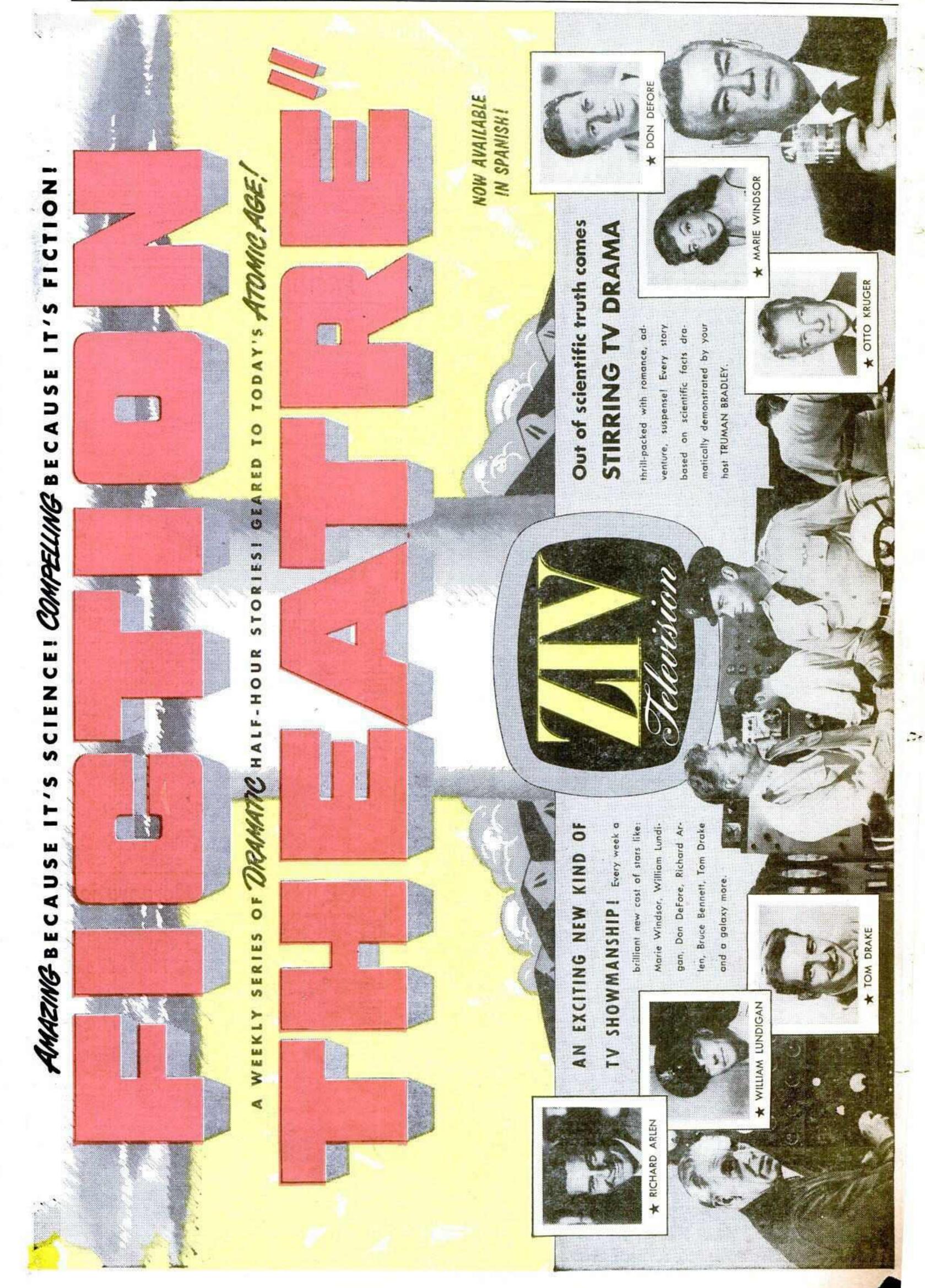
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Continued from page 11	50 PT -5	Feb.		
Among		ARB		
Films Title, (Type) and Distributor	Station, Day, Time	Rating	Top Opposition & Ra	atin
20. Waterfront (Adv.), MCA-TV	WARM-W, 7:30-8:0	0 9.3	Disneyland,	9
20. Dangerous Assignment (Adv.), NBC Film	WILK-F, 10:00-10:3	0 9.3	Cavalcade of Sports,	
22. Lone Wolf (Mys.), MCA-TV	WARM-W, 8:30-9:0	0 9.0	My Little Margie,	
23. Tim McCoy (West.), U M & M	WGBI-W, 7:15-7:30	B.6	Norby,	
23. Favorite Story (Drama), Ziv-TV	WBRE-S, 8:00-8:30	8.6	Jackie Gleason,	
25. Crown Theater (Drama), CBS Film	WGBI-Th, 9:30-10:0	00 8.3	Ford Theater,	,
26. Files of Jeffrey Jones (Mys.), CBS Film	WGBI-T, 10:30-11:0	0 8.1	Stop the Music,	3
27. Captured (Mys.), NBC Film				
28. Victory at Sea (Docum.), NBC Film	WILK-Th, 10:30-11	:00 7.8	Lux Video Theater,	,
29. Inspector Mark Saber (Mys.),	Communication - Secretary	OF THE PROPERTY OF THE PARTY OF	PRINCIPALITATION CONTRACTOR AND	
Thompson Koch				
30. Crusade in the Pacific (Docum.), 20th-For				
31. Inner Sanctum (Mys.), NBC Film				
31. Paragon Playhouse (Drama), NBC Film.				
33. Counterpoint (Drama), MCA-TV	WARM—F, 9:30-10:0	10 5.9	Dear Phoebe,	•
34. Waterfront (Adv.), MCA-TV				
34. City Detective (Mys.), MCA-TV	WNBF—S, 10:00-10:3	30 5.7	George Gobel,	
36. Your All Star Theater (Drama),	The second coefficient and the	2555		
Screen Gems	WARM—T, 8:00-8:30) 5.5	Bob Hope,	1.3
37. Sherlock Holmes (Drama), U M & M				
38. My Hero (Comedy), Official Films				
38. The Visitor (Drama), NBC Film				
40. Sherlock Holmes (Drama), U M & M				
41. Royal Playbouse (Drama), MCA-TV	WARM—Su, 10:30-1	1:00. 4.5	What's My Line?	•
41. Colonel March of Scotland Yard		7274		
(Mys.), Official Films	WGBI—F, 9:30-10:00	4.5	Dear Phoebe,	, ,

- WALL				ARCIT 20, 1777	
Rank			Feb.		
Films	Title (Type) and Distributor	Station, Day, Time		Top Opposition & Ra	ting
43. Super	man (Adv.), Flamingo Films	WNBF-W, 5:30-6:0	0 4.3	Howdy Doody,	_
44. Mr. I	District Attorney (Mys.), Ziv-TV	WNBF-T, 7:00-7:30	4.1	Boston Blackie,	_
44. The I	Falcon (Mys.), NBC Film	WGBI-S, 10:30-11:	00 4.1	Your Hit Parade,	_
46: Royal	Playhouse (Drama), MCA-TV	WARM-T, 10:30-11	:00 3.8	Stop the Music,	-
46. †Dea	th Valley Days (West.), Pacific Bora	xWNBF-Th, 7:00-7:	30 3.8	Passport to Danger,	-
48. City	Detective (Mys.), MCA-TV	WILK-M, 11:15-11	:45 3.6	News, Show Time 22,	-
49. Eddie	Cantor (Music), Ziv-TV	WNBF-W, 9:00-9:3	0 3.4	The Millionaire,	-
	w That Man (Adv.), MCA-TV				-
	l Playhouse (Drama), MCA-TV				
51. I Am	the Law (Mys.), MCA-TV	WILK-W, 11-15-11	:45 2.8	Show Time 22,	-
53. Rider	s of Purple Sage (West.),	emiserana Baranasa			
RC	A Recorded Pgm	WARM-M to F,			
		6:45-7:00	2.6	Early Show,	-
54. Favor	rite Story (Drama), Ziv-TV	WNBF-T, 10:30-11	:00 2.3	Stop the Music,	-
55. Rider	rs of Purple Sage (West.),				
	A Recorded Pgm				
56. City 1	Detective (Mys.), MCA-TV	WILK-T, 1:30-2:00	1.7	Welcome Travelers,	-
	test Drama (Docum.),			######################################	
	neral Teleradio	WGBI-Th, 7:45-8:0	0 1.4	Lone Ranger,	-
58. Doug	. Fairbanks Presents (Drama),	" company" lance a second	20022772227	\$-12000 0000 000 000 000 000 000 000 000 0	
Ass	soc. Artists	WWBF—Th, 11:15-1	1:45. 1.0	Show Time 22,	-
	ous Playbouse (Drama), MCA-TV .				
58. I Am	the Law (Mys.), MCA-TV	WILK—Th, 1:30-2:	00 1.0	Welcome Travelers,	-
	ous Playhouse (Drama), MCA-TV .	WILK-T, 11:15-11:	45 0.9	Show Time 22,	-
62. Rock	Jones, Space Ranger (Adv.),				
	CA-TV				
63. Facts	Forum (Educ.), Facts Forum, Inc.	WARM—Su, 7:00-7:3	0 0.3	Lassic,	-

TV FILM PURCHASES

By CHARLOTTE SUMMERS

WKY, Oklahoma City, purchased almost the complete catalog from NBC Film Division when it signed for 10 shows. The shows are "Inner Sanctum"; "His Honor, Homer Bell"; "Victory at Sea," "Captured," "Dangerous Assignment," "Paragon Playhouse," "The Falcon," "Hopalong Cassidy" in its one-hour version and "Hopalong Cassidy," Series A and B, in its half-hour version. KCCC, Sacramento, did half as well with its purchase of the following five NBC shows: "His Honor, Homer Bell"; "Paragon Playhouse," "Hopalong Cassidy," one-hour version, and "Hopalong Cassidy," Series A and B, in its half-hour version.

Jorden Motors will sponsor NBC's "Badge 714," Series B, over WSBT, South Bend, Ind. Other "Badge" sales include KRBC, Abilene, Tex.; WLOS, Asheville, N. C.; and WDAK, Columbus, Ga. Liggett-Rexall will pick up the tab for "Inner Sanctum" over WBZ, Boston, and Rushmore Baking Company will do the same for "Hopalong Cassidy," Series A, half hour. "Victory at Sea" was sold to KTVF, Fairbanks, Alaska; KBET, Sacramento, and WMCT, Memphis, and "Captured' was also sold to KBET, Sacramento. WOW, Omaha, and KIVA, Yuma, Ariz., have signed for "Dangerous Assignment."

The Hook Drug Company will sponsor "The Whistler" over WWTV, Bloomington, Ind., and it will be shown on a sustaining basis over WGLV, Easton, Pa., and WHP, Harrisburg, Pa. Another CBS film property, "Annie Oakley," has been picked up by the Baltimore mar-ket; KFJZ, Fort Worth; KTVH, Hutchinson, Kan., and WGBI, Scranton, Pa. "Amos 'n' Andy" has been sold to WTVH, Tampa, and "Cases of Eddie Drake" to WHP, Harrisburg, Pa. CBS' "News Film" will be used by KCMC, Texarkana, Tex., and WTVT, Tampa.

The Necchi Dealers will sponsor Screen Gems' "All Star Theater' over WNEM, Bay City, Mich., and KVAL, Eugene, Ore., has renewed its contract on "Theater" with Screen Gems. "Rin Tin Tin" was sold to KGMB, Honolulu; KWTX, Waco, Tex., and WEAR, Pensacola, Fla. WEAR also picked up "Big Playback," and KGEO, Fresno, Calif., has contracted for "Top Plays of '55."

Atlas TV sold "Captain Z-Ro" to WCR, Buffalo, and KSWM Joplin, Mo.

Carter Products will sponsor "Mr. District Attorney," a Ziv-TV property, over WOAI, starting April 28 for 26 weeks.

New business at the Sterling Television Company this past week included the following sales: "Turn of a Card," to WNCT, Greenville, N. C., for the Stevenson Brick Company; "Armchair Adventure," to KBES, Medford, Ore., for the Leonard Electric Company; "Adventures in Sports" to WSUN, St. Petersburg, Fla., for Tropical Beer; "Movie publication, as a space salesman. Museum" to WMVT, Burlington, Vt., for Molson's Brewery; Paul Killiam show, to WIRL, Plattsburg, N. Y., for A. Mason & Son, lumber yards; "Vienna Philharmonic," to WNJO, West Palm Beach, Fla., for Cause Air Conditioning.

Para Enters Video Film Field

Continued from page 4

TV for distribution of its telefilm 29), ever since Paramount filmed a product in a deal that would most TV series (shifted to theaters in-MCA now has with Gross-Krasne, drastically altered its plans in rela-Inc. (Billboard, December 11).

Balaban has been in Hollywood of the Warner Bros.' studio for TV during the past week in conference with Y. Frank Freeman, studio or will be engaged in telefilm prohead. Picture studio's move into duction are Columbia, Republic, TV has been anticipated for sev- 20th Century-Fox and Warner eral months (Billboard, January Bros.

likely be patterned after that which stead, however) in Europe and tion to conversion and renovation

Other major studios which are

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REVOLVING DOOR

F. D. Sharkey, for the past nine years a cameraman at Coronet Instructional Films, has joined the staff of Telecine Film Studios, Inc., Park Ridge, Illinois. He will be in charge of technical qualities.

Guy Cunningham, former advertising director of Motion Pictures for Television, has joined Nation's Business, a publication, as director of sales promotion. . . Ed Lindner has left Ram Productions to join the staff of the Industrial and Medical Film Guild, Ltd., as writer-director. . . . Lewis P. Johnson, formerly TV account exec with the Katz Agency, has been appointed sales executive of the Storer Broadcasting Company's Chicago office.

Sam Liggett will head up the new Hollywood office of Times Television, which has two TV film series available. . . . Ventura Productions has formed a new unit devoted to the making of series of colored animated cartoons, with original music and lyrics, for TV syndication. Associated in the enterprise are Philip Mathias, legit and TV producer-director; Leo Trachtenberg, producer of educational and documentary films; Tom Darling, art director and animator; Alice Hammerstein, lyricist, and Al Simon, composer.

Ken Fay, former salesman for Telefilm Enterprises and Television Programs of America, has joined the Playbill, theatrical program

. . . Mal Thompson, former production supervisor at Transfilm, has joined BBD&O, New York, as a TV producer.

CBS Fall Plans

· Continued from page 4

Charles M. Warren and written by John Meston, the documentarytype Western features Jim Arness, Dennis Weaver, Milburn Stone and Amanda Blake.

April 7 has been set as the target date for "Miss Pepperdine," comedy starring Marie Wilson to be produced by Jules Bricken and Everett Freeman.

Anthology series titled "Point of Crisis" will deal with everyday problems people bring to a mental health counselor and will emphapre-psychiatric treatment rather than mental illness. Bill Rousseau and two others are developing the show which may be done either live or on film.

Two Crosby Films

Two one-hour Bing Crosby shows are being filmed for use in strategic spots during the fall. Among top live programs are a variety revue, featuring young performers, to be tried out on the screens this summer. A Johnny Carson intimate revue, pilot of which has already been kinescoped, and a Bob Crosby nighttime half

A pair of filmed situation comedies, also on the list but not, at the moment, as hot as the other pro-Island" and "The Many Loves of be the optimum membership.

Dobie Gillis," the latter based on Joseph Justman, president the Max Schulman short stories for which the author is doing a TV

PRODUCTION NOTES

By BOB SPIELMAN

McCadden Productions will probably double the number of series it films next year from three to six, according to Production Supervisor Al Simon. Simon believes that TV has opened up a whole new field for inventors and manufacturers, comparing its present stage to that of the automobile in the early 1900's.

CBS-TV Vice-President Harry Ackerman reveals that the nets are shying away from psychiatric shows because it's been found that many persons who see them and have an illness, or imagine they have an illness similar to the one depicted, try the treatment on themselves.

"He (Hall Roach Jr.) had better be a success," declares Hal Roach Sr. jocularly "because the deal (purchase of the studio) was swung on credit and if he doesn't make a go of it I'll be without a nickel."

"How Now Brown" pilot, created by Don Quinn and packaged by Ashley-Steiner, rolls next Thursday. Keenan Wynn stars and Bill Manhoff produces.

Two-way tug of war is going on over "U. S. Steel Hour." Not only does CBS want to take the show away from ABC, but many personnel connected with the program want to transfer it to the West Coast from New York.

KTLA's "Bandstand Revue," put up for national sale last week, now has been purchased for screening in 12 major markets. Producer Klaus Landsberg has three video transcriptions in the can and another three in the editing stage.

John Rawlins and Marshall Grant, producers of "Mayor of the Town," report that the syndicated series, on the air only three months, is already showing a slight profit despite the fact that it has yet to be sold in two major markets, New York and Boston, and won't go on the air in a third, Los Angeles, until fall. Rawlins-Grant will process films for Ken Hertz's "Adventure Is My Business," being shot in color in Peru, with first cans expected to arrive in six to eight weeks.

Producer Tony London thinks that good reviews have a cumulative effect and that if there are enough of them a person is afraid to say a show is bad, even the he personally may think it lousy.

George Burns and Gracie Allen this week filmed their 100th program, were presented a canister of film by Harry Ackerman in commemoration of the event.

Actress Sara Harte on strength of "Cavalcade of America" film aired this week has been set for the lead in an upcoming

color TV show from New York. Hal Roach Jr. has bought a 115-foot yacht, the Stella Polaris," and will fly to Panama to pick the ship up and sail it

back to Los Angeles. First "Waterfront" pic to be shot entirely on location will be filmed by Ben Fox at San Pedro next week. Hardest Working of Southern California have chosen

Dale Evans to receive their first annual achievement award. Consoliated Film Industries last week put into operation closed-circuit television projection facilities for a first among film processing labs.

GE, NTA Form Corporation

Continued from page 4

in NATS or what the terms of the named as president shortly. It was affiliation will be. A clue was Justman who was responsible for president and general manager. He said that a 10-month study GE made before the creation of NATS indicated that "successful stations, whether UHF or VHF, have all possessed certain factors: Market, programming, efficient management, sound financial backing and access to national advertisers. The lack of just one of these factors,' he continued, "could be enough to tip the scales and prevent successful station operation. Lack of be fatal."

Not Saviors

It was indicated that NATS does not aspire to carry on its back any desperately sick station, but rather wants to give the extra boost that can make the difference for a station lacking in one or perhaps two of these factors. It was suggested

board of NATS. He said a prom- tet.

will be eligible for membership inent broadcasting figure will be given, however, in a statement of getting GE and NTA together in Dr. W. R. C. Baker, GE's vice- their mutual concern for UHF's future.

Disney Maps 4 'Crockett' Pix

HOLLYWOOD, March 19. -Walt Disney today announced that just two could and usually would he will produce four more Davy Crockett pictures for his "Disneyland" TV show next year (Billboard, March 12), following the success of the three Crockett pix aired this season.

Titled "The Legends of Davy Crockett," the hour-long films will deal with the fictional exploits of the frontiersman and will continue grams, are "The Cirl From Staten by Landau that 40 stations would to star Fess Parker. The three Crockett films now in the can are Joseph Justman, president of being telescoped into a theatrical Motion Picture Center Studios, feature, and process will most likely Hollywood, is chairman of the be repeated with next year's quar-

Juke Operator EP's From 60-80 Cents

Mercury Offers Singles Out of Package; Others Set Up Their Packs as a Unit

tended-Play 45 r.p.m. records in holding few if any diskings of high special plain sleeves will be offered pop acceptance in the lower-price by major manufacturers to juke box packs. Top artists are featured, operators next week at special with many erstwhile clicks inprices ranging from 60 to 80 cents each. In all cases the operator lists will be substantially lower than the normal distributor price facturers is permitting operators to

RCA Victor, Columbia, Capitol as one may be purchased from the and Mercury were reported here label. All the others will offer preexclusively last week (The Bill-packaged sets with one or more board, March 19). The special alternate packs made available. packages will be introduced at the Music Operators of America con- est at 60 cents per EP, normally vention in Chicago March 28-30. the operator list for a 78 r.p.m.

by the heavy use of EP's by oper- EP's in its deal. Artists include ators converting to dime play in many parts of the country. They have found the bonus 45's helpful in smoothing customer resistance to Hayman and Sarah Vaughan, the higher price peg.

In all cases diskeries setting up will be made available.

Capitol Weighs Formation of Subsid Label

HOLLYWOOD, March 19. -Persistent trade reports circulated here this week to the effect that Capitol Records would introduce a new subsidiary label shortly. Altho the reports were not confirmed by comer to the tape recording scene, Capitol's President Glenn Wallichs, he did acknowledge that such a project has been under considera- Cup was to ice cream. tion by Capitol for some time, but added that no concrete plans for of Bernie Cousino, a Toledo insuch a company were in the offing ventor, opens a vast new area of

been headquartered in meetings in way into use before 1956, but tion of a new label. If the new mediately. label plans jell, it is considered likely that the subsidiary will op- it possible to provide music on erate on a complete market basis, tapes in a simple, easy-to-play similar to that of Decca's Coral manner, and in time-lengths equal company, rather than specialize to today's EP and LP records. The

label, the company would immed- quality. Add to that, the advaniately have depth of catalog as a tage of being able to plug the result of masters sure to be im- cartridge right into the set withported by the label's new owners, out winding, rewinding, or thread-Electric & Musical Industries, ing, and you have the entire sales Ltd., London. EMI has a wide pitch for the package. range of both pop and classical The cartridge operates on a con-recordings available on its many tinuous line principle. The tape affiliate labels-Parlophone, Pathe, feeds off the center of the reel,

NEW YORK, March 19. - Ex- special operator EP sets are with-

Free Choice

Mercury alone among the manof 86 cents per retail-type EP.

Pending operator-EP moves by selecting plain-sleeve EP's. As few

Mercury's price is also the low-The development was sparked waxing. The label is offering 95 among many others. Title strips

RCA Packages Victor has two packages in the works. One consists of 20 EP's (Continued on page 147) Mildred Acuff.

FOR NUGETRE CALL CITNALTA

NEW YORK, March 19 .-The search for rhythm and blues talent grows more frantic, and labels are now trying to corral some of the top r.&b. songwriters. King's Sid Nathan told Carl Lebow, King a.&r. exec, to hustle up some writers, specifically one Nugetre, who has a flock of r.&b. hits to his credit. Instinct led Lebow to the right pew. He phoned Atlantic Records to inquire as to the whereabouts of Nugetre. The latter, of course, is Ertegun spelled backward. First name happens to be Ahmet. And he's vice-president of Atlantic.

Sign Renewal Pact

NEW YORK, March 19.-Acuff-Rose has renewed its affiliation with Broadcast Music, Inc., thru December 31, 1959. The publish-

Signing of the renewal ends firm's operation, owing to the recent death of Fred Rose. New

Indie 'Mergers' Due As Distrib Remedy

Prices Add Distribution Problem; Haydn, Urania Blend Sales; Others May Move

By IS HOROWITZ

NEW YORK, March 19.-The problem of adequate distribution faced by independent LP manufacturers, now more critical under the new price structure, is expected to result in a series of partial mergers during the remainder of the year, with more of the smaller producers by-passing distributors to

blend part of their sales facilities. Salesmen and representatives of each firm will henceforth take orders for both diskeries. However, Doug Duer remains sales chief for Haydn, with Irv Katz retaining his top sales post at Urania. Sales Cut Juke's Risk ing firm has been with BMI since payrolls will continue to be met by each firm individually.

Altho this combined sales pool speculation as to whether any is not unique in the industry, it has changes were scheduled for the been tried in recent years only by splinter firms. It is the first time that diskeries of the relative stature partners are Wesley Rose and of Haydn Society and Urania have resorted to this device.

While representatives of both declined to comment on the reasons behind the move, the factors affecting their decision are known to trade observers.

Chief among these is the heightened competition resulting from the general price reduction on LP's since the first of the year. When (Continued on page 22)

reach dealers on a direct basis. The first such "merger" will take place next week when the Haydn Society and Urania Records will **Title Service to**

PITTSBURGH, March 19. - A new title strip service for juke box operators, designed to be attractive to the eye and reduce to a minimum the operator's risk in buying records, has been formulated by Dal Haun, head of Star Title Strip Company, Inc.

The new strips - called Pic-Strips-each contain a small photo of the artist featured on the record.

The basis of selection of the titles will be a special Billboard pop chart tabulation made up of disks which have made The Billboard's Spotlight and Best Buys columns, plus disks which have strong juke box potential, according to The Billboard's statistical information.

An operator subscribing to the service will receive weekly title strip cards for 12 new records. Six of these will be pops, three (Continued on page 147)

SOME 'WALTZ'

'Jonas' Stirs In U. S. After Long Trip

NEW YORK, March 19.-Tunesmith Johnny Bond's "Cherokee also in the process of tooling.

Altho American Molded Prod
States and stirring some attention (Continued on page 22)

TAPE CARTRIDGE PLAYS LIKE RECORD

Big Potential Seen in New Gadget Manufactured by Chicago Company

By STEVE SCHICKEL

the tape cartridge, may prove as beneficial to that field as the Dixie

The new gadget, a brainchild exploitation in the utilization of Nevertheless, trade circles magnetic tape recordings. Much claimed Capitol record toppers had of the exploitation will not see its New York this week in discussion there are some avenues of expansaid to be centering on the founda- sion which will be felt almost im-

Simply, the tape cartridge makes as do RCA Victor's Groove and big talking point of pre-recorded tapes was condensed by manufac-Mercury's EmArcy.
Should Capitol form a new turers in two words, permanent

rolls past the reproducing head

and then rewinds onto the outside | Tho other inventors, notably CHICAGO, March 19.-A new- of the reel, constituting one con- W. C. Eddy, of Michigan City, tinuous strand of tape. The reel is have developed tape cartridge deset in a plastic case which has signs, most industry leaders see the two rollers at the plug-in end, over greatest commercial potential in which the tape rides. These rollers the Cousino product. are set on springs and are thrust downward as the cartridge is inserted into the playback unit. Thus when the cartridge is ejected the tape as well as the rollers spring up into the cartridge and cannot be touched by anything or anyone until it is again inserted into the

Granz Labels In B. I. Thru Deal With EMI

HOLLYWOOD, March 19. -Contracts between Norman Granz and Electric & Musical Industries. Ltd., are expected to be signed shortly, culminating in distribution of both Clef and Norgran records in the British Isles.

Granz, who returned from England and the continent last week on his annual Jazz at the Philharmonic tour, disclosed that an agreement had been reached which will give his disk firm its first distribution in England. E.M.I. will press and distribute with records to be issued on EMI's Columbia label, identified by either the Clef or Norgran name, whichever is applicable, and the Granz trademark, the figure of a trumpet player.

Deal is a three-year agreement with EMI taking on two LP's and two singles by Oscar Peterson as its first release.

ship with actor James Mason is to be Story Teller Records. Plans for the new label are currently being

Exclusive Rights The American Molded Products

Corporation, Chicago, holds the exclusive rights to the new cartridge. The firm is currently producing 90 per cent of the plastic reels now used by the tape industry. Arnold Hultgren, vice-president of the firm and chief engineer, disclosed that the Pentron Corporation of Chicago is already tooling to manufacture a series of recorders and playbacks designed to accommodate the new cartridge. He also asserted that four other firms, Waltz" has traveled a long way, none of which was named, are has gone thru several lyric changes

ucts will be the exclusive manu- as "Jim, Johnny and Jonas." Under facturer of the cartridge, Hultgren the latter title the tune has just stated that the firm will supply all been released on Decca with Bing manufacturers of tape as well as Crosby and on Columbia with recording companies wishing to Sammy Kaye. Bond, who recorded (Continued on page 146)

'PENALIZED FOR SUCCESS'

Miller Says, After All I've Done; Now I Gotta Suffer

Miller, Columbia's effervescent artists and repertoire chief, this week issued the complaint that he was being "penalized for success." Miller's beef was registered against publisher Frank Loesser and the latter's songwriting team of Adler and Ross, and concerned that trio's Granz also disclosed that the recently launched Broadway propname of his new diskery in partner- erty "Damn Yankees." Original cast recording rights to the show recently were dealt to RCA Victor.

(Continued on page 142) According to Miller, he's given his all for the writer-publisher en-

NEW YORK, March 19.-Mitch | tente for several years. He gave them their first record by a major artist-"What Would You Do?" by Rosemary Clooney.

> "Then I gave them their first real hit-Tony Bennett's 'Rags to Riches'," he said. "When 'Kismet' came out, we gave them not just one but two albums of the score, plus Bennett's 'Stranger in Paradise' single and others. We went all out on 'Pajama Game.' Two months after the Johnnie Ray record came out, I gave them another on the same tune-Miss 'Clooney's 'Hey, There,' and that one sold 2,000,000 records. I gave them 'Thumbelina' on the back of 'I Saw Mommy Kissing Santa Claus, and those sold 2,500,000. Comes 'Damn Yankees' and they went straight to Victor! What could have been in Loesser's mind?"

It was then quietly suggested to Miller that Columbia had recently gone all out on an album called "The Confederacy."

TO UNTIE A KNOT

MRIA Group Moves To Standardize Tape

step toward untangling the knotty ica to button down mutually acproblems of standards in the tape ceptable norms. Practically all field is expected to be taken next diskeries affiliated with the RIAA week when the engineering stand- are known to be experimenting ards committee of the Magnetic with pre-recorded tape, with some, Recording Industry Association such as RCA Victor, already out meets in special session here.

The question of standards has been given high priority in the work of the two-year-old association, currently composed of 26 manufacturers of tape and recording equipment. Many tradesters view the adoption of uniform trade standards as essential to healthy development of the fast-growing tape industry.

Once the MRIA arrives at a proposed set of standards, it plans to hold joint meetings with the Rec-

NEW YORK, March 19 .- A long ord Industry Association of Amerin the market with token catalogs.

(Continued on page 22)

For This Issue Only

THE MUSIC POPULARITY CHARTS

will be found in the Special MOA Convention Section starting on page 98

R&B Tunes' Boom Relegates Pop Field to Cover Activity

Labels Latching Onto Trend Hit Solid on the Best-Selling Charts

By PAUL ACKERMAN

NEW YORK, March 19.-Despite the scarcely-veiled antagonism of many pop publishers and artist and repertoire men to rhythm and blues material, 13 of the 30 disks on the current best-selling singles chart fall into that category. It is apparent that willynilly, and virtually against its will, the pop field has lost the initiative it enjoyed for years and is now spending much of its activity in covering.

Another notable observation is that those pop labels who are most successful in latching on to the r.&b. trend are those which have not fought it, but embrace it enthusiastically and understand the idiom. An outstanding example of such an operation is Coral, which in the last several months has been experiencing the greatest business of its career-and attributes the upsurge to the fact that many of its artists have clicked with r.&b. material.

Coral's McGuire Sisters' disk of "Sincerely," for instance, headed the retail charts for weeks up to the current issue. For the week of February 23, the sisters received The Billboard's Triple Crown Award (see separate story) for topping the three national chartsdealers, deejays and operators. This week, the McGuire girls entered the charts again with "It May Sound Silly.'

Top Songs In the last couple of months, the label has had about a dozen

Columbia Alters Distrib Set-Up

NEW YORK, March 19.-Columbia Records this week made two important changes in its distribution network. In Cleveland, the diskery closed its factoryowned branch in favor of an indie dle's daily shows to keep track of outfit, Seaway Distributors, Inc., and in Hartford, Conn., the Columbia record and phono lines were turned over to Roskin Distributors, Inc. The latter territory formerly was serviced by Stern &

John Cohen, formerly sales manager for the Stuart F. Louchheim Company, Philadelphia Columbia distrib, is president of Seaway. actually he doesn't much care if Wade Whitman, who was sales manager for Columbia Records Distributors, Inc., in Cleveland, will continue in that capacity for Miss Hawkins

Joseph Broderick, former district manager for the St. Louis territory, has been named sales on Allen TV manager of the Roskin set-up. One Left

In closing the factory-owned distributorship in Cleveland, Columbia has only one such operation left, in Atlanta.

Columbia's sales and advertising late-evening audience. forces flew to Miami Beach last sales execs Hal Cook, Stan Kavan, ulated recording session officiated Forrest Price, Al Earl, Milt Selkowitz and George Hayes; advertising and promotion execs Irv Townsend, Art Schwartz and Peter Munvies, and art director Neal Fujita.

Ken Smith Quits WLW Post; Thall Off of 'Hayride'

Don Cornell's "The Door Is Still

Open" and "Most of All," etc. artists' roster (see separate story) a couple of years ago. keep abreast of the trend.

showing up very strongly on the

By JUNE BUNDY

mean business, the boys have es-

tablished a ban on all new releases

which are played first here by

by Joe Finan of WJW, with the endorsement of WGAR, WSRS, WTAM and WHK jocks. Spinners

at WDOK are still on the fence.

The jockeys are monitoring Ran-

his disk programming, and Randle

got the ban off to a good start last

Sunday by playing nine "firsts" on

his show, including the latest re-

leases of the Chordettes, Gordon

MacRae, the Four Knights and

However, Randle said he played

the nine merely as a gesture of

recognition to the ban, and that

To 'Cut Disk'

NEW YORK, March 19.-The

Steve Allen show "Tonight," on

NBC-TV, has scheduled several

segs slanted at a disk-conscious

On the show Thursday night

over by Epic artists and repertoire

chief Mary Holtzman, with Don

The side to be "recorded" is "Smoky Morning," a tune written

finished record will be rushed to

won't be let in on that. It's a

stores the following day.

Caterina Valente.

The ban was originally sparked

tion to stations. To show they spin it.

CLEVE.'S DJ'S BAN

RANDLE'S 'FIRSTS'

Won't Play New Disks If WERE Spinner

Beats 'Em; N. Y.'s Lacy Comments, Too

CLEVELAND, March 19. - he doesn't think it particularly mat-

effort to stop WERE spinner Bill on his station discovered and was

of its artists slice strong r.&b. ma- charts with pop-styled r.&b. material, such as Teresa Brewer with terial. The current national best-"Pledging My Love." Billy Wil- seller list, for instance, lists Merliams with "I Wanna Hug Ya, Kiss Ya, Squeeze Ya," the Goofers' Dee" in fourth place, the Crew "Flip Flop and Fly," the Lancers Cuts' "Earth Angel" in 10th posi-"Tweedle Dee," McGuire Sisters' tion, the same group's "Ko Ko Mo" "Hearts of Stone," Teresa Brewer's in 14th and Georgia Gibbs' "Dance "Rock Love" and "Tweedle Dee," With Me, Henry" in 21st place.

Georgia Gibbs Open" and "Most of All," etc.

Interesting point, in connection
How closely the label follows with Mercury, is the fact that the Prescott heard "live" from Boston records purchased by dealers prior the r.&b. trend is indicated by an label recently announced a policy examination of the national r.&b. of playing down r.&b. materialdealer chart. As of the March 19 this despite the fact that the label other four days. The taped shows originally released. However, the issue of The Billboard, Coral had shows up so strongly in this catealready covered five of the top gory. In fact, Mercury artist correspondent-type show" and will resentatives to do in-person checks seven disks. The label is also issu- Gibbs, now on the national retail be recorded at TV stutio rehearsals, on stock losses reported by dealers. ing EP packages of r.&b. material chart with two disks, apparently record sessions, Al and Dick's reswith Georgie Auld and the Lanc- made it on the strength of r.&b. taurant, etc. ers. Addition of Alan Freed to the material. Her last chart record hit

is another indication of the vigor Dot is another label which has with which sales chief Norm Wien-stroer and r.&r. topper Bob Thiele been clicking with pop-styled r.&b. London to SSUE

CAKE DEPT.

Prescott on WNEW and WORL Too

NEW YORK, March 19.-Local deejay Norm Prescott has comas a full-time deejay over WNEW \$2.98 to \$1.95, and at the same here and also handle a daily hour time guaranteed to make up dealer show over his alma mater station, losses on any Remington disks cur-WORL, in Boston. Tapes and a rently in stock, but purchased at busy transportation schedule will the old price. do the trick.

from 2 to 3 p.m. Monday thru Korn, there is no time limit on this on Wednesday and Thursday (his to the price-cut announcement, redays off at WNEW) and on tape the gardless of when the disks were will be presented as a "New York label is sending out personal rep-

eep abreast of the trend. Mercury and Dot also have been howing up very strongly on the labers disks—both 27 Continued on page 22) Testival Pops

NEW YORK, March 19.-Lonseries of 12-inch pop LP's for introduction late in April. To be promoted under the tag of "Spring Festival of Pops," the series will feature the top orks on the label's roster, including sets by Mantovani, Frank Chacksfield, Ted Heath he has an "exclusive" or not, since and Stanley Black.

The series is a follow-up to the Deejays at five local stations here ters to listeners. To illustrate his 14-package "Festival of Favorites" banded together this week in an point, he noted that Walt Henry line turned out by the diskery last January. Like the previous series, Randle from getting record re-leases ahead of general distribu-leases ahead of general distribuwith special point-of-sale aids to a year ago for FM radio "beep" be made available to dealers.

insist that Randle tells distributors lease is the Mantovani set, titled he won't play a platter unless he "Song Hits From Theater Land."

Rival deejay factions here, tho,

The plug disk in the new re-

don Records is readying a new series of 12-inch pop LP's for intro-

NEW YORK, March

Magne-Tronics, Inc., has com-pleted negotiations with Capitol transmission. The pact now makes available all of Magne-Tronics 5,000 non-vocal selections for such background-music use.

The firm, which tags its product "Motivational Music," does most of its recording abroad. About 50 new titles are added monthly. Many of these are current ditties, recently on the best-seller lists.

Acquisition of the additional rights from Capitol is expected to kick off a new drive for franchise pactees by Magne-Tronics. These rights also include permission to use the material via multiplex broadcasting, once permission is granted for this medium by the Federal Communications Commis-

The company's deal with music fact-finding bill, is a House version users has Magne-Tronics paying of the Kilgore anti-exemption bill performance royalties to the Amerunder sponsorship of representative | ican Society of Composers, Authors and Publishers, and Broadcast Mu-Rep. Emanuel Celler (D., N. Y.), sic, Inc., for on-location installachairman of the House Judiciary tions. Franchise holders must Committee, has given no indication negotiate their own pacts with the

FROM JUKE BILL FRONT

3 Federal Groups

WASHINGTON, March 19 .-The Senate Judiciary Committee, headed by Sen. Harley M. Kilgore (D., W. Va.), has requested three major federal agencies to draft reports on their views of the Kil-

At the Same time, Rep. Frank Thompson Jr., (D., N. J.), has asked the House Judiciary Committee to request similar reports from nearly half a dozen federal agencies on the Thompson bill to create a federal copyright fact-

The Kilgore committee has called week to map fall plans in tropical (24), Epic Records thrush Dolores for reports on the Kilgore bill from seclusion. Making the junket were Hawkins will be featured in a sim- the U. S. Copyright Office, the Justice Department anad the State Department. Thompson has asked the House Judiciary Committee to Costa as arranger and conductor, get the views of the Commerce Department, the Federal Communications Commission, the Fed- dead weight. Within the next decision on this move is still pendby Allen and Don George. The eral Trade Commission, the U. S. Copyright Office in the Library of Congress and the Justice Depart-Actually, the side was cut some ment.

Kilgore Bill Remains

Pending in the House Judiciary Committee, besides the Thompson Thompson.

(Continued on page 148) clearance orgs.

'X' Strengthens Roster, Adds 5, May Cut Some

The Kilgore anti-juke box ex- Norman Brooks, Bill Kenny, Sandy time. The price of HMV vinyl Stewart, Gloria Van and Larry under Victor auspices is currently

division.

NEW YORK, March 19.-Five In the late summer or early fall artists were added by Label "X" the label is also expected to rethis week in a move to strengthen lease its first classical LP merits talent line-up. But Jimmy Hil- chandise. It is considered likely liard, artist and repertoire chief, is that initial entries will be drawn also known to be scrutinizing the from the HMV catalog, now reroster with a view to pruning it of leased by RCA Victor here. A month or so a number of artists ing, but if the HMV vinyl is shifted are expected to be dropped, bring- to Label "X," it will probably be ing the total number of pactees to marketed at a straight \$3.98 per less than 40 including folk artists. 12-inch LP and forego the special Newly signed to the label are packaging awarded the line at this

Meanwhile, Hilliard is lining up new talent for a special album Stepped-up activity by the RCA series slanted at the religious and tion before next fall.

trade secret. CINCINNATI, March 19.-Ken Smith, for the last 12 years with of the Allen show is being planned the Crosley Broadcasting Corpora- now by another diskery, Coral, to tion, the last seven as chief talent whom Allen himself is under conbooker with the firm's affiliate, tract. Coral a.&r. head Bob Thiele ceived Senate permission to with- subsidiary is slated for next fall educational market. Two sets of WLW Promotions, Inc., resigned plans to produce a 40-minute, 12his post, effective Thursday (17), inch LP within a couple of months his Senate counterpart of the make available a line of phono- ready in the can. These feature after months of wrangling over in which he'll feature Allen plus Thompson fact-finding bill The graphs for its distributors. These, screen stars Joseph Cotten and policy with H. S. (Bert) Somson, Eydie Corme and Steve Lawrence, Billboard, March 19). Senator of course, will carry the "X" tag, Ronald Reagan as narrators. More Crosley executive vice - president, regular vocalists on the show, both Langer is one of ten members of altho they will probably be manu- film talent is now being signed for was brought in some 10 of whom are also under contract the upper House co-sponsoring the factured by the Victor instrument the project, scheduled for comple-(Continued on page 22)

Back Price On 12-Inch LP NEW YORK, March 19.-Rempleted an "eat your cake and have ington Records this week reduced it too" deal, whereby he will work the price of its 12-inch line from

Remington Cuts

According to Remington's new The WORL show will be aired executive vice-president Bennet H.

Under the new \$1.95 retail price set-up, Remington LP's will wholesale to distributors for 94 cents and to dealers for \$1.21. Remington's Plymouth line stays at its present price level, said Korn. Meanwhile. he added, Remington has expanded its base of distribution thruout the country, and will increase its catalog of LP releases (at the new \$1.95 price) this year.

gets it first. In some cases, they In all, 10 to 12 LP's will be re-(Continued on page 22) leased simultaneously.

Rivals' Claim

To Draft Reports

gore bill to end the juke box copyright royalties.

finding commission.

weeks ago, but the TV public emption bill is the sole major copy-An actual on-the-spot recording right measure now pending in the Ferrari, the latter an organist who \$4.95. Senate Judiciary Committee, inas- will be used primarily for catalog much as Sen. William Langer (R., and album material. N. D.), last week asked and redraw from further consideration when Label "X" is expected to an initial release of eight are alanti-juke box exemption bill.

By JUNE BUNDY

GIMMIX: Jack Sterling, WCBS, New York, sold 900 cuckoo alarm clocks on his "alarm clock" seg for a sponsor last week. . . Martin Block, WABC, New York, estimates he has spun about 1,500,000 minutes of music during his 20-year career as a deejay. . . . Speaking of mileage, Sid Mandel, KYNO, Fresno, Calif., recently asked his listeners to guess how many miles of dentifrice are squeezed out of toothpaste tubes by Fresno's population in one year. A college student won the prizes with a mathematical calculation of 530.

Reese Rickards, WTAG, Worcester, Mass., recently took a portable tape-recorder aboard the Navy cruiser, U.S.S. Worcester (of which he was a crew member in 1952) and recorded interviews with his former buddies. The tapes will be played back on a special series, aired independent of Richards' regular nightly deejay show. . . . KZIP, Amarillo, Tex., evidently likes Betty Johnson. At any rate, Ray Winkler, manager of that outlet, reports that he played her new RCA Victor recording for 17 minutes last week, while another spinner on the station played it every 15 minutes for three hours. . . . Bill Bennett, WAND, Canton, O., sponsored a contest for the best jokes submitted by listeners during National Smile Week.

THIS 'N' THAT: Sandy Singer, of KCRI, Cedar Rapids, Ia., and Ron Bashford, CKDM, Manitoba, Canada, keep a sharp eye on The Billboard's charts and we appreciate their tips on typos. Singer, incidentally, says many of his listeners also follow the charts. . . . Here's a switch, a sponsor (Larry Mack, prexy of Slenderella International) tossed a party at Manhattan's "21" this week for local deejays who plug his product and their station sales managers. New York City spinners so honored were Ted Brown, WMGM; Bob and Ray, WINS; Gene Klavin and Dee Finch, WNEW; Allyn Edwards, WRCA; Ray Heatherton, WOR, and Jack Sterling, WCBS.

CHANGE OF THEME: Red Jones, formerly with KVET, Austin, Tex., and KTAE, Taylor, Tex., is now a private first (Continued on page 126)

DEALER DOINGS

By GARY KRAMER

DISAPPEARING 45's: The end of winter is welcome to R. H Bailey, Oklahoma Record Shop, Kansas City, Mo. In the overcoat pockets of some customers, 45's were easily concealed and pilfered. Bailey also warns of a technique that may work just as well in warmer weather. "Watch the customer who brings five or six records to the counter, then pays for one, only to request some additional disk in the back of the store. While your back is turned, he will slip two or three more in the bag." More than one record dealer in San Antonio has also reported petty thievery, particularly of 45's, to be an irritating problem.

A \$10,000 CONTEST: Retailers and distributor salesmen of RCA Victor portable radios will share \$10,000 in prizes to be awarded in a nation-wide window display contest beginning May 2. Dealers in each of the company's eight regions will be eligible for prizes totaling \$1,000, while distributor salesmen servicing them can win up to \$250 in each region. The awards in the contest, which closes July 9, will be made for the best windows built around the theme: "Take a Song Along . . . With an RCA Victor Portable."

M-G-M record distributors are offering dealer accounts match books in bulk, with the retailer's name printed on the front. The black and yellow match books have the label's imprint and are disk shaped.

The U-Name-Us Record store opened for business in Augusta, Ga., on March 12. A contest to select a name for the shop is underway and will last six weeks. . . . Phyllis Barr, of the Record Barr, Jesup, Ga., expects to open a branch outlet at one of the appliance and sundries stores in Jesup. Miss Barr opines, "I only wish I were three people and that every day had 64 hours." . . . The House of Records, Highland Park, Mich., is again under new ownership. This Detroit suburban shop has been purchased by Edward Urbanczyk and Edmund Gajek, newcomers to the field. . . . Stan Drayson, manager of the record department, Heins & Bolet, New York, is the proud father of a baby girl.

Ruth Haberstick, of the Cope Electric Record Shop, Alliance, O., has a good word for her teen-age customers. "The young trade is the big trade of tomorrow, and it is worth catering to. Many record shops resent youngsters, but we are very happy to have them among our other older customers, who enjoy them as much as we do."

Brubeck Group Set SONG CHANGES For Ravinia Park

CHICAGO, March 19.-A unique booking was scored this week by Paul Bannister, of the Associated Booking Corporation, when he placed the Dave Brubeck Quartet into Ravinia Park for a two-day concert.

The park is operated by the Chicago Symphony Orchestra and is used almost exclusively for the presentation of classic concerts. In effect, the organization bought the jazz quartet for the two-day affair for July 11-12. It was said that the Pep Diskery Formed symphony booked the Brubeck unit because of the draw the group showed on a recent college tour Records, new indie label, bowed nights.

FOR ST. PADDY

NEW YORK, March 19 .-Brad Phillips, deejay on WINS here, offered this special "Top 10 Program" for St. Patrick's Day: "No Moore," "Eire Angel," "Kokomo-ra," "Sham-rock Love," "Hearts of Blarney Stone," "Green Mi-rage," "Dance With Me Patrick (Henry)," "Tweedle o'-Dee," "Unsuspecting Harp" and "Land of Greens," in that

HOLLYWOOD, March 19.-Pep which included two local schools, here this week with its first release Northwestern University and Lake in the country and western field. Forest College, both of which were Plans call for further releases in sellouts. The symphony orchestra the pop and rhythm and blues will not perform on these two idiom as well. Firm is currently setting national distribution.

WHAT'S THAT NAME AGAIN?

NEW YORK, March 19 .-"Keep Me in Mind, and especially when you print your record labels," was the ad-vice handed Mercury Records this week by Famous Music topper Eddie Wolpin.

Wolpin understandably was upset this week when Mercury issued the Patti Page waxing of "Keep Me in Mind," because the label copy writer had the wrong publisher and writers in mind. Actually, the tune was written by Jack Wolf and Bert Bachrach, and it's the No. 1 plug at Famous. "Keep that in mind," says

Wolpin.

Cole to Start Gale Package

NEW YORK, March 19.-Nat (King) Cole is taking an all-star road for three weeks starting April 22. In addition to headliner Cole the talent line-up includes Lavern Drifters.

At the conclusion of Cole's three-week stint Roy Hamilton is scheduled to take the same package out for an additional 60 days

of bookings.

World Broadcasting Releasing Spring Musical Features

Broadcasting System is delivering dozen of which have never been its biggest spring release in the history of the company. World's more than 1,000 station subscribers will that Parker was to be buried in issued on the Jazztone club label receive a wide variety of musical Potter's Field, footed all burial at \$2.75 plus tax and shipping. material, featuring 18 bands and expenses.

Talent line-up includes Giselle MacKenzie, Helen O'Connell, Sauter-Finnegan, Jerry Gray, Ray Bloch, David Rose, the Sportsmen Quartet, Les Baxter, the Three Suns, Harry James, Charlie Apple-white, Tiny Hill, Eddy Howard, Peter Yorke, the World Salon Orchestra, the Blackwood Brothers, the World Concert Orchestra, and

the Orton-Rarig piano duo. Meanwhile World's parent company Fredrick W. Ziv reports that the Eddie Cantor transcribed radio series has now been sold in 114 markets, with the show in many cases purchased across-the-board by a single advertiser.

Open Investigation Into Latin Tunes

SAN ANTONIO, March 19 .-Alberto Salinas, of New York, manager of Southern Music's Angry Tune Latin-American department, and Luis Martinez Serrano, of Mexico City, manager of Promotora Hispano-Americana de Musica, were here to conduct an investigation of possible infringements on copyby their companies.

Salinas and Serrano were inon which the companies hold the r.&b. sales market, with cover wax-

copyrights.

CHARLIE PARKER A JAZZ GREAT

Flood of Memorial Albums Due; Granz Holds Most Sides

By BILL SIMON

NEW YORK, March 19.-The influence of Charlie (Bird) Parker, the modern jazz pioneer who died last week, is likely to manifest itself in popular and legitimate music for many years to come via disks. Altho his recording activities had been restricted to a handful of labels, a large quantity of sides by Parker are currently available, and some monumental issues of previously unreleased material have been planned for earliest possible release.

The bulk of recordings by the 33-year old alto saxophonist belongs to Norman Granz' Clef label, to Savoy and to Concert Hall Society, which recently purchased

had been under contract since that Parker died, Granz was in New York vainly trying to contact (King) Cole is taking an all-star Gale Agency package out on the that Parker died, Granz was in him regarding the biggest disk project of the artist's career, a typical Granz tour de force entitled "The Charlie Parker Story." It was Baker, Erskine Hawkins and the cal Granz tour de force entitled to involve Dizzy Gillespie and others associated with Parker in the formulation of the bop era.

The jazz impresario had planned to prepare the package for September release, utilizing new recordings, plus a series of photos by Djon Mili in a de luxe album selling for \$25. Now, since the package will have to consist of recordreleased.

Other Diskings

was with Savoy in 1942. That packages exclusively. Currently company now has four 10- the diskery is recording new jazz inch LPs available, and plans to dates with artists such as Coleman release three new 12-inch "memo- Hawkins, Rex Stewart, Paul Barrial" packages containing optional barin and Mary Lou Williams, and tunes already released. Savoy also from the Dial catalog, which it publisher of about 25 original purchased outright from Ross Rusjazz tunes written and waxed by the artist, and is busy negotiating to deal folio rights in the material.

The Dial material, now in Concert Hall hands, will be issued via the outfit's mail order label, Jazztone, and also in stores on Concert Hall label. One 12-inch disk, coupling Parker and Gillespie, will be out next month.

Roost Records claims to have

Republic Buys

for the song.

vestigating reports that recording McCoy and Nappy Brown, and re- week, Bell made a similar deal firms in San Antonio and in South corded by the latter for Lubinsky's with Copacabana Records for Texas have failed to pay royalties Savoy Records. The disk has Brazil.) on songs they have recorded and shown some action recently in the

ings expected.

latched on to a jazz concert tape cut by Parker and Gillespie at Carnegie Hall in 1948. Parker reportedly signed his consent to the issue about three months ago.

The earliest Parker recordings were made in the late '30's when he was a member of the Jay Mc-Shann ork. Decca has these, and is expected to wrap them up in a special memorial pack. Several scattered Parker disks were cut for Apollo (with the Sir Charles Thompson ork), for Continental (now available on Remington) and RCA Victor, as a member of the Metronome All-Stars. All of these are available currently in various LP packages.

the entire Dial catalog. The largest group of masters belongs to Granz, to whom Parker Jazzione Club to

Concert Hall's Set On Release; U. S., **Europe in Plans**

NEW YORK, March 19.-Jazztone, new mail-order disk label launched recently by disk club moguls David and Sam Josefowitz ings on hand, Granz has moved the release date up to May, and the near future will make its jazz is busy selecting about 80 sides recordings available on the retail NEW YORK, March 19.-World from the 150 available-several market. Twelve-inch LP's will be roadcasting System is delivering dozen of which have never been released to the trade on the Concert Hall label retailing at \$4.95. Granz, incidentally, on learning These will be the same diskings

Concert Hall will, however, issue some 10-inch slicings at \$3.95, Parker's first disking contract while Jazztone will release 12-inch "takes," or alternate masters of in addition plans to draw regularly sell. The outfit is negotiating with several indie jazz labels for mailorder rights only.

Ad Slant

Meanwhile, the firm has initiated a new slant in its full-page consumer magazine ads. It's combining its Jazztone push with that for the Musical Masterpiece Club, with the same ad soliciting membershp in either or both clubs.

The mail-order combine, which also includes Concert Hall Limited Editions and the Opera Society, claims a combined membership Stateside of 300,000, and a European membership of 250,000. It plans now to enter the retail pop NEW YORK, March 19.-Re- business in the seven European public Music, the Sammy Kaye countries where it has representapublishing firm, this week bought tion, and in line with this, has the rhythm and blues tune "Don't made a deal with Pocket Books" Be Angry" from Herman Lubinsky. Bell Records subsidiary to issue rights of music compositions held Kaye reportedly shelled out \$6,500 the latter's recordings in Switzer-The ditty was penned by Rosalie Italy, Germany and Belgium. (Last

Sam Josefowitz left for Europe Friday (18) on a five- to six-week business trek.

Jazz Business Is Big Business

and The Billboard examines the newest jazz trends and profit opportunities with a special

REVIEW and PREVIEW ENTERTAINMENT and JAZZ

a complete spotlight section of the April 23rd Billboard

Advertising Deadline April 15

TALENT TOPICS

GOOFERS TO GET RETURN DATE AT CHEZ PAREE . . .

The Goofers, Coral Records artists, currently appearing at the Chez Paree, Chicago, will be booked back into the club for a three-week engagement 16 days after they close here March 24.

MUSIC-RADIO

HILLTOPPERS CUT NEW DOT SIDES . . .

Jimmy Sacca, lead singer with the Hilltoppers, was released from military service last week. Dot Records chief Randy Wood lost no time reassembling the group for its first recording session in nine months, or since Sacca shipped out to the Far East. Two members of the group are still in uniform-Don McGuire and Seymour Spiegelman. Dot will have the new sides on the market this week.

SAN ANTONIO BASE INKS 'OPRY' UNIT . .

Carl Smith will headline a "Grand Ole Opry' group which is scheduled to appear in two performances at the Municipal Auditorium, San Antonio, on March 27. Appearance will be under the sponsorship of the Kelly Air Force Base Management Club. Others to appear include Marty Rob-bins, the Tune-Smiths, Hank Locklin, Tommy Collins and the Singing Simmons Sisters, Lee and Marge.

Indianapolis night life is beginning to shape up, with the Redheads and Bob Eberle currently at the Town House, and with the Stan Nelson Trio due in soon. Baritone Dick Noel just concluded a fortnight's stand there. Mel Torme opens for his annual visit at the Steckler House May 14. Jack Ensley, opening a new room in time for the Indianapolis Memorial Day 500-mile race, hopes to start with Nellie Lutcher, while the Marott Hotel is debating on Chico Marx. Ross W. Christena, local booker, is trying to interest George Gobel in a pre-race show.

The Tiny Markle ork is booked into Lake Compounce, Conn., every Saturday from April 2 thru September 24. Markle is program director of station WAVZ in New Haven, Conn. . . . Bill Carey has signed with Coral Records. The warbler, who was formerly on RCA Victor, is managed by Eddie Joy's Preferred Representatives firm. . . . Decca Records has purchased several masters cut by

Karen Rich, former vocalist with the Tommy Tucker and Bobby Byrne bands. The thrush also was signed to a Decca contract.

Bob Scobey, warbler and Dixie jazz maestro, has signed a fresh contract with Good Time Jazz. . . . Jazz vocalist Helen Merrill is cutting a new album for Emarcy, with arrangements by Ralph Burns. . . . Pianist George Shearing is leaving Shaw Artists to sign with Joe Glaser's Associated Booking Corporation. Erroll Garner made that same move last week. . . . Jazz trumpeter Tony Fruscella, recently starred with the Gerry Mulligan and Stan Getz combos, has signed an exclusive contract with Atlantic Records.

Mel Henke, pianist on the George Gobel show, has signed with Contemporary Records. He's currently in his third year at Lindy's, Los Angeles. Drummer Shelly Manne, poll-winning jazz drummer, has re-signed with the same label. . . . Urania R.&B. BROADCASTS Records cut material last week for LP's featuring pianist Willie (The Lion) Smith and the Duke Ellington clarinetist, Jimmy Hamilton. . . . Edna McGriff has signed an exclusive with New-Disk and Bell Records. The thrush is managed by Chauncey

The Rhythmettes, vocal trio, is now managed by Richie Lisella. . . . Columbia Records this week is featuring a release by a "new" mystery pianist named Smile-Lee. He sounds a little like Crazy Otto, doesn't take in laundry, has a brother named George and, in this recording, he plays a piano shaped like a swimming pool.

Joe Derise signed a three-year recording contract with Bethelehem Records this week, and cut his first sides Thursday (17)-eight standards which will be released on a 10-inch LP in three weeks. The singer, who formerly headed the Four Jacks and a Jill vocal group, is managed by Mort Hillman.

. . . Phil Brito has recorded two tunes, "I'll Never Leave Miami" and "Singing in the Sunshine in Florida," both penned by Jack Curry. The sides will be released on the Art label and distributed by Mercury's Miami distributor. . . . Singer Bob Anthony, who records for Eagle, is going on a twoweek tour of U. S. Navy Air Corps bases in Alaska, Canada and Greenland, with a troupe headed by Joan Fontaine.

FOLK TALENT & TUNES

Around the Horn

Al Coombs, retired musician, has selected Sunday, May 22, as the opening for his new hillbilly park, to be known as A Bar C Ranch, Cassville, N. J. Already set for the bow are Mery Shiner, Rusty Starr and His Western Ramblers, and Billy Willow. Smokey Warren, backed by the Palmer Cowboys, will handle the emsee chores. He'll also handle the talent end. . . . Marvin Rainwater is now working out of Nshville and Madison, Tenn., under the direction of Norman Riley, who has him set with a "Grand Ole Opry" unit which opened Sunday (20) at the Auditorium, Kansas City, Kan. The unit plays Maryin's hometown, Wichita, Kan., March 27, after which he hops to Dayton, O., to work a date with Little Jimmy Dickens March 27. Marvin's brother, Ray, continues as his personal manager, with Eddie Crandall sticking on as road manager.

Little Jimmy Dickens, nursing a broken arm sustained in a horse race with Carl Smith, has been filling his booking schedule without a hitch, altho he's been forced to chuck his guitaring in favor of a straight vocal turn. He'll carry his wing in a cast for six more weeks. . . . Ferlin Huskey has signed to work under the guidance of X. Cosse, who also handles the Carlisles and Martha Carson. The three turns are slated to work cross-country as a package unit. . . . Hank Snow and Chet Atkins have a new RCA release, "Silver Bells" b.w. "Old Spinning Wheel."

Laurel and Miles made their TV debut last week on "Down-State Jamboree" over WTVP-TV Decatur, Ill. Now working under the management of Bob Vincent, of the Mutual Entertainment Agency, Chicago, the pair continues with its regular program over WRAC, Racine, Wis. . . . Daniel James, a feature of the "Original Houston Jamboree," heard over KNUZ, that city, has signed with Starday Records, with the first release due within a fortnight. . . . Rusty Starr and His Western Ramblers, after 18 weeks at Club 177, Newark, set to bow soon at the Concord Hotel, Toronto, for a fourweek stand.

Dub Dickerson (Capitol) concluded his Kansas-Missouri tour last Wednesday (19) and headed into Florida for a 10-day trek, opening Saturday (19) at

(Continued on page 130)

RHYTHM & BLUES NOTES

By BILL SIMON

Hot on the heels of Al Hibbler's Decca slicing of "Unchained Melody" comes a rush cover of the tune by Epic's Roy Hamilton. Hamilton cut his version Wednesday (16), and the company is scheduled to ship copies Monday (21). . . . The Lord Calvert Hotel in Miami, which opened to musical acts in February with Arthur Prysock, has Illinois Jacquet in for two weeks, starting yesterday (18). Roy Hamilton has been booked there for two weeks starting April 18.

The Royal Jokers, Detroit vocal group co-managed by Al (Flame Show Bar) Green and Chuck Darwin, have signed with the Gale Agency. . . . Charlie White, former lead singer with the Clovers, has formed his own group, the Playboys, and is now recording for Cat, Atlantic Records' subsidiary label. The first release by the group is due out this week. On the same Cat release is the first disking by the Sheiks, a young group from Norfolk, discoveries of Frank Guida who owns the Birdland Record Shop there. . . . "Wild Bill Davis at Birdland" is the title of an Epic LP due out on the market in April. The stompin' Davis Trio cut the package during an actual night on the stand at the New York jazz spot.

Jimmy Reed, VeeJay disk artist, opens at the Royal Peacock, Atlanta, Friday (25). On the same bill is Little Walkin' Willie and his band. The band

has just cut its first wax under a new contract with Jaguar Records. Following his Atlanta date, Willie opens April 18 at the Comedy Club in Baltimore. . Al Hibbler opened Monday (21) at Detroit's Crystal Lounge for eight days. From March 29 thru April 3, he'll be at the Copa Casino in Buffalo. Hibbler is managed by Lee Magid. . . . Freddie Mitchell, formerly with Derby and Brunswick labels, has signed to do r.&b. instrumentals for Roost label. . . . Thrush Joan Shaw cut a date for Jaguar last

Deeiay George Woods will head the "Rock and Roll Show of '55" due at the Met in Philadelphia April 29. Talent already booked includes Varetta Dillard, Gene and Eunice, Little Walter and the Buddy Johnson ork. . . . Another bake, billed as the "1955 Rock 'n' Roll Festival" has been set for the St. Nicholas Arena, New York, April 2. The Rem Enterprise Company is behind it. Talent includes the same Miss Dillard, plus Red Prysock's ork, the Cadillacs, the Mellows, Otis Blackwell and the Joe Morris ork.

Groove Records has just inked petite blues only where his name value and an thrush Maymie Watts from Washington. Her first record is being rushed out this week. It's a cover on the Rollie McGill (Mercury) tune "There Goes He will work for an advance That Train.

DEC. BIG FOR MUSIC SALES

WASHINGTON, March 19. -One-fourth of last year's sales of phonograph records, sheet music and musical instruments in department stores took place in December, according to figures just released by the board of governors of the Federal Reserve System. November was the next biggest month for these items.

According to the same report, radios, phongraphs and television sets garnered 16 per cent of their annual sales at Christmas time. The November sales in 1954 came to more than 12 per cent of the annual sales of the items.

H'wood Org To Regulate Wax Airings

HOLLYWOOD, March 19.-The formation of an organization that would determine regulations for the broadcast of rhythm and blues music loomed as a possibility here this week when disk jockey Zeke Manners, KFWB, Los Angeles, sent open invitations to all d.j.'s in this area to meet and discuss the photo of Miss Francis. problem.

Manners, one of a limited number of local disk jockeys in the area to promote rhythm and blues, hopes other d.j.'s will join him in placing r.&b. in its proper balance in the music field.

Manners points out that if individual jockeys would closely screen all r.&b. music and discard undesirables, the good material confrom a generalized ban.

The situation concerning the broadcast of rhythm and blues music was heightened here this week when disk jockey Peter Potter declared "that all rhythm and blues records are dirty and as bad for kids as dope."

Herman Band **Bookings Set**

NEW YORK, March 19.-Bookmencing September 9. And Herman signed a three-year contract for repeat runs at the spot.

Turchin, for the past few years, has handled all the Herman bookings personally, but last week he turned that phase of the operation over to Joe Glaser's Associated Booking Corporation. He has turned all the one-nighters already booked over to Glaser for servicing.

Freed Joins Coral Label

NEW YORK, March 19.-Bob Thiele, Coral Records artists and repertoire chief, this week signed a contract bringing deejay Alan Freed to the label. The rhythm and blues jockey comes to Coral as an artist. Earlier reports that Freed would join Coral or Decca in an a.&r. capacity were unfounded.

Freed will do a series of albums and singles. The label will also record his "Rock and Roll" promotions, and may use him as background for other artists on the label-in the same manner that Coral uses Billy Williams. Thiele, however, pointed out that the label would be careful not to overdo this, and would avail itself of additional r.&b. flavor is needed.

Freed's deal is for three years. against royalties.

NEWS REVIEW

Camden LP **Appreciation** Set Is Solid

by JUNE BUNDY

NEW YORK, March 19.-Camden Records' new music appreciation series - probably sparked by the Book-of-the-Month Club's recent entrance into the field-might easily develop into the label's most profitable enterprise. The series has a promotion tie-up with NBC-TV's daily hour-long afternoon show "Home" that should add up to some healthy sales as the result of on-the-air plugs by the program's emsee Arlene Francis.

TCHAIKOVSKY: N U T-CRACKER SUITE; SCHU-BERT: THE UNFINISHED SYMPHONY (1-12") - An analysis by Arlene Francis. Camden Cal 256.

Miss Francis, who delivers the analysis-commentary on the LP. really gets around on TV, and she's been plugging the package consistently during her appearances, including her weekly stint on CBS-TV's top-rated panel show, "What's My Line?" In return, NBC-TV gets a printed plug on the album cover, which also features a radiant

Real Lessons

Content-wise, the LP is just what might be expected-elementary school-type music appreciation comments about the composers and their works, with special emphasis on human-interest biographical data. There is some music, of course, but it is strictly incidental.

Arlene Francis' chatty commentary is mercifully easy to undertained in the field would not suffer stand compared to some mushmouthed music experts. The simplified content of her "analysis" is completely acceptable, since the package is aimed at the housewife and beginning collectors. As such, it can also be used as a musical primer for youngsters.

WMGM Spreads Jobs Around With Ted Husing's Exit

NEW YORK, March 19.-The ings already set for the Woody departure of Ted Husing from his Herman band leave only 16 open daily two-hour deejay post at days between now and January 1, WMGM here has sparked a genaccording to Abe Turchin, Her- eral re-shuffling of programming man's personal manager. Included at the station. Rather than bring in this string is a solid 11 weeks at in a new spinner, WMGM is the Riviera, Las Vegas, Nev., com- spreading the time around to its present talent roster.

> Effective Monday (21), Ted and Rhoda Brown will broadcast an extra hour every morning, thus extending their time period from 7 to 10 a.m., taking over the 9-10 a.m. time slot formerly occupied by Carlton Fredericks' "Living Should Be Fun" program. Fredericks moves up an hour into the 10-11 a.m. time, heretofore reserved for Husing.

> The sports spinner's 5-6 p.m. show time will be taken over by Phil Goulding's "Your Hits of the Week," which will run from 5 to 8 p.m. over-all. The Dick DeFreitas-Aime Gauvin record seg, "It's a Woman's World," also gains an extra hour, and will now be heard daily from 11 a.m. to 1 p.m.

Gale Regains **Birdland Tour**

NEW YORK, March 19. - The Gale Agency has landed the Birdland concert package again, and will book its next big tour. The Birdland package recently has been handled by Shaw Artists.

A European tour is in the works for the show this year, and Gale Freed's talents in this connection is building the biggest package name - wise that Birdland has boasted to date. Heading the troupe will be Count Basie, Sarah Vaughan, George Shearing, andpossibly-Dizzie Gillespie.

Bestway Opens Up New N. J. Plant . . .

Bestway Products, Inc., formerly located in Clark Township, New Jersey, officially opened its new plant Tuesday (15) in Mountainside, N. J. Bestway, a pioneer in the injection molding field, specializes in the manufacture of plastic materials. More than 300,000 records a day can be produced in the new plant, it is claimed. The firm is currently turning out Bell and Golden records.

Lonny Starr Clicks On Pulse Figures . . .

Lonny Starr's new deejay programs over WNEW, New York, are clicking rating-wise, according to the February Pulse figures. Starr's evening spot from 10 to 11 chalked up a 1.4 and a 9.0 share of audience, representing more than 50 per cent improvement over last year's rating of .9 and 1.4 for this time period. His new daytime show (2-4 p.m.) pulled a 3.1 rating and a 14.4 share of audience last month, as compared to a rating of 2.6 and a 12.7 share of audience in that period in 1954.

Marlow's Panart Wax for U.S., Can. . . .

ican representative for Cuban Panart Records, is now making available a full catalog of Panart wax here and in Canada. Thirty 10inch LP's will be issued immedi- affiliated stations. The series is ately, retailing at \$3.85 per. Two regular releases are planned series, winding up at World Series monthly, according to sales chief Stan Steinhaus. A distributor web is now being lined up.

WGMS, Washington, Shuffles Staff . . .

announced staff changes in preparation for the station's future fulltime operation on AM at increased power. M. Robert Rogers, president and general manager, will restaff, owing to the resignation of month period. Dan R. Cavalier, vice-president of tribution business for high-fidelity electronic products. Mrs. Theresa



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MUSIC AS WRITTEN

newly created post of station man- | pared by Allied Productions. . . relations consultant.

M-G-M to Re-Issue 'Pirate' on LP . . .

M-G-M Records is re-issuing its sound track east album from the has been available as an LP.

New York

Robert Ascue, formerly Western and Midwestern sales manager for Remington Records, has been appointed national sales manager of the label. . . . Goldswan Productions, Inc., signed to produce radio musical commercials for Cadet Dog Food, Wilson Excursion Lines Marlow Productions, Inc., Amer- and Veri-Thin Pretzels and a radio and TV jingle for April Showers cosmetics. . . . World Broadcasting System has released 26 half-hour weekly baseball programs to its designed to run thru the baseball

Coral's Karen Chandler will open at the El Morocco, Montreal, April 9 for one week. Jimmy Boyd, Columbia's 15-year-old vocalist, has been signed by Universal-In-Station WGMS, Washington, has ternational to portray Jeanne mounced staff changes in prep-Crain's young brother in the flick "The Second Greatest Sex." . . . Conductor Tutti Camarata returns to radio over ABC April 4. He'll conduct a 45-piece light concert sume direct supervision of the sales ork every Monday night for a six-

sales, who is going to start a dis- re-signed by Decca Records for two years. . . . Martha Glaser continues as Erroll Garner's per-Rogers has been appointed to the sonal rep, with the pianist's bookings handled by Joe Glaser's Associated Booking Corporation.

As part of Decca's big dealer promotion on Spanish albums, the label has released three new pack-ages. They are "Corrida," made up of Spanish bull ring marches and pasodobles by the Madrid Bullfight Band and the Spanish Air Force Band; Granado's "Danzas Espanolas," with Alicia de Larroch, pianist, and "Castles in Spain," with an orchestra con-ducted by Frederico Moreno Torroba.

Mamie Watts is co-writer on Mercury's new Ella Johnson record "Alright, Okay, You Win." . . Henry Okun returned here this week after a 10-day deejay swing thru Camden, N. J.; Philadelphia, Maryland, Washington, Virginia, and Northern New Jersey.

and distribute Calliope Records, his own company in 1953. with Mrs. Taggart, composer of "Calliope Capers," as the instru-mentalist. . . . Gasper Gulotta singer Lillian Roth signed to headwas named national sales co-ordinator for Rich Records. . . . Jack Mills will attend the Southern division meeting of the Music Educators' National Conference in New Orleans from March 25 thru March The Mills Music sales staff will exhibit a full line of Mills' educational publications at the

Stanley Borden, formerly sales manager with Majar Records, has joined Joe Leahy's new Unique Record outfit in the same capacity. . . . Dr. Jive, deejay on WWRL, who is actually Tommy Small, is running a rhythm and blues promotion date at the Rockland Palace, New York, on Easter Sunday. . . . Savoy Records' Freddie Mendelsohn is on a promotion and

talent hunting jaunt in the South. Epic Records expects to add two men to its field sales force in the next few weeks. Bill Nielsen, sales manager for the label, will interview candidates at the forthcoming Music Operators of America meet in Chicago.

Alec Templeton is starred in a

ager. Another newly created posi- Steve Clayton, Columbia artist, ords, a Philadelphia label, which tion is that of promotion director, has been signed by the General filled by Margot Phillips, public Artists Corporation, which has booked him for 10 weeks this spring. . . . The tune "Blue Mirage" is held in the B. F. Wood catalog, not in Mills, as some deejay labels have stated. Buddy Wecht, formerly in pro-

Judy Garland-Gene Kelly M-G-M motion and personal management, movie musical "The Pirate" as a has become professional manager 10-inch LP this month. The Cole of Warock Music. Firm is a mem-Porter score was released by the ber of the Cherio, Rytvoc, Pic, label as a 78-r.p.m. set when the Campbell, etc., combine. . . . Eddie picture first came out in the late Heller, head of Rainbow and 1940's, but this is the first time it Riviera Records, has changed the name of his affiliated publishing firm from Kingsbury to Nassau, Inc. . . . The cartoonist William Steig has been signed to do the cover art for Epic Records' new "Jazz Master Series." . . . Hal Schlesinger, who handles national distribution for Starlite Records and for Marty Melcher's Arwin label, is in from the Coast seeing distribs and jocks.

Savoy Records has just completed a new up-to-date catalog of its LP and EP repertoire. Included are approximately 100 LP's and more than 150 EP's. . . . Oscar Cohan, of the Associated Booking Corporation, has married model Eleanor Raderman. . . . Jack Hook, of Roost Records, and Morris Levy, of Patricia Music, Birdland and The Embers, took off with their wives on a three-week vacation. They intend to do some hunting and fishing on the Florida West Coast.

Milt Gabler, Decca Records' a.&r. chief, has signed Lee Raymond to a contract. Raymond is the lad who recently recorded

Motorola Earnings Balladeer Burl Ives has been Show 7% '54 Gain

CHICAGO, March 19.-Motorola, Inc., this week reported its net earnings for 1954 were 7 per cent over 1953. In the annual report, Paul V. Galvin, president, said Motorola was shooting at a sales volume of \$225 million for 1955, approximately \$20 million over

Net earnings for 1954 were reported at \$7,572,000, amounting to \$3.91 per share. Sales for 1954 added up to \$205,226,000, second only to \$217,964,000 in 1953, the all-time record for the firm. Lower dollar volume was blamed on lower price structures.

'Pleasure Dome' Score to Raphael

HOLLYWOOD, March 19. -Score for the upcoming Broadway musical titled "Pleasure Dome" was nabbed here this week by Fred Barbara Taggart, whose hus- Raphael, president of the publishband Joe Taggart operates the Tag- ing company that bears his name. gart Miniature Circus, penned Acquisition of the show marks the Lorry Raine's new Dot release, first Broadway musical that Ra-"Show Me the Way to Forget phael will publish since he exited You." The Taggarts also make the Disney music firm to organize

Songs are currently being preline the show this week.

'CONCERT' CUES DECCA PROMOSH

HOLLYWOOD, March 19. -When Decca Records says "Concert in the Sky," they mean just that.

The upcoming release of an album by the Teddy Phillips orchestra titled "Concert in the Sky" gave vent to a promotion literally tailor-made for the wax. Album, a musical fantasy, features excerpts of pieces made famous by band leaders who have passed away, i.e., "I Can't Get Started," the Bunny Berigan standard.

Decca Records will preview the album for Los Angeles disk jockeys next week-in the cabin of a chartered plane en route to the Flamingo Hotel in Las Vegas where Phillips is currently working.

"Foolishly Yours" for Sound Recsold the master to Decca. . Adelph Hoefner, who leads a dance and polka band in San Antonio, was signed by Decca's Paul Cohen and will cut an album in Nashville next week. . . . Hans Lengsfelder, composer and Request Records exec, is on a European trip.

Larry Newton, head of the newly formed Treat Records, has just signed Buddy Brown, dubbed Prince of the Blues," from Jattburg, S. C.

Sam Goody, giant discounter, plans to add other products than records to his mail order service. Goody is soliciting manufacturers for product info with newspaper advertisements.

Chicago

Disk jockey Jay Trompeter, WIND, last week put together a show for presentation-before the Fair Teens Club, a fashion group for youngsters sponsored by the Fair Department store. Included in the show were the Burton Sisters, Bill Hayes, Janet Brace, Eddy Fontaine, Frankie Lester and Richar Maltby. All of the artists were in town on record jaunts or for appearances at the youth rally which took place Sunday (13).

The Four Aces leave Reno, Nev. March 22 for a tour thru England and Scotland. . . . Two Ton Baker, 'The Music Maker," will emsee the annual Vanderburgh County Teleparade in Evansville, Ind., April 2 and 3. The show will last 10 hours. . . . Yma Sumac opens at the Palmer House April 13 following the current Celeste Holm show. . . . Xavier Cugat and Abbe Lane open at the Chez Paree March 22. . . . Jimmy Featherstone, former bandleader, has joined the production staff on WGN-TV in Chicago. . Ralph Flanagan and his orchestra on a one-nighter tour thru the East Coast beginning April 9 at Atlantic City, N. J.

Vic Damone, current at the Chicago Theater, was off the bill for a few days this week because of the virus bug. . . . The new team of singers for the "Breakfast Club" show are Patricia Lynn and Dean

Stars at Chi Rally Pull 30,000 Kids

CHICAGO, March 19.-Recording stars attracted more than 30,000 teen-agers at the largest gathering of its kind here. Half of, the kids who attended the city's first Youth Rally squeezed into the auditorium of the International Amphitheater; the remainder watched the show in other sections of the building via closed circuit

Disk jockey Howard Miller emseed the affair. Artists who attended included the Three Chuckles, Frankie Lester, the Fontane Sisters, Bill Hayes, Eddie Fontaine, June Valli, Julius La Rosa, Ralph Marterie, Dick Maltby, David Carroll, Buddy Morrow, Archie Bleyer and his wife, Jan, of the Chordettes. Sponsors were Kiwanis International and The Chicago Daily News.

S&S Buys Golden Spots on ABC-TV

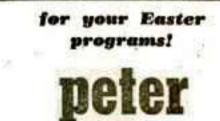
NEW YORK, March 19.-Simon & Schuster, on behalf of its Little Golden Records wing, has purchased a series of spots on ABC-TV to plug specific Golden record

Initially, the book publisher has purchased 32 spots over a 13-week period on "Romper Room," a daily moppet show, and the first plugs will involve Golden's "Walt Disney Song Parade." This is an eightrecord box item retailing at \$3.95.

If the effort pays off on this package, S&S will follow up with a similar promotion for its eightrecord "Instruments of the Orches-

Hollywood

Singer Harry Babbitt branches out into industry shortly, heading Lucky Pop Beverage Company, new firm that delivers soft drinks from a tablet. . . . Micki Marlo, currently at the Hotel Statler, signed to do four weeks of the Steve Allen "Tonight" show, beginning April 11. . . . L. Wolfe Gilbert, Coast chairman of ASCAP, left for New York Friday (18) to visit his mother, reportedly near death. . . . Lawrence Welk plays the huge Santa Ana Marine Base for Navy relief on May 24, with 35,000 tickets sold so far. Dance is to be held in a dirigible hangar, with capacity for more than 100,000. . Burnette giving up one-nighters for a chain of Checkered Shirt drive-in sandwich shops. . . . Buddy Bregman will arrange and orchestrate the score for the Mario Lanza show at the New Frontier, Las Vegas, opening April 4. . . . Joannie O'Brien has rejoined Cliffie Stone's "Hometown Jamboree." . . . Jana Mason follows Ella Fitzgerald into the Mocambo March 29 for a twoweek stand. . . . The Hal White Quartet, featuring vocalist Clessa Williams, is set at the Palm Springs Ranch Club thru May. . . . Teddy Buckner has been cast as a trumpet player in a New Orleans sequence of "Pete Kelly's Blues." . . . Franz Waxman has been set as musical director for the film version of "Mister Roberts." . . . Peggy Lee checked into Warner Bros. to begin recording tunes for her role in the Jack Webb film. . . . Jerry Fielding and his orchestra have a recording date Monday (21) with singer Jeri Southern to wax four sides for Decca. . . . The Penguins set for a shot on the Perry Como show. . . David Rose sliced "Take My Love" for M-G-M after completing an album of Gershwin tunes. . . . Julie London has recorded an album for Bethlehem Records, with music by Bobbie Troup. . . . The DeMarco Sisters headline at the Flamingo, Las Vegas, with music by the Teddy Phillips ork.



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Cleve. DJ's Ban Randle's 'Firsts' GLEASON SAYS

· Continued from page 18

leases as much as two weeks ahead | cent of its library. of other stations in town.

Business, as well as principle, is involved according to jockey Finan, who observes that sponsors are beginning to wonder why the other spinners don't rate with the record industry. Local dealers, too, are said to be miffed, because Randle sometimes causes a demand for disks before they're in stock.

Meanwhile, local record distributors are in the middle. Their story is that Randle's "firsts" are handed out by New York record execs, who contact the jockey during his weekly Saturday appearance over WCBS in Manhattan. In line with this theory, it has been reported that some New York deejays are beginning to cry "no fair" over releases going to Randle

N. Y. Jockeys

Jack Lacy of WINS for one has been having his troubles with his "Review of New Releases" (culled from past week) show, which is aired from 12 noon to 2 p.m. on Saturdays. If Randle plays a release first the same afternoon, then it never gets an airing over Lacy's Saturday show, because he thinks a seven day wait takes the platter out of the "new release" category. Otherwise, tho, Lacy says he doesn't really care when he gets releases.

Randle debunks the New York story, pointing out that he seldom if ever plays a new release in Manhattan that the other stations haven't already received, because it takes a new record so long to get a hearing there.

A side-light to the Cleveland controversy is that Joe Finan's station WJW recently set up its platter programming under a new system, whereby the station concentrates the bulk of its spins on the 40 top local record sellers. According to station manager Jack Kelly, WJW now works with a basic library of only 60 records (at one time, since the list changes constantly). Consequently the sta-

Smith Quits WLW

Continued from page 18

months ago to direct operation of both WLW Promotions and the other Crosley affiliate, Olympus Films.

Tendering her resignation at the same time as Smith was his chief assistant, Betty Blake. Smith says he originally turned in his resignation in January but at that time Crosley officials asked him to take time to reconsider. Smith's duties at WLW Promotions, Inc., especially concerning fair bookings, will be assumed by Bill Querner, veteran Crosley employee and for the last three years an assistant to Smith.

Another resignation hit the Crosley hopper this week when Willie Thall, long-time emsee of WLW-T's "Midwestern Hayride," asked to be relieved of his duties on that show due to ill health. He has been under a physician's care the last 10 months. Thall will continue his appearances on the Ruth Lyons. "50 50 Club" on WLW television and the "Bill Thall Show" on WLW. Another factor in his resignation was that his duties with the latter shows prevented him making the necessary personals on fairs with the "Hayride" opry.

Thall has been replaced on "Mid western Hayride" by Hugh Cherry, veteran of the country and western field, who joined WLW two months ago to take over the reins of the radio version of "Hayride."



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CIRCLE 7-1130 unusual interest.

claim, Randle receives new re- tion now only uses about 1 per

Kelly Formula

The formula, Kelly believes, is an ideal audience-builder, since sales figures prove these disks are what the public wants to hear.

WJW has been somewhat controversial itself lately, being the only station in town that didn't go along with the ban on Etta James' "Wallflower" record. Kelly, who pioneered r.&b. disks here with Alan Freed's "Moondog" show, said he decided to play "Wallflower" only after making a survey of local teen-agers, who told him they didn't think the lyrics were dirty, and that their primary interest in r.&b. anyway is the beat. "Moondog House," with another deejay at the helm, is still broadcast over WJW nightly from 11 p.m. to 2 a.m.

In addition to Joe Finan, Cleveland deejays endorsing the ban on "Randle-firsts" include Tom Carson, WJW; Bill Gordon, WHK; Bill Mayer, WTAM; Hal Morgan, WGAR, and Bob Forster, WSRS.

To Untie a Knot

· Cutinued from page 17

A preliminary meeting on stand ards between MRIA and RIAA representatives last November was inconclusive.

Reports Ready

Due to report at the special MRIA get-together Thursday (24) velopment, who chairmans the crease in prices. standards group.

turers and instituting standards.

A group led by Russell Tinkam. of Ampex, will report on the result of a preliminary survey aimed at setting up standard playback Starr to Rep U. S. curves for all tape speeds.

Arnold Hultgren, of American Molded Products, chairmans a group which has explored the dimensions.

standards for track and head placeequipment.

Next week MRIA will launch a not among its present membership. The next annual meeting of the association will be held in Chicago in May. MRIA president is Joe Hards. Magne-Tronics.

Indie 'Mergers'

Continued from page 17

\$5.95 was the LP standard, some indies found it possible to compete by maintaining this list largely as a theoretical peg, but still offering dealer incentives via more-thannormal discounts. With the majors now marketing 12-inch vinyl at \$3.98 and \$4.98, this profit incentive for dealers and distributors is no longer as attractive.

Distributors who have found it difficult to move indie LP merchandise in the face of this heightened competition have relaxed their promotional efforts for this largely esoteric merchandise in favor of faster-moving items. This has left these diskeries with even smaller market representation than before. In some territories, particularly in the South, have never enjoyed adequate distribution.

1 MANDOLIN IS GOOD, SO USE 30

NEW YORK, March 19.lackie Gleason never uses one TV chorus girl where 10 will do, and his Hippodrome-type production philosophy has now been extended to his forthcoming Capitol album, which features 30 mandolin players.

Capitol is releasing a side from the album this week as a single, featuring two standards wrapped up in Gleason's "new sound." Mandolin players being comparatively scarce these days, the comic still managed to include tenor and bass mandolas in the 30-instrument line-up, along with an alto oboe (the oboe d' amore) and cellos. Gleason is scheduled to give the single record a big send-off on his CBS-TV show April 2. The album will be released later this spring under the tag "Lonesome Echo."

ASCAP, Ops Agree On Fee Status Quo

CHICAGO, March 19.-During a conference recently between the American Society of Composers, Authors and Publishers and representatives of the National Ballroom Operators' Association and the National Association of Amusement Parks, Pools and Beaches, ASCAP representatives reported that the are four subcommittee heads music royalties from ballrooms and working under the general direc- amusement centers have dropped tion of Bob Leon, of Brush De- considerably, necessitating an in-

However, after pro and con The subcommittee headed by discussions, it was unanimously publicize the plan locally. C. J. Lebell, of Audio Devices, will agreed that this was not the time recommend a set of procedures for getting information from manufactors, which resulted in shelving Juke Styled Rack the discussion pending results of a Boosts 1-Stop Till survey to be made shortly by ASCAP.

Music in Europe

NEW YORK, March 19.-Ben question of standardizing tape reel Starr, well-known music business attorney, will settle abroad shortly The subcommittee led by Clar- to represent American music interence Sprosty, of Brush, will suggest ests in Europe. Starr sails on the Ile de France April 6 and will ment on recorders and playback headquarter in either London or

Starr's move, of course, is indicanew membership drive with letters tive of the growing internationalimailed to about 65 manufacturers zation of the music business. According to present plans, Starr, who has been an attorney for 23 years, will give up the practice of law and devote all of his time to representing publishers and record manufacturers. A good part of his time, he said, would be spent in securing European songs for American publishers and placing American songs with European publish-

R.&B. Tunes Boom

Continued from page 18

of Stone" (11th), and "Rock Love"

Other r.&b.-style disks on the national retail chart are Victor's Perry Como etching of "Ko Ko Mo," the Penguins' "Earth Angel" on Dootone, the late Johnny Ace's "Pledging My Love" on Duke, Lavern Baker's Atlantic disk of "Tweedle Dee' and Bill Haley's Decca disk "Mambo Rock." Haley has been notably successful with r.&b. and had a smash seller in "Shake, Rattle and Roll." Atlantic, more than any other label, is credited with sparking the entire trend pop-styled r.&b.

Meanwhile, there has been no In major areas, especially in this apparent slackening of pop-r.&b. city, many indies have sold larger styled releases. Within the last retailers direct as house accounts. week, some of the disks which It is considered likely that more have been released include Frank of this direct-to-dealer selling will Sinatra's "Two Hearts" on Capitol, now be the pattern everywhere. Hilltoppers' "The Door Is Still By vaulting distributor middlemen Open" on Dot, Don Cronell's "Door these indies hope to keep their Is Still Open" and "Most of All" on dealer prices low enough still to Coral, Fontane Sisters' "Most of provide sufficient stock incentive. All" on Dot, Doris Day's "Two Other independent manufactur- Hearts" on Columbia, Johnnie ers are known to be watching the Ray's "Flip, Flop and Fly" on Co-Haydn Society-Urania move with lumbia and ditto by the Goofers

Holiday Firm for Pop, Jazz Records

HOLLYWOOD, March 19.-Holiday Records, headed by screen writer Bill Bowers, Ed Thraser, Russell Wade and Ray Corliss, was formed here this week, with immediate plans calling for release of wax in the pop and jazz fields.

Firm has already signed four artists, Sam Alessi, Dolores Frazinni, Peggy Dietrick and the Travelers. First release by the new indie, titled "Cactus Valley," is from the Columbia picture "Tight Spot," and is published by Columbia Pictures Music Corporation.

Company will release its wax thru the newly formed Record Releasing Corporation, headed by Johnny Bradford.

Bowers disclosed plans in the offing for albums to be recorded by screen stars Dick Powell and Cinger Rogers, the no firm commitment had been made yet by the artists.

Thesaurus Offers Merchandise Plan

NEW YORK, March 19.-RCA Thesaurus is offering its local radio station subscribers a new merchandising plan for sponsors, keyed to the slogan "Shop at the Store With the Mike on the Door.'

The merchandising kit includes spot announcements (plugging the slogan) recorded by Nelson Eddy, June Valli, Freddy Martin, Sammy Kaye and George Melachrino; special display material for station advertisers with copy tying the "Shop at the Store" theme in with each station's call letters; station ad mats; art work for sponsor retail ads, and a Thesaurus promotion kit which shows stations how to

MILWAUKEE, March 19. - A counter display rack for 45 r.p.m. disks, arranged by listings similar to those used on the late model juke boxes, is responsible for a 25 per cent boost in coin machine operator's one-stop volume at the Music Mart, according to a Milwaukee disk retailer, Barny Kuehn.

Dimensions of the display unit are 30 inches deep and 16 feet long, with the rack holding a total of 125 records. Made of plywood, the rack holds five tiers of records.

Kuehn says he is now able to arrange disks in the categories familiar to juke box operators.

Some 'Waltz'

Continued from page 17

it several years ago as "Cherokee Waltz," is now doing the translated version on Columbia.

As "Jim, Johnny and Jonas," the ditty was Germany's biggest hit since "Lili Marlene" several years ago. It was recorded there with the Hula Hawaiian Quartet on the Deutsche Grammophon label.

European rights to the song were acquired from Johnny Bond by Reuter & Reuter Forlags AB., of Stockholm, Sweden, some years ago, and this firm placed it with Dr. Hans Gerig of Cologne, Germany, five months ago. Bond wrote the lyrics for both versions.

STANLEY KEEPS RECORD INTACT

HOLLYWOOD, March 19, -Hal Stanley, personal manager to singer Kay Starr, boasts the enviable record of never having missed a recording session in which Miss Starr performed.

Currently recovering from recent surgery. Stanley was put to the test this week when RCA Victor's artist and repertoire chief, Joe Carlton, arrived here and scheduled a session for the singer.

Stanley made the date, and with the help of a bed set up at the studio, rested between takes.

HOCUS-POCUS

By BILL SACHS

information of all magicians in-Bill Durbin's Egyptian Hall at Kenlatest trick."

ator) played a repeat on the Davton 5, O.

66 WAS much interested in Bob | "Garry Moore Show" over the Nelson's idea re the estab- CBS-TV network last Friday mornlishment of a magic museum by ing (18). Warning of the Senator's the International Brotherhood of second appearance on the Moore Magicians, as outlined by him in TVer came to us via a postcard your column recently," writes Willard S. Smith, of Holden, Mass. "When national fraternal and academic organizations are having a tor) Crandall will appear again on time trying to collect a dollar per the Garry Moore show, which only member, etc., for homes, museums indicates one thing to us-they and such," continues Smith. "I'm must be getting pretty desperate McMillan, manager of purchasing afraid a magical society would at CBS. You will be able to miss have a hard time collecting enough tuning in on CBS March 18 at 10 to put in a foundation. However, a.m. EST. This admonition was the question of a magic museum sent out as a public service by the has been in the minds of many Senator's best friend-himself." . . . of us for some time. So, for the Word comes from London that second time with the birth of a Chris Charlton, eminent British daughter. terested, the Society of American magician, is gravely ill in that city Magicians has an Archives and and that his present retirement may Museum Committee which has be permanent. . . . Charles T. Jackbeen studying the idea from all son (Great Jaxon) postals from angles. And there are plenty! I Webb City, Mo., that he's been think I speak for the committee, of keeping busy at hotels, schools and which I happen to be chairman, clubs with his revamped turn feawhen I say that the project is too turing lots of silk and illusions places." Also, he said, things are big and intricate for any one group (Oriental). "What's become of getting pretty much on a two-week to do very much with. The IBM Will Rock and Wormald, the Okmuffed a wonderful chance when lahoma City trixster?" he queries. . . . American magicians slated to at present on 133 radio stations ton, O., was on the market. That invade England in May include Dai and 70 TV stations in 37 markets. could have been an IBM shrine. Vernon, Faucett Ross, Ade and But to build and maintain a mu- True Deval, Frances Ireland, Jay seum . . . well, we can dream Marshall and Channing Pollack. . . can't we? Incidentally, magic does John Calvert is back in the U.S.A. have a museum with every cer- after an extended stay in Australia, tainty that it will grow. It is at the and has just finished a picture for Ringling Museum of the Circus at Warner Bros. called "The Silver Sarasota, Fla. I visited it last month | Chalice." . . . Vanteen the Magiand was pleased with the start that | cian, who since November has been has been made. They have the working at a private club in Chi-Worthington, Chambers, Oursler, cago as a party decorator and enand McManus (Larsen) collections, tertainer, or as Van puts it, "glorior much of them, and plan to build fied waiter," left there last week accommodations to display more of for Deming, N. M., to join the them in the near future. This mu- Clyde Beatty Circus, where he'll do seum, I would point out, is State magic in the Side Show the coming subsidized, and that makes a dif- season. . . . International Brotherference! Anyway, let's keep alive hood of Magicians members on measuring sales impact of adverthe idea of preserving that which the sick list are E. H. Vilter tisements and commercials was is worthwhile in magic. There is (Zippy, the Magic Clown), 6133 so much more to it than just the Dakin Street, Chicago 34; Lieut. oped by Dr. George Gallup, is de-Col. David S. Anderson, Ward 8, signed to show whether the adver-U. S. Army Hospital, Fort Belvoir, tising tested actually created Va., and Mrs. Jeane (Hugh) Bur-

BURLESQUE BITS

Ann Arbor, who was booked by strip, is a newcomer on the Hirst Dave Cohn into the Club Samoa, wheel from many engagements in chairman of the counterpart com-New York, March 11, for an in- Western theaters, including houses definite stay, will have cause to on the Milt Schuster circuit. In remember that the Famous Door private life she is the wife of Larry nitery adjoining is not the Samoa. Kane, house singer at the Hudson, It all came about when she mis- Union City, N. J. . . . A note from took one for the other for the re- Mrs. Eddie (Beatrice Gay) Laurie hearsal.... Don Pickles, comic- to booker Meyer North tells of the emsee, according to Cy Messitte, death of Walter (Wally) Sharples, is in his ninth week at the Club 63, long-time burly straight man Mirror in Washington.... Albert and later in vaude, on March 6 G. (Bozo) Baugh sends word that from cancer at his home, 63 Buron March 7 in Suey Welch's Sport bank Street, Boston. For many Club in Los Angeles, Johnny years he was one of a trio, the Maloney, straight man at the New other two members of which were Follies, was selected to head a George Shelton and Al Tyler. fund toward the purchase of a More recently he was teamed up marker for the grave of J. C. Jack with Charlie Naples. Surviving is located in Norwalk, Calif. He his widow, Helen Moon, former urges contributions be sent either dancer, now a booking agent. . to Maloney or Bob Biggs at the The Beretania Theater in Honolulu New Follies.... Comedian Danny features Orchid Kainoa, burly's Evans, pianist Joe Geisler and newest strip. Same locale has Rita singer Ann Crews are the princi- Ravell headlining since January 5 pals in a new cocktail lounge act at the Blue Note club operated by billed as "Guys and Gal" now being exploited by all bookers. . . . Brown Derby nearby. Other prin-Jessica Rogers is convalescing at cipals at the Blue Note are Malami her home, 1610 Virginia Avenue, Taylor, female impersonator; Lani Tampa, after a major operation. Harper, vocalist, and Charles San-Friends are asked to drop her a tos, ork leader.... Song writer line.... A new nitery, the Cork and pianist Ray Walker's latest Club, opened in Miami last week ditty, "I Found a Peach on Miami with eight strips including Hazel Beach," is being adopted as the Lee, Austine Merrill, Doris Althea, official song at Miami Beach. Emil Marcy Blaine, Mona Ludwig, Jean Coleman's ork at the Balmoral Ho-Floder, Jean Mason and Kay Mar- tel at the resort is playing it on tin, backed by musicians Link the Mutual Broadcasting System. Andrews and Bill Merrill. . . . Vesta (LuVeeta) Vorhees, stripper, comic, was killed in a car crash at and her husband, Jay Thomas Reolanos, Calif., on March 8... Fisher, concession operator, send Raye Motte, of the burly and word from their St. Louis home of vaude team of Raye and Pedro, the the recent arrival of a new mem- "Brazilian Nuts," operates an eat-Their son, Duane LeRoy, is regis-

Jan Cafara, talking woman and March 26 to April 3.

York.

... Tom Dugan, 66, former burly ber of the family, Rosemary Avilla. ery in Louisville when he is not entertaining or busy boosting in be-

RESTLESS **PEOPLE**

Continued from page 3

and the Roman Catholic Church. ... Bert Lahr has been signed for the "Colgate Comedy Hour" of March 20, joining Gordon MacRae.

Alixe Gordin, formerly casting director for "Norby" and "Studio One," has joined the Henry C. Brown talent agency where she will take charge of the TV dramatic department.... Randall R. for RCA Communications, Inc., has been appointed purchasing agent of NBC.... Jack Sterling, ringmaster on CBS-TV's "Big Top" circus show, became a father for the

Confused TV

Continued from page 2

say anything. With spots you can concentrate on products and notice basis, making for increased flexibility. He has spots scheduled

For the same amount of money, he said, he can get five times the commercial time on spots that he could get with network television. In other words, for what it would cost him to get three minutes of time on a network show, he can get 15 minutes of spots-and pick his places. Colson also said that the cost of spot buying has gone down to about 85 cents a thousand, whereas the average for a network show would be about \$5 and some of the bigger ones would run up to around \$25.

The meeting here wound up with a closed session on radio-TV at which a new technique for presented. The technique, develenough new customers to hold and CLARKE CRANDALL (The Sen- nett, 40 East Norman Avenue, improve its companies' competitive

> Other speakers were George Fry, NBC vice-president, and Rodney Erickson, vice-president of Young & Rubicam, Inc.

NARTB Confab

Continued from page 2

mittee in the House. Gov't Day Program

Interest in the unique upcoming Government Day program will be heightened by attention already being given to industry problems on Capitol Hill and at the FCC. In all likelihood, the Senate Interstate and Foreign Commerce Committee under Senator Magnuson will have progressed deeply into its upcoming hearings on the broad-casting industry by the time the

NARTB convention opens. Engineering sessions will be held May 25 and 26. A section of the program dealing exclusively with the radio will stress the following subjects: "Automatic Operation of Program Devices," to be discussed by A. H. Lind, of Radio Corporation of America and Phil Smaller, of Amtex Corporation; "Remote Control of Stations, Both Directional and High Power," to be discussed by A. Prose Walker, manager of NARTB's engineering department; potential technical economies in transmitter design and current FCC proposals involving engineering.

Bye Again

· Continued from page 3

possibly there might be a change not renew. in the show's format. It is also likeremain in his post.

THE FINAL CURTAIN

BALES-Joe Jean (Pete), Veteran musician and concessionaire,

March 10 in Veterans' Hospital, Omaha, of a heart attack. During World War II, he was arranger for the 19th Infantry Army Band. Survived by his daughter Jene: his father, E. W. Bales, College Springs, Is.; a brother, Pat, Searcy, Ark., and a sister, Mrs. Rachel McWhorter, Kohoka, Mo. Burial, March 14 in College Springs.

BERGER-Leon,

72, retired theatrical agent, March 12 in Atlantic City (N. J.) Hospital. He was best known as manager of the old American Theater, a Jewish repertory theater in Philadelphia. He was also credited with staging the first stage-shows at Philadelphia's Metropolitan Opera House after it opened following World War I. In later years he worked as an agent for choirs and cantors. Surviving are his widow, Nettie W.; two sons and two daughters. Services March 15 in Philadelphia, with burial in Monteflore Cemetery there.

BOHLER-George F., 90, veteran circus musician, March 11 in Augusta, Ga. For many years he played cornet and flute in the Barnum & Bailey Circus band. Survived by two sons and a half-brother.

president of Preble County Fair, Eaton,

O., recently. (Details in Fair section.) CAPPEL—Carl, 62, father of Dwight Cappel, music di-62, father of Dwight Cappel, music di-

rector of Station WWSW, Pittsburgh,

March 9 in that city. CATES-James Marvin, 68, for many years electrician at the Fox Theater, Atlanta, March 10 in that

city. Survived by his widow and a sis-ter. Burial in Westview Cemetery, At-

57, former show girl and night club operator, March 12 in Wildwood, N. J. In show business for 20 years as a singer and dancer, she performed on the Keith circuit and appeared in the 'Mother Goose Revue" with Eddie Cantor. In recent years she was associated with her husband, Jack, in the operation of night clubs, including the Martinique Cafe and previously the Riptide. In addition to her husband, a son and a sister survive. Services March 15 in Wildwood, N. J., with burial in Cold Spring (N. J.)

GHEEN-Dana E., concessionaire at Buckeye Lake, O. March 8, of a heart attack. He was a member of the Ohio Showmen's Association. Survived by his widow, Leola, and a daughter, Mrs. Joseph Kern.

GOLDSCHMIDT-Osear A., in Kassel, Germany, March 11 in New York. He was a nephew of Jenny Lind, "the Swedish nightingale." His widow

HEIDT-Mary, 80, mother of bandleader Horace Heidt recently in Alameda, Calif. She suffered a stroke a month ago.

67, character actor, March 11 in Hollywood, of a heart attack. He had appeared in repertory in England in 1914, prior to coming to the U. S., where he has appeared in a number of motion pictures

64, veteran motion picture executive March 10 in Twentynine Palms, Calif He had been associated with films for many years as production, unit and business manager for 20th Century-Fox as well as Walter Wanger and various independents. His last Hollywood

signment was as production head for

the screen version of "Oklahoma."

JENSEN-Louis, 73, eminent Danish cellist, March 4 in Copenhagen. For several years he was a member of the Royal Opera Orchestra, but owed his renown to his playing of chamber music with his tric or quartet.

JONES-Mrs. Gloria, 56, performer with Siebrand Bros. Shows, recently in Phoenix, Ariz, Burvived by her husband, William F., a son, Irvine B. Carruthers, New York, and two sisters in England. Burial in Showman's Plot, Greenwood Memorial Park, Phoenix.

KEEGAN-Michael (Buck), 88, old-time showman, recently in Veterans' Hospital, Wadsworth, Kan. For many years he performed a whipcracking act on various circuses and carnivals. Burial in Veterans' Cemetery, Wads-

KINDLER-Frank X., long-time circus fan and organizer of the Minnesota group of the Circus Fans Association, at St. Cloud, recently. He was a retired florist. Surviving are his widow. Mary; daughter, Mrs. F. B. Harmon Jr., Charlotte, N. C., and a son, Frank, of Los Angeles.

NBC to Extend

Continued from page 2

tion, the web has had sponsorship problems with both the Sunday spectacular and the Tuesday hour. Hazel Bishop has owned pieces of both shows and has differed most with the web. Reynolds Metals, however, which is sponsoring three Sunday spectaculars this season, show will move to New York, and has apparently indicated it would

Should these "color spreads" sell ly that there might be a change in as easily as the web expects, it is the staff of the present show which very likely that NBC's newly bluehas Tommy Bartlett in the role of printed Sunday afternoon spectacemsee, and Bob Cunningham as ulars will also be made available announcer. Reports have been cir- on the same basis, unless a banktered in a local school... Betty half the many members of the culated locally, however, that sev- roller who wants the whole show Meyers is back in a new gadget Mary Mack fan club. . . . Kitty eral name personalities have been can be found. Maurice Evans will costume shop of her own in New Roth is now wardrobe chief of the considered for the emsee chore. It headline the Sunday afternoon General Motors Motorama show is definitely known tho that Bart- show. Hallmark is said to be inthat plays San Francisco from lett is still under consideration to terested in picking up a portion of this tab.

KOLMAN-Anton (Teny).

bandleader and musician, recently in Butte, Mont. He was vice-president of the Butte Civic Concert Symphony, Survived by his widow and four sons.

LAKE-Mayhew.

75, veteran composer and music arranger March 16 in Palisade, N. J. He started his career playing violin and plane in vaudeville and at 16 joined the Boston Symphony Orchestra. He wrote arrangements for musical comedies of Victor Herbert, George M. Cohan and others. For 35 years he was associated with Carl Fischer, Inc., music publisher, as editor in chief of band and orchestral music. Among his compositions are "The Evolution of Dixle," "Love Suite," "Indian Summer Suite," "The Evolution of Yankee Doodle" and an opera, "Salem." Survived by his widow; two sons, William and Mayhew Jr., both muicians, and a daughter. Suzanne Lake, an actress now in "The King and I."

In Loving Memory Of Our Son, Father and Brother

T. P. LEWIS JR.

who passed away March 20, 1950. Expressed by

Mr. & Mrs. Ted Lewis, Georgina Lewis, Jackie Burns, sisters Dorothy Hill & Lucile Dubrawsky

79, one of Denmark's leading actresses March 6 in Copenhagen. After retiring from the stage in 1909 she became an evangelist and was well known in that work thruout Scandinavia.

MERAN-Frederic, 57, formerly executive producer of Cambridge-Meran Productions, recently in Milan. Italy. He had financed several art film productions and held residual interests in several motion picture and TV properties.

MILLIGAN—Ted. former side show manager and ticket seller, March 9 in Cleveland. He at one time worked on John Robinson, Christy Bros.', King Bros.', Kelley-Miller, Wallace Bros.' and other circuses. Survived by

a daughter, Patty. NICHOLS-Mrs. Jane. wife of E. L. Nichols, March 4 in New

his widow, Dorothy, a son, Ted Jr., and

Kensington, Pa., of a heart attack. PARKER-Charles (Yardbird), 33, the jazz and bebop saxophonist, March 12 in New York. (See Music de-

partment for details.)

64, manager of Station WHJB, Greensburg, Pa., March 8 in that city. He joined WEAF in New York in 1923 and helped develop a plan for radio network. Later he became sales manager and then Pacific Coast manager for NBC. He also opened NBC's Chicago studios. He was one of the first men to sell radio broadcasting time and at one time headed the broadcasting section of Batten, Barton, Durstine & Osborne, ad agency. His widow and two sons survive.

POLI-George. descendant of a famous New England theatrical family, March 13 in a New Haven, Conn. hospital. He was publicist for Skating Vanities and Dancing Waters, (Details in Outdoor section.)

secretary-treasurer of Preble County Pair, Eaton, O., recently of food poison-

ing. (Details in Fair section.) RADZINSKI-Stanley B., 57, for more than 20 years a Polish

language radio announcer and commentator in Philadelphia, March 14 in that city. He was on the staff of WJMJ at the time of his death and formerly was associated with WDAS. Surviving are his widow, Stella; a son and four daughters. Services March 19 in Philadelphia and burial in St. Peter's Cemetery there.

RILEY-Patrick (Pat). 58, veteran showman. February 26 in Las Vegas, Nev. Survived by a step-daughter. Burial in Arizona Showmen's Rest, Phoenix, Ariz.

ROWLAND-Edward C. H., 72, lyric writer who wrote the original

words of the World War I song. "Mademoiselle From Armentieres," March 12 in Surrey, England. He wrote the song with a Canadian composer, Lieutenant Gitz-Rice, while being served in a cafe in Armentieres.

SHARPLES-Walter. former vaude actor, March 6 in Boston. Survived by his widow, Helen. Burial in Mount Pleasant Cemetery, Boston.

STERN-Miroslava, 25, Czech movie star, recently in Mexico City.

TCHEN-Dian Yu. 66, performer with the Ringling Bros."

and Barnum & Bailey Circus, recently in Sarasota, Pla. He joined the circus in 1936 and appeared with the Naitto Troupe, high-wire act. In 1948, he started his famed dog act with the Hamid-Morton Shows. He had also appeared with the USO. His widow and five daughters survive. Burial in Manasota Burial Park, Sarasota.

VAUGHAN-Derothy, 85, actress and former musical comedy star, March 15 in Hollywood. She made her debut in 1904 as a soloist with John Philip Sousa's band, played in vaudeville, on the Broadway stage, in movies and on radio. She was known in private life as Dorothy Vaughan Cannon.

WATSON-R. Brooks, 52, director of news and public affairs for radio Station WMBD, Peoria, Ill., of a heart attack just before his 10 p.m. news broadcast March 17. Watson joined WMBD in 1937 after serving on The Pekin Daily Times, Peoria Journal Transcript and Peoria Star. During World War II he was chief of the Army's radio section in the European theater of operations. He was a lieutenant colonel when he returned to the States in 1944. Survivors include his widow,

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Communications to 188 W. Randolph St., Chicago 1, III.

Hamid Buys Special GM Motorama Comics for Ballyhoo Pulls 473,286

Will Distribute Thousands of Books To Whet Steel Pier, Trenton Interest

NEW YORK, March 19.-Comic | Hamid will use a minimum of books with special story lines and 50,000 books to ballyhoo the New art work will be distributed in the Jersey Fair. This book has been thousands this year by George A. especially prepared for and will be Hamid to promote patronage at offered to fairs generally. The the New Jersey State Fair, Trenton, story has to do with an average and the Steel Pier, Atlantic City.

The promotional aids, especially the father of the group documentproduced by Custom Comics, New ing the improvements made by an-York, are three and one half by nuals since he was a boy. All asfive and one half inches in size, pects of a modern fair are treated contain 16 pages and are printed with emphasis on the educational in four colors. Included on the and agricultural benefits offered front and back covers are special by a good community event. Presiimprints documenting events, loca- dent Eisenhower will be depicted tions, dates and special features.

Death Claims George Poli, Show Publicist

EAST HAVEN, Conn., March 19.—Promotion man George Poli, of Skating Vanities and Dancing Waters, Inc., died unexpectedly early Sunday (13) in the Hospital of St. Raphaels, New Haven, after having undergone major surgery earlier in the week. He is believed to have been in his early 50's.

from a famous New England show family. His father and uncle founded the Poli theater chain, and his early years were spent in various phases of theater business.

During the 10 years of his marriage to Margaret Daphne (Dee) Poli, his wife, the couple headed the Skating Vanities promotional and publicity organization, also performing similar duties for Hippodrome productions and Dancing Waters. For a brief period during the span Poli did promotion work for Holiday on Ice.

An earlier association was with the Frank Wirth theatrical firm. Besides his wife, Poli is survived by a sister, Mrs. Jo De Matty of the show, he will handle North East Haven. The funeral was held

Tuesday morning (15) from St. Anthony's Church.

GOP's Bingo Plan Moves Ahead in N. Y.

ALBANY, N. Y. March 19.-The Republican plan to legalize bingo in New York State, much slower than its Democratic counterpart, moved closer to enactment this week by being reported out of the finance committee of the State Senate. It was hoped that the Senate would vote on the measure

The bill is an amendment to the Constitution and would require three years before coming effective. There would have to be passage by two successive Legislatures, and a State referendum. The Democratic plan would simply remove the criminal penalties for playing bingo during the time needed to amend the Constitution.

It was the first time in recent years that any of the hundreds of bingo measures had managed to get out of the committee stage.

Terre Haute Shriners Ink Snyder Swim Unit

TERRE HAUTE, Ind., March 19.—The Zorah Shrine Temple here has booked Sam Snyder's "Water Follies of 1955" as a replacement for its annual circus, lodge officials eral months. shows scheduled.

At Los Angeles

LOS ANGELES, March 19.-The third showing of General Motors' new car presentation, Motorama, drew 473,286 people into the Pan Pacific Auditorium in Los Angeles in nine days ending Sunpeople in two days to hike the daily average attendance up to

The total was slightly ahead of the 469,767 attendance figure set in '54, and far above the 359,000 chalked up the previous year.

Indication of the close relationship between modern merchandising and show business was the statement of GM President Harlow H. Curtice Monday, that the Los Angeles show attendance reflects the market that awaits a manufacturer who offers outstanding values." He added that it gave proof of a public interest "in 'the dreams of tomorrow' we annually incorporate into our show."

The Motorama is scheduled to Auditorium for another nine-day Publisher of Custom Comics is stand, with a 100-car caravan mak-

day (13). The final weekend was a record breaker, drawing 134,452 52,587.

open March 26 at Detroit Civic (Continued on page 44) ing the jump this week.

North Names Burke Poli, nephew of F. Z. Poli, came om a famous New England show

Burke, former advisor to the U. S. and the high commissioner's or- 10 years and holds all attendance high commissioner in Germany for ganization. He said he met John records at the fair for an indoor four years, has been named execu- and Henry North several times in attraction. For the past three Barpum & Baliey Circus and will about the current position about its own records. represent John Ringling North on 18 months ago. Burke said that in

American family visiting a fair with

with 4-H and FFA groups.

For the Steel Pier, Hamid will

use from 500,000 to 1,000,000 of

the booklets. This involves the pro-

duction of a book especially for

the Atlantic City showplace. The

story has to do with a family group

bound for Atlantic City encounter-

ing Hamid. The history and cur-

rent workings of the amusement

center are brought out as the story

develops and Hamid is finally re-

vealed as the owner-operator of

the pier.

He said here Friday (18) that his post had been quite clearly defined as being second only to North. He expects to spend most of this summer traveling with the

Besides representing North on oil and real estate properties. North expects to go to Europe in June for several months. Henry Ringling North will be in the show from time to time thruout the year.

Burke said he was a free-lance movie writer before World War II. In the Navy and OSS he met Henry North and they have been friends since. After the war Burke was a contract writer for Warner Bros.' Pictures and then went to Rome for another film company.

Allan Herschell Sells Two More Twisters in East

NORTH TONAWANDA, N. Y., March 19.—Two new Twisters have been sold by Allan Herschell Comnumber sold since the new major ride was introduced by the company five weeks ago.

The new purchases were made by James E. Mulhern, Lake Quassapaug Park, Middlebury, Conn., and three shows on Sunday (6). and Clementon Lake Park, Clementon, N. J., by Mildred G. Eldred,

Until the Allan Herschell Company can catch up with orders for the Twister, it has announced that it cannot promise delivery for sev-

unit will play here June 17-19 to Larry Kane, Ronnie, Inc., Re- in the Paris saburb of Saint-Denis. tion of circuses, find that the it gets dark. In the summertime, with three night and two afternoon vere, Mass., who has set up the This cirk, directed by former circus longer daylight hours discourage no matter what the hour is, the new ride and has it in operation. press agent Jean Coupan, splurges attendance during certain hours.

tive director of Ringling Bros. and Europe and first was approached years it has successively broken Milton Pickman, now special pro-

EUROPEAN ROUND-UP

Schumann and Radio Circus Start Season on Continent

garden Circus building.

This season Circus Schumann is being managed by Albert Schumann, who has taken over since his father, Oscar Schumann, died shortly before the wind-up of last season. He continues to work in the ring with his wife, Paulina, in presenting their Liberty and highschool horses. Acts engaged for the Swedish dates include Oscar Fischer's three big elephants, the aerial act of the Three Dinats; Two Oswinis, antipodists; Joschi & Webb, acro comics; Two Apollos, hand-to-hand; Arno & Rita von pany here, bringing to eight the Bolen, illusionists; Viril, plastic poses, and the Steckels Trio, a new clown group. A dog act, group of chimps and Niklas, dwarf clown, please the moppets. Circus got off to a good start with packed opener

Most of the Scandinavian cirks will hit the road on Easter Monday. Circus Schumann will return to Denmark for its regular summer season at its midtown arena in Copenhagen, first week in May.

Radio Names Featured

GOTHENBURG, Sweden, on ballyhoo. Thru a tie-in with March 19.-First circus to tee off Radio Luxembourg it presents in Sweden was Circus Schumann, many radio names and also carries of Copenhagen, which opened Sat- on a series of talent contests which urday night (5) in the big Lorens- are a big draw. Added crowdberg Circus arena. Schumann usu- pullers are thrill and "freak-type" ally plays here for 15 days and acts which are presented on the lot then jumps to Stockholm for a every day. This season the cirk has similar indoor stand in the Djur- the whale "Goliath" on exhibition, the Gery Trio, aerial motorcycle thriller; Fattini, high sway-pole, hibits and a large main auditorium. and Gnidley's Midget Village.

(Continued on page 44) up roof.

'Pajama Game' Set For Dallas Fair Aud

Hit Musical to Give 24 Performances; 'Ice Capades' Will Replace 'Ice Cycles'

musical hit, will be the Auditorium | play Dallas. attraction for the 1955 Texas State

the same schedule as last year's 'King and I," playing 24 performances beginning Friday night, October 7, and continuing thru the Saturday matinee, October 23. Ticket price scale in the 4,285-seat auditorium is expected to remain the same as for the fair's previous Heavy Book, aud attractions, a \$4.80 top.

Bonanza for Shows National company of the show, which will appear at the fair, stars Larry Douglas, Fran Warren and Buster West.

Fair here has proved a bonanza for national companies of New York shows since the end of World War II, with "South Pacific" grossing \$394,422 in 1950, "Guys and Dolls" \$321,346 in 1951, and "King and I" \$272,734 in 1954. Variety shows starring Dean Martin and Jerry Lewis in 1952 and Ethel Merman in 1953 grossed \$306,000 and \$248,000 respectively.

"Cycles" in 10 Years

The switch in ice shows was made following a series of conferences between Clarence E. Linz, president of the Dallas Ice Arena, and John H. Harris, producer of both ice shows. Linz pointed out that "Ice Cycles" has appeared at SARASOTA, March 19.-Michael From there he moved to Germany the Dallas Fair successfully for

The "Ice Capades" booking is his movie work he did not know expected to give impetus to the popularity of the icer at the Texas motion director of the circus, but fair. Harris said "Cycles" will conthat they met on the show last tinue to play other cities in the United States and Canada and that

DALLAS, March 19.—"The Pa- "Capades" bookings are being re-jama Game," current Broadway arranged to permit the show to

"Ice Capades" will play 24 per-Fair here, with "Ice Capades In- formances at the fair, just as ternational" replacing "Ice Cycles" | "Cycles" did, starting Friday night, as the fair's ice arena attraction. October 7, and continuing thru "The Pajama Game" will follow Sunday, October 23.

Wagner Cites

PHILADELPHIA, March 19.-Thrill show promoter Buddy Wagner says his 1955 route of still dates and fairs is all booked, and contemplates a 200-show season. Last year the unit played 179 performances, he said.

The Ford - equipped Tournament of Thrills and Stunt Capades crews will open in May and play several major Eastern dates, following with other still dates and fairs that will take the unit as far west as Iowa this year.

Major dates contracted were given as Philadelphia, Providence; Springfield, Mass.; Jersey City, Baltimore; New London, Conn.; Richmond, and Pitman, N. J. Aid in booking several of the New England and New York fair dates was received from the Al Martin agency of Boston.

Wagner said the show title has been restyled and the show equipment will feature two-tone color combinations. Bob LaBay will be back to head the stunters as track manager, Harry (Lucky) Walters will return with his dynamite coffin act, and John Purtill, now handling the Syacuse Shrine Circus, will return as publicity chief. Advance crew will be under Ray Wagner.

Corning, Ia., Skeds New 4-H Building

CORNING, Ia., March 19 .-Plans for construction of a new 4-H building at the fairgrounds have been approved by the Adams County fair board. A contract for \$17,313 was awarded the Pratt Construction company of Red Oak for a 60 by 130-foot building to be completed by July 15. Included in the new building will be an office, restrooms, a homemaking department room for girls, 4-H ex-The building will be of cement Circus bill presented under the blocks and have a dome-type built-

BUSINESS DROP SEEN

Amusement Folk Protest New York's DST Extension

NEW YORK, March 19.—Thea- Universally accepted is the fact ter people and outdoor showmen that midways, whether transit or protested this week against the permanent, put on their best apcity's proposal to extend daylight pearances after dark when the colsaving time for an additional orful lighting systems brighten month. Opponents of the measure things up considerably. As is the cited the decline of business gen- case with painted showgirls waiterally experienced by amusement ing to go onstage, the midways elements during DST and pre- are most attractive when their color dicted a further lag if the idea is schemes radiate cheer under the put thru.

The trouble DST causes in this section is no different than that experienced elsewhere in the nation, as far as midway experiences are concerned. Carnivals, parks Radio Circus teed off Saturday and other phases of the outdoor

Patron Stalling Feared

Besides the nighttime attraction of the midways, DST has another facet in its effects on outdoor show business. This is the reluctance of announced. The swim and dive The first Twister was delivered (12) on its summer tour of France, business, with the possible exception of the customer to leave home until

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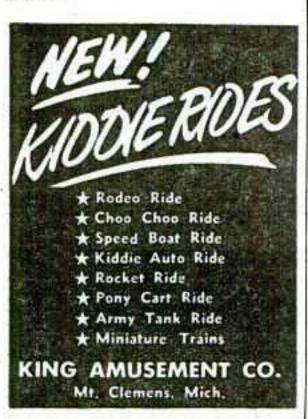
N. Y. Starts Staten Island **Improvements**

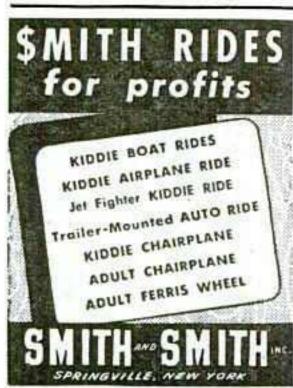
NEW YORK, March 19.-The city started work Wednesday (16) on its improvement project at South Beach, the two-and-a-halfmile strip between Fort Wadsworth and Miller Field on Staten Island. Estimates are that the program will require three years for chain. McLaughlin said the comcompletion and will cost some \$6,460,000.

More than 2,000,000 yards of fill will be applied after dredging in lower New York Bay as the paper, radio and TV advertising beach strip is widened. Besides giving the penguin show much atthe new beach, the plans call for park, parking and recreation facilities, plus bus stops and concession buildings.

Commissioner Robert Moses estimated that 1,500,000 persons would use the facilities during the first year. Proposed beach fees are for parking.

of several areas and shuffling of zoning laws, which are forcing the elimination of some of the area's NEW FEATURE summer bungalows and concession stands.









Penguin Show I. Q. Units Plays Markets In San Antonio

SAN ANTONIO, March 19 .-Tom McLaughlin's live penguin show just completed a three weeks' engagement for the Handy Andy line with the current trend of supermarts and shopping centers to use entertainment and amusements in their promotion.

This unit, a walk-thru show, appeared at each of 18 stores in the pany bought the show for a flat New York office. daily fee and gave it free to customers. With the chain's newstention, the display drew up to 5,000 persons daily, he said.

McLaughlin, experienced showman and circus agent, said he believed the new shopping center field is open and worthwhile to walk-thru shows and that he expects to investigate it further. He 10 cents for admission and 50 cents | quoted the chain manager as saying the company had found special The improvements entail razing attractions have paid off in a big

Water Ski Act To L. A. for **Indoor Date**

NEW YORK, March 19.-The new indoor water ski act with its rigging has been booked into the Sportsmen's Vacation, Boat & Trailer Show, set for April 14-24 in Los Angeles, according to publicist. Via Oriental Control of the Control of licist Vic Oristano. The circular tank device was unveiled last week at the New Sports & Vacation Show in Kingsbridge Armory. Oristano and water skier Bruce Parker are two of the tank owners (The Billboard, March 19).

Running nine days and 10 nights, the new Gotham enterprise had a good week at the box office and has arranged to repeat next year in the large hall during the weekends encompassing Washington's Birthday.

In 1956, it was claimed, the new show will also be put on in Rochester's new coliseum the first two weekends in February.

Show properties booked into Los Angeles, where W. Werner Buck and Mel Morrison are the promoters, include the ski tank with Parker and her performing troupe, and a deep, five-sided tank with is a car giveaway, fireworks and plastic walls for aqua-lung demon-strations. The new show also owns two shallow fly-casting pools.

Portuguese Sets Import Of Bull Ring

NEW YORK, March 19. - A stylized form of bullfighting, Tourada, will be brought from Portugal this summer by millionaire sportsman-rancher Jose Rosa Rodrigues, according to International Presentations Corporation which is handling the attraction.

Tourada is an offering wherein the horseman tries to plant four bandarilhas, long barbed sticks, into a thick foam rubber saddle strapped on the shoulders of a bull. He does this as his mount crosses

the path of the bull at right angles. When the barbs have been placed a team of forcados, unarmed, approach the bull in single file, throw themselves onto the animal and wrestle it to a standstill so that it can be caped out of the ring. Rodrigues plans to import 20 horses, Lusitanian stallions, plus 100 bulls. To protect the horses the bull's horns are sheathed with a thick leather guard, padded with foam rubber. foam rubber.

For Venezuela

NEW YORK, March 19. - A multi-unit, cash in advance deal resulted Thursday (17) in the exporting of 10 I. Q. baseball pitch-Super Markets here. Set-up was in ing machines to Caracas, Venezuela. Chuck Henderson of I. Q. Baseball Machine Corporation, said the purchaser is Venezuela Supply Corporation, an outfit which has numerous and varied holdings in that South American country, and which maintains a

> The machines will be set up in a cage patterned after that in Palisades (N. J.) Amusement Park. The owners will contract locally for the netting and the inclined surfacing which acts as a ball return.

Venezuela, which supports baseball in avid fashion, will have its batting cage set up outside the Caracas Stadium. There are two seasons of play there, consisting of two leagues, thereby assuring yeararound traffic past the location. Problems faced by I. Q. included converting the mechanisms to 50 cycle instead of the American 60 cycle, and adapting the coin slots to take bolivars instead of dimes and quarters.

Henderson said an additional five machines have been ordered for Playland Park, Inc., the new operation promoted by Bert Lewis and Bernard Cobin.

Spring training films taken at the Brooklyn Dodgers camp showed the large "I. Q." label prominently. The films are being seen in theaters and on TV screens.

NEW YORK, March 19.-Signing of dates for the Jim Eskew rodeo presentation in Waverly, N. Y., for July 1-4 and Smethport, Pa., September 12-17, was claimed this week.

Ohio Cele Sets Dates

WOODVILLE, O., March 19 .-Woodville's 13th annual July 4 celebration will be held June 30-July 4, Henry Herkel, committee president, announced. Event is sponsored by the Legion and local fire department. Gooding Amusement Company will supply the free entertainment.



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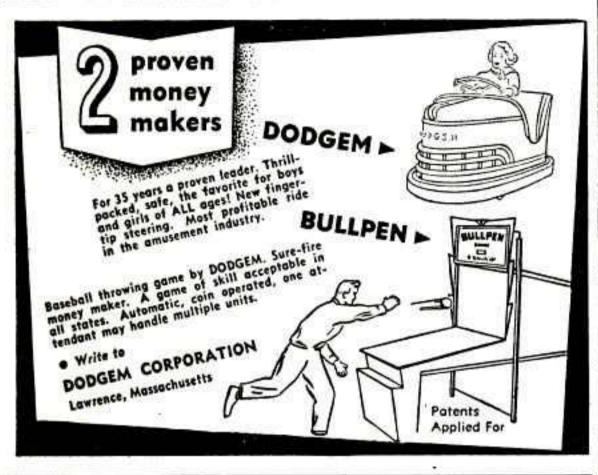
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CONCERTS A WEEK

Europe's Musical Programs Recall U. S. Days of Yore

By TED WOLFRAM

COPENHAGEN, March 19.-Once a vital element in American park operations, the band concert has been retained in European spots and even developed to where in one park, Tivoli, there are 70 every week. Tivoli Summer Garden spent more than \$157,114.20 during the 1954 season-May 1 to September 12-in salaries for band and orchestra leaders, musicians and soloists. Practically its only direct cash income from this music was \$11,183.71.

Tivoli does not aim to make direct profit from its concerts but feels that this music is a prime attendance builder as it not only is building a bigger and costly concert Hall, but is also spending a large sum to completely rebuild Arcadia, Fla., the structure in which the Tivoli Guards (boys band) have their Racks Up \$4,100 locker room and rehearsal hall.

While the park's present Concert Hall seats only 1,226 persons, its stage is occupied by the Tivoli Symphony Orchestra, which has 50 musicians for most of its concerts but is augmented by 75 for special concerts. During the 1954 season 360 concerts were given in the Concert Hall, of which 315 were charged.

Guest Bands Used

In a few cases guest bands or musical groups, such as the U.S. Air Force Band, appeared in con-cluded: certs for which a small fee was charged but turned over to some charity fund. The cost of the concerts was \$108,405.73 while the income from ticket sales was \$11,183.71. Svend Christian Felumb is musical director of Tivoli and the usual conductor of the Symphony Orchestra, but guest conductors such as Eugene Ormandy, Rudolph Dunbar and Dean Dixon, from America, and Sir John Barbirolli, from England. have led the orchestra the past two seasons.

Aside from the Symphony Orchestra the park has two 20-piece concert bands for free open-air concerts. Last season the Promenade Pavilionen band shell was occupied by Elo Magnussen's band, which also played for the free performances of the pantomime ballet theater every night. Aage Bonde Larsen directed the band of the Music Tribune, which also played for the free performances on the open-air stage every night.

The 100 boys of the Tivoli Guards receive a thoro musical 19.—The federal government's deeducation and are provided with cision on the matter of an "A" gala uniforms and equipment, plus classification for the Prince Albert many special privileges. Cost of Exhibition is expected in the near this is included in the "Special future, according to S. I. Small. Arrangements" budget, including fireworks displays and special events, which expended \$52,699.-72 in 1954. All of this adds up to a lot of money for free music.

Open-Air Concerts

15 afternoon and evening concerts ment.

weekly are given by the three big orchestras of the Wivex Restaurant on the open-air dining terrace inside the park. Altogether there a week, the exact number depending on how many guest bands or musical groups visit the park. On stronger support in 1956. some days as many as 10 big bands parade thru the park or give conthe park also employs a large number of musicians, singers and entertainers, but they are paid by the instances. operators of the establishments in which they work. With the exception of the Tivoli Guards all musicians are union members and receive union scale or higher.

Net on '55 Run

ARCADIA, Fla., March 19.-The DeSoto County Fair Association, of which A. G. Erickson is manager, has disclosed there was a annual fair early in January.

In reports made on the fair it were gratis to park patrons. Others | was disclosed that the buildings on were concerts with guest conduc- the fairgrounds represent an investtors or well-known soloists, for ment of \$21,327. George Wallis, which moderate admission fees head of livestock exhibits, urged their animals for next year's fair.

> Manager Erickson's suggestions for improving the 1956 fair in-

Selling the balance (\$4,100) of fair certificates; holding a mem- Names McIlwain bership campaign, \$5 and up for membership, open the 1956 fair on a Saturday; reduce admission prices (adopted); free parking on fairgrounds (adopted); purchase a public-address system.

Complete the construction of the wildlife building; floodlight the grounds; extend the water line to the midway area; hold the main parade on opening day; schedule more afternoon performances and less night attractions; restrict passes to an absolute minimum; seek surplus race track funds from county for prize money and improvements; correct inequalities in concessions and seek better publicity.

Prince Albert Ex **Expects Decision** On Class A Rating

PRINCE ALBERT, Sask., March past president of the Prince Albert Agricultural Society.

Small made a request for reclassification to James G. Gardiner, federal minister of agriculture, during a recent trip to Ottawa. Should Patrons actually get many more the request be granted, the society free concerts than those listed would receive a much higher finanabove. During most of the season cial grant from the federal govern-

OLD IDEA, NEW VERSION

Mangels Revives an Early Kid Ride for 1955 Market

vived by the William W. Mangels Company, Coney Island manufacout its Kiddie Whip, a perfectly big Whip. scaled-down version of the adult | Fred Mangels reports the new Whip.

Park Highlands.

Roto-Whip, a circular ride which part in any of today's rides in swings the cars smoothly around Kiddielands.

NEW YORK, March 19. - A a gentle turn. The new version of 30-year-old kiddie ride is being rethe Kiddie Whip is oval-shaped like its parent version, with straight turers. It hasn't been since the sides, and the cars are snapped 1920's that the firm has turned around the turns like those of the

ride measures 17 feet by 30, has a The Kiddie Whip was shunted canvas top and steel frame, uses aside when the company started eight two-seater cars, has brass bitmaking juvenile riding devices, tings and lavish use of color and and some of the early Kiddie chrome. A model is on display at Whips are still in existence in the factory and Mangels says there amusement parks such as Forest is no delay in filling orders. While priced higher than many other In recent years the Mangels kiddie units it sells for much less firm has scored successes with its than \$5,000 and has no counter-

High Act Law Repeal Looses In New York

ALBANY, N. Y., March 19 .-The bill to repeal the State's "aerial act law" was killed this week in the State Assembly's rules comare an average of 70 free concerts mittee, ending its chances for this year. Proponents began planning to reintroduce the measure with

The controversial law places certain qualifications on the use of certs on the open-air stage. Dance high acts. Since criminal action halls, cabarets and restaurants of would follow an accident, responsible parties have withheld booking high acts in the State in many

Mercedes, Tex., Stock Show Pulls Record 104,000

MERCEDES, Tex., March 19 .-The Rio Grande Valley Livestock Shows closed its 16th annual run here Sunday (13) after drawing a total attendance of 104,000 in four days. This figure topped last year's count by 40,000, officials announced.

The show's rodeo, leading atprofit of \$4,100 from the second traction of the run, was seen by an estimated 22,000 in four shows. Casey Tibbs, former world's champion cowboy, topped the money winners. The annual spent \$65,000 in plant improvements this year, including construction of a new 96 cattlemen to start now readying by 200-foot coliseum and livestock building, paving of streets and improvements in lighting.

Clinton, Tenn.,

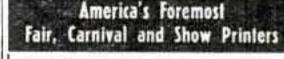
CLINTON, Tenn.. March 19 .-L. M. McIlwain has been elected president of the Anderson County Community Improvement Fair Association. Other officers are H. V. Wells Jr., vice-president; Charles Sweet, secretary; Robert Johnson, assistant secretary, and H. F. Rutherford, treasurer.

At a recent meeting, fair officials discussed using recreation center facilities for the 1955 exposition. including the possible use of the football field and lights for a night awards show.

Wapping, Conn., Names Officers

WAPPING, Conn., March 19.-William A. Park has been elected president of the Wapping Fair, replacing Walter C. Foster, who served in the post for nine years. Park had previously been financial

Walden Collins was re-elected vice president; Levi Dewey, treasurer, and Mrs. George Potter, recording secretary. Newly elected are Mrs. Leonard Barter, corresponding 'secretary, and Robert Tucker, financial secretary.



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King to Move on 65 Units; Sets Enlarged Press Staff

Owner Arnold Maley and Floyd ner, Tex Rollins and Fred Star. added nine new tractors this year and continued their plan of using Zoo Addition King pointed out that they have

At the same time they announced that Ora Parks again will head the show's press department, which this season will be enlarged to include three story men. Those in addition to Parks will be Fred Moulton, formerly with Cole Bros., and Walter D. Nealand, recently with carnivals and earlier with

Primrose Retires

Charles Underwood, who was a story man last year, will be contracting press agent this season. He takes the place of C. S. Primrose, veteran theatrical and circus agent who is retiring from the road. Primrose entered the business in the 1890's with wagon circuses and now resides in Oak Park, Ill.

Parks opened his office in February and has prepared new newspaper ads and press books and other material. Enquirer Printing Co., Cincinnati, is producing a line of lithographs and pictorial blocks.

Elmer Kaufman, manager of the advance car, starts his season in Macon Saturday (26) with a crew of 12 billposters.

Add Elephant

Meanwhile, a baby elephant, about 37 inches high, has been delivered by the McKee Jungle Compound, Vero Beach, Fla. R. E. McAfee handled the transfer of the bull to quarters, and a special truck has been readied to carry it.

King Bros. also has bought the liberty horses of the late William Blumburg and will use them in parade. A tapir, llama, two camels, Ice Cream Firm baboons and bears also have been added to the menagerie recently. A Ties Ad Campaign new hippo den has been completed by Paul Pyle and Keller Pressly.

Jim Burke has arrived in quarters. Ira Watts is back from an Eastern trip. Lee Hinckley is in charge of painting and has completed all parade equipment. Jack Neivel made tarpaulins for all pa-

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Sizes and Styles for Every Outdoor Purpose-

Shows, Carnivals, Fairs, Concessions,

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432 St. Aubin Ave.

Hoosier Tarpaulin & Canvas Goods Co., Inc. 1302-10 W. Washington St

MACON, Ga., March 19.-King rade wagons. Carl Wyche is back in Bros.' Circus will move on 65 quarters, and Hugh Hart also has show-owned trucks the coming sea- arrived. Visitors included the John son, 55 of them semi-trailer rigs. Weikels of Louisville, Fred Gard-

Mapped for York Beach

YORK BEACH, Me., March 19. -In another expansion move, Max and Samuel Spector, owners of York Beach Park, have announced plans for establishment of a permanent zoo, to be known as York Beach Animal Forest.

aside for the project. Part of the American Slicing Machine Co., area, being swampy, will be dug Chicago; Broil-Quik Appliance out to form a channel 500 feet Corp., New York; J. J. Connolly, long for water fowl. The project will include a children's section Co., Philadelphia; Hollywood feed young animals. It is planned King Kone Corp., New York; Nato book animal acts in connection tional Hol-N-One Donut Corp., with the zoo. A large building will be erected to serve as souvenir Chicago; S & R Soda Fountain 500-foot trestle bridge across the Selmix Dispensers, Inc., Long channel will lead to a pine grove Island City, N. Y. in which most animals will be

Last year a one-mile highway was constructed by the owners to give the park a direct private entrance from Highway 1. Started in 1950, the park has been expanded to its present 200 acres. The Spectors, who also operate several concessions and rides at Old Orchard Beach, Me., plan to publicize their spot with 12 large billboards on roads approaching the park.

In With Circus

NEW YORK, March 19. - Ice Cream Novelties, ice cream novelty maker, this week announced its '55 promotion campaign would be tied in with the Ringling Bros. and Barnum & Bailey Circus.

Firm, which features frozen stick items including "Ducky Dubble,"
"Icy - Frost," "Fudgi - Frost" and
"Kreami-Frost," will use circus-type promotions, circus performer testimonials and space in the show's program booklet.

The circus will profit from a national and local ad campaign that will include streamers, posters and a contest tie-in for youngsters.

Kochman Preps '55 Promotion

PATERSON, N. J., March 19 .-Promotion and publicity plans for the two Jack Kochman units-the Hell Drivers and Lucky Dogs-are being prepared in the firm's offices here under the direction of Stanley Fischer.

Fischer, Kochman's son-in-law, was added to the organization's executive staff this year in time to assist with the booking of this year's routes. Present plans call for him to tour with and manage the Lucky Dogs unit, a new presentation featuring an exhibition of greyhound racing.

Woodstock, N. B., Arena Preems

WOODSTOCK, N. B., March 19.-The \$60,000 Woodstock Community Arena was officially opened here recently. The structure has a regulation ice rink and dressing rooms.

More than half of the money-\$25,000-was raised by the Old Home Week Commission and thru public subscription. The remainder was raised thru a bond issue guaranteed by the city.

Harold A. Cox is president, Philip Smith, vice-president, and Paul B. Maddox, secretary-treas-

Nat'l Mfrs. To Exhibit At Chi Confab

CHICAGO, March 19.—Business sessions, shop talk and an enlarged food show will mark the 36th annual Restaurant Convention and Exhibition to be held here at Navy Pier, May 9-13, the National Restaurant Association announced this week.

Upward of 30,000 people are expected to attend the four-day showing, according to the sponsoring association. Last year's attendance topped 27,000.

Demand for exhibit space is already ahead of last year. Latest additions to the list of firms show-A 30-acre area has been set ing their products include the where kiddies will be allowed to Serve Master, Kansas City, Mo.; Little Rock; Royal Crown Corp. shop and admission entrance. A Manufacturing Co., Bronx, and

Valli to Play 20 Western Fairs

LOS ANGELES, March 19.-Larry Valli, Bozo the Clown, is expanding his route of fairs this season and will be featured at about 20 of them. He recently closed the California Mid-Winter Fair in Imperial.

California fairs to be played include the Merced County Spring Fair in Los Banos; Chowchilla Junior Fair, Chowchilla; Dixon May Fair, Dixon; Silver Dollar Fair, Chico; Colusa County Harvest Festival, Colusa; Solano County Fair, Vallejo; Santa Barbara County Fair, Santa Maria; Mother Lode Fair, Sonora; San Mateo County Fair and Floral Fiesta, San Mateo; Napa District Fair, Napa; El Dorado County Fair, Placerville; Santa Clara County Fair, San Jose; Madera County Fair, Madera; Kern County Fair, Bakersfield; San Fernando Valley Fair, Northridge; Kings County Fair, Hanford. Also the Arizona State Fair, Phoenix.

Silver Anniversary At Washington

WASHINGTON, N. C., March Payment of premiums in silver on one day is part of special PARK - FAIR - THRILL SHOW - RODEO - RACES plans being made by officials of Beaufort County Fair here which will celebrate its silver anniversary September 5-10, said Norman Y. Chambliss, advisor to the board.

The official line-up includes George Currin, president; Thomas Little, vice-president; Blount S. O'Neil, secretary; William Phillips, treasurer; Margaret Wynne, director of exhibits, and John C. Rodman, attorney.

The board is continuing the improvement program inaugurated in 1954. A more elaborate livestock show is planned. A large tent will again house commercial exhibits. The award of main gate prizes, a popular feature in 1954, will be repeated. Back on the midway for the third successive year will be Prell's Broadway Shows.

Plan 300G Track For Long Island

BRIDGEHAMPTON, N. Y., March 19.—Plans for the construction of a \$300,000 race track for sports cars were announced here this week by the Bridgehampton Road Races Corporation. Work is scheduled to start on the 600-acre track in about two months.

No stands are immediately contemplated because of the conical shape of the land which affords natural raised surfaces for viewing. Three major meets plus weekly inter-club meets will be held from May thru October.

TV REVIEW

Fonda Wears Kelly Garb; Acts Appear

By TOM PARKINSON

CHICAGO, March 19.-When General Electric Theater presents "Clown" on its March 27 TV stanza over CBS, general TV viewers will see a highly dramatic story with a circus background, and circus viewers will see a television play enjoyable both for itself and for its portrayal of the business and of Emmett Kelly.

Henry Fonda, whose off-stage appearance is not unlike that of Kelly, has the title role in the half hour show inspired by the Kelly biography, "Clown," published a year ago. Dorothy Malone has the part of Eva. Each is superb in portraying the conflict that arises when a marriage breaks up because each must go to a chosen professional field.

Story Summarized

It opens with the Aerial Kellys who are not doing so well because of Emmett's preoccupation with clowning. He goes to clown alley and mulls reviving his clown character, but the show manager nixes the idea. Meanwhile, a Ringling agent asks his wife, Eva, to join the "Four McCloskeys," and she declines.

But the split must come. Kelly clowns, and successfully. Then Eva leaves to join the other flying act. Acts Appear

Getting a good break in the show are the DeWayne Troupe, teeterboard, and Herbert Weber, wire act; While Winston's Seals and Hap Henry's elephant also appear. Fay and Rosie Alexander double for flying return sequences, which include a novel view as the camera swings with the trap. Kelly himself was technical director, and F. Beverly Kelly, who collaborated with him on the book, is credited. Equipment from Weber's Circo Flamante was used for the filming. The TV movie was screened at a special showing in Chicago Friday

If Fonda is depending upon reaction to this show for a decision on whether to make a TV series or a full-length motion picture, the outlook is optimistic.



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APPETITES SHARPER

Fun Seekers' Food, Drink Bill Grows

Continued from page 1

led the way in upping per capita biggies in this field-Coca-Cola and ers were taking in around 25 cents many local bottlers. in food for each \$1 they took in at their gates. Now the national average is 39.5 cents. And in some areas, Milwaukee, the take is as high as 72 cents.

Broader Menu

These increases have been accomplished by supplying a broader menu which in many cases includes complete meals and the use of larger sized portions, such as jumbo-sized boxes of popcorn and large containers of cold drinks.

To supply the mounting thirsts and appetities of fun seekers, an increasing number of people are entering the concession field. And they have found it generally lucrative.

Quite a few have used their concession operations to springboard into outdoor amusement recreation centers, starting out with a few kiddie rides, then adding such things as a miniature golf course or golf driving range.

Meanwhile, food and drink suppliers-on the national, as well as local level-have become acutely aware of the opportunity afforded them for bulk sales by the outdoor recreation centers, amusement parks, fairs, Kiddielands, skating rinks, etc. And they have been stepping up their efforts to snare the business.

Bottlers Compete

National soft drink bottlers are scrambling for the business. The

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expenditure for food drinks. Several Pepsi-Cola-are waging a deteryears ago the outdoor movie own- mined fight for it. So, too, are

As a result, the concessionaire is given offers of price concessions, program advertising tie-ins, and other promotional devices, tossed with heating unit, the stand gives out by the bottlers in their bid for the bulk business.

Traveling shows, mainly carnivals and circuses, have been wooed during the winter months with a variety of offers. And, over and beyond such offers, the bottlers are now offering and providing better service to the touring shows than ever before.

The bottlers have trucks awaiting the arrival of the shows at their various engagements. So, too, do some of the national brand coffee companies, breweries and meat packers.

Advertising Value

To the national brands, the outdoor amusement events, with the opportunity they provide for promoting and advertising, take on value over and beyond the immediate sales. National leaders in the frozen fruit drink business last year dipped their toes in the outdoor amusement field. The reaction was all to their liking and this year they are certain to be represented at many outdoor events.

Fruit juice drinks, made from frozen concentrates, were noticeably more prominent last season, and during the winter months there has been heightened activity on the part of the national brand processors to cut into the drink business, particularly at fairs.

pected to soar. Until the venders nue here. were used, sale of fluid milk, except in restaurants and in cook- concentrates that are whipped on a houses, represented only a small percentage of beverage sales at outdoor events.

Other Food Items

Other items that took a bite out of the amusement dollar included corn-on-the-cob, watermelon, chickand shrimp rolls, doughnuts, turkey sandwiches, waffles and a number of new type soft drinks, including whipped orange and pineapple

cones-traditionally big items at as the way to bigger sales.

Franks, Juice **Dispensed From** Compact Stand

LOS ANGELES, March 19.-Don Smith, designer, is offering The Champs, a combination hot dog and chilled juice vending stand, with Irving Carlin here handling national sales.

Because it is refrigerated and concessionaires one unit that will handle both products. The steamer capacity is 75 hot dogs every 30 minutes and there is a refrigerated storage space for 400 more. The franks are prepared in advance and placed in paper sacks ready for delivery. Two five-gallon jugs contain the juices with immediate refrigeration into a spigot protected by clear plexiglas.

The Champs is six feet long and three feet wide with formica top, white baked enamel sides and frosted plexiglas front with fluorescent lighting behind large raised red letters on the front. Equipped with iron casters and weighing about 500 pounds, Smith says the unit can be moved on and off a trailer in a matter of minutes. Power is from any 110-volt line.

To add color and protection from the weather, the unit has top quality stainless steel and an inverted gable of colored plexiglas.

Immediate delivery is being made on the units, which sell for approximately \$1,750, excluding taxes, f.o.b. Los Angeles.

Tropical Co. At New Site

CHICAGO, March 19.-Tropical Coin-operated machines were in- Fruit Products Company, makers creasingly prominent at some of of a line of whipped soft drink conthe top fairs in '54, and the num- centrates, has moved to new quarber of venders at '55 fairs is ex- ters at 7456 North Western Ave-

> The firm, which produces citrus regular malted milk mixer, is now making a tropical flavor to go along with its earlier introduced orange and pineapple whips. The concentrate is packed in gallon jugs.

outdoor events-were big sellers in en and steak dinners, fried shrimp '54 and figure to be even bigger this year. The continued trend to more appealing concession stands and better looking, as well as more efficient equipment, for processing popcorn, candy floss, and snow Popcorn, candy floss and snow cones, has been widely recognized

NEW DEVELOPMENTS

Compact Barbecuer, Soft Serve Converter Shown

large capacity barbecue unit that is and frozen malts which the maker said to save on shrinkage, labor, claims have a smooth consistency. space and fuel, has been intro- The converter operates on 110 volt duced here. Maker says the oven A.C. current.—C. Q. Sherman Ashas a capacity of 175 pounds of sociates, Inc., 80 West Broad meat or 14 turkeys, hams or large Street, Mount Vernon, N. Y. roasts. An adjustable thermostat DOUBLE-TRAY controls the gas heat. Seven meat trays are rotated thru the oven by a small motor and self-basting features make it unnecessary to watch the operation.

In the bottom of the oven is a basting chamber and as the meats rotate they are immersed. Both inside and outside of the oven is of stainless steel. Insulation is heavy rock wool. A hickory wood charring smoke chamber is in-cluded.—Darms Sheet Metal Works, 5080 Alhambra Avenue, Los Angeles 32.

SOFT-SERVE CONVERTER . . .

MOUNT VERNON, N. Y .- A unit that converts ice cream, ice milk and sherbets into soft ice cream in seconds, was recently in-troduced here. Small and com-

LOS ANGELES, March 19.-A duce frozen ices, freezes, parfaits

PIZZA OVEN . . .

NEW YORK-A double-decked counter top pizza oven with a capacity of two 16-inch pies, is being manufactured here. Gas or electrically operated units are available. Oven is completely insulated, has thermostatically controlled heat to 700 degrees, and occupies a minimum of space, maker advises. The electric unit, M-601, plugs into any 10 volt.A.C. outlet. The M-603. gas-operated, uses any type of gas -manufactured, bottled or natural. -Frank Mastro, Inc., 240 Bowery. New York 12.

SANDWICH UNIT WITH CAPACITY . . .

CHICAGO - A sandwich unit with large capacity, that reduces the need for frequent replenishing.

(Continued on page 44,



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CLUB ACTIVITIES

Pacific Coast Showmen's Association

1235 South Hope Street

LOS ANGELES, March 19.iary at the regular weekly meeting who died recently in Tampa. Monday night. On the rostrum for Eddie Harris; Harry Phillips, treasurer; Joe Mead, secretary, and Past President Harry Seber.

The invitations came from the Clyde Beatty Circus for the group to attend the opening night performance March 30. T. Dwight Pepple, of the Polack Bros.' Circus, also invited the group to see that show May 30, when it will be playing its annual stand at the Shrine urer, also assisted. Auditorium.

Three new members were voted into the organization. The applications were obtained at the Califor Mid-Winter Fair. Those joining were Victor Davis; concessionaire; Jerry O'Brien, food concessionaire, and Jimmie Wood, manager of the Pan American Shows.

George Surtees reported that three circus acts were obtained for Showmen's Day to be sponsored at the National Orange Show by Or-

bers who were attending the meet-Cohn and Norman Schue. Seber taken by Betty Greeley. also made a few remarks.

Carl Sedlmayr, of the Royal American Shows, accompanied by Mrs. Sedlmayr, visited the clubrooms Saturday afternoon. They were here for "This Is Your Life" TV show.

National Showmen's Association

317 West 56th Street, New York

NEW YORK, March 19.-The last regular meeting of both the board of governors and general assembly were conducted by First Vice-President Gerald Snellens in the absence of our president who phoned in from out of town. Snellens, who has only recently been discharged from the hospital, did a good job and looked the picture of health. On the dais with him were Second Vice-President Morris Batalsky, Chaplain Louis D. King and Dr. Jacob Cohen. There was a good gathering present and buffet was served after meetings adjourned. The \$100 drawing was won by the Exchange Bingo, the third week for them in a row. Secretary Jeff Harris arrived just after the meeting was over but explained his plane was late in arriving.

The board of governors voted to reinstate members who were delinquent for two years only for \$10. The deadline on this offer is 60 days. Dr. Cohen gave his report on the sick and hospitalized members and welcomed back Henry Kaufman and Frank Blatsky, who have recovered from recent sur-

Still on the sick list are Sol Wahnish, Hospital for Joint Diseases, Madison Avenue and 124th Street; Edward A. Kirshman, Veterans Hospital, Fort Hamilton, Brooklyn; Alfred Rauchfuss, Kings County Hospital, 451 Clarkson-Avenue, Brooklyn; William B. Moore, Veterans Hospital, Coral Gables, Fla., and Ben Merson, ill at his home in Brooklyn. Just discharged from hospital is Tack

Schenck. Recent visitors in clubrooms were Tom Wolfe, Richard Geist, Richmond Cox, Morris Levi, Leo Berstell, Herman Moskowitz, Michael Wynn, Charles Buchbaum, Sam Bibring, Abraham Steinberg, William Urann, Harry Flanaghan, Joe Uknis, Sam Wertheimer, John J. P. Tumelty, Ben Herman, Jack Siegel, George Bovino, George D. Hensley and Al Hanpol. Just returned from the South with coats of tan are Jack Alfred, Sam Glickman, Herbert Pincus and Frank

Capell.

Michigan Showmen's Association

3153 Cass Ave., Detroit

DETROIT, March 19.-A well-Two invitations to attend circuses attended meeting was called to orplaying here were extended mem- der by President Bill Green. A bers of the Pacific Coast Showmen's moment of silence was observed for attended by six officers and 79 Association and its Ladies' Auxil- Rudolph (Fats Norton) Nathanson, members. It was the last meeting

Bob Templeton, of Walled Lake the session were Vice-President Park, was appointed to the club's board of directors. Recent clubroom visitors included Sam Raphael in from Miami Beach. Fred Silfrom Las Vegas.

The Ladies' Auxiliary profited from its recent box lunch social which was managed by Ann Borker and the women's entertainment committee. Max Kahn, club treas-

There was much visiting between club members and performers in the recent Shrine Circus was held in the clubrooms.

Eddie Gold is confined to Herman Keifer Hospital, Detroit. Ladies' Auxiliary

The St. Patrick's Day party held Monday was well attended. The which included a lunch and entertainment by Cean Briggs and members of both clubs.

Winners of the evening included ville N. Crafts, whose Crafts shows Elma Woodward, Carrie Dear, will be on the midway. Clara Conner, Viola Lippa, Mar-Veepee Harris called on mem- garet Bond, Mabel Preston, Bobby Schulz, Edythe Rizick, Billie Mart, ing after absences. These included Marion Fodal, Tina Weiner and Sam Harvey, Tony Spring, Al Helen Cook. Door award was

> Margie Mansell is back from her California and Mexico vacation. Dotty Miller is expected back from Gavalcade of the West; Las Vegas, Nev. her Mexico jaunt in the near fu- Crafts Expo.: San Bernardino, Calif.

Edith Schulz was named chair- Hill's Greater: San Angelo, Tex. man of the spring rummage sale to be held for the benefit of the cemetery fund. The memorial Midway of Mirth: Hoxle, Ark., 26-April 2.

Milliken Bros.: Waycross, Ga.; Blackshear 28-April 2.

Page Bros.: Newton, Miss.; West Point 28plaque for the clubrooms will be dedicated soon.

Greater Ohio Showmen's Association

30 Buttles Ave., Columbus 8, O.

COLUMBUS, O., March 19.-Chairman Joe Lewis called the regular meeting of trustees to order. Present were Mrs. Nellie De-Belle, F. C. Cook, Robert Keener, M. L. (Whitey) Alberts and Ralph Downey. Officers on hand were John T. Mere, president, and N. H. Cohen, secretary-treasurer.

Out-of-towners present included Mrs. Viola Mere and son, Tony, Mrs. E. W. Hutchinson, of Dayton.

F. C. Cook reported that arrangements had been made to hold the club's fifth anniversary dinner in the Knights of Pythias' hall. The event is set for April 17. M. L. (Whitey) Roberts, chairman of the dinner committee, appointed three assistants, Mrs. Nellie DeBelle. Mrs. E. W. Hutchinson and Mrs. F. C. Cook.

Show Folks of America 145 Turk St., San Francisco

SAN FRANCISCO, March 19.-The regular meeting was called to order Friday (11) by President Charlotte Porter. Officers on hand included E. S. Fitzgerald, third vice-president; Oscar Mattley, treasurer, and Bonnie Townsend, recording secretary.

May Griffith was reported to have been moved to the Parker Rest Home in Novoto, Calif., for an indefinite stay. Several of the members reported visiting Delores Coronado, who is confined in San Francisco Hospital.

Preparations for the Hi-Jinks Celebration were announced. Frances Weidmann, chairman, and Chickie Provenzale reported all plans completed. Duke Navarro, entertainment chairman, lined up the show, and several members promised pies and cakes for the refreshment end.

Mrs. Virgil Latiker displayed a tablecloth she is readying for the ladies' bazaar. Names are being embroidered on the cloth at \$1 each with the proceeds to go to the bazaar fund.

Miami Showmen's

1799 N. W. 28th Street, Miami

Association

Ladies' Auxiliary

President Ada Cowan presided at the 136th meeting which was o'Day, Marie, Palace Car: Clarksville, attended by six officers and 79 Tex., 22. of the winter.

The auxiliary was presented with a log vase containing orchids, won in a raffle by Frances Deemer. Tuesday night (15) the past presidents held a card party and lunchber, third vice-president, is back eon which was profitable for the club. Mr. Saunders presented the auxiliary with a plaque in recognition of the club's work and money donated to the United Cerebral Palsy campaign. A letter o thanks was also received by the auxiliary for its work in the fight against multiple sclerosis. Wednesday night (16) a hit-the-road social

Greater Tampa Showmen's Association

TAMPA, March 19.-In the abmen's club joined in the festivities sence of President O. J. Weiss. the meeting was called to order by Sam Gordon. Also on the rostrum were Bucky Allen, Specks Gros-(Continued on page 48)

Carnival Routes

Send to 2160 Patterson St. Cincinnati 22, O.

American Midway: Raymondville, Tex.; Cuero 29-April 2. Big State: Velasco, Tex.

Franklin, Don: Seguin, Tex. Great Southern Expo .: Beaumont, Tex.

April 2. Peppers' Alabama Am .: Plomaton, Ala. Royal Expo.: Williston, Fia.

Southern Valley: Greenwood, Miss. Southland Greater: De Quincy, La.; Lake Charles 28-April 4. Tennessee Valley Am.: Corinth, Miss.; Amory 28-April 2. Wilson Greater: Ajo, Ariz.

Circus Routes

Send to 2160 Patterson St. Cincinnati 22, O.

Beatty, Clyde: Tucson, Ariz., 22; Phoenix 23; Yuma 24; Calexico, Calif., 25; El Centro 26; Brawley 27; Palm Springs 28; Redlands 29; Los Angeles 30-April 10. Davenport, Orrin: Dayton, O., 24-April 2; Columbus, O., April 11-16. Hamid-Morton: Harrisburg, Pa., 22-23; Pittsburgh 25-30; Altoona, Pa., April 1-7. from Hilliards, O., and Mr. and Polack Bros. Eastern: Albany, N. Y., 23-26; Erie, Pa., 31-April 2.

Holiday on Ice, International, No. 1: Kiel, Germany, 22-28; Hanover 29-April 7. Holiday on Ice, International, No. 2: Bangkok, India, 22-April 20. Ice Capades: Omaha, Neb., Fort Worth, April 7-12. Shipstads & Johnson's Ice Follies: Des Moines, 22-28; Minnespolis 29-April 17.

Ice Shows

Miscellaneous

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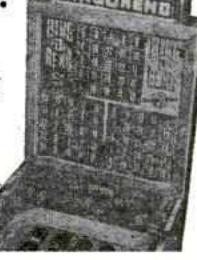
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DALLAS SCHEDULES PROMOTIONS, ACTS

Tennant Signs Grocers to Sponsor July Holiday Shows in Cotton Bowl

way at State Fair Park here will it is first time sponsorship deal has open Saturday, April 9, for a 21- been worked in the South. Groweek season. The amusement park ceries will give ticket to show with will close about Labor Day to pre- each \$5 worth of groceries purpare for the 1955 State Fair of chased. Tennant is booking acts Texas.

The following concessionaires will be represented on the midway this season, according to Fred E. Tennant Jr., midway and concessions superintendent for the State a large newspaper advertiser. Fair of Texas:

Fred McFalls Sr., Fred McFalls Ir., Sammie Bert, Ed Meek, Abe Hirsch, Joe Murphy, A. H. Kohl, Babs Maxvill, Mrs. J. M. Anderson, Louis Roussel, Jack Pyland, Hattie Longchart, Mrs. Bernice Fain and Neil Fletcher.

Groups Lays Plans

The Fair Park Amusements Owners' Association, to which all concessionaires belong, has planned a full season of activities and ings are being installed on all special events, in co-operation with kid rides in Kiddie Town, Tennant the State Fair, Tennant said.

been invited to send their charges being repainted in circus motif. to the midway as guests of the Light towers and ticket boxes are amusement owners' association on being decorated by Mrs. 'George the midway opening day, Tennant Anderson.

The party for the orphans will be covered by "Texas in Review," Wildwood to weekly television newsreel sponsored by the Humble Company Honor Hunt which appears regularly on 17 Texas TV stations.

To Use Acts

midway stage, sponsored by the 50th anniversary in the amusement Pepsi-Cola Company, will begin field. The head of Hunt Amuse-May 30 and run for 14 weeks, Ten- ment Enterprises, which included nant said. Acts are being booked by Charles Zemater of Chicago.

Tennant has lined up grocery store sponsorship for shows in the Cotton Bowl on the nights of July 3 and 4. Sponsor will be the Tom Thumb Stores, which operate approximately 200 stores and affiliates thruout Central Texas. Deal is similar to grocery store gimmick in Philadelphia which filled Philly stadium for Villanova football

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Bought and sold. We are always in the market for the above and would be pleased to know what you have for sale. We trade in same. Also have RAILS, Frogs, Switches for Kiddle Car Hailroads in stock. Through affiliations we can build America's finest Roller Coasters. M. K. FRANK, 480 Lexington Ave., New York 17, N. Y.; 105 Lake Street, Reno, Nev.; 401 Park Bldg., 5th Ave., Pittsburgh, Pa.

PARTICIPATING SPORTS ASSOCIATION OF AMERICA

Third Annual Convention

Somerton Springs—Feasterville, Pa. Sunday-Monday-March 27-28 Trade Show for Pool, Lake & Rink Men New Members Invited—Guests Welcome

MINIATURE GOLF

Holmes Cook Miniature Golf Courses have been chosen by the leading Amusement Parks in the country: Coney Island, Cincinnati, O.; Dorney Park, Allentown, Pa.; Frigidaire Recreation Park, Dayton, O.; Kennywood Park, Pittsburgh, Pa.; Kiddy City Amusement Park, Douglaston, L. I. We invite your comparison with so-called less expensive courses. No Cook Course Has Ever Failed.

HOLMES COOK MINIATURE GOLF CO.

DALLAS, March 19.-The mid-| games last fall. Tennant believes for hour-and-a-half show thru Zemater. Fireworks will be furnished by Thearle-Duffield in Chicago. Shows will be preceded by sixweek promotion by grocery chain,

> Midway is undergoing thoro refurbishing in preparation for open-

Fun House Rebuilt

Joe Murphy is completely rebuilding his Fun House. Plan was laid out by William De L'horbe, of National Amusement Device Company, and Eddie Leis is supervising actual rebuilding.

Fred McFalls Sr. is making additions to Penny Arcade as well. New aluminum tops and awnsaid, and all light structures and Over a dozen orphanages have tickets boxes on the Midway are

WILDWOOD, N. J., March 19. -Local resort interests are planning to stage a celebration this summer Twice-nightly free acts on the for William C. Hunt, marking his here, and taking in all phases of indoor and outdoor show business 83d birthday in Coral Gables, Fla., with his family.

Talent Slated By Glen Echo

WASHINGTON, March 19. -Glen Echo will supplement its country and western artists this something new at the funspot.

Price announced leasing the businessmen. ballroom to Connie B. Gay, local Ernest Tubb.

was reported, will include Ray Anthony, Ralph Flanagan, Billy May tion. and Woody Herman, and possibly Jan Garber.

Federal Loan Of \$150,000 For Rocky Pt.

WARWICK, R. I., March 19.last fall's hurricanes, seeking a hours. \$150,000 disaster loan to be used in rebuilding the park's razed shore dinner hall, has been approved by the Small Business Administration vember. Weekend operation may in Washington.

The 3,400-capacity hall, origi- permitting. nally a frame structure built out Bay, will be replaced by a concrete block building which will be the operation of an amusement pier moved back from the water and protected by a seawall. Part of the SBA 3 per cent loan will also operation, Hunt just marked his go into the seawall construction, and in rebuilding park bathhouses where he is spending the winter and replacing furnishings of the dining hall.

SCENIC TO REMAIN

Willow Grove Rides May Escape Removal

operators, a corporation headed by date. the Pimlico Race Track-owning Cohen brothers, Herman and Ben. Also in the corporate set-up are local businessmen Harry B. Jacobs and Mort Michaelson.

Also scheduled for next week is a general announcement about operational policies and staff, headed for many years by Elmer Foehl.

National Association of Amusement Parks, Pools & Beaches, said that while the new owners have projected plans for a suburban shopping center on part of the 107-acre tract, this would not disturb the park's main area. The development would be down by the lake area and would only affect the boating and possibly the miniature railroad.

No Disruption Seen

By and large, it was reported, the ride structure at Willow Grove will be the same as in recent years. Foehl was confident that the historic scenic railway ride, a landmark of the funspot, would remain. Earlier versions of the transaction held that a considerable portion of the rides would have to be removed for the shopping center, and that the scenic would be destroyed.

While the new owners' policies have not been revealed, it is understood they will continue with the same pay gate, ride prices, and attractions such as free acts, TV shows and fireworks. They pur- scheduled for April 20, a Wednes-New York 36 | chased Willow Grove from the day, in the Parker House.

PHILADELPHIA, March 19.- | Philadelphia Transportation Com-Balance of cash due on the \$1,905,- pany last September and have 000 purchase price of Willow stated they will do considerable Grove Amusement Park is to be improving at the park, but there produced Monday (21) by the new have been no evidences of this to

> The Cohen brothers, beside their race track holding which was acquired in 1952, also own and operate WAAM, Baltimore TV station, and the Fairmount Steel Corporation here, acquired in 1951.

Dropped by Transit Firm

Willow Grove was built in 1895 Foehl, former president of the by Union Traction Company and was considered no longer useful in promoting fares for the Philadelphia Transportation Company, its most recent operators, because of increasing competition from private automobiles. The park had been run continuously by transit firms except for the decade beginning in 1936 when it was leased to orchestra leader Meyer Davis.

Three bus lines and a trolley line will continue to serve the park, and the season's opening has been set for the Easter holiday weekend, April 9-10. The spot will then remain open on a Saturday-Sunday basis until May 28, when the Decoration Day weekend starts the full summer schedule.

BOSTON, March 19.-Program plans will be announced shortly for the annual meeting of the New England Association of Amusement Parks, according to Secretary Fred Markey. The affair has been

Use of Country Art Lewis Heads New Charlotte Park

Showman, Two Local Businessmen Establish New Spot on Main Highways

season, according to General Man- major league carnival and park opager G. B. Price. The mixing of erator, heads the management c.&w. with pops talent will be group. His associates are Joe Murnick and Bernard J. Cobin, local

Lewis said the location was choc.&w. promoter whose office says sen because Wilkinson Boulevard it will present such names as Little at this point carries the traffic of Jimmy Dickens, Faron Young, the heavily traveled U. S. routes Hank Thompson, Webb Pierce and 29 and 74 and because it is directly opposite the new Queensland Pop dance bands to appear, it Shopping Center, a multi-million dollar project now under construc-

> Additional considerations were its easy accessibility from the heart of Charlotte and the recent construction in the area of some 2,500 new homes. The location is only one and a half miles from the City Hall.

12-Acre Site

About 12 acres are available, assuring ample room for parking, Lewis said. The acreage is located just over the city line which makes Application from Vincent Ferla, it possible to operate thruout the representing Rocky Point Park, week, including Sundays. There Inc., hard hit amusement center in are no restrictions on opening

The opening has been set for April- 15 with the season planned to extend thru the middle of No-

ment stands and facilities for danc- Virginia Beach, Va., funspets.

CHARLOTTE, N. C., March 19. | ing plus a miniature golf course -A new funspot of major propor- and a baseball batting range. The name band dance policy with tions is being built on Wilkinson batting units were purchased from Boulevard here. Art Lewis, former I. Q. Baseball Machine Company.

Baseball Star to Aid

Lewis said that Whitey Lockman, star first baseman for the New York Giants and a Charlotte resident, would aid in the operation of the batting units after the baseball season. His presence is expected to stimulate interest and play, especially if the Giants should retain their world champion title.

It is planned to operate with six major and six kiddie rides. Some, or all, of these units will be booked altho the operating group is ready to purchase wanted units if necessary, Lewis said.

A number of concessions are also included in the planning. The refreshment stands will all be under park management to insure a good standard of quality and service, Lewis said.

Plan Free Acts

Plans also call for the use of free acts, altho an appearance schedule has not been worked out. The location is suitable, according to Lewis, for the possible future construction of a swimming pool.

Lewis has many years of operational experience in the outdoor fields behind him. In addition to be attempted thereafter, weather having once toured his own railroad carnival thru Eastern territory Already under construction, he also had interests, and funcfrom the shore over Narragansett Lewis said, are permanent refresh- tioned actively, in the operation of

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Del Mar, Calif., Sets **Cut-Rate Campaign**

stand. Show is being produced by

the Brunson's, the nation's only

husband-wife booking team, for the

As part of the \$1,000,000 build-

ing program under way on the

grounds, the grandstand is being

extended 160 by 100 feet to add

another 3,500 seats. Other improve-

ments are the paving of 40 per cent

of the main parking lot, new brick

planters along the Avenue of Flags,

concrete floors for the Flower

Show, and larger and better picnic

CALCARY, Alta., March 19.-

A television and motion picture

performer, Tibbs will ride in the

stampede parade, take part in the

grand entry, appear at every after-

noon stampede performance and

the Friday morning livestock re-

view, and put on a performance at

the Red Cross crippled children's

Palm Beach Gate

Of 75,000 Marks

10th Annual Gain

director of the annual. It marked

the 10th successive year that the

MacAlister Marckres, owner of

Florida Bazaar Supply here, held

consecutive year. Miller Amuse-

ment Enterprises, augmented by Pierson and Solomon's Scrambler,

furnished rides for the second year.

Van Helman and Neil Carlin had

the majority of game concessions.

contemplating a move that would

bring the fair closer to the thickly

next year. For the past three years

track site eight miles from town.

It is believed such a move would

double attendance and exhibt

showed a slight increase.

Calgary Inks

Casey Tibbs

ing event in July, 1952.

hospital.

fifth consecutive year.

facilities.

Don Diego Circus Contracted; Rodeo Signed for Three Days

- DEL MAR, Calif., March 19.-Welk returns July 4 for a concert Two innovations-an advance sale engagement in front of the grandof tickets at reduced prices and the Don Diego Super Circus-will be featured at the Southern California Exposition scheduled to open here June 24 for an 11-day run, Paul T. Mannen, secretary-manager, said.

The sale of reduced admission tickets will be county-wide and sponsored by units of the Ninth District Parent-Teacher Association. Tickets will sell for the special price of 50 cents-instead of 85 cents with a portion of the amount to be shared by the participating units and the San Diego Children's Dental Center. Children's ducats will also be sold for 25 cents each. The regular price will go into effect

Mannen declared that 100,000 adult tickets will go on sale thru the PTA.

Free Circus

The kiddie circus is being featured for its first annual run and will be free as will other attraccock United Shows on the carnival AS Feature midway. Booked by Jo and Newton (Carolina) Brunson, of the Hollywood (Calif.) Theatrical Agency, the circus line-up-already includes Denver Harmon and his chimps; Fine and Dandy, clowns; Brandy, table rock; Jumbo Jr., elephant; Sassy the cat; Wally Blair, comedy cyclist, and Kayletta this year. He will also compete in four stampede events. run the full 11 days.

rodeo the first three days, with Fiestacade opening in front of an enlarged grandstand for seven days starting June 27. Scheduled to date for the entire run are the Marion-Rankin Dancers (12); the Ramses, acrobatic act, and the Half Brothers, comedy jugglers. As an added attraction Lawrence Welk and his orchestra will appear for two per-formances each on June 27-28.

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8 to 12 Minutes ACROBATIC ACT Open for Fairs and Parks in 1955

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Arizona

Coolidge-Pinal Community Fair, March 23 Wendel Flewelling.
 Miami — Globe-Miami Community Pair, March 30-April 3. Yuma-Yuma County Pair, April 13-17. Ken Baker.

Florida

Fort Pierce-Indian River Youth Show, April 29. M. B. Jordan. Quincy-West Florida Fat Cattle Show & Sale. A. G. Driggers. Williston-Levy Co. Fair, March 22-26. R. H. Hipp.

Oregon.

Gresham-Multnomah Co. Spring Garden Fair, April 20-24. Duane Hennessy.

CANADA

Manitoba Brandon-Manitoba Winter Fair, Marc 28-April 1. Miss A. Hogeland.

H. Fairs Elect Lee, List Dates

CONCORD, N. H., March 19. Dana H. Lee of Lancaster was elected president of the New Hampshire State Fairs Association and Robinson W. Smith of Laconia secretary-treasurer at a meeting held here recently.

Plans were announced for two Casey Tibbs, of Fort Pierre, S. D., new fairs this year, at Loudon and five times world's bronk riding Atkinson. Since initial programs champion, has signed a contract to were held last fall, the new fairs present a high school horse act in will qualify for subsidies from betfront of the grandstand at the ting at Rockingham race track. The Calgary Exhibition and Stampede two new associations make 14 fairs

> on September 2-5; Rochester, September 18-24; Deerfield, September 29 to October 2; Sandwich, October 12, Columbus Day holiday. Several fair dates have not yet been decided. Lake Grange Fair at Sunapee has suspended operations.

Charles A. Jones of Contoocook was elected a vice-president of the association. Directors for the coming year will be Carl A. Fogg of Deerfield, Lynn Webster of Canaan, Everard Hoar of Madbury, WEST PALM BEACH, Fla., Clarke Ingalls of North Haverhill, March 19.-About 75,000 people, a Donald MacCullum of Northwood, gain of 10 per cent over 1954 fig- William McCann of Dover, Lester ures, attended the 1955 edition of E. Mitchell of Campton, George Palm Beach County Fair, which | Willson of Rochester, Harry Blanclosed here Saturday night (12) chard of Sandwich, George Crinafter eight perfect days, according nell of Derry, and Louis Ballum of to figures released by Lamar Allen, Walpole.

fair has registered an attendance Hancock, Mass., To Operate Nights the midway contract for the sixth As Well as Days

DALTON, Mass., March 19.-The Berkshire County Fair, held annually in nearby Hancock, will operate three days and nights this year instead of six days as in the They reported grosses down from past. The annual is held on a 40last year, but ride and show takes acre plot near Pittsfield.

Attraction plans, according to Members of the fair board are Frank Mongue, who is in charge of concessions, includes a midway with rides and shows, live performpopulated area of the Palm Beaches ers and fireworks.

Fairgrounds have a potential of the event has been held at a race 125,000 customers in a 25-mile radius. Last year's run was hurt by weather.

Death Takes Campbell, Pryn, Eaton, O., Execs

EATON, O., March 19.-Preble County Fair here suffered a double loss recently, death taking its president, Stanley Compbell, and Bill week. Pryn, secretary-treasurer. Pryn died of food poisoning a week improve the parking area to the after Campbell succumbed.

Mineola Viewing Labor Day Shift

Labor Day weekend for the first evolve the Mineola dates. time in at least 40 years. The mid-October running time is an offshoot of construction work on the New York State Thruway.

lowing the closing meet of the sea-York State are set so as not to con-Raceway in Westchester.

For months the Yonkers track has been cut off from transportation by the huge Thruway roadwork project, which runs right past the track. As a consequence local tracks are juggling their dates due to the Yonkers situation. It is not definitely known when or whether the Yonkers track can be used for harness racing, but the tentative plan is for the Roosevelt Raceway meet to end August 15.

Early September Posed

At present, if nothing interferes, it is expected that Mineola will hold its fair from September 3-11. Earliest date for the fair at the old fairgrounds, taken over by Nassau County in 1952, was during the week following Labor Day.

While the Labor Day date is a bonanza in many parts of the country for fair attendance, its benefits in the New York area and other shore metropolitan regions are The fall 1955 fair schedule was problematical. The holiday, a last-It will be the first appearance announced as follows: Pink Granite fling chance for those in the cities, The exposition will feature a of Tibbs at the Calgary Stampede Grange of North Haverhill, August is usually a big one at parks and since he was defeated in the finals 5-7; Northwood, August 12-14; beaches. In addition the days imof the North American bronk rid- Dover, August 11-14; Plymouth, mediately following Labor Day August 17-20; Cheshire County at usually see resort folks packing up Keene, August 25-27; Atkinson, and trekking back to town. Both August 26-28; Caanan, August 26- of these activities will have to be 28; Hopkinton and Lancaster, each contended with if the fair runs as planned.

> The Roosevelt Raceway directors are to meet on the 25th of this month to discuss the situation,

Regina Maps Features of Jubilee Run

REGINA, Sask., March 19.-At their first meeting in the new Administration Building at the fairgrounds, directors of the Regina Exhibition Association gave consideration to plans for the Golden Jubilee exhibition, August 1-6.

Special tribute is expected to be paid to pioneers in the field of agriculture, to livestock exhibitors and to those long connected with civic and provincial affairs.

An expenditure of \$1,500 toward decoration of buildings and grounds along a jubilee theme was approved and it was agreed that Indians' would be given a more prominent role in this year's activi-

Parade Planned

Particular emphasis will be placed on plans for the reception and entertainment of former residents of the province.

It was also decided to plan a parade for the opening day of the fair.

Authorization was given an expenditure of \$5,000 for putting heat in a portion of the Exhibition Auditorium annex so that more shows, meetings and conventions can be accommodated.

The Regina Kinsmen Club was again given the privilege to conduct a car giveaway during fair

Work will start this spring to west of the grounds.

WESTBURY, N. Y., March 19. after which they will get together -Indications are that the Mineola with the Yonkers race track people Fair will be held this season during April 10. From these sessions will

The earlier running is looked on change in dates from its customary by the fair people as a chance to recoup some of the evening attendance it lost when it moved from the old fairgrounds to Westbury. In For the past two years the fair years past it was customary for as has been held at the Roosevelt much as 60 per cent of the total Raceway harness track here, fol- attendance to be registered in the evenings. During the last two son. Since racing dates in New years, being an October event, the annual ran into cold nights which flict with those of other tracks, an slashed the gate receipts to where important element for Mineola has only 25 per cent was recorded in been the race dates at Yonkers the evening hours. This has meant a difference of some 60,000 to 65,000 persons, it is understood. Beside the change in dates, the directors are supposedly studying a plan to establish the fair on a Labor Day basis from now on.

Spokane Names Chas. Meenach As Manager

SPOKANE, March 19.-Charles T. Meenach, former Washington State 4-H Club agent, has been named manager of the Spokane Interstate Fair here effective April 1. He succeeds Herbert P. Welch, who resigned last November after serving two years as manager.

Meenach, a member of the Washington State Fairs Commission, was for eight years secretary of the Washington State Association of Fairs. He is scheduled to head up an expansion program at the fair which will include additional building facilities and increased entertainment and exhibit features.

The Interstate Fair was recently officially named the Spokane County Fair and Northeastern Washington District Fair. The county fair was formerly held in Deer Park while the district annual was held in Colville.

This year's Interstate Fair, August 25-28, will be the fourth since it was revived.

Ludington, Mich., **Elects Sellner Prez**

LUDINGTON, Mich., March 19. -Carl Sellner, Riverside fruit grower, was elected president of the Western Michigan Fair to succeed Stephen J. Herban. Financial reports showed 1954 fair receipts totaled \$14,732, disbursements \$15,488; loss \$755.

> Attention Fair Secretaries contact

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West Coast Wins Pact For Sacramento Annual

19.-West Coast Shows were would not recognize long-term awarded the midway contract for pacts. the 1955 California State Fair & Exposition Thursday (17) at a meet- ment, West Coast Shows offered a ing of the board of directors here. per capita bid of 11.11 cents with

November 'The Billboard, Novem- State Fair, the only exception being ber 27). This was rescinded by it will hold only for this year. board action at a session on January 21 (The Billboard, January N. Crafts Shows submitted an offer 29) on the grounds that Dudley T. of 12.25 cents and the Frank W. Fortin, who was named secretary- Babcock United Shows, 12 cents manager early this year, said the per capita.

Harris Books Two Greater **Boston Dates**

BOSTON, March 19.-Jeff Harris, head of Jeff Harris Enterprises, this week announced the booking of two major Greater Boston celebration dates.

The first will take place in Charlestown the week of June 13. The second is scheduled for Knights of Columbus auspices in

Hill Day, an important holiday locally. It is usually sought by a number of promoters and organizations.

Harris said that a Fourth of July date, also in the Boston area, is also virtually set.

Two Va. Fairs Make 11 for Va. Greater

SUFFOLK, Va., March 19. -Rocco Masucci reports the signing of two additional fairs for the Virginia Greater Shows route, namely Tasley and Weirwood, Va., bringing the fair list to 11.

J. Edgar Thomas, manager at Tasley, was a visitor recently to quarters here and signed after talking with Masucci and general agent Bill Murray. Also visiting the grounds were Shirley Levy, of Metropolitan Shows; local postmaster Sam Stallings and Harry P. Taylor of the Elks Lodge which is sponsoring the opening date here, and Bill Sanders, American Tent Corporation of Norfolk.

Peck Skeds May 16 Bow

EUSTIS, Fla., March 19.-Key City Shows will open its season May 16 in Valparaiso, Ind., under police auspices, C. S. Peck, owner, and April 13. announced. Peck has had his Scrambler on Blue Grass Shows in Florida this winter but expects to leave here soon for his Kankakee, Mooney INKS Z Ill., winter base.

In addition to the Eli Scrambler, he has purchased a new Rocket Train from the King Amusement Manning Revues Company which will swell the lineup to five major and four kid devices. Route this year will include Mooney has contracted two girl celebrations and eight fairs with revues on the Ross Manning Shows most of the spots in Illinois and midway for this season, it was re-Indiana.

10 with painting and repairing on Parade. the schedule. Concessionaires who will be back with the show this as follows: Dream Hour Revue will season include C. Cave, H. Hanson feature Rozina the Gorilla Girl, a and R. Schweppe, each with three six-girl line, one novelty and two concessions, and LaVerie with his short range.

Staff will include Robert Peck, general manager; Richard Kern, ride superintendent, and P. Venner, concessions manager.

SACRAMENTO, Calif., March California Department of Finance

In obtaining the three-year agree-The Mike Krekos organization a minimum guarantee of \$86,000. was awarded a three-year pact last This bid will hold good for the 1955

At the late 1954 bidding Orville

West Coast Shows, which include the West Coast Shows and West Coast Exposition Shows, played the State fair midway for the first time in 1954.

Bobby Cohn, West Coast's general representative, went strongly at the triple-timed State fair contract to round out similar routing Blue Grass agreements with other fairs. Those signed for the units on this basis include Kern County Fair, Bakersfield; Monterey County Fair, Monterey; Yuba-Sutter District Fair, Yuba City; Napa District Fair, Napa, and Multnomah County Fair, Gresham, Ore.

Vivonas Slate The Charlestown date is built around the celebration of Bunker Hill Dove to the control of Bunker April Opener

FLORENCE, S. C., March 19.-Season's opener for the Vivona family's newly named Amusements of America midway has been set for April 14, a Thursday, in Balti-

Personnel are trickling into quarters here and the work crew under Babe Vivona, John (Tiny) Dempsey and Don Crawn has completed the major part of building, repairing and painting.

The rides and rolling stock all have a new color scheme and the new show title, while ticket boxes and some rides will have pictorial treatment, General agent Morris Vivona reports the signing of another firemen's convention in New York State.

NSA Provides Reinstatement Of Delinquents

NEW YORK, March 19. - The board of governors of the National Showmen's Association has voted to reinstate delinquent members who are no more than two years behind in their dues upon payment of \$10. The governors placed a 60-day time limit for action under this new policy, which it adopted Wednesday (9).

The club's social season includes two more meetings, on March 23

MIAMI, March 19.-Joseph A. ported. These will be the Dream Winter quarters will open April Hour Revue and the Dolls on

Mooney said his line-ups will be strips. Rozina does a take-off of the old Lela Moore half and half dance with a six-foot gorilla. Dolls on Parade will feature Debbie Rose, exotic dancer from the Schuster circuit, and four strips.

STRATES EYEING LAYOUT OF FIVE FERRIS WHEELS

NEW YORK, March 19 .-Some sort of achievement in ride presentations is said to be in the making by the James E. Strates Shows for the coming season. Strates is said to be planning an offering of five Ferris Wheels and two large Merry-Go-Rounds at major dates, one better than the four wheels presented by big shows in the past.

Week in Ocala Produces for

EUSTIS, Fla., March 19.-Blue Grass Shows overcame a sluggish

to the fairgrounds, headed by Richard C. Cummings, who cut the ribbon to open the fair, and other civic officials. There was music by the 74-piece Ocala High School band, and the opener was operated as a ladies night.

Tuesday, a family matinee, and

Thursday, sunset matinee, were not as good as had been hoped. The Wednesday night business was good, with the Howard Academy High School colored band of 69 pieces playing at the front gate. Friday was passable and Saturday produced a nice matinee and big Membership night business.

Whitey Weiss, business manager, with Bill Perrot as assistant, and lot man Johnny Hoffman, were commended for the jobs they did in Ocala.

J. L. Keef Route Includes Six New Ga., Ala. Fairs

VALDOSTA, Ga., March 19.-Capital City Shows will play five was again approved by a wide J. L. Keef, owner-manager, an- the meeting. nounced here in winter quarters. The additions include five annuals in Georgia, those at Americus, Value over, and a proposal that the club's title be changed was tabled fair is at Fort Payne.

Show wil open here in Valdosta on April 1 and will start its fair will be eligible to run for office. route July 12. Tour is expected Johnny Obluck headed up a disto keep the org on the road thru cussion on changes to the bylaws, November 12, Keef said.

A crew is already here working on equipment and more men will join during the next 10 days. Visitors included Bill Porter, H. B. Rosen, Dick Wilson and Paul Robertson.

ALASKA OP FRAMES NEW MIDWAY ORG

ANCHORAGE, Alaska, March 19. - Alaska's first home-based carnival will hit the road this season as the Alaska Frontier Shows, according to J. B. Broadbent, veteran ride and concessionaire. Broadbent will head up the organization, which is expected to carry 3 major rides, 4 kid devices, 5 shows and upward of 15 concessions.

Show, which will bow May 29 and play Alaskan and Yukon territories, is limited in the number of dates. As a result, the rides will be set down in a permanent location for part of the season along with a driving range, miniature golf course and other attractions. Show will winter in Anchorage.

EARLY SPOTS OKAY FOR GOEBEL ORG

Announce Tie-Up With Freedman Show; Adopt Western Theme for Back-End

BUCKEYE, Ariz., March 19 .- | was 50 cents for kids and 25 cents Pan American Amusement Com- for children. pany, owned by Louis Goebel, of Thousand Oaks, Calif., and man-

show is set to play the Coolidge Community Fair, Miami-Globe Community Fair and the Yuma (Continued on page 44) be on the road until November 11 when it plays the Armistice Day Celebration in Van Nuys, Calif.

At the California Mid Mid. County Fair. The show, which

At the California Mid-Winter Fair, the show featured 11 major and 7 kid rides. The adult and Saturday night (12) in Ocala, Fla. kid midways were separated with Event was the Oklawana Valley the former also including four shows, the Rosedale Village, Lin Show Opening on Monday (7) was highlighted by a parade from town derson's hippo, and a Funhouse. Anderson's elephant, handled by Wally Ross, was on the independent midway as a ride. Admission

Star Showwomen's Club of Texas dance duo; Bill Farrell, songs and voted to broaden its membership dances, and Tonny Marlow and to include male members at its Moelle, songs. Ben Young's orregular meeting here Monday (14). chestra cut the show and played Heretofore men have held only for the dancing that followed. honorary memberships in the or-

The move was made as the reto a mixed club. And the measure home. fairs new to its route this season, majority of the record turnout at

Study Rule Change

Under the new operation, men vill be eligible to run for office. (Continued on page 48)

2 Wyo. Celes

SAN ANTONIO, March 19 .-Alamo Exposition Shows have added two celebrations to their route, giving the show a total of 16 fairs and celebrations this season, Jack Ruback, general manager, announced here at the org's winter base.

The celebrations are the Lander Pioneer Days at Lander, Wyo., June 28-July 4, and a stand at the Warren Air Force Base in Chevenne, Wyo.

Color scheme this year will be Carl Anstead white and red and most of the trucks and trailers already are decked out. Jack Oliver has been Frames Show busy reconditioning the Tilt-a-Whirl and Octopus, and Red Merry-Go-Round. the rolling stock.

Freedman Tie-Up

By a recent tie-up, Pan American aged by Jimmie Wood, moved in is working with Alex Freedman's here early this week for the an- FairTime Shows as a second unit. nual Fiesta, its third spot on the This unit carries 6 major and 6 kid 1955 route. Show was on the mid- rides and Funhouse. With Freedway of the California Mid-Winter man as owner, Pat Graham, former Fair in Imperial for the fourth consecutive year and at the Maricopa County Fair in Mesa.

Following its Arizona route for the third consecutive year, the third consecutive year, the third consecutive year, the third consecutive year, the tendent of canvas. The show is

CHICAGO, March 19.-Close to 120 members and guests turned out for the annual St. Patrick's Day party of the Showmen's League of America, held in the club's rooms here Thursday night (17).

Feature of the evening was the corned beef and cabbage dinner. Following was a floorshow which included impromptu acts by members plus professional performers. Dick Ware supervised arrangements for the event.

Outside talent included Whitey Roberts, comedy juggling; Frank Farnum, dancer; Ann O'Connor, DALLAS, March 19.-The Lone comedy exotic; the Mattisons,

The regular meeting, held on Thursday, was canceled to make way for the party. All League sult of a membership poll that in- officers were present with the exdicated an overwhelming majority ception of Secretary Joe Streibich, of the members favored the switch who was ill and confined to his

officially, the change will not Early Stands

RANKIN, Tex., March 19.-Hill's Greater Shows trucked here this week from Del Rio, Tex., where it played under auspices of the Parent-Teachers' Association and caught good weather and okay

Stand here was the org's fourth Texas spot of the new season. Opener was in Crystal City February 20-27, followed by a four-day stop in Eagle Pass, both of which were reported satisfactory.

Charlie Chancey's Monkey Speedway has been one of the most popular units on the midway. The Tilt-a-Whirl led the rides with the Rock-o-Plane a close second. Show is carrying 16 rides, including six of the kid variety.

Frank Gaskins, agent, rejoined here after a 10-day business trip.

PONCHATOULA, La., March Doyles is ready to go with the 19.-Carl Anstead, veteran show Diesels and agent and manager, is back in acother gear is being worked over by tion after a year's absence from the Jimmy Luckens while Bill Williams road and has organized his own and Bob French are doing much re- show. The new org will be titled building. Bill Hogan has the trucks | Southland Greater Shows and will in good mechanical shape and carry five rides. Anstead reports Gene Gray has been busy painting he will tour Louisiana, Mississippi and Arkansas.



Opening Monday, May 16

Playing Southern Michigan Cities and a Mid-Summer Tour of the Upper Peninsula With a Strong Route of Fairs Starting in July

- CAN PLACE FOR SEASON'S WORK -

LEGITIMATE CONCESSIONS OF ALL KINDS: Ball Games, Fish Ponds, Short Range, Balloon Darts, Cork Gallery, String Games, etc. OUTRIGHT SALES OPEN-Novelties, Names on Hats, Taffy, Floss, Scales, French Fries and the rest. Excellent opportunity for good Cook House.

SHOWS—Fun House, Snake (Renton, contact), Motordrome, Life, Illusion (Lester, answer), Wildlife and other good non-conflicting Shows. Due to disappointment can use good, flashy Side Show for season.

RIDES—2 majors of the following: Flyoplane (Al Deggler, haven't heard from you), Octopus, Rockoplane, Whirl Wind (McCleun, contact) or other high capacity Rides.

HELP—Foremen in general and Second Men. Those with us last year, write. Also want General Ride Men and other Help. Prefer semi drivers.

D. WADE, Gen. Rep. W. G. WADE SHOWS

W. G. WADE SHOWS

Detroit Leland Hotel

Detroit 26, Mich.

P. O. Box 1488 Detroit 31, Mich.

CAN PLACE FOR OUR 1955 SEASON

Well-Organized COLORED REVUE

We furnish living quarters on our show train for all your people, season opens in Washington, D. C., April 7.

Can place for Savannah, Ga., only-Live Pony Ride for ten days starting March 25.

All communications:

JAMES E. STRATES, Pres. & Gen. Mgr., or JAMES THOMPSON, Special Agent P. O. BOX 1250, ORLANDO, FLORIDA Phone: Orlando 59176



18 FAIRS

5 CELEBRATIONS

OPENING APRIL 1, VALDOSTA, GA 8 BIG DAYS, STRONG AUSPICES (SCHOOL BOY PATROL) LOCATION, FAIRGROUNDS. BIG MOODY AIR FORCE PAYDAY, PLENTY MONEY HERE

WANT

CONCESSIONS—Long and Short Range, Age, Glass Pitch, Custard, legitimate Stock Concessions of all kinds. JOE EXEL, contact if coming. V. L. COLLIER wants Concession Help. SHOWS—Monkey, Mechanical, Fat, Midget, Wildlife, Glass House, organized Minstrel Show, Drome or any non-conflicting Show. We have the following Shows: Big Snake, Side Show, Girl Shows and Fun House. BOBBY AND BILLIE TAYLOR WANTS SIDE SHOW HELP. RIDES—Coaster, Roll-o-Plane, Rock-o-Plane or any Rides not conflicting with what we have. ALL Ride Help report Monday, March 28. Winter Quarters on Statenville Rd. Can use Mechanic with tools. All replies:

J. L. KEEF, Box 201, Valdosta, Ga.

BE WITH A POWELSON UNIT

CONCESSIONS: Can place Cookhouse, Popcorn, Novelties, Age and Scales, Arcade, Glass Pitch, Mug outfit and Games of all kinds. No grift.

SHOWS: All kinds. Motordrome, Fun House, Grind Shows.

WANT: Ride Help. Best of treatment, equipment and wages.

No. 1 Show-HAPPY ATTRACTIONS, opening Newark, Ohio, April 11.

POWELSON AMUSEMENTS

BOX 125

COSHOCTON, OHIO

Phone 1088M

OPERATOR WANTED!

To Install and Operate Kiddies and Adult Rides

on grounds of America's largest farmers' market

Adjoins Levittown, Pa. Main highway location. 17 acres of paved free parking. Exceptional opportunity.

Write or Phone BOB WOLDOW

BRISTOL (PA.) FARMERS MARKET & AUCTION Route 413, Bristol, Pa. Phone: Bristol 8-2773 or 8-7704

(Philadelphia, Pa. Phone: Rittenhouse 6-1330)

April 21 to May 1 HELLER'S ACME SHOWS, INC.

2 Saturdays Wycoff, N. J. WINTER QUARTERS NOW OPEN

Concessions Wanted—Cook House, French Fries, Candy Floss, Balloon Darts, Add 'Em Up Darts, Coke Bottles, Fish Pond, Glass Pitch, Cigarette Gallery, Pitch Games or any Skill Games that don't conflict. Want Ride Help on Merry-Go-Round, Ferris Wheel, Chairplane, Spitfire, Hand Swings and 4 Kiddie Rides; semi trailer drivers given preference. Want Man to up and down Concessions, drive straight job. Will give complete Back End to reliable and capable Showman with own outfits. A real proposition. The Route this season is the best route I ever had.

20 Still and Celebration Dates, 7 Fairs. All address

HARRY HELLER, Gen. Mgr., 9 Virginia Ave., West Orange, N. J. Phone: Orange 4-5447



CARDINAL PRODUCTS CO.

Les Berger 49 West 27th Street New York 1, N. Y. MU 6-8268

TENT CORPORATION

America's Largest Builders of Fine Show Tents

201 E. Water St. Norfolk 10, Va. Representative C. C. Mitchell BILL SANDERS

WANTED WANTED AMERICAN LEGION

SPRING FESTIVAL

Two Saturdays, April 2-9, Downtown, Idabel, Okla. Hanky Panks, Bingo, Fish Pond, Coke Bottles, Duck Pond, Ball Games, Balloon Dart, Buckets, Swinger; work for stock. Nice Grab. Ride Help who want a season's work and can drive trucks; Merry-Go-Round, Wheel, Mixup and Kid Ride Foremen. Will book one or two Kid Rides, Live Pony Ride. Red Pinland, Orval Scott, contact. Have plenty Pairs and Celebrations. Contact

JOE STARR Hugo, Okla.

Full Carnival or Rides for July 25-26-27-28-29. Historically Famous

NESHOBA COUNTY FAIR

Need at least 5 Major Rides (could use 7). Not less than 3 Kiddle Rides. Show with light plants. We need 40 Concessions with 3 to 5 Shows. We have the best ride spot in Mississippi. 65 years of full fair programs. Grandstand Shows, Harness Races, etc. Write

NESHOBA COUNTY FAIR
P. O. Box 92 Philadelphia, Mississippi

BINGO HELP WANTED

Top salary. No drunks or drifters. Long season, good working conditions. All my old boys get in touch. (Billy Melton, Earl Jones, Blackie Carangeo, contact me at once.)

ART LUDWIG c/o The Billboard

390 Arcade Bldg. St. Louis 1, Mo.

ATTENTION-ATTENTION

All agents who worked for me in the past, I am opening 27th of April in Maine. Kindly contact me

P. J. FINNERTY

79th St. Hotel, 79th St., Miami, Fla.

LIGHT PLANT BARGAINS, DIESELS

Caterpillar D13000 Louis Allis Self-Regulating Generator Sets Price \$3,850.00 each. Caterpillar D4600 Louis Allis Set. Price \$1,950.00. Some cable included, complete and

ready to use. GULF MACHINERY CO. P. O. Box 1624

Mobile, Alabama Phone Greenwood 73726

ROYAL MIDWEST SHOWS OPEN APRIL 23

Can place Fun House, Wild Life, Monkey, Unborn, Girl Show, Roller Coaster, Pony Ride, Manager for Athletic Show, Long and Short Range, Age and Weight, Dig-gers, Buckets, Ball Games, High Striker, Pitch Till You Win Burner, Carl Cal-Pitch Till You Win, Bumper, Cork Gal-lery, Darts, Coke and Ride Help. ROXIE HARRIS, P. O. 142, Findlay, Ohio Phone Van Buren, Ohio, 1117

FOR SALE

Brand new Calumet Coach with Mills
Twin Head Custard Machine, Hamburger Grill and Steamer, Malted Milk Machine, Fruit Dispenser, Hot Water; ultra modern, complete cost \$6,000.00, sale price \$3,500.00. Can be booked on my show. Will pay for itself this season. Write

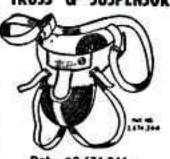
> CARL BURKHART TURRELL, ARK.

HELP WANTED

For winter quarters, Brush Painter for Merry-Go-Round Horses, Man who can handle spray equipment for trucks and ride steel. Combination Electrician and Mechanic. Foreman and Second Men for Rides. Want capable Lot Man. Will book any kind of Concession, Six Cats, Buckets, Swinger, Bingo and Diggers open. Two well framed Girl Shows th own equipment. PARADA SHOWS, C. Swisher, Box 125, Phone 468,

A NEW REVOLUTIONARY IDEA IN RUPTURE SUPPORT

TRUSS & SUSPENSORY



Pat. #2,674,244. No measurements required. Just state What do you expect of a truss: support, comfort, light weight, sanitary? All of these features are embodied in this new patented truss. It combines a truss with a suspensory. Your doctor will tell you that you need that extra support afforded by the suspensory. The truss is self-adjusting, requires no fitting, weighs only three ounces, easily washed. You yourself control the pressure required to hold the hernia in place. No steel bars to irritate. Comfortable in any body position, bending, running, walking, jumping, it always stays in place once you adjust it. In fact, you can keep it on when you go to bed, you won't know you have it on. Regardless of the type of truse you are now wearing, you owe it to yourself, for your health's sake as well as your comfort, to try this revolutionary truss now! State right or left. The price is only \$4.95 Single and \$6.95 Double. Send for one today. Money-back guarantee.

B. Brodick, 1457 Broadway, N. Y. 36, N. Y.

B. Brodick, 1457 Broadway, N. Y. 36, N. Y.



JAMES H. DREW SHOWS

Cleanest Finest Most Dependable

LAST CALL

1955 SEASON OPENS GAFFNEY, S. C., APRIL 1

Busy industrial cities to follow until June, with a continuous route of bona fide Fairs and Celebrations ending in November.

Want Cookhouse or Sit-Down Grab. Want one more Grind or Bally Show that does not conflict. Will sell X on Photos, Custard, Hats, Jewelry, Age & Weight. Will place Merchandise Hanky Panks, Ball Games and Outright Sale Concessions. All must be legitimate. Time is short. Everybody wire.

JAMES H. DREW SHOWS c/o WESTERN UNION, SWAINSBORO, GEORGIA

NOTICE, CARNIVAL PEOPLE FOR SALE AT ONCE

CARNIVAL AND SHOW EQUIPMENT—3 G. M. Diesel Light Plants, 3000 ft. Ground Cable and 50 well made Junction Boxes, Light Towers. Show Fronts and complete Shows (some mounted on trailers). Rides. Trucks, Tractors and Trailers, open and van type. All newly overhauled, all painted white. 3 G. M. Diesel 60 KW. Plants, mounted in 30 ft. van (complete Switchboard), just overhauled, excellent condition; 2 Light Towers mounted on roof of van. Painted white inside and out. Chevrolet 2-speed tractor for same.

Fly-o-Plane, 32 ft. open trailer and Chev, tractor for same. or 5 beautiful Shows, some mounted on semis. Beautiful Front Cate with Theatre-Type Marquee and large 3-Window Ticket Box.

Trucks—Complete Shop Truck, Straight-Job Trucks and Semi-Trucks.

A hundred articles of show equipment. Will sell all or piecemeal at right prices. If you need anything in Carnival line before you open, this is your opportunity. All this equipment must go at once. ADDRESS:

SOUTHERN CONCESSION CO., INC. P. O. BOX 746 CLEARWATER, FLA.

Presents MIGHTY HOOSIER STATE SHOWS

W. R. GEREN

Spring Opening April 22 in the heart of Jeffersonville, Indiana. Now booking Concessions, Shows and Rides, what have you? All replies: W. R. GEREN, 2510 Marr Rd., Columbus, Indiana, Phone after 6 p.m. 4600 Columbus. P.S.: All Hanky Pank Concessions wanting to book April 8 thru 17 at Cincinnati Gardens in Cincinnati, Ohio, in conjunction with Shrine Circus contact

H. REED

WANT—KEYSTONE EXPOSITION SHOWS—WANT

3 East 6th Street, Newport, Ky., or phone Colonial 4449 after 6 p.m.

Official opening last week in March. Have excellent route of still dates in the mill section. Payday every week. Celebrations and Fairs to follow. Want any kind of Crind Shows. Want Stock Stores of all kinds. Want Bingo, Mitt Camp. Due to disappointment will book a Sit-Down Grab. Wanted-Stock Store Agents and Ride Help. Johnny Riddick, Red Shearrer and Earle, come in to Winterquarters. Address all mail and wires to

KEYSTONE EXPOSITION SHOWS ELLOREE, S. C.

DON FRANKLIN SHOWS, UNIT #1

WANTS CONCESSIONS

Age, Scales, Short Range Gallery, Arcade, Hanky Panks. Also 1 or 2 Concessions

(must have Hanky Panks). Address KEITH CHAPMAN, Con. Mgr.

109 Shore Drive, Hot Springs, Ark.

(Phone: 694) No collects.

WANTED—AGENTS—WANTED

For three months' work in Cleveland, Ohio. Opens Saturday, April 2. Sets up April 1 at 57th and Woodlawn. Fairs from 4th of July until Nov.1, then all winter's work For the following Concessions: Scale and Age, Coke Bottles, Add Dart, Roll Down, Buckets, Rat Game, Cat Rack, Milk Bottles, Balloon Dart, Milk Can, Pitch-U-Win, Duck Pond, Hoop-La, Pottery Pitch, Basket Ball, Mug Outfit, Stock Wheels. Complete Crew for Cig. Block, also can use two Semi-Drivers for Long Range Shooting Gallery.

ROSS REED or NEAL CARLIN Box 237, Riviera Beach, Fla., until March 28; then Box 97, Buckeye Lake, Ohio.

VENDITTO SHOWS

WANT FOR SEASON 1955-OPENING MAY 2 IN PROVIDENCE, R. I. Will book Custard, String Game, Hoop-La, Fish or Duck Pond, Cat Rack, Age and Scales, Hi-Striker, Glass Pitch Darts and Dart Balloon or any legitimate Games. No rackets on this show.

Will book Rides that don't conflict.

Contact JOHN VENDITTO

AGENTS WANTED

6 Cats, Watch-La, Balloons or Cork Gallery, Pin Store (Frank, who worked for per in Memphis, get in touch). Open brations in North Dakota. Playing along lery, Pin Store (Frank, who worked for me in Memphis, get in touch), Open April 12, good route. No drunks.

Box 264, Arcadia, Kan.

75 TIFFANY ST., PROVIDENCE, R. I.

EDDIE YOUNG

the Canadian border. Opening in Elk City, Okla., April 2. All replies to

TEL.: ELMHURST 1-1050

TOBY YOUNG Box 124, Arma, Kan.

PEPPERS ALL STATES SHOWS

Want Ride Help—Foreman for Octopus. Whittie Britton, get in touch with Red Snow. Want Concessions—Scales and Age, High Striker, Hoop-La, Slum Jewelry Add-Up Darts. Agents for Balloon Darts, Penny Pitch, Set and Coke Outfits.

All Replies: CARE WESTERN UNION, FLOMATON, ALA.

AMERICAN

CANADIAN





Strange and
Weird Attractions
Devil Child, Welf
Boy, Many others.
Shrunken Heads at
reduced prices.
Closing out sale.
Free Folder. Write
TATE'S CURIOSITY
SHOP
3858 E. Van Buren
St.

Phoenix, Arizona

MANAGER FOR BINGO WANTED

Booked on one of the large shows. Must be experienced, sober, reliable and have references. All would-be's and has-beens, do not answer. Write

BOX 326

c/o The Billboard 390 Arcade Bldg. St. Louis 1, Mo.

FOR SALE

12 sections of red-white stripe Side Wall in 90-foot sections, 10 ft. high; also 20-20 Marquee to match, never been used; also Stakes, Poles, Guy Lines, Stake Driver. Will sell as whole or separate. A real buy.

273 E. 3RD STREET, PERU, IND. Phone 7394.

CARNIVAL WANTED

For Third Annual Homecoming. Sawyerville, III., June 17-18. Contact

AL ONDO, Secy.

Fire Department Sawyerville, III.

DAD CATE CHURAN

FOR SALE CHEAP 1951 Concession Living Trailer; 1947 1½ ton, cab over engine, Ford Truck, corrugated aluminum body; Trailer—33 ft. factory chassis, tandem axle, pebbled aluminum body. Front end—4 bunk beds, cabinets, sink, ice box. Center section for storing stock. Rear end opens for concessions. Cheap for quick cash sale as a unit. LUCILLE WALTER, P. O. Box 152, Ocean Drive Beach, S. C.

WANTED

Ferris Wheel in addition to our own six Rides. Ten weeks in Philadelphia area for American Legion, church and firemen's celebrations. Opening June 13. Write full details.

A313 Roosevelt Blvd. Philadelphia, Pa. Phone: Cumberland 8-3321

CAN PLACE FOR

Cuero, Tex., March 29-April 2. Shows—Rides—Concessions.

American Midway Shows
Raymondville, Tex., this week,

MIDWAY OF MIRTH SHOWS

Opening March 26, Hoxie, Ark.
(2 Saturdays)
WANT

Merchandise Concessions, Novelties, Bumper, Coke Bottles, etc. Ride Help. Write, wire or come to Winterquarters, Jonesboro, Ark., until March 24; then Hoxie. (Jonesboro phone: Webster 2-8274).

MIDWAY CONFAB

Mary K. Sarlow's new song, "Why Start a Heartache," is currently being featured by Bill Henry. Miss Sarlow, a staff member of the Ionia (Mich.) Free Fair, is coming up with a new novelty number, "My Baby Won't Sit Thru a Mambo."

Mr. and Mrs. Marshall Green have had their share of bad luck in recent weeks. En route to their Evansville, Ind., home from Florida their car was hit by another with

(Continued on page 48)

AGENTS WANTED

Six Cats and Buckets, Pitch Till You Win, Balloan Darts. Also want Man to take head Cigaret Calor Block, also want head for Buckets. Opening with Ross Manning Shows April 9. Contact me here, Ruskin, Fla., till April 4.

ROY T. DUFFY

WANT TO LEASE OR BOOK

Due To Disappointment

Eli Wheel and any other non-conflicting Major Ride. Opening for few Hanky Panks. 12 Fairs — 20 Annual Street Celebrations. Johnny Howard, contact. Opening date shown in our ad in March 19 Billboard, page 60, was incorrect. We will open about May 20.

CURL AMUSEMENT CO.

South Sioux City, Neb.

WANTED

Secondhand or new Animals or Birds to replace Horses on standard Merry-Go-Round. Please contact

R. RICHARDS

The Springs Cotton Mills Lancaster, S. C., or Phone 4783 Lancaster

WANT CARNIVAL

For American Legion Celebration—Date Open—Late spring or early summer. Large, dry grounds available. Complete Carnival only: no separate acts or concessions. Contact

L. E. DOLD, Mgr.
412 N. New Albany St., Sellersburg, Ind.

WANT

No. 5 Eli Wheel Help. Concessions and Bingo, Grab. Shows, Rides, Agents, Help.

Opening Wilson, Okla.

H. B. DICKSON Ravia, Okla.

OPENING MARCH 25

For 9 Days in West Memphis.

All Concessions that contacted me before come on. Due to better route we are not going to play Hoxie. Can use a few more Hanky Panks. No flats or gypsies. No phone calls. Wire or write

BURKHART SHOW & AMUSEMENTS

WANT

Carnival or Rides, July 1-5.

20th Annual 4th of July Celebration.

Fireworks—Free Acts Each Night.

Contact

EDWARD PRIEBE

American Legion Merrill, Wis.

ROD LINK

WANTS GRIND STORE AGENTS

Bucket, Swinger, Six Cat Agents. Will open about April 12. Write or wire: Fremont, Ohio.

AGENTS-WANTED-AGENTS

FOR APRIL 15 OPENING WITH TIVOLI EXPOSITION SHOWS

CAN USE AGENTS FOR PEEK AND COUNT STORES, also GOOD SIX-CAT AND BUCKET AGENTS. AGENTS FOR CIGARETTE PAN GAME. DEALERS FOR PEA POOL AND "BEAT THE DEALER." Can place a few good Hanky Pank Agents. Can always use good Concession "Up-and-Down" Help., as well as good Ride and Show Help. Wire, write, phone (no collect calls, please).

Contact H. V. PETERSON, Mgr., or FRANK SPINA, Bus. Mgr. P. O. BOX 742, JOPLIN, MO. (Phone: Mayfair 4-1272)

BUFF HOTTLE SHOWS

WANT FOR OPENINGS

UNIT #1—MARRERO, LA., APRIL 2 UNIT #2—BATON ROUGE, LA., APRIL 9
FOREMEN AND SECOND MEN WHO CAN DRIVE SEMIS. Can always place Useful
People for long season. Winterquarters now open. CAN PLACE CONCESSIONS
THAT WORK FOR STOCK, ALSO SHORT AND LONG RANGE GALLERIES ON
BOTH UNITS. Elmer Bullard, Bob Ames, Bob Jones and Bob Dietrich, contact.
BUFF HOTTLE SHOWS, P. O. BOX 833, COVINGTON, LA. (Phone: 1588)

WORLD'S KING REID SHOW

We proudly announce for 1955 Greatest International Route in the history of our organization. Opening May 2d in New York, we have already contracted 12 sensational engagements at International Celebrations, Old Home Weeks and Centennials on both sides of the border and our unbelievable star-studded route of 14 of the finest State, County and Provincial Fairs on this Continent.

We will open with 12 outstanding tented Attractions and not less than 20 modern stream-lined Riding Devices. Moving on the finest fleet of all new trucks and trailers, we will present 50 giant loads of glittering show paraphernalia blazing under the dazzling brilliance of four mammoth light towers. Our battery of new searchlights has already been delivered. All canvas will be royal blue and all our riding devices will be brightened in the lavish colors of fluorescent lighting.

WE ★ HAVE ★ OPENINGS ★ FOR ★ THE ★ FOLLOWING:

CONCESSIONS: Positively Hanky Panks only. Concession Help for office-owned Concessions. Man to handle our giant Glass Pitch. Grey-hound wanted.

RIDES: Skooter, Rollo-Plane, Rock-o-Wheel, Turn-Pike, Round-Up, Live Ponies.

SHOWS: Want well-organized Minstrel Unit with band, A fortune awaits you in Canada, We will provide entire equipment. Opening for small One-Ring Circus, Mechanical Show, Good opening for modern Arcade.

SHOW FOLKS: Man to handle brand-new office-owned Fun House. Capable showman to take charge of Monkey Speedway.

SHOW ARTIST: Can place at once for steady job all season half-sober Scenic Artist, Letterer, Banner Painter.

BILLPOSTERS: We will carry two trucks all season, Want Card Men, Lithographers, Billposters.

RIDE HELP: Top prices to top men. Foremen for Caterpillar, Loop-the-Loop, Octopus, Rocket, large Merry-Go-Round. Help on all other rides. We will present 38 rides during our fair season.

WILL BUY: At once for extra independent ride unit 2 abreast Merry-Go-Round, Chairplane, cheap for cash.

Any other rides that are priced low for immediate sale and can be inspected.

KING REID

Winter Quarters

MANCHESTER, VERMONT

WEST COAST SHOWS

LAST CALL • 27th ANNUAL TOUR • LAST CALL

OFFICIAL OPENING, APRIL 11, Bakersfield, Calif., West Coast Shows APRIL 12, Modesto, Calif., West Coast Expo. Shows

WINTER QUARTERS NOW OPEN

All contracted help may report to our winter quarters. Can still use Experienced Showmen in all departments. Truck Drivers given preference.

WANTED Will book Scooter or Dark Ride or any other ride not conflicting with exceptionally good deal to the right party for '55 season.

BUSTER ODLE CAN USE GIRLS FOR GIRL REVUE SHOW

Contact Odle c/o Winter Quarters

PERIONE Have a few openings for Hanky

ONCESSIONS Have a few openings for Hanky Panks not conflicting with what we now have booked. Contact us immediately and tell us what you have.

ALL REPLIES

WEST COAST SHOWS, c/o Winter Quarters, Fair Grounds, Madera, California.
"THE WEST'S BEST MIDWAYS"

C.S.PECK presents CITY SHOWS

OPENING MAY 16, VALPARAISO, IND.

We have a strong route of Celebrations and Fairs up to October 1 playing payroll towns and the cream of the farming country

WANT

Cood proposition to a Fun House or Class House and Motor Drome. Still use a few Hanky Panks such as Photos, Snow, Hoop-La, Bumper, Hi-Striker or anything new—only one of a kind. No flats, no gypsies or percentage.

RIDE HELP: Foremen on Merry-Go-Round and Ferris Wheel, \$60.00 and bonus. Must have license and drive.

Also a few Second Men.

Can place Agents for office-owned Concessions for Scale and Age, Cigarette Gallery, Balloon Darts, Milk Bottles, Bear Pitch, Novelties, etc. Counter Man for Bingo. All Agents contact P. VENNER, Gen. Del., St. Petersburg, Fla. All others contact C. S. PECK, Box 63, Kankakee, Ill.



14 RIDES 10 SHOWS TWIN SEARCHLIGHTS

6 - 50 ft. LIGHT TOWERS

THE FINEST MIDWAY IN THE MIDDLE WEST. SHOWING A PROVEN ROUTE OF STILL DATES AND 16 OF THE

BETTER FAIRS AND CELEBRATIONS

Want first-class Billposter and Press Agent. State proposition. Also outstanding Free Act. Want Concessions: Basket Ball. Knife Rack, Ball Games, Custard, Derby, etc. No racket. Tex Chambers wants Agents for Six Cats and Hanky Panks. Doc Steinbeck wants Bingo Countermen and Hanky Pank Agents, also Man to handle Kiddy Rides and Coaster Foreman. Can place Wheel Foreman and Second Men. Want Shows of all kinds; have top and banner line for 10-in-1. Will furnish equipment for organized Jig Show. Want Fun House and Motor Drome.

OPENING APRIL 18, CENTRAL KANSAS
WINTER QUARTERS, HAZELTON, KANSAS

W. W. Moser, Mgr.

Copyrighted material

WANTED

FOR SHRINE CLUB SPRING FAIR FESTIVAL, PENSACOLA, FLA., WARRINGTON SHOWGROUNDS, NAVY BLVD., APRIL 9 THRU 16: BIG NAVY PAY DAY. TWO SPECIAL CHILDREN'S DAYS; FOLLOWED BY OFFICIAL OPENING AT OWENSBORO, KY., THURSDAY, APRIL 28, THRU MAY 7.

Legitimate Hanky Panks of all kinds, Cook House for season, Arcade, Age and Scales, Short Range, American Palmistry Diggers, etc.

Can place Popcorn, Candy Apples, Floss, Bingo for Pensacola date only.

SHOWS

Can place Girl Show for season with own wagon front, or will furnish same; must have at least four girls and own sound equipment. Also will book any good Grind Show with own equipment, such as Monkey Show, Wildlife, etc.

Will book non-conflicting Kiddie Rides for season, such as Boat, Kiddie Auto and Live

KIDDIE RIDES

HELP

CARNIVALS

Want Glass House Operator who drives semi. Man for Marquee and Light Towers. Foremen and Second Men on all Major Rides. Starting at Pensacola. All must be licensed

All address C. C. GROSCURTH, Mgr., 816 West Elm St., Tampa, Fla. P.S.: Concessioners may join us at either Pensacola or Owensboro, or any or all spots.

NN PREMIERSHO

OFFICIAL OPENING APRIL 11, BALTIMORE, MD.

CONCESSIONS

Can place Photos, Glass Pitch, Age, Scales, Derby Racer, Fish Pond, Novelties, Cork Gallery, Short Range, Basketball, Palmistry or any other legitimate concession. CAN PLACE EXCLUSIVE FOR STILL DATES AND FAIRS-CUSTARD, MUST BE IN KEEPING WITH THE SHOW. CAN PLACE POP CORN AND FLOSS FOR SEASON.

HELP

Can place Foremen for Wheels, Octopus, Roll-o-Plane, Tilt-a-Whirl, Kid Boat Ride, etc. Also good Second Men who drive, must be sober and reliable. Report to winter Quarters not ater than April 4, as we leave here April 6.

RIDES

SHOWS

Can place Coaster, Fly-o-Plane or any Ride not conflicting. We have 14 big Fairs.

Can place any Shows not conflicting. Frank Tezano can place Girls for Girl Show. Will buy bottle specimens for Life Show. Address all mail and wires to

LLOYD D. SERFASS Penn Premier Shows, Henderson, N. C.

GREATER SHOWS, INC.

Can Place to Open May 1st

SIDE SHOW, MOTORDROME, MONKEY SHOW OR ANY GOOD GRIND SHOW.

ALSO GOOD CLEAN COOK HOUSE.

We enter Wisconsin first week in June, and play some of the finest County Fairs in that State, closing the first week in September; followed by our Southern Circuit of Fairs.

WIRE, PHONE OR WRITE

SNAPP GREATER SHOWS, INC., 118-128 VIRGINIA AVE., JOPLIN, MO. (Phone: Mayfair 4-4748)

P.S.—Can place to open week of April 1, Joplin Home Show, City Auditorium— 3 DEMONSTRATORS OR PITCHMEN.

DON FRANKLIN SHOWS

OPEN IN SEGUIN, TEXAS, MARCH 18 THRU 26

Want Foreman and Second Man for Tilt, also Merry-Go-Round Foreman, must be able to drive semi.

Want to book Octopus, Rock-o-Plane or any Major Ride not conflicting. Have opening and good proposition for Shows.

Concessions looking for a long season's work, contact me. All replies:

RALPH WAGNER

Box 649 Seguin, Texas, Phone 2516

WANTED FOR JOYLAND MIDWAY ATTRACTIONS

Opening April 22 to May 1, Harper's Woods (suburb of Detroit), Michigan

Legitimate Concessions of all kinds. Will buy or book Sit-Down Grab. Special inducement to any neatly framed Show such as 10-in-1 or 5-in-1. Extra good proposition to Motordrome in maiden territory. Monkey Drome or Monkey Speedway. Also want Dark Ride. Can use Girl Show for whole season, with or without outfit. Want to hear from Whitey Sutton, Cliff Patton, Larry Neal and Cash Miller at once. All people with me before are welcome back. Want Ride Help and useful Show People of all kinds. All mail and wires to

ROSCOE T. WADE, Hotel Eddystone, 110 Sproat St., Detroit, Mich.

ANNUAL OLD HOME WEEK

Arnold Volunteer Fire Department, Arnold, Pa., July 11th to 17th.

Want complete Carnival with Shows, not less than Ten Rides.

Write or wire

DAVID V. SANTORE 317 IROQUOIS AVENUE

ARNOLD, PA.

FOR SALE 1949 TILT-A-WHIRL

In perfect condition. Price with Bullplate Trailer,

\$8,500.00

This ride is not junk. Principles only.

RIDE AMUSEMENTS

5510 Dunham Rd., Maple Heights, Ohio MOntrose 3-8563

OPENING APRIL 14th IN NORTH JERSEY

Want Cookhouse, Popcorn, Candy Floss, Ball Games, Duck Pond, String Game, Pitch-Till-You-Win, Hi-Striker, Shooting Gallery, Scale and any 10¢ Grind Stores. Want Help for all Rides and Arcade Man. Write to

A. LONGO

260 McBride Ave. Paterson, N. J. Or call Sherwood 2-5918

Side Show Acts Wanted

Fire Eater, Pin Cushion, Freak, Girls to Bally. Want strong Annex. No Half and Half or Sex. Emmett, Phil, Joe, Troy and people who have worked for me before, answer,

EARL MEYER

c/o All States Park 13212 Nebraska Ave.

DUE TO LAST-MINUTE DISAPPOINTMENT

Can Place for Opening May 2nd for Our Outstanding 24-Week Route of Celebrations and Fairs

Complete modern Kiddie Ride unit not conflicting. Can use 4 or 6 additional Kiddie Rides with or without transportation.

Want Ride Superintendent due to disappointment; salary unlimited for right man. Also want top notch Truck Mechanic for our fleet. Salary no object.

KING REID

Manchester, Vermont

JOHN H. MARKS SHOWS

Opening 1st Week in May, Richmond, Va. Followed by Excellent Route of Still Dates and Fairs.

CAN PLACE—Experienced Truck Mechanic to handle fleet. Must have own tools. Show Carpenter. Pictorial Artist. Grind Shows with or without transportation and equipment. Legitimate concessions of all kinds except eats and drinks. Will book or buy Octopus, Tilt-a-Whirl or any other late model novelty ride.

ADDRESS: Box 771-Richmond, Virginia,

LEO LANE SHOWS

WANTED FOR HINESVILLE, GA., UPTOWN LOCATION WEEK OF MARCH 28. CAMP STEWART PAYDAY.

FOLLOWED BY SAVANNAH, GA., FOR TWO WEEKS

Hanky Panks of all kinds, Bingo, Popcorn, Apples, Age & Weight, Custard, Jewelry, Novelties, Long and Short Range, French Fries. Shows of all kinds except Girl Show. Ride Men who drive.

All address LEO LANE SHOWS, Woodbine, Ga., this week; or come on.

J. SUNNY AMUSEMENTS

WANT FOR 1955

Ride Help-Wheel Foreman, Merry-Co-Round Foreman, Tilt-a-Whirl Foreman, Screw Ball Foreman, Kiddie Ride Foreman. Winter quarters open April 1. Top wages to men who know they can handle rides with care. Semi drivers given preference. CONCESSIONS—Want all kinds of Merchandise Concessions. Can use small Show of any type for season.

A. J. SUNNY

3006 EAST 130TH STREET

Phone: WAshington 1-4679

CLEVELAND 20, OHIO

TIVOLI EXPOSITION SHOWS

WANT TO BOOK GOOD 10-IN-I SIDE SHOW, WE HAVE TOP, FRONT, BANNERS AND TRANSPORTATION FOR SAME. WILL GIVE GOOD PROPOSITION. Show opens first part of April with a long route of proven Still Dates, Centennials, Cele-brations and Fairs. ALSO CAN PLACE SEVERAL HANKY PANKS EXCEPT EATING CONCESSIONS. WANT TO BOOK OCTOPUS RIDE OR ANY OTHER MAJOR RIDE NOT CONFLICTING.

Contact H. V. PETERSEN, Mgr. BOX 742, JOPLIN, MISSOURI

AMERICAN BEAUTY SHOWS

WANT FOR SEASON 1955 OPENING APRIL 21, DE SOTO, MO. (2 Saturdays).

Short Range, Scales, Photos and other Hanky Panks not conflicting. FOR SALE: COOKHOUSE COMPLETE (good top and sidewall). Show leaves Winterquarters

All replies to H. W. BARTHOLOMEW, Mgr. BOX 29, PERRYVILLE, MO. (Phone: Old Appleton 2110)

WANTED

RIDE HELP: Foreman and SHOWS: Front Man for Girl CONCESSIONS: Can use Second Men for Tilt, Jenny, Show, Athletic Show Op-Wheel, Spitfire and Kid crator; Cliff Travis, answer. or percentage. Geo, and

Phone Victor 3-9888

Shows.

Rides. Must drive semis. Due to disappointment can Ann Mitchell, get in touch Bill Pratt is no longer with use Mechanical and Grind with Jay. Denny Moore is no longer with this show.

Long Route of Fairs and Celebrations in Minnesota and North and South Dakota. Show opens May 9. Winter Quarters now open at Eatons Dude Ranch. Plenty of space for your truck and trailer. GOLDEN WEST SHOWS

ROUTE 1, ROSEMOUNT, MINN.

WHERE IS HE? \$100 CASH REWARD

For location of Joe Snapp (wife Doris). Was Ride Man with Baker United Shows. Closed last with Jimmy Chanos Shows. For reward call collect.

GEORGE TURNER

Oklahoma City, Okla.

For now and all season any Major or Kiddie Ride that doesn't conflict, Girl Show with two or more Girls with own outfit, any Grind Show with own outfit, any Hanky Pank that can and will work as told, Agents for office owned Ball Games. We positively will go up country with the weather. Virginia and Maryland.

All replies to Waycross, Ga., until March 26; then Blackshear, Ga. American Legion Spring Festival week March 28.

MILLIKEN BROS.' SPONSORED SHOWS WAYCROSS, GA.

Capable Mechanic, Electrician and Ride Superintendent, Show Painter. Want Ride Foremen, for Octopus, Mix-Up, Merry-Co-Round. Second Mari for Tilt. Can place Hanky Panks of all kinds, Mitt Camps, Lead Gallery, Jewelry. Want Hanky Pank

M. M. ROLAND, 100 Church St.

Geneva, Ala.

C. A. STEPHENS SHOWS

WANT FOR LAKE CITY, FLA., MARCH 28 TO APRIL 2 CONCESSIONS-Long and Short Range Gallery, Glass Pitch, Jewelry, Six Cats and Bumper, SHOWS - Any worth-while attractions, RIDES - Can use Rides here,

Contact C. A. STEPHENS, Lakeland, Fla., this week



LAST CALL - ALL PEOPLE CONTRACTED AND THOSE DESIRING BOOKING FOR OPENING WEEK OPENING AT SPARTANBURG, S. C., SATURDAY, APRIL 2 (SATURDAYS)

Moving on the lot (across from the Steeples Drive-In Restaurant) Thursday, March 31. Stan Wrisley, call me after 7 p.m. Shipman and Wolf, expecting you, also the Doyles

CAN PLACE THESE CONCESSIONS High Striker, Cat Rack, Bottle Ball Game, Glass Pitch, Block Pitch, Clothes Pin Pitch, Swinger, Buckets, Pan Game, Scales, Balloon Darts, Penny Pitch, Fish or Duck Pond, Cork Guns, Short Range Gallery (have one for sale, ready to go, complete with guns, on two-wheel trailer; will book), Long Range. No time to write-wire what have you. Very reasonable

WANT SHOWS

Fun House, Fat Show, Freaks, Animals. Wire or call what you have-low percentage.

RIDES and RIDE HELP

Will give special inducement to a set of Kiddle Rides. Chairplane Foreman, Second Men on Wheel and Octopus. Good salaries, bonus, percentage.

WIRE OR CALL-LANDRUM, S. C. PH.: 4565 BEN WOLFE

BELL-FORM SHOWS

OPENING FOR 1955 SEASON, APRIL 25

Best route in New England—largest feast in the East, Middletown, Conn., St. Sebastian, week of May 4, and all choice dates.

WANT

WANT

WANT

CONCESSIONS—Glass Pitch, Long Range, Short Range, Cork Guns, Hoop-La, Basketball, Jewelry, Darts, String Game or any legitimate games of skill. Spinelli Bros., let's hear from you. Have for Sale—2 Onan 25 Kw. Power Plants, cheap. Will lease, book or buy for cash late Tilt. All answers:

MIKE FORMAGIONI

JOHN J. BELLOISE 35 Winthrop St.

13 Division St. Bristol, Conn.

Phone: LU 2-0954-LU 3-7256

Bristol, Conn.

GREATER SHOWS

CLEVELAND, OHIO-OPENING APRIL 2-CLEVELAND, OHIO

HELP

CONCESSIONS

SHOWS

Fully experienced Foremen and Second Men for all Major and Kiddie Rides. State Ride or Rides you have worked on and like best, how long and who for. If married, can use Wife as Ticket Seller. Top wages if you are soler, reliable and can drive semis, Grab (either Sit Down or Trailer), Novelties, Jewelry, Photos, Custard or Ice Cream. Fun House, Class House, Mechanical, Monkey Drome Arcade, or what have you? Give full information.

These attractions to open May 2. All Replies to HARRY LOTTRIDGE, Manager P. O. BOX 6404, CLEVELAND, OHIO

ALAMO EXPOSITION SHOWS

WANT . . . 1955—SEASON—1955 . . . WANT OPENING AT AUSTIN, TEXAS, MARCH 25 TO APRIL 2

RIDES: Can use capable Ride Foremen for Kid Auto and Airplane Rides. Must be able to drive semi. Can place Second Men on all Rides. SHOWS: Have Athletic Show complete, want Operator for same. From June on show will be out of Texas, must drive truck. Also will book Shows not conflicting. NOW BOOKING FOR THE BIGGEST SPRING CELEBRATION—THE BATTLE OF FLOWERS, SAN ANTONIO, TEXAS, APRIL 18 TO 23. Can place Custard, Penny Arcade and Novelties for season. We now have four Air Bases booked and 16 Fairs and Celebrations. Looks like the banner season for the Alamo. Will book Novelties for the Battle of Flowers. Contact

JACK RUBACK, Mgr.

2240 EAST HOUSTON ST. (PHONE: CA 6-1812), SAN ANTONIO, TEX., UNTIL MARCH 25; THEN ALAMO HOTEL, AUSTIN, TEX.

WILLIAM T. COLLINS SHOWS

WANT Electrician who understands transformers and capable of handling a large show, must have reference and be able to drive semi. WANT Foremen for Roll-O-Plane and Scrambler. Also Second Men for all rides. Must drive semis and have chauffeur's licenses. WANT Man for towers and front gate. WANT Scenic Painter.

Address: 801 E. 78th St., Minneapolis, Minn.

HOWARD BROS.' SHOWS

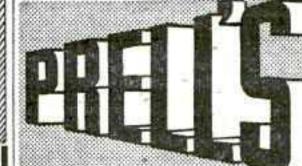
WANT FOR SPRING OPENING, MAY 16 IN SOUTHERN OHIO

Concessions—Ball Games, Pitch Wins, Cigarette Gallery, Shooting Gallery, Short Range, small Cook House. One small Show. Ride Help and Foreman who drive semi. Winter quarters open at Chauncey, Ohio.

> RAY S. HOWARD 1354 ACNER ST., OTTAWA, OHIO

GEORGIA AMUSEMENT CO.

OPENING APRIL 9. NO GATE—NO FLATS—EIGHT RIDES.
Will book legitimate Concessions of all kinds, High Striker, Fish Pond, Bowling Alley, Hoop-La, Coke Bottles, Slum Spindles, Dart Balloons, Cork Gallery, or what have you? Will sell exclusive on Bingo, Cook House, American Mitt Camp. Shows—Book moral and refined. Help—Use Foremen for Tilt, Jenny, Wheel, Chairplane; Second Men for Octopus. Also use Man to handle three Kiddle Rides. All those with me in the past report to quarters at once. Yes, plenty of feather beds and hot biscuits. H. H. SCOTT, Route 4 Toccoa, Georgia (7 miles southwest of Toccoa, Ga. I have no phone.)



BROADWAY SHOWS

50 CAR RAILROAD SHOW MOTORIZED BROADWAY AT YOUR DOOR

WANT FOR 1955 SEASON

Opening Early in May

WANT Cook House, Age and Scales, Hanky Panks, Long and Short Range Shooting Gallery, Palmistry, Novelties. WANT first-class Side Show with or without equipment. High-class Girl Show or Operator with girls. Man to handle

Monkey Show. Bob Holmes, contact. Man to handle Glass House, salary and P.C.

WANT Pony Ride, Dark Ride-will book or buy.

WANT Artistic and Scenery Painter, Billposter. No drunks. Want Man to handle four new Kid Rides. Ride Help, semi drivers preferred. Contact Abe Prell, Winter Quarters, April 1, Greenwood, S. C. All showmen who contacted me before get in touch.

All answer: SAM E. PRELL, 216 Custer Ave., Newark, N. J.

UNTIL MARCH 26: THEN MIAMI SHOWMAN'S ASSOCIATION.

NOLAN AMUSEMENT CO.

OPENING APRIL 15-23, SPRINGFIELD, OHIO. FOLLOWED BY:

Zanesville, Ohio; first in, downtown, Waterman lot by AGP Store.

Barberton, Ohio; first in, downtown at Magic City Shopping Center.

Fremont, Ohio: first in, regular show location, The Roger Young Park.

Elyria, Ohio; first in, same location as last year, Middle Ave. & Oberlin Rd.

Weirton, W. Va.; first in, downtown at the Community Center.

WANT CONCESSIONS, SHOWS, RIDE HELP

Concessions of all kinds. Ride Help-Foremen for Wheel, Merry-Go-Round, Whip, Octopus, Flying Scooters, Aerial Joy Ride, Loop-o-Plane, brand-new Coaster, Chairplane and Kid Rides. Second Men on all Rides. Can place Shows with own equipment. Want Electrician. Want Billposter. Man and Wife for Illusion Show. Rides-Live Ponies and any Rides not conflicting. Want to buy Transformer Truck complete. Must be A-1 for cash. Want Manager for #2 Unit to open in May. Also Concession and Ride Help.

FRED NOLAN, Route 2, South Zanesville, Ohio

PLAYLAND PARK, INC.

JOE MURNICK — ART LEWIS — BERNARD J. COBIN

WANT

WANT

WANT

FOR SOUTH'S NEWEST AMUSEMENT PARK, CHARLOTTE, N. C.

Largest city in State. Drawing population 600,000. Located on Wilkinson Blvd., on Routes 29 and 74 combined. 11/2 miles from City Hall. Directly opposite Queensland Shopping Center now being built. Park will operate 7 days a week (all day Sunday). Permanent location. Daily broadcasting from park. Initial opening April 15 thru November 15, then weekends weather permitting.

RIDES

RIDES

WILL BOOK, BUY or LEASE all Major Rides in good condition only. Such as Three-Abreast Merry-Go-Round, Ferris Wheel, 8-Car Whip, 7-Car Tilt-a-Whirl, Scooter, Rocket Plane, Coaster, 18-Car Caterpillar, Roll-o-Plane, etc. KIDDIE RIDES of all kinds. Must be in good condition only. Complete set or individuals. CONCESSIONS—All Eating, Drinking refreshments operated by park in permanent buildings. Help for above. CAN PLACE for merchandise only: Ball Games, Glass Pitch, Hanky Panks, Photo Gallery, Hoop-La, Hi-Striker, Arcade, one American Palmistry only, one Cigarette Pan Game. All canvas must be flameproof. Want capable Man to manage new 18-Hole Golf Course. Want to hear from ROCKY MARLOTTI, HARRY PRINCE, MORT MESSIAS, CASSIDY. Everybody working in this area come and see for yourself if possible before doing business. This territory is booming. Everybody:

Write, Wire or Phone ART LEWIS

3309 Wilkinson Blvd., Charlotte, N. C. Phone until 6 p.m.: EDison 3-1616; after 6 p.m.: FRanklin 6-7253.



OPENING APRIL 18, YAZOO CITY, MISS.

APRIL 25, BATESVILLE, MISS. MAY 2, HUMBOLDT, TENN., STRAWBERRY FESTIVAL — 15 FAIRS —

WANT CONCESSIONS-Hanky Panks of all kinds, Fishpond, Glass Pitch, Pitch-Till-You-Win, Balloon Dart, Hi-Striker, Long or Short Range, Novelties, Cork Gallery, Jewelry, Razzle or Roll Down if you have Slum Concessions. Same P.C. open. WANT nice set of Kid Rides; will give EX. None office owned. SHOWS with own equipment, 25%: Snake, Side, Monkey, Wildlife, etc. RIDE HELP: Be in Winterquarters April 10. FOR SALE—Comet Ride, Tractor and Trailer, \$1,600.00 cash. Contact

F. O. POOLE, Box 1184, Jackson, Miss.

P.S.: Chuck Alexander wants Agents for Six Cats and Buckets.

LAST CALL—THE MIGHTY INTERSTATE SHOWS—LAST CALL

OPENING APRIL 1, ALBANY, GEORGIA. RIGHT DOWNTOWN, TWO BLOCKS FROM GORDON HOTEL AND WESTERN UNION. SPONSORED BY THE "40 & 8." CATCHING AIR BASE AND MARINE BASE PAY DAYS. FOLLOWED BY WARNER ROBINS. GEORGIA. RIGHT DOWNTOWN, \$6,000,000 PROJECT UNDERWAY. ALL CONTRACTED, PLEASE ACKNOWLEDGE THIS CALL LOT WILL BE LAID OUT MARCH 29.

SHOWS: Due to disappointment will book Side Show with own equipment, or will furnish top, front, banners for same if you have something for inside. Will book any worth-while Crind Shows. Want for season: Minstrel Show with not less than 12 people, including band. Dick Palmer wants Talker and Geek for Snake Show, also Girl for Girl Show. CONCESSIONS: All legitimate Hanky Panks open. Will sell ex on Popcorn, Candy Apples, Floss, Sno Cone, Carmel Corn, Ice Cream, Custard. Have good opening for Long Range and Short Range Galleries, Diggers, Novelties, Jewelry, Age and Weight, Photos, High Striker, Glass Pitches. Want A-1 Caller and Countermen for up-to-date Bingo. Want Agent for Pea Pool. Roy Allen wants Peek, Count and Skillo Agents. Jack Stone, Bob Bailey, Harry and Jimmy O'Brien, get in touch. RIDES: Will book any Flat Ride or Kid Ride not conflicting with what we have. Have excellent opening for Live Pony Ride. RIDE HELP: Foremen and Second Men on all Rides. Want Show Carpenter with tools to join on wire.

Replies to H. B. ROSEN

Gen. Del. or care Western Union, Waycross, Ga., until March 26; then P. O. Box 226, Albany, Ga., or care Western Union, Albany, Ga.

R-B Advance Soars 50% Over 1954, May Hit \$1 Million

New Selling Technique Appears Sound; Best Seats Again Head Demand

techniques in selling Ringling Bros. promise to appeal to news and circus to the public for its Mad- photo editors. One is the construcison Square Carden showing here tion of a dilapidated home occupyapparently are paying off big. Ac- ing nine feet on one end of the flat cording to box office abulations cars for clown Emmett Kelly, Kelly, same period a year ago.

Show may have a million dollars change and the photo possibilities or more in the till before the Carden doors open for the first performance on Wednesday (30).

Ringling scored its record advance sale in 1953 when some \$500,000 was tabulated in advance. The figure for last year does not offer an exact comparison with that of 1953 since the federal tax on ducats last year was halved from 20 per cent to 10 per cent.

Once again the better seats, up to the \$6.50 top, are most in demand. The cheaper and less desirable seats ranging down to \$1.50 will be gobbled, if at all, close to show dates which are near sell-out proportions.

Easter Ducats Going

The bulk of the buying, as expected, is centered in the Easter vacation period when schools in the metropolitan and suburban areas will be on vacation. There was evidence this week that many of the days in this period would have jammed matinees.

The build-up of advance sales appears to have been accomplished by the massive use of newspaper advertising space. The kick-off in the weekend and Sunday editions a couple of weeks ago involved full page ads in the tabloids and half-pages in papers such as The

New York Times. The new selling technique, which also called for a heavy cut in the use of billing, is credited to Milton Pickman, promotional director. Banner hits and some lithography are now appearing thru-out town. A painted board will be

strollers next week. Monday (21), the first day of the seats. spring, Ed Knoblaugh, press chief, Plans call for placing one unit

NEW YORK, March 19.-New | blaugh has two gimmicks that thru vesterday, advance sales were in make-up, will be enthroned on some 50 per cent ahead of the a suitable rocking chair in front of his prop home when the train pulls Last year the total advance sale into each town. It is reasoned that ran to a little more than \$400,000. photographers who have been If the present buying pace con-tinues it is possible that the Big phants for years will welcome the

Huge Herd Pictured

offered by Kelly.

For handout purposes Knoblaugh was able to have all 55 and Edythe Boyd will play the Ringling bulls photographed at one organ, Lewis reported. time. The picture is unique and New show is called the Nat should make the long-mount Lewis Circus. H. G. Law and

For Canada Run

LONDON, Ont., March 9.-Nat Lewis, formerly with the Eastern unit of Polack Bros.' Circus, is forming a new indoor show to play Canadian arenas. He announced the signing this week of a contract with the Shrine at London for a show May 5-7.

He said plans call for a twomonth tour and a fall tour to follow the fair season.

Lewis said among the acts booked are Ed Widaman's Elephants and Arty's Dog, Eugene Christy's Lions, Al Landon's Midgets, Antonette teeterboard troupe, Navarr Risley act, Maran aerial act, Michal's perch act, Don Philip's unicycling and juggling, Four Whirlwinds, and Donald's Canines.

Whitey Boyd will be band leader

(Continued on page 48) William C. White are agents.

Nat Lewis Forms RINGLING TO CLOSE New Indoor Unit CHICAGO OFFICE

End Half-Century Link With Rails, Printers; Green Leaving Circus

operations are scheduled to be in New York. handled in Sarasota thereafter. It not had a Chicago office.

Nat Green, manager of the Chicago office, said Friday (18) that he had finalized no future plans but that he was considering several possibilities.

The office, used primarily by the general agents as headquarters for making railroad contracts and shipping dated advertising material to the bill car, was opened by John Ringling. The site was chosen because of the number of railroads and printing companies in Chicago. Lose Special Savings

For many years the office was set up in space provided at printing company quarters. Ringling dates still are printed in Chicago, but this season the order has been sharply curtailed in keeping with the decision to use a minimum of outdoor advertising.

In closing the office the show is giving up a special arrangement by which it saved about \$10,000 or \$12,000 annually on dates shipped from Chicago. The system dates from about 1902.

One of the previous office managers was the late Dan DeBaugh, widely known in circus and lodge circles. Another was Ralph Peck-

After leaving printing company space, the show had its office at 155 N. Clark and for the past six which is a general office building. During the tenure of Waldo Tupper as general agent, the show discontinued its New York office and and sometimes the required ice combined its activities with those in Chicago. Meanwhile, Harry

SARASOTA, March 19.-Ring- | Dube, publisher of the show's proling-Barnum circus will close its gram book, has been using the Chicago office March 31, and its space formerly used by the show

In quarters it was reported that will be the first time in well over the circus will handle all office a half-century that the show has business from Sarasota. A yearround office here first was set up in order to handle accounting and bookkeeping for the federal government's wage deduction taxes.

The show's Chicago lease expired February 28 and whether to continue it or close had been considered by the circus management during the month's extension.

NEWCOMERS

Polack West Adds 2 Acts Since Opener

CHICAGO, March 19.-Two acts have been added to the regular running order of Polack Bros." Circus, Western unit, since the show opened in January. And clown productions have been changed to put a musical number into the show.

The Palamedes (2) arrived from Europe after the show opened. This act has two men, each on a trapeze. While doing a head stand on the upper trap, one man holds the trapeze of the other. The second there performs spins, stands and other bits both stationary and while swinging.

In the show now is the goat act of Albert Ostermaier. The assorted breeds make a flash and with them is a big French poodle dog. The goats come in with a cart, then jump a fence, walk on their knees, march on their hind legs, roll a barrel and walk on a barrel. One butts a tricycle carrying the dog. It also pushes a wagon carrying Ellaine Millar, who assists in the act. Speedy wind-up has the goats in a Liberty drill while the dog

(Continued on page 40)

leaps over them repeatedly. Clowns Rudy Docky, Lou Jacobs

Von Opens April 2

MARION, S. C., March 19.-Von Bros.' Circus, managed by Henry L. Vonderheid, has set April 2 as (Continued on page 48) been made during the winter.

RINGLING TO CARRY AIR-CONDITIONING

6-Unit System Tested for Under Canvas; Uses New Methods, Requires No Ice

SARASOTA, Fla., March 19.- units already are in quarters here Ringling Bros. and Barnum & and were tested Sunday (13). Un-Frank McClosky this week said understood. that a new system would be utilized and that it would be a sharp by the show some years ago.

Six air-conditioning units will be carried. Each has an 80-ton capacity. The set-up includes Chrysler Airtemp equipment plus other parts, all of which were assembled at Lakeland, Fla. The units are mounted on motor trucks, each about 23 feet long.

Intakes at Sides The new system will cool only the seating areas of the top, not the entire tent. Air will be forced in at the sides of the tent, rather than thru the top, as in the early system. The cool air will come in ready to entice Times Square over the top of the seat wagons and will be drawn out from under

and his crew will make their first at each end of the top and two rounds of the town's dailies. Kno- units at each side. Two of the

Bailey again will have an air-con- like the other system, these air-conditioned big top. General Manager ditioners do not use ice, it was years it has been at 139 N. Clark, From 1939 thru 1942, the show carried eight air-cooling units, but

improvement over the system used they were not wholly satisfactory, was not available.

Beatty May Be Last On Los Angeles Lot

Clyde Beatty Circus was opening play Redlands. its season this weekend (18-20) at At the close of the 12-day run, and Hill lot.

The show will follow a new the middle of April. policy of doubling back into the bowed out of this section at Van Nuys or North Hollywood, dates which followed its return from the San Diego area.

Altho reported sold as long as ued in use by various circuses. tion of a furniture mart on the site

Use 80% of Lot Plans for the financing and build-

imals, coming by boat, will ar- was the same as planned here ment was made for it to purchase Louis Goebel farm, Thousands worked on the Wirth Circus with imately 80 per cent of the block Oaks, Calif., will be driven to Mark Anthony, joined in the bounded by Broadway, Hill Street Seattle to load the show. Per- islands and will make the sum- and Washington Boulevard. The 20 per cent not included in the mals are in evidence.

> With the circus lot being used years, reducing the number of de-

Thru Arizona Friday (25). Prior to moving here opening included:

LOS ANGELES, March 19.-The on Wednesday (30), the show will

El Paso, Tex., and will come here which is one day more than in the March 30 for a 12-day stand which past two years and five less than may be the last appearance of a three years or more ago, the show circus on the famed Washington moves to Long Beach and then into San Diego, the latter date after

Beatty goes inland for dates in Los Angeles area after a tour of late April and May in the Fresno, its opening date. The show winthe southern end of the San Joa- Madera and Merced areas, return- tered here this year rather than at quin Valley and then take the ing to the county for its usually its usual quarters in Wapellopen, Coast route. Formerly Beatty earlier dates in Glendale, Burbank, Pa. A number of additions have

Hagen Opens Season With Big Texas Crowds

BROWNSVILLE, Tex., March 19.-Hagen Bros.' Circus, since opening here March 3, has played the Rio Grande valley towns to big business. It is the first tent show in this area in 1952.

Hagen Bros. has a new white top with red and blue trim, made by U. S. Tent, Chicago. All motorized equipment is newly painted,

Owner Howard Suesz was in Harlingen with the show and talked with local people about buy-

Circus has been using considerable billing and has had good ra-The Beatty show heads this way dio, TV and newspaper attention.

Display 1-Spec. 2-Capt. Eddie Kuhn's Mixed Animals in arena. 3-Cal and Torchy Townsend, revolving ladder. 4-Jean Nelson to play the area since it appeared and Jeannette Wallace, dog acts. 5-Clowns Jack LaPearl, Buzzy Potts, Lem Keeler and Carl Nelson. 6-Patty Couls and Bert Wallace, pony drills. 7-Violette Rene, head balancing, assisted by Torchy and and newly added vehicles and ani- Marlene. 8-Capt. Eddie Kuhn and Capt. Eddie Akins, new bear act with seven animals in arena. 9-Jeanie Lorene, tight wire. 10-Clowns. 11-Carlyn Carlyle, sining permanent quarters there. The gle traps. 12-Clowns. 13-Eddie show wintered in Harlingen for the Akins, Bill Brandt, Jeannette Wallace and Miss Couls, menage riding. 14-Clowns. 15-Marlene Bradbury, Torchy Townsend and Jean Kuhn, swinging ladder. 16-Clowns. 17-Joyce Lorene, cloud had a successful engagement, ac- son in Los Angeles and the Clyde that State March 24. The first more elephants and other animals. swing. 18-Bert Wallace and Edcording to show sources, for three Beatty Circus quarters in Deming, California date is in Calexico on Program of Hagen Bros. at the die Akins, Liberty horse acts. 19-(Continued on page 40)

Ward-Bell Returning From Hawaiian Stands

-Ward-Bell Circus personnel will formances were given each Saturreturn from Hawaii by chartered day and three were given on Sun- Now, however, the actual construcplane this week and start prepara- days. tions for opening the show's U. S.

formers' automobiles and trailers mer tour with the show. are in Gainesville and Los Angeles.

Angeles, is preparing to take over Portland. the show's office wagon for the 1955 tour.

Hawaii Business Good In Hawaii, the show plus E. K. weeks, altho torrential rains wiped N. M.

GAINESVILLE, Tex., March 19. out two days' showings. Four per- five years ago, the lot has contin-

Ward-Bell followed the Hono- seems near. tour at Tacoma, Wash., April 14. lulu stand, which was under Shrine Plans announced from the show's auspices, with a 10-day stand at general offices here disclosed that Wahiawa, which is at the gates ing of a new \$7,000,000 structure the plane from Hawaii was ex- of the Army's Scofield Barracks. were announced this week. The pected about Wednesday (23) at Auspices was the Wahiawa General Prudential Insurance Company of Los Angeles. Equipment and an- Hospital. The Hawaiian program America revealed that a commitrive at Seattle about April 2. The earlier. Harold Simmons, Aus- the project upon completion. The show's trucks, now stored at the tralian midget clown who had area comprises 41/4 acres, approx-

Following the Tacoma date in deal fronts on 21st Street. Arthur Hockwald, general agent, April, Ward-Bell will play for sevis booking more dates in the North- eral Shrine clubs and other spon- for a building, the move follows a west. 'Ira Millette, now in Los sors between Tacoma, Spokane and trend existing during the past few

F. E. Schmitz and A. Morton sirable spots in down town locations first time this year. Smith, both of the show staff, where circuses may show. spent a week with the show in Hawaii. Returning they visited the Fernandez's rides and concessions Tony Centry and Norman Ander- thru Arizona with its last date in Suesz also was considering buying

WANTED **ELEPHANT FOR KID RIDE**

Must be gentle. Season's work, give lowest week price.

Full information will be given. Write

BILL EHR, Mgr. Northwest Booking Agency

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Wanted For MILLS BROS.' (IRCUS

Opening Saturday, April 16. Big Show Announcer, Reserve Seat and Wild West Ticket Sellers. Ticket Sellers and Grinders for Animal Menagerie. Write, stating lowest salary to

JACK MILLS 2669 Euclid Heights Blvd. Cleveland Heights, Ohio Riggers and Seat Men, come on, Report to Charlie Brady, Jefferson, Ohio, Ashtabula County.

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WANTED

For Concert. State age, weight, etc. Also Truck Mechanic with tools.

KING BROS.' CIRCUS Central City Park Macon, Ga.

2 PHONEMEN

Must have Shrine experience. Pat Mulvey SYRIA MOSQUE TEMPLE Pittsburgh 13, Pa. Phone: Museum 3-0701

town. Using TV, Radio, Newspaper selling our product to dealers. Giving this extensive advertising over dealer's

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3 PHONEMEN

Al Keys, Niles Madden, contact. CHARLES SELDMAN

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10-PHONEMEN-10 the East. Strong sponsor, repeat date. Plenty of good towns to follow. Pay daily. Call

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We need Managers (with car) with Phone Crews. Must be reliable for

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Leader. Ivan Douglas, boss canvasman,
wants Marquee. Slim, Danny Daniel,
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on account of disappointment CLARENCE AUSKINGS

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Banners. Must have Shrine experience.

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UNDER THE MARQUEE

Charles V. Turner, the show's new covering from a heart attack. advertising manager. While there Miller visited with Bill Oliver, an a summer tour with Bisbee's Comedians.

Sam Stratton, who has been ahead of "South Pacific," closed in Chicago and returned East this week, scheduling a stopover in New York on his way home to Hartford, Conn. . . . Sam Snyder's "Water Follies of 1955" has signed with the Shrine Temple at Terre Taute, Ind., for this season, writes John Schmidt. The date formerly has been played by the Tom Packs

names of the Cristiani Family, Cristiani Troupe and Cristiani Brothers are registered and can't be used by others but that a cousin. Aldo Cristiani, has a separate act which works under the latter name.

writes that at Deming, N. M., the Kanerva visiting the Hannefords, . . . Sanrda Scott flew from Atlanta, osnic work. Ga., to visit her parents, the Tommy Scotts. . . . Business for the show has been good.

been with the Christian Pageant reports from Butte, Mont., that Po- Norbert Kreisch, gorilla parody as special agent to Charles Cuthbert, general agent and musical director, recently visited with his brother, Howard C. Farrington, who is on the Kelley-Miller advance. He also reports meeting J. Eddie Holmes, with whom he trouped for several years. E. J. Floyd, Pageant producer, has been touring the Midwest since January to fair results, and is now expanding for larger cities in Indiana and Ohio. Dick Lewis, first trumpeter in the Pageant musical choir, is leaving to open with the Bisbee show. Russell Harrison has been contacted as a replacement.

The Denver Harmon chimp act has contracted 10 weeks with Boyle Woolfolk for next fell and the San Diego, Calif., fair in June. Act recently made the Bob Cummings and Pinky Lee TV shows. . . . Buck Leahy will be in the Mills Bros.' Circus line-up for this season.

Vernon and Lillian McReavy are ending a sojourn to Mexico and heading for Mankato, Minn., and Minneapolis. . . . Bob Monahan reports the Amazing Monahans,

WANT ADVANCE AGENT

Must have car. Family Acts, Working Men who drive, Candy Butchers, one more Rigger, Sideshow Acts. This is

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WANTED

Combination Agent and Biller on account of disappointment. Small circus, long season, H. J. Lane, contact,

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CALL BRISTOL, TENN., FOR WORK

Ten towns booked and ready. Phone: Bristol 5788. Various auspices, police, etc.

PHONEMEN

Banners and U.P.C.'s. Mills Bros.' Circus. Strong deal. Pay daily. Phone 2-5184, Saginaw, Mich. No collects.

BILL FINLEY

Saginaw, Mich. 134 North Baum

Club and Jack Turner, agent for tional Sports and Boat Show, San big elephant, Modoc, visited the Roger Bros.' Circus, signed con- Francisco, and will make the Legislature building for a publicity tracts March 15 for May 9-10 ap- Orange show at San Bernardino, photo with the newly elected Dempearances of the show there in Calif. . . . Tom Hayes, who was on Brooks Stadium. . . . Art Miller, Ringling ring stock most of last seageneral agent of the Al G. Kelly & son, now is with his sister in Tor-Miller Bros.' Circus, was in St. rington, Conn., until time for the Louis recently to confer with show to open. He has been re-

Visiting at Von Bros.' quarters old friend. . . . The Kriel Family recently have been Bob Dickman, is back in Lemont, Ill., after play- Gene Burr, Joe Kelly, George E. ing Patterson Bros.' Circus indoor Foster and the Rev. James Cole, dates. The troupe is preparing for advises Manager Henry L. Vonderheid, from Marion, S. C. . . . Mr. and Mrs. George and Roxy Engesser have pulled out of San Antonio to launch their 1955 season.

Francis Kitzman, manager, has Beatty Circus, with some of the announcing and also keeping the men coming over from the Ringling-Barnum show, reports E. C. Merritt, who has the snipe at El Paso, Tex. . . . Jerry and Betty Martin's Fearless Stars high act has Howard and Wanda Bell are domade five Florida fairs, with Eustis ing their acrobatic teeterboard act. and Pensacola still to go. They Lucio Cristiani states that the picked up a new trailer in Sara-

Charlie Campbell, who has his booked in Texas, stopped over a brandt) Thompson has turned out day at Hugo, Okla., to visit people signs for Harold Ward's concession with the Kelly-Miller, George W. department. From the Tommy Scott country | Cole and Tex Carson circuses. . . . music show, Floyd (Rube) Arnold Ed Hiler, who was with Charlie Campbell, now is contracting for Scott people visited Clyde Beatty's Ring Bros. in Georgia. . . . Bill and quarters, with Arnold and Gus Jackie Wilcox have arrived in Hugo. . . . Jack Moore, owner of Art Concello and Joe Applegate. Tex Carson Circus, is taking Ma-

Joe Bradbury and Richard Reynolds, of Atlanta, visited King quarters recently, and Reynolds went cludes Sylvia Witt and Juanita Baty Chutney A. Farrington, who has on to Sarasota. . . . Frank Panisko on swinging perch. . . . Arden and lack's Eastern unit will play there score here, as does Mayme Ward's in June. . . . Dub Duggan, former bit in that act. . . . Mildred Ward circus owner, now has a snake and Janice Holman have Hawaiian show doing okay in the South.

> From Ward-Bell Circus and Hawaii, Harry D. Dann writes that midget clown Harold Simmons has a new straw hat that is bigger than he is. . . . La Norma is practicing on the ukulele with help from Betty Bell. . . . The men have blossomed out in multicolored aloha shirts. . . . Many folks have gone on sightseeing tours and visited pineapple plantations. . . . Skinny Goe is shopping for Japanese music arrangements to add to his library

The Paducah (Ky.) Exchange teeterboard-Risley, worked the Na- of band music. . . . Dolly Jacobs' ocrats. . . . Fred and Jean Merkle have the inside novelty stand in the big top. . . . Bill Browning Jr. is drummer and Billboard agent. . . Al and Geri Antonucci's baby chimp, Bozo, is doing a one-hand

More from Ward-Bell in Hawaii:

Jackie Tolliver Jr. has been working out with the flying act. . . . Hubert Castle sampled Hawaiian surf fishing. . . . Roddy Bell and Rinaldo Wunderlich have taken up surfboarding and skin diving. . . . Andre Fox has new plastic numbers for his palomino Liberty horses. . . . Mildred Welbes is at the oropened the bill car of the Clyde gan. . . . Harry Dann is doing the gang busy with TV and radio interviews. . . . La Norma starred on a TV cooking school show in Honolulu with her Danish dishes. The Bobby Nelson pig act goes over big with Hawaiians. . . . Joy Thomas sports an orchid corsage in tournament, and Roy Thomas has upset local billiard parlors with his Marie O'Day donation show one-arm technique. . . . Dave (Rem-

> King Bros.' advance is to include 10 billers and three press story men. . . . J. C. Admire advises that he has teamed up with Buck Lucas to organize a ballpark show, which they plan to open late in May. Admire will keep his school show going until late April.

Ward-Bell's Indian number inbaby sitters for their infants, Robin and Patrick. . . . Everyone got a huge piece of cake with circus decorations when Punch Jacobs was given a birthday party by his (Continued on page 44)

SYDNEY THE GREA

AMERICA'S ONLY GIANT BOXING KANGAROO OVER 6 FEET TALL! The Main Event Wherever He Plays

Contact: HAWTHORN MELLODY FARMS ZOO Libertyville, Illinois

ANIMALS

New Shipment-Female Elephants, under four feet, \$3000; Orangutans, \$2000 up; Clouded Leopards, \$800; Cassowaries, young adult, \$250; Siamang Gibbons, \$400: Lion Tail Monkey, \$150 ea.; Hyenas, \$150; Regal Pythons, \$200 up; tame Gibbons, \$150.

BERRY

8615 Meridian Seattle, Wash. Phone 8526-Kenwood

FOR QUICK SALE

3 G.M. Diesel, 60 KW. Light Plants, mounted in 30 ft. open side van. Fully equipped (Switchboards, 2 Light Towers on top). Also have Ground Cable and Junction Boxes. These plants just overhauled. Painted white inside and out? Also Straight-Job Trucks and Semi-Trucks, ADDRESS:

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CIRCUS WANTED

June or July—percentage basis; benefit American Legion. Write at once to

ELLSWORTH STEWART

139 South St., Ridgway, Pa.

AT LIBERTY

Cradle Catcher with own rigging. Also doing Teeterboard, Balancing, Flying Trapeze.

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ATTENTION, CARNIVAL AND CIRCUS OWNERS

MODERN LUXURY LINER GREYHOUND BUS-32 feet long, sleeps 10, bath and shower, wall-to-wall carpeting, bar, new Frigidaire, mahogany paneling throughout, completely air-conditioned, hot and cold water, complete disposal built in, new engine, air brakes, white leather upholstery, large storage compartment. Will cruise 70 m.p.h. Trade for ear, truck or airplane. Built for race track owners and never used. Could not duplicate for \$35,000. Will take \$13,750 cash. Contact D. H. WOOLDRIDGE, Memphis-Ark Speedways, 715 Riverside Drive

BIG NEWS for YOU!

Billboard Announces New Ad Service

CIRCUSIANA MART

Your Trading Post for buying, selling and trading rare and unique circus material.

STARTING IN THE BIG ANNUAL SPRING SPECIAL Dated April 9

The Circusiana Mart will appear right in the circus section. It offers you complete national coverage for buying, selling or trading.

Rates: Regular Classified - 15¢ per word, mini-

Display Classified-\$1 per agate line, \$14

CASH WITH ORDER

WHAT DO YOU HAVE TO SELL? WHAT DO YOU WANT TO BUY? An ad in The Billboard's Circusiana Mart will

bring you quick action . . . fast results!

BUY, SELL OR TRADE SUCH COLLECTORS' ITEMS AS

 Lithographs Programs

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Circus History

· Old Posters, Heralds,

· Books on Circus

Miniature Circus

• Factual Information

Antique Show Equip-

Equipment

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. anything and everything pertaining to

Use Circusiana Mart as a means of contacting your acquaintances . . . for association notices

of meetings, special get-togethers, etc.

AD DEADLINE:

Wednesday,

SEND YOUR AD TODAY

THE BILLBOARD, CIRCUSIANA MART, 2160 PATTERSON ST., CINCINNATI 22, OHIO

Communications to 2160 Patterson St., Cincinnati 22, O.

Take Our Case to D. C., Icer Debuts **PSAA Exec Tells Ops**

19.—James H. Bobo, of the Senate headquarters here. Subcommittee on Juvenile Delinquency, has invited members of the Participating Sports Association of merica, as well as non-member rink and pool operators, to write to him, giving their views about the part rinks and pools play in combatting juvenile delinquency, it was announced this week by Vernon

SPECIAL SALE:

NEW "CHICAGO" SHOE SKATES, Men's and Ladies' ..\$9.50 Pr 250 SETS BROWNIE PRE-CISION WHEELS 2.50 Se

250 PR. MEN'S AND LADIES' NEW SHOES WITH USED SKATES. New 78SP reject wheels \$8.50 Pr.

250 PR. NEW MEN'S SHOES, leather lined, broken sizes, formerly \$6.75. NOW 3600 ECONOMY PRECISION Bearings, fit any wheel ... 150 SETS ROYAL PRECISION 350 SETS HOWARD FIBRE PRE-CISION WHEELS WOOL POM-POMS, all colors .. 3.00 Dz.

Write-Wire-Phonel Terms: 1/3 Down, Balance C.O.D. Authorized Distributor for Roller Skate Co.

BUNNY FUR POM-POMS, with bells, jumbo size 4.86 Dz.

JACK ADAMS & SON, INC. Morris Park Ave., Bronx 62, New York 5Ycamore 2-1110-1111

SKATING RINK TENTS

42 x 102 52 x 122

IN STOCK AT ALL TIMES

USED RINK TOPS ONLY Texas, 40'x100' \$475.00
III., 52'x140' 650.00
III., 40'x80' 300.00
III., 40'x100' 475.00

CAMPBELL TENT & AWNING CO. 100 Central Ave. Alton, III. (Phone: 3-8885)

SKATING RINK

Modern and well equipped. Doing good all year business. Reason for sellingwidow in bad health.

BOX D-104 c/o The Billboard

Cincinnati 22, O.

The skating surface for wood and masonite floors. The ultimate in cleanliness and traction.

PERRY B. CILES, Pres. Curvecrest, Inc. Muskegon, Michigan We invite you to bring your skates to Curvecrest and see for yourself!

COMPLETE PORTABLE RINKS FOR SALE

Beautiful designed tents — interchange-able floors—no bolts required for rails. Write for information. Place orders now for Spring delivery.

Tillinghast Mfg. Co. Phone 79 F 2 Vanus, Texas P. O. Box 27

We BUY AND SELL

NEW and USED RINK ROLLER SKATES Write for quotations-1-day service

JOHNNY JONES, JR. resentatives for CHICAGO ROLLER SKATE CI ST CHATHAM ST., PITTSBURGH 19, PA.

FOR SALE

40x100 Portable Rink, Campbell Tent used 90 days, Grinder, 200 Pair Skates, 2 Sound Systems, galvanized Chains, Floor Cables. Sacrifice \$6,000.

DAVE BRITTON McColl, S. C.

FEASTERVILLE, Pa., March | D. Platt, PSAA president, from his

The invitation was extended by Senator Bobo in a letter to Platt ter and Arthur D. Litzenberger, the senator in Washington. The Colegrove is manager. senator said such letters would be

said that the industry could do skaters. Monday thru Thrusday the much "if we would state our case rink is open from 4 p.m. to 12. Friconcerning recreation and youth day thru Sunday it operates from now," and said that it is impera- 2 p.m. to 12. Special rates are oftive that the industry take steps to fered for parties. Skates may be convince the government that pri- rented or bought. The 60 by 90vately owned rinks and pools can foot floor has been recently endo much to correct juvenile prob- closed in a steel building. Bleachers

Platt also pointed out that "we are experiencing fewer rinks and pools privately owned in the U.S. and more and more being built and run by government units. Why? Because it is not an interesting nor profitable movement for private capital. It could be made st with some recognition by the federal government.

Two of the most important factors involved, said Platt, are relief ert Couls, manager; Mary Jo Couls, forever of admission taxes on par- office; Tex Maynard, announcer; ticipating sports and favorable depreciation rates.

"For example," said Platt, "now expansion are given two, three and props; E. M. Zurcher, electrician; five-year depreciation-any rate, Floyd Bradbury, Side Show manour problems," Platt concluded.

Hackensack, Alexandria Lead Racers

ELIZABETH, N. J., March 19 .-Hackensack (N. J.) Arena, with a total of 164 points, continues to pace the field in the Northern division of the America on Wheels Inter-Rink Racing League, it was reported this week by Jack Edwards, AOW director of speed. Hackensack's nearest competitor is the Paterson (N. J.) Arena, which now has 134 points.

Trailing these two are Peekskill (N. Y.) Arena, 130 points; Boulevard Arena, Bayonne, N. J., 102; Twin City Arena, Elizabeth, 80; Mount Vernon (N. Y.) Arena, 44; Florham Park (N. J.) Rink, 32, and Capitol Arena, Trenton, N. J., 16.

In the Southern division Alexadria (Va.) Arena has retained its league lead. It now has a total of 130 points, followed by Reading (Pa.) Rink, 114; Bladensburg (Md.) Arena, 96, and National Arena, Washington, 94. Next Southern race is scheduled for March 26 at Bladensburg.

Hanson Buys Reid Spot

WINTHROP, Minn., March 19. -David Hanson, White Bear, Minn., recently purchased Winthrop Roller Rink from James Reid, who has operated the rollery for the past year.

A GOOD DEAL for RINKMEN— "CHICAGO"

"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

In Birmingham

BIRMINGHAM, March 19.-Paradise Ice Rink on Highway 78 in Irondale, five miles from downfollowing a recent visit by the lat- town Birmingham, recently opened for business. Two of the owners are Philadelphia rink operator, with R. L. Beck and M. S. Busby. Melvin

An instructor is available at the helpful to the Subcommittee which | Icer, which offers classes for beplans hearings on the over-all rec- ginners and advanced skaters on rectional programs of the nation. Wednesdays and Fridays. Two-Concerning the invitation, Platt hour sessions are available for are being erected for spectators.

Hagen Opens

Continued from page 38

Clowns. 20-Web. 21-Eddie Akins and Patty Couls, elephant act (1). Staff, Department Heads

Staff and key personnel on the show includes Suesz, owner; Rob-Fancher Pierce, music; Little Bob Stevens, concessions; Bert Wallace, equestrian director; Shorty Lynn, send, wardrobe; Cal Townsend, carpenter; Bob Cusson, kid pusher.

Advance includes Frank Yagla, 24-hour man; Joe McMahon and Vera Himes, contracting agents; Ted Wilson, boss billposter. The concession department includes Paul Davis, apples; Bill Winn and Frank McNamara, seats; Frank Smith, cotton candy; Tracy Brenneman, popcorn; Gene Hayes, novelties, and Red Bentley, snow

New Cages

are new this season.

houses; Port Isabel (4), three- being let for construction of Wonfourths afternoon and full night; derland Drive-In Theater, to be Harlingen (5), half house in the built by Korman Enterprises in filled, and Donna (9), near-full afternoon and full night.

Show plays auspices dates.

Polack West

Continued from page 38

and Charley Cheer have moved their boxing match to the prolog and substituted a musical novelty number. Playing violins, Jacobs and Docky start straight but quickly change pace. Each bows the other's violin to continue the duo which includes a half dozen similar exchanges and mix-ups. Cheer accompanies on a break-away accordion. In a second number, the trio does wonders with sets of tuned bottles. While not a big laughgetting type of act, it is novel and holds interest.

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD

ROADSHOW REP

RECENT CONTRIBUTIONS to "HAVE NOTICED lately some the column by Al Pitcaithley, the former repster who is now associated with radio in Carlsbad N. M., have brought comments from several interested parties. Writing from Cape Girardeau, Mo., Bill Ruesskamp says: "It's good to read about the old-time rep actors as Pitcaithley recalls them. I knew Fred Wilson when he managed the No. 2 Bill Murphy's Comedians. He not only played Toby parts, but did light comedy and

boss canvasman; Torchy Town- there are many of us still inter- ent dates as well as dine and dance ested," he concludes.

fine articles on old rep and minstrel shows in the column, including those by Charles E. Duble and Al Pitcaithley," writes L. J. Sampson, Grinnell, Ia. "Speaking of Tobys, I have seen a great many of them, but think Neil Schaffner's was about the best. Don Dixon, of the old Don Mazie Dixon Players, was also good, as is Jess Sun, of Sun's Comedians. Does anyone reeven blackface. He was a good g.b. call what year Arthur Denning's actor. About the same time Bert minstrels were on the road with Melville used a lot of bills with Felix Hermann the magician? Wilis the Toby character, but he was Shaner, who was with Jimmy Dudifferent. He left his fright wig in rante at the Parody Club in New the dressing room and played it York and later with Al Sweet's light with slow movements and band and Neil O'Brien's minstrels, drawling voice. Bert did okay. If has sold his music store in Grin-Pitcaithley wants to go back to nell and left for Florida. Edward about 1905, how about Fred Ray- and Stella Horn, who were with mond in 'A Missouri Girl'? It was the Walleck Theater Company and not Toby then. All the characters W. I. Swain Company and later were named Zeke. Raymond was with the Dubinsky stock company the best in my book. I recall Pit- are living in retirement in Des caithley in the Billy Wehle show Moines. L. E. Simmerman, an old doing an acro specialty and dou- trouper with stock and road shows bling on drums in the ork." . . . in the days of Eddie Foy and "I thorly enjoy the rosters of old Weber and Fields, is now a night shows which we see from time to clerk at a Red Oak, Ia., hotel."... time in the Roadshow Rep Col- Harold Mercer reports from Ottawa umn," writes J. E. Barrett, of that he will try melodrama bills in Roanoke, Va. "Have wondered if Canadian cities during the spring any readers recall the Cook Family and summer. Already booked are Show which toured Eastern Vir- three towns. Mercer will do some ginia during the early '20's. The of the leads, depending upon local companies engaged in war plant boss canvasman; Walter Graham, show offered pix and vaudeville, performers for the remainder of and I would like to read comments the casts. He has the old "Jesse from any readers who remember James" show in mind for an opener. just so we can prepare for war, but ager; Marcy Maynard, circus diner; the outfit." Barrett has had 16mm. . . . Bad weather and poor business to provide recreation for kids, in- Albert Dean, cookhouse; Stanley films in his area for years, but says has prompted the manegement of vestors must wait for 20 or 30 Osheske, assistant menagerie boss; he cannot decide whether to work the Fernell Family Show to map years to get their original money Beatrice Zurcher, front door; Jo them this summer or not. He asks a couple of long jumps to get the back. There are many more argu- Couls, The Billboard; Bill Brandt, that roadshowmen or former road- show out of the Libby, Mont., area. ments for the government to take with Ed Money and Ray O'Neal, showmen relate current and past Ralph Fernell, head of the show, action, and it will if it is told of ring stock; Louis Spaeth, assistant experiences in the column. "I think says that the show plays independ-

Drivin' 'Round the Drive-Ins

PLANS for construction of a 33% per cent. . . . Four youths land for youngsters, a large conces- the holdup. sion stand and CinemaScope displays the menagerie, which ground-breaking ceremonies Febinclude lions, pumas and bears. other half is to commence im-Cages are built on semi-trailers and mediately thereafter. A Cinema-Scope screen 130 feet in size will Brownsville, full and straw be installed. . . . Contracts are will include a swimming pool for 500, and ice rink for 1,500 and a 10-acre parking lot for visitors to been equipped with CinemaScope. the pool, rink and playground. A four-acre kiddieland with 18 rides will be in the layout, along with concessions for the theater and amusement area. Clark Theater Service will be in charge of book-

Arthur Landsman, president of Statewide Drive-In Theaters, Inc., San Antonio, has returned following attendance at several conventions with announced plans for the installation of "the biggest and most modern snack bar in Texas' at the Alamo Drive-In, San Antonio. . . . A lone holdup man got about \$50 from Mrs. J. S. Hammer, cashier at the Hempstead Drive-In Theater at Houston, Tex. . . George V. Comeaux, newly named manager of the Hi-Park Drive-In, San Antonio, operated by Ezell Y Associates, has announced that a new wide screen is presently being installed at the drive-in and the

1,200-car drive-in four miles between 18 and 21 years of age north of Monroe, Mich., have been combined efforts to hijack the announced by J. R. Denniston, Fiesta Drive-In Theater, San An-Denniston Theater Company. The tonio, of \$211.15 in cash. Police 30-acre site will incorporate a toy- failed to pick up the group after

The San Pedro Drive-In Thea-With Bradbury's Side Show are screen. . . . Messrs. Bernard and ter, San Antonio, has installed a Bob Walker, tickets, and Prof. Del Leonard Brooks, co-owners of Af- new wide screen as well as new Rhamy, magic. Side Show top also filiated Theaters, Detroit, held sound and projection equipment. . . . James W. Robinson, cashier counts two elephants, two llamas ruary 28 for their \$500,000 Troy and manager of the concessions and new cage wagons. The cages Drive-In, to have over 3,000-car operations for the Skyway Drive-In include lions, bears, puma, midget capacity. The 55-acre theater is Theater, Bryan, Tex., has been pony and cow, monkeys, kangaroo, scheduled for a May 20 opening promoted to manager of the drivebirds, boars, sacred cow, deer and and will be the first dual-drive-in in, according to Jack Farr, owner. small animals. Kuhn's animal acts in Detroit. Construction of the Robinson replaces Bill Jones who has accepted a management job with the Long Theater Circuit at Bay City, Tex. . . . Four teen-age youths are being held by police in San Antonio after they tore up the rest room at the Roxy Drive-In Theater. The youths were apprehended by W. T. Yett, manager. afternoon and full at night; Ray-mondville (7), light afternoon and The \$600,000 project will utilize 56 They were also trying to remove full night; Edcouch-Elsa (8), lot acres and will have year round several loudspeakers. . . . Stanley between two towns, both shows operation with in-car heaters. Site Hammer, Jr., new manager of the Alamo Drive-In, San Antonio, has announced that the drive-in has

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er. Contains 60, 70, 85, 100 needles, 4 styles. GROSS \$6.50, \$7.20, \$7.80 GILLETTE Type Blades, 5 in	9.00	
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MERCHANDISE TOPICS

Write The Billboard Buyers' Service Department, 2160 Patterson Street, Cincinnati 22, O., for the address of any firm or firms mentioned in this column. To expedite handling please enclose self-addressed envelope.

Gold Seal Novelty Company, Chicago, has introduced its new to attract attention, send for the combination portable electric hand Cup of Knowledge offered by Orilamp and flashing red beacon, ental Imports, Albany, Ore. This Operating on one standard six-volt is a china cup and saucer, but the lantern battery, the product boasts such features as sealed beam and use of a standard bulb. Atop the rectangular 20-gauge steel case containing the battery is a sturdy raised chrome-plated handle, at each end of which the lights are positioned. On one end is a powerful white light which may be focused for wide or narrow beam and may be raised to 95 degrees of vertical. At the other end is the of GloLite, a television lamp-clock flashing red beacon to serve as a warning signal in case of night road repairs of automobiles.

Beach Importers, Inc., El Paso, has made what it claims to be a splendid purchase of hand-woven, 100 per cent wool Mexican rebezos in six colors. They measure 24 by 69 inches plus a 14-inch fringe at the Diamond miracle polishing each end and can easily retail for sponge for cars, kitchen, bathroom, \$9.95 each. The firm is able to sell etc., available from Sherfy's Ltd., these stoles for \$45 per dozen. Seattle. Only water is needed to Each dozen comes assorted in not show how by rubbing with the less than three colors. This im-porter also carries a large stock of ter disappear from a wide variety pottery, baskets and mats of straw, hats, wood products, tinware, furniture, figurines, novelties and leather goods. A complete price list will be sent on request if you state your business.

Tex., has gotten hold of a manu- body massage. Relax It Vibrator, facturer's closeout-Mexican handtooled leather oval polvera. Offered the unit for a full year, but says it in different styles and colors, this is built to give lifetime service. handbag is worth looking into at Operates on 110 volt a.c. and will the price of \$27 per dozen. In less be sent prepaid for \$89.95. than dozen lots the price is \$2.90 each. The firm also has a special on Mexican hand-painted full cut Lansing, Mich., manufacturer's rep-

Chelsea Hosiery Mills, Boston, has had such active response to its women's nylon hosiery that several other, hot items are announced. Helanca one-size stretch nylon socks are now available at \$5.50 per dozen for men, boys, small girls and misses. The firm claims that these socks, which come in assorted colors and eight dozen per rack or one dozen per box, will wear a year. Another new Chelsea item is the cellophane packed women's panty. These are fine rayon briefs in small, medium and large sizes in assorted colors. Packed in a three-dozen display rack or six-pair gift boxes, they are offered at \$3.50 per dozen.

Myrlo Company of Cleveland 1 announces a new catalog. This firm | \$ specializes in traffic stoppers-colorful pennants in different sizes, colors, designs and even bearing special messages. The catalog shows a complete line in full color. All sewing is lock-stitched. Two of 1 the best materials have been selected after a long trial. One is Durafilm, the strongest plastic made for low-priced pennants. It is waterproof and rugged. The second material is Perma-Pennant, a plastic impregnated drill cloth which the firm claims is the finest pennant material made. Forest Bookman, owner of the firm, asks that readers write for the catalog.



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If you are looking for something inside of the cup has what appears to be an entire deck of tiny playing cards impregnated under the glaze. After drinking a cup of tea, the leaves are deposited on different cards. A booklet explains the significance of each card touched by a tea leaf and how to read combinations is provided.

Pennwood Numechron Company, Pittsburgh, announces development with focalizer stare break. The entire clock glows in the dark and does not have the ordinary clock face. A controlled precision timing unit enables the clock to register every second, minute, 10-minute interval and hour in numerals easily

Demonstrators should look into of articles.

An all purpose mechanical pillow, the original Contour Vibrator, is designed to massage any part of the body either while sitting or in a reclining position. It has an exclusive floating spring action which Pearl Sales Company, El Paso, the company says is perfect for Inc., North Hollywood, guarantees

> Pearce Parkhurst Enterprises, resentatives of advertising specialties, has completed negotiations for distribution of the new type flowing lead pencil. The firm says it is one of the first to offer this new pencil to purchasers of advertising specialties.

MARCH CLOSEOUTS

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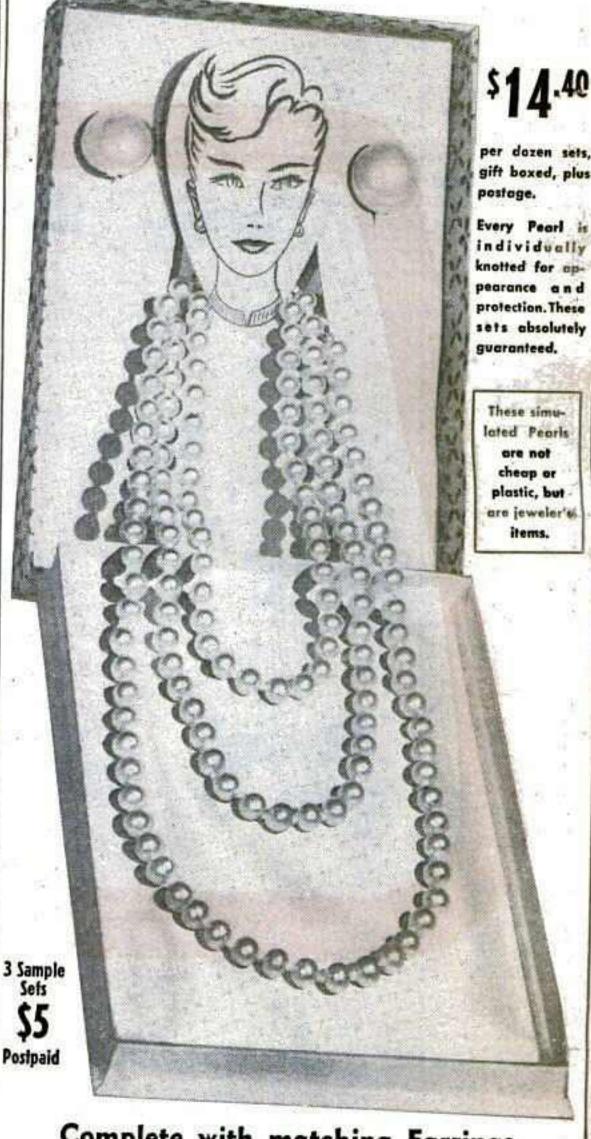
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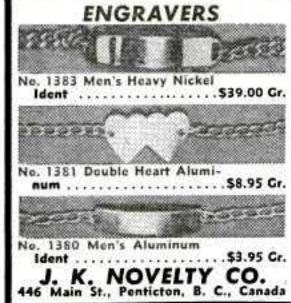
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PIPES FOR PITCHMEN

BIG AL WILSON . . . postals that he's sneaking into he is now an expert in spotting

lowing Venice he intends hotfootin' it up to Knoxville to work a store.

JACK (BOTTLES) STOVER . . pens that Billy (The Kid) Dietrich was in the vicinity of Harrisonburg, Va., for a couple of weeks. Jack says that most of Billy's time was spent cutting up jackpots with Pop Ellis and his wife at Alice's restaurant. The Keed is planning a trek thru West Virginia and Maryland.

OUR OLD FRIEND ...

R. T. Wilder has been beating his brains out trying to find a source of supply for a rad or spot remover formula. He would like to work a deal of this kind, so if any of the boys have a not-too-secret formula up their sleeves or if anyone knows where he can buy the stuff already prepared, Wilder would appreciate hearing from you. He can be contacted at 433 Earl Street, Jackson,

E. C. PARDEE . .

postals that he and George Lunsford are doing fairly well for themselves traipsing around the Kentucky and Tennessee territories. He also says that he would like to read pipes from Bill Newsom and his wife, Ruby; Gerald Wantz, Doc Horace Brazel.

FRENCHY ...

the med man, has been seen in several spots in Tennessee and Kentucky. Incidentally he has been doing much more than just eating regularly. The scratch is reported to be pretty fair.

THE WIRES FROM THE . . South carry the dope that the Bardex Med Show will be a minstreltype show under a big tent and will carry 30 people again this season as it did last season.

WE HAVE A REPORT . .

that Emmet Smith is working the Tampa and Fort Meyers, Fla., areas.

WE UNDERSTAND THAT ... Curly Miller has inked a contract with King Bros.' Circus and, as a result, will not operate his med show this season.

BYRON BEAVER . . .

has been spending the winter in Tampa with his med show. He intends opening as soon as the weather breaks.

AL GATES . .

Jim says that the latch string is always out for any of the bunch who might be traveling thru.

"JUST FOR A LAUGH" . . . is the titillating title that Tom Kennedy tacks on his most recent pipe. Essays Tom: "I note recently that a few inquiries were made regarding the whereabouts of our two chums, Doc Lushwell and Count Seldom Skoff. Contrary to what you may have heard, they did not sojourn in Florida this past winter, but elected to remain up North, spending most of their time around Pratt Falls, Pa. There's a town in Minnesota named Sleepy Eye (get a map and you'll find it listed) and it's twice as big as Pratt Falls. Not that it makes any difference so far as this essay is concerned, but this is the place where our two chums spent the winter. In company with Dog Eared Dick, they blew into town right after fair season and as far as I know they are still there. Dog Ear is one of the best sharpener workers in the business. With each tool he sells to

a mark, he gives a package of Band-Aids gratis. This, of course, is in case they cut themselves while the same as he did in his old vaudeville days. Every time he makes a pass-out he starts taking bows. On account of the inclement weather around Pratt Falls this past winter, there were times when our two chums had a tough time gathering in the filthy lucre. But the

Venice, Fla., for a week's stand balls in a pool room. In Pratt Falls after working stores in Miami. Fol- there is only one hotel. This joint is called the Bugg House, owned and operated by Charlie Bugg, a former sheet writer, and his wife, by 26" and operated by Charlie Bugg, a June. As soon as Doc and Dick tong. Stips signed the register and the Count put his X underneath, Charlie asked Doc if he had a small bill in his pocket. When the Doc pulled out a fin, Charlie gave him a receipt and six cents in change and told him that the postage was paid for a year. When our two heroes got up to their room, Doc called down and said that there was no water in the room. Where-upon Charlie pulled that old chestnut about lifting up the mattress and finding a spring underneath. Then he laughed like hell. Doc told him to take a good look at the fin and he would see it was a phony. Then he and the Count started laughing. No wonder they call it the Bugg House. The next morning Doc and the Count went to the front office to see the city fathers about springing horn nuts on the main corner. The chief said it was okay as soon as the ones he had on his desk started to bloom. 'They should start blooming very shortly,' said the Count. 'How long have you had them?' 'Ten years,' replied the chief. Doc told me that the only reason that he M. J. Lockey, Steve McClain and makes these rural communities year after year is because he has a following. This I can understand. The last time they worked the spot the cops were following them around all day. A few days after landing in Pratt Falls our two chums heard of an indoor doings about 30 miles away and immediately decided to make the spot. The only trouble was, they were a day or so late in arriving. Seems that the law was enforcing the ban on hitch-hikers. When our two friends called to see the mayor, who was in charge of concessions, they were informed he wouldn't be around until later in the day. When the Count wanted to know who was next to him, he was told that nearly everybody in town was. Somebody told our two chums that a jewelry layout would win plenty of money at this shindig, but since both lacked the money to bankroll one, they hit on the next best thing. They discovered some sheets of brass at a junk yard and, with a pair of tinsnips, they cut out heart-shaped lockets as well as strips of brass, which they shaped into band rings. These they coated with flukem, telling the natives they were silver finis showing in the central part of ished. On the third day a hail-Florida. Texas Jim Mitchel is in storm came up. Some of the stones Sarasota operating his snake farm. falling as large as golf balls hit the yokels on the head with such a wallop they staggered into the place half dizzy. The result was our two chums had a chance to take them before they woke up. The Doc informs me he is working on a book which will be titled: Why Become a Pitchman-There Are Quicker Ways to Land in the



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1000 25¢ Charley Board ... Prof. \$50.00 \$1.10 1000 5¢ Double Fin ... Prof. 24.00 1.15 1440 5¢ Barrel Board ... Prof. 18.00 1.35 1440 10¢ Barrel Board ... Prof. 36.00 1.55 shaving. Dog Ear is a former actor and delights in working to a tip the same as he did in his old vaude-

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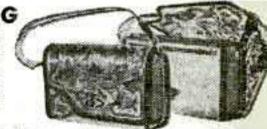
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Pennants sewed on a tough heavy tape 100 ft. long ONLY \$4.00 ea. Dezen lots \$3.00 ea. Write for quantity prices. Money refunded if not satisfied. A & A NOVELTY CO.

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Schumann and Radio Circus

Continued from page 24

partners; Alexis Gruss, 60 Liberty Chrysis de la Grange, webbing; horses; Wilkie's boxing kangaroo; Jose Moeser, high-school horse, Philippe Gruss, high-school horse; and the clowns, the Francescos, Seven Viganos, teeterboard; Miss Mais and Mimile, and Alex and Traudi, trapeze; Angelos Boys, Polo Rivels. Schaller Brothers, comedy trampoline; Italo Medini, America trampolinists and the (3) juggler; Gnidley's midget circus; Charlivels, acro-comics, are at the Blue Birds Girls, aerial ballet; Two Bal du Moulin Rouge. Glowers, hand-to-hand; Rolf Jr., "Wild West"; Tay-Tys, acro; the Divios, fire-eaters, and the joeys, Eight Rudy Llatas and Manetti, Dede and Tony.

Cirque Medrano bill in Paris is topped by Lauri Lupino Lane and George Truzzi, zanie comics who are names in London. They work in three spots on the bill with juggling, music and gags. The Menchassy Brothers also dish out comedy with a "camel" parody. Bareback riding by Suzanne and Philippe Ricono and high-school riding by Yves de la Cour, plus some trick riding and pony bits, alternate with the double trapeze routines of the (2) Airdonis and the good ring acts of Babu, ace wire-walker; Gimma Boys, acro; ing hours and, concurrently, into Eight Bokaras, teeterboard; Arthur the till. Klein Family, bike; Manetti Twins, manipulator, and Ria and Romez,

rotating perch. Cirque d'Hiver has the Caroli Troupe, bareback riders; Firmin

THE ORIGINAL

big top has Prince Hadjada, 12 | Bouglione, mixed group of cats;

Business Drop

· Continued from page 24

patron feels, psychologically, that it is cooler and most comfortable only when the sun is down. This concept affects his actions in such a way that after his meal he is prone to relax or putter around until he looks at the sky and feels it is "right" for him to visit the midway.

This attitude is what the local amusement leaders fear, knowing that spending and pleasure-seeking activities are most favorable at night. Forcing the customers to turn out later cuts into the operat-

Hamid Comics

Continued from page 24

Fred Iger, president of the American Comics Group which publishes and distributes nationally about 100 comic books each year. Mack Culver, former ad manager for National Comics, publishers of Superman, and an advertising representative for the Scripps-Howard newspapers and Liberty magazine, is Iger's associate.

order for the fair book would run to more than a million. It will be offered to fairs on an exclusive territory basis so that annuals using Wood, Frank Chiccarelli, assistant MONEY-MAKING it for promotion will not run the manager; Milo Hartman, personnel danger of overlapping. Depending on its success, he said, new editions with different story lines will be issued each year.

Also in the planning stage, but unlikely to develop because of the time element, are special books for the amusement park and other outdoor fields. The time needed for production from start to finish involves several months. Special books will be produced for endeavors, such as the Steel Pier, which are large enough to buy in sufficient quantity.

based on a million press run are tors. John Cardwell was super-\$4,400 for the full run, \$520 for intendent of concessions for the 50,000 and \$300 for 25,000.

UNDER THE MARQUEE

Continued from page 39

mother. . . . Nicki Bell leads her favorite horse, Babe, in spec. . . . The A. Morton Smiths and the Frank E. Schmitzes, of the Ward-Bell staff, came on from Gainesville, Tex., for a week's visit with the show.

Pearly Houser, veteran big top specialist, who is with U. S. Tent. Chicago, in the winters and was with Kelly-Miller last season, will be with the Fred J. Mack Circus this season. . . . Clyde Wixom, Detroit, writes that he is the Michigan chairman for Circus Week, June 1-7, promoted by the Circus Clown Club.

Larry Davis, formerly with circuses as elephant man and concessionaire, will be on Royal American Shows this season with the pony ride, in which he has bought an interest.

Early Spots Continued from page 33

Frog Jubilee in Angels Camp,

Calif., as one of the spots.

Wood said that a new big top, 80 by 360 feet, was added for the No. 1 unit this year. This gives the organization seven tops ranging from 60 by 120 feet to 80 by 480. Show has its own decorators and rents the tent to civic groups and assists in setting up commercial

Pan American is featuring movie set Western street scene fronts. So Iger said that the initial print far, 360 feet of fronts have been

constructed. Personnel of the No. 1 unit includes, in addition to Goebel and superintendent; Ova Thornton, secretary-treasurer; Allan E. Wood, superintendent of transportation; John Neale, electrical superintendent; Tommy Tomlinson, ride superintendent; Jim Richardson, decorator; Leonard Senate, Yellow Barnette, decorating artists; Lina Crudge, concession stock department; Billy Castro, mechanic; Harold Hall, cookhouse; Robert Thornton, Kiddieland superintendent; Darwin Glenn, lot superintendent; Bill Overly, general agent, and Freddie Miller, Cal Lyons, Charles Sample prices including imprints | Salyer, Roy Kabat, George Mc-Carthy and Eddie Eddy, co-ordina-

California Mid-Winter Fair date.

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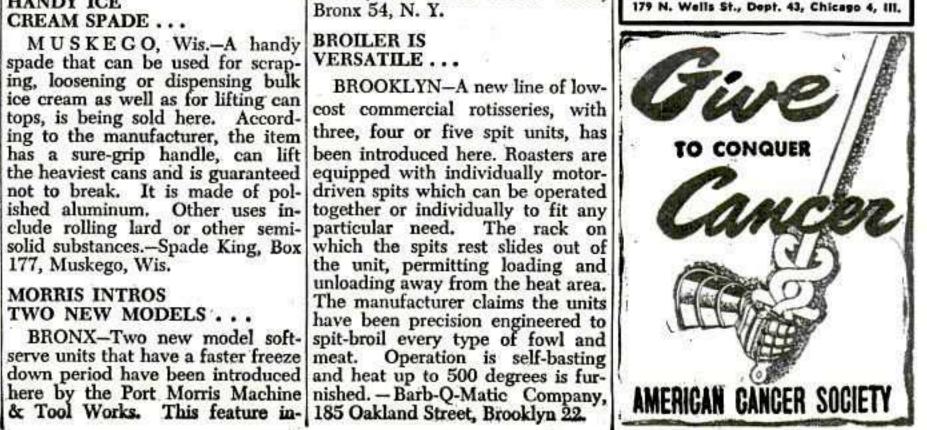
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CUTTLER & COMPANY, INC. 928 Broadway. New York 10, N. Y.

SAY YOU SAW IT IN THE BILLBOARD!

New Equipment Developments Continued from page 29

ing five feet in length the unit creases the production and gives comes equipped with deep, stain- a finer, firmer product, a wider Peterson Avenue, Chicago 30.

HANDY ICE CREAM SPADE . . .

MUSKEGO, Wis.-A handy spade that can be used for scraping, loosening or dispensing bulk ice cream as well as for lifting can tops, is being sold here. According to the manufacturer, the item has a sure-grip handle, can lift the heaviest cans and is guaranteed not to break. It is made of polished aluminum. Other uses include rolling lard or other semisolid substances.—Spade King, Box 177, Muskego, Wis.

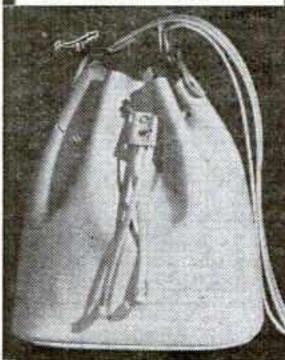
MORRIS INTROS TWO NEW MODELS . . .

less steel food pans in a variety stream of finished cream designed of shapes and sizes. They are to increase eye appeal, the manuinterchangeable to provide flexi- facturer reports. Hopper is rebility of arrangement. Base sec- frigerated and insulated and tion is refrigerated and has two streamlined design is said to make large doors for easy access. Two for easier cleaning. Model 10P roll or bread drawers are mounted measures 34 by 25 by 65 inches on roller slides. Also included are and produces over 10 gallons per toaster space and full length plate hour continuously with a capacity shelf and cutting board. Hood of 6 gallons for the hopper. Model is easily opened and closed, the 25P measures 51 by 25 by 65 manufacturer claims.—The Bastian- inches and will produce in excess Blessing Company, 4203 West of 25 gallons per hour continuously. -Port Morris Machine & Tool Works, 712 East 135th Street, Bronx 54, N. Y.

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BROOKLYN-A new line of lowcost commercial rotisseries, with three, four or five spit units, has been introduced here. Roasters are equipped with individually motordriven spits which can be operated together or individually to fit any particular need. The rack on which the spits rest slides out of the unit, permitting loading and unloading away from the heat area. The manufacturer claims the units have been precision engineered to BRONX-Two new model soft- spit-broil every type of fowl and serve units that have a faster freeze meat. Operation is self-basting down period have been introduced and heat up to 500 degrees is fur-

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COMING EVENTS

Alabama

Birmingham-Better Homes Expo., May 15-22. Pat O'Toole, Town House. Montgomery-Mid-Alabama Home Show, March 23-27. Irving Wayne, Jefferson Davis Hotel.

- Arizona Chandler—FFA Rodeo, March 27. Mesa—Jaycees Rawhide Roundup, March

31-April 2. Phoenix-Indian Ceremonials and Games, April 15-17. Chamber of Commerce.

Arkansas

Hope-Southwest Ark. Dist. Livestock Show, April 4-9.

Little Rock-4-H and PFA Spring Market Show & Sale, April 15-16. Little Rock—Home Show, April 24-28. Little Rock—Ark. State Spring Livestock Show, April 14-23,

California

Oakdale Clover Roundup, April 10. San Diego—Rose Show, March 26-April 3. San Diego—Spring Fair of Modern Home

Ideas, April 22-27.
Sacramento—Sportorama, March 25-27.
San Bernardino—National Orange Show, March 17-27. San Diego-Home Show, March 26-April 3.

San Francisco-General Motors Motorama, March 26-April 3. San Prancisco-Grand National Jr, Live-stock Expo., April 2-6. Nye Wilson.

Colorado Denver-Home Show, May 8-15.

Florida

Miami-Do-It-Yourself Show, April 13-19. Miami Herald.
Miami—Southeastern Automotive Show, April 22-30.

Georgia

Atlanta-Home Builders' Home Show, April 11-18. Francis Forbes, Volunteer Bldg. Atlanta-Southeastern Automotive Show, April 28-30. Poster B. Steward, 1401 Peachtree St., N. E. Swainsboro-Pine Tree Pestival, April 5-10.

Thomasville—Rose Festival, April 29. Illinois Chicago-Modern Living Exposition, March

26-April 3, Navy Pier.

Indiana Evansville-Tri-State Sports Show, March

27-30. Homer Bow. Iowa

Des Moines-Iowa Sports & Vacation Show, March 31-April 5. Waterloo—Northwest Ia. Sports Vacation Show, April 21-24. Bill Christiansen. Waterloo—Waterloo Home Show, March 30-April 3.

Louisiana

Alexandria-La. Market Poultry Show, March 30-April 1, L. L. Walters. Baton Rouge-La. Livestock-Poultry Show, March 27-31. John W. Fisher. Gonzales-East Ascension Strawberry Fes-

tival, April 30-May 1, Mrs. Alice Mc-Connell. Hammond-Southeastern La. Dairy Festival & Livestock Show, May 13-14. Carroll

Trahan. New Roads-Baton-Rouge-Points Coupee Boat Festival, May 28-29. Dr. George Thomas, 1112 N. Blvd., Baton Rouge.

New Orleans-Do-It-Yourself Show, April

New Orleans—Home Show, May 21-29. Shreveport—Spring Pestival, April 27-May 1. Abie C. Goldberg.

Massachusetts

Boston-Motorama, April 23-May 1.

Michigan

Grand Rapids—West Michigan Sports & Boat Show, March 21-26. Jack D. Loeks. Lansing—Antique & Hobby Show, March 29-23. L. Verne Slout, Vermontville. Vermontville-Maple Sirup Festival, April 16. Dr. Clarke Davis.

Mississippi

Canton - Madison Co. Livestock Show, April 13-14, N. S. Estess. Carrolton—Carroll Co. Livestock Show, March 23. R. A. Cooper. Greenwood—Delta Dist. Livestock Show, March 24-26. E. H. Blackstone. Sardis-Northwest Miss. Dist. Livestock Show, March 26-30. R. P. Lewis. Tupelo—Lee Co. Livestock Show, March 25-26. W. J. Pernell.

West Point-Northeast Miss. Dist. Livestock Show, March 31-April 2. E. E. Wooten. Missouri

Joplin—Realtors' Home Show, April 11-15. Kansas City—Home Show, March 27-31. New Madrid—4-H Club Market Barrow Show, April 3. Eugene French. Nebraska

Lincoln—Capital City Home Show, March 24-27, Peggy King, 418 Trust Building. Nevada Las Vegas-Helldorada Days, May 13-16.

New Mexico Truth or Consequences-Fiesta Rodeo,

April 1-3.

New York

Syracuse-Builders' Exchange Show, March

21-30. Syracuse-Sportsmen's Show, April 28-May 3. Ball & Grier, Utica. Utica-Sports Show, March 24-29.

Ball & Grier. North Carolina

Utica-Sportsmen's Show, March 24-29.

Welcome-Easter Celebration, April 8-11. N. C. Leonard.

Ohio

Canton-Sportsmen's Show, April 1-6. Columbus—Sports Show, March 22-27. Toledo—Fliower Show, March 22-27. Geo. Yakobian Enterprises, 1718 Jefferson Ave.

Oklahoma Oklahoma City—Home Show, March 27-April 3. Gus Fields, Biltmore Hotel.

Oklahoma City-Lamb and Wool Show, April 28. Fred Heep, Nat'l Livestock Commission Co. Oklahoma City-Okla. Rabbit Show, April

22-24. T. L. Owens, Williams Candy Co. Oklahoma City-Capitol Hill Eighty-Niners' Day Celebration & Rodeo, April 20-24. Hosea Vinyard, Chamber of Commerce. Oklahoma City-Do-It-Yourself Show, May 15-19. James C. Burge, Okla. Pub. Co. Oklahoma City-Charity Horse Show, May 18-21. Walter Duncan, First National

Pawhuska-Osage Downs Futurity & Race Meet, May 1-8. Clarence Paden, Chamber of Commerce.

Pennsylvania

Philadelphia—Gift Show, March 26-31. Donald C. Little, 220 Pifth Ave., New York.

Tarentum-Boat and Sports Show, May 9-14. James W. Grinder, 139 E. 7th Ave. Texas *

Corpus Christi-Buccaneer Days, May 12-15. Buster C. Sheley. Cuero-S. Tex. Stock Show & Rodeo, March 28-April 2.

Dallas-Southwest Sports & Vacation Show, April 15-24. Martin P. Kelly, Prom. Dept., Dallas Morning News.

Dallas—National Home Show, April 30May 8. Grover Godfrey, 102 Walnut Hill

Village, Dallas. Dayton-FFA Livestock Show & Rodeo, May 5-7. A. W. Rigby.

El Paso—Flower Show, April 16-17. Ennis—FFA Livestock Show, April 11. Galveston—Home & Do-It-Yourself Show, May 4-8 Patrick J O'Toole, Casa de

Palmas Hotel, McAllen. Gladewater-Gladewater Dairy Day, May 5. Herman Williams. Houston-Sports Show, March 18-27.

Navasota—Grimes Company, Bluebonnet Trail Days, March 31. Marshall S. Croft, Box 350. San Antonio-Fiesta San Jacinto, April

Sherman—Spring Livestock and Dairy Show, May 3-4. J. C. Maples. Uvalde—Uvalde Company Jr. Show & Sale, May 12. Bob Wellborn.

Utah

Delta-Millard Co. Jr. Livestock Show, May 20-21. Ward Nielsen.

Ephraim-Sanpete Rambouillet & Jr., Fat Stock Show, May 21-22. Geo. Beal, Ferron-Jr. Livestock Show, May 12-15. Willis Hill. Richmond-Black and White Days, May 21-22. Quentin Peart.

Salt Lake City-Home Show, May 11-16. E. I. Greenband, 39 Exchange Place. Vernal-Unitah Basin Jr. Livestock Show, May 27-28. Marvin Smith.

Virginia

Richmond-Orchid Show, March 26-27. Richmond-Jr. Stock Show & Sale, April

Richmond—Rose Show, May 10-15. Winchester — Shenandoah Apple Blossom Festival, April 28-29. J. Pinckney Arthur.

Washington Auburn-Northwest Jr. Livestock Show, April 14-16. John Eby. Enumelaw-Enumelaw Jr. Dairy Show, May 21. Martin J. Teeter. Pomeroy-Garfield Company Jr. Livestock Show, April 16. Dick Brown. Seattle—International Trade Fair, March 11-25. Kenneth V. James, 215 Columbia

Spokane-Sports Show, April 19-24. Spokane—Spokane Jr. Livestock Show, May 3-6. P. R. Gladhart. Spokane-Inland Empire Home Show, May

Toppenish-Central Wash, Jr. Livestock Show, April 26-28, Willa M. Rowland. Wapato-Wapato Jr. Livestock Fair, April 18. Blaine C. Hardy.

Wisconsin

Madison-Wisconsin Sport, Travel cation Show, April 26-May 1. Milwaukee-Milwaukee Sentinel Sports & Vacation Show, March 26-April 3. Tacoma-Tacoma Home Show, March 22-27. Edgar V. Smith, 11031/2 Division Ave.

CANADA Alberta

Edmonton-Spring Livestock Show and Sale, March 21-25.

Ontario

Ottawa-Ottawa Tulip Festival, May 15-19. Toronto-International Trade Fair, May

Quebec

30-June 10.

Montreal-Eastern Canada Better Home Builders' Show, April 18-23.

Saskatchewan Regina-Sportsmen's Show, May 3-11.

Saskatoon-Light Horse Show, April 5-8.

Saskatoon-Breed Sow Show & Sale, April

Saskatoon-Bull Show & Sale, April 13. Saskatoon-Pat Stock Show & Sale, May 27-28.

Saskatoon—Interprovincial Bull Show & Sale, April 13.

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AGENTS—SELL RICH LOOKING 34X66 IMported Japanese Rugs for \$2; never before such a large rug for so low a price. Multicolor stenciled designs, hooked carpet and Oriental patterns; 2 rugs, \$2.50 prepald; Grugs, \$1.15 each prepald. Condon, Dept. B, Box 204, Upper Darby, Pa. ch-tfn

AGENTS — FAST SELLING BEAUTIFUL Rhinestone Heart Necklace and Rhine-stone Heart Earring Set; all pronged rhine-stones, \$13.50 dozen; sample, \$1.25. Santo Sales Co., 921 Eastwood, Chicago 40, Ill.

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NEW ENGLAND JEWELRY 124 Empire St. Prov., R. t. A REAL BARGAIN—HAND TOOLED AND laced Billfolds. Calfskin men's and ladles' styles; dozen, \$15; single sample, two dollars. Act fast, Jack Eastwood, 694½ Jefferson, Chillicothe, O.

A 30" CHINA MARBELIZED LAMP WITH 18" shade; large users only; \$2.75 com-plete: Write Box 979, Billboard, 1564 Broad-way, N.Y.C. 36.

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CIRCULATION MEN FOR SOUTHERN, central and western states; good prop-osition; age no handicap. Contact Gasoline News, 3134 N. High St., Columbus 2, O. mh26

DECALCOMANIA TRANSFERS NOW OF-fered in small quantities; quick delivery; an attractive name plate on your product is the best advertisement. Side line sales-men wanted; also make money with our line of Automobile Initials and Sign Let-ters. Free samples. "Ralco," X-L, Boston 10, Mass. ch-np

EARRINGS INTRODUCTORY DOZEN AS-sortment, \$1.95. Postpaid. Cosmopolitan, Box 176-B, New York 8, N. Y.

FAMOUS MFR. CLOSEOUTS Beautiful Summer assortment \$3.50 dz. Asst. Earrings, gang carded 1.55 dz. Cufflinks, carded 1.95 dz. Cufflinks, boxed 53 & \$5 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 3.00 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.

"JIFFY" WHITEWALL TIRE CLEANER—Amazing new formula. Spray on, rinse off! Start profitable home factory yourself. Givens, 337-B, Orrville, Ohio. ap2

JOBBERS-WE ARE BOOKING ORDERS for Mother's Day Carnations. Best quality. Vinney, 419 North Blvd., Vineland, N. J.

JOKERS FUN SHOPS—FULL CREDIT AL-lowed on items returned. Jobbers offer same terms to dealers, Eagle Specialty Co., Akron 14, O. mh26

MAKE \$25 DAILY SELLING ALL-WEATH-er plastic gasoline station Pennants. Write today for full information. Central Flag, Rossmoyne 5, Ohio. mh26

NEW, FAST SELLING CHEMISTRY ITEM that everyone has need of; big profits; retail or wholesale. Particulars and sample, 25t. Southern Products Co., New Ellenton, Sta., Alken, S. C.

NEW 7'x11" ULTRA-BLUE SIGNS, 7¢, retail 50¢. 2,000 different slogans. Sample free! Lowy, 812 Broadway, Dept. 844, New York 3. ch-mh25

PROFITABLE, SPARE TIME PURSUITS 4
valuable, extra bonus, spare time into
cash projects, \$1. George Buchanan, 2411
N. Second St., Philadelphia 33, Pa. dh

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 on approval. Regal Greetings, Dept. 128, Ferndale,

SALESMAN—CAN EARN \$25 PER DAY ON fast moving hardware items. Sample kit and literature sent on receipt of \$1. Satisfaction or refund. Meyer's, 820 Dryades St., New Orleans, La.

SURPRISE PACKAGE! HOLLYWOOD'S newest, craziest, hottest sensation. Contains four startling items priced \$1 each. World's fastest sellers; dealers-individuals; retails \$1. Salesmen, distributors, pitchmen: Hurry, 100%-200% profit; dollar bill brings sample package. Nolan, Sales Manager, Box 2562, Hollywood, Calif.

TRICK DICE—WHOLESALE; MADE TO OR-dor, any size and color. Steve Pinkus, 4918 Milwaukee Ave., Chicago 30, Ill. AVenue

WE ARE EXCLUSIVE NATIONAL DIS-tributors for the miracle cleaner, Pin Joy. Spray surface to be cleaned, wipe off; no rinse required. Write for free sample. Pin Joy, Inc. 1912 East Colfax Ave., Den-ver, Colo.

WESTERN FORTY-NINER SERIES EAR-rings, Boots, Saddles, etc. from manu-facturer. \$21 gross. 36 assorted samples, \$6 postpaid. Satisfaction guaranteed. S&E Sales Co., 2007 So. K St., Tacoma 5, Wash

WHOLESALE DIRECTORY OF MANUFAC-turers, distributors, selling 450,000 na-tionally known products: Novelties, Ap-pliances, Vitamins, Clothing, etc. Literature free, Carter, Box 6011-TD, Chicago 80. np YOUR OWN BUSINESS — SUITS, \$1.50; Overcoats, 65e; Mackinaws, 25e; Shoes, 121/2e; Ladies' Coats, 30e; Dresses, 15e. Enormous profits. Catalog free. Moro, 1218 AF South Jefferson, Chicago. ch-np

\$1 PROFIT EACH SALE PLUS OVERrides. Two, three or more orders one family. Photo enlargements only \$2.95. G. Allen Studio, Riegler Bldg., Little Rock, Ark.

ANIMALS, BIRDS, PETS

ALLEN—REGAL PYTHONS ON HAND: 18 ft., 17 ft., 16 ft., 12 ft., 10 ft. feeders. Ross Allen's, 1112 North Miami Ave., Miami. Phone 3-4806.

A BIGGER AND BETTER ASSORTMENT of anakes than ever before for \$25. Harmless or poisonous. State which, Mc-Clung, Laplace, La. ap23

BIG, FAT RATTLESNAKES—\$1.50 PER foot; Blue Bulls, six to eight feet, \$10; tame, scentless Skunks, \$12; "Civit Cats," \$10; Raccoons, \$7.50; young, tame Black Bear, \$75. Ray Singleton, Rattlesnake, Fla. CALIFORNIA SEALS, SEA LIONS-WILD or trained; main suppliers zoos, circuses thruout world. Marine Enterprises, Inc., Hermosa Beach, Calif.

JUMBO FROG RAISING-VERY PROFIT-able. For sale: Frogs, Crayfish, water-cress, plants, land. Vol Brashears, Berry-

MINIATURE CHIMP STUMPTAILS, TAME, young, \$65; Babies, \$80; Rhesus, Bonnets, Spiders, \$30; Squirrels, \$22; Cinnamons, Whiteface, \$35; Owls, \$25; Pigtails, \$50. Bronson Tropical Birds, 149B Fort George, New York 40, N. Y. Lorraine 9-0940. ap9 RINGTAILS, \$30; SPIDER MONKEYS, \$28.
Many other birds and reptiles. Animales
Tropicales, Inc., 2324 Amsterdam Ave.,
N. Y. 33, N. Y. WA 7-7400. ap2 WANTED—PAIR OF YOUNG SWANS FOR Northern New Hampshire, Write Baker Brook, Inc., Route 3, Littleton, N. H. WANTED—BIG CHIMPS; MUST WEIGH over 90 pounds. Quote lowest price. Rare Bird Farm, Kendall, Fla.

1955 BABY BEAR CUBS—READY FOR IM-mediate shipment. Orders also accepted for later delivery. Guaranteed delivery any-where in U. S. Don McDonald, Bowman-ville, Ontario, Canada.

BUSINESS OPPORTUNITIES

A T T E N T I O N, ARCADE-KIDDIELAND owners. Arcade complete with kiddle rides, Auto-Photo, recorders and late amusement pieces for sale or lease. Hollywood Arcade, 430 S. State St., Chicago, Ill.

CONCESSION FOR RENT AT JERSEY'S finest amusement park, the Casino, Grant Avenue and Boardwalk, Seaside Heights, N. J. Seaside Park 9-0833. Mr. Eugene Thomas Manager.

Thomas, Manager. FORCED TO SELL—LARGE PORTABLE Roller Rink, completely equipped. Must be sold immediately. Sacrifice price, \$4200. Box C-189, c/o Billboard, Cincinnati 22,

FOR SALE—DANCE STUDIO IN THRIV-ing community, 275 students. Residence (4 rooms) and two studios combined, Ideal for couple mutually interested in teaching. Write P. O. Box 543, Cincinnati 1, O. mh26

FOR SALE — RECORD SHOP, ESTAB-lished 16 years. Eastern Indiana town of 40,000. Box C-191, c/o Billboard, Cin-cinnati 22, Ohio. ap9 FOR SALE-ROLLER RINK; 50'x140' PORTable, complete with skates, counters and fully equipped except building or tent. Margaret Hilsabeck, 342 West State, Jack-

FOR SALE—SKATING RINK, 40x100; ALL equipped with fully modern living quarters; also 40x100 Portable Rink. Will sell together or separately. George Averse, General Delivery, Meredosia, Ill.

FOR SALE-PORTABLE SKATING RINK 40x90; new tent; floor six months old, good condition; 150 pairs skates, complete, \$3800. E. B. Folsom, Route 3, c/o Vise's Service Station, Flemingsburg, Ky. HAVE 160 ACRES OF WATER WITH

good fishing privileges and 90 acres of clear land surrounding lake. I have 6 rides clear land surrounding lake. I have 6 rides and many concessions, but not near enough to accommodate the people. Only colored. Lake in North Carolina, with rides and concessions. About fourteen miles from Fort Bragg, North Carolina. Can use rides and concessions not conflicting. Can use Side Shows, Fun House, Glass House and an Arcade. Space for rides, \$8 a week; for concession, \$10 a week. On percentage 30%. Opening March 23d thru Sept. Call Oilie H. Lincoln, 29417, 34467, 30611, 30022, or write Oilie H. Lincoln, c/o Sanitary Lunch, 201 Hillsboro St., Fayetteville, N. C. KIDDIELAND COMPLETE-7 RIDES; GOOD

location, Queens, N. Y. Reasonable, Win-ter, 104-27 49 Ave., Corona, N. Y. IL 7-3257. KIDDIELAND — GOING BUSINESS. NO other in vicinity. Parker Merry-Go-Round, Eli Wheel, Train, Boats, Airplanes, Cars, Trolley, fenced. Four buildings and fixtures included; many extras, \$25,000 cash. Do not apply unless you have finances. Kiddies' Playland, 309 34th St., Bakersfield, Calif. NEW ELECTRIC MACHINE BAKES

greaseless doughnuts; attracts crowds; you'll coin money serving hot doughnuts; weighs 60 pounds; small investment; free recipes. Norbert Ray Co., 3606 S. 15 Ave.,

NOTICE FOR BIDS

The City of Kansas City, Missouri, through its Director of the Municipal Auditorium offers the food, soft drink concessions and hat check privileges in the building to an experienced operator on a percentage of sales basis. Contract term will be for five years with option of renewal. Past experience shows total sales in excess of \$100,000 per year. The building houses over 300 conventions, events and attractions yearly. Your investment in booths and equipment required estimated around \$50,000. Copy of contract covering terms and specifications will be mailed to reliable concessionaires upon written request.

PORTABLE SKATING RINK FOR SALE-40'x90' maple floor, complete with skate trailer. Allen G. Nobles, Taylorsville, Miss, Ph. 4711.

PRODUCERS! MUSICAL AVAILABLE. Lilting melodies. Sure hit. Herbert-Rom-berg type. Also suitable TV series. Box A-160, Billboard, 6000 Sunset, Hollywood

START A MAIL ORDER BUSINESS— Small capital, Details, \$1. Fred Hettick, Mgr., Bismarck, N. D. Box 1478.

TRADE, BUSINESS MAGAZINES HELP you get ahead. Late single copies. More than 5,300 publications; all fields. Current list free. Commercial Engraving Publishing Co., 34H North Ritter, Indianapolis 19, Ind.

COSTUMES, UNIFORMS, WARDROBES

NEW COSTUMES FOR SALE DUE TO cancellation of stage show. I have 3 sets of 12 beautifully trimmed with sequins, Turkish with bloomers, Rhumbas with a solid ruffle skirt, Orientals with wide flair skirt. All have open midriff. Made of finest material, Ideal for circus, carnival. Original price \$67.50, Now \$27.50, Will sell as set or separately, Palamida's, 140 S. 11th St., Philadelphia 7, Pa.

NEW BALLY CAPES, STRIP PANELS, \$5; used Tuxedos, Tails, Derbies, Top Hats, Costumes, Wigs, Cheap, Free list, Leroy Carpenter, 10 Eldorado Place, Weehawken, N. J.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES OF POPPERS-CARAmel Corn equipment, Floss Machines, re-placement Kettles for all Poppers, Krispy Korn, 120 S, Halsted, Chicago, Ill. my14 FOR SALE—PORTABLE ELECTRIC PHO-nograph, about 125 records; bought before World War II; also Edison 90 records, bought before World War I. Mrs. Bertha Sheets, Angola, Ind., R. 2.

POPCORN MACHINE (NEVER UNcrated), floor model; dimensions 54x44x29, nickel plated, 5 drawer rear, \$60 volume hourly, cost \$675. Will sacrifice; quick sale with 300# popcorn, 2,000 15# cartons, ready to do business (110-3 wire AC). At \$295. First come, first served, Star Sales, P. O. Box 1305, Station "C." Canton, Ohio. Have also new hot dog Barbecue, Frozen Custard, Fountainettes, etc. State your needs today.

FOR SALE—SECONDHAND SHOW PROPERTY

BLUE TENT-RED TRIMMED, 110 FT. IN the round, 30 ft. middle piece, overall 110 ft. by 140 ft. Fire resistant. Used one season. Leo Bronson, Inc., 185 Church St., New Haven 4, Conn. BUILD \$100 TWELVE PASSENGER KIDDIE Chairplane. Tested plans, \$5; major Ferris Wheel, \$25; Miniature Golf, \$7; Panel Front Show, \$7. Free 47 plan circular. Brill, Box 875, Peoria, III.

CARNIVAL RECORDS — BAND ORGAN, calliope, Hammond organ records, 6, \$5; tape recordings, \$9, Carnival Record Co., 903 N. Seventh, Springfield, Ill. ap16 CHAIROPLANE, OCTOPUS, SHORT ARM and Trailer, 20x40 Bingo Top and Frame. Big Six-Horse Race Wheel, Mickey Percell, So. Williamsport, Pa. ap2 CORK GALLERY AND PENNY PITCH

canvas, both good; frames, sheiving, backdrop, ten guns, some stock, International truck to haul, complete, \$400 or best offer. Hughey, 841 Lawrence Ave., Chicago 40, Ill. FIRE ENGINE — TRACTOR, TRAILER; Overland amusements Crosley, used two years, excellent condition, \$1750. Playtown Park, Morton, Pa.

FOR SALE—THREE KIDDIE RIDES; BABY Chairplane,: Tractor ride, just like an auto ride; Airplane ride; newly painted, ready to go; all three for \$1000. Muskogee, Okla., Fair Grounds, G. Williams, Gen. Del. mh26

FOR SALE—PINTO FIRE TRUCK KIDDIE Ride; like new. \$1,800. Sam's A and N, 72 No. Wyoming St., Hazelton, Pa. mh26 FOR SALE—CONCESSION TRAILER WITH Floss, Popcorn, Candy Apple equipment; I Kiddie Ponycycle (very portable). Cheap, due to other interests, Shingler's Rides, Espy, Pa. Phone Bloomsburg 425-J.

FOR SALE—1 15-PASS. AIRPLANE RIDE, \$650; 1 10-car Auto Ride, \$250. Fred Utter, Main St., Adena, Ohio.

FOR SALE—ONE NEW GRUNER CHAIR-plane; twenty-four seats, International power, vee belt drive, disc clutch. E. M. Gruner, R.R. #3, Murphysboro, III.

FOR SALE—SHORT RANGE LEAD GAL-lery on a trailer. For details, R. Trabing, 1109 S. Potomac St., Baltimore 24, Md. FOR SALE—POPCORN AND HOT DOG wagon, 6x10 ft.; blinking lights around the top and glass all around. Equipped with Cretors popper and built-in deep freezer. Wagon almost new. Joe Gojmerac, Route 2, Independence, Wis.

GIRL IN FISH BOWL ILLUSION—(\$20 money order), with free direction to make, 80 foot RT, including 30 MP, \$8.50. Will trade for roller floor. Grand 32 foot two engine steel office, \$2000 or will trade for portable Rink. No telegram station here; if rushed, use air mail. Parlor Corp. Greenwood Lake, N. Y.

Strategy of the same

FOR SALE—KING AUTO RIDE, TOP AND sidewalls; used 16 weeks. Ride like new. Price \$1700. R. D. Pierson, Louisville, Ill.

RIDDIE RIDES—AIRPLANE, 15 PASS., fluid drive, \$750; Jeep, 18 pass., fluid drive, \$750. F.O.B. Nampa, Idaho. L. B. Ross, 390-39th St., Ogden, Utah.

LIST YOU SHOW EQUIPMENT NOW FOR our April 1 free catalog. Nationwide service. Young's Carnival Sales, 111 Park Ave., Duluth 6, Minn. Phone Randolph ap2 LONG RANGE SHOOTING GALLERY ON truck. In excellent condition. No junk. L. Schamanski, 315 Union St., Mich. City, Ind.

LONG BANGE GALLERY—PORTABLE, built for road, park or store building, \$350. W. C. Gerbig, 925 Walker St., Au-

ONE TENT 40'x80'-300 SEATS, DROPS, Electric Equipment and Stage. Every-thing complete, \$975. All replies Billy Fitz-patrick, 262 North Main St., Waterbury

MANGELS KIDDIE BOAT RIDE—USED 5
Weeks; good as new. Cash price, \$1500.
Bury Brothers, 2720 E. Market St., York,
Pa. mh26 MANUFACTURE, REPAIR, TRADE ANY-thing canvas. Any size, good as new tents. What do you have or want. Smith Tent, Auburn, N. Y.

RARE BARGAINS IN USED TENT SHOW equipment. Top, sidewall, mechanical stake driver, iron stakes, trunks, scenery, electric wiring, G.M.C. and Ford tractors cheap. Also semi-trailers. Wish to move everything. L. Verne Slout, Vermontville, Mich.

TENT—50x120, KHAKI, FLAMEPROOFED, \$800, 350 Folding Chairs, \$350; 7½ KW. Light Plant on wheels, \$500. Trucks, Trail-ers, etc. 2 Shetland Ponies, mares, young, \$650. Phillips, 5717 Harkins Ave., Los An-seles 34.

TENT PICTURE SHOW-DUAL AMPROS. fine seats, operating here now. Three Holmes 35mm. heads, two Peerless lamps, 220V rectifiers. Victor 40B 16mm. Phone 2492, Jeffersonville, Ga. ap2 TENTS FOR SALE—20x30, \$40; 20x40, \$50. Complete Athletic Show, Loop-o-Plane, Eyerly rigid brace, \$500; Eli semi trailer, 24 foot, \$400. Emil Zirbes, Bismarck, N. D.

TRAINS—ALL SIZES, GAUGES, TYPES; new, used, trade-ins. Photos, details, \$1 bill (refundable). Miniature Trains, 33B Winthrop, Rehoboth, Mass. ap16 10 CAR ALLAN HERSCHELL KIDDIE Auto, and 24 seat Smith & Smith Chair-e-Plane. Fred Mattison, Thayer Road, Am-sterdam, N. Y. Vi 29534.

12 MERRY-GO-ROUND HORSES — MEDI-um size, newly refinished and trimmed, \$50 each. Joe Frederick, 2263 Newton, Detroit 11, Mich. Phone Trinity 3-2860.

16MM SOUND FILMS—LOWEST RENTAL rates in history; get our prices now! Rogers Films, Lombard, III. app

24 SEAT MARCRAFT WATER BOAT RIDE.
Aluminum boats, canvas tank, portable
or park. Also Auto Ride. Will deliver.
Bargaio. Indian Point Rides, 214 10th St.,
Tolodo. Ohio.

46 PONIES-CONSISTING OF 20 FEMALES 20 males; one to four years old, for \$1600. Trailer truck can haul them all; trucking 35¢ a mile one way; guarantee live delivery. Phone or wire now, don't wait, might be too late. No time for letter writing. Day phone 7742, night 2061. P. L. Cobb, Hotel Ponder, Amite, La.

60-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. aple

5060 WOODEN BLEACHERS, 2300 WITH aisles. Folding chairs, theater chairs, steel bleachers. 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. Dasaro, 2300 South Michigan, Chicago 16, Ill. ap9

FREE — ILLUSTRATED, INTERESTING hypnotism, self-hypnosis Catalog. Learn this fascinating science. Private instruction also available. Write Hypnotist, 1324 Wilshire, Hollywood 17B, Calif. ch-tf

YOU CAN ENTERTAIN FOR ALL OCCA-sions with our Trick Drawings and Rag Pictures. Catalog 10¢. Baida Art Service. Oshkosh, Wis.

PHOTO BOOTH OUTFITS CHEAP — ALL sizes; drop in and see them; latest im-provements; real bargain. PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, Ill. ch-tf

MAGICAL APPARATUS

A BRAND NEW #24 CATALOG—MIND-reading, Mentalism, Spooks, Hypnotism, Horoscopes, Crystals, Palmistry, Buddha, Graphology, Magic; 144-page illustrated cat-alog, 50r wholesale. Nelson Enterprises, 336 S. High, Columbus, Ohio. ap16

SUB - MINIATURE RADIOPHONE FOR mentalists, Easily concealed. Write for brochure, prices. Nelson Enterprises, 336 South High St., Columbus, O. ap16

VENTRILOQUIAL (\$65 UP), PUNCH FIG-urers, \$13 each, dressed. America's finest hand-carved wooden figures. Wigs, acts, etc. Catalog 10c. Spencer, 3240 Columbus 7,

MISCELLANEOUS

AUTOMOBILES — DIGNIFY YOUR CAR; initials for both sides, Mail a dollar, our risk. Marks, Box 176, Bronx 56, New York,

GENUINE MINK OR RABBIT FOOT KEY Chain, attached to souvenir mailing eard, 10¢, 12 for \$1. Have fun! Treat all your friends, boys and girls. Charles Brand, 154 West 27th, New York, Dept. R2.

JUGGLING CLUBS, ROLLING GLOBES— Made to order. Finest of craftsmanship and material. Jack Miller, 1895 North Kan-sas Ave., Springfield, Mo.

KIDDIELAND RIDES—WE BUILD AND manufacture them; Airplane, Boats, Tractors, Firetrucks, Cars, Ponycart, Ferris Wheel, Merry-Go-Round, Miniature Trains. Write for information. Theel Manufacturing and Amusement, Leavenworth, Kan. ROLL CAPS FOR REPEATING CAP GUNS, \$12 per case; 720 boxes, 5 rolls to box; 25% deposit, balance c.o.d. Guaranteed quality or money back. Gelazin Enterprises, 14 Revere St., Bridgeport 7, Conn. ap2 SADDLES — MEXICAN STYLE, HAND made, beautiful finish; in special for adults, \$60 complete; for boys, \$25; Cartridge Belts with single holster, \$12; double, \$16; Saddle Whips, \$2; long Whips, \$2.50; Chaps, \$20. Guarantee, General Mercantile Co., Laredo, Tex.

YOUR NAME IN HEADLINES ON STANDard newspaper page; make up your own headline; 3 different, \$1; not over 36 letters each, headline blanks, \$30 per thousand, Andrew Quirk, Box 1351, Dept. 14, Hartford 1, Conn.

M. P. FILMS & ACCESSORIES

ALL 16MM. SOUND. NEW LIST: FEA-tures, Westerns, Serials; excellent con-dition. Sell, rent. Suite 512, 335 Fifth Ave., Pittsburgh 22, Pa. MODERN THEATER EQUIPMENT FOR sale cheap. Projectors, 2 16mm., 2 35mm. Amp. Stage Speaker, Seats, etc. Pembroke Film Exch., P. O. Box 4331, Charleston, S. C.

PERSONAL

ANYONE KNOWING THE WHEREABOUTS of Bruno Louis Taubert please write col-lect Lou Taubert, Casper, Wyo., or phone collect 2-2500 Casper, Wyo. mh26 I. W. SHULTZ—LAST KNOWN TO BE with small Canadian circus. Contact Shutt, R. F. D. #2, Westwood, N. J., regarding estate.

DEVELOPING-PRINTING

COMIC FOREGROUNDS AND BACK-grounds, Direct Positive Cameras, Papers, Chemicals, Mounts, Glass Frames, Photo Novelties. Miller Supplies, 1535 Franklin, St. Louis 6, Mo. ap16

Devry Street Snapping Cameras— Five complete units with developing, finishing outfit. Used for Santa Claus op-erations. Best offer, one or all! S. Spivak, 2437 W. Balmoral, Chicago 25, Ill.

DIRECT POSITIVE PHOTOGRAPHERS—
We supply everything you need; reasonable prices. Eastman DP paper, chemicals, frames, backgrounds, comic foregrounds, cameras for indoor and outdoor, complete Photo Booths, etc., free information and prices; we are old and reliable since 1903.
PDQ Camera Co., 1161 N. Cleveland Ave., Chicago, III.

ch-tf

. . . It's just as natural for a showman to check these ads as it is for a housewife to pore over the grocery ads . . . "

So says Glenn Trump, noted columnist, in his STAGE AND SCREEN column in the Omaha Sunday World-Telegram-Mar. 6, 1955.

He's referring to the CLASSIFIED ADS IN THE BILLBOARD. Here's his whole column:

"Want to buy a boa constrictor, a seal, a cockatoo, a penguin, or perhaps the tents, seats and light plants of a circus? It's no bother at all—if you pursue the want ads of The Billboard, the only trade magazine of outdoor show

"Actually, it's just as natural for a showman to check these ads as it is for a housewife to pare over the grocery ads . . . However, we always get a kick out of the 'for sale' columns of The Billboard. Last week, for example, besides the above-mentioned items, offered for sale were wax figures, kiddie rides, Ferris wheels, portable skating rinks, bowling alleys, organs, boat rides, miniature trains, an airplane to be used for ballyhoo, a popcorn machine, 'slightly used' monkey circus, steam engine, searchlights and a sway-pole . . .

· · · and we agree!

Whatever you have to sell-or buy-if it's connected with outdoor show business, you'll sell it faster-or find it easierwith an ad in these classified columns. Especially if you place your ad in

The Billboard ANNUAL SPRING SPECIAL

Dated: April 9

The Buyers' Guide of the outdoor amusement industry

Check the rates and information on how you can place your ad in this big Annual Spring Special . . .

Ad Deadline: MARCH 30

Sammannamannamannamannaman S

PRINTING

ALWAYS FASTEST SERVICE—QUALITY printing. Three-color 14x22 Window Cards, \$8 hundred; 17x26 size, \$12.50 hundred. Your copy up to 50 words. Also bumper and telephone pole cards. Tribune Press, Dept. W55, Earl Park, Ind. mh26 ATTRACTIVE BUSINESS CARDS \$2.95 per 1000; 100 Posters (11x14), \$7; 1000 Bond Letterheads, \$6, Taylor, 5103 Forty-Third Ave., Hyattesville, Md. ap2

BEST BUY IN BUMPER SIGNS—4x15-INCH Stickon Bumperettes. Peel off back, stick onto bumper. Printed to your copy; on white, \$10 hundred; on brilliant day-glow colors, \$13 hundred. Postpaid. Tribune Press, Earl Park, Ind.

NOW-ANY FOUR LINES PRINTED ON gummed labels, 1½"x2", 1000 for \$1 post-paid. Marvin Lipkin, 709 Flatbush Ave., Brooklyn 25, N. Y.

200 8½x11 LETTERHEADS, 200 6¾ ENVE-lopes both for \$3.50. Black or blue ink. Mallo Press, 767-B Leith St., Flint 5, Mich. 1,000 EMBOSSED BUSINESS CARDS, \$2.95 postpaid; 2,000, \$5.50. Maximum six lines. Samples. John Peper, P. O. Box 822, Chat-tanooga, Tenn.

SALESMEN WANTED

ANYONE CAN SELL FAMOUS HOOVER Uniforms for beauty shops, waitresses, nurses, doctors, others, All popular miracle fabrics: nylon, dacron, orion. Exclusive styles, top quality. Big cash income now, real future. Equipment free. Hoover, Dept. M-109, New York 11, N. Y. mh26 FASTEST SELLING LINE OUT! TODAY

every merchant needs our sensational low-priced business boosting Advertising Specialties. Average \$20 per sale. Calendars, printed necessities triple your earnings. 25% cash commissions. Experience unnecessary. Free sample outfit. Willens, 2130 Gladys, Dept. 304, Chicago 12, III.

QUALITY TIES—YOUR PROFIT, 189%. Catalog free. Loren Specialties, 4351-H3 Flournoy. Chicago 24. ch-mh26

SALESMEN—SHOW AMERICA'S LEADING nationally advertised line. Novelties, gifts, utility items. Big commissions advanced Prospects everywhere. Steady repeats. Low prices, free literature, samples. Write: Charms & Cain, 407 South Dearborn, Dept. BB-3265, Chicago 5, Ill.

TATTOOING SUPPLIES

A-1 TATTOOING MACHINES - OUTFITS, \$25 and up; designs, ink, colors, needles; free catalog. Owen Jensen, 126 West 83rd St., Los Angeles 3.

REAL TATTOO MACHINES — NEW DE-signs; outfits \$19 and up; ready mixed colors. #12 needles. Milt Zeis, 728 Lesley, Rockford, Ill. je25

WANTED TO BUY

ALLAN HERSCHELL BOATRIDE, ROTO-whip, Dipper, Midgoracer, Bulgy. Rifles, Handcar Ride and Arcade for sale. Shafers Rides, Washington, Ind.

CALLIOPE — REPAIRABLE; GIVE FULL information about machine. Cash waiting. Box C-192, e/o Billboard, Cincinnati 22,

USED LANE'S OR SIMILAR MAKE TWO-horse kid Merry-Go-Round, dime slot; with or without horses or top. New or used monkey banners. Small cage wagons. Ringtall monkeys that wear clothes. Wild Animal Farm, Richmond Hill, Ga. mh26 WANTED—CALLIOPE, MERRY-GO-ROUND Organs, Coin Pianos, Hurdy Gurdys, etc. B. L. Williams, 8000 Conn Ave., Chevy Chase, Md.

32 FT. MERRY-GO-ROUND—IN GOOD CON-dition. Doc Schwartz, 112 West 42d St., Bayonne, N. J. mh26

MIRRORS—DISTORTION, 8-GLASS ONLY, in good condition. Must be cheap for cash. Mickey Stark, P. O. Box 229, Mount Sterling, Ill. mh26

HELP WANTED CLASSIFIED ADVERTISEMENTS

REGULAR CLASSIFIED ADS . . . Set in usual want-ad style, one paragraph, no display. First line regular 5 pt. caps. RATE: 15c a word-Minimum \$3. CASH WITH COPY.

DISPLAY-CLASSIFIED ADS . . . Containing larger type and white space are charged for by the agate line, 14 lines to the inch. (No illustrations or cuts.) RATE: \$1 a line-\$14 per inch.

Forms Close Thurdays for the Following Week's Issue

AGENCY WANTED TO BOOK SENSAtional magic act during summer. Climax is escape from torture harness high in the air. Nothing like it. Contact the Amaz-ing Mr. Stretz, Tipton, Mo., at once.

GIRL AERIALIST — EXPERIENCE (ACcount disappointment); for high ladder act; top salary, long season. State all first letter; send photo. Contact Jerry D. Martin, 8312 Florida Ave., Tampa, Fla. ap9

SAFETY, CERTAINTY AND ENJOYMENT,
10¢! "The Life That Wins," 10¢. Remail
letter, 25¢. K. Allman, 90 Coral St., Paterson 2, N. J.

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5c a Word

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MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St.

Cincinnati 22, O. Adams, Dewey
Adams, Wm.
Alexander, Chas,
Allen, Chas,
Allen, Roy
Ancil, John O.
Anderson, Bob
Anderson, Sadie
Andreano, Frank &
Eva (Hammond Organist)
Jay & Cee
Jeter, Joyce
Johnson, Mary Jane
Johnson, Sadie
Johnson, Mrs. Pat
(or Mrs. Pat Terrell)
Johnston, W. C.
(Bill) & Mrs.
(Cook House)
Johnstone, Raiph
Jones, Percy (Jones
United Show)
Jones, W. D. Armand, Bill
Armstrong, Hazel
Ashley, E.
Atkins, T. E.
Austin, Mrs. Winnie
Ayers, Mrs. Homer
(Millie)
Baker, Harold
Baker, James M.
Baker, Mrs. Ruth
Baker, Howard C.
Barlow, Penny

(Cook Hour
(Cook Baker, Mrs. Ruth A. King, Art
Banks, Howard C.
Barlow, Penny
Barnes, M. & Mrs.
Barnett, Robt,
Barnhill, K. & Ena
Bartstrom, Mrs.
Catherine La Mont, Harry
Beaird, Elbert Lloyd
Beck, Robt.
Bement, Conley
Best, Dick
Best, Dick Charles
Bernstein, Harry
Billard, Mrs. Ann
Goforth
Birch, Ernie (Clown)
Biake, Demond Tex
Bloch, Dr. (Hypnotist)
Bloom, Jimmie
(Arcade)

Rivestein, Morris

Rick, Homer
Knerva or Kenuva,
August
Knight, Della
Krause, Fred &
Lamb, J. M.
Lamon, Harry
Lane, Sheri
Langley, Eddie
Lanty, Jack
Leboeuf, Ovila
Lee, Clara
Lee, Coleman
Lettus, Jamse L.
Lewis, Robert E. &
Lewis, Robert E. &
Littlefield, George
Lyetton, Lou
Mac Colley or Knight, Della Krause, Fred & Edilyn

Blace, Dr. (Hypnotist)
Bloom, Jimmie
(Arcade)
Bluestein, Morris
Bluestein, Sam
Boatman, Sam
Bogden, R. M.
Bohlander, Boots
(Rides)

Mrs. Littlefield, George
Lyetton, Lou
Mac Colley or
Mac Culley,
Mrs. Billie
Mac Lennon, A. D.
McAffee, Beverly
Penny Bluestein, Sam Boatman, Sam Bogden, R. M. Bohlander, Boots (Rides) Boone, Eugene

Pershing McGarry, Ace

Pershing McGovern, Roy

Borelli, James Francis McMillan, R. J.

Bowlingbarker, Lucas McNeely, Doc B.

Brady, L. P.

Braimer, Red

(Tattooed Man)

Bromell, Frank L.

Brooks, A.

Mack, Bill

Mack, Robert L.

Mackay, Wm. C.

(Tattoo.

Aell, Frank

Ooks, A.

Yown, Carl L.

Arown, Fitzy
Brown, Rudolph
Brunk's Comediana
Bryer, Ollie
Budd, Charlie
Buffington, R. S.
Buffkin, Emmitt
Burdge, Micheala A.
Bush, W. A.
Bybee, James Henry

& Marcus,
Marcu Cain, Frank
Cain, Guy W.
Caldwell, Geo.
Cane, Mrs. Lue
Carlin, Neil
(Concessions)
Cecil. Herbert Lamar
Chirskell, James
Christensen, Mary
Christian, Arthur L.
Christy, Capt. Eugene
Clark, Joe L.
Cole, Geo. (Ferris
Wheel)
Collins, Tex Slim & Milan, Alan
Miller, Donald
Miller, John
Millette, Louis
Armand
Mills, Jimmy (Billie)
Misurae, John
Mitchell, Taddie
Monrello, Mrs. James
Moore. Steve
Morgan, Gus
Morgan, Pvt.-2 John
W.
Morris, E. C. & Barba
Murphy, E. J.
Murphy, E. J.

Coler, Geo. (Ferris Wheel)
Collins, Tex Slim & Murphy, E. J.
Complano, Hazel
Cooper, Charlie
Cordery, Jean
Courtney, Art & Mrs.
Grand L.
G Cordery, Jean
Courtney, Art & Mrs. Naniazca, Dollie
Crabb, Harold L. Naniazca, Elodia A. Baker, D. C. Cruze, Lawrence C. Negovam, Dan Norton, G. I. Nott, Ellen Nott, Ellen Baliene, Jack Baller, Jack Ballard, Jerry Davidson, James O'Connor, Betty Barnes, Gary L. O'Day, Duke O'Flathery, Marie (Gurenett)

Harry L. O'Naill Patricia E. Bennett, Sam

Davis, Harry L. Davis, Mrs. Mina Davis, Vick O'Neill, Patricia E. O'Rieley, Mrs. Mickey Oliver, Fred Oliver, J. L. Dearo, Bert & Corinne Omahundreo, Smiley Joe DeCisare, Pete Deibert, Ed Delano, Pvt. Buddie Osborn, Mr. (Friday)

Delano, Pvt. Buddie

Dimock, Kenneth
Dingee, Lester A.
Dixon, Dick
Docen, Clarence
Domer, Clyde
Donehoo, Frances
(c/o Mrs. Josephine
Stuiber)
Dorsay, Dara (Helen
Johnson)
Drake, Bob V.
Duane, Bino (Aerial
Dunn, David B.
Eddles, Harry
Edwards, C. L.
Ellis, Buster
Ephriam, Miller
Errett, Raymond

Dimock, Kenneth
Jake, J.
Page, J. (Zarilla)
Pagel, Bill
Paffrey, Stanley
Pervy Chuck
Perry Freda
Pippin, Edward
Potter, Northam S.
Potter, Northam S.
Prevo, Mrs. Babe
Price, Landen Perry Chuck
Perry Freda
Pitzer, Wm. & Mrs.
Potter, Niss Lee
Pawling Circus Co.
Pellon, Vern
Perry Chuck
Perry Chuck
Perry Chuck
Perry Chuck
Perry Freda
Pitzer, Wm. & Mrs.
Potter, Niss Lee
Pawling Circus Co.
Pellon, Vern
Perry Chuck
Perry Chuck
Perry Chuck
Perry Chuck
Perry Freda
Pitzer, Wm. & Mrs. Bunn, David B.
Eddles, Harry
Edwards, C. L.
Ellis, Buster
Ephriam, Miller
Errett, Raymond
Evans, Johnny (Bug
Ewing, L. C.

Price, Edna
Pykula, John
Raisbeck, John A.
Raune, George
Raye, Talla or Wm.
Smith
Rellly, Charles E.
Rendell, Mrs. Jo Ann
Reynolds, Joyce
Rhodes, George
(Dusty)
Richardson, John Ewing, L. C.
Fain, Lynn (Jack)
Farrell, Edw. P.
Farrell, Thos. R.
Fay, Jimmy
Felmet, Bob
Fenner, Roy & Mrs.
Ferris, Zack
Fisher, Geo.
Fitzgerald, Daniel F.
Flager, Geo.
Flager, Geo.
Flager, Geo.
Flager, Geo.
Flager, Geo. Richardson, John Riddick, Johnny

Fisher, Geo.
Fitzgerald, Daniel F.
Flager, Geo.
Flake, Mrs. James
Florida Exposition
Flower, Mildred
Foley, John J.
Fowler, Carl J. &
Shirley
Frame, Harry
Riddick, Johnny
Riddick, Johnny
Riddick, Johnny
Rittre, A. L.
Robinson, Andrew
Robinson, Paul
Robinson, William P.
Rogers, Wm. Conray
Rosenfield, Mrs. Sol
Rosse, J. B. (Brit)
Rosse, Mrs. Carol
Royal, Lucien
Garrald

Shaw, William Shelford, Mrs. Ollie D.

Gibson, Glenn G. & Wanda L.
Girouard, Anthony
Goodwin, D. L.
Goulde, J. E.
Griffin, Mrs. Doris
Griffin, Lloyd
Groffo, John
Gutherman, Eddle
Hackett, E. J. & Mrs.
Hall & Leonard
Hall, Earl Emerson
Halstead, Arthur
Hamilton, Bobby
Hamiter, Jimmie
Hampson, Chas.
Hand, Leonard
Harbin, Mrs. Pat
Harr, Geo.
Hazelwood, Howard
Hemphill, Matthew
Henderson, Ruth
Hendricks, Harry &
Hendy, Mrs. Roxanns
Hiett, Johnny O'Hara
(Deep Sea)
Hildebrand, Mrs.
Jeanette
Hitchcock, Ernest
Holden, Edw.
Holden, Edw.
Holden, Tommy
(Auto Thrill Revue)
Horton, Robt, & Mrs.
Houston, Lee

Charlton
Shaw, William
Shelford, Mrs. Ollie
Shirose, Sam
Shuster, J. B.
Siever, Otis B.
Si

Holden, Edw.
Holden, Tommy
(Auto Thrill Revue)
Horton, Robt. & Mrs. Toler, Clyde H. Toler, Clyde II.
Towner, Tom
Tubbs, Jim
Uknis, Joe
Ulseth, Norman
Uncle Joes Amuse.
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Will, Clyde Williams, Carl Williams, Earl Williams, Johnny M. (Monkey Show) Williams, Lawrence W. Womble, Buddy
Wilson, T. M. & Mrs.
Woods, Jimmy
(c/o Dolly Jacobs)
Wright, Buddy
Wright, Jimmle
Zomp, Paul P.

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Forman, Ben
Greensburg, Joel
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Kay, Paul
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Klein, Seymour
Krassmer, Danny or
Daniel

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Seims, John
Parker, Dottie
Shelverton, Norman
Paige
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Marcus, Red
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Marder, Phil
Martocio, Chas.
Mason, Mrs. Harry
(Pearl)
Mathews, Henery

Mathems, Henery

Allen, Frank
Anderson, R.
Arturo, Wolf
Bowen, Roy
Claire, Hans
Clewis, John
Dobres, William
Frekler, Joe
Glasser, Ben
Hamilton, Ethel
Hanson, John
Harter, Lewis
Joistead, Robert
Kellems, Happy
Killine, Charles & Allen, Frank

Klippel, Jack Knapp, Jimmy Knapp, Jimmy
Lumsden, Robert
Niemeyer, Joe
Mellon, Joan
Muto, Frances
McWilliams, E. C.
Niles, Norma
Raymaid, Matthew
Richard, Martin
Shannon, Scott
Soper, R. L.
Stearns, Blackie
Stutz, Jim
Vetrano, Peter
Zeyler, Eleanor

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Baker, D. C.
Bales, Pete J.
Baliene, Jack
Ballard, Jerry
Barnes, Gary Lee & Krager, Walter
Ronny
Bell, Paul
Bennett, Mr. & Mrs.
Charles
Bennett, Sam W.
Bernard, Bill

Harper, Gene
Hutzell, Walter
Lewis
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Bybee, Mrs. Mattie Martin, Bull
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Metzger, Burton
Mellon, Joan A.
Meyers, Roy
Miller, Cole B.
Miller, John P.
Moreno Geraldie Byeres, Paula
Camara, Raymond
Cantrell, Dean (Slim)
Carl, R. E.
Carpentre, Walter E.
Chisholm, Dave
Clark, Vaughn S.
Creighton, Mamie
Crowell, Harold W.
Dall, Bill
Dallman, Walter
Darnell, Ricky
Davidson, Mr. & Mrs.
James
Davis, Mr. & Mrs. Moreno, Geraldine Morgan, Mrs. Katherine Mundy, Red Nolte, Irwin E, Onell, Edward Louis O'Nell, Pat Parrish, Mr. & Mrs. Dick sighton, well, Harold W. II, Bill
illman, Walter
arnell, Ricky
avidson, Mr. & Mrs.
James
avis, Mr. & Mrs.
Lesite H.
avis, N. E.
semetro, Steve
bennis, Jack W.
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Eagle, Chief Ed
Evans, Evan Milton
Farmer, Roy Odell
Fester, Gene Charles
Finley, Evelyn
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Forster, Mrs. Mary
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oll Goad, Nadine

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Robinson, John
Rose, Louis
Rothwaks, Edward
Ruse, Mrs. Carol
St. John, Roman
Sandusky, A. D.
Schooley, George
Seely, Wm.
Servis, Edward F.
Shadel, Dick
Snook, Albert
Sokolowski, P. V.
Spalding, Elge S.
Stacy, Woodrow
Stanley, Robert
Starr, Hedy Jo
Starnes, Lucky
Wrs. J.

Florida Exposition
Flower, Mildred
Flower, Mil

Dallas Fems Continued from page 33

rules of order and standing rules. Arthur These necessary changes will be drawn up and presented to the membership for further study before they are finally okayed.

> In the absence of President Beth Anderson, Mildred Taylor, vicepresident, was in the chair at the meeting. Crace Tinder, secretary, handled her chores as well as Treasurer Pearl Vaught's, who was out of town.

Bette and Bob Harris and Mar- Ketta Lindsey proposed the club tha and Chuck Moss are back here sell greeting cards with proceeds from Florida. Milly and Fred to go to the general fund. Robbie Hudspeth returned to San Antonio Ponton was appointed to take the after spending a few days in Dallas. | chairmanship of the project.

MIDWAY CONFAB

Continued from page 35

Marshall suffering several broken that territory with his Monkey Cirribs. Mrs. Green was uninjured. When they arrived home they found their office had been burglarized. Missing were a typewriter, adding machine and some show pictures that had been hanging on the wall.

J. C. (Jimmy) Donahue, veteran staffer on Amusement Company of America Shows, underwent surgery Monday (14) in Chicago and was ill health. reported doing well. Donohue came to the Windy City from his operation. . . . Bud Birchman, ride Shows, recently left the org's Findto pick up some of the show's gear that has been stored in the South.

Neil and Cathy Burdick, of Burdick Greater Shows, report from Temple, Tex., winter quarters that equipment is being whipped into Showmen's Association are Art shape and a number of new faces are expected to be on the roster this year. Recent visitors to the base included Mr. and Mrs. T. J Tidwell and their son; Mr. and Mrs. Albert Emsweiler and Mr. and Mrs. Dixon.

Walter D. Nealand, Marks Show publicist, reports that he has been doing some free lance publicity, radio and TV work in Richmond, Va., during the winter. Henry P. Halder, show secretary, spent the winter as an accountant with a firm in Richmond, his home town. Harry Frank, former cook house operator with the Marks Shows, plans to tour again this season. He is co-owner of the One Minute Lunch cafe in Richmond, a popular hangout for resident and visiting show folks.

The hobby of Mrs. John H. Marks, wife of the show owner, was exploited with a story and illustration in the Sunday Richmond Times-Dispatch. picture showed Mrs. Marks and her friend, Mrs. F. E. Gleach, at work doing ornamental enameling on copper and silver. Reference was also made to Marks' coincollecting pastime.

After finishing his winter publicity and promotion for the Blue Grass Shows in Florida, Harry April 20 to open their stores. . . Wilson was en route to join Amuse- Red and Florence Cundiff and ments of America in Florence, family are preparing to leave Mi-S. C., with his wife, Peggy Wilson, ami for quarters of Merriam's Midwhen their trailer nearly caught fire. A tire started to blaze but the flames were extinguished before catching the trailer. Owner on the show. C. C. Groscurth and secretary Morris Stokes of Blue Grass were accepted into the Masons in Ocala, Fla., during the date there.

Frank W. Peppers writes from Chatom, Ala., that his Alabama Amusements had a fair opening at Bayou La Batre, Ala., despite strict observance of the Lenten season there. Org opened with four rides and about 20 concessions. most of which are office owned and operated. Plans are to add several shows later for the fair season. The show is playing a return engagement at Flomaton, Ala., this week, set up on the streets. Visitors at Bayou La Batre included Roy Dickinson, Hattie Wagner, S. A. Ratliff, Johnnie Adams and Walter B. Fox.

L. A. (Bill) Dollar, one of the few active, old-time agents, cards from Birmingham that he has been keeping busy in schools in

Jeanne Adair left for Hollywood, Renee Gordon is recuperating at home following surgery. Her sister and brother-in-law, Zelda and Colin Boger, are back here after service with the Army in Germany. Ida Smith's father underwent surgery. Eddie Vaughn is ill at the Veterans' Administration Hospital. Vernon (Pop) Smith is on the mend in Doctors' Memorial Hospital in this city. Membership was saddened to hear of the death of Chet Wilson's brother, Clarence.

cus, while at the same time giving Byron Cosh an assist with his indoor circus. . . . Bobbie Sickels. well-known agent and adjuster, who has been booking some early spring dates for the John R. Ward Shows, will soon join the Peppers Shows in a like capacity to fill the vacancy created by the resignation of Larry Schaff, who has announced his retirement because of

Kid Drifty, of the Gay New Charleston, W. Va., home for the Orleans Revue, will report from South Carolina to the Virginia hurt the circus since only enough superintendent of Royal Midwest Greater Shows quarters in Suffolk, of the performance will be shown Va., soon where he will take over to whet the appetites of home lay, O., winter base with a crew the show's Colored Revue. . . . Johnny Gambino and Pete Catalina will check in from Miami to viewing. John Daly, famed ABCready their two Girl Shows and grab joint.

> New members of the National Zarrillo, sponsored by Morris Vivona, and John J. Fitzgerald Jr. and Jesse J. Sandar, both sponsored by Morris Batalsky. Member Henry Kaufman flew south recently to recuperate from a recent

> Bernie and Marie Smuckler, veteran ride operators, have booked a park in Prichard, a suburb of Mobile, where they will operate a Ferris Wheel, Chairplane, kid rides and concessions. The Smucklers will also operate Highland Park at Meridian, Miss., for the fifth straight year with eight rides and a number of concessions.

Lucille and Dick Reiley have booked their snow cone concession and Snake Show with Tivoli Exposition Shows. . . . Joe Stevens, who recently went to Dallas to pick up a new semi, reported a big week with Moore's Modern Shows in Odessa, Tex. . . . Marvin Kirksey Tampa, visited friends in Miami recently, according to Clarence Shaw. . . . Ted Williams cards from Augusta, Ga., that he is visiting Harvey P. Drew and family there.

Joe V. Palmer and wife, Nell, Crystal Beach, Ont., took in the Toronto Sportsman Show recently. The Palmers, who are staying with Mr. and Mrs. Milton Jory while in Toronto, leave for Crystal Beach way Shows in Ogden, Ia. This will be the sixth season that the family has operated the cookhouse

Scully DeLuccia has sold his Belle Isle home on the outskirts of Miami Beach, Fla., to Phil Isser, of the I. T. Shows, and will leave for Luna Park, Naples, Italy, as soon as the deal is closed, reports Bob McCarthy.

Beatty Show • Continued from page 38

North Hollywood and Van Nuys. After the last named city, show moves up the Coast route to either Ventura or Oxnard, then Santa Barbara. Monterey and other spots.

After playing the San Francisco Bay area, the show will cover Central California, going south to Merced or Madera to tie-in with the dates played earlier.

Low subscription

more than 20% on the newsstand

R-B Advance

Continued from page 38

photos of the past look like puny herds in comparison. Grouping the elephants involved considerable patience and time.

The dress rehearsal this year on Tuesday (29) won't get under way until 10 p.m., one hour after the scheduled ending of the nationally televised program featuring live excerpts from the performance. General Foods will pay the Big Show \$100,000 for the privilege which scripting indicates will involve about 30 minutes of actual circus performance.

Circus personnel figures the television program to help rather than viewers. About half the program will be devoted to backstage inter-TV commentator and star, and circus prexy John Ringling North will handle the mike.

The Garden's frontage on bustling Eighth Avenue will be put to more use than in the past. A neon clown's head with a twinkling nose measuring some nine by five feet will be erected over the marquee next week. This unit, and perhaps others, may be toured in advance by the Big Show for the purpose of selling Main Street strollers in the hinterlands.

Knoblaugh will additionally entice the interest of editors this year with a press book having a brilliant four-color cover featuring a tiger's head.

CLUB ACTIVITIES

c Continued from page 30

curth, Vernon Korhn and Harry Julius.

George Ringlin reported the sick list included Tony Van Eyck, Charles Odar, Otis Seiver, Al Mercy, Mary Cain, Francine Jones, Jessica Rodgers and Mrs. Lloyd

Joe Sciortino reported the club's paid-up members totaled 752. He urged them to take membership applications on the road this season in an effort to reach the 1,000 mark by the end of '55.

Plans for Saturday (19) dance and annual hit-the-road party were reported by Irish Gaughn, A covered dish supper and entertainment will be features of the evening, A picnic is scheduled for March 27 at Ralston Beach, with members bringing their own basket lunches. Bob Florio, a club member who owns the spot, has lined up entertainment including contests for men, women and children, boat races and water skiing.

C. J. Sedlmayr Sr., was wel-comed back from his California jaunt and reported briefly on his experiences on the TV network show, "This Is Your Life."

It was reported the last payment on the house next to the clubhouse has been made. The meeting closed with a luncheon for the 103 members present.

THE BILLBOARD is the only trade paper covering the general showbusi-

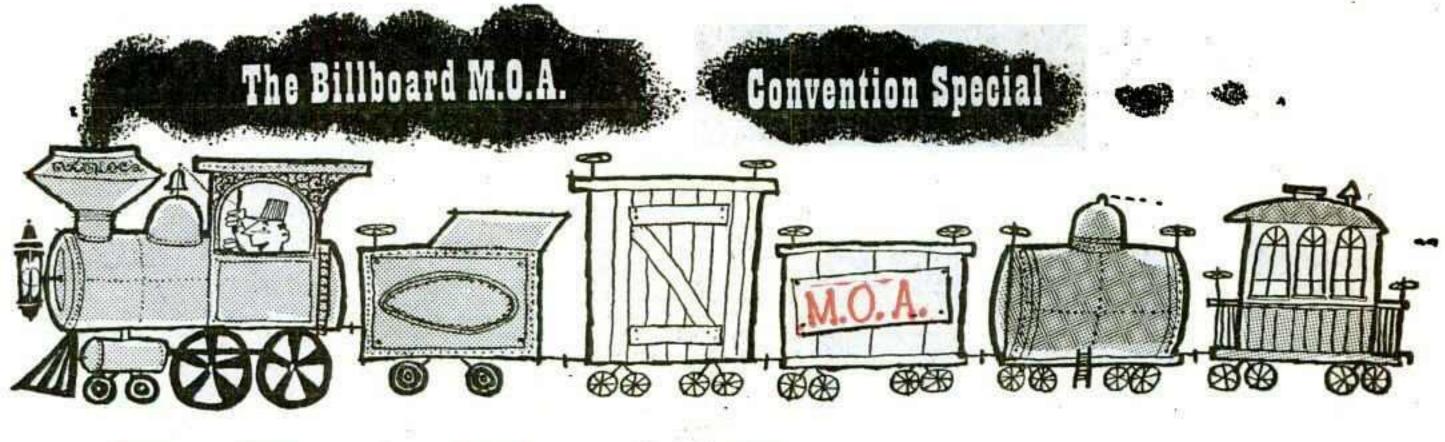
ness field with an audited paid circulation.



Yes - Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20)

Address City..... Zone.... State.....

Occupation



M. C. A. CONVENTION

FEATURING 8TH ANNUAL JUKE BOX OPERATOR POLI

contents

Legislation		percentage of your music equipment do you believe you should replace each year? 74	
Background Music: Challenge and Opportunity. 50-51		For the past 12 months, what has been your	
Juke Box Bonanza: World Market Boom 52 Juke Production Edges to Record 54		average weekly share of the gross collection per machine?	
Juke Production Edges to Record 54		What percentage of your weekly gross do you	
Showroom on Wheels		spend in salaries and wages?	
Programming That Clicks	4 1-	How do you pay your employees? 76	
1954: Juke Box Year in Review		Do you offer any of the following employee	
Cracking Plush Locations	*	benefits?	
The Art of Sound Employee Relations 64 Eighth Annual Juke Box Poll		If your operation is not free from debt, are you	
Juke Box Distributor List		having any difficulty in meeting payments when due?	
The second secon		STATES OF THE TAX TO BE SEEN THE TAX TO SEEN T	
All-Time Juke Box Favorites		What percentage of your phonographs are in taverns?	
1954 Juke Box Favorites		On the basis of earnings, what are the three top	
		types of music locations on your route? 76	
Record Distributor List			
One-Stop List		PART II: OPERATOR ASPECTS	
Music Popularity Charts		Where do you buy most of your records? 76	
Eighth Annual Juke Box Operator Poll		How do you buy most of your records? 76	
PART 1: TRADE ASPECTS	10 0	How often do you add new records to your boxes?. 78	
Is operating your full-time occupation? 71		How many records do you add to your average	
How many juke boxes do your currently operate? 71		machine each time you change records? 78	
Are you currently offering any form of back-		Who buys your new records?	
ground music 71 Which three of the following s		Which three of the following sources of in-	
Do you operate types of coin machines other than music machines?		formation are the biggest aids to you when buying records?	
If you operate types of coin-operated equip- ment other than phonographs, please check as many as apply		Of the chart material available to you in trade papers and from other sources which are the most valuable?	
On the basis of interest and investment, do you		Are you currently using more, less or about the	
classify yourself primarily as a music operator? 71 Excluding the owner, we employ the following		same number of records as last year in these categories?	
number of people in our juke box operation 72		Which day of the week do you buy most of your records?	
Are you a member of an active juke box operator association?		What were your top money making records during the past 6 months?	
Of the total number of phonographs on your route, what percentage did you buy since 1950?. 72		Who are the favorite artists or bands in your locations?	
In addition to your juke box route, do you also operate any other type of business?	Ti a	Which new artists or bands have the best	
If you operate any type of business in addition		chance of success in 1955 in your opinion? 82	
to your juke box route, please check all that apply		To what extent do you use printed title strips (do not include typewritten strips as printed	
Of the total number of phonographs on your route, what percentage are 80 selections or more?		ones)?	
Of the total number of phonographs on your		of the printed title strips you use are received free from manufacturer, distributor or other	
Do you currently operate any of your music		source? 82	
Do you currently operate any of your music equipment on dime play?		Are you using any EP records on any machines? 82	
Please check the type of commission arrange- ments you use when installing new equipment. 74		If you use EP's are they on dime or nickel play? 82 Music Popularity Charts	
#			

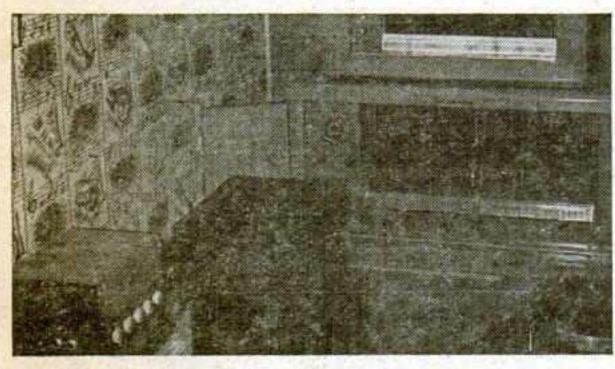
BACKGROUND MUSIC: Challenge SHERIDAN VILLAGE 5 8 2 1 2 1 7 1



EXTERIOR VIEW of Ludlow's restaurant, North Hollywood, Calif. Continuous music system is used for main dining room, with juke box supplying music for coffee shop, small dining room and drive-in section.



STEWART LUDLOW, owner of Ludlow's restaurant, North Hollywood, points to ceiling behind which is Lansing speaker. All wiring and speakers for continuous music system are concealed. Those in small dining room may be cut off after dinner hour for Juke box music.



CONTROL ROOM for wired music operation of Peoria Telematic Company, Peoria, III.



BACKGROUND music supplied by Magnecord, Inc., tape equipment in Duniap Hotel, Jacksonville, III., largest hotel in town, Operated by Jim O'Hara Novelty Company, Beardstown, III,

JUKE BOX SUPPLEMENT

New Types of Equipment, New Types of Locations

By JIM WICKMAN

day's one-sided disks to today's and bounds. long playing high-fidelity records, background music is undergoing gan eying the use of magnetic is opening a new door of revenue ords arranged with Magnecord, fice building and institution beto juke box operators.

least a dozen firms have entered for background music use. the background music picture, each with a new improvement for the field.

Tape recorder manufacturers introduced portable equipment capable of playing long hours of continuous music with units designed and priced to fit a music operator's needs and budget.

Tape Library Variety

Magnetic tape manufacturers began concentrating on pre-recorded and pre-programmed tapes. The variety of tape libraries available to music operators for fac-

All major record companies be- able or unwilling to use a juke box. radical changes and in the process tape. RCA Victor and Capitol Rec-Inc., and Magnetronics, respec- came a potential customer. Music Within the past few years, at tively, to put their music on tapes operators sold background music

> Juke box manufacturers also began watching the field of background music. Seeburg has launched a background music system using its own music library consisting of an estimated 7,000 records.

> of LP's and EP's now offered-combined to help change the appearance of background music.

Ops Pioneer

tories, restaurants, funeral chapels, taverns, began installing back- of locations being serviced.

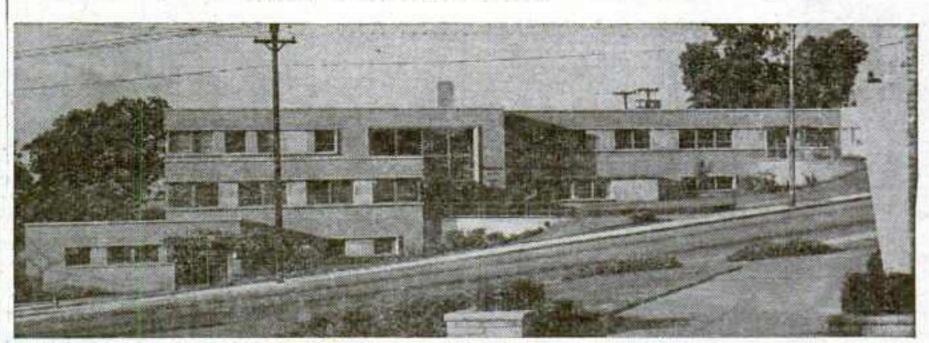
Like the transition from yester- private offices, etc.-grew by leaps ground music units in locations that wanted music but were either un-

> Virtually every retail store, factory, cocktail lounge, drugstore, ofto employers, pointing out that work output would increase, and to retail owners, showing how customers were more receptive to buying when music was used.

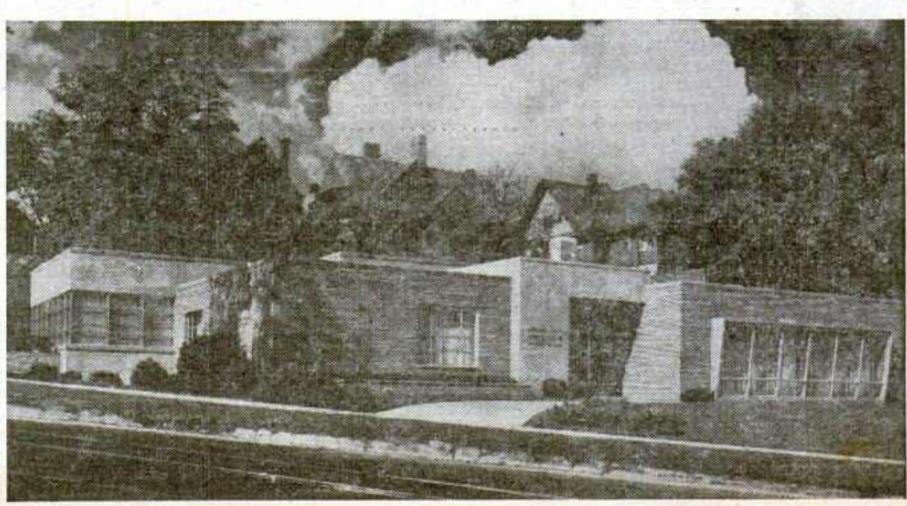
Altho the trend to background music is just getting underway, And the improvement of records many operators have already found the wide acceptance and variety that this supplement to their juke that this supplement to their juke box routes offers a steady income with which to cut overhead costs.

On this page are a few of the Ops Pioneer

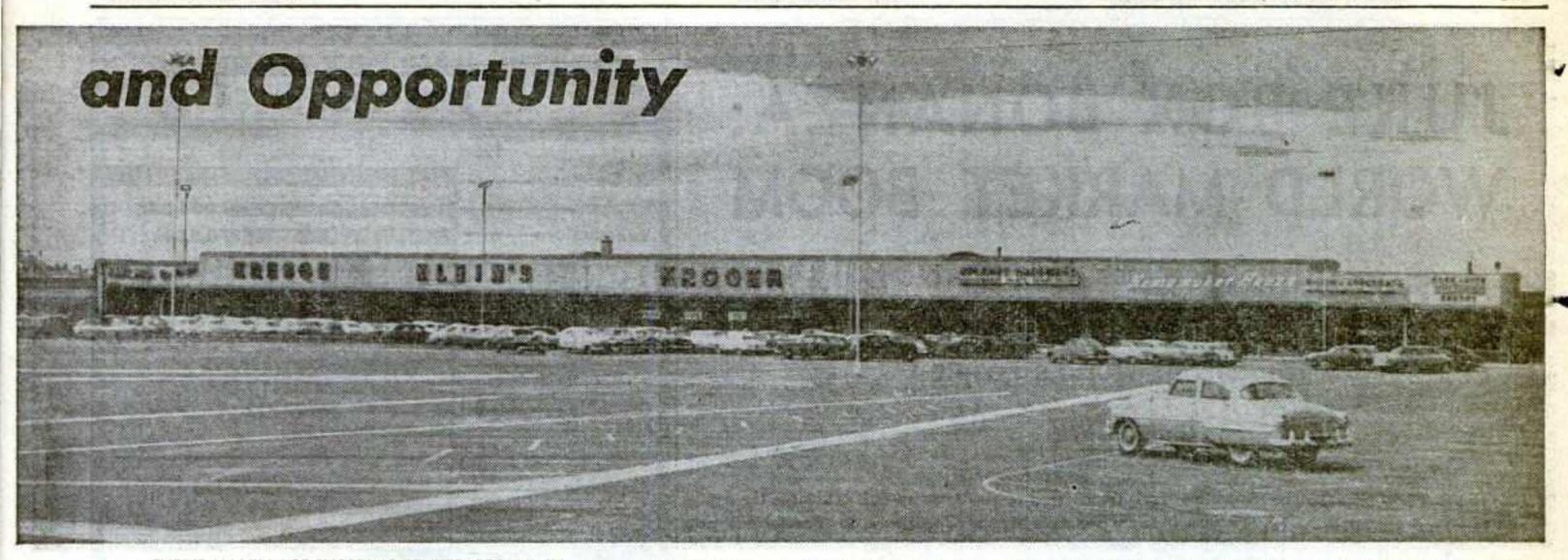
Music operators, whose business operators handling background muwas once mainly in restaurants and sic and also a sample of the kinds



MEDICAL ARTS BUILDING, Peoria, III., equipped with wired music in all rooms, newest building in Peoria area. Equipment operated by Peoria Telematic Company, headed by Charles Sisney. Forty-speaker installation.



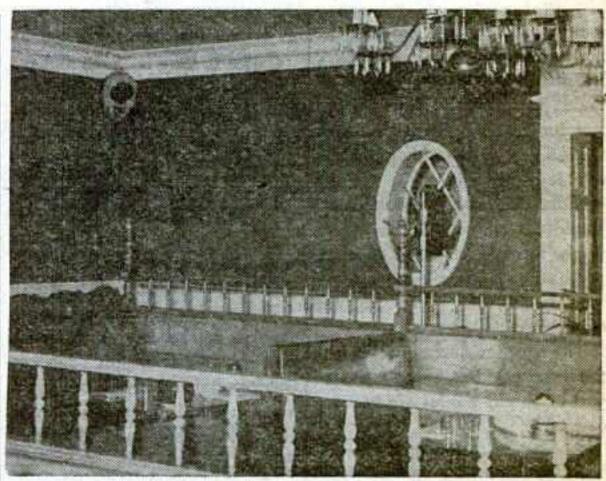
ARCHITECTURAL firm of J. Fletcher Lankton & John N. Ziegler, leading architect in Peoria, III., equipped with wired music in drafting room and general offices. Operated by Peoria Telematic Company.



SHERIDAN VILLAGE SHOPPING CENTER, PEORIA, ILL., equipped with wired music. Installation includes 35 speakers placed 30 feet apart under the canopy which runs the length of the center, speakers placed on parking area light poles and speakers inside the stores. Outside system powered with two 70-watt amplifiers. Pole speakers can be used as public-address system also. Operated by Peoria Telematic Company, headed by Charles Sisney.



ALEXANDER SHIRT COMPANY, LOS ANGELES. Continuous music installation operated by Minthorne Music Company, Los Angeles.



INTERIOR VIEW of McDonnell's Plantation shows one of four teardrop speakers used in each of the four corners of main dining room at ceiling level.



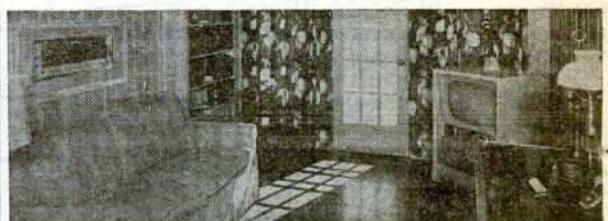
BRISTOL-MEYERS PLANT, Hillside, N. J., employing 1,200, is biggest wired music location operated by World Wired Music, division of Runyon Sales, coin machine distributor and AMI, Inc., outlet in New York and New Jersey. Location uses 139 speakers. Speakers, seen on poles, are spaced every 50 feet thruout the building. World Wired has had location seven years. (See story on World Wired elsewhere in this issue.)



EXTERIOR VIEW of McDonnell's Plantation, South Gate, Calif., restaurant. Continuous music supplied by Seeburg 200 Select-O-Matic in main dining room. Music in drive-in and bar supplied by juke box. Operated by H. A. Butchart, local phonograph operator.



VIEW OF GENERAL OFFICES of Great Central Insurance Company, Peoria, III., equipped with wired music thruout the entire building. Large trumpet speakers installed outside used during holiday seasons. Operated by Peoria Telematic Company.



PICTURED IS living room interior of one of some 570 new homes in the Detroit suburb of Westchester Village, showing built-in custom unit Seeburg 200 Select-O-Matic hi-fi unit which is standard equipment. Result of a \$450,000 contract between Music Systems, Inc., Detroit, and Garling Construction Company.



TYPICAL DINER—crowded for space—makes use of Rock-Ola Hideaway unit. Operated by Franco Distributing Company, Montgomery, Ala.

JUKE BOX MARKETS

JUKE BOX BONANZA: WORLD MARKET BOOM

Juke Becomes New Part Of an Old Way of Life for Millions of World's People

By KE & KNAUF

an American institution-is in 1955 a familiar part of the scene in at least 40 nations of the world.

The U. S. juke box is bringing "the music you want when you want it" to millions around the world.

Overseas shipments of Americanmade jukes nearly doubled last year for the sixth consecutive year to hit a new all-time high in dollar volume of \$10 million.

Altho the accompanying charts graphically illustrate the steady yearly increase of U.S. juke exports, and the top juke box markets for the last four years, they tell only part of the story.

The most fascinating part is how the juke box has become a new part of an old way of life in many countries.

Way of Life

juke box is more than just an en- fenced off by shrubbery, where tertainment medium. In these about 50 couples can dance. countries, it represents the American people and their way of life, and, thru the juke, these people are hble to enjoy part of that way of life-the pleasures of recorded music. American tourists and U. S. Armed Forces overseas have done much to "sell" the juke box.

In still other countries, the juke is blended into the native life, its operation changed to suit the surroundings and habits of the people.

But all countries have their own problems which directly affect juke box operations. In South America, for example, electricity is rare outside major cities and jukes are usually sold together with small electric generators. About 20 per cent of Mexico's juke boxes are operated this way. One Mexican entrepreneur even rents out generators for use on jukes for the stiff fee of \$50 for three days.

Potential Market

A big potential market exists in most South American countries, but the problem is scraping up enough dollars to pay for the jukes.

Significantly, tho, despite this problem, juke boxes operating in South America today are at an alltime peak and continue to increase.

In Northern Venezuela, where laborers make good money and the dollar exchange is available thru the iron and oil economy, juke boxes are easily marketed, altho prices are very high.

Import restrictions clamp down on juke trade in some countries. Jukes in Argentina, for instance, are limited in number because they cannot be imported from the U. S. or Cermany. According to O. O. Mallegg, Chicago exporter, if the

strictions, it would become a bigger market than any other except Brazil. If Brazil would open to U. S. jukes, trade to South America would double, says Mallegg.

Coffee Price Drop

Coffee is King in Brazil and the economy depends on the price of this product. With coffee prices dropping, juke imports are out-as at present. Colombia juke imports were also shut off with the drop in coffee prices, squeezing dollar exchange. Nicaragua and Cost Rica juke markets are expected to close for the same reason.

Thruout Latin America, juke box play is a perfect companion for the native enthusiasm for dancing. Outdoor dancing to juke box music is the rage in San Jose, Guatemala, where fiestas last from Friday thru Sunday night. The "dancehall' In many foreign countries the consists of a landscaped area

> The juke box is placed behind the shrubbery and hooked up to a generator. Some half-dozen such fiestas take place in San Jose every year. Colorfully dressed couples pay a dime a dance to collection men who operate the concession.

Depths of Africa

Native enthusiasm for juke box music is not restricted to Latin

THE JUKE BOX-once strictly Argentine market was freed of re- | America-it is evident in the depths of Africa. In Basutoland, near the southern tip of Africa, one enterprising native "operator" bought up about 50 records of African tribal music and visited the neighboring tribes playing the music on a juke box. He made little in cash takes, but always walked off well paid in stock animals and other native merchandise.

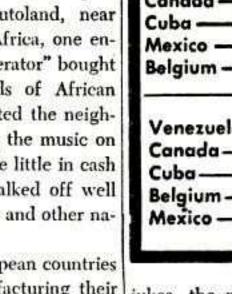
> A number of European countries have taken to manufacturing their own juke boxes. Among these, Germany has already produced high quality boxes, and is exporting them to other countries. Denmark, ing is to the tune of juke box recalso, has its own product. Plans are forming in England to manufacture United States juke boxes under a strict licensing system running under 10 per cent of sales.

shipped to Germany are now only 2 or 21/2 cents. shipped disassembled. Four-fifths of the jukes must be broken down in this way under a new trade arrangement. These disassembled units are shipped to licensed distributors in Germany.

Belgium Assembling

Juke boxes are similarly shipped to Belgium, where they are assembled, stocked, and sold to Germany, France and other European batches. One pound, or about 15 countries as a Belgian product. records, costs \$3. With lively in-Spare juke box parts are stocked in terest in both Philippine and Ameri-Belgium, where repairs are made. can records, this market is a lucra-

Most Belgium locations own tive one.



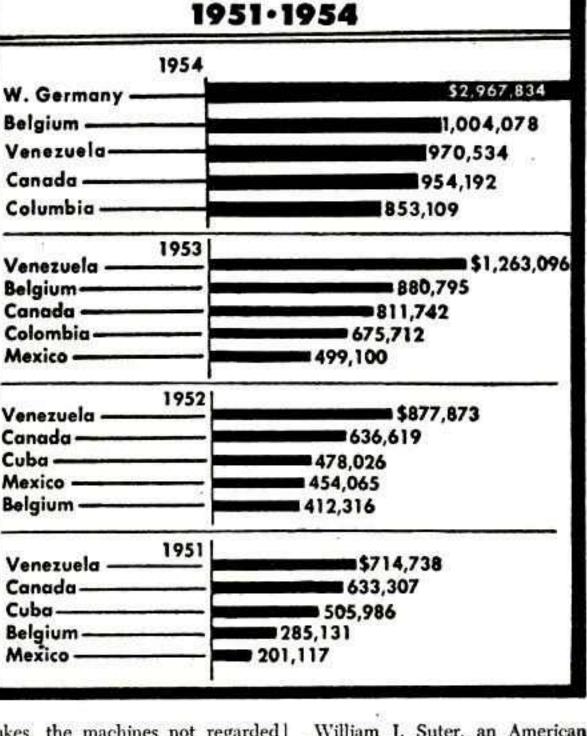
jukes, the machines not regarded primarily as revenue producers, but as business stimulants. In many clubs-types which would have bands in the United States-dancords. Thus Belgian locations will pay high prices for equipment, tho they get low per-play takes.

American operator, yet the average from the United States. The majority of juke boxes price for a juke box play comes to

Far East Market

In the Far East, the Philippine Islands stand out as a bustling juke box market. While complete juke boxes are no longer shipped to the Philippines, the parts are shipped and assembled in that country, together with a Philippine-made cabinet.

The Filipinos make some of their own records, but also import new United States 45 r.p.m. disks, which come in by air in 100-record



William J. Suter, an American who lives in the islands and is one of the country's largest importers of phonographs, said: "The Filipino's natural love for music and dancing is highlighted by the introduction of multi-selection, 45 r.p.m. machines. They can now have their choice of the locally With freight and duties, the pressed 45 r.p.m. records, some in European operator pays a lot more the national dialect, Tagalog, in for his equipment than does an addition to the latest pressings

Philippine Picture

Prior to World War II there were only about 40 machines thruout the Philippines and these were all destroyed during the war. By mid-1954 there were 500 machines, 90 per cent of which were brought in by three distributors, the rest by independent operators.

The juke box export market owes its astounding growth to a chain of factors.

The comparative surplus of clean, used equipment in this country during the postwar redevelopment period was chiefly responsible for getting the juke export business rolling.

New products were moving down expanded U. S. production lines in great numbers and used machines were beginning to back up in distributor warehouses and operator headquarters. Foreign firms, eager to replace worn-out units, preferred used equipment because of lower prices. Thus the initial postwar growth was launched.

New Machine Demand

Then foreign operators became acquainted with new equipment and its potential, and demand for new machines sent dollar values

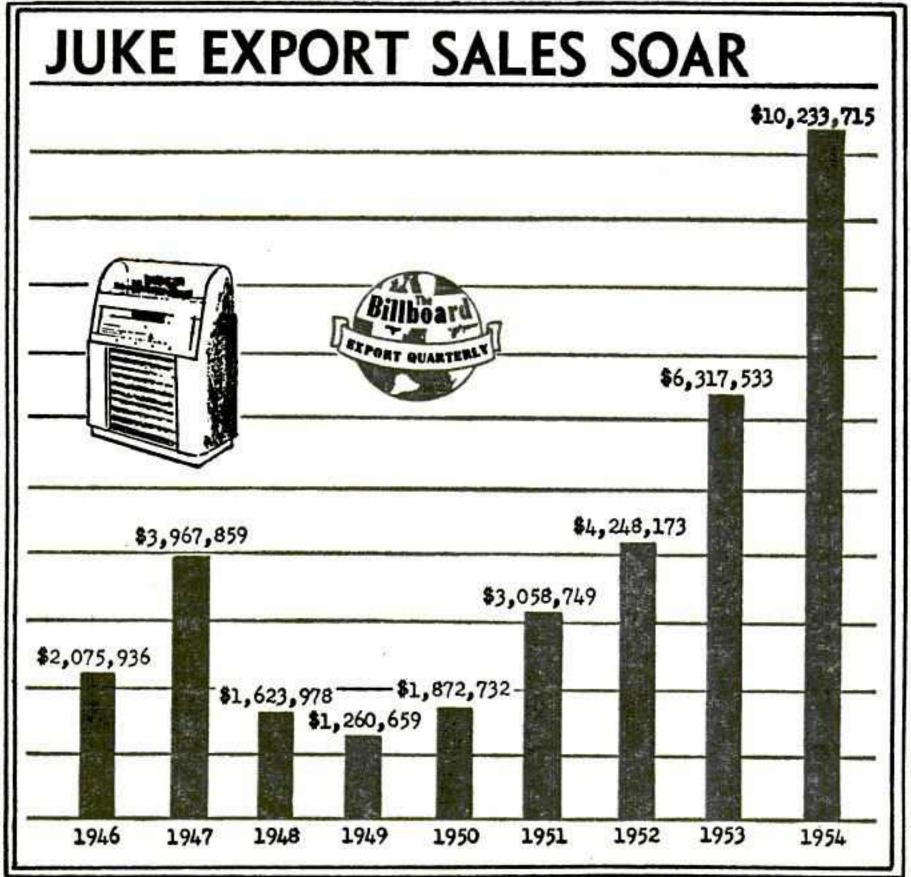
Attractive, well-designed equipment kept the market healthy and growing. Added to this, the universal appeal of the juke box, plus the powerful sales effort of U. S. exporters, aimed at developing a solid foreign market.

Except for 1948 and 1949, when U. S. exports nose-dived following the booming postwar period, juke box shipments raced upward. The downward plunge in 1948 was attributed to overseas embargoes and general business lags.

The history of the last five years —"the best and biggest is yet to come"-is likely to repeat itself in 1955."

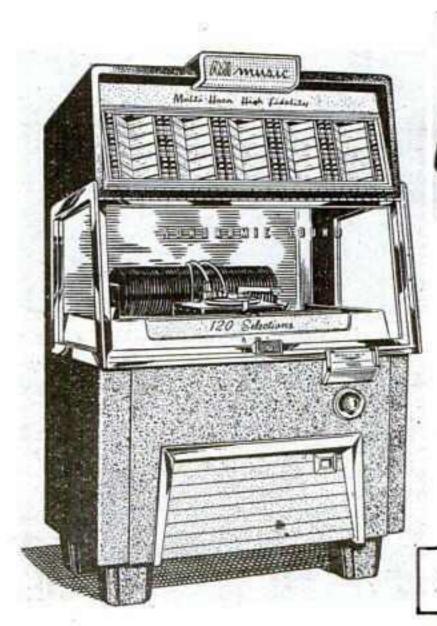
The average unit price is climbing, indicating that more new machines are being shipped each year. The average unit price in 1952 was just under \$400, climbed to over \$440 in 1953, and is now hitting the \$500 mark. This steady climb of unit price clearly shows the trend of the foreign market to new equipment.

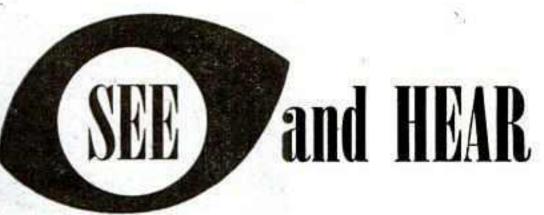
Easing of restrictions, more distributors, improved distributor operations-all point to a continued growth of juke box sales abroad.



Music Operators of America

FIFTH ANNUAL MOA CONVENTION, MORRISON HOTEL, CHICAGO, MARCH 28, 29, 30





AMI Model "F" with Multi-Horn High Fidelity and Sonoramic Sound

8 Beautiful Cabinet Colors

Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN - AHEAD NOW



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

Juke Production Edges to Record

By BOB DIETMEIER

TUKE BOX production edged to its biggest year in 1954 since the unnatural market boom year of 1947 on the strength of record overseas shipments.

An estimated 61,000 automatic phonographs rolled off the assembly lines of the industry's four manufacturers last year-an increase of just 2,000 machines over 1953.

But of 1954's total-which shows the most modest gain over a previous year since 1949-about 51,000 were for domestic use (a drop of 1,000 from 1953), the rest or 16 per cent of total production for the rapidly expanding export market.

Year Starts Strong

The new year has started out strong, with factories turning out more juke boxes and finance companies reporting prompt installment payments - the doublebarreled combination for a banner year.

At the operator level, 1954's toin excess of \$50 million.

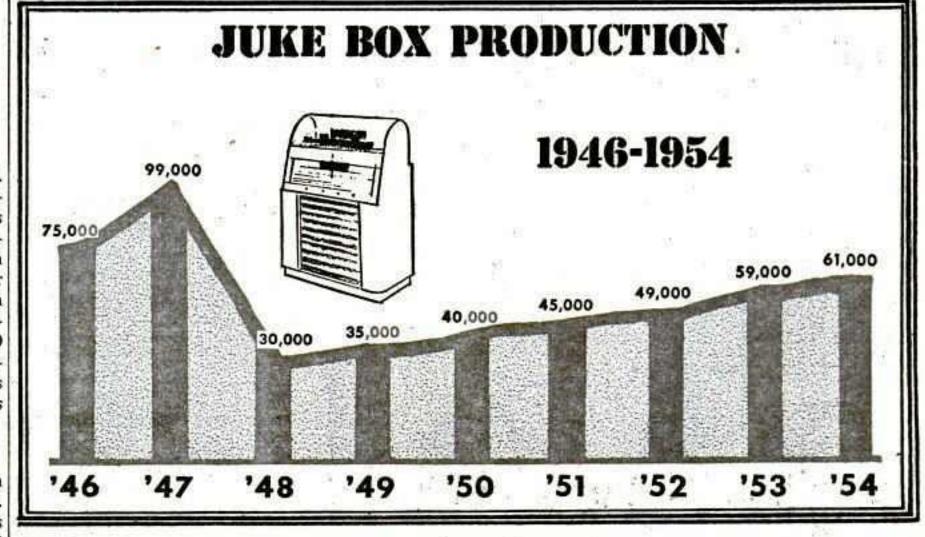
The export market is taking more

chine purchases steadily increasing. The domestic market, which is figured by juke box manufacturers as being able to absorb between 50,-000 and 60,000 new machines each year (12 to 15 per cent operator replacement would alone sustain this market), has remained constant the last two years at 50,000 and 51,000. But if estimates are accurate, the export market has climbed from 7,000 new machines in 1953 to 10,000 last year.

Overseas Market

The overseas market has grown tremendously in the last five years. In 1950 coin-phonograph exports had increased by more than 300 per cent to \$1.8 million over the past decade. But in 1953 total volume topped \$6 million and last year it went over \$10 million.

Altho it is generally conceded that the potential of the foreign market has not yet been tapped, no one knows for sure just how big the market is. However, one fact is clear: Manufacturers are optimistic about the growth of the extal output represents dollar volume port field and look forward to increased shipments. (See juke box export story elsewhere in this isnew and used juke boxes each year, sue.) And if estimates are accurate, condition of the industry-was dur-



compared to 16 per cent last year.

The accompanying chart graphically points up the production picture of the last nine years. Just after the war in 1946 demand sent total production to 75,000, and in 1947 over-production by the eight manufacturers then in the industry shot the total to 99,000.

1948 Facts

The 30,000 phonographs built in 1948-which showed the criticalwith the proportion of new ma- foreign buyers took about 12 per ing a year which saw manufacturers output in line with industry re- this issue-confirms this report.

and increasing foreign sales.

cent of 1953's new machine output | shutting down, many distributors | quirements. Distributors are adoptand operators going into bank- ing up-to-date sales strategy: the ruptcy. Tavern television, which Milwaukee distributor who has inbegan to be felt in that year, also creased his sales with a "showroom made serious inroads into income. on wheels" is a good example (story Then in 1949 the industry elsewhere in this issue). And most started its comeback which has operators are having little difficulty seen it advance to its present solid in meeting their payments. Firms footing: production geared to meet specializing in handling juke box demand with its picture of steady paper report that collections are domestic sales the last two years good and that delinquency is negligible, one firm reporting that it The industry then is healthy. had increased its paper 10 per cent Manufacturers are keeping a close in the past year. The Eighth Ancheck of their inventories, holding nual Juke Box Operator Poll-in

SHOWROOM ON WHEELS

Lesson in Aggressive Juke Box Salesmanship

By BENN OLLMAN

LARCE SHARE of the credit for making 1954 one of the best years in the history of United, Inc., Wurlitzer distributor in Wisconsin and upper Michigan, is attributed to a "showroom on wheels."

A 1½-ton utility Chevrolet van truck, capable of holding up to five juke boxes and an assortment of parts and tools, has given this firm a sales punch it never had before: getting machines where they're wanted when they re wanted.

And operators love it-it offers them the luxury of convenience and tailor-made service when they're in the market for a juke box-as the record of sales United has made with it quickly testify.

Painted a sparkling white, with the names of both Würlitzer and United, Inc., printed boldly on the sides, the truck enables the firm to sell machines and deliver them in one swift call.

Quick Wrap-Up

can be loaded on the truck as soon | checked practically every make on as the sale is completed, thus the market. "Most of the trucks winding up the entire transaction. examined showed good possibilities

elements involved in a juke box point of sturdiness and dependatransaction also eliminates the pos- bility on the road," said Johnson, sibility of a drop in value of old "but the Chevrolet truck was finally equipment which might otherwise selected." be tied up for weeks in transit from the operator-customer's home base.

The truck is manned by Woodrow (Woody) Johnson, salesmanmaintenance expert, a member of United's sales staff for slightly organization with the introduction of the mobile unit, an idea he had been instrumental in selling to the firm's owners' Harry Jacobs Sr., and truck body. Harry Jacobs Jr.

Prior to his job with United, Johnson had been a traveling sales representative of The Rudolph Wurlitzer Company, North Tonawanda, N. Y. With a solid year of sales achievement behind him, Woody reports that he is more enthusiastic over the truck idea now than when it began.

Truck Shopping

In shopping for a truck to use for their "showroom on wheels," In addition, trade-in equipment Harry Jacobs Jr., and Johnson This quick wrap-up of all the of suiting our needs from the stand-

According to Johnson, one of the features that most impressed the United representatives was the squared-off wheel housing in the interior of the body. Other trucks of comparable size had rounded wheel more than a year. He joined the housings which took up a lot more space and did not contribute toward practical, safe and efficient stacking of the juke boxes in the

Total cost of the truck, including special fittings and painting, was approximately \$4,000. Operating costs, said Johnson, are not much higher than it would be for a road salesman to run any of today's big sedans over the territory.

Out on the road early Monday morning, with a load of new Wurlitzers, and back again for the weekend is the normal working schedule of Woody Johnson.

A 75-foot wire cable, long enough to permit him to plug in a machine into any convenient building, enables him to demonstrate the sound quality and other features of the phonographs.

Op Convenience

While the metal structure of the truck body admittedly does not provide the most effective acousti-Johnson reports that the novelty and convenience of demonstrating machines to operators in the privacy of the van, away from location and office distractions, is proving responsible for a long string of quick sales.

bolted at three-foot intervals on the says Johnson, "how many operators chines to the side of the truck has saw your truck up in Wausau. new place according to its own proved so effective, according to Can't you come down to see me specifications in the not too dis-Johnson, that there has never been when you get to my town?



Woody Johnson adjusts straps which hold machines snugly against sides of "Showroom on Wheels." Machine behind him is a trade-in being taken back to headquarters.

machines hauled thus far.

A convenient low step at the back of the truck and a nice overhang makes it an easy matter to load and unload equipment at any curbside.

Aside from creating a service which ultimately leads to additional sales for United, Inc., the "showroom on wheels" is proving a highly effective advertising media as well.

An increasing number of accounts serviced by United, Inc., are growing accustomed to seeing this attractive mobile unit rolling cal background for music machines, along the highways and parked in the streets of communities, wherever juke boxes are in use.

Sight Value

The sight value of the United-Wurlitzer truck is probably one of the most valuable aspects of the entire operation, according to the Belts of canvas webbing are man at the wheel. "It's amazing," interior of the truck. Each belt was know when I've been in their area. on." built to stand several thousand Many of them stop me and tell me pounds of pressure, more than that their location owners have told over, says Harry Jacobs Jr., for enough to hold any juke box snug of seeing the truck. They ask me, moving the United operation to and tight against the sides. This Since when has Wurlitzer had a simple method of securing the ma- man on the road?... or, 'Say, I strong possibility of building a

so much as a scratch on any of the | Territorial coverage has also been greatly increased via the "showroom on wheels." It is now possible for United to travel right to the home of even the most remote music operator in its territory to demonstrate new phonographs. Johnson's itinerary normally includes eight to 10 small towns during a week.

Immediate delivery of new equipment is also a definite sales leverage that frequently is the deciding factor in making an operator choose a United Phonograph rather than wait for delivery from another

Summarizing the value of the United, Inc.-Wurlitzer sales truck, Harry Jacobs Sr., says: "It's actually like having an additional man on the road acting as an arm, or extension of the company, and performing both selling and servicing duties at the same time. We are convinced it is going to be of even greater value to us as time goes

Plans are presently being mulled new and larger quarters, with a



Parked in front of United, Inc., headquarters in Milwaukee is the "Showroom

on Wheels." Left to right: Harry Jacobs Jr., Harry Jacobs Sr., and Woody

in Jan. Feb., and March

DOT gave you 3 out of 4 of the Nation's Best Selling Most Played Records

- · Best Sellers in Stores
- 2. MELODY OF LOVE
- 3. CRAZY OTTO MEDLEY

4. HEARTS OF STONE

The Fontane Sisters — Dot 15265

Billboard, March 5, 1955

Thanks, Fellas,

from the gang at Dot. It couldn't have happened without your help . . .

Randy Wood

gets even hotter with

The FONTANE SISTERS ROCK LOVE

PAT BOONE TWO HEARTS

Mous turn the page for tomorrous big record maces.

MOA CONVENTION SECTION

AMERICA'S
HOTTEST
LABEL

makes it 3 in a row for



Topping Their
Performances on
"Hearts of Stone"
and
"Rock Love"

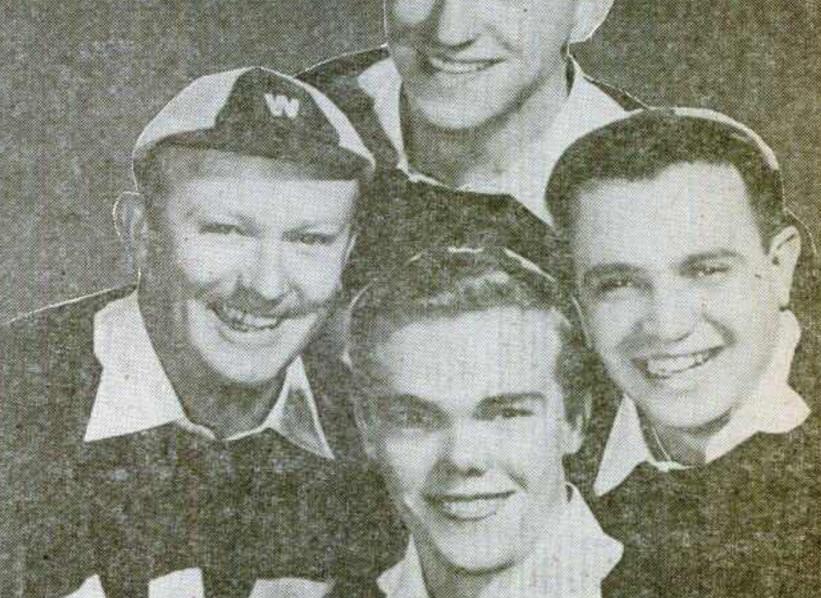
Dot #15352

AMERICA'S
HOTTEST
LABEL

brings you the greatest sides ever cut by

-the SPPS

Featuring the
Great Voice of
JIMMY SACCA

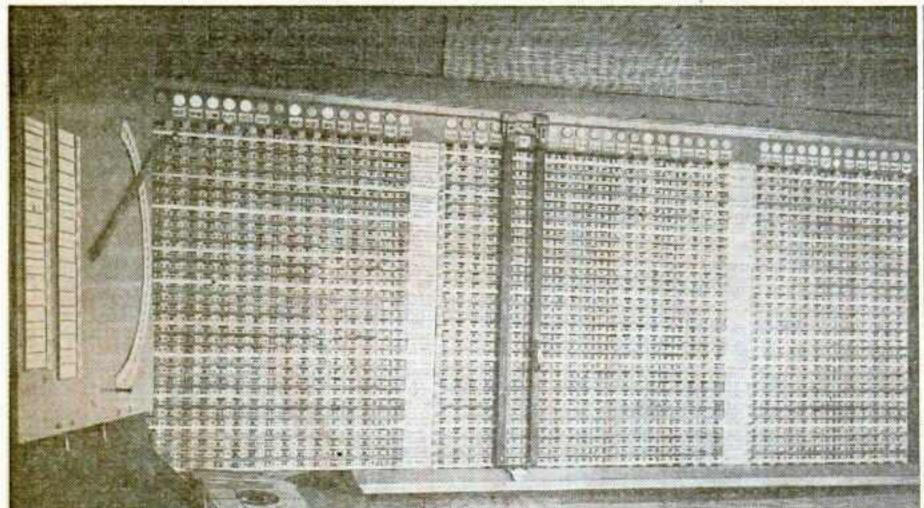


THE DOOR

IS STILL OPEN

TEARDROPS FROM EYES

Dot #15351



Close-up view of the big "electric scoreboard" built by D. C. (Spiv) Williams, owner of Creston Amusement Company, Creston, Ia., to determine how many coming hit tunes he has in his juke boxes. Across the top are 50 lights, each representing a location. Under each light are 33 switches and lights representing as many records as he has out. The two vertical bars are part of a closet track used to check tunes in any one column.

ELECTRIC SCOREBOARD: PROGRAMS THAT CLICK

By JACK WEINBERG

ficient, D. C. (Spiv) Williams, head | bachelor lives, eats and dreams the of Creston Amusement Company, Creston, Ia., decided a long time ago to harness the mechanical know-how that comes from being in the juke box business.

The latest result of this decision is an electrical scoreboard or "buying and distribution guide," as Wilhams prefers to call it, which keeps track of all the new records installed in a select 50 phonographs on location.

But that's not all. Williams has also constructed a gigantic wall box in his shop which gives him a per-



D. C. WILLIAMS -

petual inventory of every record on location.

Key Gadget

Then there is the gadget he devised to keep track of phonograph collection box keys to prevent their loss or misplacement.

Another Williams special is the platform stands he builds for each of the 100 juke boxes he has out on location.

Topping off this array is the shop tool board, on which each tool is carefully outlined. Take a tool, use it and put it back when you're thru, or its outline stands out like a sore thumb.

Spiv Williams is one juke box operator who takes special pride in has across its top a column for each page preference.

NAKE a music route both his ability to pick good records for of the 50 machines on locationeasier to operate and more ef- his locations. The 44-year-old with expansion room for 10 moremusic machine business. He is considered one of the top and most progressive music operators in

> Entering the business in 1939 he worked as a mechanic and record man for Vince and Ab Bradley, also of Creston. Ab, a pilot in World War II, was killed in action, and Vince died in 1948 in an automobile accident. Spiv purchased the business from Vince's widow.

> > Serves 100 Jukes

40 music machines on location. Interest in the games' end of the business was negligible. Today Creston Amusement serves approximately 100 juke box locations in Creston and in Southwestern Iowa within a 65-mile radius from his home base. Spiv has three employees who work with him on the route.

In addition to music, which is the major phase of the business, the company also has about 20 games in operation.

The idea for the electrical scoreboard came to Williams about six months ago. He wanted some sort of record of the new disks in his machines, disks which were not yet considered in the "hit" category. A top seller, he reasoned, would not have to be given special attention since each of his machines would already have a copy of the record. In fact, even today, whenever a tune becomes a hit, it is automatically removed from the board, which is reserved for the new numbers.

Williams and his two servicemen, Melvin Hurd and Gerald Johnson, went to work on the idea in the firm's workshop.

Scoreboards

and down each side, an additional 33 columns, each representing a particular record. A small electric light for each record is on the panel a separate switch controls each light. A closet track is used to concentrate on a given location column, thus avoiding the pulling of a wrong switch.

The second half of the scoreboard was the rheostat control unit, which was wired to the panel. Each record listed on the rheostat control operates by a center lever, which can be raised or lowered to make contact with the master point for any one of the 33 records. As the lever makes its contact, the At that time the firm had about lights representing the tune illuminate on the big board in the columns for each location which has that record. Also on the control board unit is a guide indicating the contact number for each of the 33 records.

Record Inventory

The only one of its kind in existence, the board enables Spiv to tell in a matter of seconds how many copies of any one of 33 new records he has in his machines. The magical number has to be 33, he explained, because the only unit to be found for the giant rheostat had only 33 contacts on it. The guide has eliminated a card file system and the tedious job of spending several hours to enter new numbers and check them when necessary.

More than 21/2 miles of wire were used to complete the scores of electrical circuits on the scoreboard, which has 1,650 switches, more than 7,000 soldered connections and in excess of 2,000 contact rivets.

Interestingly enough, most of the material was found right in the shop. Altogether, the entire cost, including all parts and materials bought outside, amounted to about \$300, Williams estimated.

Rates Publicity

The device is so unusual that feature stories were carried in three newspapers in the area: The Cres-

phonograph wall box.

The big unit is comprised of 10 numerals, the left side has red numerals. Altho confining the inventory board to 40 locations, Williams housekeeping" in business. still uses 4,000 title strips. Hanging just above the big board is a locations and their numbers on the other in red.

"Actually, I work the perpetual inventory and the buying and distribution guide together," Williams explained. "Should someone tamper with the guide, I merely doublecheck it with the inventory unit. Working the two together saves me considerable time and bookkeeping effort."

Stops Key Loss

His collection box key rack, hanging at the door leading out of the company headquarters, was built after countless keys were misplaced, lost or went to the laundry or cleaners in a pair of workman's pants.

Williams built the rack to hold all the keys for phonographs on for my locations." location in Creston. A six-volt pinball bulb lights up when a key has been removed from the rack.

The keys are kept in manila envelopes on which the name of each location appears. When an enveproper slot.

lost phonograph keys any more," Williams said.

Platform Stands

The stands he builds for each juke box on location grows out of Spiv's philosophy that the way to make the business pay off is to protect your investment in equipment."

treated the same as a valuable wants to stay in business.'

Another useful Williams gadget piece of furniture in your own is his perpetual inventory board home," he said. "Janitors, when which resembles a gigantic wall- mopping or sweeping, bang the box. In fact, Williams got the idea | bottoms of the machines and nick for the inventory board from a them. And patrons sometimes unintentionally kick them."

That's why Williams has built a boards. Each board handles four four-inch stand for each of his juke locations, two on each side. The boxes. He uses 2 by 4's for the right side of the board has black base, covering them with linoleum to blend in with the phonograph. To Williams, that's just "good

Another "good housekeeping" gimmick is the use of title strips on 'directory" listing the names of the white parchment, each one typed in his office, all of one color. "That inventory unit, one set in black, the way," he explained, "we get away from the average title strips which fade and yellow with time."

Record Selection

Williams firmly believes that a juke box operator should see to it that the right records go into the right locations. Long ago he gave up buying "unheard" platters because he found himself loaded with too many records that pulled no play. Now no record goes into a Creston Amusement Company phonograph until Williams hears it.

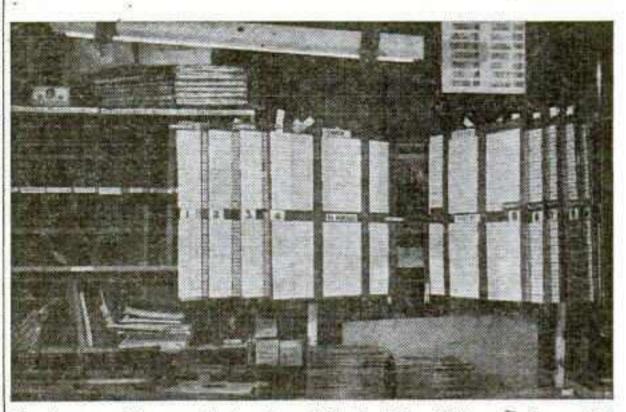
"I learned, too, not to buy just the records that I like," he said. "Maybe a tune will strike my fancy, but never pull a play in a location. When I like a tune, I buy it for my personal collection only, never

He buys popular and western tunes for his outlets, with no rhythm and blues at all. Pops prevail, he said, by a 60-40 ratio.

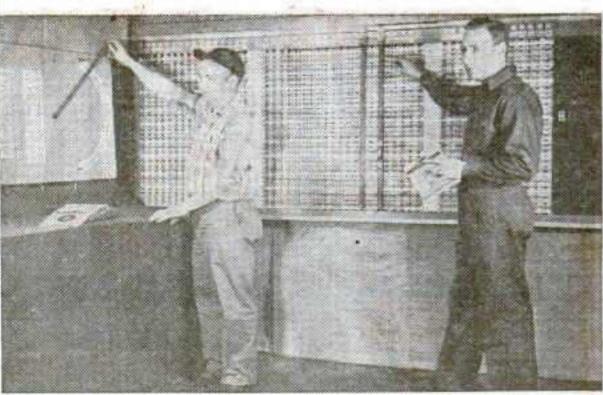
An indication of how wisely Williams buys is the fact that buylope is taken from its place, a con- ers from Katz and Walgren drugtact is opened and a bulb flashes stores constantly bombard him with on. The bulb stays lit until the requests for his used records, which contact is closed again-when the they in turn sell over their counters enveloped key is returned to its to the public. Ordinarily, Williams receives a trifle more than "We don't have any trouble with the market price for the used records thru this type of sale.

Williams carries a reserve of some 600 old standards which he says he'll never sell because of requests for replay from time to time.

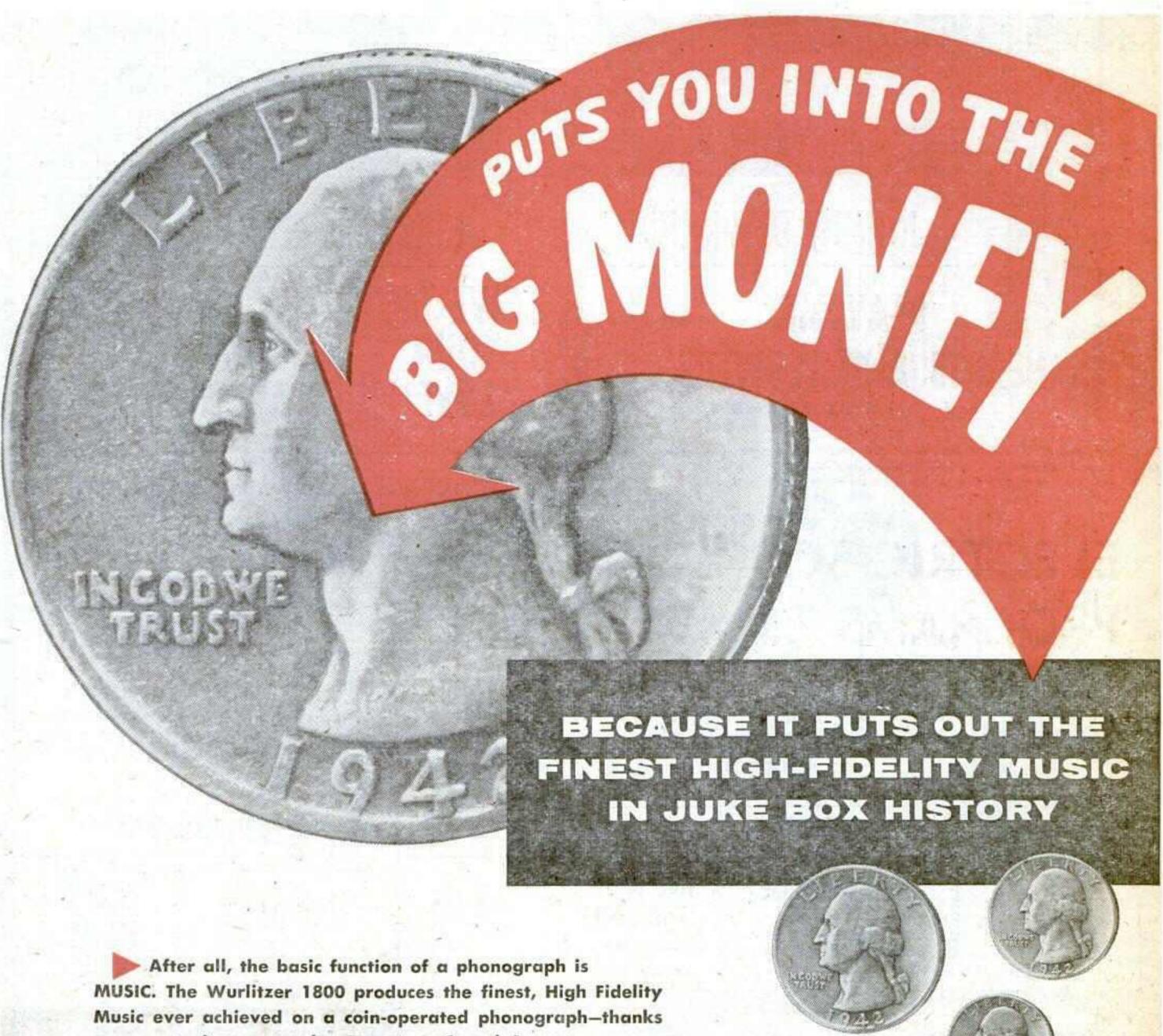
"A music operator can make money in the juke box business," Williams declared, "if he watches closely the records and the equipment he has on location. Good "A phonograph is an expensive housekeeping of the over-all busipiece of property and should be ness is important if an operator



The "perpetual inventory" gigantic wall box built by Williams to know what records he has in each of 40 phonographs on location. Note inventory board hanging just above "wall box" unit.



The scoreboard was made up in- ton News Advertiser, the Council Two employees of Creston Amusement who helped build the "electric scoreto two sections: A masonite board Bluffs Chief and the Omaha board" show how it operates. Melvin Hurd, left, operates, the huge rheostat was used for the large panel, which World Herald, which gave it front- control board while Gerald Johnson, right, works the master board on which 33 tunes in 50 locations are checked.

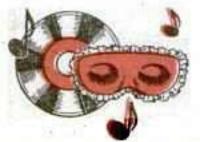


to its spectacular Dynatone Sound System.

But Wurlitzer didn't stop there. The Model 1800 combines ear appeal with eye appeal. Cabinets are available in a gorgeous array of fresh, new sky colors. The Carousel Record Changer is a thing of beauty itself. And the record changer compartment, like the Selection Panel and the grille, literally sparkles with what it takes to turn music into money.

GET INTO THE 5 MON

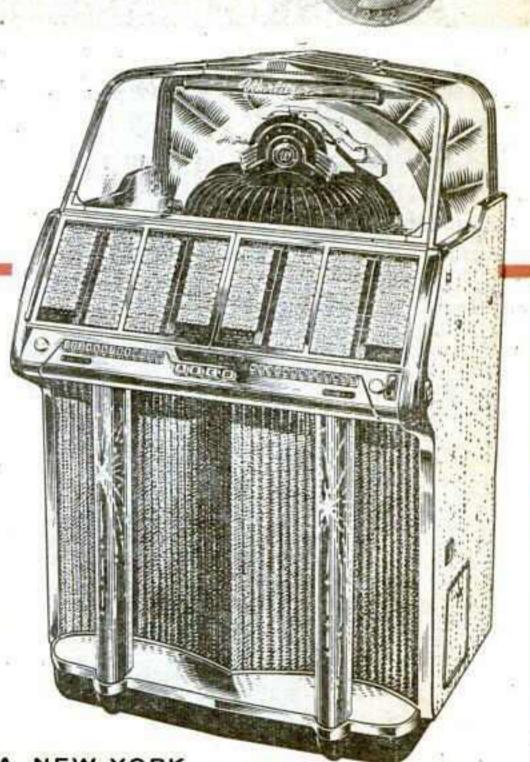
urlitzer 1800



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



Greetings OPS from...

Americas Fastest Growing Record Co.



JOHNNY DESMOND

PLAY ME HEARTS AND FLOWERS

I'M SO ASHAMED

Coral 61379 (78 RPM) and 9-61379 (45 RPM)

The : McGUIRE

IT MAY COUND

DOESN'T ANYBODY LOVE ME



SISTERS

NO MORE

Coral 61323 (78 RPM) and 9-61323 (45 RPM)

DON CORNELL

GIVE ME YOUR LOVE

WHEN

Coral 61367 (78 RPM) and 9-61367 (45 RPM)

TERESA

PLEDGING MY LOVE

HOW IMPORTANT CAN IT BE

Coral 61362 (78 RPM) and 9-61362 (45 RPM)

AFRAID

BREWER

I GOTTA GO GET MY BABY

WHAT MORE IS THERE TO SAY

Coral 61339 (78 RPM) and 9-61339 (45 RPM)

THE LANCERS

with LES BROWN and His Band of Renown

SOMEBODY ELSE IS TAKING

Coral 61374 (78 RPM) and 9-61374 (45 RPM)

with GEORGIE AULD

TWO HEARTS, TWO KISSES

(Make One Love)

Coral 61382 (78 RPM) and 9-61382 (45 RPM)

with LAWRENCE WELK

and His Champagne Music

TIMBERJACK

CRAZY

Coral 61343 (78 RPM) and 9-61343 (45 RPM)



CHERRY -

ALAN DALE

CHERRY PINK

(And Apple Blossom White)

and

I'M SINCERE

Coral 61373 (78 RPM) and 9-61373 (45 RPM)

MODERNAIRES

TOPS 'N POPS

(Two Parts)

(HOW IMPORTANT CAN IT BE . . . (I'm Always Hearing) WEDDING BELLS . . . CLOSE YOUR EYES . . . I WANNA HUG YOU, KISS YOU, SQUEEZE YOU . . . PLEDGING MY LOVE . . . IT MAY SOUND SILLY.

Coral 61378 (78 RPM) and 9-61378 (45 RPM)

EILEEN BARTON

> HOW-JA DO, HOW-JA DO,

(If I Knew You Were Comin' I'd've Baked a Cake)

FLIP, FLOP

FLY

FUJIYAMA MAMA

Coral 61377 (78 RPM) and 9-61377 (45 RPM)

THE GOOFERS

Coral 61383 (78 RPM) and 9-61383 (45 RPM)



THE BALLAD OF DAVY

STEVE

ALLEN

VERY SQUARE CROCKETI

THE THREE RAYS



(Dance With Me, Henry) ···········

(I Love You) FOR SENTIMENTAL REASONS

Coral 61370 (78 RPM) and 9-61370 (45 RPM)



The BILLY WILLIAMS QUARTET

HUG YOU,

(That's What's the Matter With Me)

SMOKE FROM YOUR CIGARETTE

Coral 61363 (78 RPM) and 9-61363 (45 RPM)

CORAL RECORDS

M.O.A.'ers-Look us up at the Convention. Exhibit Booth #16. Coral Suites #539-540.



(A submidiary of DECCA RECORDS, DE.)

MY

BABE

Music's Triple Crown

NO 1 on all three Billboard charts (SAME) Mar. 5 and Mar. 5 and Mar. 5 and



Best Sellers in Stores

SINCERELY-McGuire Sisters..... 1
No More-1313-Coral 61323-BMI

Most Played in Juke Boxes

Most Played by Jockeys

No More-Coral 61323-BMI

Americas Singing Swelhearts

The McGuire

thanks Ops

It couldn't have happened without your help.

Chris, Dottie and Phyllis

Another "Triple Crown" Contender

IT MAY SOUND

SILLY

exclusively

LOVE ME

CORAL 61369 • 9-61369

DOESN'T ANYBODY



1954: Juke Box Year in Review

MARCH 8-10, 1954

tel. Operators attending had their first look at the new Evans 100 selection phonograph, the "Holiday." Also bowed at the three-day event was Ristaucrat's 100-selection CM "55." The convention marked a big step in the progress of MOA with a record number of exhibitors, from kiddie rides to record manufacturers, on hand as well as a new operator attendance mark. Anti-juke box legislation (McCarran Bill) dominated the convention. Talk of a third performance rights society was beginning. The Billboard, March 20.

APRIL 4, 1954

The Rudolph Wurlitzer Company unveiled its 1954 phonograph models to operators thruout the country. Known as the 1700 series. the 104-selection phonograph introduced a new Wurlitzer record mechanism, the "Carousel." Also introduced was a restyled 48selection model. The Billboard, April 10.

MAY 8, 1954

RCA Victor Record's Custom Division completed arrangements with Magnecord, Inc., under which the latter acquired the use of RCA's Thesaurus library for background music. Magnecord aimed its promotional guns at the juke box operator in an all-out effort to push continuous music via its newly introduced eight-hour tape recorder. The Billboard, May 15.

JUNE 5, 1954

Muzak Corporation announced that it was in the process of converting the bulk of its nationwide service to franchise holders to magnetic tape playback machines. Muzak, like Magnecord, pointed out to juke box operators that background music could broaden their musical horizons. New Muzak system enabled firm to take in markets of from 50,000 to 2,000,000 persons, a move economically impractical under disk operation. The Billboard, June 12.

JUNE 20-26, 1954

The Billboard launched a national juke box public relations program, "Play Your Juke Box Week." Press releases, placards for use in locations, specially printed lists of "All-Time Juke Box Favorites," prepared speeches, condensed fact sheets and a sample letter to location owners were mailed to operators. Industry-wide co-operation made the event the biggest PR success of its kind. New Orleans' Mayor deLesseps proclaimed June 20-26 as juke box week. The Billboard, July 10.

JULY 22, 1954

Two industry leaders, Rodney Pantages, representing MOA President George A. Miller, and Hirsh de La Viez, prompted by recent local depreciation schedules deemed unfair to members of the juke box industry, met in Washington to strive for a federal uniform four-year depreciation schedule. Government officials, however, stated that it was impossible to adopt a uniform schedule, but informed the juke box representatives that if they would submit a letter stating that a four-year depreciation schedule was recommended by MOA, they would use this information in the U.S. suggested depreciation tax bulletin. Each federal district they explained had the authority to set their own the trade. The model featured high schedules, but usually followed the fidelity and one-button selection. suggested schedules. The Billboard, August 7.

JULY 26-28, 1954

MOA executives held their first meeting following the 1954 convention. Twenty officers met in SEPTEMBER 4, 1954 the Morrison Hotel for a three-day event. Before adjourning they com- up was announced. Seeburg pleted plans for the 1955 MOA launched a continuous music proconvention; an MOA publishing gram thru its 200-selection non-company; meeting with the leading coin-operated phonograph. Plans country opened their doors to operjuke box manufacturers; changing were set for building a Seeburg ators and unveiled the new AMI The Billboard launched the first

Music Operators of America held a Nation Tax Council launching, its fourth annual convention in opening MOA's membership doors Chicago at the Palmer House Ho- to individual operators; preparations for possible ASCAP legislative moves, and a mass advertising proposal introduced by Rodney Pantages. The Billboard, August 7.

JULY 28, 1954

MOA CONVENTION SECTION

MOA executives heard Rodney Pantages' plan to add spot commercials to juke boxes, the plan was adopted unanimously. Pantages explained that he would set up an advertising agency to contact national advertisers. Material submitted for juke box use would be restricted to the "Feel Sharp-Be Sharp" and "Muriel" type commerboard, August 7.

domain. A unit equipped with EP's, October 16. it was explained, was capable of playing 20 hours of music without interruption. Seeburg set up an advertising program to plug background music in publications with heavy business circulation-Fortune, Wall Street Journal, Banking, Architectural Forum and Saving and Loan News. The Billboard September 11.

OCTOBER 2, 1954

George A. Miller, president of cials. Money collected from this Music Operators of America, ripped venture would be split with the into the use of off-color disk on location owner and the music op- juke boxes. Miller said that there erator. It was estimated that one was no place in the automatic tune would be set to play auto- phonograph industry for these recmatically every 15 minutes. All ma- ords. Miller pointed out that use terial would be furnished to music of these disks reflected on the juke their support of a new record operators without charge. The Bill- box industry and that every mem- carrying a National Juke Box label. ber of MOA was co-operating in Barney Young formed National

Seeburg system marked the first high-fidelity phonograph, available serious effort to enter background in eight different colors. The model music field without using tunes was available in 40, 80 and 120cleared thru ASCAP. The library selections. The multi-horn system was planned to be built with tunes represented a major change in the controlled by BMI or in the public AMI's sound system. The Billboard,

OCTOBER 16, 1954

Rock-Ola distributors began showing the new 120-selection, 1955 Rock-Ola phonograph to operators. The introduction of this model rounded out Rock-Ola's 1955 line. The unit featured the same improvements introduced in the 50-selection model, including a seven-inch rectangular tweeter speaker for reproducing high notes. The Billboard, October 23.

NOVEMBER 8, 1954

A national juke box record label was launched. MOA sent letters to 11,000 juke box operators urging

a uniform depreciation schedule; to be pressed by RCA Victor. The tributors showed was multi-horn right legislation. The Billboard took the stand that Congress should confine its 1955 legislation on this subject to appropriating money for a fact-finding commission to be appointed by the President to explore a change in the entire Copyright Act of 1909. A history of the legislative attempts to end the juke box exemption from copyright royalties accompanied this first editorial. Other editorials explaining the reasons for this decision appeared in the following weeks. The Billboard, December 4.

DECEMBER 8, 1954

Rex Shriver, well-known figure in the coin machine industry for 25 years, died following a brief illness. He was general manager of the H. C. Evans & Company. The Billboard, December 18.

JANUARY 1, 1955

Following the record industry's new price set-up, operators predicted that two major changes would take place in the automatic phonograph business. First, they said that with the price of 78's up 9 cents at retail level, music operators would switch to 45 r.p.m. machines at a quicker pace. Second, with EP's being standardized at \$1.49, it was felt that the industry would turn to this speed disk for introducing dime play. One stops reported that operators were holding up their buying somewhat in an effort to see if the new prices were permanent. The Billboard, January 8.

JANUARY 15, 1955

Phonograph manufacturers were reported closer to exhibiting at the MOA convention than ever before. George Miller, president of MOA, and other executive officers in Chicago to plan the 1955 convention met with manufacturers and reported they were optimistic about the manufacturers showing. The next week R. C. Rolfing, head of the Automatic Phonograph Merchants' Association, reported that all four juke box manufacturers-AMI, Rock-Ola, Seeburg and Wurlitzer-would be on hand. The Billboard, January 22.

FEBRUARY 5, 1955

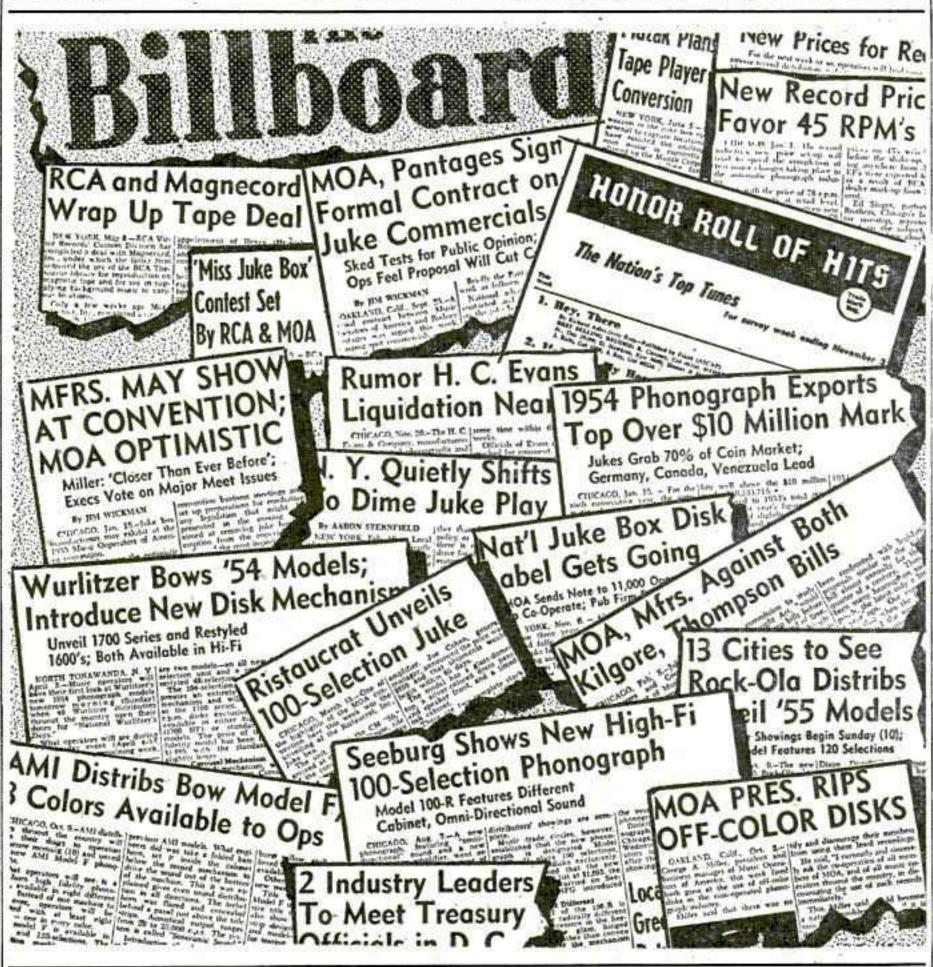
MOA and the phonograph manufacturers released statements turning thumbs down on both the Kilgore bill and the Thompson bill. Miller stated that MOA considered the Kilgore bill identical with previous bills introduced in Congress to end the juke box exemption from the Copyright Act. Miller said that the Thompson bill seemed designed to keep bills before Congress for longer periods of time. The manufacturers said that right organization as a hedge they thought there was nothing new in either bill. The Billboard,

FEBRUARY 19, 1955

RCA Victor and the Music Operators of America launched a contest to find "Miss Juke Box of 1955," with an RCA Victor recording contract to be awarded to the winner. According to the contest rules all juke box operators could nominate a candidate who would be judged on the basis of vocal achievement as well as pulchritude. It was announced that the winner would be presented with her award at the MOA convention. The Billboard, February 26.

FEBRUARY 19, 1955

New York City quietly shifts to dime play. Juke boxes in the Harlem section of the city reported nearly 100 per cent converted. Operators step-up equipment with each conversion. Operators change over to 10-cent play on a blockby-block basis, rather than by individual operator policy or type of location. Use EP's liberally when making conversions, average hits about 25 per cent of selections. The



AUGUST 7, 1954

Seeburg introduced its "omnidirectional sound" phonograph to operators. Designated as the Model 100-R, the phonograph featured five speakers, "full spectrum high fidelity and an entirely new cabinet design. The cabinet gave a band shell effect, with the back of the dress panel rising up to the top of the dome. The Billboard, Au-

AUGUST 16,1954

Rock-Ola bowed its new 50-selection phonograph to operators. Following three weeks of private distributor showings at the Rock-Ola plant, Model 1442 was unveiled to Changes in the cabinet labeled the model as a supplement to the Rock-Ola 120-selection line rather than an addition. The Billboard, August 28.

Seeburg's background music set-

discouraging their use. The Bill- | Juke Box Music to interest the board, October 9.

OCTOBER 2, 1954

Backers of legislation to extend copyright royalties to juke boxes lost one of their staunchest Hill advocates with the death of Sen. Pat McCarran (D., Nev.). The Billboard, October 9.

OCTOBER 9, 1954

were predicted to reach the \$10 by an orchestra fronted by Bob million mark in 1954. Six- Chester, popular swing band leader month totals just missed hitting \$5 in the 1940's. The Billboard, Nomillion (\$4,736,360) and repre- vember 13. sented an increase of 64 per cent, compared to the corresponding NOVEMBER 20, 1954 period in 1953. Average unit price of the machines being shipped also showed a healthy increase: In 1951 the price tags averaged \$362, climbed to \$387 in 1952, \$439 in 1953 and reached \$494 during the importer for the first six months was Western Germany. The Billboard, October 16.

OCTOBER 10, 1954

the name of "juke box"; preparing library on 45's. Disks were skedded Model F phonograph. What dis- in a series of editorials on copy- Billboard, February 26.

juke box industry in a third copyagainst possible amendment of the Copyright Act. All tunes on NJB label were announced to be free to operators in the event a revision of the Copyright Act. The first two tunes to be featured on the juke box label were "Early, Early in the Morning" and "Daddy From Automatic phonograph exports Georgia Way." They were recorded

Rumors were that the H. C. Evans Company was near liquidation. The rumors were not confirmed until February of this year. The date of liquidation was set for March 29, when all real property first six months in 1954. Leading of the firm was skedded for public auction. All phonograph equipment-juke boxes, speakers, wiring equipment, amplifiers, motors, etc. was slated for sale. The Billboard, November 27.

A "NATURAL" HIT!
From The M-G-M Picture "THE GLASS SLIPPER"

EDDE

with Hugo Winterhalter's Orchestra

20/47-6071



RCA VICTOR

The Art of Sound **Employee Relations**

MOA CONVENTION SECTION

By DELORES NEWCOMB

OST music operators, recognizing the prime importance of sound employee relations to the success of their operations, have provided employee benefits which at least equal-and in many cases surpass-those offered the average U. S. wage earner.

The Billboard's Eighth Annual Juke Box Operator Poll (which appears in this issue) shows that 46 per cent of operators polled offer hospital insurance, 16 per cent profit-sharing programs, and 38 per cent benefits including bonus plans, life insurance, retirement programs.

A good example of an operator who believes in providing well for his employees is Hirsh de La Viez, head of Hirsh Coin Machine Corporation, Washington, D. C.

"To Grow and Prosper" "Give an employee decent working conditions and a better-thanaverage salary and you'll have an employee who will help the busi-

Viez. out successfully for Hirsh Coin is ample, for being late to work there just as anxious as he to see a job

very well for its employees (some have been with the company 18 years) and that it has grown and prospered until today it is one of the most successful operations in the country.

Newest addition to the firm's list of employee benefits is a retirement program. Under this program, any full-time employee who has been with the firm for three years can look forward to a guaranteed income after retirement by contributing a small sum from his monthly salary. Hirsh Coin contributes 75 per cent, the employee 25 per cent.

Bonus Plan

One of the employees' favorite benefits is a bonus plan called the Kitty Mazuma Club" which the employees operate independently of management. Here's how it

Employees elect their own officers and contribute \$1 a week to the "kitty." A modified honor sysness grow and prosper," says de La tem has been set up by the club and employees "punish themselves" employee problems convinced de Proof that this idea has worked with cash contributions. For ex- La Viez that his employees were

added for every 15 minutes. Mechanics fine themselves for failing to put tools away and route men for failing to call in.

Ten per cent of income from records, repairs and rentals is given by the firm to the fund. At the end of the year the club's president tells management how much money has been collected from all sources and the firm matches the amount.

The money is then divided among the employees in the form of a bonus on the basis of length of service. Last year, each employee received approximately \$850.

Holidays provide gifts too: A turkey at Thanksgiving, a bonus at Christmas-besides gifts for employees' wives, candy at Easter.

Regular Hours

De La Viez well remembers the long hours spent building the business and is determined that each employee can work "regular hours" and spend time with his family. Years ago, many of the employees worked until 9 p.m. The long hours prompted an employee-management meeting at which it was decided that 6 p.m. would be the end of the working day, with a night crew ready for emergencies. Today, the working day is even shorter and the company is closed every holiday.

Other conferences called to solve

EMPLOYER-EMPLOYEE CO-OPERATION keeps the Hirsh Coin Machine Corporation running like a clock. Realizing that employee benefits go a long way in bringing about this team work, Hirsh de La Viez (seated at the center of table) recently added a retirement plan for his employees.

titude he encourages them to voice people who run it, and that an emtheir problems and opinions. For ployee will do his best work when example, several employees re- he knows it will be recognized and cently decided that a truck with rewarded. a hydraulic lift would enable them to do some of their work more a business depends greatly on the easily and efficiently. They ex- attitude of employees toward their plained the idea to de La Viez. jobs, de La Viez concentrates on Result, Hirsh Coin now has a new making Hirsh Coin an ideal place truck with a hydraulic lift.

De La Viez believes that a busithe fact that the firm does provide is a fine of a quarter, with 50 cents well done. To encourage this at- ness can be only as good as the would quickly agree it is just that.

So, believing that the success of to work.

Every Hirsh Coin employee

A Decade of Experience Cracking Plush Locations

By AARON STERNFIELD

vv out the nation are contemplating the new vistas and plush locations which can be opened by background music, World Wired Music, a division of Runyon Sales, AMI outlet in New York and New Jersey, has been cracking these spots with wired music for a decade.

Directing the World Wired program from its beginning with a makeshift free-play phono to a current Muzak franchise is Joseph T. Jennings, WWM's sales manager A studio was set up in Runyon's and moving force behind the firm's Newark headquarters, and a casdrive to provide a complete back- cade arrangement was improvised ground music service in Essex and on a standard record player to in-Hudson counties.

W/HILE juke box operators thru- Runyon executives, while satisfied cally. stallations, felt that these locations the telephone company for the use effort to tap industrial, office and locations. Service was on an 18transient locations where back- hour-a-day basis (about 300 selecground music, rather than the tions a day), with charges to loca-Runyon organized World Wired equipment installations. Music and appointed Jennings as sales manager.

Steady Progress

Progress for the next seven years, while not phenomenal, was steady. crease the number of selections

At the end of World War II, which could be played automati-

with the progress of juke box in- Arrangements were made with were limited in number. In an of its lines to bring the music to "commercial" product was needed, tions varying with the cost of

> Locations were largely hotels and restaurants. In some cases, the wired music set-up and a juke box was installed in the same location, with the former in the dining room and the latter at the bar.

18-Hour Service

Phone charges, on a monthly basis, were \$7 for the first mile and \$1.25 for each additional mile. However, where more than one location was located in the same city block, a flat fee of \$1 a month for each additional location was made. For the location, the service was available 18 hours a day, and it made no difference in the monthly bill whether the location turned the service on for one hour or 18 hours.

By 1952, tho, Jennings and Ed Burg, Runyon executive who worked closely with him in the development of World Wired, realized that the studio arrangement was not the complete answer for all locations.

World Wired had picked up 75 locations since its birth seven years prior. But some of the locations were complaining. The most common objection was the lack of variety in programming. The firm had built up a library of 2,000 instrumentals, but, at 300 selections a day being urged, workers in factories and offices began complaining about too many repeats.

Library Inadequate

Then too,, the selections were often distracting and, instead of increasing productivity, often had up. the opposite effect. Jennings and Burg agreed that the fault was not in the background music operation itself, but in the inadequacy thru. of the World Wired library.

cided to scrap its studio arrange- wired music system-improved moment and get a Muzak franchise. rale and greater productivity. The One of the biggest hurdles a po- second shows survey results from

front-cost of equipment-was eliminated.

to New York, the Muzak headquarters, that it was possible to pick up the Muzak studio music, send it by telephone to Jersey City, and relay it to World Wired locations.

Doubled Locations

of its 75 locations, but ran the a month apiece. figure to 150 in the next three

has two bibles for location leadsthe New Jersey Industrial Guide and the daily Dodge Reports. •

The Guide lists all New Jersey manufacturing firms, number of employees, sex of employees, and the names of management officials. Sex is important, as the higher the percentage of female employees, the greater the demand for background music. Names of top officials are important too, as the sale is made to a president or corporate officer, not to the purchasing agent.

New Locations

The Dodge Reports tell what new buildings are going up in the area, what stage of planning or construction they are in, how much the building will cost, to what purpose it will be put, and who is putting up the money.

signing up new locations before they open, while the Guide provides a perpetual list of existing industrial locations.

A constant direct mail campaign is one of the mainstays of Jennings' location search. Series of mailings are sent to 2,400 potential industrial locations and 2,400 transient locations each quarter.

Two Letters

are sent to both the president and personnel manager. Jennings reasons that when the personnel manager knows the president has a 2 p.m., relaxing luncheon music is copy, he'll hang onto it in case the played. It's still on the soft side president ever brings the subject for the next hour and, after 3 p.m.,

Conversely, if the president fatigue. knows the personnel manager has a copy, he is more apt to follow

The first letter explains the em-At that time, World Wired de- ployee benefits resulting from a

tential Muzak franchiser must con- | local industrial locations where Muzak has been installed. The third letter explains how the paging The Newark concern is so close system may be utilized for a plant or office public address set-up.

Location Contract

The location contract covers the initial installation charge, the monthly fee with a month's payment in advance, the 8 per cent The transition went smoothly, federal tax, and the ASCAP and World Wired not only retained all BMI fees, averaging about \$1.25

The contracts run for three years, unless terminated by either party Jennings' method of location so- on 60 days' written notice. While licitation is thoro and effective. He the monthly fees may vary from \$37.50 to \$300, based on the number of speakers, the average tab is about \$55.

In making the actual installation, the first step is to survey the location to determine how many speakers and amplifiers are required and where they go. This determines the monthly charges.

Line Ordered

Next step is to order the line from the telephone. The actual equipment installation follows; it usually takes two men two working days to install a six-speaker system, but time will vary from location to location.

If the original estimate calls for six speakers, and the serviceman feels seven are required, the extra one is on the house. Jennings feels that the cost for the extra speaker is small, and the good will gained Dodge Reports are invaluable in when the firm sticks to its estimate is considerable.

> World Wired carries two basic program types - industrial and background. These types are physically carried over different lines, and are programmed differently, altho both are 24-hour services.

Five Sections

Industrial music plays 15 minutes on and 15 minutes off, with five separate programming sec-Sales letters to industrials always tions. The pace is slow in the early morning. From 10 to noon, when morning fatigue sets in, the tempo is hyped. From noon to it livens up to cope with afternoon

> The background music, played in offices, is on a half-hour-on, half-hour-off basis. For restaurants and retail stores, background music is continuous.

Jennings is convinced that background music can fit into the oper-

(Continued on page 141)



THE TAVERN RESTAURANT, Newark, is considered a prestige location. Nine speakers in the main dining room and the party room are placed unobtrusively in the comers. World Wide signed the location up 10 years ago and has been servicing it ever since.

MUSIC OPERATORS of AMERICA



We look forward to seeing you at the MOA Exhibit in the MORRISON Hotel in Chicago, March 28th, 29th and 30th.

You are cordially invited to visit the ROCK-OLA Booth, No. 5 in the Grand Ballroom where we will display our complete line of phonographs and accessories for your inspection. Members of our Sales Staff will be present at all times to answer your questions and to be of service.

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CHICAGO 51, ILLINOIS

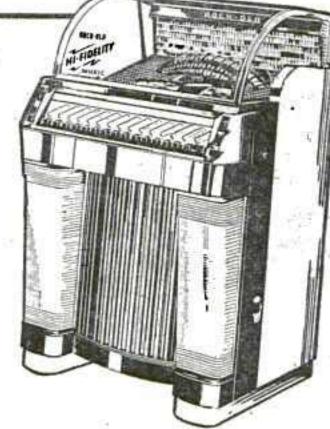
and ALL ROCK-OLA DISTRIBUTORS

Ask Your Routeman ... He Knows



Here's what Tony Vance of Brilliant Music Company of Detroit says:

"A phonograph for me especially has to be trouble free, easy record changing because I do my own servicing. That is why I recommend Rock-Ola phonograph as the finest piece of equipment I have



Model 1442 with 120 Selections

with the famous Trouble-Free Mechanism— "acclaimed 'round the world"

Marc Trank Exercis

DECCA RECORDS GETTHE PLAY!

Today's Hits

MOA CONVENTION SECTION

FOUR

THERE GOES MY HEART YOU'LL ALWAYS BE THE ONE "(For Me)

BILL HALEY And His Comets

MAMBO ROCK BIRTH OF THE BOOGIE

GUY LOMBARDO

BLUE MIRAGE GREEN SLEEVES

CRAZY OTTO

SMILES GLAD RAG DOLL

THE COWBOY CHURCH SUNDAY SCHOOL

OPEN UP YOUR HEART THE LORD IS COUNTING ON YOU

LENNY DEE

PLANTATION BOOGIE and BIRTH OF THE BLUES

BURL IVES THE BALLAD OF DAVY CROCKETT GOOBER PEAS

THE ELEPHANTS TANGO

THE COMMANDERS COMMANDERS OVERTURE

country

WEBB PIERCE

IN THE JAILHOUSE NOW and I'M GONNA FALL OUT OF LOVE

ERNEST TUBB

KANSAS CITY BLUES THE WOMAN'S TOUCH 29415

MOAlers

Tomorrows Hits BING

CROSBY

JIM, JOHNNY AND JOHAS FAREWELL 29483

SAMMY DAVIS, JR.

ALL OF YOU SIX BRIDGES TO CROSS

CATERINA VALENTE

THE BREEZE AND I JALOUSIE

29467

29441

CRAZY OTTO

IN THE MOOD MY MELANCHOLY BABY

HIBBLER

UNCHAINED MELODY and DAYBREAK

5 DeMARCO SISTERS

DREAMBOAT TWO HEARTS, TWO KISSES

JOE BARRETT

I'M SINCERE WHY DID YOU BREAK MY HEART

RUSS MORGAN And His Orchestra

SILVER MOON HIGHTS OF SPLENDOR

GEORGIE SHAW

THE WATER TUMBLER TUNE I'LL STEP ASIDE 29462

Country

RED FOLEY

AS LONG AS I LIVE MAKE BELIEVE (Till We Make It Come True)

Come in and visit us (Decca Suite #639-640) -- Say "Hello" to some of Decca's great recording stars.

Americas Fastest Selling Records





A Fabulous New Recording by the Greatest Name on Records



BING CROSBY

sings his superb rendition of

Jim, Johnny and Jonas DECCA record 29483 (78 RPM) and 9-29483 (45 RPM)

= America's Fastest Selling Records



HITSINGLES

Joe Foley **"YOUNG AND**

15

MOA CONVENTION SECTION

from the musical "Plain & Fancy" Jubilee #5182

The Four Tunes CLOSE MY EYES" "LOVE ME—LOVE "No Chance" Jubilee #5187

The King Sisters

Polly Bergen

"Don't Let Our Love Die on the Vine" Jubilee #5181

America's great new conductor-arranger Frank Hunter

Jubilee #5185

The Ravens featuring Jimmy Ricks

"Happy Go Lucky Baby" Jubilee #5184

Sensational Voice Ray Winston

"When The One You Love Loves Somebody Else" Jubilee #5186

The Stylers "SHOO SHOO SHOO" SH'LA LA"

YA LIKE CRAZY'

Make Sure You Hear

The Sensational Disk That's Starting a Coast-to-Coast Commotion

GOODBYE STRANGER

ROSES

Jubilee #5190

A' JUBILEE EXCLUSIVE

John Laurenz

JOSIE HAS 2 SMASH HITS!

singing

The Cadillacs "NO CHANCE"

> JOSIE#773 Sympathy"

Patti Jerome "JOHNNY HAS GONE"

JOSIE#174

JUBILEE RECORDS

NOW! JUBILEE LEADS THE WAY TO 10° JUKE BOX PLAY—WITH E.P.'S AT SPECIAL PRICES FOR ALL JUKE BOX OPERATORS

SEE YOUR JUBILEE RECORD DISTRIBUTOR NOW!
OUTSTANDING JAZZ, DIXIELAND AND STANDARD CATALOG

EP-5000 — THE ORIOLES SING

EP-5001 — DANCE TIME WITH JIMMY VALENTINE'S ALL STARS

EP-5002 — DICK FREITAS PLAYS FREITAS ORIGINALS

EP-5003 — BUDDY LUCAS PLAYS TENOR

EP-5004 — LOUIS PRIMA PLAYS
AND SINGS

EP-5006 — BALLADS BY BELAFONTE

EP-5008 - BENNIE GREEN PLAYS JAZZ

EP-5010 — CONSOLE MOODS WITH LARRY JOHNSON

EP-5013 thru EP-5017—Vols. 1 thru 5
—STAN RUBIN AND HIS
TIGERTOWN FIVE

to the transfer of the again of the again

EP-5018 — CONRAD JANIS AND THE "TAILGATERS" (Vol. 1)... (Vol. 2—EP-5019)

EP-5020 — LOU STEIN'S "SIX FOR KICKS" (Vol. 1) . . . (Vol. 2—EP-5021)

EP-5022 — MUSIC TO "BEAT BY"
JIMMY VALENTINE'S
ALL STARS

EP-5024 — DONEGAN—DOROTHY
DONEGAN .TRIO (Instr.)
(Vol. 1) . . .
(Vol. 2—EP-5025)

EP-5027 — SALT CITY FIVE (Dixieland)
(Vol. 1) . . .
(Vol. 2—EP-5028)

EP-5029 — LITTLE GIRL BLUE—POLLY
BERGEN (Vocal Standards)
(Vol. 1) . . .
(Vol. 2—EP-5030)

EP-5031 — HAL McKUSICK PLAYS— BETTY ST. CLAIRE SINGS (Vol. 1) . . . (Vol. 2—EP-5032)

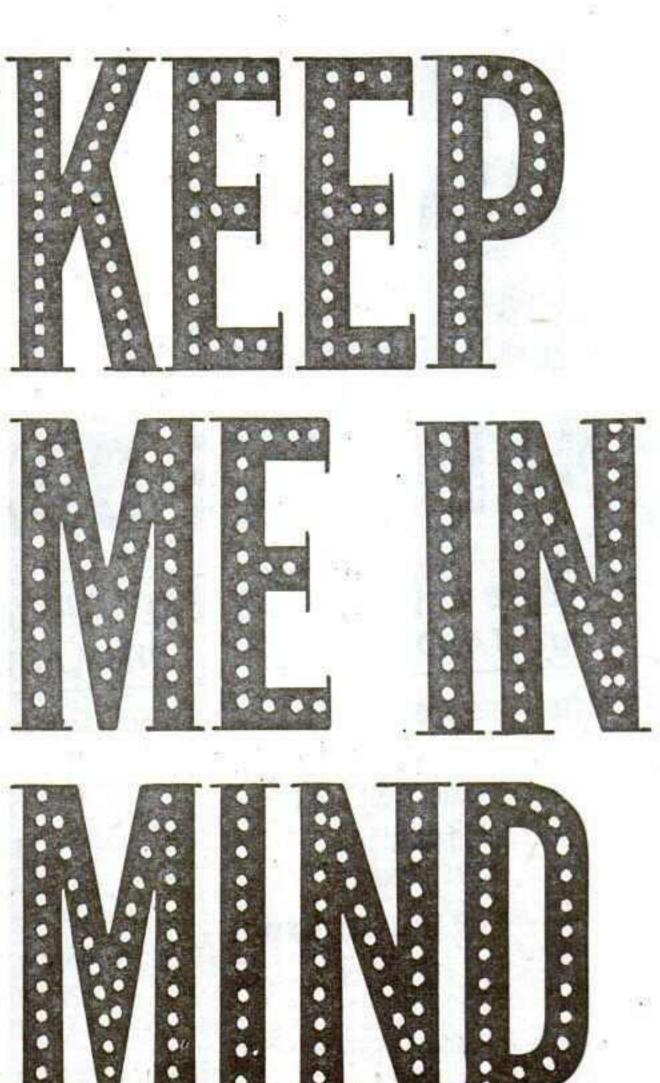
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TO VISIT JUBILEE'S
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WORDS BY JACK WOLF MUSIC BY BURT BACHARACH

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FAMOUS MUSIC CORP. 1619 Broadway, N. Y. City, N. Y.

THE BILLBOARD

8th ANNUAL JUKE BOX OPERATOR POLL

The Billboard Eighth Annual Juke
Box Operator Poll is based on
returns to a seven-page questionnaire sent to juke box operators.
To meet editorial deadlines the
first 600 questionnaires received
were used for this tabulation.

Part 1:

Trade Aspects

COMMENT:

This is the first time in the last seven years that The Billboard has conducted its annual Juke Box Operator Poll that shows an increase in the number of part-time operators. Last year just 11.4 per cent of operators polled classified themselves as part-time operators. No reason for this increase could be obtained from the Poll questionnaires, especially since each year it becomes more difficult for a "would be" juke box operator to step into the business because of increased costs—equipment, records, labor—which demand too large an investment for the average person to try the business on an experimental basis. Usually the part-time operator is found in outlying areas and marginal locations and it is interesting that the Poll indicates his number has increased in the past year.

QUESTION 2: How many juke boxes do you currently operate?

COMMENT:

The average number of machines owned by operators thruout the country clearly points up the fact that the juke box business is composed of small, independent businessmen. This average also serves as a guage to check gross margin and operating competition. For the past two years, the figure has declined—last year, the Poll showed the average at 68.6 phonographs. Reasons cited for the decline were higher operating costs which forced operators to drop marginal locations and stiffer competition.

3: Are you currently offering any form of background music?

COMMENT:

Because of the growing importance of background music, this question was introduced in the Poll this year. Altho many operators in the past few years have given considerable thought to this new location music medium, only a relatively small number have so far entered it. (See background music story elsewhere in this issue.) Background music in this question includes hideaway units, tape equipment, telephone wire hook-ups, and in a few instances, even juke boxes set for free continuous play during afternoon and evening hours in locations such as restaurants. Of the operators currently using one or more of these forms of background music, 22 per cent said they added the service within the last six months and nearly 82 per cent indicated that they have had background music less than two months.

QUESTION 4. Do you operate types of coin machines other than music machines?

COMMENT:

Diversification has grown by leaps and bounds. Operators have found that one or two more additional pieces of equipment on a location makes prime locations for amusement games, cigarette venders and other coin-operated machines, and operators have found that by offering a package deal they have a far better cost ratio and a much better selling wedge.

5: If you operate types of coin-operated equipment other than phonographs, please check as many as apply.

COMMENT:

Altho amusement games are still far ahead of the next closest competitor, it is interesting to note the percentage figure is dropping—last year's Poll total was 97 per cent. This decrease is in part attributed to local taxes and restrictions on amusement games, and also to the quicker turnover needed in the games field. Venders other than cigarette more than doubled in the last two years (7.3 per cent in 1953). The above figures add to more than 100 per cent because many companies have both amusement games and venders.

On the basis of interest and investment, do you classify yourself primarily as a music operator?

COMMENT:

With the price of new phonograph equipment from two to five times that of amusement games and cigarette venders, operators with a substantial number of phonographs will naturally classify themselves as music operators. This has been a constant percentage ratio in the Poll. Because music operators have steadily improved their business methods and thru improved bookkeeping procedures, they have removed the trial and error from their businesses, and as a result, have been able to turn back a greater percentage of their profits into new equipment.

RECORD DEALERS:

INVENTORY PRICE PROTECTION

Remington Records, Inc., recognizes that the future of the record business is in YOUR hands . . . and that YOU should not be the buffer for any current price reductions.

America's foremost manufacturer of qualityprocessed, high fidelity records now announces . . .

A Reduction in Retail Price \$ 1.5 from \$2.98 to

A guarantee of existing investments on all inventory on hand . . . and extending this guarantee on the new price for one year.

Remington's interest in the future and growth of the record industry dictates the institution of this retroactive dealer-distributor profit guarantee. It is part of Remington's plans for building national leadership in 1955. Remington's plans are to build on confidence; consumer confidence through the production of high fidel-

ity records featuring the world's greatest musical literature played by the world's finest artists and offered at the lowest price of all; dealer confidence through a steadfast adherence to a principle and a policy that protects the dealer, allows him to make his legitimate profit at all times.

OUR REPRESENTATIVE WILL CALL TO EXPLAIN THE DETAILS



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OMEGATAPE and JAZZTAPE High fidelity recorded tapes

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

WHY ALL THE EXCITEMENT? BECAUSE NOW . . . FOR THE FIRST TIME . . .

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

* The lowest priced recorded tape-\$5.95

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

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INTERNATIONAL PACIFIC RECORDING CORPORATION



Omegatape

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been audited and certified by the Audit Bureau of Circulations. It also means advertisers know what they pay for . . . before they spend the money.

7: Excluding the owner, we employ the following number of people in our juke box operation:

· N	io. of copie	% of Operators
ANSWER:	1	46.5
	2-3	29.5
	4-5	13.0
	6-7	6.0
	8.9	3.0
	10 or more	2.0

COMMENT:

No better indication of the relative size of a juke box operating company can be obtained than this breakdown of the number of people employed. Notice that 76 per cent of the average operating companies answering the Poll employ fewer than four persons, and 89 per cent employ fewer than six.

QUESTION 8: Are you a member of an active juke box operator association?

ANSWER:	Yes	31.5%
	No	68.5%

COMMENT:

The percentage of operators belonging to a juke box association declined slightly under last year's Poll mark of 43.5 per cent. However, far more replies were received this year from areas in which trade associations are inactive. On the whole, trade associations have increased in number during the past four years—a trend at least partly traceable to the battle over juke box copyright exemption legislation. Keep in mind that this figure includes city and State associations as well as membership in Music Operators of America.

QUESTION 9: Of the total number of phonographs on your route, what percentage did you buy since 1950?

COMMENT:

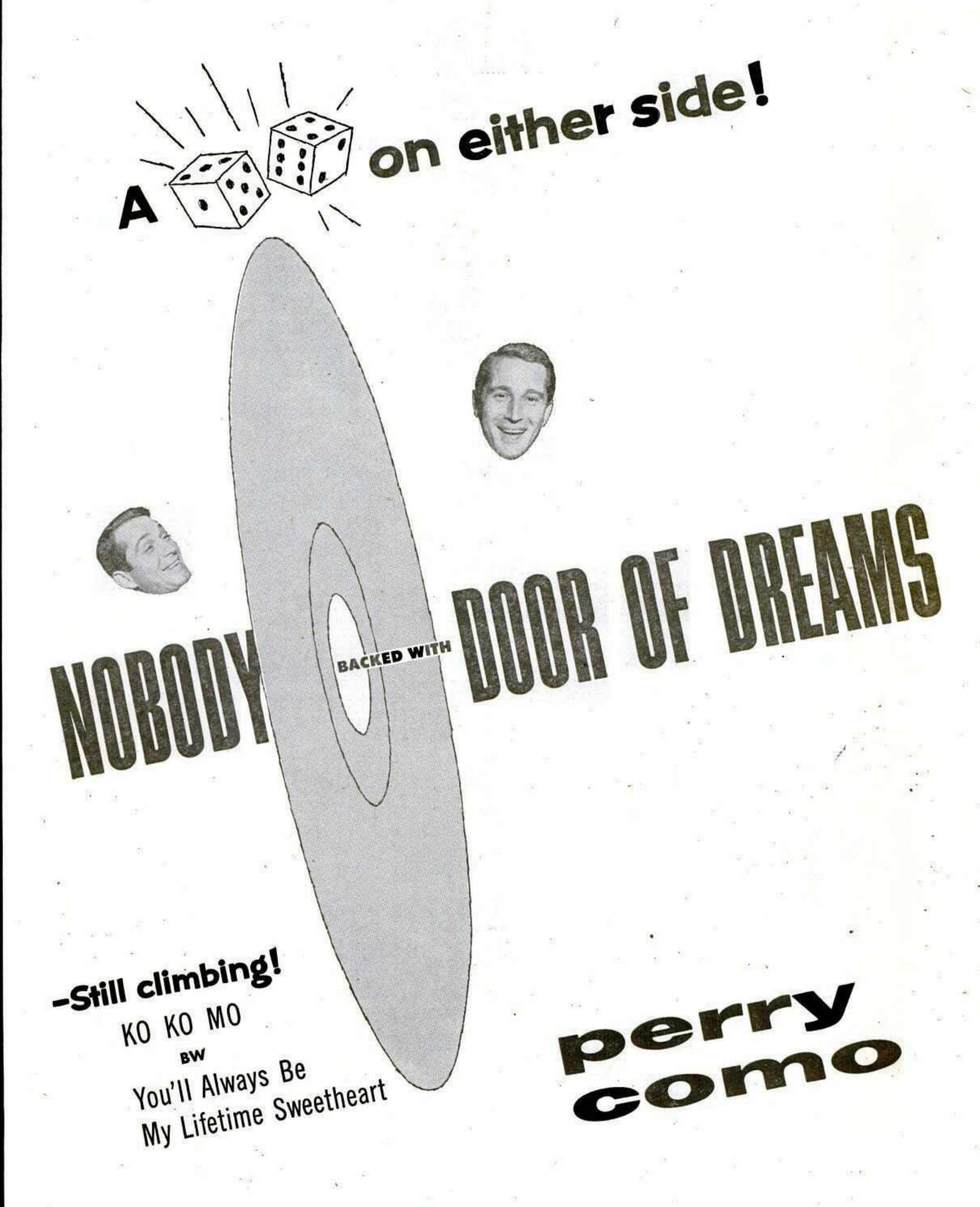
While the Poll shows that two-thirds of the phonographs on locations were purchased within the last four years, the 21 per cent who did not classify themselves primarily as music operators in Question 6 pull the percentage down in this question. Eliminating part-time and marginal operators, replacements within the last five years averaged closer to 80 per cent.

QUESTION 10: In addition to your juke box route, do you also operate any other type of business?

ANSWER:	Yes18%
	No82%

COMMENT:

The types of businesses specified were retail record store, one-stop, both retail record store and one-stop and distributor. (See breakdown in Question 11.) It is interesting to note that of the 18 per cent who do operate business or other than a juke box route, 13.5 per cent operate retail record stores or 75 per cent of the total compared to last year's Poll which revealed that just 11.8 per cent did.



TREA VICTOR Records

Direction



GENERAL ARTISTS CORPORATION

NEW YORK . CHICAGO



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

TWEEDLE DEE
THE FINGER OF SUSPICION
KING 1436

A RUSTY OLD HALO

DANGER! HEARTBREAK AHEAD

KING 1445

ASHAMED OF MYSELF RING A-LING A-LING FEDERAL 12210

MOHAWK SQUAW HOW I WONDER KING 4785



Bowery

"the Dixe Bop Label"

Wie Gehts,
Operators...

For the beer tavern locations play the authentic Bavarian music of

FRANZ SCHERMANN
and the ALPINERS
to make the coin box full.

FRANZEL POLKA
LINDENEAU POLKA
BF 204

CLARINET POLKA
ALPINERS WALTZ

Tales of the Vienna Woods BF 203

VIENNA LIFE
JOHNNY PETER - BF 202

P. O. Box 713, Del Mar, Calif. Phone Skyline 5-2156

RECORDS FOR SALE

For sale: 78 RPM Popular and Hillbilly records (Used), \$12 per hundred —\$110 per thousand. Also, 45 RPM Popular and Rhythm and Blues records (Used). \$15 per hundred—\$140 per thousand. One third deposit with order . . . balance C.O.D.

Write - Phone - Wire

FIDELITY DISTRIBUTORS

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GIVE TO DAMON RUNYON CANCER FUND QUESTION 11: If you operate any type of business in addition to your juke box route, please check all that apply.

Because of the nature of the juke box business, the record retail store is by far the most popular and logical. Operators have found that by setting up a retail record shop they can benefit by retailer's discount. Quantity buying has helped many operators reduce overhead costs. Another form of retail selling by operators is "used phonograph disk sales." Here, too, operators cut their overhead by selling records to the public, receiving more than a regular wholesale buyer will pay. A one stop demands a larger investment in records than does the retail outlet, thus the smaller percentage.

QUESTION 12: Of the total number of phonographs on your route, what percentage are 80 selections or more?

ANSWER: An average of54.5%

COMMENT:

COMMENT:

The trend to multi-selection equipment has made great strides during the past three or four years. There is an increase this year of 5.9 per cent over last year's average of 48.6 per cent. Actually, the increase would be even greater, except for the large number of operators answering the Poll who classified themselves as marginal and part-time music operators. Today, juke box manufacturers are concentrating solely on multi-selection equipment—80, 100, 104 and 120-selections—and juke box operators are well aware of the collection advantages of extensive juke box programming.

QUESTION 13: Of the total number of phonographs on your route, what percentage play 45's?

© COMMENT:

The use of 78 r.p.m. disks on the nation's automatic phonographs is declining rapidly. In just five short years, 45's have not only equalled the sales of 78's, but have surpassed them. A rough estimate now places nearly 247,000 juke boxes geared for the smaller platters. Current juke box production is practically 100 per cent on 45's, with only the export market and a few domestic areas still using 78's. This year's figure represents an increase of 16.5 per cent, compared to 1954's Poll, when 45's held only 38.3 per cent of the market.

QUESTION 14: Do you currently operate any of your music equipment on dime play?

COMMENT: 8

This is the first year that this question was included in the Poll. It definitely shows that operators are catering to dime play as a method of cutting operating costs. The "Yes" percentage above, however, does not mean that 35 per cent of the nation's music equipment is geared for dime play. It only points out that this percentage of operators have eliminated nickel chutes from some of their equipment. The number of machines converted ranged from one and two, to entire routes. It is interesting to note that 29.5 per cent of the "No's" said they were either on the verge of switching to dime play or were hoping to do so within the next six months.

QUESTION 15: Please check the type of commission arrangements you use when installing new equipment:

COMMENT: 8

Flat percentage contracts once accounted for about 90 per cent of the commission arrangements used by operators. Increased costs, both in new equipment and in operating, have reduced this figure nearly in half. First money plus percentage refers here to an operator taking a predetermined amount from the collections for depreciation purposes and then splitting the balance with location owners. A guarantee plus percentage—location owners guarantee operator that collections will hit a certain mark—is usually used in marginal locations where collections are too low to pay for the service and records on the machine. Minimum contracts—location owners pay operators fixed amounts regardless of collections—are seldom used on new equipment.

A-1 condition, what percentage of your music equipment do you believe you should replace each year?

COMMENT: 88

While the above figure does not determine what percentage of equipment the operator actually replaces, it does show that operators are well aware of the fact that a route should be completely replaced over a five-year period. The true replacement percentage is estimated at around 12 per cent a year.

QUESTION 17: For the past 12 months, what has been your average weekly share of the gross collections per machine?

ANSWER: An average of\$9.89 per week

COMMENT: 8

This year's Poll revealed only a slight decrease in the average operator's weekly gross, compared to last year's Poll figure of \$10.25. Certainly dime play has helped considerably in holding this figure up near the \$10 mark. It must be remembered that from this gross, operators must set aside funds for paying employees, buying new records, depreciating equipment and paying general overhead costs.

What percentage of your weekly gross do you spend in salaries and wages?

COMMENT:

Previous Polls have indicated that operators spend approximately 15 per cent of their gross collections on new and replacement records. Add 25 per cent for wages and the average operators gross receipts are nearly cut in half before he has time to count it. Other fixed costs of an operation must be met with what remains—depreciation, rent and parts.



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QUESTION 19: How do you pay your employees?

		3.9	% of Operators
ANSWER:	Salary only	·	83
		s commission	
	Commission	only	6

COMMENT:

MOA CONVENTION SECTION

Every year the percentage of music operators who pay their employees a straight salary increases. (Last year's Poll figure was about 70 per cent.) Two basic reasons for the popularity of a straight salary plan are unions and the need for anticipating income. Unions have made great strides in organizing operators' servicemen since 1946. Anticipating income is necessary so that operators can tell at any time how much equipment can be scheduled for purchase and how many records can be bought in any one month.

QUESTION 20: Do you offer any of the following employee benefits?

	Operators
ANSWER:	Hospifal insurance46
	Profit sharing
	Ofher38

COMMENT:

More and more operators are adding employee benefits for their personnel. The improvement in employee-employer relations as a result of these benefits has reduced employee turnover to a point where it is now only a minute factor in operating expense. Hospital insurance ranks as the leading benefit offered and represents various local group insurance plans such as Blue Cross Unions are credited for a large portion of benefit increases. The category "other" includes bonus plans, life insurance plans, retirement plans and sick leave.

QUESTION 21: Is your music operation free from debt?

ANSWER:	Tes	*****************************	.22%
	No	•••••	.78%

COMMENT:

The percentage of music operations in debt increased nearly 18 per cent compared to last year's Poll. This, of course, does not necessarily mean that total operator debt of those polled increased 18 per cent, but it does show that debt is definitely up. However, with nearly all new equipment purchased on an installment basis (either one-year or two-year plans), this 78 per cent figure is not surprising. The test of whether or not this situation is healthy is the operator's ability to pay off this debt which the next question deals with.

QUESTION 22: If your operation is not free from debt, are you having any difficulty in meeting payments when due?

ANSWER:	Yes32.5%
	No67.5%

COMMENT:

The percentage of music operators answering that they were experiencing difficulty in meeting their payments varies only slightly from last year's Poll average of 30.2 per cent. However, even the this percentage of operators polled report they are having difficulty meeting their payments, the facts show they are meeting them. Companies which specialize in handling juke box installment paper report that less than 5 per cent of the paper on phonograph equipment is over 30 days past due.

QUESTION 23: What percentage of your phonographs are in taverns?

COMMENT:

The decline of the percentage of phonographs in taverns has been the result of location diversification and has been a slow but steady process. In 1946, it was estimated that nearly 75 per cent of all phonographs installed were in taverns. Since that time the figure has steadily dropped. The tavern, while still the most important outlet to the juke box operator, no longer dominates the location picture. The operator has found that diversification to cut costs is advisable in types of locations as well as types of equipment.

QUESTION 24. On the basis of earnings, what are the three top types of music locations on your route?

ANSWER:	Taverns49%
	Restaurants27%
	24-Hour Cafes
	Others (see comment)

COMMENT: 8

This breakdown clearly shows that the music operator no longer considers the tavern his only subsistence. In recent years, restaurants have climbed steadily upward, with some operators commenting that a good restaurant location is better than a good tavern location. All-night cafes or eateries were distinguished in the Poll from ordinary restaurants or cafes because of the heavy juke box play during late hours when other spots are closed. "Other" locations includes drugstores, confectionery stores, and drive-ins.

Part 2:

Operator Aspects

QUESTION 1: Where do you buy most of your records?

							% of Operator
ANSWER:	W	nolesa	le f	rom I	record	distributors	49.4
	At	less	than	reta	il from	"one-stops"	48.0
	At	regu	lar	refail	from	dealers	2.6
		Tota	ıl				100.0

COMMENT:

"One-stops" continue to exert a growing influence on operator buying habits, with the sub-distributors almost neck and neck with regular distributors as a favored source for purchasing. This year's "one-stop" rating of 48 per cent shows a significant gain over the 1954 survey, which pegged "one-stop" purchases at 33.1 per cent. In 1952 "one-stops" only accounted for 21 per cent of operator buying. Manufacturers and distributors who once battled the spread of "one-stops" have now learned to live with them and throw a major effort behind getting the sub-distribs to stock and feature their product. Diskery and publisher promotion men now always schedule visits at local "one-stops" when out pushing a new record.

QUESTION 2: How do you buy most of your records?

4		% of Operators
ANSWER:	Buy in person	50.8
	Order by mail, phone or telegram	40.9
	Wait for distributor salesman to call	8.3
40	Total	100.0

COMMENT:

Altho the basic pattern of replies follows that of last year, half as many operators now wait for salesmen to call as did in 1954. The figure a year ago was 16.4 per cent as compared to the current 8.3 per cent. Most of the shift is probably accounted for by the greater dependence on "one-stops," as documented in Question No. 1. This shift would also indicate that operators are more conscious of the importance of programming and are devoting more thought to the problem.



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David Carroll

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'Butterfingers'

coupled with

THE MAN I'VE

BEEN LOOKING FOR'

DENISE LOR

MERCURY 70573 • 70573X45



coupled with

'DARDANELLA'

PETE HANDY

MERCURY 70567 • 70567X45



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"EVERY ROAD MUST HAVE A TURNING"

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70529 • 70529X45

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Georgia Gibbs 70517 • 70517X45

"Earth Angel" "KO KO MO" The Crew-Cuts

"Melody Of Love"

"LA GOLÓNDRINA" David Carroll

70516 • 70516X45

"How Important Can It Be"
"WALTZING DOWN THE AISLE"

Sarah Vaughan 70534 • 70534X45

"Words Of Love" "FOREVERMORE" **Eddy Howard**

70566 • 70566X45

"Keep Me In Mind"
"LITTLE CRAZY QUILT"

Patti Page

70579 • 70579X45

"Dixie Danny" "NO CHANCE"

Laurie Sisters 70548 • 70548X45

"Blue Mirage" "REMEMBER ME"

Ralph Marterie

70535 • 70535X45

"Foolishly" "IS MARY THERE?"

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"Crazy Otto Rag" "NOBODY'S SWEETHEART"

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70540 • 70540X45 "Fish In The Sea"

"IF I'M WRONG" **Dolores Ware** 70559 • 70559X45

'(Gotta Go) Upside Your Head" "CRAZY BOUT A SAXOPHONE"

Buddy Johnson 70523 • 70523X45

"There Goes That Train" "YOU LEFT ME HERE TO CRY"

Rollee McGill 70582 • 70582X45

"Alright, Okay, You Win"
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"Blue Champagne" "BOOGIE BLUES"

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'Jesus Saved Me Anyway" "THERE'LL BE JOY, JOY IN HEAVEN"

T. Tommy

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"THE FARMER AND THE LORD"

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1. Heavenly Days; 2. You Should Be
Sorry; 3. When You Love Me, Dear;
4. Fate Pulled the String, by "Helene"
J. Smyder; 5. Lucky Me, by Kay Marx;
6. You're the Cutest Thing; 7. You're
Dancing on My Heart, by Moroni
Medeiros; 8. I'm Telling You Now, by
June Bruner.

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QUESTION 3: How often do you add new records to your boxes?

COMMENT:

Replies to this question reveal a sharp switch from prevailing custom over the past year. The 1954 survey showed that 40 per cent of all operators added new records to their machines weekly, a strong rise over the previous year. Now only 29.1 per cent do so, or a smaller percentage than in 1953. Among the reasons for the reverse trend are probably the following: Rising costs of operation which forced route owners to effect economies. Greater selectivity in the purchase of new disks. Stabilization of large-capacity machine operation, which in its earlier stages had operators experimentally curious about which non-hit records in the "standard" slots would pull extra coin.

A How many records do you add to your average machine each time you change records?

ANSWER: Average multi-selector (80 or more play)..6.5

Average for smaller machine
(less than 50 play).......................4.9

COMMENT:

For reasons allied to those with respect to Question 3 a drop in the number of records changed per call is noted this year as against last. The 1954 poll showed that the average operator of a multi-selection machine added 7.2 records, in contrast to the current 6.5. Smaller units were slotted with 5.6 new (or rotated) disks each visit as against the present average of 4.9.

QUESTION 5: Who buys your new records?

		Operators
ANSWER:	Route owner	71.0
. ≅	Roufe serviceman	16.0
	Special record buyer	8.9
	Other	4.1
	Total	100.0

COMMENT: ***

The interesting observation that may be gleaned from replies to this question is the importance attached to proper programming by the average operator. He is apparently not content to delegate this vital responsibility in most cases. Many of the exceptions concern large routes where a certain amount of specialization can't be avoided.

QUESTION 6: Which three of the following sources of information are the biggest aids to you when buying records?

ANSWER:	Trade paper charts, editorial features Operators and advertisements	
	Your own personal opinion 47.3	
	Location requests 42.9	
= **	Actual machine count 21.9	
	Current artist popularity 18.3	
	"One-stop" salesman's advice 15.0	
	Distributor/manufacturer free sample records 7.5	
	Disk jockey recommendations 7.5	
	Trade association bulletins 6.9	
11	Distributor/manufacturer direct-mail and release sheets 5.1	
	Distributor salesman's advice 4.8	
	Retail dealer recommendation 2.4	
	Total300.0	

COMMENT:

The answers to this question totals 300 per cent because each operator was asked to check his three most important buying aids. It comes as no surprise that trade paper features—editoral, charts and advertising—again figure as the key aid to operators buying new records. Operators have consistently reported these as the dominant factors in past surveys. The next two factors—personal opinion and location requests—follow in the same order as a year ago. But a significant rise is noted in the number of operators who tagged "one-stop" recommendations as one of the three influencing factors. In the 1954 poll "one-stops" trailed badly behind all other considerations. This year's 15 per cent represents almost four times as many mentions as noted a year ago. Here is further proof of the greater part played by "one-stops" in the merchandising of new juke box wax.

QUESTION 7: Of the chart material available to you in trade papers and from other sources which are the most valuable?

COMMENT:

As the replies to earlier questions show, operators generally are spending their record dollars more wisely. They are buying fewer records perhaps, but are attempting to eke out the most potential play from each purchase. It is not surprising, therefore, that reliance on the "Best Buy" feature is dominant. The records spotted in that feature have already proven their salability and are still on their way up. Hard on the heels of this feature, however, is that of the "Review Spotlight," which isolates the best of the new disk entries from the also-rans.

QUESTION 8: Are you currently using more, less or about the same number of records as last year in these categories?

ANSWER: % of Operators	COUNTRY & WESTERN % of Operators
More 28.9	More 26.0
Less 5.0	Less
About the same 66.1	About the same 54.0
Total	Total
RHYTHM & BLUES % of Operators	OLD FAVORITES % of
More 59.0	More 18.0
Less 9.9	
About the same 31.1	About the same 63.3
Tofal100.0	Total
CLASSICAL % of Operators	INTERNATIONAL % of Operators
More 6.5	
Less 43.5	Less 36.7
About the same 50.0	About the same 58.8
Total	Total

COMMENT:

The astounding increase in the use of rhythm and blues records by operators reflects the popular interest in that idiom shown over the past year in all facets of the music business. Whether or not it will last remains to be seen. Some tradesters see in the movement more than a temporary trend. The drop in classical and semi-classical disk use is also sizable. It may well be that such repertoire will only figure in few and rather specialized juke locations in the future. The drop in International music may partially be accounted for by a new business orientation which, for instance, now categorizes mambos, other Latin American material and many polkas in the pop field. The boost in the use of pops is probably partially due to greater use of high-capacity equipment.



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QUESTION 9: Which day of the week do you buy most of your records?

ANSWER:	Monday25.8
	Thursday
	Friday15.2
	Tuesday12.7
	Wednesday11.7
	Saturday 8.2
	Sunday 1.0
	contracted to

COMMENT:

One day of the week—Monday—is by far the heaviest buying day for operators, even the record buying continues all thru the week and slacks off strongly on Saturday and Sunday. For "one-stops" and distributors, the fact that 25.8 of the operators buy most of their disks on Monday is significant. On this day, one-stops and distribs should be fully prepared with as much point-of-sale promotion as possible. Operators are stocking up, and all sales aids are likely to be fruitful.

What were your top moneymaking records during the past six months?

ANSWER:

	10000			
1.	1. This Ole House	emary	Clooney	 Columbia
2.	2. I Need You NowEdd	e Fis	her	 Victor
3.	3. Mr. SandmanCho	rdeffe:	s	 . Cadence
4.	4. Hey, ThereRos	emary	Clooney	 Columbia
5.	5. Hearts of StoneFon	tane !	Sisters .	 Dot
	COUNTRY	& WE	STERN	

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4. Even Tho
5. Loose Talk
1. Earth AngelDootone
2 Challe Balling and Balling a
2. Shake, Raffle and RollJoe Turner
3. Hearts of StoneDeluxe
4. Shake, Rattle and RollBill HaleyDecca
5. Tweedle Dee
OLD FAVORITES
1. In the MoodVictor
2. Boogie WoogieVictor
3. Melody of Love
4. My HappinessMulcaysCardinal
3. SmileDot

Wall Massa

COMMENT:

Listed above, in order of their importance, are the records which were top money-makers for operators during the past six months in the pop, c.&w. rhythm & blues and old favorite categories. The 20 disks listed are spread among only eight labels, of which three are majors. It is interesting to note that altho the label spread is by no means large, indies nevertheless are represented in each of the categories with the exception of country and western. Thus, Cadence and Dot, with the Chordettes' "Mr. Sandman" and the Fontane Sisters' "Hearts of Stone," are in the pop list. In rhythm & blues, a field where the indies are traditionally strong, four of the five disks listed belong to them, namely: Penguins' "Earth Angel" on Dootone; Joe Turner's "Shake, Rattle and Roll" on Atlantic; the Charms' "Hearts of Stone" on DeLuxe, and Lavern Baker's "Tweedle Dee" on Atlantic. Among old favorites, Dot shows up with two, Billy Vaughn's "Melody of Love" and Johnny Maddox's "Smile," and Cardinal with the Mulcays' "My Happiness."

QUESTION 11: Who are the favorite artists or bands in your locations?

DODIII AD

	POPULAR
ANSWER:	1. Eddie FisherVictor
	2. Perry Como
	3. Patti PageMercury
	4. Rosemary ClooneyColumbia
	5. Teresa Brewer
	COUNTRY & WESTERN
	1. Webb Pierce
	2. Hank SnowVictor
	3. Eddie ArnoldVictor
Si	4. Carl SmithColumbia
32	5. Red FoleyDecca
	RHYTHM & BLUES
	1. Ruth Brown
	2. Johnny AcePeacock
	3. Roy HamiltonEpic
	4. Charms DeLuxe
	5. MidnightersFederal
	OTHERS
	1. Glenn MillerVictor
	2. Johnny Maddox
	3. Guy LombardoDecca
	4. Bill Haley
	5. Ames BrothersVictor

COMMENT:

Favorite artists and bands in operators' locations, according to the poll, are spread over 11 labels. Results are listed above in the various categories, with the talent appearing in order of importance. Victor scores one and two in the pop division with Eddie Fisher and Perry Como; Decca takes the country and western top spot with Webb Pierce, and Atlantic scores No. 1 in rhythm and blues with Ruth Brown. Here again, the r&b listing reflects the dominance of the indies, for there's not a major label represented in the list.

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PHILADELPHIA, PEHMSYLVANIA Cosnat Dist. Corp. of Philadelphia 1710 North Street

PITTSBURGH, PENNSYLVANIA Standard Distributing Co. 1705 Fifth Ave.

ST. LOUIS, MISSOURI Roberts Record Distributor 1518 Pine St.

SAN FRANCISCO, CALIFORNIA Melody Sales Co. 444 Sixth Street

SEATTLE, WASHINGTON C & C Distributing Co. 708 6th Ave., North proudly presents

MOKA MOEL

The Nation's New Sensation singing

Two Great Hit Songs



WHEN I'M ALONE

A Number One Promotion of Miller Music Corp.

and

THESE ARE THE THINGS WE'LL SHARE

A Number One Promotion of Famous Music Corp.

Available on 45 and 78 RPM

FRATERNITY #711---

Personal Management

HARRY CARLSON

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GENERAL ARTISTS CORPORATION

New York • Chicago • Beverly Hills Cincinnati • Dallas • London



COME TO MOA

MORRISON HOTEL

Chicago

•

March 28 thru March 30

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The Biggest Show

QUESTION 12: Which new artists or bands have the best chance of success in 1955 in your opinion?

ANSWER:

POPULAR
1. J. P. MorganVictor
2. McGuire SistersCoral
3. Joan WeberColumbia
4. De Castro SistersAbbott
5. Crew CutsMercury
COUNTRY & WESTERN
1. Tommy Collins
2. Faron YoungCapitol
3. Justin TubbDecca
4. Jim ReevesAbbott
5. Webb PierceDecca
RHYTHM & BLUES
1. PenguinsDootone
2. Roy HamiltonEpic
3. CharmsDeLuxe
4. Bill HaleyDecca
5. Five KeysCapitol
OTHERS
1. Johnny MaddoxDecca
2. Crew CutsMercury
2. Fontane Sisters

2. Joan WeberColumbia

COMMENT:

Operators in Question 12 look into their crystal ball and vote for talent, which, in the opinion of the operators, have the best chance of success this year. The above listing, showing the artists in the order of their standing in this section of the poll, is certainly an interesting one. Two facts are uppermost in the list. Firstly, with the exception of Webb Pierce, virtually every artist listed has made the grade in the last one or two years and many of them are very young. Secondly-and, in fact, a corollary of the first point-the list is proof positive that the record business, more that any other facet of show business, finds and develops talent. For with one or two exceptions, all the above artists were nowhere just a short while ago. Another interesting facet of the list is the range of labels represented. Victor, Columbia, Decca, Capitol and Mercury are right in there with upcoming artists. So is Coral, Abbott, Dootone, Epic, DeLuxe and Dot. Neither the majors nor the indies have cornered the talent field, nor is either side likely to.

QUESTION 13: To what extent do you use printed title strips (do not include typewritten strips as printed ones)?

	Opér	of ators
ANSWER:	No printed title strips used	7.9
	All title strips are printed	9.1
	About 34 of title strips are printed 15	5.0
	About 1/4 of title strips are printed 10	0.7
1	About 1/2 of title strips are printed	1.3
	Total 10	0.0

COMMENT: 8

It is probable that few operators on direct question would deny the point-of-sale promotional value of printed title strips, let alone the dressed-up appearance they lend to equipment on location. But almost half of all operators still use no printed strips at all. The present figure of 47.9 per cent differs only a fractional percentage point from that of non-users a year ago. Producers of printed title strips still have plenty of virgin territory to exploit.

QUESTION 14: (If you use printed title strips) What per cent of the printed title strips you use are received free from manufacturer, distributor or other source?

ANSWER: An average of 61.2 per cent

COMMENT:

Well over half of all printed title strips used by operators are given them free of charge. In the 1954 survey the average was 42.5 per cent, a considerably lower free list. Two things have probably happened over the past year. Intensified competition for the operator's patronage has impelled many more record sellers to include these promotional plusses with their product. And more operators are making use of them.

This question would have had little significance a year ago. But over the past 12 months operators in many sections of the country have begun to use the bonus 45 r.p.m. platters as play stimulators. A bargain appeals to the patron who drops a coin in a phonograph, as much as to any other consumer, and since EP's which are used contain standard material for the most part, their appeal is timeless and the disks remain active producers for long periods of time. A number of manufacturers have recently taken commercial notice of the trend by offering special operator EP packages. These come without retail covers, with some of the production savings passed on to operators.

QUESTION 16: If you use EP's are they on dime or nickel play?

ANSWER:	Dime 48	tors
	Nickel 44 Both 6	.9
	Total	.0

COMMENT:

The fact that more operators use more EP's on dime-play machines than on nickel units points up the value of the bonus donut platters in easing the transition to the higher price peg. In some areas now being converted to dime play as many as 30 per cent of all disks stocked in machines are EP's. But the healthy segment of nickel-play EP's (44.9 per cent) show that these records have a programming utility quite apart from smoothing the switch to a higher play price. Of course, operators use many fewer EP's in nickel machines than in dime equipment.

HAVING

RECORD TROUBLES?

GET THE HITS NOW

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1/25

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MGM Greets the Music Operators of America!



JAMES JONI



HOW IMPORTANT BE?

Orchestra conducted by DAVE TERRY

THIS IS MY CONFESSION



from the Worner Brothers' Picture "Battle Cry"

und NO REGRETS MCM 11900 78 rpm . K 11900 45 rpm

BETTY MADIGAN

WHEELS OF LOVE

MCM 11950 78 rpm . K 11950 45 rpm

BELLY ECKSTINE

GIVE ME ANOTHER CHANCE

MORE THAN

DAVID ROSE

TAKE MY LOVE

and LOVE IS ETERNAL

NEVER MIND THE NOISE IN THE MARKET

and CAROLINA IN THE MORNING MGM 11939 75 rpm K 11939 45 rpm

DICK HYMAN TRIO

THE OLD **PROFESSOR**

BESAME MUCHO

(Kiss Me Much)

MGM 11951 78 rpm * K 11951 45 rpm

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THE GREATEST NAME (IN ENTERTAINMENT

HOT SPECIALS!

LEROY HOLMES and his Orchestra

UNCHAINED MELODY

Whistling by Fred Lowery

and OLIVIA

THE MARION SISTERS

the SIAMESE CAT SONG

HES A TRAMP

MGM 11962 78 rpm • K 11962 45 rpm MGM 11963 78 rpm • K 11963 45 rpm

DANNY COSTELLO

WE'RE NOT CHILDREN ANYMORE

MGM 11958 78 rpm • K 11958 45 rpm MGM 11959 78 rpm•K 11959 45 rpm

THE MASCOTS

PLEASE HAVE MERCY

DREAMBOAT

ROSALIND PAICE

THINK I'LL WHEN I FOUND YOU AGAIN IN SOMEBODY ELSE'S MGM 11924 78 rpm • K 11924 45 rpm

RUSH ADAMS

THE ROSE IN 3

ONLY

HANK WILLIAMS PLEASE DON'T & FADED LOVE AND LET ME

WINTER ROSES MGM 11928 78 rpm * K 11928 45 rpm

KAY ARMEN

BY CANDLE LIGHT

 K 11934 45 rpm MGM 11934 78 rpm

TOMMY EDWARDS SERENADE

IT COULD HAVE

ARTHUR SMITH

www.americanradiohistory.com

MIDNIGHT RAG

MGM 11945 78 rpm * K 11945 45 rpm



Original Cast Sound Track Album

THE DECK

Vic Damone

· Jane Powell Ann Miller

Tony Martin

 Debby Reynolds X 287 M 287 E 3163



Best Selling Album

JONI JAMES

LITTLE GIRL BLUE

X 272 M 272 E 272

Sopyrian

Juke Box Distributors

Here's an up-to-date listing of the distributing companies grouped under the manufacturer they represent. Every effort was made to list all authorized distributors as of February 15.

AMI, Inc.

ATLANTA-Friedman Amusement Co., 441 Edgewood Ace., S.E. BALTIMORE-General Music Sales Company, Inc., 245 West Biddle St. BIRMINGHAM-Birmingham Vending Co., 540 Second Ave., N.

BOSTON-Atlas Distributing Co., 1024 Commonwealth Ave. BUFFALO-Sheldon Sales, Inc., Main St.

CHARLESTON, W. Va.-Roanoke Vending Machine Exchange, Inc., 118 W. Wash-CHICAGO-Automatic Phonograph Distributing Co., 806 N. Milwaukee Ave.

CINCINNATI-Southern Automatic Music Co., 1000 Broadway CLEVELAND-Cleveland Coin Machine Exchange, Inc., 2029 Prospect St. COLUMBIA, S. C.-Friedman Amusement

Co., Inc., 2007 Main St. DALLAS-State Music Distributors, Inc., 31000 Main St. DENVER - Mountain Distributors 3630

Downing St. DETROIT - Miller-Newmark Distributing Co., 5743 Grand River Ave. DURHAM, N. C .- Steel Music Co., 218 E. Parrish St.

GRAND RAPIDS, Mich .- Miller-Newmark Distributing Co., 42 Fairbanks St., N.W. HARTFORD, Conn.-Runyon Sales Co., 181 Pleasant St. HOUSTON-R. Warncke Co., 3445 Leeland INDIANAPOLIS - Southern Automatic

Music Co., 129 W. North St. JACKSONVILLE, Fla.-Southern Music Distributing Co., 418 Margaret St. KANSAS CITY-Central Distributors 3314

LEXINGTON, Ky.-Southern Automatic Music Co., 1535 Delaware Ave. LOUISVILLE, Ky .- Southern Automatic Music Co., 735 Brook St. LOS ANGELES, Calif.—Badger Sales Co., Inc., 2251 W. Pico Blvd.

MEMPHIS-Southern Amusement Co., 628 Madison Ave. MIAMI-Southern Music Distributing Co., 1453 S. W. 8th. MILWAUKEE-Paster Distributing Co., 2606 W. Fond du Lac Ave.

MINERAL WELLS, Tex.-Wallace Distributing Co., 205 Northeast First Ave. MINNEAPOLIS-Lieberman Music Co., 257 Plymouth Ave., N. NASHVILLE-Hermitage Music Co., 74 Lafayette NEWARK, N. J.-Runyon Sales Co., 221

NEW ORLEANS-Dixie Coin Machine Co., 122 N. Broad St. NEW YORK-Runyon Sales Co., 593 Tenth OKLAHOMA CITY-Copeland Distributors, 900 N. Western Ave.

OMAHA-Lieberman Music Co., 809 S. 25th St. ORLANDO-Southern Music Distributing Co., 503 West Central Ave. PHILADELPHIA-David Rosen, Inc., 855 N. Broad St. PHOENIX, Ariz.—Garrison Sales Co., 1000 W. Washington St. PITTSBURGH-Banner Specialty Co., 1508

Fifth Ave. PORTLAND, Ore.-Dunis Distributing Co., 1003 S.W. Front St. RICHMOND, Va .- Roanoke Vending Machine Exchange, Inc., 4930 W. Broad St. ST. LOUIS-Central Distributors, 2315

SALT LAKE CITY-Western States Distributors, 177 E. Second South St. SAN ANTONIO-R. Warncke Co., 121 Navarro St. SAN FRANCISCO-Huber Distributing Co., 1118 Howard St.

SEATTLE-Dunis Distributing Co., 100 Elliott St., W. SPOKANE, Wash .- Dunis Distributing Co., 906 W. Second Ave. TOLEDO-Cleveland Coin Machine Exchange, Inc., 1827 Adams St.

TRENTON, N. J.-Runyon Sales Co., 354

S. Warren

EXPORT OFFICE-AMI, Inc., Export Department, 134 N. LaSalle St., Chicago 2

Foreign Distributors:

ARGENTINA-Vicente Sirimarco, Maipu 231, Buenos Aires, Argentina AUSTRIA-Scale-Musik-Automaten, Vienna, BELGIUM-Simons & Zoon, Offerandestraat 50, Antwerp, Belgium CANADA-Allan Pullmer Co., 145 Scotia St., Winnipeg, Manitoba. CANADA-Laniel Amusement Co., 1807 Norte Dame St., W., Montreal, Quebec. CANADA-Toronto Trading Post, Ltd., 736 Yonge St., Toronto, Ont. CANADA-Regent Vending Machines, Ltd., 779 Bank St., Ottawa, Ont. COLOMBIA-Fidel Duque Isaza, Medellin, Colombia COLOMBIA-Nicolas Echeverria & Cia, Manizales, Colombia COLOMIBA-Central Fonotecnica, Cali,

Colombia COLOMBIA-H. Echevarria y Cia., Ltda., Apartado Aereo 704, Barranquilla, Co-

COLOMBIA-Hugo Gaviria B., Ibaque, Co-COLOMBIA-Jaime Londono A., Pereira,

COLOMBIA-Importadora Extra Ltda., Bogota, Colombia

COSTA RICA-Reuben & Co., Apartado 547, San Jose, Costa Rica CUBA-Importadora de Mecanismos Musicales S. A., Ayesteran No. 170, Habana, Cuba

DENMARK-Oscar Siesbye A/S, 5 Palaisgade, Copenhagen, K, Denmark ENGLAND-Automatic Musical ments (Great Britain) Ltd., London, Eng-

FRANCE-Automatic International, Paris,

GUATEMALA-Zaid, de Leon & Cla. S. C., 7a, Ave Norte No. 10-B, Guatemala 1500 Union Ave., S.E., Grand Rapids HAITI-General Trading Co., S.A., Port-au-Prince, Haiti HONDURAS-Yude Canahuati, San Perdo

de Sula, Hondruas MEXICO-Bolivar Radio, Bolivar 14, Mexico, D. F. MEXICO-Mills Panoram S de R. L., Rep.

de Chile No. 14, Mexico 1, D. F. NICARAGUA-Miguel G. Hernandez, 5a. Calle S. E. No. 504, Managua, Nicaragua PANAMA—Agencia Panamusica, Ltda.,

Panama, Panama PERU-Panamusica, S.A., Lima, Peru PHILIPPINES-Suter, Inc., Manila, Philippines

PUERTO RICO-J. Romero, Inc., Ponce de Leon 1663, Parada 2414, Santurce, Paerto Rico SALVADOR-Distribuidora Electrica, Ru-

ben Dario No. 32, San Salvador, El Salvador SWEDEN-Aktiebolaget Serano, Tullinge (Stockholm), Sweden

SWITZERLAND-Padarex S/A, Saint Martin 12, Lausanne, Switzerland ENEZUELA-Mercantil Lara S. A., Carrera, 21, No. 25-81, Barquisimeto ENEZUELA-Cades C. A., Edificio Beco,

Caracas ENEZUELA-Casa Lujan, Medero a Bucare No. 148, Caracas ENEZUELA-Comercial Rodriquez, Abanico a Socorro 51-2, Caracas

VENEZUELA-Distribuidora Jasalco C. A., Edificio Villa Blanca, El Conde, Caracas VENEZUELA—Almacenes D'Elia, El Tigre VENEZUELA—Comercial Cestari, Carretera Negra, Puerto La Cruz ENEZUELA-S. A. Comercial Antonio tera, Negra, Puerto La Cruz

VENEZUELA-Sr. German Pacheco, Maracaibo, Venezuela ENEZUELA-H. S. Rincon, Maracaibo, Venezuela VENEZUELA-S. A. Comercial Antonio

Hidalgo, Calle 98 No. 97-44, Valencia

Rock-Ola Manufacturing Co.

800 N. Kedzie Ave., Chicago 51 ALBUQUERQUE, N. M.—Border Sunshine Novelty, 2919 N. Fourth St. ATLANTA-Robinson Distributing Co., 301

Edgewood Ave., S. E. BALTIMORE-Eastern Vending Sales Co., Inc., 940-2 Linden Ave. BLOOMINGTON, III.-Gilbert Music Co., 108 S. Center

BOSTON-Music & Television Corporation, 1119 Commonwealth Ave. BUCHANAN, Mich.-Fabiano Amusement Co., 208 E. Dewey Ave. BUTTE, Mont.-H. B. Brinck, 825 E. Front

CHARLOTTE, N. C.-Le Stourgeon Dis-tributing Co., 2828 South Blvd. CHICAGO-World Wide Distributors, Inc., 2330 N. Western Ave. CINCINNATI-Marmer Distributing Co., 1519 Central Parkway CLEVELAND-Lake City Amusement Co., 4533 Paybe Ave.

DENVER-Modern Distributing Co., 3222 Tejon St. DETROIT-Brilliant Music Co., 19963 Livernois Ave.
ELIZABETH, N. J.—Seacosat Distributors,

Inc., 1200 North Ave. GRETNA, La,-Hucy Distributing Co., 335 Huey P. Long Ave. INDIANAPOLIS — Calderon Distributing, 450 Massachusetts Ave. JACKSON, Miss.—Capitol Music Distribut-

ing Co., 135 E. Amite St. JACKSONVILLE, Fla.—Ross Distributing Co., 90 Riverside Ave. JOHNSON CITY, Tenn.-Coin Automatic Music, Inc., 241 West Main St.

KANSAS CITY, Mo.-Uni-Con Distributing Co., 3410 Main St. LOUISVILE-H. M. Branson, Distributing Co., 811 E. Broadway

MEMPHIS-S & M Sales Co., Inc., 1074 Union Ave. MIAMI-Ross Distributing Co., 3401 N. W. 36th St. MILWAUKEE-Badger Novelty Co., 2546

N. 30th St. MOLINE, III.-H & H Music, 1626 Third Ave. MONTGOMERY, Ala.-Franco Distributing Co., 24 N. Perry NEW YORK, N. Y.-Seacoast Distributors,

Inc., 594 Tenth Ave. OMAHA-H. Z. Vending & Sales Co., 1205 Douglas St. PHILADELPHIA-S & K Distributing Co., 808 N. Broad

PITTSBURGH-B. D. Lazar Co., 1635 Fifth Ave. PORTLAND, Ore.-Western Distributors, 1226 S.W. 16th Ave. RICHMOND, Va.-Wertz Music Supply Co.,

1013 E. Cary St. ST. LOUIS-J. Rosenfeld Co., 3218 Olive St. ST. PAUL-La Beau Novelty Sales Co., 1946 University Ave. SALT LAKE CITY-Dan Stewart, Inc.,

140 E. Second, S. SAN ANTONIO-Phono-Vend of Texas, 1023 Basse Road SAN FRANCISCO-Osborn Distributing

Co., 278 Sixth St. SEATTLE-Puget Sound Novelty Co., 114 Elliott Ave., W. TUCSON, Ariz.-Paul W. Hawkins, 329 E. Seventh St.

YOUNGSTOWN, O.-Dixon Distributing Corp., 3808 Southern Blvd. LOS ANGELES-Irving Bromberg Co., 83131/2 West Third St. NEW YORK-K.I.D., Inc., 395 Broadway NEW YORK-Messner-Hirth Export Corp.,

458 Broadway LOS ANGELES-D. Philip & Company, 6516 Whittier Blvd. PATERSON, N. J.-Rondad Contracting & Purchasing Co., P.O. Box 1806 CHICAGO-Cesar R. Sandoval & Co., 6405

Foreign Distributors:

S. Keating Ave.

BELGIUM-Brabo, Kronenburgstreet 55, Antwerp, Belgium BELGIUM-Le National, 60, Avenue de Jette, Brussels, Belgium GERMANY - Firma Helmut Rehbock, CANADA-R. C. French & Co., 2818 Baumwall 6-10, Hamburg 11, Germany | W. 4th Ave., Vancouver 8, B. C., Canada | 17

CANADA-William Pound Agencies, 68 Water Street, St. John's, Newfoundland, Canada CANADA-Lawrence Novelty Co., 540 Boucher St., Montreal, Que. CANADA-Kirke Novelty Co., 225 East

King St., Toronto, Ont. CANADA-Winnipeg Coin Machine, 692 Main Street West, Winnipeg, Man. CHILE-Nicolas Chapanos, Indepencia 3215, Santiago, Chile

COLOMBIA-Simon Valasco & Co., Calle 17. No. 9-16, Pereira, Colombia COSTA RICA-Valeriano Mirando, Apartado 1893, Son Jose, Costa Rica CUBA-Roberto Ros, Apartado 107, San-

tiago, Cuba CUBA-Equipos Musicales, San Rafael 874 La Habana, Cuba ECUADOR-German Proano, Apartado 2224, Quito, Ecuador

DOMINICAN REPUBLIC-Ing. Ignacio Agramonte, P. O. Box 672, Ciudad, Trujillo, Dominican Republic GERMANY-Nova Semperstrasse 26, Ham-

burg 39, Germany GUAM-Guam Coin Amusement Co., P. O. Box 466, Agana GUATEMALA-A. Sandoval De Nicol, 7A

Avenue y 10A Calle, Guatemala City, Guatemala HONDURAS-Curacao Trading Co., S.A. P. O. Box 62, San Pedro Sula, Honduras HONDURAS-Juan Kawas & Co., Apartado Postal No. 95, La Ceiba, Honduras HONDURAS-Juan Kawas & Co., Apartado

Postal No. 99, La Cieba, Honduras MEXICO-Industria Nacionales de Sonido. S.A., Calzada Mexico Xochimileo No. 4861, Mexico 22, D.F., Mexico MEXICO-Industria Nacionales de Sonido,

S. A., No. 4861 (Kilometro 17), Calzada Mexico, Xochimilco, Mex. NEWFOUNDLAND-William Pound Agencies, 68 Water St., P. O. Box 2051, St. John's, Newfoundland

NICARAGUA-Miguel G. Hernandez, Apartado 235, Managua Nicaragua PUERTO RICO-R. Quiles Santiago, Calle San Juan N. 912, Santurce SALVADOR-Almacen Las Americas, S.A.

Edificio Las Americas, San Salvador, El Salvador SWITZERLAND, SWEDEN, NORWAY -Nova. Barmberkerstrasse 26, Hamburg 39, VENEZUELA-La Commercial Prosperi, Barcenas a Rio, Building "SADIA," Cara-

. P. Seeburg 1500 N. Dayton St., Chicago 22

cas, Venezuela

ALBANY, N. Y .- Davis Distributing Corp., 1056 Broadway ATLANTA-Sparks Specialty Co., 104

Edgewood Ave., N.E. BALTIMORE-The Musical Sales Co., 140 W. Mt. Royal Ave. BIRMINGHAM-Wolfe Distributing Co.,

Inc., 2217 Sixth Ave., 5. BOSTON-Trimount Automatic Sales Corp., 40 Waltham St. BUFFALO-Davis Distributing Corp., 875

Main St. CHARLOTTE, N. C.-Music Distributors, Inc., 801 S. Cedar St. CHICAGO-Atlas Music Co., 2122 N. Western Ave. CINCINNATI-Shaffer Music Co., 1200 Walnut St. CLEVELAND-Music Systems, Inc., 2600 Euclid Ave. COLUMBIA, S. C .- Sparks Specialty Co., 2608 Main St. COLUMBUS, O .- Shaffer Music Co., 849 N. High St. DALLAS-S. H. Lynch & Co., 2900 Gaston

DENVER-R. F. Jones Co., 1314 Pearl St. DES MOINES-Atlas Music Co. of Iowa, 221 Ninth St. DETROIT-Music Systems, Inc., Michigan,

10217 Linwood Ave. EVANSVILLE, Ind .- S. L. Stiebel Co., 105-7 N. W. Sixth St. FAYETTEVILLE, N. C.-Music Distribu-

tors, Inc., 213-15 Franklin St. HARTFORD, Conn.-Atlantic Connecticut Corp., 790 Albany Ave. HOUSTON-S. H. Lynch & Co., Inc., 910 Calhoun St. INDIANAPOLIS-Shaffer Music Co., 1327

N. Capitol Ave. JACKSONVILLE, Fla.—Wolfe Distributing Co., 459 Riverside Ave. KANSAS CITY, Mo .- W. B. Music Co., Inc., 2900 Main St. LANSING, Mich.-Music Systems, Inc., Michigan, 1224 Turner Ave.

LOS ANGELES-Minthorne Music Co., 2916-20 W. Pico Blvd. LOUISVILLE-S. L. Stiebel Co., 635 W. Main St. MEMPHIS-Sammons-Pennington Co., 1049 Union Ave.

MILWAUKEE-S. L. London Music Co., Inc., 3130 W. Lisbon Ave. MINNEAPOLIS-S. L. London Music Co., Inc., 2605-7 Hennepin Ave. NASHVILLE-S. L. Stiebel Co., 313 Seventh Ave., S.

NEWARK, N. J.-Atlantic New Jersey Corp., 772 High St. NEW ORLEANS-Lynch & Zander Co., 832 Baronne St. NEW YORK-Atlantic New York Corp.,

583 Tenth Ave. OKLAHOMA CITY-Dickson Distributing Co., 631 California Ave. PHILADELPHIA - Atlantic Pennsylvania Corp., 334-6 N. Broad St. PHOENIX, Ariz,-Minthorne Music Co.,

611 W. Washington St. PITTSBURGH-Atlas Music Co., 2231 Fifth PORTLAND, Ore.-R. F. Jones Co., 1200

S. E. Morrison ROCHESTER, N. Y .- Davis Distributing Corp., 317-319 Alexander St. ST. LOUIS-W. B. Distributors, Inc., 1012 Market St. SALT LAKE CITY-R. F. Jones Co., 127

E. Second St., S. SAN ANTONIO-S. H. Lynch & Co., Inc., 414 Dolorosa SAN FRANCISCO-R. F. Jones Co., 1263

SEATTLE-R. F. Jones Co., 2600 Second SYRACUSE-Davis Distributing Corp., 738 Erie Blvd., E. TOLEDO-Music Systems, Inc., 1302 Jack-

EXPORT OFFICE-American Steel Export Co., Inc., 347 Madison Ave., New York

Foreign Distributors:

CANADA-R. C. Gilchrist, Ltd., 1166 Bay St., Toronto, Ont. CANADA-R. C. Gilchrist (Quebec), Ltd. 1316 Notre Dame St., W., Montreal 3, CANADA-R. C. Gilchirst, Ltd., 2487 Commercial Dr., Vancouver, B. C.

The Rudolph Wurlitzer Co.

North Tonawanda, N. Y. ALBANY, N. Y .- Bilotta Distributing Corp., 1120 Broadway ALLSTON, Mass.-Redd Distributing Co., Inc., 298 Lincoln St. AUGUSTA, Ga.-Crown Music Co., Inc., 631 11th St. BALTIMORE-The Winters Distributing Co., 1713-5 Harford Ave. BUFFALO-Century Distributors, Inc., 1221-3 Main St. CHARLESTON, W. Va.-Cruze Distributing Co., Inc., 105 Virginia St., W. CHARLOTTE, N. C .- Brady Distributing Co., 522 E. Trade St. CHICAGO-Coven Music Corp., 3181 N. Elston Ave. CINCINNATI-T & L Distributing Co. 1663 Central Pkwy. CLEVELAND-Northern Music, Inc., 2006 Prospect Ave. COLUMBUS, O.-Northern Music, Inc., 622 W. Broad St. DALLAS-Commercial Music Co., Inc., 1550 Edison DETROIT-Angott Distributing Co., Inc., 2616 Puritan Ave.

DENVER-Draco Sales Co., 2005 W. Alameda DES MOINES-Sandler Distributing Co., 110 11th St. HOUSTON-Steele Distributing Co., 3300 Louisiana St. INDIANAPOLIS-Coven Music Corp., 1301

N. Capitol Ave. JACKSONVILLE, Fla.,-Bush Distributing Co., 60 Riverside Ave. KANSAS CITY, Mo .- Mid-West Distributors, 709 Linwood Blvd.

LOS ANGELES-Sierra Distributing Co., 2775 W. Pico Blvd. LOUISVILLE - Co-operative Distributing Co., 234 West Jefferson St. MEMPHIS-Williams Distributing Co., Inc., 1117 Union Ave.

29th St. MILWAUKEE-United, Inc., 4227 W. Vliet MINNEAPOLIS-Sandler Distributing Co., 485 Plymouth Ave. N. NASHVILLE-Rock City Amusement Co., 108 Lafayette St.

NEWARK, N. Y.—Bilotta Distributing Co., 224 N. Main St. NEW ORLEANS-F. A. B. Distributing Co., 1019 Baronne St. NEW YORK-Young Distributing Inc., 599 Tenth Ave. OKLAHOMA CITY-Culp Distributing Co., 614-6 W. Grand Ave. OMAHA-Central Music Distributing Co.

Inc., 1209 Douglas PHILADELPHIA-Active Amusement Machines Co., 666 N. Broad St. PITTSBURGH-Music Distributing Co., 2001 Fifth Ave. RICHMOND, Va.-O'Connor Distributors, . Inc., 2320 W. Main St. ST. LOUIS-Brandt Distributing Co. Inc., 1809-11 Olive St.

SAN ANTONIO-Commercial Music Co., Inc., 1415 S. Flores St. SAN FRANCISCO-Emarcy Distributing Co., 348 Sixth St. SEATTLE-Northwest Sales Co., 3150 Ellioff Ave. TUCSON, Ariz.—Canyon States Distributing

Co., 301 E. 7th St. WICHITA, Kan.-United Distributors, 513 E. Central

Foreign Distributors:

AFRICA-C. Bothener & Sons, Ltd., 80 St. Georges St., Cape Town, South Africa AFRICA-C. Bothener & Son, Ltd., Cavendish Chambers, 183 Jeppe St., Johannesburg, South Africa.

AFRICA-Jose Cesar Vasconcellos, P. O. Box 953, Lourence Marques Mozambique, Portuguese East Africa

ARGENTINA-Carlos Touche, Entro Rios 631, Buenos Aires, Argentina

ARUBA-J. A. Nieuw, P. O. Box 84, Oranjestad, Aruba, N. W. BELGIUM-Elspor-Belge, Appelmastraat 2,

Antwerpen, Anvers, Belgium BELGIUM-Elspor-Belege, 26 rue du Lombard, Brussels, Belgium (Co-ordinating address in New York: Elspor,

Inc., 36 W. 25th St., New York 10) BOLIVA-Arauco Prado & Cla., S. A. Calle Loayza 67-71, La Paz, Bolivia CANADA-Siegel Distributing Co., Ltd., 637 Younge St., Toronto, Ont.

CANADA-Siegel Distributing Co., Ltd., 2095 Notre Dame St., W. Montreal, Que. CANADA-Siegel Distributing Co., Ltd., 40 Powell St., Vancouver, B. C.

COLOMBIA-Felix de Bedout e Hijos Sucs., Apartados Aereo 760, Medelin, Colombia COLOMBIA - Foto Velasco, Apartado Aereo 290, Barranquilla, Colombia

Co-ordinating address in New York: De Bedout Bros., 11 W. 42nd St., New York) COLOMBIA-Importadores, Aliados Ltda., Carrera 5a No. 21-34, Cali, Colombia COLOMBIA - Importaciones Cabo Ltda... 34-41 Carrera 13, Bogota, Colombia

CUBA-Bush Distributing Cia, Nuevo Distribuidora Internacional de Musica, S.A., Calle Zadaja de Ayesterea 401, Havana, DOMINICAN REPUBLIC-Caribbean Mo-

tors Co., C. per A., Apartado No. 52, Ciudad Trujillo, Dominican Republic FRANCE-Franco Americaine, Distribution Automatique, 32 rue Rodier, Paris, France FRENCH MOROCCO-Casablanca Amusement Co., 15, rue de Lille, Casablanca,

French Morocco GUAM-Rogan & Co., P. O. Box 4181. Village Station, Los Angeles, Calif. GERMANY - Gustav Huseman, Komodienstr. 32/34, Koln/Rhein, Germany GUATEMALA - M. A. Mena, 11 Calle Oriente No. 4, Guatemala City, Guatemala HAITI-Frank W. Wilson, P. O. Box 1323, Rue des Casernes, Port-au-Prince, Haiti HONDURAS - Casa Carlos A. Zuniga,

Tegucigalpa, D. C. Honduras, C. A. HONDURAS-Santiago Castillo, P. O. Box 69. Belize, Br. Honduras MIAMI-Bush Distributing Co., 286 N. W. ITALY-Societa per las Distribucione in Italia, dei Pradotti Wurlitzer, Piazza Barbarini 52, Rome, Italy

ITALY-Musicalradio, Via delle Convertite 22 23, Rome, Italy APAN-Dunham & Smith Inc., Nikkatsu International Bldg., Central P. O. Box 1041, Tokyo, Japan MEXICO-Casa Riojas, Rosas Morena No.

87. Mexico 4, D. F. Mexico NETHERLANDS WEST INDIES-A. D. Nieuw, Kerkstraat 28, Willemstad, Curacao, N. W. I. NETHERLANDS WEST INDIES-J. A.

Nieuw, P. O. Box 84, Oranjestad, Aruba, N. W. I. NETHERLANDS-Klaas Roos, Insulindestraat 208, Rotterdam, Netherlands NICARAGUA-J. C. Martinez y F. A.

Mendieta Cia., Apartado 74, Managua, Nicaragua PANAMA-Guardia & Cia., S. A. Apartado Postal 481, Panama City, Panama PHILIPPINES-Felipe Yupangco & Sons,

Bonifacio Drive at 13th St., Port Area; Manila, Philippine Islands PERU-Peschiera Hnos. Cia., I.td., S.A., Avenido Mariscal Benavides 1013, Lima,

PUERTO RICO-Borinquen Music Corp., 308 Salvador Brau St., San Juan, Puerto Rico SALVADOR-Jose Gadala Maria Hijos & Co., Santa Ana, El Salvador

SWITZERLAND-Planohaus Eckenstein, A. G., Nadelberg 20, Basel, Switzerland VENEZUELA-Bechofer Brothers, Inc., 25 Beaver St., New York 4

VENEZUELA - Bechofer Brothers, Inc., Monzon a Barcenas 126 C., Caracas, Venezuela VENEZUELA-Commercial Jaeger S. A.,

La Casa del Radio, Apartado No. 228, Maracaibo, Venezuela

One-Stops

ALABAMA Mobile Avenue Supply Co.

907 Davis Ave. ARIZONA

Phoenix One Stop Record Shop 1338 E. Van Buren

ARKANSAS Little Rock

Moses Melody Shop 303 Main St.

CALIFORNIA Anaheim Narath Music Co.

Bakersfield Kern Amusement 919 California Ave. San Jacquin Music Co. 1929 Union

157 West Center Ave.

Los Angeles California Music Co. 2490 West Pico Blvd. Leuenhagen's 2277 West Pico Blvd. Western Music Co. 3014 West Pico Blvd.

Record Rendezvous 356 17th St. Oakland

Fred Blakeney 5667 Shafter Ave. Jack Kingston 426 13th St. Sacramento

Record Supply Attn.: Russ Solomon 2518 16th St. San Bernardino

Braviroff's

San Diego E. E. Paterson 3386 30th St. Ratner Electric 745 S. Broadway San Francisco Dan Shea 272 6th St. COLORADO Denver

Mountain Distributors 3630 Downing WASHINGTON, D. C. Quality Music 1836 7th St., N.W. Super Enterprises 1245 9th St., N.W. FLORIDA

Jacksonville Dixie Music Shop 119 Laura St. Miami Budisco 286 N.W. 29th St. Southland Appliances

1674 N.W. 36th St. GEORGIA Atlanta Central Record Shop

98 Decatur St. ILLINOIS Chicago A. B. Record Sales 2854 W. Roosevelt Little Al's 3236 Lawrence Ave. Music Box 1301 W. 79th St. Sids One Stop

4632 Cottage Grove Ave. Singer One Stop 1820 W. Chicago Ave. Peoria Record One Stop 315 E. State St.

(Continued on page 86)

THEORIGINAL!

THE ORIGINAL RECORD

THAT STARTED IT ALL—
NOW RELEASED BY DECCA



THE ORIGINAL RECORDING BY

LEE RAYMOND

29492 • 9-29492





at the 1955 MOA Convention. Their booth numbers are in parentheses after the company name.

A.B.T. MANUFACTURING CO. (35)715-723 North Kedzie Avenue Chicago 12 AMI, INC. (7) 1500 Union Avenue, S.E.

Grand Rapids 2, Mich. AUTO-PHOTO CO. (31) 1444 South San Pedro Los Angeles

Chicago 17

BALLY MANUFACTURING CO. (58-59)2640 Belmont Avenue

THE BILLBOARD PUBLISHING CO. (21) 188 West Randolph Street

Chicago BROADCAST MUSIC, INC. (44-47)589 Fifth Avenue New York 17

CAPITOL PROJECTOR CORP. 556 West 52d Street New York CAPITOL RECORDS (25)

1507 North Vine Street Hollywood CASH BOX (10) 32 West Randolph Street

Chicago 1 COLUMBIA RECORDS, INC. (14)

1473 Barnum Avenue Bridgeport 8, Conn. CORAL RECORDS, INC. (16) 48 West 57th Street New York 19

DECCA RECORDS (22) 50 West 57th Street New York 19 DOT RECORDS (15 & 17)

Gallatin, Tenn. DOUBLE AA RECORD CO., INC. (57)

1697 Broadway New York 19 DOWNBEAT (9) 2001 Calumet Avenue Chicago

GRAND OLE OPRY (8) 771 Elvsian Field Road Nashville INTERNATIONAL MUTOSCOPE

4404 11th Street Long Island City, N. Y.

CORP. (27-28)

Following is a list of exhibitors | J. H. KEENEY & CO., INC. (32-33)2600 West 50th Street Chicago

BERT LANE CO., INC. (6,000) 1860 N.E. 146th Street North Miami, Fla.

LONDON RECORDS, INC. (50) 539 West 25th Street New York

M-G-M RECORDS (13) 701 Seventh Avenue New York 36

MOA HEADQUARTERS 3018 East 91st Street Chicago 17

MERCURY RECORD CORP. (12) 35 East Wacker Drive Chicago

NATIONAL JUKE BOX MUSIC, INC. (20) 1650 Broadway New York

NATIONAL REJECTOR CO. (1-2-3)5100 San Francisco Avenue

St. Louis PERMO, INC. (11) 6415 North Ravenswood Avenue

Chicago RCA VICTOR RECORDS (24) 630 Fifth Avenue

ROCK-OLA MANUFACTURING CORP. (5) 800 North Kedzie Avenue Chicago 31

New York

J. P. SEEBURG CORP. (6) 1510 Dayton Street Chicago 11 SENTINEL RADIO CORP. (30)

2100 Dempster Street Evanston, Ill. STAR TITLE STRIP CO. (19) 2001 Fifth Avenue

Pittsburgh WATCO RECORDS (53) 1674 Broadway New York

WILLIAMS MANUFACTURING CO. (38 & 41) 4242 West Fillmore Street Chicago 24

RUDOLPH WURLITZER CORP.

North Tonawanda New York LABEL "X" (23) 155 East 24th Street New York

One-Stops

Continued from page 84

Rock Island Van Goors Record Shop 123 18th St. Springfield Melody Lane Record Shop 125 N. 6th The Platter 208 S. 4th St.

INDIANA Huntington Music Box 544 N. Jeverson Indianapolis Duchess Record Shop

809 N. Dela St. Fountain Square Music 1123 Shelby St. One Stop Record Dists. 1325 N. Capitol Ave. IOWA

Des Moines Frank's One Stop S.W. 7th and Indianola Road

KANSAS Wichita Harry St. Record Shop 104 E. Harry St.

LOUISIANA Baton Rouge Record Headquarters 1810 North St.

Lafayette Staggs Bourdreaux Music House 1006 Cameron Lake Charles

Khory's Record Shop 328 Railroad Ave. New Orleans Franks Record Shop 338 S. Rampart St. Shreveport

Stans Record Shop 728 Texas MAINE

Bangor Viner Music Co. Pickering Square MARYLAND

> Baltimore Barnett Dist. Co. 2566 Madison Ave. Chris Novelty 806 St. Paul St. Irving Music Co. 3042 14th St., N.W. Musical Sales

140 W. Mt. Royal Ave.

Super Music 570 N. Gay St. Super Music c/o Chris Novelty 806 St. Paul St. Wollman's Music 233 S. Broadway

MASSACHUSETTS Allston Dick's Record 298 Lincoln St.

Boston Boston Record Dist. 1337 Washington St.

MICHIGAN Detroit Angott Sales Co. 2616 Puritan Music Systems 10217 Linwood State Song

2932 Hastings Devand Statewide Record Bar 514 Lenawee

Flint Regent Record Shop 902 N. Saginaw St.

MINNESOTA Minneapolis Acme Novelty Co. 257 Plymouth Ave., N. Advance Sales 1313 Third Ave. St. Paul Automatic Games Supply Co.

302 University Ave.

Labeau Novelty Co.

1946 University Ave. MISSISSIPPI

Egan's Gifts and Sundrie Shop 1350 W. Howard Ave. Jackson

Capital Music Co. 135 E. Amite St.

Modern Appliance & Music Co. 103 N. Broadway

MISSOURI Kansas City One Stop Phono 316 W. 12th St. Louis Laclede Music Store

4060 Laclede

'55 MOA Exhibitor Roster All-Time Juke Box Favorites

(The million-record sellers excluding seasonal records)

TITLE and ARTIST Amapola—Jimmy Dorsey	LABEL	TITLE and ARTIST	LABEL
Amanola-Timmy Dorsey	Decca 25120	Paper Doll-Mills Brothers	
Anna—Sylvano Mangano		Pistol Packin' Mama—Al Dexter	Columbia 3/008
Anniversary Song-Al Jolson	Decca 23714	Polonaise-Carmen Cavallaro	Decca 23791
Anytime-Eddle Fisher	RCA Victor 20-4359	Praise the Lord-Kay Kyser	Columbia 36640
Bullerina-Vaughn Monroe	RCA Victor 20-2433	Prisoner of Love-Perry Como	RCA Victor 20-1814
Because—Perry Como	RCA Victor 20-2653	Prisoner's Song-Vernon Dalhart Racing With the Moon-Vaughn Monroe.	PCA Victor 20-2933
Because of You-Tony Bennett		Rags to Riches—Tony Bennett	Columbia 40048
Reer Barrel Polka-Will Glahe	RCA Victor 25-1009	Ramona Gene Austin	RCA Victor 21334
Regin the Reguine-Artic Shaw	RCA Victor 20-1551	Ricochet-Teresa Brewer	
Re My Love-Mario Lanza	RCA Victor 10-1561	Riders in the Sky-Vaughn Monroe	RCA Victor 20-3411
Blue Skirt Waltz-Frank Yankovic	Columbia 12534	Rose O'Day-Kate Smith	Columbia 36448
Blue Tango—Leroy Anderson Bouquet of Roses—Eddy Arnold	DCA Victor 20.2806	Rum and Coca-Cola-Andrews Sisters-Bin	g Crosby. Decca 25096
Boogle Woogle-Tommy Dorsey	RCA Victor 26054	Sam's Song—Gary and Bing Crosby San Antonio Rose—Bob Wills	Columbia 20035
Buttons and Bows-Dinah Shore	Columbia 38284	Sentimental Journey—Les Brown	Columbia 37347
California Here I Come-Al Joison		Sentimental Me—Ames Brothers	
Chattanooga Choo Choo-Glenn Miller	RCA Victor 20-2410	Shanty Town-Johnny Long	Decca 23622
Chattanoogie Shoe Shine Boy-Red Foley.	Decca 46205	Silver Haired Daddy-Gene Autry	Columbia 20727
Choo Choo Ch' Boogie-Louis Jordan		Sin-Eddy Howard	Mercury 5711
Ciribiribin—Harry James	RCA Victor 20-1629	Slipping Around-Margaret Whiting-Jimmy	Wakely Capitol 1634
Come On-A My House—Rosemary Cloone	VColumbia 1383	Smoke, Smoke, Smoke—Tex Williams Song From Moulin Rouge—Percy Faith	Columbia 39944
Cruising Down the River-Blue Barron		Sonny Roy-Al Jolson	Decca 23614
Cry-Johnnie Ray	Columbia 39659	South America—Andrews Sisters-Bing Cros	sbyDecca 23569
Cry of the Wild Goose-Frankie Laine	Mercury 5363	St. George and the Dragonet-Stan Freber	rg
Deep in the Heart of Texas-Horace Hei	dt,Columbia 36525	Star Dust-Artie Shaw	RCA Victor 27230
Don't Fence Me In-Bing Crosby Don't Let the Stars Get in Your Eyes-F	Perry Comp	Strip Polka-Kay Kyser	Columbia 3/962
Don't Let the Stars Get in Your Eyes-1	RCA Victor 20-5064	Sugar Blues—Clyde McCoy	PCA Victor 26763
Glow Worm-Mills Brothers	Decca 28384	Sunrise Serenade—Glenn Miller	RCA Victor B-10214
Goodnight, Irene-Weavers	Decca 27077	Swanee—Al Jolson	Decca 2370
Gypsy-Ink Spots	Decca 23936	Sweet Lelant-Bing Crosby	Decca 25011
Heartaches-Ted Weems	Decca 25017	Swinging On a Star-Bing Crosby	Decca 27605
How High the Moon-Les Paul-Mary For Hubba Hubba (Dig You Later)-Perry (Tell Me Why-Four Aces	Conitol 1639
Hubba Hubba (Dig Tou Later)—Felly (RCA Victor 20-1750	Temptation (Tim-Tayshun)—Jo Stafford Tennessee Waltz—Patti Page	Mercuy 5534
I Apologize—Billy Eckstine		That's Amore—Dean Martin	Capitol 2589
I Believe-Frankie Laine		That's My Desire-Frankie Laine	Mercury 5007
I Went to Your Wedding-Patti Page	Mercury 5899	The Doggie in the Window-Patti Page	Mercury 70070
If I Knew You Were Comin'-Eileen Ba	rtonMercury 5392	The Thing-Phil Harris	RCA Victor 20-3968
I'm Looking Over a Four Leaf Clover—Ar I'm Walking Behind You—Eddie Fisher	DCA Victor 20.5203	There Are Such Things-Tommy Dorsey.	RCA Victor 27974
In the Mood—Glenn Miller	RCA Victor 20-1753	There, I've Said It Again—Vaughn Monro There's a Star-Spangled Banner Waving	
Into Each Life Some Rain Must Fall-	-Ella Fitzgerald-Ink	Britt	
Spots	Decca 23356	Three Little Fishes-Kay Kyser	Columbia 36640
It's in the Book-Johnny Standley		Three o'Clock in the Morning-Paul Wh	iteman
I've Heard That Song Before-Harry Jan	nesColumbia 37521		RCA Victor 18940
Jezebel—Frankie Laine	Columbia 36604	Till I Waltz Again With You-Teresa Bre	
Jumpin' Jive—Cab Calloway		THI the End of Time—Perry Como To Each His Own—Ink Spots	
Kalamazoo-Glenn Miller	RCA Victor 27-0026	To Each His Own-Eddy Howard	
Kaw-Liga-Hank Williams		Too Fat Polka-Arthur Godfrey	Columbia 38761
Laura-Woody Herman	Columbia 36785	Too Young-Nat (King) Cole	
Little Bird Told Me, A-Evelyn Knight.		Twelfth Street Rag-Pec Wee Hunt	
Loveliest Night of the Year—Mario Lanz Lovesick Blues—Hank Williams		Vaya Con Dios Les Paul-Mary Ford	
Lucky Old Sun—Frankie Lainc		Wabash Cannonball—Roy Acuff Wheel of Fortune—Kay Starr	
Mam-selle—Art Lund		When You Were Sweet Sixteen—Perry Com	
Manana—Peggy Lee		Whiffenpoof Song-Bing Crosby	Decca 23990
Marie-Tommy Dorsey		Whispering-Paul Whiteman	RCA Victor 18690
Maybe You'll Be There-Gordon Jenkins.		Who Wouldn't Love You?-Kay Kyser	Columbia 6061
Mocking Bird Hill—Les Paul-Mary Ford Mule Train—Frankie Laine		Why Don't You Believe Me?-Joni James	
My Foolish Heart—Billy Eckstine		Woodehopper's Ball—Woody Herman Woody Woodpecker—Kay Kyser	
My Heart Cries for You-Guy Mitchell	Columbia 39740	You Always Hurt the One You Love—Mills	
Nature Boy-Nat (King) Cole		You Made Me Love You-Al Jolson	
Now Is the Hour-Bing Crosby		You Made Me Love You-Harry James.	Columbia 39739
Oh Johnson Orgin Trocker		You, You, You-Ames Brothers	
Oh, Johnny-Orrin Tucker	PCA Victor 20 5552	You'll Never Know—Dick Haymes You're Breaking My Heart—Vic Damone.	
	VICTOR (U-3332)	TOURS REPORTED NAVI MODEL VIOLENCES	22 OF CHIEF 5 7 7 1
Oh, My Papa—Eddie Fisher One o'Clock Jump—Harry James		Your Cheating Heart-Joni James	

One Stop Record Service 2626 Olive St. Uptown Music Store 4936 Delmar

NEBRASKA Omaha

Lieberman Music Co. 308 S. 25th One Stop Phono 716 S. 16th St.

NEW HAMPSHIRE Manchester Manchester Music Co.

89 Manchester St. NEW JERSEY Elizabeth Melody Shop 1184 Elizabeth Ave.

> Newark Belmont Record Shop 268 15th Ave. Dance Record Dist. 1159 Broad St. Red Top Records 261 S. Orange Ave. A. Williams High St.

Paissaic Eddie Brill 67 Garden St.

NEW YORK Albany Harper's 123 N. Pearl St.

Brooklyn

Bronx Fulton Radio 490 Clarmont Parkway

Town Hall 188 Riverdale Ave.

One Stop Record Sales 341 Niagara St. Far Rockaway Harlem Hit Parade

2112 Coraga Ave. Jamaica Raymar

170-21 Jamaica Ave. New York City Leslie 639 10th Ave. Harlem River Record

54 McCombs Place Rochester M. E. Silver Corp. c/o Columbia Music Store 77 Clinton Ave., S.

Syracuse Wilson, Inc. 310 S. Salina Tuckahoe Book Bros. 4 Depot Sq.

NORTH DAKOTA Minot Northwest Piano Co.

1954 Juke Box Favorites

(According to End-of-Year Recapitulation of The Billboard's National Juke Box Chart)

TITLE and ARTIST LABEL WANTED-Perry ComoRCA Victor 5647 SH-BOOM—Crew CutsMercury 70404

Top Seasonal Standards

(Million-Selling Records)

ALL I WANT FOR CHRISTMAS......Spike Jones......RCA Victor 20-3177 HERE COMES SANTA CLAUS.......Gene Autry.......Columbia 39463
I SAW MOMMY KISSING SANTA CLAUS. Jimmy Boyd.......Columbia 39871 I'LL BE HOME FOR CHRISTMAS......Bing Crosby.......Decca 23779 RUDOLPH, THE RED NOSED REINDEER..Gene Autry.................Columbia 39463 WHITE CHRISTMAS Bing Crosby...... Decca 23778 WHITE CHRISTMASFrank Sinatra......Columbia 38257 WHITE CHRISTMASFreddy Martin......RCA Victor 27946
WINTER WONDERLANDAndrews Sisters-Guy Lombardo......Decca 23722

OHIO Dayton Progressive Records 953 Trou St. Cincinnati Halper's 132 W. Fifth St. One Stop Records 920 Race St.

Cleveland Hankleman Drug Co. 2621 E. 9th St. Columbus

Elite Records 846 High St. Toledo Keller Radio 902 W. Delaware

OKLAHOMA Tulsa Bills Record Shop 17 W. 7th T. Record Shop 17 W. 7th

Eugene Thompson's Music Mart 985 Willamette St. Portland

Jean's Record Shop 2662 N.W. Vaughn St. Madrona Radio 6. N. Broadway Salem H. W. Shogrin

428 Court St. PENNSYLVANIA

OREGON

Danville James Foster 282 Mill St. Philadelphia Richloy Records 3049 Kensington A Slothkin's 41st and Lancaster At-Treegoobs 4095 Lancaster Ave. A. Williams

> 1308 Columbia Ave. (Continued on page 142)



HER NEWEST HIT...



JANE P. MORGAN

SINGS

DANGER. HEARTBREAK AHEAD

SOFTLY, SOFTLY

VICTOR 20-6016

SMASH FOLLOW-UP TO

THAT'S ALL I WANT FROM YOU

VICTOR 20-5896 '

for all your help. Jaye

Thanks, Ops,

PERSONAL MANAGEMENT

DURGOM-KATZ ASSOCIATES

EXCLUSIVELY





MERCURY ARTISTS CORP. 730 Fifth Avenue New York City

ALABAMA

Birmingham

Gulf States Dist. Co. 700 Second Ave., N. Labels: Dec, Mon, WO, Cov.

Interstate Phonograph Record Co. 644 Second Ave., N. Labels: Col, Cor, FS, Ron, Apo, Ali, Rud, Zod, Brk. King Records, Inc.

Labels: Kng, Fed, Del, R. P. McDavid & Co. Inc. 1430 Second Ave, So. Labels: RCA, Grv.

701 Third Ave., N.

Reid Dist. Co. Labels: Riv, GTJ, Con.

ARKANSAS

Little Rock

Frank Lyon Co. 210 E. Markham St. Labels: RCA, Grv.

ARIZONA

Phoenix

Old Timer Records 3703 N. Seventh St. Labels: FD J. E. Redmond Supply Co. 625 W. Madison Labels: Dec 12th St. Record Bar 1154 E. Washington St. Labels: Cha, RIH, Hwd

CALIFORNIA

Berkelev

W. M. Van Deren 2806 San Pablo Labels: FD, Kis, WJ, Win, RGA

Fullerton *Emerson C. Egbert 657 N. Woods Ave. Labels: Bel

Los Angeles

Ace Dist. Co. 2534 W. Pico Blvd. Labels: TNT Allied Music Sales 2542 W. Pico Blvd. Labels: 7-11, Ala, Sco Int. Orf. Der. Got. TC. Sav. Pea. Duk. Abb

Rma, Sdy, Tic, Fab, California Record Dist. Co. 2962 W. Pico Blvd.

Labels: FS, Fan, Old, Rud, PJ, Riv, S&S, GTJ, Con

Capitol Record Dist. Corp. 318 W. 15th St.

Labels: Cap *William G. Dennis 1526 Silverlake Blvd. Labels: Bel

Decca- Dist. Corp.

6750 Santa Monica Blvd. Labels: Dec Diamond Record Dist. 1819 W. Pico Blvd.

Labels: Ced, Crl, Ron, GE, Fie. WJ, Win, Fla, Rep, Tif *Charles Egbert 1762 Silverlake Blvd. Labels: Bel

Fox Associates 2519 W. Seventh Labels: LA Jay Kay Dist. Co. 2980 W. Pico Blvd. Labels: X, Grv King Records Inc.

2646 W. Pico Blvd. Labels: Kng, Fed, Del L. A. Music Sales 2102 W. Washington Labels: Jub

London Records of California, Inc. 445 S. La Brea Ave. Labels: Lon Mercury Record Dist. 2958 W. Pico Blvd. Labels: Mon, Mer. WO.

Clf L. J. Meyberg Co., Inc. 2027 S. Figueroa St. Labels: RCA Modern Dist. Co. 2978 W. Pico Blvd. Labels: Cor, YP, Brk

Record Merchandising Co. 2580 W. Pico Blvd. Labels: Cdl, Vie, Old, Val. JD

Sunland Music Co., Inc. 1310 S. New Hampshire Labels: MGM, CRG, All, Pal, Ess. Zod, Dot, Cdc, RGA

Ray Thomas Co. 1601 S. Hope St. Labels: Col American Plastic Industries 1622 E. 12th

Labels: S & S North Hollywood

·Louis Sussman 12811 Sylvan Labels: Bel

Record Distributors

THE BILLBOARD

and Labels They Distribute

Oakland

Julian Brown Enterprises 5665 Shafter Ave. Labels S & S Chatton Dist Co. 1921 Grove St. Labels: Atl, Ch, Jub, Uni, FS, Che, Chs, Apo, Got, All, Der, TC, Ide, Pal, Pea, Duk, PJ, Ess, Zod, Fie, Dot, Riv. Sta. Sun. Imp. Spe, Tru, GTJ, Con, JD, Val, Hwd, Grv, X, Fab, Abb *William Mahon 3758 Silverwood Ave. Labels: Bel

Pasadena

Four Star Sales Co. 305 S. Fair Oaks Labels: Ran

San Francisco Allied Music Sales 371 Sixth St. Labels: Sdy, Abb, Fab H. R. Basford Co. 235 15th St.

Labels: Col Capitol Records Dist. Corp. 512 Brannan St. Labels: Cap *George Bria 2340 Francisco St. Apt. 303

Labels: Bel

565 Sixth St.

fornia

Labels: Lon

444 Sixth St.

33 Gough St.

Labels: RCA

316 Sixth St.

Reider Torsen

2089 15th St.

Corp. 440 Sixth St.

Sun Valley

Labels: Bel

Van Nuys

*Milton Pollock

*Lloyd V. Thomas

COLORADO

Colorado Springs

330 East Boulder St.

Ranger Records

Labels: Ranger

Boyd Dist. Co.

Labels: Cap

Suc,

20 W. 13th Ave.

Davis Sales Co.

1724 Arapahoe St.

Grv. X. Abb

543 Clayton St.

Labels: Bel

1653 17th St.

Labels: RCA

Wayne Clark

Labels: Cap

400 Quivas St.

Supply Co.

1061 Champa St.

JD, Tif, Fab

3630 Downing St.

Sweeney, B. K. Co. 1601 23d St.

Labels: Col. Oke. Epi

3630 Downing St.

Mountain Distributors

Mountain Dist.

Labels: Hwd

Labels: Rep

Larson Dist. Co.

*Harold Ellensweig

Labels: Atl, Mon, PS,

Ron, Lon, 7-11, Ala,

RIH, Say, Fro, Pmu,

Dot, Wal, Ran, HR,

Mod, RPM, Sun, Fla,

Mtor, Cdc, GTJ, Con,

Val, Hwd, Ady, Clf,

Hendrie & Bolthoff Co.

Pan American Record

Labels: M-G-M, Cor,

Jub, GE, Fan, YP,

CRG, Luc, Eso, Ide,

Pal, PJ, Ess, Riv, Imp,

Spe. Brk, S & S, RGA,

Int, Orf, Old,

WJ, WO, Win,

Denver

10124 Elkwood

P. O. Box 462 Labels: Bel

Labels: Ced

Labels: Kng, Fed, Del

725 Clementina St.

Melody Sales Co.

London Record of Cali-

Labels: Fan, CRG, 7-11,

New Sound Record Dist.

Labels: Eso, Pmu, Wal

Labels: MGM, Cor, Oke,

Mon, Ron, YP, Sav,

Cdc, Brk, Rep, Epi

United Music Sales

Mtor, GTJ, Clf

Ala, Sco, Int, Orf,

WO, Mod, RPM, Fla,

Decca Dist. Corp. Der, TC, Pal, Ess, Zod, 525 Sixth St. Dot, WO, Imp, Cdc, Labels: Dec GTJ, Con, Clf Radio & Appliance Delmar Distr. Co. 1560 California St. Distrs., Inc. 673 Connecticut Blvd. Labels: ML Labels: RCA King Records, Inc.

> West Hartford John C. Warner

Ward-Terry Co.

Labels: RCA

Bridgeport

Labels: Bel

Hartford

Co.

70 Rio Grande Blvd.

CONNECTICUT

*Ellsworth Williams

Capitol Records Dist.

252 Farmington Ave.

796 Albany Ave. Rear

Labels: Cor, Atl, Uni,

Ron, Dan, TAR, Brk,

Val, Hwd, Sdy, Ben

1651 Central Ave.

25 Pleasant St.

Decca Dist. Corp.

Seaboard Dist. Co.

Labels: Cap

Labels: Dec

Stern & Co.

Labels: Col

209 Walnut St.

Transdisc Corp.

East Hartford

126½ Windsor St. Labels: X, Grv

Eastern Distributors

Labels: Abb, Fab

777 Connecticut Blvd.

Malverne New England

737 Connecticut Blvd.

Labels: Jub. Mon. FS.

124 Elmfield Ave. Labels: Cap

New Haven

Plymouth Electric Co. 393 Chapel St. Labels: M-G-M

WASHINGTON, D. C. L. J. Meyberg Co., Inc.

Quality Music Co. 1832 Seventh St., N.W. Labels: Che, Chs, RIF, Hwd

Schwartz Bros. 2931 12th St. N.E. Labels: Atl, Mon, FS, Ron, YP, 7-11, Ala, Sco, Int, Orf, Pmu, Gat, Ky, Hal, WO, S & S, Clf

Southern Wholesalers, Inc. 707 Edgewood St., N.E. Labels: RCA, Grv

FLORIDA

Jacksonville

Binkley Dist. 50 Riverside Ave. Labels: M-G-M, Lon, 7-11, Ala, Sco, Int, Orf, Nas, Exc, Apo. Rep, RIH, Sav, Pea, Duk, Her, Abb, Fab, Hic, Ben, Sdy, Hwd, Val. JD, X Distributors, Inc. 555 Osceola St. Labels: Oke, Col

King Records Inc. 302 Park Ave. Labels: Kng, Fed, Del Pan-American Dist. Co. 90 Riverside Ave. Labels: Uni, FS, Che, Chs. Ded. Got, TC, Dev. Pal, Ess. Zod,

Dot, Mod, RPM, Sun, Fla, Mtor, Cdc Taran Dist. Co. c/o Pan American 90 Riverside Ave. Labels: GE

Miami

American Dist. Co. 505 W. Flagler Labels: Gly, Roc, Mon, Ron, Fan, WO, GTJ, Binkley Dist. Co.

301 S.W. Sixth St. Labels: Atl, Lon, 7-11, Ala, Sco, Int, Orf, Nas, Exc, Pea, Duk, Her, Rep, Sdy, Hwd, Val, JD, X Brooke Dist. Co. 412 S.W. Eighth Ave.

Labels: Dec, RCA, Cor European Phonograph Co. 1606 S.W. Eighth Ave. Labels: Dan, Rud Florida Record & Music

763 S.W. Eighth St. Labels: Cap King Records, Inc. 404 S.W. 8th Ave. Labels: Kng, Fed, Del

*Joe Colosi 4631 N.W. Fifth St. Labels: Bel Mercury Record Distrs. 412 S.W. Eighth Ave. Labels: Mer, Hit *Fran Murphy 3626 S.W. 83d Ave.

Labels: Bel Pan-American Dist. Co. 3401 N. W. 36th St. Labels: Uni, Che, Chs, Der, Got, TC, Dev, Pal, Ess, Zod, Fie, Dot, Mod, RPM, Sun, Fla, Mtor, Cdc, Oke,

Epi, Cif, Tif, Fab Sea Coast Appliance Distra., Inc. Box 821 Labels: RCA, Grv Stone Dist. Co. 505 W. Flagler St. Labels: CRG

Top Tune Record Dist. Co. 3201 N.W. Seventh St. Labels: Cha, Jub, All, Imp, Spe, Brk, Tru Watson Triangle Co. 635 S.W. First Ave. Labels: S & S

St. Petersburg

Bert Stoddard 1609 29th Ave. N. Labels: Hor

Tampa E. W. Kersey P.O Box 10338 Labels: Old

GEORGIA

Atlanta

All State Record Dist. 220 Courtland St., N.E. Labels: Abb, Fab

Capitol Records Dist. Corp. 535 Courtland St. N.E. Labels: Cap Decca Dist. Corp. 152 Alexander St. N.W. Labels: Dec. Cor Dixie Dist. Co. 445 Edgewood, S.E. Labels: Cly, Roc, Oke,

Jub, GE, Rep, BR, Nas, Exc, Her, Fab, Epi, Clf Electric Sales & Service Co., Inc. 209 Walton St., N.W. Labels: Col

King Records, Inc. 379 Edgewood Ave., S.E. Labels: Kng, Fed, Del Record Distributors 1923 Peachtree St. N.W. Labels: Old, WJ, Win Southland Dist Co.

441 Edgewood Ave., S.E. Labels: M-G-M, Atl, Cha, Uni, Men, FS, 7-11, Ala, Sco, Int, Chs, Orf, Che, Der. Dev. RIH, Sav. Pal, Pea, Duk, Ess, Dot, WO, Mod, RPM, Sta, Sun, Imp, Spe, Fla, Mtor, Cdc, RGA, Tru, Abb, Hic, Sdy, Hwd, Val. JD, X

Yancey Co., Inc. 1500 Northside Dr. N.W. Labels: RCA, Grv

Chamblee *Charles Vinning 4841 Durden Dr. Apt. 10 Labels: Bel

Decatur *Robert C. Atwood 1253 Church St.

La Grange Trepur Records Route 3 Labels: Tre

Labels: Bel

IDAHO

Boise

Discus Record Supply 817 N. 19th St. Labels: Crl, GE, FS, Luc

ILLINOIS

Chicago

Advance Dist. Corp. 3257 W. Montrose Ave. Labels: Kis, Old, Ide, Win

Aristocrat Dist. Co. 750 E. 49th St. Labels: Jub, Dot K. O. Asher 5232 S. Dorchester Ave. Labels: Ced, ML, CRG, Eso, Pmu, Wal, Riv

J. F. Bard Co. 220 W. Locust St. Labels: Ron

9813 Greenwood Labels: Clo Brason Associates, Inc. 945 W. George St. Labels: WP, S & S, RGA Bronzeville Dist Co. 4307 S. Parkway Blvd. Labels: JD Capitol Records Dist.

Co. 1449 S. Michigan Ave. Labels: Cap Coral Records, Inc. 161 W. Huron St. Labels: Cor, 7-11, Ala, Sco, Int, Orf, Dan, Brk

Decca Dist. Corp. 153 Huron St. Labels: Dec

Frumkin Sales Co. 2007 S. Michigan Ave. Labels: FD, Mon, Vie, Crl, GE, Ron, Fan, Luc, Apo, Rud, Fro, Joc, Pik, Gat, Ky, PJ, Fie, HR, WJ, Wo, Rep, GTJ, Con, Abb, Aud, Suc ·William Frosolone

5013 N. Ashland Ave. Labels: Bel Jay Jay Record Dist. Co.

845 N. Ashland Ave. Labels: TAR King Records, Inc. 2137 S. Michigan Ave. Labels: Kng, Fed, Del James H. Martin Co. Inc.

1343 S. Michigan Cdl Labels: M-G-M, Atl, Jub, Dom, FS, Lon, Ali, Der, Dey, Her, Ess, Zod. Pal. Cdc, Fab, Ben, Dot. Val *Gilbert Keen

7740 Clyde Ave. Labels: Bel RCA Victor Dist. Corp. 445 N. Lake Shore Dr. Labels: RCA M-S Dist. Co. 2009 S. Michigan Ave. Labels: X, Hic, Grv, Clf, *Rinaker Taylor

12722 S. Wallace Labels: Bel *Angelo Salvinolo 4145 W. Arthington Labels: Bel Sampson Co. 2244 S. Western Ave. Labels: Col

Sheridan Record Dist. Co. 1151 E. 47th St. Labels: Gly, Roc, Cha, Nas, Exc, Dem, Sav, Rma, Tic, Mod, Sun, Imp. Spe. Fla. Mtor United Record Dist. Co. 4804 Cottage Grove Ave. Labels: Oke, Uni, Apo, Ats, Got, TC, RIH, Pea, Duk, RPM, Sta,

Tru, Epi, Hwd Cicero *George Cusick 1342 Austin Blvd.

Lombard *Stan Eric Redig 143 W. Sunset Labels: Bel

Labels: Bel

Palos Heights *George Mitchell 11933 S. 71st Court Box 807

Labels: Bel Palos Park

*Arthur A. Hanson 11935 S. 86th Ave. Labels: Bel

Peoria Decca Dist. Corp. 106 E. State St. Labels: Dec Klaus Radio & Electric Co. 707 Main St. Labels: RCA

Quincy Midwest Recording Co. 615 Hampshire St. Labels: Ats

INDIANA

Indianapolis Associated Distributors

210 S. Meridian St. Labels: RCA Indiana State Dist. Co. 1511 E. Michigan St. Labels: Gly, Roc, Cor, Atl, Cha, Uni, GE, Sco, 7-11, Ala, FS. Int. Orf. Nas, Exc. TC, RIH, Sav, Got, Dot. Pea. Mod. Ess. RPM, Sta, Sun, Spe, Fla, Mtor, Cdc, Brk, Rep, Abb, Fab, Sdy, Hwd, Val, JD

C. M. Lawson 139-41 W. 34th St. Labels: Old, WJ *Hal Miller 4255 Norwaldo Labels: Bel Peaslee-Gaulbert 1401 Stadium Dr. Labels: Dec Radio Dist. Co. P.O. Box 1298 Labels: Cap Radio Equipment Co. Inc. 1010 Central Ave.

South Bend South Bend Radio Dist. 432 Carroll St. Labels: Cap

Labels: Col, Oke, Epi

IOWA

Davenport

RCA Victor Dist. Corp. 1235 W. Fifth St. Labels: RCA

Des Moines

Decca Dist. Corp. 1217 High St. Labels: Dec Frank's One-Stop S.W. 7th and Indianola Rd. Labels: Sdy, Hwd Gifford-Brown, Inc. 1326 N. Walnut Labels: Cap

KANSAS

Kansas City

RCA Victor Dist. Corp. Fairfax & Funston Sts. Labels: RCA

Mission

Mission Record Shop 5908 Woodson Rd. Labels: Sdy

Wichita

Campbell Carle Co. 210 S. Emporia Labels: Ali, Val Irwin's Dist. Co. 106 S. Grove Labels: M-G-M, Mon, GE, FS, Old, WO, RGA, Abb, Fab, JD

KENTUCKY

Louisville Ewad Distributing Co. 309 S. Ninth St. Labels: RCA Foster Dist. Co. 409 W. Main St. Labels: Cap Peaslee-Gaulbert 226 N. 15th St . Labels: Dec Sutcliffe Co. 6809 W. Main St. Labels: Col

LOUISIANA

New Orleans

Wm. Amann Dist. Co. 642 Baronne St. Labels: Gly, Roc, M-G-M, Lon, YP, Nas, X, TNT, Fab A-1 Records Dist. Co. 640 Baronne St. Labels: Oke, Atl, Chs, Che, Apo, Pea, Duk, Mod, RPM, Spe, Fla, Mtor, Abb, Epi, Sdy, Hwd Decca Dist. Corp. Exc, Rep 517 Canal St. Labels: Dec, Cor Interstate Electric Co.

King Records, Inc. 814 Carondelet Labels: Kng, Fed, Del Mallory Dist. Co. 630 Baronne St. Labels: Cap, Dot, Hic TV & Appliance Dist. 500 N. Carrollton Ave. Labels: RCA, Grv

1001 S. Peters St.

Labels: Col

Shreveport

Labels: Dec

Interstate Electric Co. of Shreveport, Inc. RCA Victor Record Div P.O. Box 1094 Labels: RCA, Grv Stan's Record Shop 728 Texas Ave. Labels: Cha, Apo, RIH, Mod, RPM, Sun, Imp, Fla, Mtor, Tru, Pea Wholesale Dist Co. 2608 Southern Ave.

MAINE

Portland

Commercial Distrs. 35 Commercial St. Labels: RCA Philco Wholesalers, Inc. 919 Congress St. Labels: Col

MARYLAND

Baltimore

Lipman Dist. Co. 2103 Garrison Blvd. Labels: Lon Barnett Dist. Co. 2566 Madison Ave. Labels: Uni, Lon, CRG, BH, Apo, Ats, Gat, Ky, Tic, Rms, Sta,

Tru *Harry Blumberg 3807 Oakford Ave. Labels: Bel D & H Distributing Co. 25 S. Liberty St. Labels: RCA, Grv Decca Dist. Corp. 818 Madison Ave. Labels: Dec Gimbel Bros., Inc. 3531 Belair Rd.

Labels: M-G-M, RCA, GTJ. Con. Oke, Epi, RGA Kay Gee Dist. Co. 201 E. Mt. Royal Ave. Labels: Eso, Riv. King Records, Inc. 34 S. Eutaw St. Labels: Kng, Fed, Del Mangold Dist. Co. 215 S. Eutaw St. Labels: Cdl. Ced. Loo, Dom, Nas, Exc, Che, Chs, Dev, RIH, Rud, Pal, Her, Ess, Fie, Sou, HR, Suc. Mod, RPM, Imp, Spe, Rep. Hwd, Sdy, Tif, Aud, Abb, Ben Nelson & Co., Inc.

The Record Shop Dist. Labels: HR Sue

1000 S. Linwood Ave.

Jos. M. Zamoiski Co.

Labels: Cap

Labels: Col

110 S. Paca St.

Hyattsville *George Swallow 1-1420 Kanawha St. Labels: Bel

MASSACHUSETTS

Allston Peter Fischler 10 Allston St. Labels: Ced Redd Dist. Co. 298 Lincoln St. Labels: Wal

Boston A B C Dist. Co. 1267 Tremont St. Labels: Ali, GTJ, Con Allied Appliance Co. 111 Berkeley St. Labels: Col Decca Dist. Co. 138 Ipswich St. Labels, Dec C & C Distributing Co. 44 Gainsboro St. Labels: Kng, Fed, Del Capitol Records Dist. Co. 273 Huntington Ave. Labels: Cap

College Music Dist. Co. 338 Massachusetts Ave. Labels: Gly, Roc, Jub, Uni, 7-11, Ala, Sco, Int, Orf, Apo, RTH, PJ, Dot, Spe, Pea

Music Suppliers of New England 263 Huntington Ave. Labels: Cdl, Jub, Mon, M-G-M, Dom, FS, Ron, Pal, Dan, Der, TC, Dev, Ess, Dot, WO, Cdc, Zod. Tif, Ben, Hic Mutual Dist. Co.

1259 Tremont St. Labels: Cor, Lon, YP, CRG, Eso, Pmu, Fie, Riv, Sun, Brk, RGA, S&S, Rep, Clf, Aud Records, Inc. 255 Huntington Ave. Labels: Okey, Atl, Cha, Fan, Che, Chs, Apo, Ats, Sav, Mar, Wal,

Rma, Tic. Sta, Imp,

JD. Hwd, Sdy, Epi, Abb, Fab *Moe Shapiro P.O. Box 143 Station A Labels: Bel Transdisc Corp. c/o Records, Inc.

225 Huntington Ave.

East Boston

*Mario Sozio 961 Saratoga St. Labels: Bel

Labels: X, Grv

Cambridge

The Eastern Co. 620 Memorial Drive Labels: RCA (Cont. on page 144)

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PHONOS—HI FI

By STEVE SCHICKEL

JENSEN SPEAKER SYSTEM CONNECTS TV WITH PHONO . . .

A new two-way speaker system designed for use with table model TV sets was announced by the Jensen Manufacturing Company, Chicago. system can be used in conjunction with a record player as well. The television duettes have a threeposition switch which allows for the set speaker to be used alone, the new system to replace the set speaker, and the last position allows for the system to connect with a record changer or tuner. It was announced that the three-position switch will also give dealers an opportunity to give effective demonstrations of the new system. The firm has already sent out samples to its hi-fi wholesalers with a notice that promotion kits on the unit will be available. Promotion on the unit is scheduled for April 1. Two models of the new system will be available shortly. Model DU-500 will list at \$85.50 in limed oak and brass hairpin legs, and at \$82.50 in ribboned mahogany and brass ferruled wood legs. Model DU-400 will list at \$49.50 in blond or mahogany with matching wooden legs. Both models will accommodate table top TV sets on its table top surface.

HALLICRAFTERS SETS TRAVEL PROMOTION . . .

The Hallicrafters Company announced its second annual travel promotion for distributor sales personnel and their wives. The promotion this year is being called the Cuba Adventurama and offers 50 week-long, all-expense trips to Cuba as prizes. The 50 winners will be picked from salesmen who score the highest over-quota sales percentages for selling Hallicrafter high-fidelity unit, television set or radio. The contest begins immediately and runs until June 18. Only salesmen from distributorships which meet their quota are eligible. Winners will leave for Cuba as soon as possible after announcement of the winners. Included on the itinerary are Havana, Moro Castle, Varadero Beach and Miami,

EP&EM GROUP MULLS INDUSTRY EDUCATIONAL PROGRAM . . .

Members of the Electronics Parts & Equipment Manufacturers' Association are mulling over plans which are intended to set up either a scholarship plan or an industry educational program. One plan calls for establishment of an educational program, tuition free, for distributors, to be set up at universities having evening schools. Course would include selling, business administration, cost accounting, business economics and allied subjects. The second

plan involves establishment of scholarships for eligible seniors majoring in business administration. The joint committees of the association recommended the educational program rather than the scholarship program be adopted. The recommendations will be submitted to the full membership of the association for approval.

PENTRON TO GIVE FREE TAPES WITH RECORDERS . . .

Ten free rolls of tape, plus accessories, with each purchase of a Pentron tape recorder will be the theme of a new program by the Pentron Corporation which is designed to give dealers a fighting chance against discount houses. The offer which will be offered with single purchases will give the dealer an opportunity to advertise \$55 worth of tape and accessories free with purchase. The firm also announced that it will expand its number of photographic distributors even while recognizing that sales thru these outlets have dropped from 75 per cent to the present 20 per cent in four years. The firm had hoped to display its tape cartridge playback unit at the IRE show in New York this week. However, due to technical difficulties, the unit will be on display at the May Parts Show in Chicago, The IRE show will, instead, see Pentron displaying its new six-channel recorder, Model SCD, which will retail at \$3,000. This unit is the outgrowth of the All Electronic Orchestra exhibit which traveled the country for Pentron.

NEWS SHORTS OF PEOPLE, PRODUCTS AND EVENTS . . .

In a speech before the Electronic Products Manufacturers' Representatives in Chicago, Dr. E. A. Schulz stated: "It will be about 10 years before it is possible to shoot movies on a portable tape machine for replay on a television set. He also said that the Armour Research Foundation is currently working on a magnetic recording head which drives the speaker without tubes placed between the two units. . . . E. R. Rutledge, Long Island, New York, has been named Eastern regional manager for the Hallicrafters Company, for the marketing of phonographs, radio and television. . . . Motorola has appointed Arizona Distributors of Phoenix to handle its products in the Phoenix area, effective March 15. . . . Motorola has begun a full-scale merchandising program to promote its new line of portable radios. The new line features a series of unbreakable steel cabinets and the Roto-Tenna, a rotating antenna located in the handle.

LINER NOTES

By IS HOROWITZ

PHONOTAPES GETS FULL FOLKWAYS LIBRARY . . .

Phonotapes, new firm run by Gene Bruck, has acquired the tape rights to the entire Folkways library. The diskery, headed by Moe Asch, has issued some tapes during the past year, but all new ones will now be channeled thru Phonotapes. The Bruck outfit, meanwhile, is planning to duplicate all its tapes on 3¾ i.p.s., as well as 7½. The slower-speed reels will retail at \$8.95 per hour of running time.

CAPITOL BEGINS ISSUE OF EUROPE-CUT DISKS . . .

The first of a series of European-cut recordings, produced under the direction of John Culshaw, are now moving out to the trade from Capitol Records. Initial disks feature performances of Brahms' "German Requiem" and Dvoark's Cello Concerto, the latter with Andre Navarra as soloist.

Tho the series was to have been a long-term effort, there is now some question if it will be continued. The arrangements were made before the purchase of Capitol by Electric & Musical Industries. The latter operation, of course, has its own recording facilities in abundance in Europe.

In any case, Capitol has a number of recordings in the can resulting from the Culshaw program which it will release periodically thru the remainder of this year.

M-G-M TO ISSUE MORE HOVHANESS WORKS . . .

More Hovhaness is due from M-C-M, which lately has been issuing a number of recorded works by the American composer. Due out soon is a disk offering the incidental music from Hovhaness' "The Flowering Peach," coupled with the choreographic works "Is There Survival" and "Orbit No. 1." All are conducted by Hovhaness himself. Other disks being readied by M-G-M include new entries by pianist William Masselos and the Guilet String Ouartet.

ROOST FORMS LEGEND 'CLASSICAL' SUBSID . . .

Roost Records, jazz-specializing indie, has formed a new subsidiary label, Legend, for works of a more "classical" nature. The first release on the

new label will be a 23-minute work, "Annotations of the Muses," written by the avant-garde arranger-composer Johnny Richards. The work employs a number of Symphony of the Air members and features guitarist Johnny Smith.

VOX LONG-COMING PLUSH HI-FI PACKAGE DUE . . .

Vox' long heralded plush hi-fi package is finally due out next week. And the label is also readying its latest boxed set of baroque music, a tradition now at the firm. This will be a set of 12 violin concertos by Vivaldi, "Il Cimento dell' Armonia e dell' Invensions," Op. 8. Included is the familiar "Four Seasons."

Performers are the same featured in the earlier Vox "La Stravagnaza" and "L'Estro Armonica" packages. Elaborate notes are by Dr. Joseph Braunstein, of the New York Public Library.

MISS PRICE SINGS FOR MIXED CROWD IN SOUTH . . .

Soprano Leontyne Price set a precedent in Laurel, Miss., recently, when the first mixed concert audience of Negroes and whites to assemble in that Southern community turned out to hear her in a recital. Proceeds of the recital were turned over to a local hospital.

ANGEL SETS PAGLIACCE WITH MISS CALLAS . . .

Angel Records has another three-sided LP in the works. This is a new La Scala recording of "Pagliacci," with Maria Callas in the cast. The company will offer the set two ways—as a two-disk package (one side blank) at a reduced price, and as three LP set which also will include Angel's earlier three-sider, "Cavalleria Rusticana." Price of the latter, with two librettos, will be \$15.98.

MAJOR AND MINOR

Wilma Cozart and David Hall, of Mercury, will be in Detroit next week for sessions with the Detroit Symphony under Paul Paray. In a week or so the label will issue the first available recording of Respighi's "Veterate di Chiesa" ("Church Windows"), coupled with the composer's "Feste Romane." . . . Capitol has signed harpsichordist Sylvia Marlowe.

Classical Best Sellers (All Categories)

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

- RIMSKY-KORSAKOFF: SCHEHERAZADE Philadelphia Orchestra (Ormandy) Columbia ML 4888
 MOVISSORGERY PROTEINES AT AN EXHIBITION.
- 3. MOUSSORGSKY: PICTURES AT AN EXHIBITION; FRANCK: PSYCHE - NBC Symphony (Toscanini)RCA Victor LM 1838

- BRAHMS: VIOLIN CONCERTO Milstein, Pittsburgh Symphony (Steinberg) Capitol P 8271
 SHOSTAKOVITCH: SYMPHONY NO. 10—New York
- Philharmonic (Mitropoulos) Columbia ML 4959

 12. MENDELSSOHN: VIOLIN CONCERTO; BRUCH:
- RACHMANINOFF: SYMPHONY NO. 2—Pittsburgh Symphony (Steinberg) Capitol P 8293
 TOSCANINI PLAYS YOUR FAVORITES — NBC

- Kostelanetz Orchestra Columbia ML 4960

 18. SAINT-SAENS: SAMSON AND DELILAH HIGHLIGHTS-Stevens, Peerce, NBC Symphony (Stokow-
- 20. BRAHMS: VIOLIN CONCERTO Oistraikh, Saxon State Orchestra (Konwitschny) Decca DL 9754

Reviews and Ratings of New Popular Albums

PORTER: SILK STOCKINGS84
Original Broadway Cast (1-12")

Original Broadway Cast (1-1 RCA Victor LOC 1016 With "Silk Stockings" set

With "Silk Stockings" set for a long run on Broadway, this original-cast album should do unusually well saleswise, even for a new Cole Porter score. The cover alone-featuring a leggy, scantily clad lass donning a pair of hose-will undoubtedly account for many sales. However, a photo of the musical's sultry star Hildegarde Neff would have been equally eye-catching. Miss Neff can't sing, but her husky monotone sells a song as well on wax as in person. Her co-star, Don Ameche, warbles more professionally, as he sparks the LP with showmanly vocals of the best tunes in the score . . . "All of You" and "Silk Stockings." The musical is based on Garbo's old comedy hit "Ninotchka," about a grim Russian gal who goes to Paris in search of three party renegades and finds her femininity instead. Greichen Wyler also impresses with her brassy vocal appeal as a wacky Hollywood movie star. However, Miss Wyler has most of the show's spicier special material ditties, so it isn't likely she'll be heard over the airwaves.

SONGS FROM WALT DISNEY'S LADY AND THE TRAMP80

Peggy Lee (1-10") Decca DL 5557

This one-woman record show by Peggy Lee is a delightful package of ditties from the forthcoming Walt Disney cartoon "Lady and the Tramp." It's also one of the safest sales-bets for dealers this season, since Disney has already started plugging the score steadily on his toprated ABC-TV show and extensive promotion is in the works for the picture's debut. Consequently the LP should have plenty of kiddle appeal as well as adult pull. Miss Lee wrote most of the movie's score with Sonny Burke, including two of its most delightful tunes "The Siamese Cat Song" and "Bella Notte." The LP combines sound track vocals and instrumentals from the picture with sides recorded specially for Decca by Miss Lee and Victor Young's orches-

ARTHUR MURRAY CHA-CHA MAMBOS77

Billy May's Rico Ma Mambo Orchestra (1-12")

Capitol T 578

As usual, orkster-arranger May has infused the material at hand with warmth and humor. These are slow mambos that don't require as much dance effort as the jazzier type. And for non-dancers, it's a listenable collection with such tunes as "Frenesi," "Adios," "Manana," "Peanut Vendor," etc. Combination of the May

and Arthur Murray names should sell, and package includes a coupon good for two lessons at any A. M. studio, as have all others in this selfperpetuating series.

rus (1-12") Decca DL 8105

This joyful package of music from old Walt Disney movies is obviously designed to cash in on the cartoonmaster's new-found TV popularity, and as such it should do well in both the pop and the kiddle markets. The cover, a delightful montage drawing of Disney characters, has maximum small-fry appeal, but the contents are styled along pop-lines, with Pleis and a vocal chorus contributing relaxed, danceable treatments of such memorable Disney songs as "You Belong to My Heart" from "The Three Caballeros," "Zip-a-Dee-Doo-Dah" from "Song of the South," and "When You Wish Upon a Star" from "Pinocchio." Many of the ditties have been revived recently on Disney's ABC-TV show "Disneyland" which gives the LP added sales-appeal.

MAMBOS FOR DANCING74 Alfredito Ork (1-EP)

Rainbow EP 618

If displayed this attractive dance pack should do right fine. Good for listening too are these rhythmic readings by the Alfredito ork, already known to many pop single buyers. Included are "Quien Sera," "Nocturnando," "Mambo for Dancers Only" and "Anabacoa."

HARMONICA MAGIC OF LEO DIAMOND73

(1-12") RCA Victor LPM 1042

Not too long ago Leo Diamond's "Offshore" scored a solid hit. The composer and harmonica virtuoso has put together a dozen tunes on this disk, including the aforementioned and others from his pen, as "Dock Dance" and "Casino," plus standards as "Red Sails in the Sunset." It's a lush-sounding album, with fine harmonica work and beautiful backing by Harry Geller. Diamond has done much to raise the status of the hamonica as an instrument. For the dealer, this merchandise still falls in the novelty category; but in many shops it is likely to prove good stock.

PENNY MALONE SINGS?72

(1-10") Jubilee LP 16

Set is subtitled "an album of sophisticated songs" and it contains seven special-material, nitery-type ditties liberally studded with double-entendres.

Some like "Lady Politician," are of (Continued on page 92)

Now more than ever, London is important to juke box operators...

GREAT ARTISTS-TRUE HIGH FIDELITY



Stanley Black
POP GOES THE MAMBO
OH DEAR WHAT CAN THE
MAMBO BE

1528 and 45-1528



Joan Regan
PRIZE OF GOLD

TOO MANY HEARTACHES

1542 and 45-1542



Frank Chacksfield

BLUE MIRAGE

MADEMOISELLE DE PARIS

1535 and 45-1535



Lita Roza

TOMORROW

FOOLISHLY

1559 and 45-1559



Ted Heath

IN THE MOOD MAMBO

1534 and 45-1534



Stargazers

SOMEBODY

NO MORE

1536 and 45-1536



Johnston Bros.

MAJORCA

HEARTBROKEN

1545 and 45-1545



Frank Weir

JOURNEY INTO SPACE
SERENADE TO AN EMPTY ROOM

1540 and 45-1540



Vera Lynn

ADDIO AMORE

I DO

1551 and 45-1551



David Whitfield

BEYOND THE STARS

OPEN YOUR HEART

1551 and 45-1551



Mantovani

LAZY GONDOLIER

LONGING

1510 and 45-1510



Dickie Valentine

FINGER OF SUSPICION

ENDLESS

1498 and 45-1498

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Reviews and Ratings of New Popular Albums

Continued from page 90

the kind that surreptitiously make typewritten rounds in offices to the accompaniment of excited giggles. Miss Malone, whose front and rear photos will help sell the package, works enthusiastically.

Riverside RLP 8003 This package of satirical monologs by comedian Henry Morgan should enjoy a good, albeit limited, sale in its specialized market. Morgan still has many loyal fans, and altho he doesn't have a regular network show of his own right now, he guests frequently, and will undoubtedly plug the package that way. The LP features 10 different monologs delivered in Morgan's usual biting manner. Many of the characters were originally introduced on his old radio show -the German professor, etc. The cover features a fey photo of the comic, and the liner notes (written by Morgan in tongue-and-cheek explanation of the album's contents) are as funny as anything on the LP

KERN: SHOW BOAT THEMES69

Janssen Symphony of Los Angeles;

Werner Janssen, Cond. (1-12")

Camden CAL 205

It would seem the coupling on this disk is experimental in nature; for the reviewer certainly cannot find a quick reason for it. One side is devoted to the "Show Boat" score, while the other contains the overture to "School for Scandal" and three film themes; Piano Concerto from "Hangover Square"; Scherzo from "Flesh and Fantasy" and "Laura" from the picture of the same name.

EAST COAST-WEST COAST SCENE...78
Al Cohn and his "Charlie's Tavern
Ensemble," Shorty Rogers and his
augmented "Giants" (1-12")
RCA Victor LJM 1020

Solo jazz is featured in this easy-torecommend collection. There are
three extended selections per side,
each with just enough arrangement to
hang the solos on, and the solos are
generally interesting. The whole West
Coast idiom is pretty much in trumpeter Rogers' personal mold, so
there's more irridescence in the East
Coast array, which features leader
Cohn's tenor, plus such top men as
trombonists Billy Byers and Eddie
Bert, saxes Hal McKusick and newfind Gene Quill, trumpeter Joe New-

man, etc. The Westerners' identity is only hinted at, but fans will spot such as Giuffre, Shank, Bernhardt, Enevoldsen, Manne, and co. A sure bet for devotees of the modern schools.

Jazz Records

Norgran MGN 1016 The flashy talents of clarinetist De Franco and pianist Peterson jell neatly here in the well-arranged ork setting. De Franco has won all of the jazz clarinet polls for the past nine years, and Peterson usually comes close in his department, so these are names to reckon with. The fact that they play Gershwin isn't' important, since both men reduce the material at hand into what has become their personal cliches. But it does make for a thoroly captivating cover by David Stone Martin, which, together with plastic sealed sleeve, is a strong selling asset.

OLD ROCKIN' CHAIR74
Hoagy Carmichael (1-10")

RCA Victor LPT 3072 One of Victor's Collectors' Issue series, this disk brings together a batch of Carmichael tunes performed by great instrumentalists. Included with Hoagy-who does an occasional vocal-are Bix Biederbecke, Jimmy and Tommy Dorsey, Bud Freeman, Eddie Lang, Bubber Miley, Jack Teagarden and Joe Venuti. The sides were cut between 1930-'34. The reprocessing has produced fair sides. Of indubitable interest to the jazz fan. Liner notes are Hoagy's and while flavorful, Victor should have added more pertinent information,

This is very early Waller—all the dates on this disk having been made in 1929 at the beginning of his career. For the dealer with a jazz trade, here are other interesting points: Sound is surprisingly good, and the disk contains three previously unissued sides or takes. These are "Love Me or Leave Me," Valentine Stomp" and "Baby, Where Can You Be." A number of the tunes are Waller originals. Jazzophiles will like.

Will Bradley Ork; Bobby Byrne Ork (1-12")

Grand Award Rec. 310 From the standpoints of names, repertoire and cover display, this package, properly exposed, could enjoy a healthy, enduring sale, It's commercial Dixie, cut by non-primitive practitioners, some of whom are among New York City's best-known studio men. Others are regulars at Nick's, Condon's and the Stuyvesant Casion-Rex Stewart, Freeman, Irwin, Maxted, Hucko, etc. Many of the Dixie perennials are here: "Muskrat," "Saints," "Jazz Band Ball' and such. The strikingly colorful cover art is by David Stone Martin.

SARAH VAUGHAN SINGS72

(1-10") Riverside RLP 2511

This disk contains four vocals by Sarah Vaughan accompanied by John Kirby, and four Kirby instrumentals. The sides were cut in 1946 when Miss Vaughan and Kirby were working at the Copacabana Lounge. The faithful will relish the delicate phras-

ing of the Vaughan vocals and the swinging drive of the small Kirby band. Sarah's vocals are "It Might as Well Be Spring," "I Can Make You Love Me," "You Go to My Head" and "I'm Scared." Kirby's sides are Schubert's "Serenade," "Peanut Vendor," "Ripples" and "Sextet From Lucia,"

Meade Lux Lewis Cripple Clarence

Meade Lux Lewis, Cripple Clarence Lofton, Leroy Garnett, Dobby Bragg (1-10")

Riverside RLP 1052 The masters from which these sides are derived were cut from 1927 to 1930. They represent to collectors important examples of early boogie woogie piano accompaniments. Only one of the pianists-Meade Lux Lewis-attained a measure of fame as a night club performer. The others, Dobby Bragg, Cripple Clarence Lofton and Blind Leroy Garnett, are known only to the cognoscenti. Ditto the vocalists who sing the blues on these sides. The engineering, of course, is primitive by today's standards; but for collectors who want authentic boogle and blues, there's a lot here.

Children's

WALT DISNEY'S SONG PARADE88
The Golden Ork; Mitchell Miller, Cond.
(8-78's)

Golden Records GRC 3

Etched on these seven-inch 78's are 29 songs from 19 Disney films. This alone should ensure great popularity. But with the packaging the same as the earlier "Introduction to the Orchestra" record chest it becomes a sales "natural" that should move with cash jingling speed out of dealers' headquarters. As many as you can comfortably stock won't be too much.

Reviews and Ratings of New Classical Releases

PUCCINI: MANON LESCAUT (3-12")—
Renata Tebaldi, Mario del Monaco;
Santa Cecilia Chorus and Orchestra,
Rome; F. Molinari-Pradelli, Cond.

THE ART OF THE ORGAN (2-12")— E. Power Biggs, Columbia SL 219....76

Surely this is one of the most fascinating disk projects of the year. Its distinction on many counts will attract a larger audience than is normally available for organ diskings. And for organ specialists its appeal will not be denied. It all amounts to an organist's tour of Northern Europe, visiting, playing and recording some of the world's most famous instruments in their home settings. The music often was played by the composers on these very same instruments. Included are works by Sweelinck, Pachelbel, Buxtehude, Purcell and Bach. The sound of some of these baroque organs will delight many an ear. An elaborate booklet of text and photos is included, as well as the complete registrations of all the organs recorded. Elaborate factory-sealed packaging emphasizes the class character of this entry. Dealers are alerted to the added hi-fi potential (32-foot organ stops) contained here.

As usual, Camden offers quality-pluseconomy in this excellent package featuring the Stratford Symphony (e.g. Victor's code name for Serge Koussevitsky and the London Philharmonic). Current catalogs don't list any other LP's featuring this particular coupling so the album should do well sales-wise, particularly with beginning collectors. The cover is highlighted by an attractive abstract design in black, red, grey and white.

DVORAK: CELLO CONCERTO IN B MINOR (1-12")—Andre Navarra, Cello; New Symphony Orchestra of London; Rudolf Schwarz, Cond. Capitol This popular cello concerto receives one of its most ingratiating readings in this brilliant, new recording. There is heavy name competition, but most of the older versions don't have the sound, and many will even prefer Navarra's emphasis on lyricism. The work itself is colorful, dynamic and melodious—easy to take on a first hearing. Could be a good seller if pushed.

SCHUBERT: DIE WINTERREISE; DIE SCHONE MULLERIN (2-12", 1-7")— Inex Matthews, Mezzo-Soprano; Lowell

Farr, Piano. Period SPL 713-1469 Here is the first LP package offering both song cycles complete; it's also the first of either by a woman. Bargain-wise, it has further distinction by the addition of a seven-inch LP to round out the lengthy "Winterreise" set. Still, the attraction to lieder enthusiasts, an uncommonly finicky crew, is likely to be no more than moderate. Miss Matthews gives a surface performance, rarely conveying the deeper meanings of these vocal gems. On the other hand no one will argue that a glorious voice is at work here. She's beautifully recorded, too, altho microphone placement has treated the piano less than generously.

HOVHANESS: KHALDIS; PIANO PIECES (1-12")—William Masselos, Pianist. Chamber Easemble; Izler Solo-

This low-price disk version is actually the one issued a dozen-odd years back on RCA Victor, and the ork is the Philadelphia under Ormandy. It was considered a magnificent waxing then sound-wise, and the playing is of high-order. However, buyers of this melodramatic fare are likely to be concerned more with hi-fi sound than with price, or even with niceties of interpretation. More satisfactory versions are available, including a later one by the same conductor and ork on Columbia.

HOLIDAY RECORDS, ON ITS FIRST RELEASE, IS THINKING OF ADVANCING THE PRICES ON ITS SINGLE RECORDS AND ALBUMS!

We, over at Holiday Records, a vigorous, progressive, new Recording Company, have been dabbling with the idea of starting a price war, in reverse, wherein we would advance the prices on all our records, thereby forcing our competitors to advance the price of theirs to a position above ours, whereupon we would retaliate immediately with another sharp boost! It takes no great imagination to visualize the inevitable, happy result: A dizzy spiral of undreamed of prosperity for all---And the establishment, immediately, of a bright, secure position for Holiday Records in a grateful and astounded Music Industry!

However, further thought on the subject has made us aware of the seductive danger of too much head-turning success, too early in our corporate existence, so instead, somewhat sadly, we are going to travel along a safer and certainly less colorful path!

But does this mean that we at Holiday Records will be content to sit back and allow the larger, more powerful companies, arbitrarily, to set up the price structure within the industry?—Yeah, that's about the size of it.

(This is the first in a series of lively, significant articles of how one dynamic, young corporation faced its problems head on and reeled back, stunned!)



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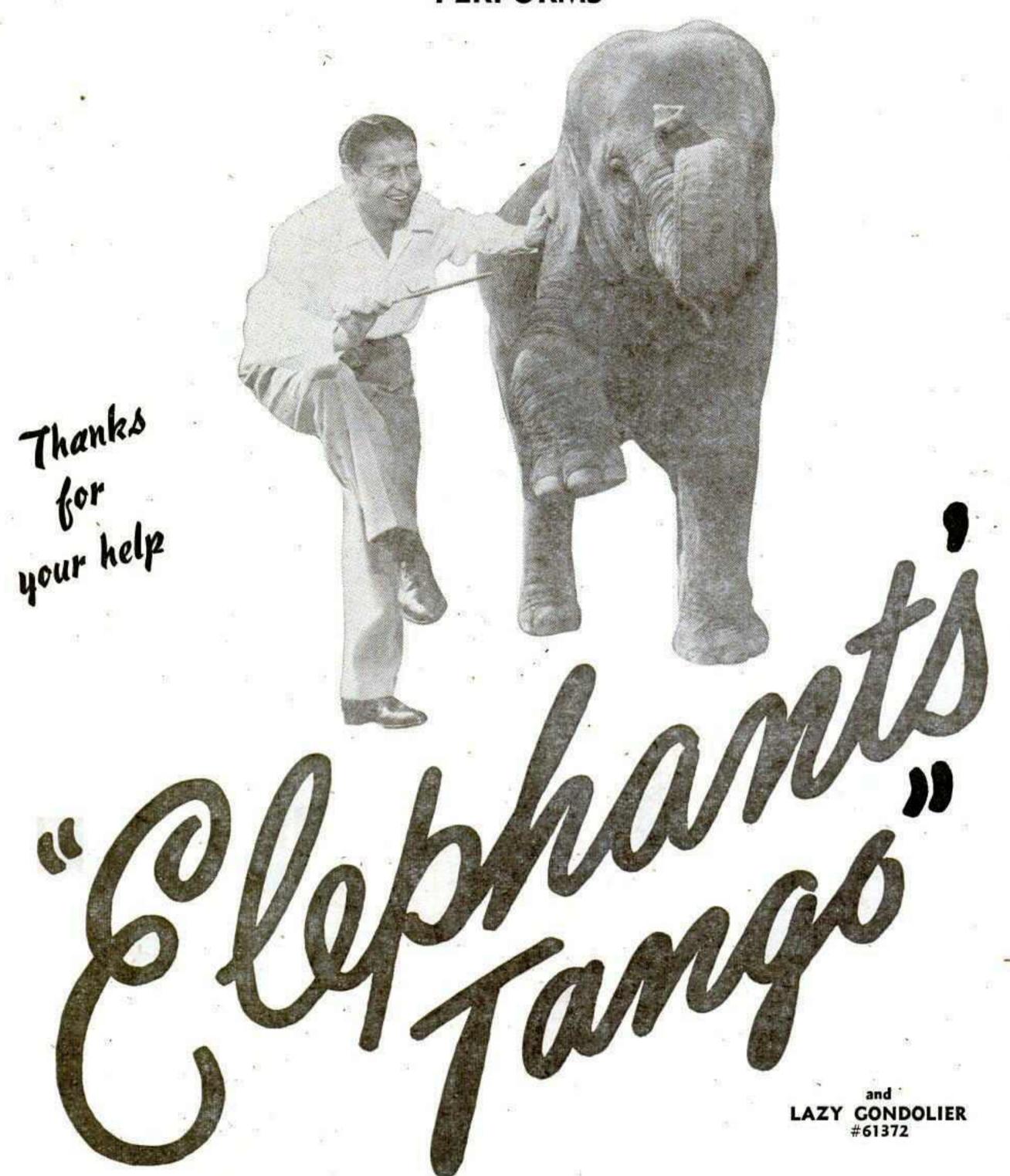
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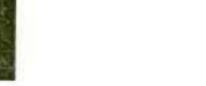


Current Best Sellers

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and

I GOTTA GO GET MY BABY 61339

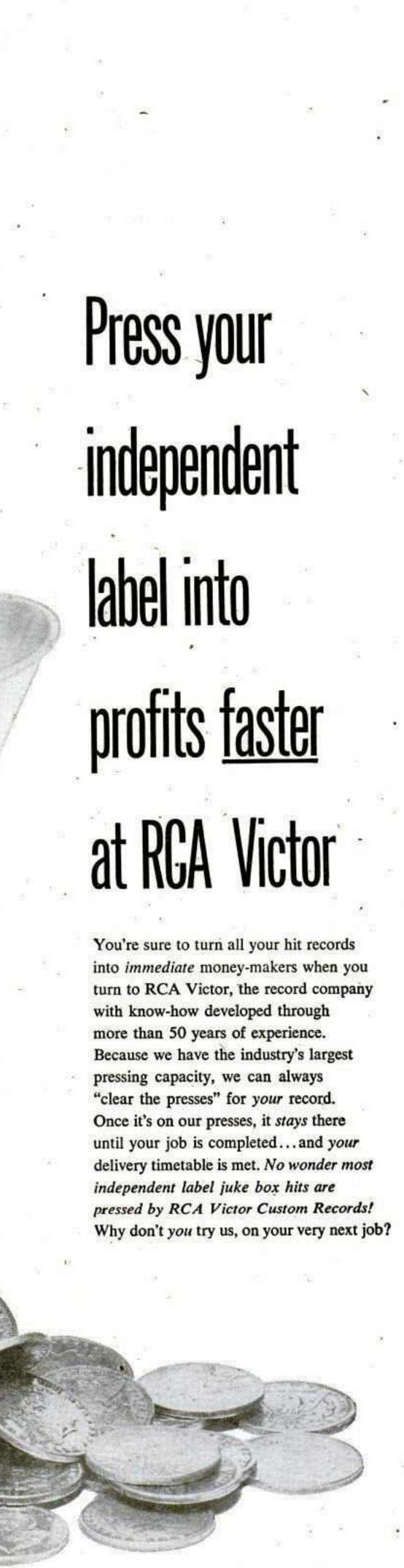


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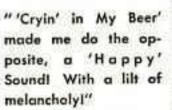
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BILL SILBERT WABC New York City

"I've been with you from Scratch . . . Now . . . You're a WIN-NER . . . "

STAN BURNS WINS New York City

"Tin Pan Alley will be 'Cryin' for more of TAD BRUCE . . ."

> JIM COY WRCA New York City

"Tad's new record,
'Something in the Wind,'
gets my nod for a HIT
. . . Tad's delivery,
plus the Sid Feller backing, adds up to a Hit."

DONN TIBBETTS WMUR-TV Manchester, N. H.

"Tod Bruce and his record . . . Both show talent and personality."

> SHERM FELLER WVDA Boston, Mass.

"Tad's new record,
'Cryin' in My Beer,'
should have the nation
Shouting for JOY—
Can't miss."

JAY McMASTERS WMEX Boston, Mass.

"Tad's 'Something in the Wind' should be blown into every home. 'A Beautiful Song.'"

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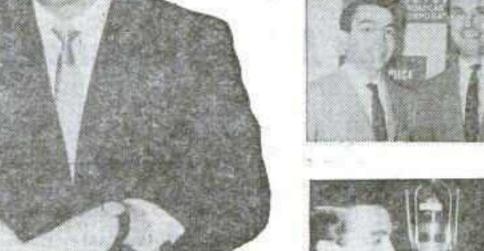














"I'm partial to ballads
—but Tad sings well on
both sides—one of my
favorite new Baritones."

BRAD PHILLIPPS WINS New York City

"Sure glad TAD has arrived . . . his recording of 'There's Something in the Wind' proves his heart is in his work."

> JACK LACY WINS New York City

"'Cryin' in My Beer' is 'Happy, Catchy'—done just right, not earthshaking, but neither is Beer . . . and lots of people love it."

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"Tad's record is one more shot in the arm for better music."

> BOB HAYMES WCBS New York City



"A very pleasant and refreshing change . . . I predict that with enough D.J. backing 'Something in the Wind' could sneak through as a big winner for Tad Bruce."

ALAN DARY WORL Boston, Mass.



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STAN RICHARDS WCOP Boston, Mass.



"'There's Something in the Wind" for Tad Bruce . . . It's Real Great, Tool"

> NELSON BRAGG WBZ Boston, Mass.



"What more can be Said? Tad has arrived!"

WORL Boston, Mass.



"Tad shouldn't ever have to 'Cry(in) in His Beer' after this one. Could be a big one for a guy with a big voice and a big heart."

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Boston, Mass.



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SOMETHING

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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

The invasion of the pop record market by rhythm and blues, standards, and country and western-styled tunes is dramatically illustrated on the charts this week, with only four disks showing up in the top 30 best-sellers that can rightly be classified as new pop

In the top 10 pop sellers only Joni James' "How Important Can It Be?" scored (in 8th place), while the country and western ditty "Ballad of Davy Crockett" moved up from third to No. 1, and the rest of the slots were filled by four r.&b. songs - a hymn, a barroom piano, an oldie and another version of "Crockett."

The Bill Hayes waxing of "Crockett" made its way to the No. 1 spot in only five weeks, while the Fess Parker version has reached No. 7 in three, and the Tennessee Ernie Ford cutting this week shows up on both the pop (No. 17) and the country and western charts. Ford made the latter chart (No. for the first time.

The sales-impact of TV was further illustrated this week by the phenomenally fast appearance of Johnny Desmond's "Play Me Hearts and Flowers" on the retail pop chart as No. 29. The Desmond disk was released less than two weeks ago, after he introduced the tune on the NBC-TV "Philco Playhouse" show.

In addition to the Joni James and Sarah Vaughan versions of "How Important Can It Be?" the only other new pop tunes on the charts this week are "That's All I Want From You" and "Danger, Heartbreak Ahead," both recorded by J. P. Morgan. The last-named record appears on the pop chart for the first time this week as No. 30.

In line with this, it is interesting to note that six different artists made the best-selling retail chart with hit platters in pairs this week. The McGuires have "Sincerely" (No. 3) and "It May Sound Silly" (on for the first time this week in 28). Georgia Gibbs is still riding high with "Tweedle Dee," while her "Dance With Me, Henry" jumped up to No. 21 in its first week on the chart. The Crew Cuts have "Earth Angel" (No. 10) and "Ko Ko Mo." Bill Haley has a two-sided hit, with "Mambo Rock" (No. 25) and the flip, "Birth of the Boogie," (No. 26). The Fontane Sisters are No. 11 with "Hearts of Stone" and 22 with "Rock Love."

Best Selling Sheet Music

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

Weeks

Week	Week	Chart
1. Melody of Love Shapiro-Bernstein		11
2. Ballad of Davy Crockett	2	3
Wonderland		8.776
3. Open Up Your He		
4. Tweedle Dee	3	6
5. Sincerely	5	10
6. How Important C It Be?		6
Laurel		
7. Mr. Sandman E. H. Morris		
8. Hearts of Stone.		
9. Earth Angel	10	9
10. That's All I Want	From	
You Weiss & Barry	9	11
11. Let Me Go, Lov	er11	16
12. Ko Ko Mo	13	8
13. Unsuspecting Hea	art12	11
14. Wedding Bells		. 1
15. You'll Always Be Lifetime Sweeth	My heart . 15	2
man de Day		

HONOR ROLL OF HITS Mark

The Nation's Top Tunes

For survey week ending March 16

This Week		Last Week	Char
l.	Melody of Love By H. Engelmann. Tom Glazer—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: B. Vaughn, Dot 15247; D. Carroll, Mercury 70516; Four Aces, Dec 29395. OTHER RECORDS AVAILABLE: E. Bostic, King 4776; D. Carroll-P. Tremaine, Mercury 70521; J. Haskell, Camden 262; Ink Spots, King 1336; S. Kaye, Col 40417; W. King, V 20-0024; F. MacCormick, M-G-M 11908; McGuire Sisters, Coral 61334; D. Shore-T. Martin, V 20-5975; F. Sinatra, Cap 3018; C. Stone, Cap 3039. ELECTRICAL TRANSCRIPTIONS: Johnny Desmond, Thesaurus; L. Welk, Standard.	1	12
2.	Sincerely By Harvey Fuqua, Allen Freed—Published by Arc (BMI) BEST SELLING RECORDS: McGuire Sisters, Coral 61323; Moonglows, Chess 1581. OTHER RECORDS AVAILABLE: L. Armstrong, Dec 29421; Bop-A-Loos, Mercury 70569; B. Fields, M-G-M 11917; Johnnie & Jack, V 20-6014; S. Lanson, Camden 263; B. Wills, Dec 29432. ELECTRICAL TRANSCRIPTIONS: E. LeMar, Standard.	2	11
3.	Ballad of Davy Crockett By Tom Blackburn & George Burns—Published by Wonderland (BMI) BEST SELLING RECORDS: B. Hayes, Cadence 1256; F. Parker, Columbia 40449; T. Ernie, Captiol 3058, OTHER RECORDS AVAILABLE: S. Allen, Coral 61368; J. Brown, M-G-M 11941; B. Ives, Dec 29423; R. Draper, Mercury 70555; W. Schumann, V 20-6041; M. Wiseman, Dot 1240.	3	5
4.	Tweedle Dee By Winfield Scott—Published by Progressive (BMI) BEST SELLING RECORDS: G. Gibbs, Mercury 70517; L. Baker, Atlantic 1047. OTHER REC- ORDS AVAILABLE: Bop-A-Loos, Mercury 70553; D. Collins, Audivox 114; Lancers, Coral 61332; P. W. King, V 20-6005; B. Lou, King 1436; S. Lanson, Camden 263; A. Sears, Herald 448; V. Young, Cap 3008. ELECTRICAL TRANSCRIPTIONS: David LeWinter, Standard.	4	9
5.	By Forest Wilson, Jake Porter, Eunice Levy—Published by Meridian (BMI) BEST SELLING RECORDS: P. Como, V 20-5994; Crew Cuts, Mercury 70529. OTHER REC- ORDS AVAILABLE: J. Caldwell, King 1442; Charms, DeLuxe 6080; G. Crosby-L. Armstrong, Dec 29420; B. Darnell-B. Cleoney, X X-0087; Dooley Sisters, Tampa 100; Gene & Eunice, Combo 64; A. Griffith, Cap 3057; H. Hawkins, V 47-6022; G. Hill & R. Sovine, Dec 29411; B. & M. Hutton, Cap 3031; Marvin & Johnny, Modern 949; T. Rodriguez, V 47-5998. ELECTRICAL TRANSCRIPTIONS: L. Wells, Standard.	5	
6.	How Important Can It Be By B. Benjamin, G. Weiss—Published by Laurel (ASCAP) BEST SELLING RECORDS: J. James, M-G-M 11919; S. Vaughan, Mercury 70534. OTHER REC- ORDS AVAILABLE: T. Brewer, Coral 61362; C. Boswell, Dec 29412; B. May, Capitol 3066; L. Monte, V 20-5993; J. Smith, Majar 138. ELECTRICAL TRANSCRIPTIONS: David LeWinter, Standard.	8	7
7.	Earth Angel By Curtis Williams—Published by Dootsie Williams (BMI) BEST SELLING RECORDS: Crew Cuts, Mercury 70529; Penguins, Dootone 348; G. Mann, Sound 108. OTHER RECORDS AVAILABLE: L. Baxter, Cap 3002; S. Lanson, Camden 263; P. O'Day, M-G-M 11904. ELECTRICAL TRANSCRIPTIONS: E. LaMar, Standard.	6	11
8.	Hearts of Stone 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; J. Haskell, Camden 262; L. Innis, King 1392; Jewels, R & B 1301; McGuire Sisters, Coral 61335; R. Wells, V 20-5955; Vicki Young, Cap 3008. ELECTRICAL TRANSCRIPTIONS: H. Bluestone, Standard; J. Desmond, Thesaurus.	8	17
9.	Open Up Your Heart By Stuart Hamblen—Published by Hamblen (BMI) BEST SELLING RECORD: Cowboy Church Sunday School, Dec 29367, OTHER RECORDS AVAILABLE: Lancers, Coral 61332; R. Clooney & Sister Gail, Col 40422; McGuire Sisters, Coral 61334; G. B. Shea, Victor 20-6021.	10	10
0.	That's All I Want From You By M. Rotha—Published by Weiss & Barry (BMI) BEST SELLING RECORD: J. P. Morgan, V 20-5892. OTHER RECORDS AVAILABLE: D. Jacobs, Coral 61260; L. Darnell, Savoy 1151; J. Hasketl, Camden 262; D. Washington, Mercury 70537; York Brothers, King 1434. ELECTRICAL TRANSCRIPTIONS: H. Bluestone, Standard; J. Desmond, Theasurus.	9	17
F211	Second Ten		
	LEDGING MY LOVE	12	
	Published by E. H. Morris (ASCAP) OARLING JE VOUS AIME BEAUCOUP	. 11	21

Published by Chappell (ASCAP) 19. WEDDING BELLS...... 19 Published by Mellin (BMI) 19. DANGER, HEARTBREAK AHEAD...... 19 Published by Robbins (ASCAP)

WARNING-The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copy-

to record and sheet sales, disk jockey and juke box performances

as determined by The Billboard's weekly nationwide surveys.

Published by Chappell (ASCAP)

14. LET ME GO, LOVER..... 13

Published by Hill & Range (BMI)

14. ROCK LOVE...... 16

14. CHERRY PINK AND APPLE BLOSSOM WHITE.....

Published by Jay & Cee (BMI)

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Tunes with Greatest Radio-TV Audiences

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

Radio

A Man Chases a Girl (R) (F)-Berlin-All of You (R)-Chappell-ASCAP Ballad of Davy Crockett (R) (F)-Wonderland-BMI

Blue Mirage (R)-B. F. Wood-ASCAP Cherry Pink and Apple Blossom White (R) -Chappell-ASCAP

Close Your Eyes (R)-Berkshire-BMI Danger, Heartbreak Ahead (R)-Robbins-ASCAP Darling Je Vous Aime Beaucoup (R)-

Chappell—ASCAP Earth Angel (R)-Dootsie Williams-BMI Finger of Suspicion (R)-Pickwick-ASCAP Hearts of Stone (R)-Regent-BMI How Important Can It Be? (R)-Aspen-

ASCAP Keep Me in Mind (R)-Colony-ASCAP Ko Ko Mo (R)-Meridian-BMI Let Me Go, Lover (R)-Hill & Range-BMI Let's Stay Home Tonight (R)-Peer-BMI Malaguena (R)-E. B. Marks-BMI Melody of Love (R)-Shapiro-Bernstein-

Mr. Sandman (R)-E. H. Morris-ASCAP Play Me Hearts and Flowers (R)-Advanced

-ASCAP Sincerely (R)-Arc-BMI Strange Lady in Town (R)-Witmark-

ASCAP That's All I Want From You (R)-Weiss &

Barry-BMI There Goes My Heart (R)-Feist-ASCAP These Are the Things We'll Share (R)-Famous—ASCAP

Tweedle Dee (R)-Progressive-BMI Unchained Melody (R) (F)-Frank-ASCAP You Too Can Be a Dreamer (R)-Mills-ASCAP You'll Always Be My Lifetime Sweetheart

(R)-Wizell & Day-ASCAP Young and Foolish (R)-Chappell-ASCAP

Television

A Man Chases a Girl (R) (F)-Berlin-ASCAP All of You (R)—Chappell—ASCAP Ballad of Davy Crockett (R) (F)-Wonder-

Blue Mirage (R)-B. F. Wood-ASCAP Danger, Heartbreak Ahead (R)-Robbins-

Door of Dreams (R)-Roncom-ASCAP Everlovin' (R)-Tannen-ASCAP Hearts of Stone (R)-Regent-BMI Heaven Help Us (R)—Embassy—BMI High Society (R)—Leeds—ASCAP How Important Can It Be? (R)—Aspen— ASCAP

Irish Mambo (R)-Graham-ASCAP I've Been Thinking (R)-Acuff-Rose-BMI Ko Ko Mo (R)-Meridian-BMI Make Yourself Comfortable (R)-Rylan-

Melody of Love (R)-Shapiro-Bernstein-ASCAP Mr. Sandman (R)-E. H. Morris-ASCAP

Muskrat Ramble (R)-Simon-ASCAP Never Mind the Horse in the Market (R)-Hollis-BMI

No More (R)-Maple Leaf-BMI Open Up Your Heart (R)-Hamblen-BMI Sincerely (R)-Arc-BMI Teach Me Tonight (R)-Hub-Leeds-ASCAP That's All I Want From You (R)-Weiss &

Barry-BMI Tweedle Dec (R)-Progressive-BMI Two Hearts, Two Kisses (R)-Hill & Range Water Tumbler Tunes (R-Shapiro-Bern-

stein-ASCAP Wedding Bells (R)-Mellin-BMI You Forget (To Tell Me You Love Me) (R)

-Ardmore-ASCAP Young and Foolish (R)-Chappell-ASCAP

England's Top Twenty

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

Softly, Softly-Cavendish (Sherwin) Let Me Go, Lover-Aberbach (Hill & Range) A Blossom Fell-John Fields (Shapiro-Bern-

Mambo Italiano-Campbell, Connelly (Rylan) Naughty Lady of Shady Lane-Sterling (Pax-

Give Me Your Word-Campbell, Connelly (Shapiro-Bernstein)

Happy Days and Lonely Nights-Lawrence Wright (Advanced)

Mr. Sandman-E. H. Morris (E. H. Morris)

Majorca-Mills (Eastwick) Finger of Suspicion-Pickwick (Pickwick)

Mobile—Leeds (Ardmore) Tomorrow-Cavendish (Reis)

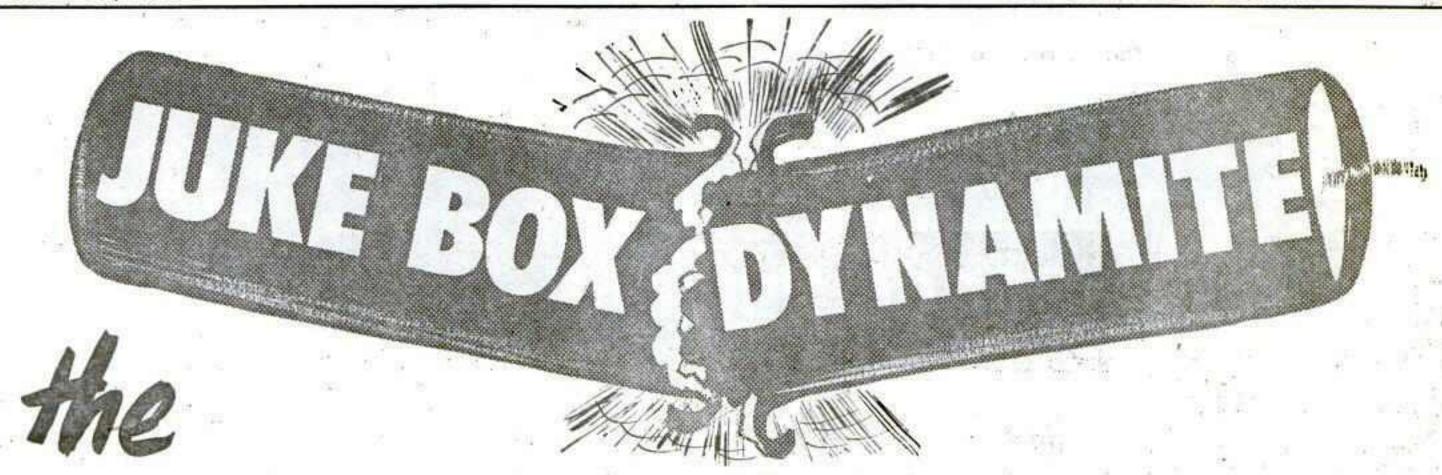
Prize of Gold-Victoria (Shapiro-Bernstein)

No One But You-Robbins (Feist)

Heartbeat-Kassner (Ample) 1 Still Believe-MacMelodies (MacMelodies) Under the Bridges of Paris-Southern (Hill

Somebody-Bourne (Bourne) Can't Tell a Waltz From a Tango-Michael Reine (Harman)

Count Your Blessings (Instead of Sheep)
Berlin (Berlin)



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THERE GOES MY HEART

YOU'LL ALWAYS BE THE ONE

DECCA 29435

TO OUR OPERATOR FRIENDS-

Wish we could be with you at your M.O.A. Convention, but we're leaving March 22 for England and Scotland and a personal appearance tour of the entire Empire Theatre Circuit.

Sod, Dave, Al and Lov

PERSONAL MANAGEMENT

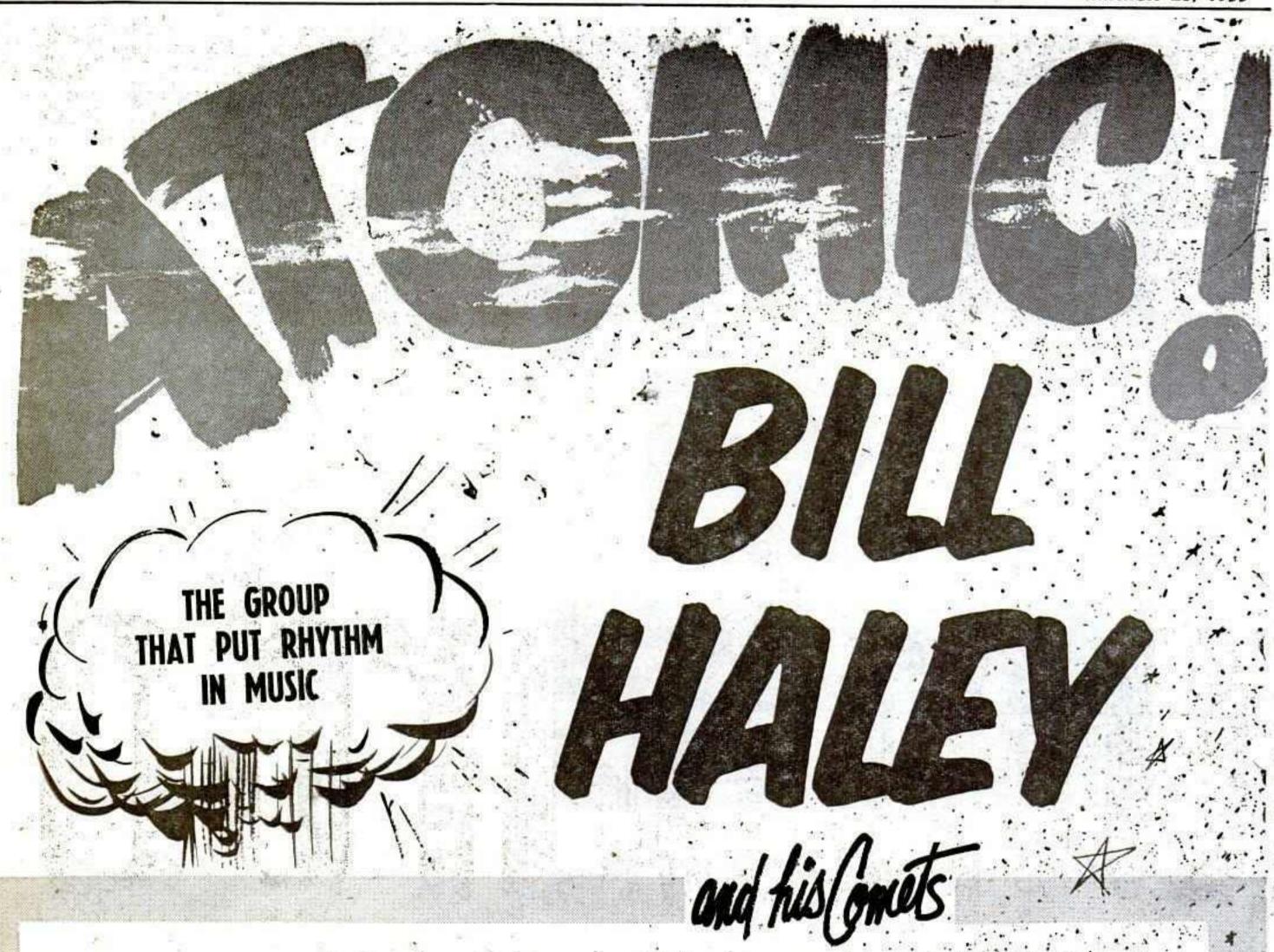
HERB KESSLER

1674 Broadway New York City, N. Y.





VICTOR SELSMAN



Thanks, Ops—

For your help in giving us Four Straight Hits on Decca . . .

SHAKE, RATTLE AND ROLL ROCK AROUND THE CLOCK DIM, DIM THE LIGHTS

and NOW

MAMBO ROCK

BIRTH OF THE BOOGIE

Both on Billboard's Best Selling Charts, Issue of March 19

CURRENTLY

EL CORTEZ HOTEL

LAS VEGAS, NEV.

MOTION PICTURES

Forthcoming short for





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GUY

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AND HIS ROYAL CANADIANS



You've yelled for more releases by

MOA CONVENTION SECTION



Exclusive Decca Recording Star

and here's his latest hit

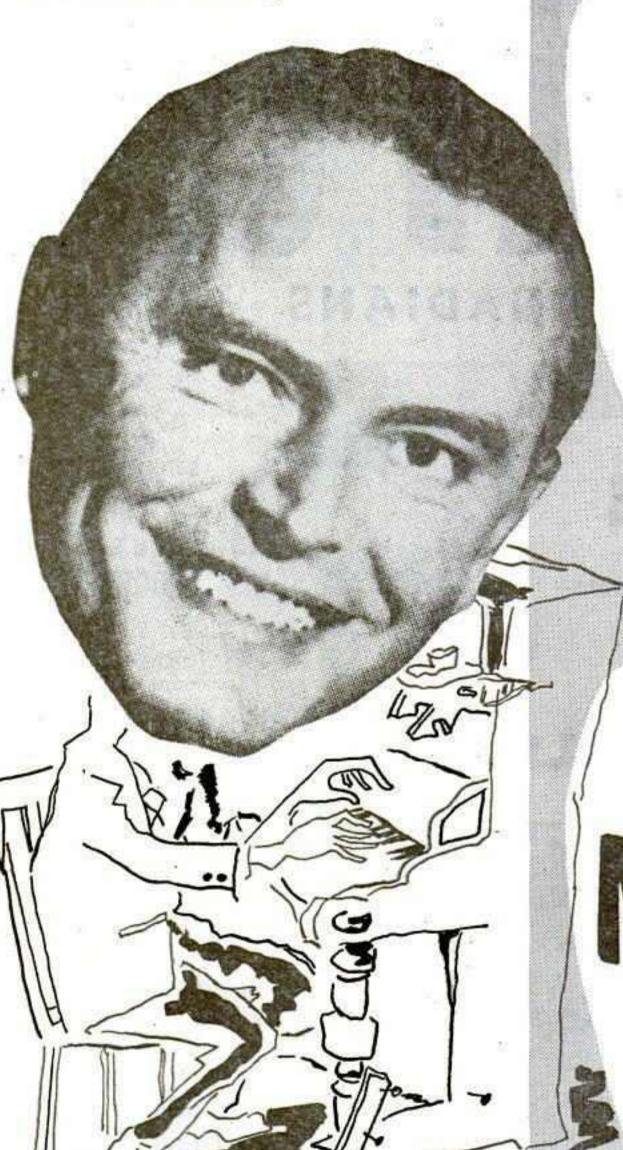
• Review Spotlight on . . . RECORDS

CRAZY OTTO

My Melancholy Baby (Shapiro-Bernstein & Jerry Vogel,

ASCAP)
In the Mood (Shapiro-Bernstein, ASCAP)—Decca 29449
In the Mood (Shapiro-Bernstein, ASCAP)—Decca 29449
—The original Crazy Otto plays up another corn storm
in his best nickelodeon type piano style. His current
waxing is still making juke coin, and this one should do
equally well, since it's more of the same thing, familiar
old standards wrapped up in a happy-sounding arrangement and a toe-tapping beat.

The Billboard March 19 issue



... and remember, the Original "Otto" is only on

THE MUUUU

MELANCHOLY BABY

DECCA #29449-9-29449



Coming out soon -THE CRAZY OTTO ALBUM Extended Play: ED 2201 (Pt. 1) ED 2202 (Pt. 2) Long Play: DL 8113



hes america's greatest

coin catcher



of the Will Mastin Trio



CURRENTLY

YOU

ALL OF SIX BRIDGES TO CROSS

EXCLUSIVELY DECCA RECORDS PERSONAL MANAGEMENT WILL MASTIN



MOA CONVENTION SECTION



many, many thanks ... Les and Mary

PERSONAL MANAGEMENT

GRAY GORDON • **MEL SHAUER**

667 Madison Ave. New York City, N. Y. 9110 Sunset Blvd. Hollywood, Cal.

DIRECTION

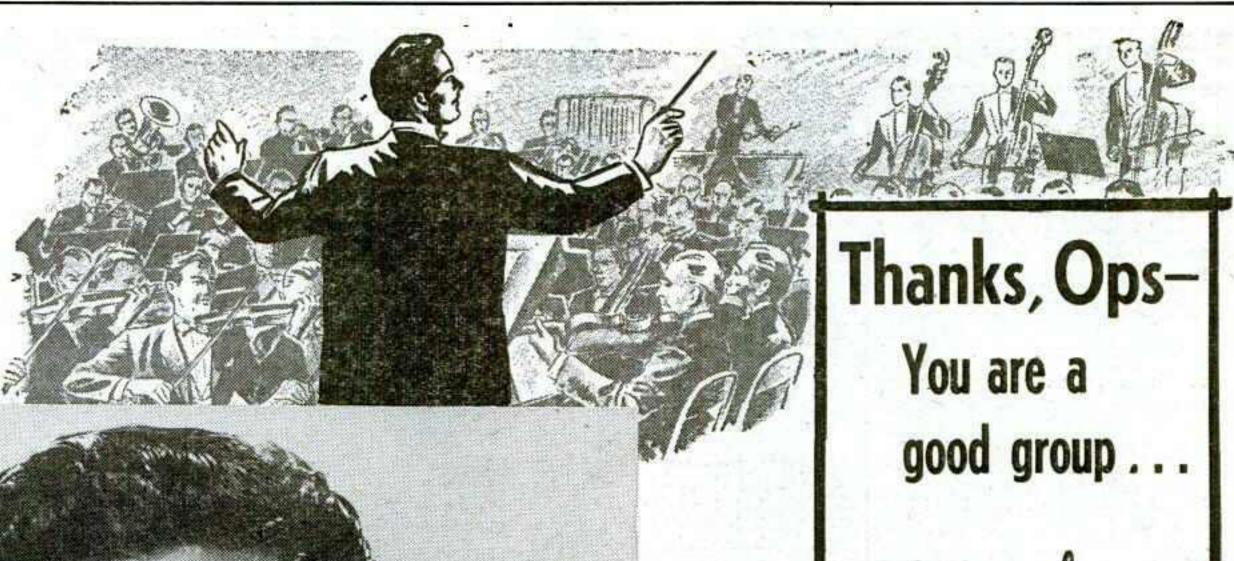
GENERAL ARTISTS CORP.

EXCLUSIVELY CAPITOL RECORDS

GIBSON GUITARS

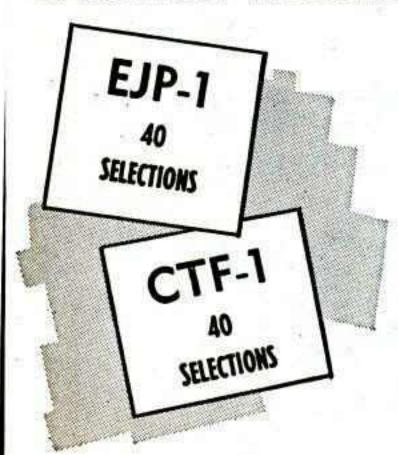
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"JACKIE GLEASON OPERATOR PACKAGE"



Special for Juke Box Operators

CURRENT ALBUMS

- MUSIC TO REMEMBER HER
- MUSIC, MARTINIS, AND MEMORIES
 - MUSIC FOR LOVERS ONLY
 - MUSIC TO MAKE YOU MISTY
 - · LOVER'S RHAPSODY
 - ROMANTIC JAZZ
 - TAWNY



The Billboard Music Popularity Charts

POPULAR

Best Sellers in Stores

For survey week ending March 16 RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on Tho 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.

Farewell-Cadence 1256-BMI

V 20-5994-BMI

Weeks Week Chart 1. BALLAD OF DAVY CROCKETT-B. Hayes.....

2. CRAZY OTTO MEDLEY-J. Maddox. 2 8 -Humoresque-Dot 15325 3. SINCERELY-McGuire Sisters...... 1 12 No More-Coral 61323-BMI

You're Wrong, All Wrong-Mercury 70517-BMI 5. MELODY OF LOVE-B. Vaughn.... 5 Joy Ride-Dot 15247-ASCAP

4. TWEEDLE DEE-G. Gibbs...... 4 · 9

6. KO KO MO-P. Como..... You'll Always Be My Lifetime Sweetheart-

7. BALLAD OF DAVY CROCKETT-F. Parker..... 11 I Gave My Love-Col 40449-BMI 8. HOW IMPORTANT CAN IT BE?-

I. James.....

This Is My Confession-M-G-M 11919-ASCAP 9. OPEN UP YOUR HEART-Cowboy Church Sunday School.... 14 13 The Lord Is Counting on You-Dec 29367-BMI

10. EARTH ANGEL-Crew Cuts...... 8 Ko Ko Mo-(14)-Mercury 70529-BMI 11. HEARTS OF STONE-Fontane Sisters. 7 Bless Your Heart-Dot 15265-BMI

12. MELODY OF LOVE-Four Aces..... 15 10 There's a Tavern in the Town-Dec 29395-ASCAP 13. MELODY OF LOVE-D. Carroll..... 12 12 La Golondrina-Mercury 70516-ASCAP 14. KO KO MO-Crew Cuts...... 16 Earth Angel-(10)-Mercury 70529-BMI

15. THAT'S ALL I WANT FROM YOU-J. P. Morgan...... 10 18 Dawn-V 20-5896-BMI 15. CHERRY PINK AND APPLE

BLOSSOM WHITE-P. Prado..... 21 Marie Elena Rumba-V 20-5965-ASCAP 17. BALLAD OF DAVY CROCKETT-Tennessee Emie Ford............ 19 Farewell-Cap 3058-BMI

17. EARTH ANGEL—Penguins...... 13 Hey, Senorita-Dootone 348-BMI 19. DARLING JE VOUS AIME BEAUCOUP—Nat (King) Cole..... 23 Sand and the Sca-(32)-Cap 3027-ASCAP

20. PLEDGING MY LOVE-J. Ace..... 17 No Money-Duke 136-BM1 21. DANCE WITH ME HENRY-G. Cibbs -Every Road Must Have a Turning-

Mercury 70572-BMI 22. ROCK LOVE-Fontane Sisters..... 22 You're Mine-Dot 8570-BMI 23. PLANTATION BOOGIE—L. Dee..... 24

Birth of the Blues-Dec 29360-BMI 24. TWEEDLE DEE-L. Baker...... 27 Tomorrow Night-Atlantic 1047-BMI 25. MAMBO ROCK-B. Haley....... 18

Birth of the Boogle-(26)-Dec 29418-ASCAP 26. HOW IMPORTANT CAN IT BE?-S. Vaughan..... 26 Waltzing Down the Aisle-Mercury 70534—ASCAP

26. BIRTH OF THE BOOGIE-B. Haley. 27 Mambo Rock-(25)-Dec 29418-ASCAP 28. IT MAY SOUND SILLY-McGuire Sisters..... -

Doesn't Anybody Love Me?-Coral 61369-BMI 29. PLAY ME HEARTS AND FLOWERS-I. Desmond..... -I'm So Ashamed-Coral 61379-ASCAP

30. DANGER, HEARTBREAK AHEAD-J. P. Morgan.... Softly, Softly-V 20-6016-ASCAP

• This Week's Best Buys

UNCHAINED MELODY (Frank, ASCAP) - Al Hibbler – Decca 29441

Initial reaction to this movie tune has been quite strong. Al Hibbler's version already has jumped on the Cleveland and Detroit territorial charts and is a big seller in New York, Pittsburgh and Los Angeles, as well. This disk is also doing nicely in the r. & b. market. Several other versions are sparking considerable action but have not yet gained the acceptance that the Decca record has. Flip is "Daybreak". (Feist, ASCAP).

SILVER MOON (Harms, ASCAP)-Billy Vaughn -Dot 15347

This is another recent release that has taken little time to hit pay dirt. Operators have been particularly enthusiastic about this record. Good sales reports were returned from a wide range of territories that included Philadelphia, Buffalo, Pittsburgh, Cleveland, Chicago, Milwaukee, Nashville, St. Louis, At-lanta and Baltimore. Flip is "Baby O' Mine" (Randy-Smith, ASCAP). A previous Billboard "Spotlight" pick.

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

NOBODY (Jerry Vogel, ASCAP) DOOR OF DREAMS (Roncom, ASCAP)-Perry Como-RCA Victor 6059

While this has been a slow starter for Como, it is beginning to pick up nicely in various parts of the country. This disk is moving at a good rate in Chicago, Milwaukee, St. Louis, Cincinnati, Pittsburgh and Buffalo. Preference as to side is almost evenly split. A previous Billboard "Spotlight" pick.

MAKE YOURSELF COMFORTABLE (Rylan, ASCAP)-Deacon Andy Griffith-Capitol 3057 Southern dealers have been having a field day with this humorous disk. Retailers in the Carolinas, Atlanta, Nashville, Dallas, Baltimore, St. Louis and Kansas City have found a ready response to it. The concentration of strong reports in those territories may put the Griffith record on the national charts in the near future. Flip is "Ko Ko Mo" (Meridian, BMI). A previous Billboard "Spotlight" pick.

Most Played in Juke Boxes

For survey week ending March 16

Weeks

Week Chart

RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are based on The Billboard's weekly survey among the This

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. Week 1. SINCERELY—McGuire Sisters.....

No More-Coral 61323-BMI 2. CRAZY OTTO MEDLEY-J. Maddox. 3 Humoresque-Dot 15325

3. HEARTS OF STONE-Fontane Sisters. 2 Bless Your Heart-Dot 15265-BMI 4. MELODY OF LOVE-B. Vaughn.... 5 12

Joy Ride-Dot 15247-ASCAP 5. TWEEDLE DEE-C. Gibbs...... 7 You're Wrong, All Wrong-Mercury 70517-BMI

6. MELODY OF LOVE—Four Aces..... 4 11 There's a Tavern in the Town-Dec 29395—ASCAP 7. KO KO MO-P. Como.....

You'll Always Be My Lifetime Sweetheart-

V 20-5994-BMI

8. BALLAD OF DAVY CROCKETT-B. Hayes...... 13 Farewell-Cadence 1256-BMI

9. HOW IMPORTANT CAN IT BE?-J. James..... 10 This Is My Confession-M-G-M 11919-ASCAP 10. KO KO MO-Crew Cuts...... 11

Earth Angel-(12)-Mercury 70529-BMI

11. THAT'S ALL I WANT FROM YOU-J. P. Morgan..... 8 Dawn-V 20-5896-BMI

12. EARTH ANGEL-Crew Cuts...... 8 Ko Ko Mo-(10)-Mercury 70529-BMI 13. EARTH ANGEL-Penguins...... 12 Hey, Senorita-Dootone 348-BMI

13. MELODY OF LOVE-D. Carroll..... 14 Golondrina, La-Mercury 70516-ASCAP 15. ROCK LOVE-Fontane Sisters..... 16

16. TWEEDLE DEE-L. Baker....... 17 Tomorrow Night-Atlantic 1047-BMI 17. LET ME GO, LOVER-J. Weber..... 15 16 Marionette-Col 40366-BMI

17. DARLING JE VOUS AIME BEAUCOUP-Nat (King) Cole..... -Sand and the Sea-Cap 3027-ASCAP

19. OPEN UP YOUR HEART-Cowboy Church Sunday School.... -Lord Is Counting on You-Dec 29367-BMI

20. SINCERELY-Moonglows -Tempting-Chess 1581-BMI

You're Mine-Dot 8570-BMI

Most Played by Jockeys

For survey week ending March 16

RECORDS are ranked in order of the greatest number of plays on disk jockey radio shows thruout the country. Results are based on The Billhoard's weekly survey among the nation's disk jockeys. The reverse side of each record is also listed. Week Chart

Weeks 1. SINCERELY-McGuire Sisters..... 1

2. KO KO MO-P. Como..... You'll Always Be My Lifetime Sweetheart-V 20-5994-BMI

No More-Coral 61323-BMI

3. HOW IMPORTANT CAN IT BE?-J. James..... This Is My Confession-M-G-M 11919-ASCAP

4. TWEEDLE DEE-G. Cibbs..... 4 You're Wrong, All Wrong-Mercury 70517-BMI 5. MELODY OF LOVE-B. Vaughn.... 2

Joy Ride-Dot 15247-ASCAP 6. EARTH ANGEL-Crew Cuts..... 5 Ko Ko Mo-Mercury 70529-BMI

Humoresque-Dot 15325 8. BALLAD OF DAVY CROCKETT-B. Hayes..... 10 Farewell-Cadence 1256-BMI

7. CRAZY OTTO MEDLEY-J. Maddox. 8

9. HEARTS OF STONE—Fontane Sisters. 9 16 Bless Your Heart-Dot 15265-BMI 9. MELODY OF LOVE-D. Carroll.... 12 Golondrina, La-Mercury 70516-ASCAP

11. THAT'S ALL I WANT FROM YOU-J. P. Morgan..... 7 Dawn-V 20-5896-BMI 12. HOW IMPORTANT CAN IT BE?-S. Vaughan..... 13

Mercury 70534-ASCAP 13. MELODY OF LOVE-Four Aces..... 11 There's a Tavern in the Town-Dec 29395-ASCAP

Waltzing Down the Aisle-

14. EARTH ANGEL-Penguins...... 15 Hey, Senorita-Dootone 348-BMI 15. DARLING JE VOUS AIME

BEAUCOUP-Nat (King) Cole..... 18

Sand and the Sea-Cap 3027-ASCAP 16. MAN CHASES A GIRL-E. Fisher.... -Wedding Bells-V 20-6015-ASCAP

17. PLEDGING MY LOVE-T. Brewer... 20 How Important Can It Be?-Coral 61362-BMI 18. DANGER, HEARTBREAK AHEAD-

J. P. Morgan..... 17 Softly, Softly-V 20-6016-ASCAP 19. BALLAD OF DAVY CROCKETT-Tennessee Ernie

20. IT MAY SOUND SILLY-McGuire Sisters..... Doesn't Anybody Love Me?-Coral 61369-BMI

Farewell-Cap 3058-BMI

THECHEROS

ARE GOING PLACES WITH





B/W CAN'T WE BE MORE THAN FRIENDS

BOTH SIDES PUBLISHED BY: QUINTET MUSIC CO. BMI

RECORD NO. 3075



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To be previewed at the MOA Convention



PRICE LISTED USUAL PRICE ONLY, INCLUDING RECORD AND PACKAGE. CHECK YOUR DISTRIBUTOR.

for helping to make these hits

1944—STRAIGHTEN UP AND FLY RIGHT

1945—FRIM FRAM SAUCE

1946—ROUTE 66

1947—I MISS YOU SO

1948—NATURE BOY

1949—LUSH LIFE

1950—MONA LISA

1951—TOO YOUNG

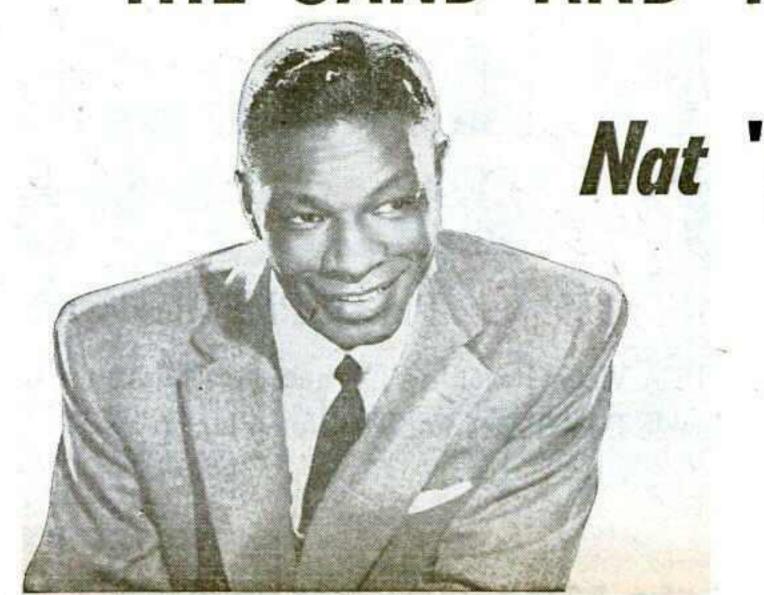
1952-WALKIN' MY BABY BACK HOME

1953—PRETEND

1954—ANSWER ME, MY LOVE

AND NOW FOR 1955

DARLING JE VOUS AIME BEAUCOUP THE SAND AND THE SEA



Nat 'King' Cole



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it's up to you!

meet the three finalists...hear them sing...
cast your vote for the...

MOA-RCA Victor "Miss Juke Box 1955"

at the MOA Convention . . . Polls Open Monday: 2 PM - 9 PM; Tuesday: 2 PM - 6 PM

An RCA Victor Recording Contract For "Miss Juke Box"! Valuable Door Prizes For The Voters!

RCA VICTOR

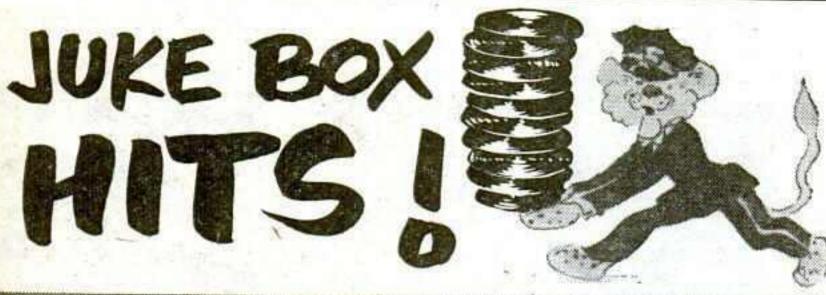


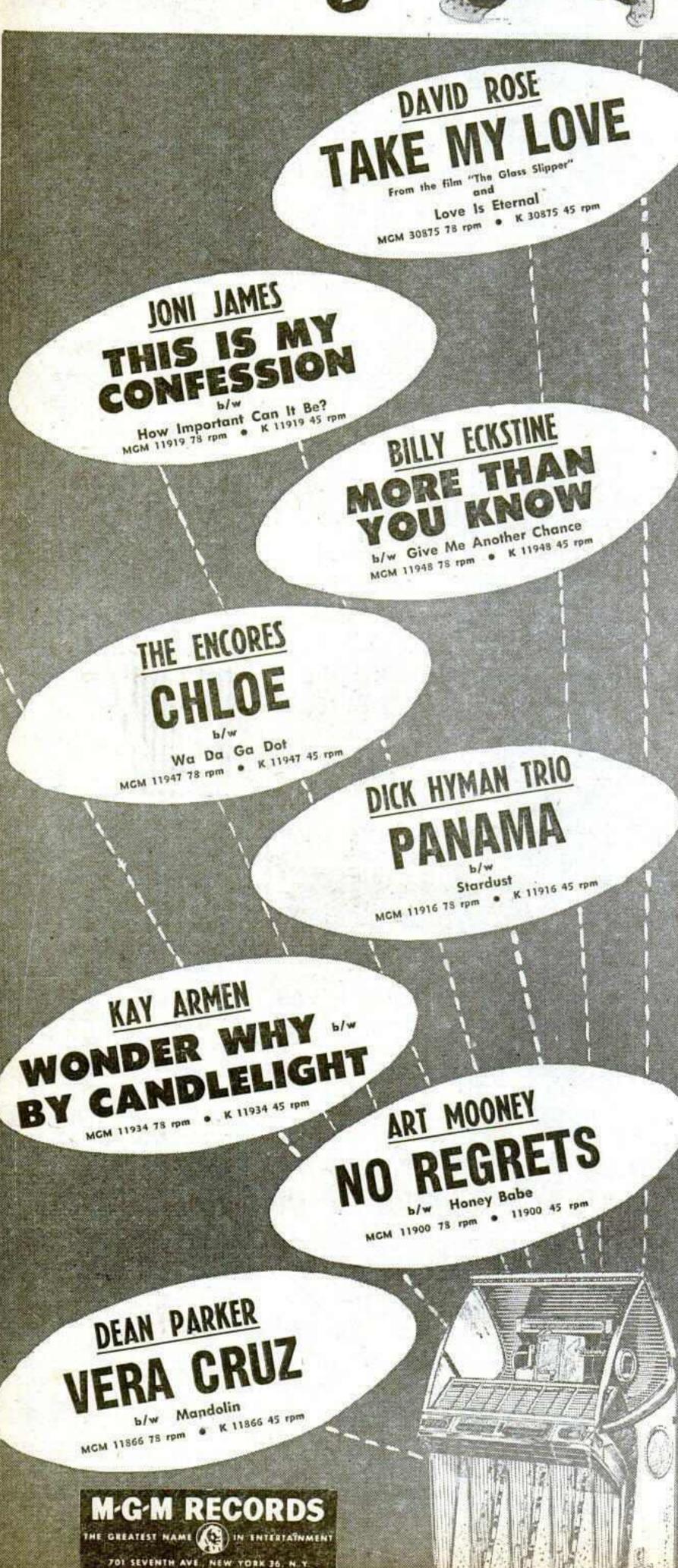
To The MUSIC OPERATORS of AMERICA:



"Happy days in Chicago. Sorry I can't be with you as I was last year, but thanks for everything."

Copyrighted mater





The Billboard Music Popularity Charts POPULAR RECORDS

Territorial Best Sellers

For survey week ending March 10 Listings are based on late reports secured from top dealers in each of the markets listed

Atlanta

1. How Important Can It Be? J. James, M-G-M

2. Melody of Love, B. Vaughn, Dot 3. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.

4. Sincerely, McGuire Sisters, Cor. 5. Ko Ko Mo, P. Como, V.

Balti.-Wash.

1. Ballad of Davy Crockett, B. Hayes, Cdc, 2. Sincerely, McGuire Sisters, Cor. 3. Crazy Otto Medley, J. Maddox, Dot 4. Tweedle Dee, G. Gibbs, Mer.

5. Glad Rag Doll, Crazy Otto, Dec. Birth of the Boogle, B. Haley, Dec. 7. Melody of Love, B. Vaughn, Dot 8. Ko Ko Mo, P. Como, V.

9. Ballad of Davy Crockett F. Parker, Col. 10. Mambo Rock, B. Haley, Dec.

Boston

1. Ballad of Davy Crockett, B. Hayes, Cdc. 2. Crazy Otto Medley, J. Maddox, Dot 3. It May Sound Silly McGuire Sisters, Cor.

4. Cherry Pink and Apple Blossom White P. Prado, V. 5. Melody of Love, D. Carroll, Mer.

6. Tweedle Dee, G. Gibbs, Mer. 7. Play Me Hearts and Flowers J. Desmond, Cor. 8. How Important Can It Be?

J. James, M-G-M 9. Sincerely, McGuire Sisters, Cor. 10. Dance With Me Henry, G. Gibbs, Mer.

Buffalo

I, Ko Ko Mo, Crew Cuts, Mer. 2. Crazy Otto Medley, J. Maddox, Dot 3. Tweedle Dee, G. Gibbs, Mer.

4. Sincerely, McGuire Sisters, Cor. 5. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.

Chicago

1. Ballad of Davy Crockett, B. Hayes, Cdc. 2. Melody of Love, B. Vaughn, Dot 3. Crazy Otto Medley, J. Maddox, Dot

4. Sincerely, McGuire Sisters, Cor. 5. Open Up Your Heart

Cowboy Church Sunday School, Dec. 6. Tweedle Dee, G. Gibbs, Mer, 7. Plantation Boogie, L. Dec. Dec.

8. Cherry Pink and Apple Blossom White, P. Prado, V. 9. Ko Ko Mo, Crew Cuts, Mer.

10. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.

Cincinnati

1. Ballad of Davy Crockett, B. Hayes, Cdc. 2. Earth Angel, Crew Cuts, Mer. 3. Tweedle Dee, G. Gibbs, Mer. 4. Melody of Love, B. Vaughn, Dot

5. Sincerely, McGuire Sisters, Cor. Ko Ko Mo, Crew Cuts, Mer. 7.- Melody of Love, D. Carroll, Mer.

8. It's a Sin to Tell a Lie S. Smith & The Redheads, Epi, 9. Ko Ko Mo, P. Como, V.

10. How Important Can It Be? J James, M-G-M

Cleveland

1. Ballad of Davy Crockett, B. Hayes, Cdc. 2. Two Hearts, P. Boone, Dot 3. Wallflower, E. James, Mod.

4. Unchained Melody, A. Hibbler, Dec. 5. Tweedle Dee, L. Baker, Atl.

6. Melody of Love, B. Vaughn, Dot 7. Pledging My Love, J. Acc. Duk. 8. Plantation Boogie, L. Dec. Dec. 9. How Important Can It Be?

10. Tweedle Dee, G. Gibbs, Mer.

J. James, M-G-M

Dallas-Fort Worth

I. Crazy Otto Medley, J. Maddox, Dot 2. Ballad of Davy Crockett F. Parker, Col.

3. Sincerely, McGuire Sisters, Cor. 4. Two Hearts, P. Boone, Dot 5. Ballad of Davy Crockett, T. Ernie, Cap.

6. Melody of Love, B. Vaughn, Dot 7. Hearts of Stone, Fontane Sisters, Dot 8. Ko Ko Mo, P. Como, V.

9. Make Yourself Comfortable A. Griffith, Cap. 10. Tweedle Dee, L. Baker, Atl.

Denver

1. Tweedle Dee, G. Gibbs, Mer. Sincerely, McGuire Sisters, Cor. Crazy Otto Medley, J. Maddox, Dot Melody of Love, D. Carroll, Mer. Ballad of Davy Crockett, T. Ernie, Cap.

Ko Ko Mo, Crew Cuts, Mer. Melody of Love, Four Aces, Dec. 8. Ballad of Davy Crockett F. Parker, Col.

9. Open Up Your Heart Cowboy Church Sunday School, Dec. 10. How Important Can It Be? S. Vaughan, Mer.

Detroit

1. Cherry Pink and Apple Blossom White P. Prado, V. Ballad of Davy Crockett, B. Hayes, Cdc. 3. Melody of Love, D. Carroll, Mer. 4. Dance With Me Henry, G. Gibbs, Mer,

5. Dixie Danny, Laurie Sisters, Mer. Lazy Gondolier, Mantovani, Lon.
 Unchained Melody, A. Hibbler, Dec.

8. Mambo Rock, B. Haley, Dec. 9. Danger, Heartbreak Ahead J. P. Morgan, V. 10. Ballad of Davy Crockett F. Parker, Col.

Kansas City 1. Ballad of Davy Crockett, T. Ernie, Cap. 2. It's a Sin to Tell a Lie

S. Smith & The Redheads, Epi. 3. Crazy Otto Medley, J. Maddox, Dot 4. Pledging My Love, J. Ace, Duk. 5. Cherry Pink and Apple Blossom White P. Prado, V.

6. Mambo Rock, B. Haley, Dec. 7. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap. 8. How Important Can It Be?

9. Earth Augel, Penguins, Dtn. 10. Make Yourself Comfortable A. Griffith, Cap.

J. James, M-G-M

Los Angeles

1. Ballad of Davy Crockett

F. Parker, Col. 2. Sincerely, McGuire Sisters, Cor. 3. Crazy Otto Medley, J. Maddox, Dot

4. Ko Ko Mo, P. Como, V. 5. Melody of Love, L. Diamond, V.

6. Ballad of Davy Crockett W. Schumann, V. 7. Hearts of Stone, Fontane Sisters, Dot

8. How Important Can It Be? J. James, M-G-M

9. That's All I Want From You

J. P. Morgan, V. 10. Tweedle Dee, L. Baker, Atl.

Milwaukee

I. Ballad of Davy Crockett

F. Parker, Col. 2. Crazy Otto Medley, J. Maddox, Dot 3. Ballad of Davy Crockett, B. Hayes, Cdc

4. Open Up Your Heart Cowboy Church Sunday School, Dec. 5. How Important Can It Be?

J. James, M-G-M 6. Lazy Gondoller, Mantovani, Lon.

7. Melody of Love, D. Carroll, Mer. 8. Ballad of Davy Crockett, T. Ernie, Cap. 9. Plantation Boogle, L. Dec, Dec.

10. Tweedle Dee, G. Gibbs, Mer. Mpls.-St. Paul

1. Crazy Otto Medley, J. Maddox, Dot 2. Melody of Love, B. Vaughn, Dot 3. Ballad of Davy Crockett

F. Parker, Col. 4. Ballad of Davy Crockett, T. Ernie, Cap. 5. Sincerely, McGuire Sisters, Cor. 6. Open Up Your Heart

Cowboy Church Sunday School, Dec. 7. Tweedle Dee, G. Gibbs, Mer. 8. Ko Ko Mo, P. Como, V.

9. Melody of Love, Four Aces, Dec. 10. Earth Angel, Crew Cuts, Mer.

New Orleans

1. Crazy Otto Medley, J. Maddox, Dot 2. Play Me Hearts and Flowers J. Desmond, Cor.

3. Ko Ko Mo, P. Como, V. 4. Ballad of Davy Crockett, T. Ernie, Cap.

5. Melody of Love, Four Aces, Dec. 6. Sincerely, McGuire Sisters, Cor.

7. How Important Can It Be? J. James, M-G-M 8. Ballad of Davy Crockett

F. Parker, Col. 9. Tweedle Dee, G. Gibbs, Mer.

10. Pledging My Love, T. Brewer, Cor.

New York 1. Crazy Otto Medley, J. Maddox, Dot

2. Melody of Love, B. Vaughn, Dot 3. Ballad of Davy Crockett, B. Hayes, Cdc,

4. Sincerely, McGuire Sisters, Cor. 5. Hearts of Stone, Fontane Sisters, Dot 6. Open Up Your Heart Cowboy Church Sunday School, Dec.

7. How Important Can It Be? J. James, M-G-M

8. Tweedle Dee, G. Gibbs, Mer. 9. Tweedle Dee, L. Baker, Atl.

10. Earth Angel, Penguins, Dtn.

Philadelphia 1. Crazy Otto Medley, J. Maddox, Dot

How Important Can It Be? J. James, M-G-M 3. Ballad of Davy Crockett, B. Hayes, Cdc. 4. Tweedle Dee, G. Gibbs, Mer.

5. Ballad of Davy Crockett F. Parker, Col. 6. Sincerely, McGuire Sisters, Cor.

7. Open Up Your Heart Cowboy Church Sunday School, Dec. 8. Melody of Love, B. Vaughn, Dot 9. Darling Je Vous Aime Beaucoup

Nat (King) Cole, Cap. 10. Man Chases a Girl, E. Fisher, V.

Pittsburgh

1. Ballad of Davy Crockett, B. Hayes, Cdc. 2. Cherry Pink and Apple Blossom White P. Prado, V.

3. Dance With Me Henry, G. Gibbs, Mer. 4. Ko Ko Mo, P. Como, V. 5. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.

6. Tweedle Dee, G. Gibbs, Mer. 7. How Important Can It Be? S. Vaughan, Mer.

5. Hearts of Stone, Fontane Sisters, Dot 9. Melody of Love, D. Carroll, Mer. 10. Melody of Love, W. King, V.

St. Louis 1. Ballad of Davy Crockett, B. Hayes, Cdc

2. Crazy Otto Medley, J. Maddox, Dot 3. Tweedle Dee, G. Gibbs, Mer. 4. Close Your Eyes, T. Bennett, Col. 5. Mambo Rock, B. Haley, Dec.

6. Cherry Pink and Apple Blossom White P. Prado, V. 7. Darling Je Vous Aime Beaucoup Nat (King) Cole, Cap.

8. Ko Ko Mo, Crew Cuts, Mer. 9. Open Up Your Heart Cowboy Church Sunday School, Dec. 10. How Important Can It Be? S. Vaughan, Mer.

San Francisco 1. Sincerely, McGuire Sisters, Cor.

2. Hearts of Stone, Fontane Sisters, Dot 3. Ko Ko Mo, P. Como, V. 4. Tweedle Dee, G. Gibbs, Mer.

5. Ballad of Davy Crockett F. Parker, Col. 6. Melody of Love, Four Aces, Dec.

7. Crazy Otto Medley, J. Maddox, Dot 8. Melody of Love, D. Carroll, Mer. 9. Earth Angel, Penguins, Dtn.

10. How Important Can It Be? J. James, M-G-M

Seattle

1. Ballad of Davy Crockett F. Parker, Col. 2. Melody of Love, B. Vaughn, Dot

3. Crazy Otto Medley, J. Maddox, Dot 4. Tweedle Dee, G. Gibbs, Mer. 5. Hearts of Stone, Fontane Sisters, Dot

6. Sincereely, McGuire Sisters, Cor. 7. Melody of Love, D. Carroll, Mcr. 8. Open Up Your Heart Cowboy Church Sunday School, Dec.

9. Close Your Eyes, T. Bennett, Col. . 10. Birth of the Boogie, B. Haley, Dec.

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SEE YOU AT THE

THE BILLBOARD



... MANY OF THE "X" ARTISTS AND STAFF WILL BE THERE TO GREET YOU AT THE "X" BOOTHS

a déuble bantelled HIT,

TWO
HEARTS
TWO
KISSES
(MAKE ONE LOVE)

MOA CONVENTION SECTION

fooishy outs.

SUNG BY

DORISIAN

COLUMBIA 183 4-40483 ORCHESTRA UNDER DIRECTION OF FRANK COMSTOCK

COLUMBIA



RECORDS



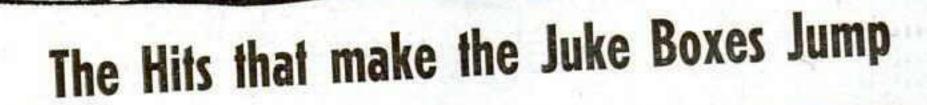


FRANKIE LAINE

"STRANGE LADY IN TOWN"
"COOL WATER"
Col. #40457

GENERAL ART





(We're Gonna)

"ROCK AROUND THE CLOCK"

Featured in the M-G-M Picture "BLACKBOARD JUNGLE"

By BILL HALEY and his COMETS, Decca

"A.B.C. BOOGIE"

BILL HALEY, Decca

"HAPPY BABY"

BILL HALEY, Decca-LES BAXTER, Capital

"ROCK-A-BEATIN" BOOGIE"

ESQUIRE BOYS, Guyden—BUDDY MORROW, Mercury

WILLIE RESTUM, Capitol—TRENIERS, Okeh

"GREEN TREE BOOGIE"—"SUNDOWN BOOGIE"

BILL HALEY and his COMETS, Essex

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HARRY SOBOL 1270 Sixth Ave., New York City





• Review Spotlight on . . .

RECORDS

HILLTOPPERS

The Door Is Still Open (Berkshire, BMI) Teardrops From My Eyes (Simon House, BMI)-Dot 1534-The Dot label is hot right now, and this disk can only enhance their sales-appeal. Lead singer Jimmy Sacca-just out of the Army-gives a standout performance on both sides. His expressive warbling is particularly effective on "The Door Is Still Open," a moving

ballad. The flip features a warmly sincere reading of a fast-paced weeper "Teardrops From My Eyes."

PATTI PAGE

Keep Me in Mind (Colony, ASCAP) Little Crazy Quilt (Lear, ASCAP)-Mercury 70579-This is the best record Patti Page has had in some time, and it should get plenty of jockey play and dealer attention. "Keep Me in Mind" is a breezy rhythm ballad with a good beat and strong melodic line. "Little Crazy Quilt" is a charming novelty sung by the canary with brightness and delicacy of pacing. The gal's popular double-track vocal gimmick is used to advantage on both sides.

THE GOOFERS

Flip, Flop and Fly (Progressive, BMI)-Coral 61383-Coral's new group of vocal-instrumentalists has a sock pop version of the r.&b. hit. The boys warble with drive, humor and a sure rhythm sense, while the ditty itself is the kind of alive-and-kicking r.&b. novelty material that is strong right now in the pop field. Johnnie Ray also has a good version of the song out this week on Columbia. Flip on the Goofers disks is "My Babe" (Regent, BMI).

LEROY HOLMES

Unchained Melody-M-G-M 11962-This instrumental version of the strong flick tune is in the vein of several previous Holmes hits-lush string orking, plus moody whistling by Fred Lowery. It should be touch-and-go between this one and the similar Les Baxter version on Capitol, which preceded it by a couple of weeks. Vocal versions by Hibbler and Hamilton (see rhythm and blues Spotlight) should also come in for a heavy share.

DON CORNELL

The Door Is Still Open (Berkshire, BMI)

Most of All (Arc, BMI)-Coral 61393-The singer pulls a style-switch on this one and comes up with two excellent sides in the pop-r.&b. groove. "The Door Is Still Open" is a highly effective ballad with a good beat and an appealing vocal. The flip features a fairly restrained Cornell reading of an up-tempo love song, with an infectious beat. Both sides should pull their full share of plays, with "The Door Is Still Open" apt to prove stronger.

Reviews of New Pop Records

BILLY VAUGHN ORK

DOT 15347-A Billboard "Spotlight" 3-19-'55, (Harms, ASCAP)

Baby of Mine 75

The ork swings gently thru a happy little score. Real listenable, but not in the commercial slot of the powerhouse flip. (Randy-Smith, ASCAP)

EDDIE FISHER

Take My Love86 VICTOR 6071-A Billboard "Spotlight" 3-19-'55. (Feist, ASCAP)

Just One More Time....84

A Billboard "Spotlight" 3-19-'55. (Paxton, ASCAP)

THE CHORDETTES

"Spotlight" 3-19-'55. (Hill & Range,

Lonely Lips....84 A Billboard "Spotlight 3-19-'55. (Teepee, ASCAP)

PATTI PAGE

Keep Me in Mind80 MERCURY 70579-This is one of those subtle rhythmic tunes that the thrush does so well. The disk has a solid beat and Miss Page's vital show-wise personality shines thruout. Deejays and operators will endorse

with plenty of play. (Colony, ASCAP) Little Crazy Quilt....79 Mercury's wholesome songbird thrushes a charming ditty, which should appeal to both the pop and kidde market, a la many of her past platters. The double-voice track features Miss Page's usual pretty blend and delicate, deft vocal touches, (Lear, ASCAP)

THE DE CASTRO SISTERS

Boom Boom Boomerang80 ABBOTT 3003-Rhythm novelty is sold strongly by the De Castros. Happy spirit figures to attract jock and juke play, gaining much exposure on the strength of their last disking. (Dandelion, BMI)

Let Your Love Walk In 76 A punch-laden backing awards solid rhythmic support to the gals in this effective warble. It will win spins, (Teri, ASCAP)

FRANK SINATRA

Direction:

William Morris

CAPITOL 3024-Sinatra rides the trend with this strong reading of the r.&b. hit. He's singing out very well, and the side will get strong exposure. Bottom to the Top 76

Another in the same pop-r.&b. groove and Sinatra belts it out with skill and authority. Makes a strong coupling with the flip.

LU ANN SIMMS

COLUMBIA 40467-Oriental novelty is from same cartoon. Thrush doubletracks her own harmony, while Mitch Miller provides some virtuosic cat effects. Should enjoy some healthy action all around, and especially with

the kids. (Disney, ASCAP) La La Lu....75 Attractive, gentle lullaby is also from Disney's "Lady and the Tramp," and was cleffed by Peggy Lee and Johnny Burke. One of Lu Ann's best jobs. (Disney, ASCAP)

EDDIE FONTAINE

"X" 108-A potent rock and roller. Cleffer bass also provides the rockribbed backing for a stand-out vocal,

(United, ASCAP) I Miss You So....76 The "Rock Love" exponent shouts up a Laine-storm in this effective torcher. Could register. (Leeds,

THE CHEERS

Blueberries CAPITOL 3075-An amusing tonguein-cheek take-off on the r.&b. novelty, with solid pacing and a showmanly vocal by the group. The platter boys and juke fans should hand it spins. (Quintet, BMI)

Can't We Be More Than Friends? 70

An okay up-tempo vocal blend on an attractive ballad, but flip has more commercial appeal, (Quintet, BMI)

ALFREDITO ORK

His Majesty's Cha-Cha-Cha76 RAINBOW 282-One of the most danceable mambo sides in recent months. Good big band and flavorful Latin group vocal over the leader's persistent piano. Should see plenty of action.

Love for Sale 72 This one's a bolero, and a good coupling juke-wise. Fine trumpet choir complements Alfredito's vibes in a Joe Caianni score.

GADABOUTS

Oochi Pachi MERCURY 70581 - Group novelty, with a beat, has gimmicky catch refrain that could mean action. (Gallo, BMI)

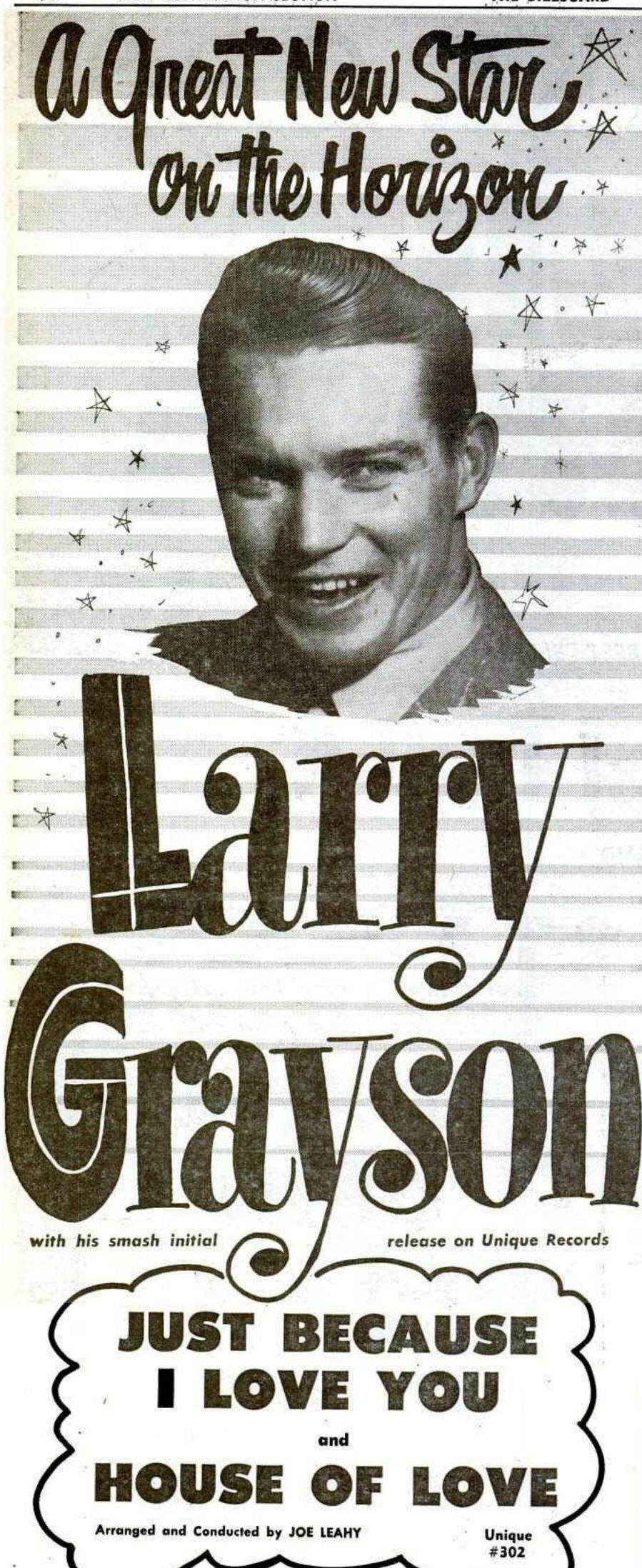
(You Make My Heart) Ge Boom Boom 72

Another lively, gimmicky side. (Pure,

PEGGY LEE

Bella Notte75 DECCA 29460—Peggy Lee renders a (Continued on page 124)

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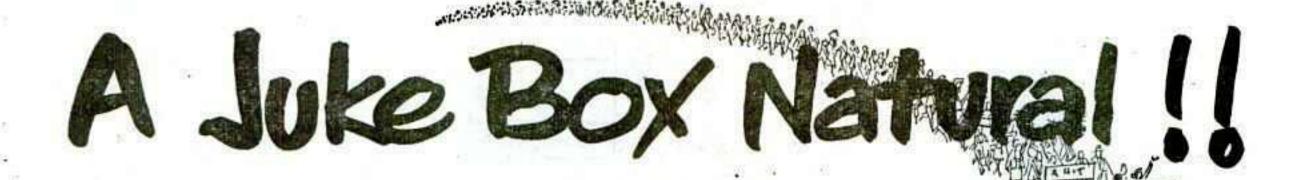
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The Billboard Music Popularity Charts

Reviews of New Pop Records

POPULAR RECORDS

Continued from page 120

tasteful vocal on this pretty ballad from the flick, "Lady and the Tramp." Lush string backing by Victor Young. (Disney, ASCAP)

La La Lu....75 Another well-produced side. Ditty from the same flick is a lullaby-type tune, and pretty. (Disney, ASCAP)

ALMA COGAN

Blue Again74 VICTOR 6063-A bright version of the old musical comedy tune. Ork has lilting arrangement to back Alma Cogan's stylized vocal. (Kelth Prowse, ASCAP)

Paper Kisses 73 The British thrush has a fresh sound, and ork has a lively, happy beat. Makes a nice coupling for the flip. (Fields, ASCAP)

HARMONICATS

piece. Harmonicats' instrumental style is fine. Wax will provide deejays with nice programming. (Shapiro-Bernstein, ASCAP)

Mickey 72 The light melody and lilting beat provide a sharp change from the flip. (Harms, ASCAP)

RONNIE HILTON

Prize of Gold74 VICTOR 6045-Big ballad from the title flicker is awarded a warm and resonant performance. Many will like Hilton's piping here, and the side could win ample exposure, (Columbia Pictures, ASCAP)

My Loving Hands....71 Another knowing chant job by Hilton. Backing by strings is in the best British pop tradition-nice and lush. (Fields, ASCAP)

FRED WARING ORK We'll Go a Long,

Long Way Together74 DECCA 29451 — A rousing march tune by glee club and soloists. Should register with regular Waring buyers. (Fox, ASCAP)

He Was the Happiest 70 Boisterous crew has just tendered a farewell fete for one of the boys about to be wed. Entertaining special occasion side. (Shawnee, ASCAP)

JOHNSTON BROTHERS

Heartbroken 74 LONDON 1545-It's the oldie, done in nostalgic style. Pleasing arrangement backs the Johnston Brothers' vocal. Good listening here.

Majorca....70 This Mediterranean-styled lyric is interpreted with considerable charm by the Johnston Brothers. Nice, for a limited market.

FRANK CHACKSFIELD ORK

LONDON 1530-The British maestro captures the mood of the streets of Paris in this little tone poem. Nice instrumental, with a sensitive arrange-

Glorious....73 Another instrumental in the Chacksfield manner, with sweeping strings and melody.

SPIKE JONES ORK

kid who loves the candy his sister's boy friend brings. It's not in Spike's hilarious style. Rather, it's got a tender touch. May get jockey atten-tion. (Simon House, BMI)

This Song Is for the Birds 70 Kiddies may like this piece of song satire. It's full of quacks, whistles and bird calls. (Oakhurst, BMI)

DICK CONTINO

able accordion solo with guitar spells. A handy nostalgic item for jock and juke play. (Feist, ASCAP) Limehouse Blues....68

Flashy instrumental side by the Liberace of the accordion. Mainly for the fan club. (Harms, ASCAP)

ARTIE WAYNE

A Hundred Years From Today73 MERCURY 70589 - An attractive oldie gets new life pumped into it via Wayne's persuasive warble, and wellconceived shuffle backing helps. (Feist, ASCAP)

Don't Come Any Closer 67 Wayne is almost convincing in this Latinized puff. (Amenra)

JACK PLEIS ORK

When You Wish Upon a Star72 DECCA 29457 - Pretty standard is from Disney's "Pinocchio" flick. Fine choral and ork rendition merits deejay use. (Bourne, ASCAP) Heigh Ho:

Whistle While You Work 71 More Disney and attractively done, Single, unpackaged disking of this material is unlikely to attract much dealer attention. (Bourne, ASCAP)

LES ELGART ORK

Chattanooga Legion Band72 COLUMBIA 40458 - A march, in Dixieland style with the Tattle Tales chanting choruses and the band getting a big sound. (Summit, ASCAP) Come to the Mardi Gras 71

An instrumental of the pretty melody. (Peer International, BMI)

GEORGIE AULD

CORAL 61381-A tasteful melodic instrumental treatment of the recently revived ditty, which is also featured in Jane Russell's new movie, "Underwater." Spins are in store. (Chappell, ASCAP)

Plantation Boogie 71

A fine rhythmic take-off on Lenny Dee's catchy tune. Should garner jockey play and juke trade. (Copar,

DICK JACOBS ORK

Play Me Hearts and Flowers72 CORAL 61380-An attractive instrumental. Lush strings and relaxed musicianship make a nice side. (Advanced, ASCAP)

My Dear 70 Jacob's ork does a melodic pleasing arrangement of this waltz. A chorus to the effect. (Leo Feist, ASCAP)

EDNA McGRIFF

I Was, I Am and Always Will Be72 NEW DISC 10023-Potent rendition of a strong ballad by a talented thrush. Could make noise in both pop and r.&b. markets, if it can get the exposure. Orking is by Sy Oliver. (M. & M., BMI)

A Thousand Burning Bridges. . . . 70 Fine tune by Hillard and Fain doesn't have the direct appeal of the flip. (Chappell, ASCAP)

VICKI YOUNG

Live Fast, Love Hard, Die Young72 CAPITOL 3076-Country convert is sung with good projection by Vicki Young. An infectious beat and happy, carefree spirit is contained in this attractive waxing. Good juke wax. (Central, BMI)

Zoom, Zoom, Zoom....70 Rhythm ditty is only partially successful in capturing the r.&b. feel. Thrush and ork work hard, the. (Mills, ASCAP)

BUDDY COLE

the Wood Sisters in front of the Cole organ punches across the rhythm opus effectively. Could do some juke business. (Copar, BMI)

Foolishly 70 The Wood Sisters sing the ballad tastefully to neat backing by the Cole combo. (Regent, BMI)

DICK HYMAN TRIO

M-G-M 11951-A bright job of 88'ing on a gimmicked piano. Opus has catchy rhythmic variation that adds lots of listening values. Good juke filler. (Hollis, BMI)

Besame Mucho....68 The hip planist has another attractive slicing here. (Peer, BMI)

DAVID CARROLL

the oldie, with an almost exact takeoff on the original Ronnie Kemper vocal. Should do some juke business. (Bourne, ASCAP)

Two Timin' Gal....68 An old-fashioned reading of a swingy ditty with a strong 1920's flavor.

(Main St., BMI) SCATMAN CROTHERS

CENTURY 710 - An ingratiating reading of a moving ballad, with lush backing. Good jockey and juke wax. (Kavelin, BMI)

Keep That Coffee Hot 68 A rhythmic novelty receives a personable interpretation by Crothers. Benny Carter's ork provides solid backing all the way. (Kavelin, BMI)

LEONA ANDERSON

COLUMBIA 40459-This is a weird one, and it's crazy enough to get some spins. Ditty is a satire on the current rhythm and blues style. The lyrics are low comedy, delivered by a gal with a "cultivated" and broken set of pipes.

Yo-Ho! The Crow....65 Another satiric side, with a comic, folksy touch, but it lacks the nutty yocks of the flip. (Ludlow, BMI)

NEIL LEWIS ORK

TICO 245—Pianist and his rhythm feature regular mambo tempo here for an exciting side. This side should score with mambo-niks.

How Important Can It Be? 63 A piano cha-cha-cha version of the hit tune. Percussive 88'ing is more danceable then listenable.

RUSH ADAMS

The Rose in Her Hair69 M-G-M 11953-A sincere, full-voiced version of the flamboyant oldie, with melodic backing by David Linden. (Witmark, ASCAP)

Only for You....69 A warm romantic reading by the label's new singer of a listenable ballad. (Simon House, BMI)

JOE MARINE

NEW DISC 10019-Pop weeper is sung with impressive sincerity by Marine. Good wax. (Tee Pee, ASCAP)

Goodnight My Love 68 A gentle warble of the evergreen that will provide pleasant listening for many, if exposed. (Robbins, ASCAP)

BUD DECKLEMAN

M-G-M 11952-The country warbler conveys the weeper with compelling sincerity. (Acuff-Rose, BMI) No One, Dear, But You....67

Deckleman chants the weeper with a

(Continued on page 126)

SONGS AMERICA SINGS ...

THE BALLAD OF DAVY CROCKETT (Wonderland)

Walter Schumann Voices-Victor Sons of the Pioneers-Bluebird Mike Stewart-Jimmy Leyden-Little Golden Tennessee Ernie—Capital Bill Hayes-Cadence Rusty Draper-Mercury Burl Ives-Decca Fess Parker-Columbia Steve Allen-Coral Mac Wiseman-Dot

CRAZY 'BOUT YOU, BABY (Sunbeam)

The Crew Cuts-Mercury

DIM, DIM THE LIGHTS (Republic)

Bill Haley-Decca The Top Hatters—Cadence

EARTH ANGEL (Dootsie Williams) The Penguins-Dootone

Gloria Mann-Sound Pat O'Day-MGM The Crew Cuts-Mercury

Les Baxter-Capital

EVERLOVIN' (Tannen)

Patti Page-Mercury Davis Sisters-Victor Boyd Bennett-King

GOODNIGHT, SWEETHEART, GOODNIGHT (Arc-Regent) McGuire Sisters-Caral Sunny Gale-Victor

Gloria Mann-Jubilee Ella Mae Morse-Capital Johnny & Jack-Victor Spaniels-Vee Jay

HEARTS OF STONE (Granite-Regent) McGuire Sisters-Coral

Fontane Sisters-Dot Red Foley-Decca Rudy Gray-Capital Louis Innis-King

Vicki Young-Capital Charms-DeLuxe Goofers-Coral

Jack Haskell-Camden The Jewels-R & B Ruby Wells-Victor Four Bells-Bell

IF YOU LOVE ME (Duchess)

Vera Lynn-London Kay Starr-Capitol Edith Piaf-Columbia Dorothy Squires-London Helen Forrest-Bell

Shirley Harmer-MGM Bing Crosby-Decca Julius LaRosa—Cadence Jan Peerce-Victor Marion Marlowe-Columbia

Gayle Larson-Tops Hadda Brooks-Epic Wilburn Brothers-Decca Trio Los Panchos—Seeco

I'M A FOOL TO CARE (Peer)

Les Paul-Mary Ford-Capitol Anna Marie-Stardusters-Flair Larry Clinton-Bell Gene Autry-Columbia Billy Walker-Columbia

KO KO MO (Meridian)

Louis Armstrong-Gary Crosby-Decca Goldie Hill-Red Sovine-Decca Jackie Hill-Jack Cardwell-King Perry Como-Victor

Hawkshaw Hawkins-Rita Robbins-Victor Betty & Marion Hutton-Capital Bill Darnell-Betty Clooney-"X"

Tito Rodriguez-Victor The Flamingoes-Parrot

Marvin & Johnny-Modern The Charms-DeLuxe The Crew Cuts-Mercury Gene & Eunice-Combo Dooley Sisters—Tampa Andy Griffith—Capital

Stan Kenton-Columbia

LET ME GO, LOVER (Rumbalero)

Joan Weber-Columbia Sunny Gale-Victor Patti Page—Mercury June Carter—Columbia Jack Haskell-Camden Hits-A-Poppin'-Parade

Prom Orch.-Prom The Counts—Dot Teresa Brewer—Cora Peggy Lee—Capitol Dean Martin-Capital

Jimmy Wakely-Coral Carmen Taylor-Guyden Four Tunes—Jubilee Hank Snow-Victor Susan Miller-Bell

MALAGUENA (E. B. Marks)

Caterina Valente-Decca

NO MORE (Maple Leaf)

McGuire Sisters-Coral The 3 Belles-Bell The Gaylords-Mercury Guy Lombardo—Decca DeJohn Sisters-Epic Betty Amos-Mercury

OPEN UP YOUR HEART (Hamblen)

Cowboy Church Sunday School—Decca George Shea-Statesmen—Victor Gale & Rosemary Clooney The Lancers-Coral

McGuire Sisters—Coral

PLEDGING MY LOVE (Lion)

Four Lads-Columbia

Tommy Mara-MGM Louis Armstrong—Decca Teresa Brewer-Coral The Thunderbirds-DeLuxe

Johnny Ace-Duke Ronnie, Gaylord-Mercury

ROCK LOVE (Lois)

Fontane Sisters-Dot Dolores Gray-Decca Billy Farrell-Mercury

Eddie Fontaine—"X" Teresa Brewer-Coral Elaine Gay-DeLuxe

Lula Reed-King

SHAKE, RATTLE AND ROLL (Progressive)

Bill Haley & his Comets-Decca

SH-BOOM (Progressive-St. Louis)

The Chords—Cat

Henry Jerome-Lion Leon McAuliffe-Columbia Billy Williams-Coral Stan Freberg-Capitol

Ralph Flanagan-Victor Trio Los Flamingos-Colonial

SINCERELY (Arc-Regent)

McGuire Sisters—Coral Louis Armstrong—Decca Johnnie & Jack-Victor

Bob Wills-Decca The Moonglows-Chess

Billy Fields—MGM The 3 Belles-Bell

THAT'S ALL I WANT FROM YOU (Weiss & Barry)

Jaye P. Morgan-Victor Dean Martin-Capital Audrey Williams-MGM Prom Orch.-Prom

Susan Miller & Bells-Bell Mimi Martel-Tops Hits-A-Poppin-Parade

Dinah Washington-Mercury York Brothers-King Jack Haskell-Camden

TWEEDLEE DEE (Progressive)

Georgia Gibbs-Mercury The Lancers-Coral

Dick Jacobs-Coral Pee Wee King-Victor Dorothy Collins-Audivox

Larry Darnel-Savoy Teresa Brewer-Coral

Bop-A-Loos-Mercury

Al Sears-Herald

Vicki Young-Capitol Lavern Baker-Atlantic Bonnie Lou-King

THIS OLE HOUSE (Hamblen) Rosemary Clooney—Columbia Rosetta Tharpe—Decca Stuart Hamblen-Victor

Tex Williams-Rex Allen-Decca

Statesmen Quartette-Victor Blue Ridge Quartette-Gotham Herb & Kay-King Stamps Quartette-Columbia

Jordanaires-Capitol WEDDING BELLS (Robert Mellin)

Eddie Fisher-Victor

Ralph Flanagan-Victor

Guy Lombardo-Decca

Denise Lor-Mercury Frankie Lester-"X"

WHITHER THOU GOEST (Brenner-Kavelin)

Les Paul-Mary Ford-Capital

George Morgan-Anita Kerr-Columbia Betty Johnson-Bell Marion Marlowe-Columbia O. B. Masingill-Epic Rita Robbins-Victor Laurie Loman-Century

Among the songs the American Music-loving Public has favored most in the past few months are these BMI licensed songs which have been consistently on the best-seller lists and on the charts of most-played on Radio, TV and Coin-machines . . .

RHYTHM and

ACCUMENTATION ADD

(BAZOOM) I NEED YOUR LOVIN' (Quintet)

The Cheers-Capital The 3 Belles-Bell Mimi Martel-Tops The Charms—Deluxe Les Elgart—Columbia

GOT MY EYES ON YOU (Progressive)

The Clovers-Atlantic Gary Crosby-Atlantic

GEE (Meridian) The Crows-Rama Jo Loco-Tico

June Hutton-Capital Somethin' Smith-Shylarks-Epic

HONEY LOVE (Progressive) Bunny Paul-Essex The Drifters—Atlantic

HURTS ME TO MY HEART (Monument) Mery Del-Archie Bleyer-Cadence Faye Adams-Herold

Johnny Parker-Coral Elton Britt-Victor York Brothers-King I WANNA HUG YA, KISS YA, SQUEEZE YA (Arc-Regent)

Bull Moose Jackson-King Lu Ann Simms-Columbia JOHNNY HAS GONE (Crossroads)

Buddy & Claudia-Chess Mike Pedicin-Victor

Varetta Dillard-Savoy Patti Jerome-Josie LING TING TONG (St. Louis)

The Charms-Deluxe Hits-A-Poppin'-Parade 5 Keys-Capital

Hawkshaw Hawkins-Victor Prom Orch.-Prom Artie Malvin-Waldorf

MAMBO BABY (M & M) Ruth Brown-Atlantic Dolly Wade-2 Mikes Sy Oliver-Bell

Georgia Gibbs-Mercury OOP-SHOOP (Flair)

The Crew Cuts-Mercury Helen Grayco-"X" Harry James-Columbia

Prom Orch.-Prom Kay Brown-Crown Shirley Gunter-Flair

Hamilton Sisters-Columbia Big John-Okeh Gayle Larson—Tops

Edna Mae McGriff-Favorite

The Carlisles—Mercury

Billy Williams-Coral

The Five Wings-King

PLEASE FORGIVE ME (Lion) Johnny Ace-Duke

RUNAROUND (Regent) The Three Chuckles-"X"

Larry Clinton-Bell The Orioles-Jubiles Karen Chandler-Coral Bill Farrell-Mercury SUCH A NIGHT (Raleigh)

Johnnie Ray-Columbia Bunny Paul-Essex Clyde McPhatter—Atlantic Jane Turzy—Decca Perez Prado-Victor

Dinah Washington-Mercury Cab Calloway—Bell

The Brigadiers-Waldorf

The Loreleis-Dot

WORK WITH ME ANNIE (Lois)

The Midnighters—Federal

COMPANY'S COMIN' (Barton)

P. Wagoner-Victor DON'T DROP IT (American)

Terry Fell-"X" Jimmy Hartley-DeLuxe Tommy Sands-Victor

Betty Amos-Mercury Red Sovine-Decca I DON'T HURT ANYMORE (Hill & Range)

Wilburt Harrison-Savoy Singing Wanderers-Decca Laurie Sisters-Mercury

Tommy Loftin-Puccio

Dinah Washington-Mercury

Delta Rhythm Boys-Decom

Hank Snow-Victor Ray Anthony-Capital Eddy Arnold-Victor Rusty Howard-Tops

Ray Price-Columbia

IF YOU AIN'T LOVIN' (Central)

Faron Young-Capitol

Bull Moose Jackson-King IF YOU DON'T, SOMEBODY ELSE WILL (Acuff-Rose) Rita Robbins-Victor Wanda Jackson-Billy Gray-Decca

Ruby Wills-Grandpa Jones-Victor

Tommy Loftin-Broadway Cliff Johnson-Tops TO KNOW (Hill & Range) I REALLY DON'T WANT

> Eddy Arnold-Victor Bob Carroll—Derby Freddie Darian-Cormac Les Paul-Mary Ford-Capital

Jimmy Lee-Johnny Mathis-Chess

Randy Hughes-Bell Johnny Polce—Crystal Billy Ward-King Bob Santa Maria-MGM Ernie Berger-King Betty Cody-Victor

Joe Lipman-MGM

Guy Lombardo-Decca

KISS-CRAZY BABY (Sheldon) Johnny & Jack-Victor The Crackerjocks-Kapp

Ralph Marterie-Mercury LOOKING BACK TO SEE (Dandelion)

Maxine & Jim Edward Brown-Fabor Goldie Hill-Justin Tubb-Decca

Bob Sandy-Gayle Larsen—Tops LOOSE TALK (Central)

Carl Smith—Columbia MORE AND MORE (Commodore)

> Webb Pierce-Decca Merle Kilgore-Imperial Guy Lombardo-Decca

THE NEW GREEN LIGHT (Brazos Valley) Hank Thompson-Capital ONE BY ONE (Acuff-Rose)

Red Foley-Kitty Wells-Decca PENNY CANDY (Dandelion)

Mery Shiner-Victor

Ken Marvin-Victor

SLOWLY (Cedarwood) Webb Pierce-Decca

Jim Reeves-Abbott

Marian Caruso-Decca

Randy Hughes-Bell

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Guy Lombardo-Decca THIS IS THE THANKS I GET (FOR LOVING YOU) (Hill & Range) Eddy Arnold-Victor **Bob Sandy-Tops** Vonnie Taylor-Capital

Bill Carey-Victor

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coupled with

(TAKE YOUR PICK)

MERCURY 70596 • 70596x45



The Billboard Music Popularity Charts POPULAR RECORDS

Reviews of New Pop Records

Continued from page 124

poignant catch in his voice. (Acuff-Rose, BMI)

THE LIND BROS.

Way-Way-Te-Nan-Go 69 MERCURY 70564-The Brothers do some happy, hearty vocalizing on a gay, bouncy novelty with some bright backing. Good juke item. (Sheldon,

My Angelina....67 The boys blend nicely on a pretty little ditty with a Venetian flavor. (Frederick, BMI)

ARLINE TYE

Stop Ringing My Bell68 M-G-M 11957 - She's chasing him from her door until his intentions are matrimonial. A sexy warble by the thrush. (Mellin, BMI) What Was I to Do? 66

Cute patter ditty is delivered pleasantly by Arline Tye. Easy listening. (Mellin, BMI)

RUSS LANDI

Luna Mezz'o Mare67 CRESCENT 1001-"Angelina" in the original Italian version. Should do well in Italian neighborhoods. (Itallan Book, ASCAP) I've Been Alone Too Long. . . . 63

Landi used to sing as "Chris Columbo," and he sounds a little like his late cousin Russ, the fuzzy mike pick-up hurts his chances. (Cromwell Music, ASCAP)

VIC ARMAND

There's Lots-a Room66 CYCLE 101-Novelty ditty gets the benefit of a reading that has an

infectious beat. Armand's vocal is ably backed by Sid Feller, (Linmar) The Wedding Waltz....62

Melodic three-beat melody gets a routine vocal performance. (Linmar)

HELEN FORREST

Don't Play That Song Again NEW DISC 10021-The warm-voiced thrush essays a punchy delivery here that doesn't quite register. (Haw-

thorne, BMI) False Alarm....64 Plenty of noise and exuberance here involving a Freilich-type tune. (Hawthorne, BMI)

TAD BRUCE

There's Something in the Wind63 WATCO 111-11-The baritone sings the soaring ballad ably. Lavish backing helps. (Eastern, BMI) Cryin' in My Beer....62

Waltz novelty (okay singing-waiter material) is handed a big production. (Eastern, BMI)

KARL KING-DON ROTH TRIO

CARDINAL 1031 - King reveals a pleasant baritone in a sentimental old-fashioned song. (Commercial) Love's Sweet Story 60 Same comment. (Commercial)

DON SMITH S'posin' 50 EMPIRICAL 5002 - Cool backing creates a pleasant mood behind the warm chanting by Smith.

Your Dream ... 48 A quiet and tender warble of a

Vox Jox

Continued from page 19

class with the American Forces Network in Berlin, Germany, where, he reports, Norman Granz's "Jazz at the Philharmonic" pulled a tremendous crowd last month. . . . Russ Barnett, formerly with WTOL, Toledo, has moved to KCNC, Fort Worth.

and western deejay Carl Swanson, WRUN, Utica, N. Y., raised his 15-year-old daughter Janice to follow in his professional footsteps. However, Janice likes her music hot, and her first spinning stint (over WRUN on Saturday after-

YESTERYEAR'S TOPS-

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

MARCH 24, 1945:

1. Ac-cent-tchu-ate the Postive

2. Rum and Coca-Cola 3. Saturday Night (Is the Lone-

liest Night in the Week)

4. My Dreams Are Getting Better All the Time

5. A Little on the Lonely Side

I'm Beginning to See the Light 7. Candy

8. Don't Fence Me In 9. More and More

10. Sweet Dreams, Sweetheart

MARCH 25, 1950: 1. Musie! Musie! Musie!

2. Chattanoogie Shoe Shine Boy 3. If I Knew You Were Coming

I'd've Baked a Cake

5. I Said My Pajamas There's No Tomorrow

4. Rag Mop

7. The Cry of the Wild Goose

8. It Isn't Fair 9. Daddy's Little Girl Candy and Cake

noons) finds her specializing in r.&b. . . . Don Parker, formerly with WMAS, Springfield, Mass., has moved to WMYR, Fort Myers, Fla. . . . Band leader Walt Harper has started a daily pop show over WHOD, Homestead, Pa.

Russ McKay is a new staffer at WCAB, Kittaning, Pa. . . . Phil Drumheller will work the turntables on Mark Lee Woods' "Man on the Beat" show over WJKO, Springfield, Mass., during Woods' off-days, while Woods will only do the show twice weekly due to other duties. Linda Carol returns to her WJKO "Dream Girl" show on a per-

manent basis. . . . Bob Mitchell, of KLIF, Dallas, has become program director of KLIF's El Paso, Tex., affiliate, KELP. . . . Hall Smith, WNDC, Durham, N. C., has taken over the "Carolina in the Morning" show.

Milton Maltz, WKHM, Jackson, Jack Reynolds, ex-spinner at Mich., has been made program di-KTOW, Oklahoma City, has joined rector of the station, in addition to KCKO, Dallas, where he spins five his regular four-hour daily deejay hours of music daily. . . . Country session. . . . John Drodz and Lou Pyka have joined KLYN, Amarillo, Tex. . . . Joe Deane, KQV, Pittsburgh, is now doing a daily show from the National Record Mart. . . . Erie, Pa., sportswriter Lloyd Busch has turned deejay for WLEU, Erie, Pa. He spins em from 3 to 5 a.m. on WLEU's "Music From the Night." . . . Francis Mike Fitz-gerald has taken over the 7:30-9:30 a.m. early morning seg over WGIV, Charlotte, N. C. He's also the station's general manager.

> John C. Williamson, former program director of KWPC, Muscatine, Ia., has been promoted to the program director post at WITZ, Jasper, Ind. . . . Bob Cole, WPRC, Lincoln, Neb., has started a new program, "Colepile Limited." . . . Jimmy Morgan is the new nightman on "Stardust Special" over WBIP, Booneville, Miss. . . . Rudy Zurlo, formerly of WCSS, Amsterdam, N. Y., replaces Herschell Barbour at WCKB, Dunn, N. C., while Barbour moves over to WTYC, Rock Hill, S. C.

SURFACE CHATTER: Ted Nabors, ITHT, Houston, inspires unusual devotion from his fans even for a Texan. Mrs. S. J. Picheloup, New Iberia, La., writes veritible paeans in praise of him. Among other adiring statements, Mrs. Picheloup says "He kids us along and keeps us feeling like a young filly instead of an old nag." . . . Dick Jones, WRRF, Washington, N. C., writes, "Altho I run an hour-long rhythm and blues show daily and receive between 500 and 600 letters a week from listeners, I receive only a few record sample: per week, and these are from sec ondary companies on the West Coast. We can't play what we don't have. How in the world de the companies expect to self records?"

Nick Reyes, KLYN, Amarillo, Tex., will host a series of pop r.&b. dances for teen-(Continued on page 141)

Operators

- no more precious time wasted typing your own title strips
- no more costly guesswork in your record buying

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STAR'S

eye-catching

"PIC-STRIP"

service

THE ONLY TITLE STRIP SERVICE

BASED EXCLUSIVELY ON

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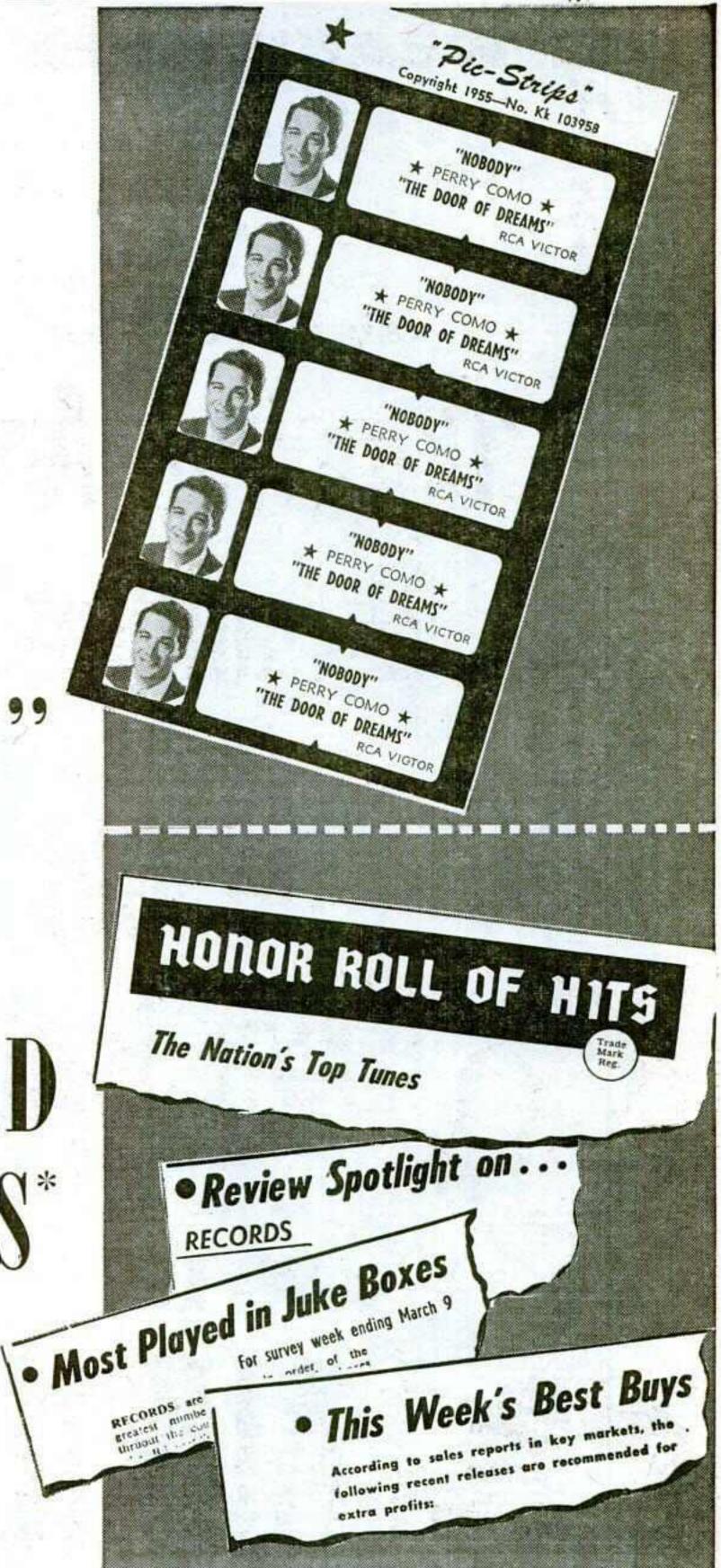
When you subscribe to this new, time-saving, money-saving service, you get weekly title strip cards for 12 new records, including 6 pop, 3 country and western and 3 rhythm and blues.

You can arrange to receive as many cards for each record as you wish (10 strips per card). And every strip carries a miniature picture of the artist on the record . . , building maximum interest and attention for your machine. With your weekly title strips you will receive a special order form. Use this form to order title strips for any request records of your own choice—which you will receive—at no extra cost—by return mail. (You may split your order between "Pic-Strips" and Universal strips in any ratio you prefer.)

YOUR SELECTION WOES ARE OVER WHEN YOU PROGRAM YOUR BOXES EXCLUSIVELY FROM STAR TITLE STRIP SERVICE

*Star's "Pic-Strip" Service is based on a special Billboard Pop Chart tabulation to spot newest releases having juke box potential. Your risk and guesswork are cut to the bone. Follow the Star "Pic-Strip" Service for programming every one of your boxes. You can be sure of getting all the hits on your machines at just the right time to draw maximum coin from your patrons.

AMAZING LOW COST—SEND FOR TRIAL ORDER TODAY



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More than one million cards now in stock covering not only major labels but more than 100 independent labels as well. You can get Star <u>printed</u> strips for practically any record issued.

STAR	TITLE	STRIP	CO.,	INC.,	2001	FIFTH	AVE.,	PITTSBURGH	19,	PENNA.

Okay—send me 1 month basic service . . . 2 cards (10 strips per card) for each of 12 new records (6 pop, 3 country & western, 3 rhythm & blues) weekly for four-week trial period. \$4 enclosed.

Send	complete	price	list	with	price	data	for	all	other	strips
now	available									A

Sed Santon

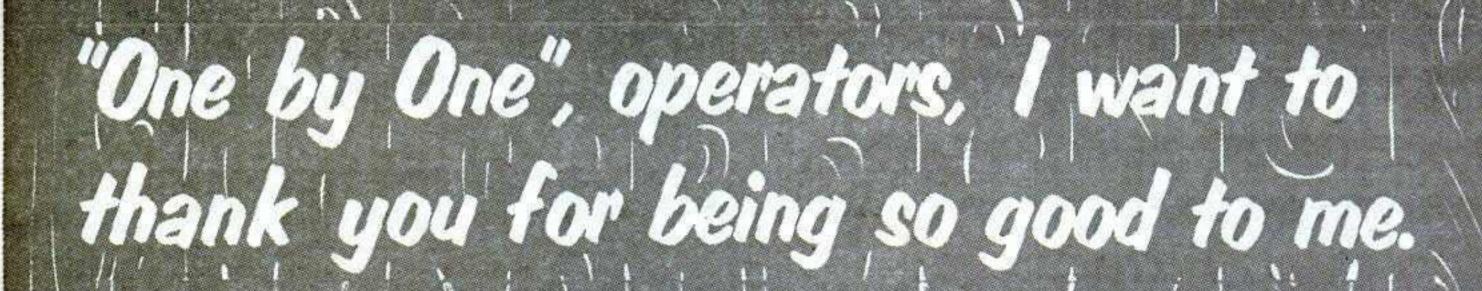
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Address

City and State

Name of Company_

MOA CONVENTION SECTION



Here's my latest

Here are other favorites of yours,

featuring

KITTY WELLS

and

RED FOLEY

AS LONG AS I LIVE

MAKE BELIEVE

ONE BY ONE

WHOSE SHOULDER WILL YOU GRY ON?

DECCA 29419

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ROY ACUFF

and the Smokey Mountain Boys

For Personal Appearances, Contact

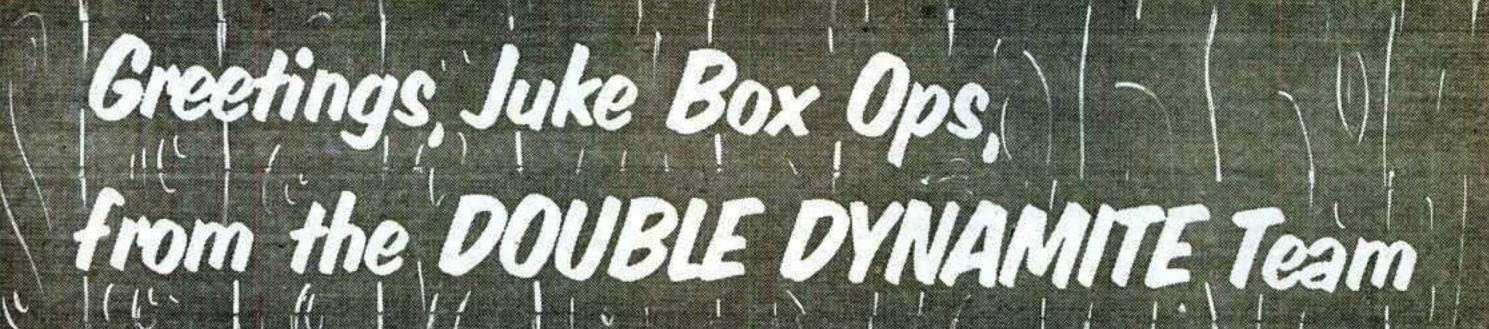
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RCA V-20-5880

RCA VICTOR FIRST IN RECORDED MUSIC



The Billboard Music Popularity Charts COUNTRY & WESTERN RECORDS

• Best Sellers in Stores

MOA CONVENTION SECTION

For survey week ending March 16

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers thruout the country with a high volume of sales in country and Weeks western records. The reverse side of each record is also listed. When a figure is given in parenthesis after the flip This title it indicates what position it occupies on the chart. Week Week Chart 1. IN THE JAILHOUSE NOW-W. Pierce.... I'm Gonna Fall Out of Love With You-Dec 29391-BMI 2. LOOSE TALK-C. Smith..... More Than Anything Else-Col 21317-BMI 3. MAKING BELIEVE-K. Wells..... Whose Shoulder Will You Cry On?-Dec 29419-BMI 4. I'VE BEEN THINKING-E. Arnold..... Don't Forget-(22)-V 20-6000-BMI 5. IF YOU AIN'T LOVIN'-F. Young..... If That's the Fashion-Cap 2953-BMI 6. ARE YOU MINE?-G. Wright & T. Tall..... I've Got Somebody New-Fabor 117-BMI 7. MORE AND MORE-W. Pierce..... You're Not Mine Anymore-Dec 29252-BMI 8. KISSES DON'T LIE-C. Smith... No I Don't Believe I Will-Col 21340-BMI Gossip-Col 21351-BMI 10. HEARTS OF STONE-R. Foley..... 9 Never-Dec 29375-BMI 11. MAKE BELIEVE-R. Folev & K. Wells.......... 15 As Long As I Live-Dec 29390-BM1 Just Like Downtown-Dot 1221-BMI 13. BALLAD OF DAVY CROCKETT-Tennessee Ernie. . -Farewell-Cap 3058-BMI 13. AS LONG AS I LIVE-K. Wells & R. Foley...... 10 Make Believe-Dec 29390-BMI

15. ARE YOU MINE?-C. Hill & R. Sovine..... -

Ko Ko Mo-Dec 29411-BMI

FOLK TALENT & TUNES

Continued from page 20

the U. S. Naval Base, Jackson- rently playing high school auditori- special guest on "Louisiana Hayville. On April 2, Dub guests on ums thru Eastern Kentucky and ride," Shreveport, last Saturday "Louisiana Hayride," Shreveport; Southwest Virginia with a unit in-April 7 he appears with the "KTRN cluding Johnny and Margaret Hall, carded to hit the racks around mid-Jamboree," Wichita Falls, Tex., Estill Stewart and the Flat Moun- April. . . . Lee and Terry Edmond, and April 9 he guestars on "WBAP tain Boys and other WTCW talent. heard on Original Records, have Country Roadshow," Fort Worth. On April 16 he begins a two-week swing of Oklahoma and Kansas, farmers' market, with the manage- artist-promoter, Smokey Warren, of effective with last Saturday night's (19) broadcast. Stuart and his personal manager, Herbert L. Shucher, are mulling future plans and promise to come up with an announcement soon.

Lula Bell Si and Her Country Folk, of WTTV-TV, Bloomington, Dance," Indianapolis, have inked with Paul Gilley Promotions, Mayvocalist; John Daniels, hymn singer, and Bobby Johnston, 16-year-old Newest book in the Hill & Range fiddler, opened March 17 at Ot- catalog is "Hovie Lister's Statesmen tumwa, Ia., for a string of show Quartet Favorite Gospel Songs." and square-dance dates thru the Bearing \$1 price tag, the book con-Midwest. . . . Ked Killen and the tains the words and music of 14 Mountain All-Stars, who recently gospel tunes, in addition to numerreturned to the "920 Show" on ous photo shots of the Statesmen in House," Fall River, Mass., inter-

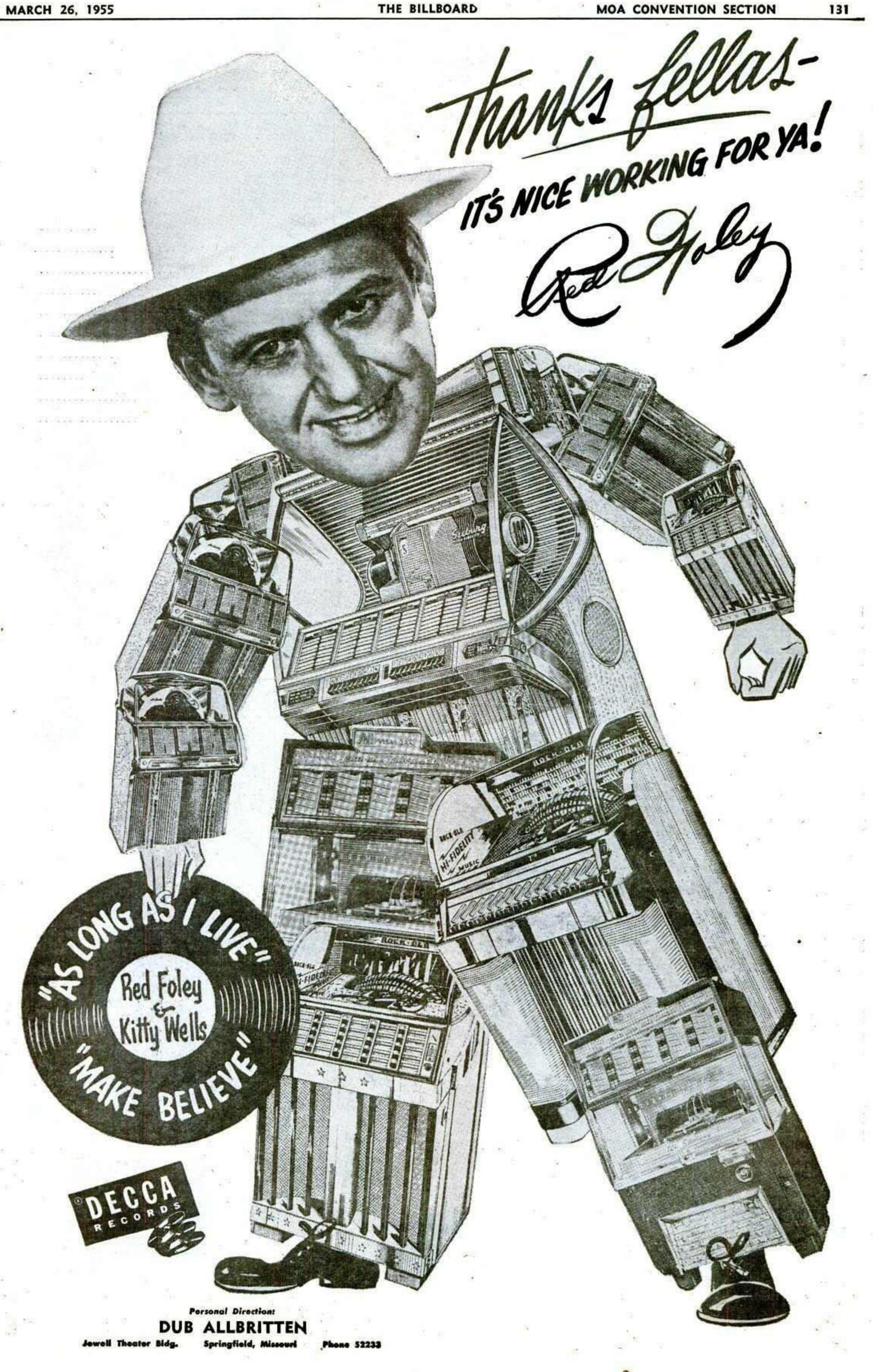
opening at Shawnee, Okla. . . . ment planning to use live c.&w. Linden, N. J. The Edmonds re-talent every Friday and Saturday cently appeared on "WWVA Jamloft Jamboree" on WCOP, Boston, afternoon. Cy Smith, who spins the boree," Wheeling, W. Va. Their country wax at KRNO, San Bernar-dino, will be in charge of bookings latest waxing, "Wedding Day," is reported meeting with a good reand promotions. Americana Corpo- ception in the Wheeling sector. ration, Hollywood, will send some talent into the spot. . . . Sonny guestar on "Big D Jamboree," James, of "Big D Jamboree," Dallas, was booked on the "KNY Ferlin Huskey introduced another Jamboree," Brownwood, Tex., of his alter egos to "Grand Ole Ind., and the "Indiana Barn March 18, and in Lawton, Okla., Opry" fans over WSM, Nashville, March 20. He is working Okla- recently, in the person of Simon a promotions and booking pact homa dates March 22-27. . . . The Crum, whose first Capitol release, Belew Twins and Helen Hall visittown, Ky. The seven-piece western ed Slim Willet's "Big State Jambostring band, featuring Miss Si as ree" in Abilene, Tex., last Saturday Tex Daniels and His Banch Boys

WTCW, Whitesburg, Ky., are cur- action. . . . Werly Fairburn was

Valley Ballroom, San Benardino, just signed a three-year, personal-

Tommy Collins was the visiting Dallas, last Saturday (19). . . . "My Gallina" b.w. "Cuz Yore So Sweet," has just hit the racks. . . . are now being heard over WAAM, Baltimore. . . "Circle Theater Jamboree," Cleveland, is now the only show of its kind operating in that city, its two former competitors having folded recently. . . . Hank Zero, of WALE's "Ranch (Continued on page 132)

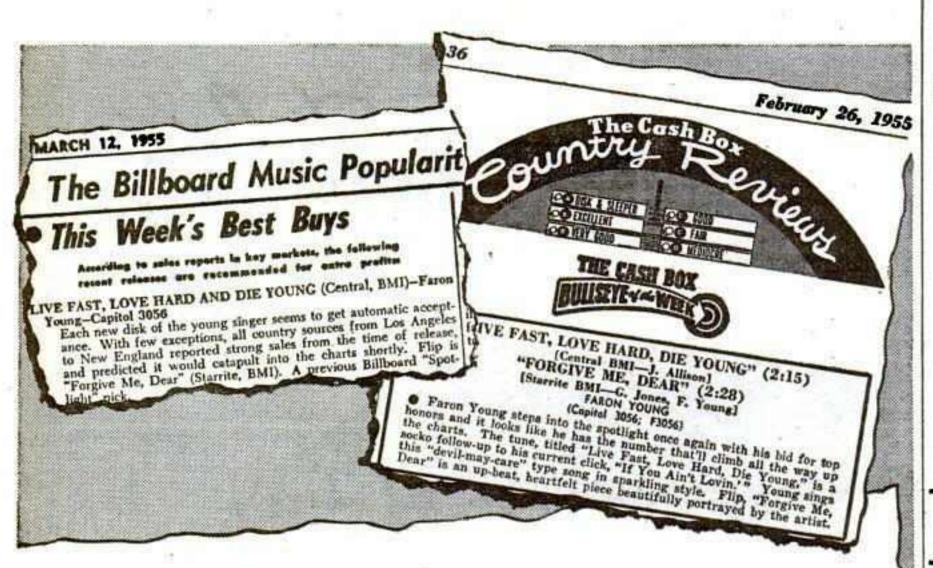




A SIVIASIEI

MOA CONVENTION SECTION

COUNTERY



Live Fast, Love Hard, Die Woun

b/w

Forsive Me,

FAIR OR TOUNG



The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

Most Played in Juke Boxes

For survey week ending March 16

This Week	RECORDS are ranked in order of the greatest number of plays in juke boxes thruout the country. Results are based on The Billboard's weekly survey among operators thruout the country using a high proportion of country and western records.	Last Week	Weeks on Chart
	THE JAILHOUSE NOW-W. Pierce	. 1	7
	YOU AIN'T LOVIN'-F. Young		
3. LC	OOSE TALK-C. Smith	. 2	17
4. Al	RE YOU MINE?-G. Wright & T. Tall	. 4	6
5. M	AKING BELIEVE-J. Work	. 6	5
6. H	EARTS OF STONE-R. Foley	. 4	8
	VE BEEN THINKING-E. Arnold	. 6	5
	RE YOU MINE?—M. Lorrie & B. DeVal	. 10	3
	ORE AND MORE-W. Pierce		24
10. LI	ET ME GO, LOVER-H. Snow	. 9	11

FOLK TALENT AND TUNES

Continued from page 130

viewed Bill Carlisle recently on the His Tunesmiths, working under the latter's appearance in that city. personal management of Hal Smith,

buyers in two performances in Nor-folk, Sunday, March 13, according April 1. to Sheriff Tex Davis, WCMS c.&w. jockey. Next unit is due in May 1, Uncle Len Ellis "R.F.D. Jamboree" says Davis. . . . Carl Smith and

Hank reports that Bill's new re-lease, "A Rusty Halo," is catching on sharply in that area. began a Texas tour at Abilene Tuesday (22). They are set for Amarillo, March 23; Lubbock, 24; "Grand Ole Opry" unit, featuring
Faron Young, the Wilburn Brothers, Little Jimmy Dickens, Del

San Angelo, 25; Wichita Falls, 26;
San Antonio, 27; Beaumont, 28, and Corpus Christi, 29. They move Wood, Okie Jones and Johnnie into Louisiana at Baton Rouge, Johnston, attracted 4,600 ticket- March 30, and follow with Lake

> Jinnie Rodgers headlined the (Continued on page 137)

R. D. HENDON THE WESTERN JAMBOREE COWBOY THE WESTERN



All my Cowboys and Cowgirls join me in saying "Thanks" to all the Operators, Disk Jockeys and our many friends across the country for spinning for latest Starday Record #167

RETURN MY BROKEN HEART b/w YOU TRAVELED TOO FAR

Be on the lookout for our newest release—we know you'll like it.

Next time you are in Houston, visit us at R. D. Hendon's Western

Jamboree Dance Hall, 1051/2 Main Street. Hope to see all of you at the Jimmie Rodgers Memorial Day

in Meridian, Miss. For bookings, contact

R. D. HENDON

1051/2 Main Street, Houston, Texas Phone ME 4353 or Blackstone 6861



for helping make my newest release a double-barreled hit!

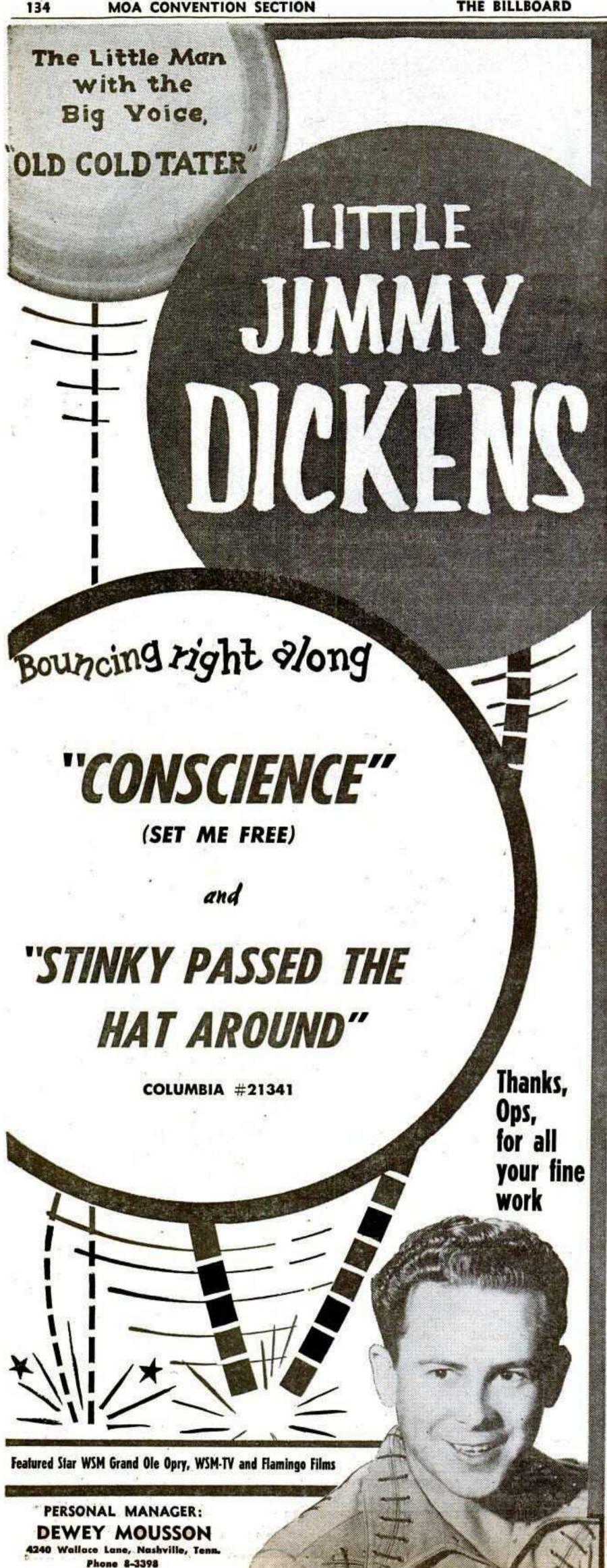
IF LOVIN' YOU IS WRONG ANNIE OVER

Hank Thomposon

RECORD NO. 3030



See you at the MOA CONVENTION



The Billboard Music Popularity Charts

COUNTRY & WESTERN RECOR

Most Played by Jockeys

For survey week ending March 16

SIDES are ranked in order of the greatest number plays on disk jockey radio shows thruout the cour according to The Billboard's weekly survey of top of tockey shows in all key markets.	ntry	Weeks on Chart
1. IN THE JAILHOUSE NOW-W. Pierce	1	8
2. LOOSE TALK-C. Smith	2	21
3. ARE YOU MINE?-G. Wright & T. Tall	3	11
4. IF YOU AIN'T LOVIN'-F. Young	4	19
5. HEARTS OF STONE-R. Foley	5	11
6. I'VE BEEN THINKING-E. Arnold	8	9
7. MAKING BELIEVE-K. Wells	10	3
7. THAT'S ALL RIGHT-M. Robbins		6
9. LET ME GO, LOVER-H. Snow	6	14
10. AS LONG AS I LIVE-K. Wells & R. Foley	9	5
11. KISSES DON'T LIE-C. Smith	13	2
12. MAKING BELIEVE-J. Work		1
12. DAYDREAMING-J. Newman:	=	1
14. I GOTTA GO GET MY BABY-J. Tubb	13	6
14. ARE YOU MINE?-M. Lorrie & B. DeVal	12	12

Reviews of New C & W Records

HANK SNOW

VICTOR 6057-A Billboard "Spotlight" 3-19-'55. (Alamo, ASCAP)

Yellow Roses 87 A Billboard "Spotlight" 3-19-55.

(Fairway, BMI) WADE RAY

Excuse Me79 VICTOR 6061-Wade Ray swings into a bouncy ditty with infectious spirit. This one is gay and happy, and it will please many listeners. It could pull lots of loot. Bears watching. (Springfield, BMI)

I Couldn't Be So Happy....78
Mighty pretty ballad is sung with great expression. Ray has another strong entry here, and it should gain many spins and sales. (Hill & Range,

RANDY ATCHER

Them Soft Shoulders

and Dangerous Curves76 M-G-M 11954-A rollicking side, with catchy beat, smart lyrics and a fine vocal by Randy Atcher. Deejays will give this plenty of exposure, and it's one to watch. (Acuff-Rose, BMI)

Flying High....76

Another strong side. Atcher belts out the story of the gal who left him loose and fancy free. Ditty, construction-wise, has a ranchero style. Like the flip, it warrants heavy deejay play. (Acuff-Rose, BMI)

HOMER AND JETHRO

VICTOR 6053-The boys take apart the evergreen and put it together as if it were never intended. Plenty of laughs here for Homer and Jethro fans, and many others. (Leo Felst, ASCAP)

Let Me Go, Blubber....73 The time should be about ripe for this funny parody of the big hit "Let Me Go, Lover." Many deejay spins in sight. (Hill & Range, BMI)

LES CHAMBERS & JOHNNY MATHIS Everybody Else Does......74 STARDAY 181-Chambers and Mathis are effective in this poignant story of the unsuccessful lover. Rendition has good country flavor and

Will It Always Be 71 The ditty questions the permanence of love. Would seem a boy-girl ditty, but two lads belt it out here with a novel sound, (Starrite, BMI)

sound. (Starrite, BMI)

BUD ISAACS

VICTOR 6062-Isaacs handles his steel guitar expertly in this highly listenable instrumental treatment of the pop melody. Good program wax. (B. F. Wood, ASCAP)

Bud's Bounce 70 A Bud Isaacs original this happy little bouncer, which the guitarist and his sidemen perform in sprightly fashion. (Athens, BMI)

CATHY JOHNSON

here. The gal warbles the tearful story of a guilty love to a Latin beat. (Meridian, BMI)

Rockin' and Yodelin' 70 Here's a blues done by a yodeling country artist to a rhythm and blues backing, complete with honking horns. It's hybrid, probably too much so, but will probably interest some country deejays with a feeling for the r.&b. kick. (Beaver, ASCAP)

JIMMY DAVIS

DECCA 29445-A heartfelt reading of an appealing weeper with interesting lyrics. Davis also penned the tunes featured on both sides. (Davis, BMI)

Might Even Lose My Mind....71 Same comment, (Davis, BMI)

BUDDY BLAKE

Might as Well Forget You72 DECCA 29465-Buddy Blake turns in a relaxed, pleasing performance here. Tune has some cute lines with novelty value. (Allegro, BMI) You'll Cry for Me....71

Another nice side, with Blake belting out a solid vocal. Good guitar work in the backing. (Allegro, BMI)

LONZA AND OSCAR

(Continued on page 137)

JIMMY WORK singing **'MAKING**

BELIEVE"

Dot 1221

LAUREL & MILES

singing

"A ROLLIN' STONE"

on Abbott Record #173

Exclusive Management MR. BOB VINCENT

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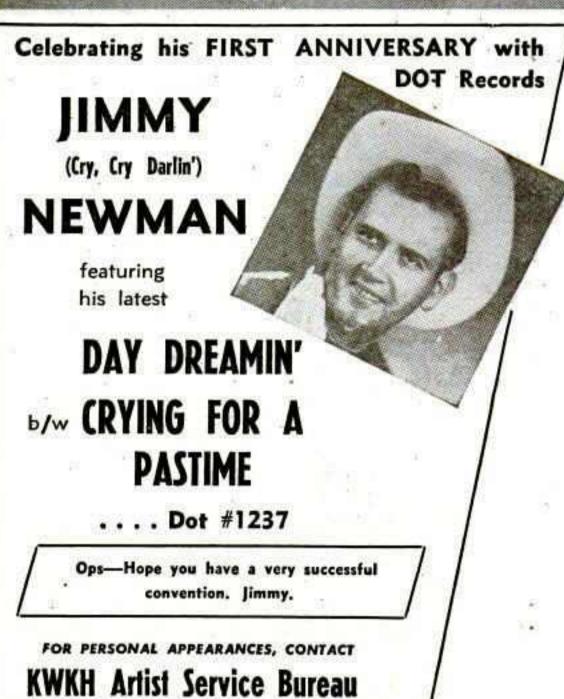
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Hal-Sothern Hi-Wayne & Hall The Frontiersmen HO 9-1527

GIVE TO DAMON RUNYON CANCER FUND

The Billboard Music Popularity Charts

WESTERN RECORDS

9. Make Believe

F. Young, Cap.

K. Wells, Dec.

3. Are You Mine?

6. Are You Mine?

• C & W Territorial Best Sellers

For survey week ending March 16

K. Wells & R. Foley, Dec. 10. Live Fast, Love Hard and Die Young

Memphis

1. In the Jailhouse Now, W. Pierce, Dec. 2. If You Ain't Lovin', F. Young, Cap.

Nashville

5. Carry On, Johnnie & Jack, V. 6. Ballad of Davy Crockett, T. Ernie, Cap.

New Orleans

1. In the Jailhouse Now, W. Pierce, Dec.

7. Kisses Don't Lie, C. Smith, Col.

8. Loose Talk, C. Smith, Col.
9. Making Believe, J. Work, Dot
10. Making Believe, K. Wells, Dec.

2. Making Believe, K. Wells, Dec.

G. Wright & T. Tall, Fab.

G. Hill & R. Sovine, Dec.

8. Loose Talk, C. Smith, Col. 9. If Lovin' You Is Wrong

4. Ballad of Davy Crockett

M. Wiseman, Dot

7. Kisses Don't Lie, C. Smith, Col.

H. Thompson, Cap. 10. I've Been Thinking, E. Arnold, V.

2. Loose Talk, C. Smith, Col. 3. One Broken Heart, R. Price, Col.

5. Making Believe, J. Work, Dot

8. More and More, W. Pierce, Dec. 9. Kisses Don't Lie, C. Smith, Col. 10. I've Been Thinking, E. Arnold, V.

Richmond, Va.

1. In the Jallhouse Now, W. Pierce, Dec.

6. If You Ain't Lovin', F. Young, Cap. 7. I Feel Better All Over, F. Huskey, Cap.

St. Louis

3. Please Don't Let Me Love You

H. Williams, M-G-M.

4. Kansas City Blues, E. Tubb, Dec.

5. Making Believe, K. Wells, Dec.

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

Birmingham

1. In the Jailhouse Now, W. Pierce, Dec. 2. I Dreamed of a Hillbilly Heaven

E. Dean, S & S

3. Silver Bells, C. Atkins & H. Snow, V. 4. If You Ain't Lovin', F. Young, Cap. 5. More and More, W. Pierce, Dec. 6. Are You Mine?

G. Wright & T. Tall, Fab.
7. Making Believe, K. Wells, Dec.
8. Don't Forget, E. Arnold, V.

9. Hearts of Stone, R. Foley, Dec. 19. I Dreamed of a Hillbilly Heaven A. Duff, Dec.

Charlotte

1. In the Jailhouse Now, W. Pierce, Dec.

 Making Believe, K. Wells, Dec.
 Kisses Don't Lie, C. Smith, Col. 4. Are You Mine?

G. Wright & T. Tall, Fab. 5. That's All Right, M. Robbins, Col. 6. Making Believe, J. Work, Dot

7. Make Believe K. Wells & R. Foley, Dec. Ballad of Davy Crockett, T. Ernie, Cap. 9. Rusty Old Halo, Carlisles, Mer.

10. As Long As I Live R. Foley & K. Wells, Dec.

Cincinnati 1. In the Jailhouse Now, W. Pierce, Dec.

2. Are You Mine? G. Wright & T. Tall, Fab.

3. If You Ain't Lovin', F. Young, Cap. 4. Making Believe, K. Wells, Dec. 5. Loose Talk, C. Smith, Col. 6. I Dreamed of a Hillbilly Heaven

E. Dean, S & S Dallas-Fort Worth

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

3. That's All Right, M. Robbins, Col. 4. Silver Bells, C. Atkins & H. Snow, V

5, Lovin' Season, S. James, Cap. 6. I've Been Thinking, E. Arnold, V.

 Daydreaming, J. Newman, Dot
 Time Goes By, M. Robbins, Col. 9. If Lovin' You Is Wrong

H. Thompson, Cap. 10. Annie Over, H. Thompson, Cap.

Houston

1. Making Believe, J. Work, Dot 2. In the Jailhouse Now, W. Pierce, Dec.

3. Are You Mine? G. Wright & T. Tall, Fab.

4. Ballad of Davy Crockett, T. Ernie, Cap. 5. Daydreaming, J. Newman, Dot 6. Are You Mine?

G. Hill & R. Sovine, Dec. 7. Loose Talk, C. Smith, Col. 8. I Love You Mostly, L. Frizzell, Col.

1. In the Jailhouse Now, W. Pierce, Dec. 2. If Lovin' You Is Wrong H. Thompson, Cap.

3. Cattle Call. S. Whitman, Imp. 4. Kisses Don't Lle, C. Smith, Col. 5. New Green Light, H. Thompson, Cap.

6. More and More, W. Pierce, Dec.

This Week's Best Buys

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

WOULD YOU MIND? (Alamo, ASCAP)

YELLOW ROSES (Fairway, BMI)—Hank Snow—RCA Victor 6057 Snow's latest release is moving out with his usual speed. All country markets checked returned strong reports, indicating that either or both sides could hit the national charts in the very near future. A previous Billboard "Spotlight" pick.

• Review Spotlight on . . .

RECORDS

TOMMY COLLINS

It Tickles (Central, BMI) - Capitol 3082 - Consistent Collins has himself another bit of boyish, bucolic comedy material on this face, and he belts it out in his usual boisterous, ebullient style. Flip is a weeper, "Let Down," in which the warbler is less effective.

SLIM WHITMAN

Haunted, Hungry Heart

Roll On, Silvery Moon - Imperial 8290 - The sure marksmanship of this quality warbler appears unflagging in both issues here. "Heart" is a plaintive, yodelly ballad, while "Moon" is in the nature of his big operetta adaptations. "Whitman's warm, sincere sound should carry these a long way.

Other Records Released This Week

Popular

Asia Minor; Dig Deep-Ted Heath Ork,

London 1531 Casey Jones; Play Ball You All - The Normannaires, Imperial 1-101 Come Back My Love; Sad, Sad, Sad-Edna

McCriff, New Disc 10020 Dressing Up My Heart; Song of the Bandit -Jack Valentine, M-G-M 11956 Exactly Like You; Caravan-Socarras Ork,

RCA Victor 6060 Fatso; Loneliness Blues-Charles Dickens, I'll Be Yours (J'Attenral); Darling, Je

Vous Aime Beaucoup-Johnny Desmond, M-G-M 11955 No More; Somebody-Sonny Farrar Ork, London 1536

O Dear What Can the Mambo Be; Pop Goes the Mambo - Sidney Black Ork,

The Seventh Day; Gold, Gold, Gold-Alec

Davis, Cavalier 846

Sing and Dance; Enchanting Cha Cha Cha -Neil Lewis, Tico 244

Country & Western

One Poor Lonely Heart; Gonna Build a Fence Around You-Hal (Lone) Pine, RCA Victor 6049 Where You Gonna Hide?; Ship With the

Golden Sail-Johnny Tyler, Ekko 1002 Words You Forgot You Said; Devil's Hot Rod-Johnny Tyler, Ekko 1000

Polka

Mom and Dad-Oberek; Suzie Polka-Gene Wisniewski Ork, Dana 3181 Szczesliwa Wanda; Dwa Golabki — Frank Wojnarowski Ork, Dana 827 Tanezace Buciki-Polka; O Mari, O Cherie-Stas Jaworski Ork, Dana 826

GREAT BIG



SINGS IN HIS GREAT WAY

HEART"

and

SILVERY

#8290

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now!

2 HIT PARADE CAW HITS

'CRY OF A BROKEN HEART'

#188 #188-45

2 GREAT COUNTRY & WESTERN SPIRITUALS

"WALK BESIDE ME"

BLESSED ARE THEY"

#199 #199-45

Sage & Sand RECORDS 56531/2 Hollywood Blvd.

Hollywood 28, Calif.

HO 9-1527

THE DJ's SAY -CATCH THIS NEW HOT ONE!



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BABY, BABY, BABY

I GUESS IT'S FOR THE BEST PEP =100

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THE BILLBOARD is the only trade paper covering the general showbusiness field with an audited paid circulation.

The Billboard Music Popularity Charts

COUNTRY & WESTERN RECORDS

Reviews of New C & W Records

Continued from page 134

duet on a bouncy novelty with an infectious beat. Good juke wax. (Copar,

One Love for Me...,70 The boys warble an attractive ballad brightly. (Brenner, BMI)

JEANETTE HICKS

Just Like in the Movies70 COLUMBIA 21374 - Cute novelty belted out with rhythm by thrush Jeanette Hicks. Jocks will give it a whirl for its catchy lyrics. (Cedarwood, BMI)

Such a Wonderful Feeling 69 To know that you're mine, that issings Jeanette Hicks. Adequate. (Blackwood, BMI)

JIMMIE SIMPSON

I'm a High-Toned Papa68 HIDUS 2007-A jaunty vocal and instrumental treatment of a catchy Webb Pierce ditty, with a spirited beat. (Cedarwood, BMI) Broke My Heart 66

A briskly-paced weeper, with a strident but sincere warbling job by Simpson. (Cedarwood, BMI)

RAY WILSON

Heart Stealer68 HIDUS 2006 - Rural bouncer is handed a pleasant reading here. (Holman, BMI)

Never Changing Heart ... 64 Wilson chants of his permanent love in a resonant baritone. (Tree, BMI)

LONNIE BARON

SAGE AND SOUND 201-Baron, "The Mississippi Farm Boy," has a robust, sincere way with this country weeper, which he also wrote. (Sage and Sound, BMI)

Sentimental Me. Sentimental She 63 Baron has lighter impact with this yodelly ballad. (Sage and Sound,

RALPH SANFORD

featured on the

"COUNTRY ROADSHOW" of Fort Worth

sings



"I JUST CALLED TO SAY THAT I LOVE

b/w "OO-EE BABY"

King Record #1403

"A THOUSAND TO ONE"

b/w "YOU FORGOT TO KISS ME GOODNIGHT" King #1428

For information, contact

RAY YATES ST. WORTH, TEXAS

FOLK TALENT AND TUNES

Continued from page 132

fith, Ind., recently. Jinnie also en- and Hank Snow's RCA Victor rejoyed a backstage visit with Pee lease, "Act I, Act II, Act III," at-Wee King and his boys at WBBM-TV, Chicago, recently. . . . Slick one week recently to hear three of Norris, of Highlands, Tex., made his songs recorded on major labels. a two-day promotion tour recently with Biff Collie, who spins the country wax at KPRC, Houston, to plug the latter's latest Starday release, "What This Old World Needs." Among the deejays visited were Paul Kallinger, XERF, Acuna, Mexico, and Del Rio, Tex.; Don Owens, XERF, Del Rio; Charlie Walker, KMAC; Bill Shomette, KENS, and Lee Petrich, KONO, San Antonio, and Frank Sievers and Dave Walshak at KCTI, Gonzales, Tex. . . . In Houston recently for the Saturday night jamborees staged by KPRC and KNUZ were Arlie Duff, Leon Payne, Jimmie Davis, Elvis Presley and Eddie Dean.

With the Jockeys

Ann Gillis has given up her noontime c.&w. disk session at KDKA, Pittsburgh, to become Kady, the Voice of KDKA, who gives the station identity at regular inter-vals thru the station's 24-hour day, either live or by transcription. In addition, Miss Cillis is being heard on promotion spots, public service announcements and in sustaining spots. Ed Schaughency has taken over her noontime slot. . . . Sheriff Tex Davis, WCMS, Norfolk, has a new daily show, 11:45-12, sponsored by a local car dealer. Labeled "Star of the Day," the seg features a different c.c.w. artist daily with the artist in two bairs. daily, with the artist, in turn, bringing along his own guest to enter-

Uncle Eddy, who spins the day-time country wax at WAVL, Apollo, Pa., is anxious to double on the same duties at a nighttime station in the area. Anybody interested? ... Wade Holmes has taken over the morning hillbilly show on WPGC, Washington, where he's interviewing top talent and play-ing the hits in the country and western field six mornings a week.
... Mama's short boy, Little Joe
Penny, Monday (21) kicked off a new three-hour c.&w. disk show on WJPS, Evansville, Ind. Called "Little Joe's Hoedown Party," the new program is heard Monday thru Friday, 7-10 p.m. Little Joe invites all folk and western talent, renowned or unknown, to drop in for a visit, and reminds that he can use releases from all the labels, as the station hasn't programmed country music in more than two years. Penny was formerly with WDMJ, Marquette, Mich.

Embert Mishler, the Iowa Chore Boy, formerly of WHO, Des Moines, is now whirling the c.&w. platters at WLAK, new station in Lakeland, Colo. Mishler, is also doubling at a local nitery, says WLAK is one of the few stations in that territory spinning hillbilly and western stuff. He says he's in need of samples from all labels.
... Charlie Tebbetts, who penned

at the American Legion Hall, Grif- Ernest Tubb's "Divorce Granted" One of them, "Red Mittens," is set for early release. Tebbetts, who is a Los Angeles advertising man, is handling his own ad promotion on the latter ditty.

Big Jim Wilson, who recently chucked the jockey chores at KVOO, Orlando, Fla., has begun the c.&w. spinning at his new post, WAVE, Louisville. . . . Bob Prather, who mans the country turntable at WEAS, Atlanta, has added a new show, "Evening Jamboree," heard daily from 5:15-6:45 p.m.

(Continued on page 146)



Ops,

Thanks for everything

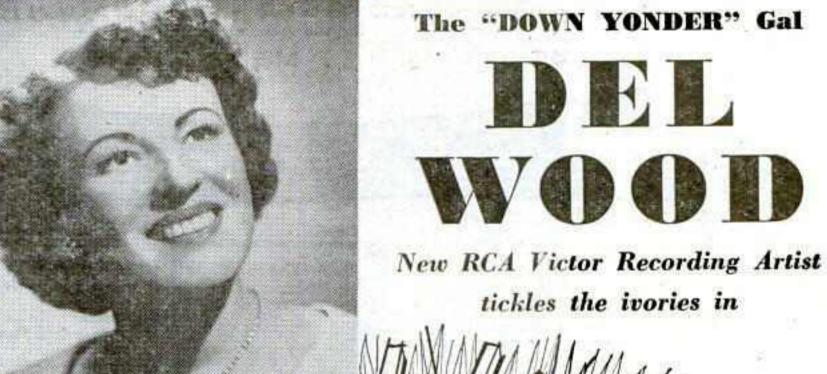
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The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

• Best Sellers in Stores

For survey week ending March 16

RECORDS are ranked in order of their current national
selling importance at the retail level. Results are based
on The Billboard's weekly survey among dealers thruout
the country with a high volume of sales in rhythm and

• Most Played in Juke Boxes

10. FLIP, FLOP AND FLY-J. Turner.....

11. SINCERELY-Moonglows
Tempting-Chess 1581-BMI

14. LONELY NIGHTS-Hearts.....

15. LING, TING, TONG-Charms......

Bazoom (I Need Your Lovin')—DeLuxe 6976—BMI

Helping Hand-Imperial 5340-BMI

Oo-Wee-Baton 208-BMI

Atlantic 1053-BMI

Savoy 1153-BMI

Cap 2945-BMI

Baton 208-BM1

Atlantic 1055-BMI

Mer 70537-BMI

Week

Atlantic 1050-BMI

12. YOU DON'T HAVE TO GO-J. Reed...... 14
Boogie in the Dark-Vee Jay 119-BM1

13. DON'T YOU KNOW?-F. Domino...... 13

For survey week ending March 16

RECORDS are ranked in order of the greatest number of plays nationally in juke boxes. Results are based on The Billboard's weekly survey among operators thruout the country using a high proportion of rhythm and blues Week Chart Week records. 1. PLEDGING MY LOVE-J. Ace..... 2. I'VE GOT A WOMEN-R. Charles..... Atlantic 1050-BM1 3. MY BABE-Little Walter..... Checker 811-BMI 4. EARTH ANGEL-Penguins..... Dootone 348-BMI 5. WALLFLOWER-E. James..... Modern 947-BMI 6. TWEEDLE DEE-L. Baker..... Atlantic 1047-BMI 7. SINCERELY-Moonglows Chess 1581-BMI 8. FLIP, FLOP AND FLY-J. Turner....

Most Played by Jockeys

jockey shows in all key markets.

10. COME BACK-R. Charles.....

9. JOHNNY HAS GONE-V. Dillard...... 10

plays on disk jockey radio shows throout the country according to The Billboard's weekly survey of top disk

For survey week ending March 16
SIDES are ranked in order of the greatest number of

Week Chart

1. PLEDGING MY LOVE-J. Ace..... Duke 136-BMI 2. WALLFLOWER-E. James..... Modern 947-BMI 3. EARTH ANGEL-Penguins..... Dootone 348-BMI 4. COME BACK-R. Charles..... Atlantic 1050-BMI 5. I'VE GOT A WOMAN-R. Charles..... Atlantic 1050-BMI 5. MY BABE-Little Walter..... Checker 811-BMI 8. SINCERELY-Moonglows 8. JOHNNY HAS GONE-V. Dillard..... Savoy 1153-BMI 10. YOU DON'T HAVE TO GO-J. Reed..... Vec Jay 119-BMI 11. LING, TING, TONG-Five Keys.....

12. LONELY NIGHTS-Hearts.....

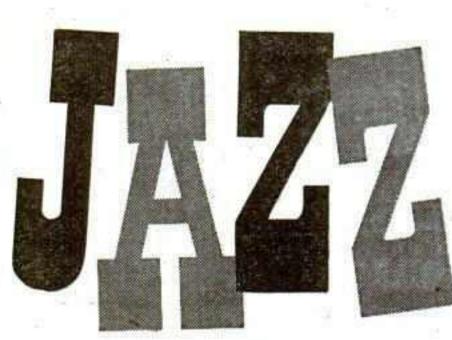
13. WHAT'CHA GONNA DO?-Drifters.....

14. THAT'S ALL I WANT FROM YOU-D. Washington. -

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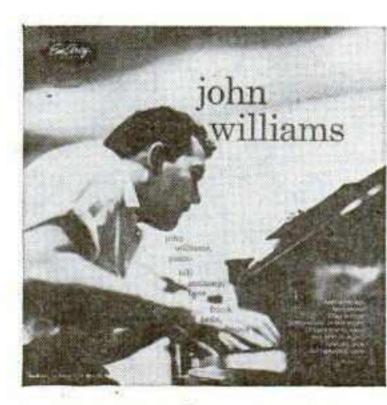


JOE GORDON

Toll Bridge Lady Bob Grasshopper Flash Gordon

MG 26046

A STATE OF THE STA



JOHN WILLIAMS

Williams Tell • Be Careful, It's My Heart
Blue Mirror • Somewhere In The Night
I'll Take The Lo Road • Clear Out Of This World
Railroad Jack • For Heaven's Sake

MG 26047

HOTTEST SELLERS



SARAH VAUGHAN
Lover Man
Shulie A Bop
Polka Dots And
Moonbeams
Body And Soul
They Can't Take That
Away From Me
Prelude To A Kiss
You Hit The Spot
If I Knew Then
MG 26005



DINAH WASHINGTON
Lover Come Back To Me
Alone Together
Summertime
Come Rain Or Come Shine
No More
I've Got You Under
My Skin
There Is No Greater Love
You Go To My Head

MG 36000



ERROLL GARNER
You Are My Sunshine
I've Got The World On
A String
7-11 Jump
Part-Time Blues
Rosalie
In A Mellow Tone
Don't Worry 'Bout Me
All Of A Sudden
There's A Small Hotel
Misty
I Wanna Be A Rug Cutter

MG 36001

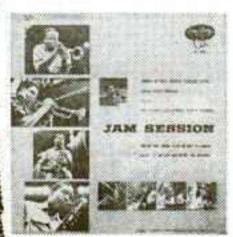


MAX ROACH
Delilah
Parisian Thoroughfare
Daahoud
Joy Spring
Jordu

MG 26043

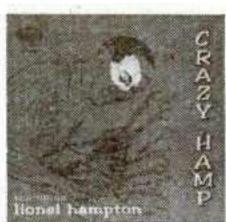
LIONEL

CLIFFORD BROWN AND



CLIFFORD BROWN
MAX ROACH
MAYNARD FERGUSON
HERB GELLER
DINAH WASHINGTON
What Is This Thing
Called Love
Darn That Dream
Move
My Funny Valentine
Don't Worry 'Bout Me
Bess You Is My Woman Now

It Might As Well Be Spring



HAMPTON

Crazy Hamp

Mezz And The Hamp

Serenade To Nicole's

Mink Coat

Elmar The Stock Broker MG 26038

EmArcy product of Mercury Record Corporation, Chicago, Illinois

MG 36002



The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

Reviews of New R & B Records

ROLLEE McGILL

MERCURY 70582-Mercury thought so much of this disk they bought the master from Piney. McGill sings with plenty of heart on a relaxed, attractive blues. The label is pushing it; so the platter should get plenty of exposure. (Vir-Cel, BMI)

You Left Me Here to Cry 75

Mercury's new r.&b. artist has a quietly effective vocal personality. He wraps up a weeper here with subtle emotional impact. McGill, incidentally, penned the tune and the flip ditty. (Vir-Cel, BMI)

THE RAMS

Rock Bottom76 FLAIR 1066-A happy-sounding novelty with a driving beat. The boys wrap the ditty up with showmanly charm. This one should do all right spin-wise. (Flair, BMI)

Sweet Thing 73 An appealing vocal version of a pleasant tune sparked by strong rhythmic pacing. (Flair, BMI)

MICKEY (GUITAR) BAKER

RAINBOW 288-Title aptly describes this highly-attractive blues instrumental. Tempo and beat make for ideal dance fare. Disk, out for some weeks, has already nabbed some action, (Kingsbury, BMI)

Greasy Spoon 70 Another down-to-earth instrumental featuring Baker's tangy guitar work. It's a slower tempo blues. (Kingsbury, BMI)

THE RAVENS

JUBILEE 5184-This blues swings right along. Side has a fine beat and plenty of relaxed movement instrumentally, Nice wax, (BMI)

Happy Go Lucky Baby 74 Ravens' lead singer gets off a very nice vocal here, backed by instrumental work with a good riff. Nice, relaxed side. (Marlyn, BMI)

JOHNNY OTIS ORK

PEACOCK 1649-This r.&b. ballad, slow-paced and with a touch of sacred sentiment in it, will likely cause a stir among fans of the late Johnny Ace. (Lion, BMI)

Boom Diddy Wa Wa....73 Patterned after "Ko Ko Mo." this ditty uses the same refrain "I Love You So." Johnny Otis' ork gets a good sound, (Gallo, BMI)

THE ADMIRALS

Close Your Eyes75 KING 4782 - A wildly expressive reading of the rhythm-ballad, with some amusing vocal touches. Good juke bait, (Rush, BMI)

Give Me Your Love 72 A pop-flavored up-tempo version of a swingy ditty. Flip, tho, is stronger side. (Stratton, BMI)

WILLIE M. THORTON

Laugh, Laugh74 PEACOCK 1650-Willie Mae Thornton gimmicks this side with laughter, but it's a good swingy blues, nevertheless, and her reading has some novelty value. (Lion, BMI)

The Fish 73 Another novelty, as to lyrics. Has a good danceable beat.

BILLY TATE

Single Life74 IMPERIAL 5337-Southern rocker is chanted gayly by Tate. Hypnotic beat will attract listeners and could gain the entry okay acceptance. (Commo-

dore, BMI) You Told Me 68

Not all the things she told him were true, complains Tate in this slow blues. A characteristic performance by the chanter. (Commodore, BMI)

BIG BOB DOUGHERTY

Rock Me a Boogie73 CARDINAL 1035-There's authentic flavor to this boogie blues. Has beat, fair sound, and Dougherty sings out

well, (Blasco, ASCAP) Birmingham Jail 73

A fine side. Tune is the noted oldie, and it's done with tremendous heart and style on this instrumental. Ted Williams is featured on the guitar. Real tasteful r.&b. wax. (Blasco, ASCAP)

SHIRLEY GUNTER

FLAIR 1065-Bright rhythm ditty is swung infectiously by thrush and vocal combo. Could pull juke coin. (Flair, BMI)

What Difference Does It Make? 69 Lazy beat ballad is presented pleasantly. It's a Shirley Gunter original. (Flair, BMI)

LIGHTIN' HOKINS

Evil-hearted Woman72 HERALD 449-A moving vocal interpretation of a Southern blues, with a fine beat. (Angel, BMI)

They Wonder Who I Am 70 Same comment. (Angel, BMI)

BOO BREEDING

IMPERIAL 5336-Breeding shouts a humorous rocker on a familiar theme to a pounding beat by the ork. Side should win good reception in Southern markets. (Commodore, BMI)

Low and Lonesome 69 Southern lament is projected with telling sincerity. (Commodore, BMI)

THE FLAIRS

FLAIR 1067-The vocal group sells a jubilant rhythm ditty with a solid blend and plenty of personality. Should get juke play. (Flair, BMI)

My Darling, My Sweet 70 An effective vocal treatment of a tender weeper, with outstanding warbling by the lead singer. (Flair, BMI)

THE BARONS

IMPERIAL 5343 — A run-of-the-mill ballad side. (Commodore, BMI) Boom Boom 66

Male group's material here is pointless and in dubious taste. (Commodore, BMD

EARL ROBBINS-MILLER SISTERS

I Ain't Gonna Worry No More70 Q 1002 - Interesting backing by Teacho Wiltshire is the main virtue of the new label's first r.&b. side. (ASCAP)

Who's Kiddin' Who?....58 Grammatically or otherwise, this one doesn't have it. (ASCAP)

THE SPOTLIGHTERS

on this pause-novelty opus. Results are moderately successful. (Commodore, BMI)

It's Cold 64 Romantic temperature is referred to here. Another enthusiastic effort.

(Commodore, BMI)

THE REBELS QUARTET There Is Only One Who Is Jesus76

BIBLETONE 8852-A pleasant hymn is sung with warm feeling by the male group. (Lowery, BMI) This Ole House 68

Distinctively-styled quarteting of the Hamblen smash is much too late, tho quartet fanciers won't mind. (BMI)

Polka

WALT SOLEK ORK

DANA 3182-Colorful, sprightly instrumental by a top exponent of the

Tambourine Polka....77 Crisp, minor key polka based on a

JOHNNY BOMBA ORK

Evening on the Shore 75

Universal Polka....70
Instrumental is in the Central-

Wild Bull Polka77 Polish style. Appeal is general.

familiar Slavic strain. A good, practical coupling for general polka requirements.

DANA 3187 - Ensemble, which includes organ, delivers appealingly and danceably in a folkish waltz effort.

European idiom. Serviceable, but not outstanding.

Number of Releases This Week

	Label	Pop	Caw	R&
	ABBOTT	1		
	ALAMO		1.	
7	CADENCE	1		
	CAPITOL			
	CARDINAL			
	CAVALIER			
	CENTURY			
1	COLUMBIA	4	2 .	
1	CORAL	2		
1	CRESCENT	1		
	CYCLE	1		
1	DECCA	3	3 .	
00	DOT	1		
•	ЕККО		2 .	
	EMPIRICAL	1		
	FLAIR			3
	HERALD			1
	HIDUS		2	
	IMPERIAL	1		4
	JUBILEE			1
1	KING			1
1	LONDON			
	MERCURY	7		1
	M-G-M		., 1 .,	
1	NEW DISC			
1	PEACOCK			
ı	Q			
١	RAINBOW			
	RCA VICTOR	5	4	
1	REGENT			
1	SÄGE AND SOUND			
١	SANDEE			
	STARDAY			
١	TICO	Section and section 1	44.00	
١	WATCO	17452 1050		••
ı	"X"	1		
-1	TOTAL	- T	100 M	-

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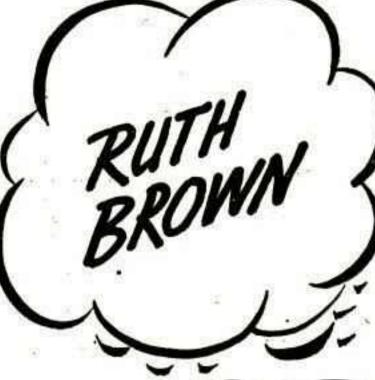
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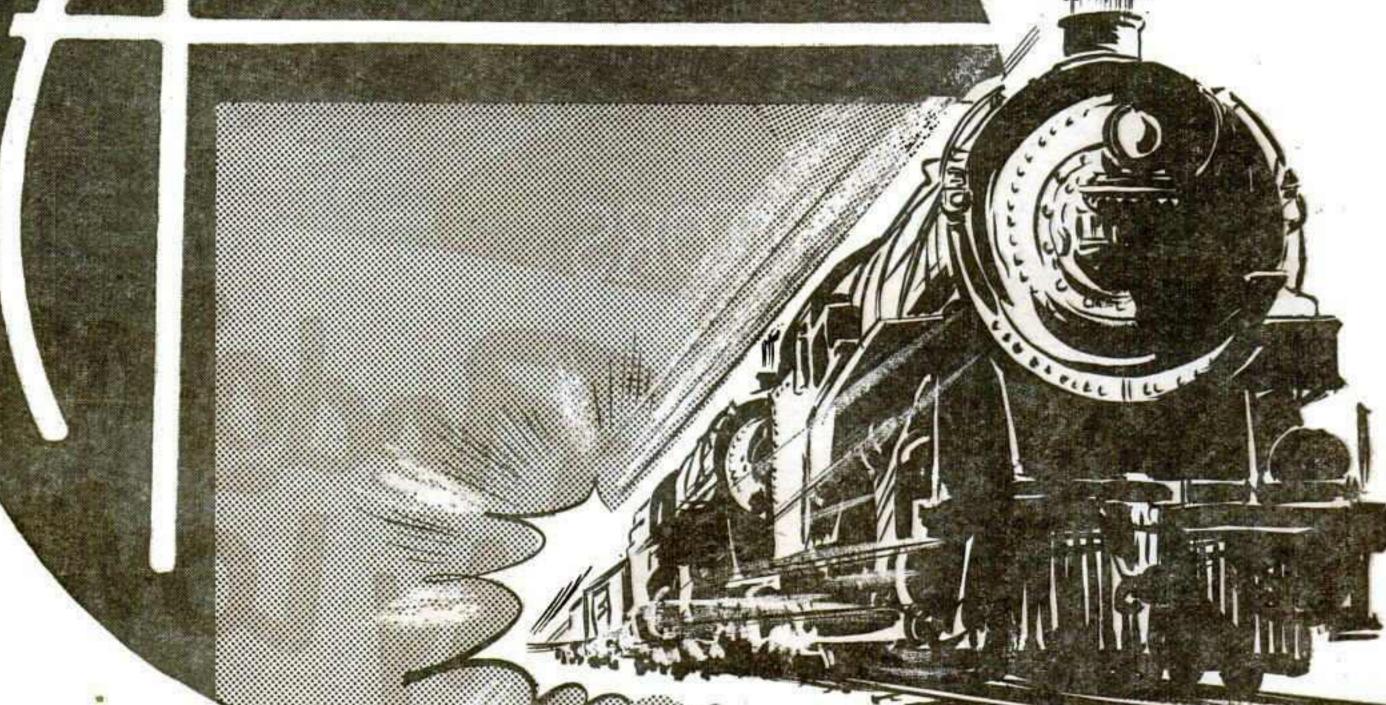
MOA CONVENTION SECTION

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SEE YOU AT THE CONVENTION.....

The Billboard Music Popularity Charts

RHYTHM & BLUES RECORDS

This Week's Best Buys

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

LONELY NICHTS—The Hearts—Baton 208

After building volume of sizable proportions in New York, Philadelphia, Washington and Baltimore, this disk now achieving a good national spread of reports. This week it appears as the No. 14 record on the national retail chart. Flip is "Oo-Wee." A previous Billboard "Spotlight" pick.

WHAT'CHA GONNA DO? (Progressive, BMI)-The Drifters-Atlantic

Coming up fast now after a start that was slower than usual for the group, this disk also appears chart-bound. Baltimore, Washington and Atlanta carried it in their territorial listings this week. It is also doing well in Richmond, Durham, Nashville, Detroit, Cincinnati, Pittsburgh, Buffalo and Philadelphia. Flip is "Gone" (Progressive, BMI)

MOST OF ALL (Arc, BMI)-The Moonglows-Chess 1589

The group is following up "Sincerely" with a disk that is threatening to repeat their last success. Within 10 days of release, good and strong retail reports were returned from New York, Buffalo, Pittsburgh, Cleveland, Chicago, Nashville, Durham, Atlanta and St. Louis. Flip is "She's Gone" (Arc, BMI). A previous Billboard "Spotlight" pick.

is requested on a pop show

and has a r.&b. field origin."

. . . "Hound Dog" Jack Gale,

WIMA, Charleston, S. C., now has 2,400 members for

his Hound Dog Club. . . . "I

do not believe this current

'fad interest' in rhythm and

blues will last," writes George (Dr. Daddy-O) Buck Jr., WJNO, West Palm Beach, Fla., "but you can be sure

the regular r.&b. market will

ville. Reed's air pitch is "I'm the poorest and need the most, but

I'm here with the lastest and the

grow in scope and interest."

VOX JOX

Continued from page 126

agers at the Kiwanis Amarillo Youth Center with music by a live ork. . . . Leonard Feather lined up an impressive guest list for his ABC network panel show "Platterbrains" in recent weeks, including Duke Ellington, Benny Goodman, Stan Kenton, Eartha Kitt and Faye Emerson.

John R. Clement, WKLV, Black-stone, Va., writes, "We have been trying to get Mercury records for about two years. We are even willing to pay the retail price for them-I have purchased their top James (Big Jim) Reed, WSOK, records myself-but if Mercury isn't Nashville, is doing his r.&b. interested enough to sell us rec-ords, then I think I'm going to lose of Ernie's Record Mart in Nashinterest and put a ban on all Mercury records in our library."

RHYTHM AND BLUES: Don Brienen, WHSC, Hartsville, S. C., notes, "I always try to program the original r.&b. record when a number

Plush Locations

• Continued from page 64

ating plan of the well-established juke box man. His theory is that the juke box operator is a music merchant, and there is no reason why he should arbitrarily limit himself to one type of location. Citing his own firm as an exam-

ple, Jennings feels that the investment required of most operators to set up a background music program is far less than that of the non-music businessman.

The World Wired is a separate division, Runyon executives help guide its expansion, and Runyon servicemen and vehicles handle the operational end. The nut is a lot less than it would be if World Wired were on its own.

Another type operator Jennings feels could handle a background music route is the industrial vender. Operating firms with industrial locations, he explained, have personnel trained in electronics, have the organization and, most important of all, have a close relationship with top management at the plants.

Home-made programming for background music, said Jennings, is all right if the competition isn't too rough. But, he added, a competitive situation requires a tremendous library and music specifically recorded to be heard, not lisened too.

By no stretch of the imagination, aid Jennings, can a background music system be considered the competitor of the juke box.

Background music is special muic for a special job, he explained, he same as is juke box music. And, e concluded, the operator who atempts to do both jobs will get nore locations and, if he knows what he's doing, wind up with a igger net profit.

Dorsey Bros. Band

NEW YORK, March 19. -Buddy Rich reportedly is leaving the Dorsey Brothers orchestra March 3I to start his own band

Rich joined the Dorseys about a year ago when his old band broke up, renewing an association that dated back to his featured drum solos with Tommy Dorsey in the early '40's.

Buddy Rich Leaving • Review Spotlight on ... RECORDS

ROY HAMILTON

Unchained Melody - Epic 9102 - Al Hibbler's Decca version of this lush picture (from "Unchained") is showing considerable strength in rhythm and blues markets and also pop-wise. Hamilton's highly effective cover should get a strong initial start with the fan's following and take off from there in both markets as well. Flip is "From Here to Eternity," pulled out of a recent Hamilton EP.



"I'M GLAD I DID ORDER TODAY'S TOP TUNES"

TODAY'S TOP TUNES has done more good for me than ALL other forms of advertising.

White Electric Company

"We are happy to say that TODAY'S TOP TUNES have proven our best promotional idea and have gained up many new accounts and friends on our juke box route. In our new record store we intend to put our customers on a mailing list so that they may receive each new release. You may expect an increase in our order from time to time." (signed) John P. Scott Box 488 Pomeroy, Ohio

Mr. Al Meyer, of Town and Country Music, Westwood, New Jersey, writes: "Yesterday we had an example of the power of The Billboard Today's Top Tunes.' A woman came in and bought one record. We suggested several others to her, but she refused them all. Ten minutes after she

with four records checked off 'Today's Top Tunes' which we had enclosed with her purchase."

Selling renditions of each tune are listed ACCORD-ING TO POPULARITY. TODAY'S TOP TUNES also includes Best-Selling Country & Western Records, Best-Selling Rhythm & Blues Records and Best-Selling Albums attractively printed on colored paper, four sides.

Your name, address and phone number imprinted on each copy FREE.

Many record dealers increase their record sales by using TODAY'S TOP TUNES as an envelope enclosure with each record purchase, as a counter display, poster in listening booths, mail with monthly statements or mail direct to customers. Orders are received by mail from your customers who use the order form on TODAY'S TOP TUNES. TODAY'S TOP TUNES dated one week in advance. Mailed every week from Cincinnati.

UNTIL FURTHER NOTICE PLEASE PRINT AND SHIP

	Quality Price
☐ Trial Order	50\$1.00
Weekly	100\$2.00
☐ Twice a month	250\$3.50
☐ Monthly	500\$5.50
☐ Charge	\$Enclosed
IMPRINT A	s FOLLOWS 949
Name(Please	Print)



The Billboard

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LUCKY-LUCKY ME G/4G-0100

PIANO RED

JUMP MAN, JUMP

PAY IT NO MIND G/4G-0101

Coming Next Week

Oscar BLACK & Sue ALLEN

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MAYMIE WATTS

THERE GOES THAT TRAIN

QUICKSAND G/4G-0103

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see your local distributor or write GROOVE RECORDS, 155 East 24 St., New York City

ANOTHER HIT ON VEE-JAY

This Week's Best Buys

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

YOU DON'T HAVE TO GO BOOGIE IN THE DARK-Jimmy Reed-Vee-Jay 119 A "sleeper" that has been available over two months, but is now beginning to break in a big way. This week, the disk placed on the Los Angeles, New Orleans, Atlanta and St. Louis territorial charts. It was also reported a strong seller in Chicago, Detroit, Nashville, Durham, Richmond, Cleveland, Pittsburgh and Buffalo. While there is good action on both sides, "You Don't Have to Go" currently enjoys the edge.

BREAKING FAST One More Chance-El Dorados—127

Even Time / Deanie Boy —Joe Buckner—Tummy Dean Orch. - 125

Wonder Why-Rhythm Aces—124

I Really Do-Five Echos—129

NEW

Don'cha Go-The Spaniels-131 Strange Girl/She's Five Feet Three-L. C. McKinley-133

Tell the World-The Dells-134 Hey, There/Oscars Blues-Wardell Gray & His Quintette-135

> VEE-JAY Records, Inc. 4747 Cottage Grove Ave Chicago Phone: WAgner 4-2828

The Billboard Music Popularity Charts RHYTHM & BLUES RECORDS

R & B Territorial Best Sellers

For survey week ending March 16

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

Atlanta

- 1. My Babe, Little Walter, Che. 2. Wallflower, E. James, Mod. 3. Flip, Flop and Fly, J. Turner, Atl. 4. Pledging My Love, J. Ace, Duk. Boogle in the Dark, J. Reed, VJ Tweedle Dee, L. Baker, Atl. Rock Love, L. Reed, Kng.
- 8. What'cha Gonna Do? Drifters, Atl. 9. Earth Angel, Penguins, Dtn. 10. Jailbird, S. Lewis, Imp.

Balti.-Wash.

- Pledging My Love, J. Acc. Duk. Close Your Eyes, Five Keys, Cap. 3. I've Got a Woman, R. Charles, Atl, 4. Johnny Has Gone, V. Dillard, Sav.
- 5. Earth Angel, Penguins, Dtn. Lonely Nights, Hearts, Bin. What'cha Gonna Do? Drifters, Atl. 8. Waliflower, E. James, Mod.

Charlotte

Wallflower, E. James, Mod. Pledging My Love, J. Ace, Duk. Tweedle Dee, L. Baker, Atl.

9. My Babe, Little Walter, Che.

- 4. My Babe, Little Walter, Che. I've Got a Woman, R. Charles, Atl.
 Come Back, R. Charles, Atl.
- 7. Flip, Flop and Fly, J. Turner, Atl. 8. Earth Angel, Penguins, Dtn.

9. Close Your Eyes, Five Keys, Cap. 10. Two Hearts, Charms, Del.

- Chicago 1. Tweedle Dee, L. Baker, Atl. 2. Earth Angel, Penguins, Dtn.
- 3. Pledging My Love, J. Ace. Duk. 4. My Babe, Little Walter, Che. 5. That's All I Want From You D. Washington, Mer.

Cincinnati

I've Got a Woman, R. Charles, Atl. Close Your Eyes, Five Keys, Cap. Pledging My Love, J. Ace. Duk. 4. Big Boy, B. Jennings, Kng. 5. That's All I Want From You

Detroit

Wallflower, E. James, Mod. Pledging My Love, J. Acc. Duk. 3. My Babe, Little Walter, Che. 4. I've Got a Woman, R. Charles, Atl.

D. Washington, Mer.

- 5. Johnny Has Gone, V. Dillard, Sav. 6. Earth Angel, Penguins Dtn. 7. I Wanna Hug, Squeeze Ya, Kiss Ya B. Griffin & C. Swann, Chs.
- 8. Hurt, R. Hamilton, Epi. 9. That's All I Want From You D. Washington, Mer.

Los Angeles

- 1. Pledging My Love, J. Acc. Duk. 2. Sincerely, Moonglows, Chs. 3. You Don't Have to Go, J. Reed, VJ 4. I've Got a Woman, R. Charles, Atl. 5. Come Back, R. Charles, Atl.
- 6. Tweedle Dee, L. Baker, Atl. 7. Don't You Know? F. Domino, Imp. 8. Ko Ko Mo, Gene & Eunice, Cbo. 9. Blue Velvet, Clovers, Atl.

New Orleans

10. My Babe, Little Walter, Che.

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

New York

- 1. Pledging My Love, J. Ace, Duk. 2. Earth Angel, Penguins, Din. 3. I've Got a Woman, R. Charles, Atl. 4. Lonely Nights, Hearts, Btn. 5. Flip, Flop and Fly, J. Turner, Atl.
- 6. Tweedle Dee, L. Baker, Atl. 7. Close Your Eyes, Five Keys, Cap. 8. My Babe, Little Walter, Che.

Philadelphia

- 1. Pledging My Love, J. Acc. Duk. 2. Wallflower, E. James, Mod. 3. Lonely Nights, Hearts, Btn.
- 4. Come Back, R. Charles, Atl. 5. I've Got a Woman, R. Charles, Atl. 6. Baby Darling, Dreamers, Fla.

St. Louis

- 1. My Babe, Little Walter, Che. 2. Pledging My Love, J. Ace, Duk. 3. I've Got a Woman, R. Charles, Atl. 4. Wallflower, E. James, Mod.
- 5. You Don't Have to Go, J. Reed, VJ 6. Ling, Ting, Tong, Charms, Del.

One-Stops

Continued from page 86

Pittsburgh Leslie Dist. Co. 2231 5th Ave. Logan Variety Store 78 Logan St. Lomakin Music 633 Liberty Ave.

RHODE ISLAND Providence Beacon Shop

821 N. Main St. SOUTH CAROLINA

Charleston Fox Music House 535 King St.

TENNESSEE Chattanooga Jack's Music Shop Cherry St. Record Shop Cherry St. Knoxville

Bell Sales Co. 221/2 E. Market St. Memphis Home of the Blues

106 Beale St. Popular Tunes 306 Popular St. Nashville

Buckley Record Shop 1707 Church St. Ernie's Record Mart 179 Third Ave., N. Hermitage Music Co. 64 Fayette St.

TEXAS Amarillo

Tolzien Music 819 Polk

Hays Record Shop 916 E. First St. Dallas

Melody Shop 205 N. Ervay Top Ten Record Shop 202 S. Tyler

Fort Worth One Stop Record Shop 2303 W. Berry Radio Center 1302 Main

Galveston Melody Record Shop 2018 Post Office St. Houston

Heflin-Talley Co. 327 W. 19th St. Little Pal Record Shop 1817 Main

United Record Dist. 1902 Leeland Port Arthur

Boneau Record Shop 2415 16th St. San Antonio E. & R. Record Shop 911 Houston San Benito Rio Grande Music Co. House of Jive

301 S. 3rd UTAH Salt Lake City M & L One Stop 540 S. State St.

VIRGINIA Richmond

Globe Records 422 N. Second St. Mike Levine 439 Granby St. Ray Morrisette 217 E. Main St. Music Service Co. 422 N. 2nd St. Pats Record Shop 708 E. Broad St.

Roanoke Roanoke Record Shop 116 W. Church Ave.

WASHINGTON Seattle

Northwest One Stop 3215 Western Record Sales and Service 324 Cedar Spokane

Music Box 417 W. Riverside

WEST VIRGINIA Charleston Elkins Music Store

160 Court St. WISCONSIN Milwaukee

Midwest Radio Co. 3414 W. North Ave. Milwaukee Music Mart 2669 N. Third St. Radio Doctors 213 W. Wells St.

Granz Labels

Continued from page 17

formulated, with Mason scheduled to record an album of esoteric readings first.

Clef Records continued its increased schedule of releases this week, with four 12-inch LP's and one 10-inch LP. Release features the sixth in the series titled "Norman Granz's Jam Session," Artie Shaw's fourth package for the firm, and albums by Count Basie, Charlie Parker and Billie Holiday.

The KING of the Blues



BILLBOARD "BEST BUY"

FATS DOMINO "DON'T YOU

and

"HELPING HAND"

#5340

BREAKING BIG!

THE

SPOTLIGHTERS

"BAM JINGLE JINGLE"

"IT'S COLD"

#5342

WATCH THIS ONE!

THE BARONS

YOURS"

"BOOM BOOM"

#5343



6425 Hollywood Blvd.

Doff Acquires Rights To 'Indian Love Lyrics'

HOLLYWOOD, March 19.-Red Doff, independent disk producer who made "The Rubayiat of Omar Khayam" some months ago, has acquired the recording rights to "Indian Love Lyrics" by Lawrence Hope, from Dodd-Mead Publishing Company.

Doff plans on producing an esoteric LP, with Harold Spina set to do the music and disk jockey Jim Ameche the narration. Tho no deal has as yet been completed, it is expected that Capitol Records will release the album.

In addition, Doff plans on recording "Lost Love Lyrics," a series of anonymous poems.

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The Original Big Hit

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"WHEN DID YOU LEAVE HEAVEN"

LITTLE JIMMY SCOTT Savoy 1154

Rock and Roll Sensation

'RAIN OR SHINE"

BIG MIKE

Savoy 1152

"DEEP FREEZE"

THE ROAMERS

Savoy 1147

This Has Everything

"WHO SHOWED MY BABY"

LARRY DARNELL

Savoy 1151

VRECORD CO, INC. 58 Market St., Newark, N. J.

Those "KO KO MO" kids



GENE & EUNICE

THE BILLBOARD "BEST BUYS"

"THIS IS MY STORY"

"MOVE IT OVER BABY"





508 Sunset Blvd.

MASS. SOLONS PICK FAVORITES

BOSTON, March 19.-According to the Second Annual Legislative Poll conducted by Deejay Bob Clayton over WHDH here, this is what Massachusetts solons think about pop recordings. There were 273 votes counted: Top favorite, "Melody of Love"; future hit, "I'm Sincere"; alltime favorite, "Southie Is My Home Town"; favorite male vocalist, Frankie Lane; favorite female vocalist, Patti Page; best male quartet, the Crew Cuts; best female quarter, the McGuire Sisters.

May Shift TV Biz

Continued from page 5

is understood to have done quite well for the bankroller. Late last year the agency got Nabisco to spot-book "Sky King" in about 20 markets on a test basis. "Sky King" originally had been sponsored by Derby Foods thru McCann on ABC-TV and additional line-up of spot-booked stations.

When Derby bowed out of Mc-Cann and dropped the show, Mc-Cann bought the negatives (there were only 19 of them) from producer Jack Chertok and persuaded Nabisco to try its luck with the show. The stanza reportedly has Continued from page 5 been very successful for Nabisco. planning either to produce addi-tional episodes of "Sky King" or to Tl buy another kiddle show for Nabisco.

Film Challenge

Continued from page 5

hopes, will be a strong advantage ments will get a second-run netover its competition, primarily work airing this summer. Ford, NBC would also probably be itself, has already committed itself forced to make a move in a similar to re-run 13 episodes. Screen direction, if the CBS affiliates give Gems still has 44 of this season's their web the green light.

has been used for network pro-gramming occasionally on NBC-TV. In fact, the web now programs "Norby" on a limited Eastern network Wednesday evenings 7-7:30. But the affiliates usually maintain control of the half hour. A step in this same direction was made last season when 10:30-11 p.m. was cleared all during the week by CBS and NBC affiliates the first time the entire seven half hours were made available.

Star Maid Disk Firm Organized by Allen

CHICAGO, March 19.-A new country and western label, Star Maid Records, was formed here recently by Donald Allen, president. He is planning an extended tour in May to line up national distribution.

Altho the label has five artists on its roster and several tunes in the can, Allen reported he was releasing only one until he can secure distributorships. The first release is a coupling by vocalist Ray Plyman of "Hometown" and "Souvenirs." Star Maid will issue releases on a reguarly scheduled basis following the formation of the distribution set-up, Allen said.

'Jumping Frog,' Other Audio Books Releases

HOLLYWOOD, March 19. -Audio Books, the microgroove recording company, is expected to release "The Jumping Frog of Calaveras County and Other Stories of Mark Twain" as its next 16% r.p.m.

Raymond Tierstein, Audio Books exec, revealed that plans are in the works for additional releases to be taken from literature, among them "Treasure Island," "Pinnochio" and several stories by James Thurber.

The firm, whose first release was the King James version of the New Testament, is currently at work recording the Catholic ver-Hollywood 46, Calif. sion by Father Robert L Gannon.

ABC Hunts \$\$

THE BILLBOARD

• Continued from page 5

show will not be name Hollywood stars but young talent of the caliber of Tab Hunter, Dorothy Malone and James Dean.

Two Purposes

Additionally, each week's show will be hosted by an up and coming young male personality. By concentrating on the use of non-name talent, Warner Brothers obtains two advantages: Program cost is cut down and the TV film stanza serves as a testing ground for young performers who, if they click, can be easily put to work in the firm's theatrical films.

As part of its deal with ABC, Warner Brothers has consented to shoot commercials for sponsors of the show. Disney, of course, does the same for "Disneyland" spon-

The 52-week stanza, which will consist of 39 first-run films and 13 repeats during the summer, will be produced under the supervision of Jack L. Warner, production head of the company.

The average commissionable program cost per week is \$68,822 for the hour show. Gross time cost for the 122-station line-up, assuming all stations can be cleared, would amount to \$65,095 per week for a full hour and \$39,057 per week for a half hour. The show is not being sold in less than halfhour, alternate-week segments.

Kodak to Sub

McCann, it's understood, has been nights. The show bowed 11 weeks

The bankroller had been planning to replace "Norby" with a live low-budgeter for the summer months. Its purchase of the Screen Gems episodes, however, tosses that plan out the window.

Screen Gems' sale guarantees the TV film firm that all but a few ity of programming. The result, it of this season's "Ford Theater" seg-"Fireside Theater" segments avail-In former years, the 7-7:30 slot able for sale as summer replace-

Baptists

Continued from page 5

the Baptists Convention's radiochief, the programming material will be prepared with an eye toward making them entertaining.

Included in the Baptists' plans is construction of a \$200,000 production center in Fort Worth, Tex., where the TV programming material will be pre-tested in cooperation with WBAP-TV, Fort Worth.

GROOVE

really moves with those crazy piano blues!



G/4G-0101



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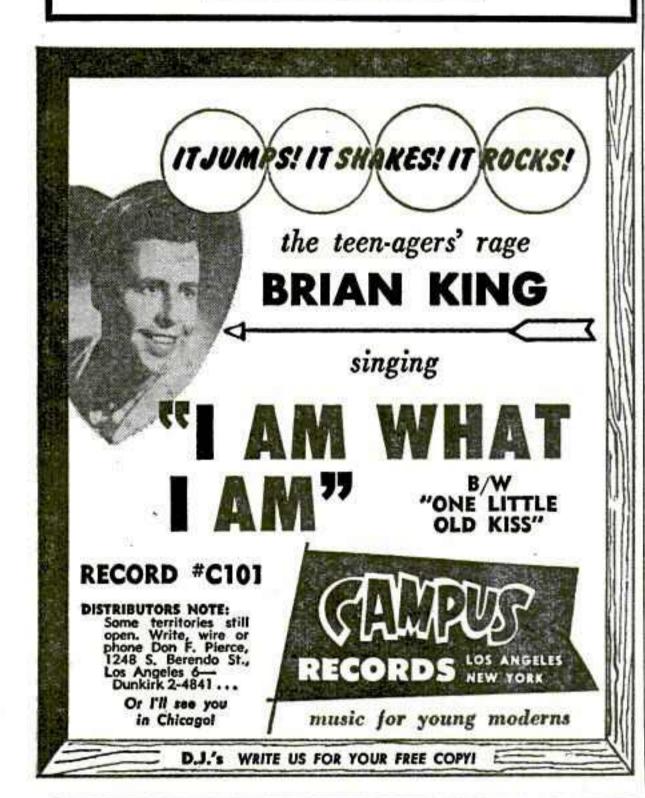
- COMING UP FAST ----

Don Julian and the Meadowlarks 359

- THE DOUBLESIDED SMASH ----

LOVE WILL MAKE YOUR MIND GO WILD OOKEY OOK

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Record Distributors

and Labels They Distribute

Continued from page 89

Canton

*Charles Foley 4 Hillsview St. Labels: Bel

Everett

Chris Dracapaulas 14 Avon St. Labels: Cap

Newton Centre

*Saul Gilmao 400 Ward St. Labels: Bel

Worcester

*Peter Christo 15 Jaques Ave. Labels: Bel

MICHIGAN

Battle Creek

·William Fitzgerald . 140 East Ave., No. Labels: Bel

Detroit

Arc Dist. Co. 4600 Woodward Ave. Labels: Fab. X, Ben,

Angott Distr. 2616 Puritan Labels: LA Brooklyn Radio Shop 1276 Michigan Ave. Labels: Ide Buhl Sons Co. -

Foot of Adair St. Labels: Col *Al Butler 19500 Trinity Ave. Labels: Bel Cadel Dist. Co. 3766 Woodward

Labels: Cdl, Oke, Cha, GE, 7-11, Ala, Sco, Exc, Int, Orf, Nas, Old, Ats, TC, Dev, PJ. Pea, Duk, Ess, TAR, Rms, GTJ, Con, Abb, Epi, Sdy, Hwd, JD Capitol Records Dist.

4623 Woodward Labels: Cap Decca Dist. Corp. 1301 W. Lafayette Ave. Labels: Dec *Rebert S. Dudley

9385 Stout Labels: Bel Fortune Records Distrs. 11629 Linwood Ave. Labels: Tru

King Records, Inc. 3725 Woodward St. Labels: Kng, Fed, Del Pan-American Record

Dist. 3731 Woodward Labels: Atl, Dom, FS, Ron, Luc, Apo, Got, Dot, Mod, RPM, Imp, Fla, Mtor, Cdc, Val, Tif, Clf, Aud

Polonia Dist. Co. 3747 Woodward Ave. Labels: Cor, Jub, Uni, Mon, Dan, Che, Chs, Der, Zod, WO, Sta,

RCA Victor Dist. Corp. 7400 Intervale Ave. Labels: RCA Radio Distributing Co. 15401 Woodrow Wilson Labels: M-G-M, Lon,

Square Dance Specialties, Dist. 13945 Mettetal Ave. Labels: Kis, WJ, Win

East Lansing

YP, CRG, All

Morley Bros. 1330 S. Harrison Road Labels: RCA

Flint

Fred G. Westover 2230 Dupont St. Labels: Hum

Grand Rapids

Republic Dist. Corp. 19-25 La Grave Ave. Labels: Dec

Lincoln Park

Doris Richards 4166 Abbott St. Labels: Hor

Saginaw

Carson Dist. Co. 708 N. Washington Ave. Labels: RCA

MINNESOTA

Minneapolis

12 172 11114

Lew Bonn Co. 1211 La Salle Labels: M-G-M, Rud, Der

Capitol Records Dist. 21 E. Hennepin Ave. Labels: Cap Decca Dist. Corp. 17-19 E. Hennepin Ave. Labels: Dec Forster Distributing Co. 1122 Harmon Place Labels: Col. Oke, Epi

5345 Chicago Ave. Labels: Bel F. C. Haver Co. 250 Third Ave. N. Labels: RCA Heilicher Bros., Inc. 1313 Third Ave., S.

*Thomas E. Enright

Labels: Cdl, Oke, Kng, Fed, Del Jather Record Dist. 33 E. Hennepin Ave. Labels: FS, YP, Che, Chs, Joc, Pik, Win,

RGA, Sdy, Hwd Lieberman Music Co. 257 Plymouth North Labels: Cor, Jub, Lon, Ali, Zod, Dot, Brw, S&S, Rep. Abb, Fab, X, Grv, Val

Mercury Record Dist. 1313 Third Ave., S. Labels: Mon, Ron, Mer, WO, Imp, Clf John Rak 2126 N. Upland Crest,

MISSOURI

N. E.

Labels: Bel

Kansas City Capitol Records Dist. Co. 1527 McGee St.

Labels: Cap Commercial Music Co. 2560 Holmes Labels: Uni, Sho, GE, Fan, PJ, Art, GTJ, Con, Hic, TNT *Jack Farrel Lovell 4551 Park Ave. Labels: Bel

King Records, Inc. 105 E. 31st St. Labels: Kng, Fed, Del Mayflower Sales Co. 2012 Baltimore Ave. Labels: Col, Oke, Epi *Frank McGlynn Commodore Hotel Labels: Bel

Mexican Shop 900 Southwest Bldg. Labels: Ide Midwest Dist. Co. 1835 Main St. Labels: Oke, BH, Zod,

Win, Mod, Spe, Tru Roberts Record Dist. Co. 321 Southwest Blvd. Labels: Cor, Cdl, AM, FS, 7-11, Sco, Ala,

Int, Orf, Sav. Pal, Ess, Dot, WJ, Brk, S&S, RGA, Rep Southwest Distributors, Inc.

2028 Broadway Labels: Dec Norman Wilson Co. 2562 Holmes St. Labels: Lon, Hwd

St. Louis

A.R.A. Dist. Co. 2300 Olive St. Labels: Dec Artophone Corp. 700 Rosedale Ave. Labels: Col Capitol Records Dist.

Co. 1407 Pine St. Labels: Cap Commercial Music Co. 2630 Olive St. Labels: Cha, Sho, GE, Ron, Fan, Old, PJ, Tic, Rma, Sun, Art, GTJ, Con, Hic, Ben, TNT

Ettman Specialty Co. 510 Culver Way Labels: YP Interstate Supply Co. 26 S. 10th St. Labels: RCA King Records, Inc. 2112 Olive St. Labels: Kng, Fed, Del *Albert Louton 7319 Sharp Ave. Labels: Bel Mayflower Sales Co. 1935 Washington Ave. Labels: Col, Oke, Epi

Midwest Dist. Co. 2642 Olive St. Labels: Che, Chs, Apo, Der, Duk, Zod, Win, Mod, RPM, Spe, Fla, Mtor, Tru, Fab, X, Grv, JD

One Stop Record Service 2636 Olive St. Labels: Dan Recordit Dist. Co. 1913 Washington Ave. Labels: M-G-M, Lon,

All

CASTE SA DE ME

Roberts Record Dist.

1518 Pine St. Labels: Gly, Roc, Cdl, Cor. Jub, Mon, FS, 7-11, Rep. Ala, Sco. Int, Orf, Nas, Exc, Got, TC, Dev. RIH, Gat, Ky, Pal, Pea, Her, Ess, Dot, WJ, WO, Sta, Imp, Cdc, Brk, S&S, RGA, Abb, Clf, Sdy, Hwd, Val

MONTANA

Billings

Benclare Distr. Co. 501 St. Johns Ave. Labels: Ali, Fro, Eso Central Dist. Co. P.O. Box 1551 Labels: Cap Northwestern Auto Supply Co. 420 N. Broadway Labels: RCA

Butte

Alfred K. Brix 3151 Burlington Labels: Sen E & R Dist. Co. Labels: Dec

Great Falls

Music Service Co. 204 Fourth St., S.
Jub. Mon, GE, FS.
Ron, Lon, Pal, Ess, Zod, Dot, WO, Imp, Cdc, Brk, S&S, Abb, Fab, X, Grv, Clf, Sdy, Hwd

Missoula

Vega Records 137 Radio Central Bldg. Labels: Mor

NEBRASKA

Omaha

Bran-New Sales Co. 308 S. 12th St. Labels: Col, Oke, Epi Murphy Sales Co. 711 S. 16th St. Labels: M-G-M, Der, Pal, Ess Sidles Distributing Co. 1002 Davenport St. Labels: RCA

Square Dance Distrs. Co. 1916 Farnum St. Labels: Old, WJ, Win

Shelton

Tracy Knutson c/o Shelton Hotel Labels: FS, K&K

NEW HAMPSHIRE

Manchester

Tri-State Record Distrs. 852 Elm St. Labels: Mar

Newmarket

*D. Russel Groerer Star Route Labels: Bel

NEW JERSEY

Clifton

Consolidated Distr. Co. 166 Barkley Ave. Labels: Suc, HR

Englewood Progressive Distr. 131 S. Woodland St. Labels: Jaz, Pro

Hillside Mr. Milton Modell 1453 Liberty Ave. Labels: S&S

Newark

American Squares 1159 Broad St. Labels: Crl, Ald Belmont Dist. Co. 268 15th Ave. Labels: FS, Ron, BH, Ats

Capitol Records Dist. Co. 83 Lock St. Labels: Cap Cosnat Dist. Co. 278 Halsey St. Labels: Cor, Jub, Dom, Dan, Der, Pal, Ess, Rev. Cdc, Brk, Rep, Ben

Decca Dist. Corp. 81 Emmet St. Labels: Dec Essex Record Dist. Co. 114 Springfield Ave. Labels: Gly, Roc, Oke, Atl, Cha, Uni, Mon,

Fan, 7-11, Ala, Sco, Int, Orf, Che, Chs, All, Spo. Got, TC, RIH, Sav. Pay, Pea, Duk, Her, Rma, Tio, WO, Mod, RPM, Sta, Sun, Imp, Fla, Mtor, Tru, Abb, Epi, Aud, Val, Fab Krich-New Jersey, Inc.

428 Elizabeth Ave. Labels: RCA Times-Columbia Distrs.,

Paterson

*Moe Sher 482 E. 25th St. Labels: Bel

37 Bridge St. Labels: Col

West Caldwell

*Charles Petrone 103 Ravine Ave. Labels: Bel

NEW YORK

Albany

Decca Dist. Corp. 1449 Central Ave. Labels: Dec Roskin Bros., Inc. 1827 Broadway Labels: Oke, Col *Robert Goldhamer 97-B Shaker Rd. Labels: Bel RTA Distributors, Inc. 36 Broadway-Menanda Labels: RCA

Buffalo

Benida Enterprises, Inc. 520 Seventh St. Labels: Ben Capitol Records Dist. 1066 Main St. Labels: Cap Decca Dist. Corp. 1233 Main St. Lables: Dec

Faysan Distrs., Inc. 506-20 Seventh St. Labels: Col, Oke, Epi King Records, Inc. 814 Main St. Labels: King, Fed, Del M & N Distr. Co. 881 Main St.

Labels: M-G-M, Mon, Lon, Luc, WO, Aud, Metro Distr. Co. 852 Main St. Labels: Clf

RCA Victor Dist. Corp. 1209 Broadway Labels: RCA Henry Schunke 1080 Broadway Labels: Dan Transdisc Corp. c/o One Stop Record

341 Niagara St. Labels: X, Grv Far Rockaway, L. I.

Service

New York Harlem Hit Parade 2112 Carnega Ave. Labels: Apo, Mod, RPM, Imp, Fla, Mtor

Geneva

*Charles Williams 820 S. Main St. Labels: Bel

Kingston Seewhy Merchandising

Massapequa

3 E. Strand St. Lables: Uni, ML, Der, Sta, Oke, Epi

*Henry Kurt 524 Central Ave. Labels: Bel

New York, N. Y. Alpha Dist. Co. 762 Tenth Ave. Labels: Vie, FD, Ron, Got, TC, RIH, Pav, Vir. Rma, Tic, Thr, WJ, Win, Fab, Aud,

Brunno-New York, Inc 460 W. 34th St. Labels: RCA Capitol Records Distr.

Corp. 253 W. 64th St. Labels: Cap Antonnio Contreras 225 W. 68th St. Labels: MML Coral Records, Inc.

705 Tenth Ave. Labels: Cor. Brk, RGA S&S Cosnat Dist. Co. 315 W. 47th St. Labels: Gly, Roc, Cdl Exc. Dan, Cha, Che

Chs. Jub. Uni. Doi PS, Kis, Nas, Rep. Der Dev, Pal, Ess, Har Zod, Dot, Ver, Rev,

Thr. Sta, Cdc, GTJ,

Con, Abb, Ben, Tif,

Hwd, Val, JD, Fab

21 E. 40th St. (Rm.

Daro Exports, Ltd.

Decca Dist. Corp.

The Folk Dancer

William Feinberg

Russell Friedman

Kew Garden Hills

605 W. 170th St.

147-37 71st Rd.

101 W. 31st St.

Labels: HR, Suc

762 Tenth Ave.

565 Tenth Ave.

Labels: Sdy

2316 Ave. L

Labels: Bel

Labels: Fie

W. Lingafelt

Labels: Hor

abels: Lon

WO, Clf

abels: Joc

abels: Eco

Brooklyn

International Dist.

King Records, Inc.

Charles Kunitz

Leslie Distr. Co.

750 Tenth Ave.

36 W. 44th St.

ondon Dist. Co.

541 W. 25th St.

24 W. 49th St.

42 W. 46th St.

84 Tenth Ave.

04 E. 46th St.

33 11th Ave.

Co. 20 W. 48th St.

Rival Distra.

abels: Fie

abels: Suc. HR

07 E. 110th St.

tunyan Sales Co.

93 Tenth Ave.

abels: Suc, HR

abels: M-G-M

2 W. 117th St.

tanley-Lewis

empo Distr.

57 W. 45th St.

tributors, Inc.

53 Fourth Ave.

ransdisc Corp.

0 Tenth Ave.

abels: X, Grv

Donald Walsh

eon Kunitz

els: Bel

hester

ds: Dan

rth Bellmore

6 Locust Ave.

Specialty Sales

St. Paul Blvd.

Cern Sales Co.

E. Main St.

ls: Cor, Brk

abels: Col

abels: Bel

39 Tenth Ave.

ord Co.

abels: C-E

57 Chambers St.

anford Record Dista.

orority-Fraternity Rec-

abels: Ced, Per, Wal,

A440, BS, Btk, Ele.

Ete, Fes, NE, Oce,

Oxf, Psp, Phi, Pgm,

abels: TPA, Old, Apo,

Ats, PJ, Sun, Tru

imes-Columbia Dis-

355 Grand Concourse

Rac, Ren, Str. Vry

Epi

ortem Dist. Co.

abels: Pmu

olymusic Records

Malverne Dist. Co.

abels: Mon, Fan, Mer,

Paradox Industries, Inc.

Phoenix Disc Dist. Corp.

abels: Oke, 7-11, Ala,

Sco, Int, Orf, All,

Rud, Sav, Pea, Duk,

Fie, Sou, Mod, RPM,

Imp, Spe, Fla, Mtor,

Record Export & Dist.

Labels: Kng, Fed, Del

108 W. 16th St.

3280 Broadway

1004-5)

Labels: ML

Labels: Dec

Labels: Grl

Labels: Bel

Labels: Bel

Green Bros.

Capitol Records Dist. Co. 614 W. Morehead St. Labels: Cap Carol Dist. Co. 124 W. Morehead St. Labels: Dec F & F Enterprises 803 S. Cedar St. Labels: Cor, Atl, Mon,

GE, Fan, Apo, Ali, Got, TC, Sav, Gat, Ky, Pea, Duk, Rma, Tic, WO, Brk, RGA, Fab Hal-Mark Dist. 304 W. Morehead St. Labels: Aud King Records, Inc. 819 W. Morehead St. Labels, Kng, Fed, Del

Mangold Distributing Co. 2212 W. Morehead St. Labels: M-G-M, Dom, 7-11, Orf. Sco, Ala, Int. Ats. Dev. Pal. Ess. Dot, Sou, Rep, Riv, Mod. RPM, Sun, Imp, Spe, Fla, Mtor, GTJ, Con, Abb, X, Hic, JD

Southern Bearings & Parts Co., Inc. 500 N. College St. Labels: Col Southern Radio Corp. 1625 W. Morehead St. Labels: RCA

Greenboro

Southland Music Merchandise Co. 526 S. Elm St. Labels: YP, CRG

Monroe

Record Sales Dist. 303 Lancaster Ave. Labels: HR, Suc

OHIO

Cincinnati

A & I Dist. Co. 521 W. Sixth St. Labels: Gly, Roc, Cdl, Oke, Cha, Uni, FS, Fan, 7-11, Ala, Sco. Int, Orf, Apo, Ali, Ats, Got, TC, RIH, Sav, PJ, Pea, Duk, Her, Tic, Rma, WJ, Mod, RPM, Sta, Imp, Fla, Htor, JD, Hwd, Sdy, Epi, Hic Benart Dist. Co. 327 Frankfort St. Labels: Gly, Roc, Cor, Atl, Mon, GE, FS, Ron, Dan, Ats. Got, RIH, Gat, Ky, Pea, Duk, Zod, Pal, Her, Dot, Eas, Tic. Rma, WO, Mod, RPM, Sun, Spe, Fla, Mtor, Brk, Tru, Abb Capitol Record Dist. Co. 815 Sycamore St. Labels: Cap Cosnat Dist. Corp. 1233 W. 9th

Labels: Fab Home Products 901 Broadway Labels: Col State Record Dist. 920 Race St. Labels: Cor, YP, Brk. RGA, Tru, Abb Decca Dist. Corp.

Daylight Bldg. 6th and Court Sts. Labels: Dec Hit Record Dist. Co. 1043 Central Ave. Labels: Atl, Jub, Mon, Dom, GE, Ron, Che, Cha, Der, BR, Dev,

Gat, Ky, Pal, Ess, Zod, Dot, Sou, HR, Suc, WO, Win, Sun, Spe, Cdc, Rep. Fab. X, Grv, Tif, Val King Records, Inc.

1540 Brewster Ave. Labels: Kng, Fed, Del, Ebo Mid-States Records, Inc. 25 W. Court St.

Ohio Appliances, Inc. 804-8 Sycamore St. Labels: RCA Supreme Distr. Co. Court and Broadway Labels: Clf

2307 Prospect Ave.

5005 Euclid Ave.

Main Line Cleveland,

Ohlo Record Dist. Co.

Labels: Cdi. Oke, Cha, Uni, Fan, YP, 7-11,

Ala, Sco, Int, Orf,

Nas, Exc. Luc. Che.

Chs. Apo. Ali, Sav. PJ.

TAR, Sta, Imp. Cdc, Rep. JD, Val, Hwd.

Sdy, Clf, Epi

Labels: Fab

Labels: RCA

1737 Chester

Inc.

Cleveland

use Capitol Record Dist. Co. ordon Dist. Co. 704 St. Clair Ave., N.W. V. Genessee St. Labels: Cap ass: Cap Columbia Record Dis-Distributing Co. tributors, Inc. W. Fayette St. 1480 West Ninth St. he: RCA Labels: Col naga Supply Co. Custom Record Dist. . Gennessee St. 1737 Chester Ave. : Oke, Col Labels: X. Ben. Grv Decca Dist. Corp. 746 W. Superior Ave. CAROLINA Labels: Dec King Records, Inc. 1714 Chester St. Labels: Kng. Fed, Del dile Lance Dist. Co.

y ted Distrs. ox 2149

n Creek Rd. st HR, Suc

butte u Sales Co. M. Morehead St. ed Gly, Roc, Cdl, Jub, Uni, Cha, er Nas, Exc, Chs, Ni Der, RIH, Zod, ansta, Cdc, Tru Ia Wheel Co. Morehead St. Lon, Old, S&S

Columbus Colso Distributors 2088 Sullivant Ave. Labels: Gre

*Bob Politi

Labels: Bel

Labels: Bel

Box 863

1524 E. 123d St. +

*Wally Ranson

Warrenville Heights Br.

Sanborn Music Co.

Labels: M-G-M, Lon

736 Superior Ave.

Dayton

Spencer Jewelry Co. 39 S. Main St. Labels: LA

Music-Please, Inc. Box 228

Hubbard

Labels: Dom. Old. Gre. Tre, Hwd, Sdy

Oberlin

Radio Station WOBC 32 E. College St. Labels: Yoe

Toledo New Line Record Dist. Co. 1465 Belmont Ave. Labels: TAR 1034 Grand Ave.

Labels: Dec Main Line Distributors, Inc. 380 W. Erle St. Labels: RCA

Ben Rubin Dist. Co.

Vienna Trumbull Record Sales Labels: Dom

Labels: Ats

Warren Mid-America Record 760 Bonnie Brae S. E.

OKLAHOMA

Oklahoma City B & K Dist. Co. 608 N. Hudson Labels: Abb, Fab Capitol Record Dist. Co. 416 N. Lee Labels: Cap Dulanev's 825 N. W. Second St. Labels: RCA, Gry King Records, Inc. 612 North Hudson St. Labels: Kng, Fed, Del *Gene Lybarger 1716 N. Meridian Ave. Labels: Bel Leo Maxwell Co., Inc. 409 N. Classen Blvd. Labels: Dec. Cor

Miller-Jackson Co. 111-115 E. California Ave. Labels: Col Oklahoma Record Co.

627 N. W. Second St. Labels: Atl, FS, Lon, Nas, Exc. Luc. Spe. Rep. X, Hic, Epi, Tif, Sdy, Hwd Wolfe Dists. 710 N. W. Second St.

Labels: M-G-M, Old Southern Mercury, Inc. 1011 N. W. Fifth St. Labels: Abb, Fab, Val, Mer

OREGON

Portland

B. G. Record Service 337 N. W. Sixth Ave. Labels: Cdl, Oke, Atl, Cha, Jub, Uni, Gaa, FS. Ron, Fan, Ara, 7-11, Sco, Ala, Int, Orf, Luc, Chs, Che, Apo, Der, Sav, Pal, PJ, Zod, Ess, Dot, Sou, Mod, RPM, Sta, Sun, Imp, Spe, Fla. Mtor, Cdc, S&S, Tru, Rep. Abb. Fab. X. Aud, Grv, Sdy, Hwd, Val Love Electric Co. (Branch)

936 W. First St. Labels: Col Oregon Record Dist. Co. 827 S. W. 13th St. Labels: Cor, Lon, Brk, RGA N. Pacific Supply Co. 2025 N. W. Overton St. Labels: RCA *Edgar A. Parks Jr.

Labels: Bel J. E. Redmond Supply 325-327 N. W. Sixth Ave. Labels: Dec Richter Record Dists. 2115 N. W. Northrup St. Labels: M-G-M, GE, Mor, WJ, GTJ, Con

1215 N. E. 157th Ave.

Scandi-Tunes 1631 N. E. Alberta St. Labels: Rud

PENNSYLVANIA

Derry Belle Recording Co. Box 485

Labels: Tre

Harrisburg D & H Distributing Co. 2535 No. Seventh St. Labels: RCA

THE BILLBOARD

Johnstown Ethel McNemar 728 Railroad St. Labels: Hor

New Hope *Sid Graedon Box 139 Labels: Bel

Philadelphia Edward S. Barky, Inc.

2522 N. Broad St. Labels: M-G-M, Hic, Capitol Record Dist. Co.

1007 Forbes St. Labels: Cap Cosnat Dist. Co. 1710 North St. Labels: Gly, Roc, Atl.

Cha, Jub, Uni, Dom, FS, Ron, Nas, Exc. Dan, Che, Chs, Der, Dev. Eso, Pal. Ess. Her, Zod, Dot, Rev, Sta, Cdc, Rep. GTJ, Con, Abb, Tif, Sdy, Hwd, Val, JD, Fab Decca Dist. Corp.

1934 Arch St. Labels: Dec Gotham Record Corp. 1628 Federal St. Labels: Cdl, GE, Fan, Rud, Pea, Duk, PJ, Mod, RPM, Fla, Mtor Grimes Music Publishers

250 S. Broad St. Labels: GMP, Vod. Hok, C-O John-Harold Co. 1618 N. Broad St. Labels: Cor. Lon. All.

Brk King Record, Inc. 1242 N. Broad St. Labels: Kng, Fed, Del Lesco Distr. 17 S. 21st St. Labels: YP, CRG, Riv. HR. Suc, WJ, Win,

S&S *Abraham Lewis Plotnick 1135 Passmore St. Labels: Bel *Bernhard A. Scheller 341 N. 16th St. . Labels: Bel Stuart F. Louchheim Co. 1220 N. Broad St. Labels: Col

Marnel Dist. Co. 1622 Fairmount Ave. Labels: 7-11, Ala, RIH, Sav, Pmu, Sou, Wal, Imp, Spe, RGA, Fab David Rosen, Inc. 855 N. Broad St. Labels: Oke, Mon, Ats, Fle, WO

Raymond Rosen & Co., Inc. 2121 Market St. Labels: RCA Transdisc Corp. c/o Harris 4517 Wayne Ave. Labels: X, Grv

Pittsburgh

Alco Record Dist. Co. 1204 Forbes St. Labels: Atl, Jub, Mon, 7-11, Sco, Int, Ala, Orf, Chs, Che, Der, wo

Capitol Records Dist. Corp. 2020 W. Liberty Ave. Labels: Cap Danforth Corporation 6500 Hamilton Ave. Labels: Col. Oke, Ept *Charles Davis 14 Maplewood Ave. Crafton Labels: Bel Future Dist. Co. 1300 Wylie Ave. Labels: Apo, Spe Hamburg Bros. 213 Galveston Ave. Labels: RCA King Records, Inc. 1437 Fifth Ave. Labels: Kng. Fed, Del Lomakin Music 633 Liberty St. Labels: Fan National Record Mart 324 Diamond St. Labels: Gat, Ky Standard Dist. Co.

1705 Fifth St.

Labels: Cor. Cdl, Ron. Dan, TC, Dev. RIH, Gat, Ky, Pal, Ess, Zod, Dot, Sun, Imp, Mtor, Brk, Rep. Abb. Aud, Tif, Sdy, Hwd, Val, Fab *Frank Stanko

429 E. Garden Rd. Labels: Bel J. A. Williams Co. 401-435 Amberson Ave. Labels: Dec J. W. Young Dist. Co. 1206 Forbes St. Labels: Ats, Cdc

Scranton

Capitol Record Dist. 500 Wyoming Ave. Labels: Cap Scranton Supply & Mach. Co. 634 Wyoming Ave. Labels: Dec

RHODE ISLAND

Pawtucket

Conte Distributors 61 Division St. Labels: Gre Eddy & Company 43 Hospital St. Labels: RCA

SOUTH CAROLINA

Charleston

Fox Music House 535 King St. Labels: Pea

SOUTH DAKOTA

Sioux Falls Warren Radio Supply 115 S. Indiana Ave.

Labels: RCA

TENNESSEE

Gallatin

Randy's Record Shop 321 W. Main St. Labels: Atl, Cha, Jub, Che, Chs, Apo, Got, TC. RIH, Dot, Mod, RPM, Sun, Imp, Fla, Mtor, Pea

Knoxville

Chapman Drug Co. 516 State St. Labels: Cap C. M. McClung Co., Inc. 501 W. Jackson Ave. Labels: RCA, Grv

Memphis

Glenn Allen, Inc. 1146 Union Ave. Labels: Atl, Jub. Cap, GE, Ron. 7-11, Int. Orf. Sco. Ala, Ide, Her, Win, RPM, Grv. Fab King Records, Inc. 1092 Union Ave. Labels: Kng, Fed, Del McGregor's Inc. 1071 Union Ave. Labels: RCA Music Sales Co. 1117 Union Ave. Labels: M-G-M. Cha, Uni, FS,

Nas. Exc. Che, Chs, Apo, Der. Got, RIH, Rud. Sav. Pal. Ess. Dot, Pea, Mod, Sta, Sun, Imp, Spe, Fla, Mtor, RGA, Tru, Rep. Abb, Tif. Sdy, Hwd, Val, JD, X Paul Igor

786 Madison Ave. Labels: Cap Stratton Warren Hdwe. Co. 37 E. Carolina Ave. Labels: Dec. Cor Tennessee Music Sales 1087 Union Ave. Labels: Gly, Roc, Gat, Ky. Zod, Cdc, GTJ,

Con Woodson & Bozeman, Inc. 482 Union Ave.

Labels: Col, Oke, Epi, TNT

Nashville Buckley Dist. Co. 1707 Church St. Labels: Cha, RIH, Gre, Mod, RPM, Sun, Imp,

Fla. Mtor, Pea. Sdy. Hwd Coastline Distrs., Inc. 535 Fourth St. Labels: Dom Ernie's Record Shop 179 Third St., North Labels: Cha, Apo, Chs, Che, Got, TC, RIH, Mod, RPM, Sun, Imp, Fla, Mtor, Pea, Hwd Hermitage Music 423 Broad St. Labels: Sun, Sdy, Hwd King Records, Inc. 515 4th Ave., S. Labels: Kng, Fed, Del Music City Dist. Co.

80 Lafayette Labels: Nas, Exc. BR. Dot, Rma, Tic, Sun, S&S. Abb, Fab, Sdy, Hwd, Val, JD Gene Nobles 1837 Primrose Ave. Labels: Mod, RPM

Tennesse Music Sales 415 Main St. Labels: Gly. Roc. Mon. GE, FS, Ron, Ats, BR, Gat, Ky, Pal, Ess, Zod, WO, Cdc, S&S, GTJ, Con

TEXAS

Amarillo Dulaney's

1420 N. E. Third St. Labels: RCA, Gry Arlington

*William Bryan Show 1400 Bennett Dr.

Labels: Bel Dallas Adleta Co.

1914 Cedar Springs Ave.

Labels: RCA, Gry

Big State Dist. Co. 127 Glass St. Labels: Cor, Cdl, Oke,

Atl, FS, YP, Nas, Exc, Chs, Che, Apo, Ali, Pea, Dot, Spe, Brk, Tru, Rep. JD. Hwd, Sdy, TNT, Epi, Hic, X, Abb, Fab

Capitol Record Dist. Corp. 1801 N. Industrial Blvd. Labels: Cap Dobbs of Dalias

135 Leslie St. Labels: M-G-M, Tif Decca Dist. Corp. 139 Cole St. Labels: Dec Gramophone Enterprises

1425 Dragon St. Labels: Gly, Roc, Cha, Jub, Uni, Mon, Ron, Fan, 7-11, Ala, Int, Orf. Sco. Old. Der. Got, TC. Dev. RIH. Sav. Eso. Pmu. Gat. Ky, Pal. Duk, PJ, Ess, Her, Zod, Rma, Tic, WO, Sta, Sun, Imp. Cdc, S&S, RGA, GTJ,

Con King Records, Inc. 146 Leslie St. Labels: Kng. Fed. Del Medaris Co., Inc. 1202 Dragon St. Labels: Col

Southern Mercury, Inc. 1035 Levee St. Labels: Mer, WJ, Mod. RPM, Fla, Mtor. Val. Fab, Clf South Coast Amuse. Co.

137 Glass St. Labela: GE Trinity Distributors 1033 Levee St. Labels: Lon

El Paso

Boyd Dist. Co. 2209 Mills St. Labels: Cap Frontier Distributing 1200 E. Missouri St. Labels: M-G-M M. B. Krupp Dist. Co.

309 S. Sante Fe St. Labels: Cdl, Atl, Cha, Jub, Uni, Cri, GE, FS, Ala, 7-11, Sco, Int, Orf, Old, Luc, Apo, Der, Pal, RIH, Sav, Ide. Pea, Duk, Ess. Fie, Dot, Sou, Tim. WJ, Win, Sta, Sun, Imp, RGA, Tru, Ren. GTJ, Con, JD, Val, Hwd, Sdy, TNT, Fab,

Abb Albert Mathias & Co. 113 S. Mesa St. Labels: Oke, Col, Epi Midland Specialty Co. 4275 W. San Antonio St. Labels: RCA

Momsen-Dunnegan-Ryan Co. 800 E. Overland St. Labels: Dec ·Sam Paparone 3717 Nations Ave. Labels: Bel

Sunland Supply Co. 1200 E. Missouri Labels: Cor. Mon. Ron. Lon, WO, Mod, PRM, Spe, Fla, Mtor, Brk, X, Grv

Houston

H. W. Dailey Co. 3141/2 E. 11th St. Labels: Dec South Coast Amusement

314 E. 11th St. Labels: M-G-M, Cdl, Oke, GE, FS, Nas, Exc, Che, Chs, Ali, Rud, Dot, Rep. Hwd, Sdy, Gry, Epi, Hie, X, Abb, Fab

Gramophone Enterprises 1906 Leeland St. Labels: Gly, Roc. Cha, Jub, Uni, Mon, Ron, Fan, 7-11, Ala, Int, Orf, Sco. Der. Got, TC. Dev. RIH, Eso, Pmu, Gat, Ky, Pal, Her, Zod, WO, Sta, Sun, Imp. Cdc, S&S. RGA, Tru, GTJ, Con Hummingbird Record

Co. 3804 Travis St. Labels: TNT King Records, Inc. 1408 Jefferson St. Labels; Kng, Fed, Del Southern Mercury, Inc. 1218 Leeland Ave. Labels: Mer, MJ, Mod, RPM, Fla, Mtor, Fab,

Clf, Val Straus-Frank Co. 4000. Leeland Ave. Labels: RCA Trinity Distributors 1218 Leeland Ave. Labels: Lon United Record Dist. Co. 1902 Leeland Ave. Labels: Cor, Atl, Sho. Apo, Sav; Spe, Brk, Pea

Stanley Smith 5326 Keystone Labels: Bel R. Warncke Co. 3445 Leeland Ave. Labels: Cap, TNT

San Antonio General Appliance Co. 906 Nolan

Labels: Dec *Larry Boal 2302 Texas Ave. Labels: Bel

R. Warncke Co. 121 Navarro St.

Labels: Cap San Benito

Rio Grande Music Co. P. O. Box 861 Labels: Ide

UTAH

Ogden

Carl Santoro 2667 Lincoln Ave. Labels: All

Salt Lake City W. H. Bintz Co. 433 W. Third St. Labels: Oke, Col. Epi Davis Sales Co. 106 W. Third, So. Labels: Abb, X, Grv. Sdy, Hwd, Fab El Rancho Cordova 543 W. Third St. Labels: Ide Flint Distributing Co. P. O. Box 1470 Labels: RCA Mt. States Dist. Co. 622 S. State St. Labels: Cap Salt Lake Hdwe. Co. P. O. Box 510 Labels: Dec Standard Supply Co. 531 S. State St. Labels: M-G-M, Cor.

VIRGINIA

Mon, Fan, Lon, WO,

Richmond

Imp, Brk

Allen Dist. Co. 420 W. Broad St. Labels: Gly, Roc, Cha. Jub, Uni, Lon, BH, Apo, Nas, Exc. Chs. Che, Der, BR, Got, RIH, Sav. Pal. TC. Pea, Duk, Zod, Ess, Her, Dot, Mod, RPM, Sta, Fla, Sun, Imp.

Spe, Mtor, Cdc, Tru, Rep, JD, Val, Hwd, Sdy, Fab, Abb Benj. T. Crump Co., Inc. 1310-34 E. Franklin St. Labels: Col, Oke, Epi Wm. Donavan 1837 West Broad St. Labels: Dec King Record, Inc. 216 E. Main St. Labels: Kng, Fed, Del Virginia Dist. Corp. 1837 Broad St. Labels: Dec, Cor Wyatt-Cornick, Inc. Grace at 14th St. Labels: RCA, Grv

WASHINGTON

Seattle Artist Record Dist. Co. 3131 Western Ave. Labels: Gly, Roc. CRG, Luc, Chs, Che, S&S

C & C Dist. Co. 3131 Western Ave. Labels: Cha. Jub. Mon, FS, Fan, YP, Ali, Der. RIH, Rud, Sav. Mer. Dot, WO, Mod. RPM. Sun, Imp, Spe, Fla. Mtor, Tru, Abb, Clf,

Sdy, Hwd, Val Capitol Record Dist. Co. 620 Eastlake Ave. Labels: Cap *Frank Conklin 10257 Rainier Ave. Labels: Bel Decca Dist. Corp. 3131 Western Ave. Labels: Dec Fidelity Electric Co. 960 Republican St. Labels: RCA Harper-Meggee, Inc. 960 Republican St.

Labels: RCA Love Electric Co. 318 Westlake Ave., N. Labels: Col. Oke, Epi Morrison Music Co. 720 Queen Anne Ave. Labels: Mor Northwest Tempo Dist.

Co. 210 Ninth Ave., N. W. Labels: M-G-M. Atl. Uni, GE, Ron, Kis, 7-11, Sco, Int. Ala. Orf, Old, Apo, Mer, Pal, Ess. WJ. Win. Cdc, Kng, Fed, Del. S&S, Pea, GTJ, Con, Fab, JD, Abb

Spokane

Columbia Electric & Manufacturing Co. 123 South Wall St. Labels: Col. Oke. Ept Tinling & Powell 706 E. Sprague Ave. Labels: HR, Suc

Vancouver Cascade Records Co. P.O. Box 97 Labels, Cas.

WEST VIRGINIA

Charleston Cardinal Distributing Co. 821 Quarrier St. Labels: Col

Copyrighted mate

Huntington -

Van Zandt Supply Co. 1123 Fourth Ave. Labels: RCA

WISCONSIN

Madison

Tell Music Dist. Co. 2702 Monroe St. Labels: Cor, Brk, Rep, Grv, X

Milwaukee

Capitol Record Dist. Co. 1434 N. Farwell Ave. Labels: Cap Decca Dist. Corp. 321 E. Chicago, St. Labels: Dec Demo Records Dist. Co. 1415 N. 21st St. Labels: Dem *John M. Kropf 1540 N. 21st St. Labels: Bel Major Dist. Co. 626-628 E. Ogden Ave. Labels: Mon, WO Morley-Murphy Co., Inc. 5151 W. State St. Labels: Col Taylor Electric Co. 112 No. Broadway Labels: RCA

Sheboygan

Sheboygan Radio & Record Center 1210 N. 8th St. Labels: Plk

WYOMING

Cheyenne

Forbes Music Company 1818 Carey Ave. Labels: HR, Suc MORE MORE MOR

CANADA

MOA CONVENTION SECTION

Calgary, Alberta T. W. Peacock, Ltd. 216 12th Ave. W. Labels: Cor, Brk Taylor, Pearson & Carson, Ltd. 308 Fifth Ave. Labels: Oua, M-G-M, Mer

Vancouver,

British Columbia Dance Craft 1406 W. Broadway Labels: Win Johnston Appliances, Ltd. 5239 Victoria Drive Labels: Cor. Brk

Mackenzie, White & Dunsmuir 1100 Venables St. Labels: Gua, M-G-M.

Radio Sales Service, Ltd. 971 Richards St. Labels: Cap Texal, Ltd. 1132A Burrard St. Labels: YP, Ara, Lon

Winnipeg, Manitoba Modern Products Co.

1373 Portage Ave. Labels: Bil, YP, Ara, Monarch Record Distrs.

Galt Building Labels: Qua, M-G-M.

Sparling Sales, Ltd. 120 King St. Labels: Cap

London, Ontario Capitol Record Dist. Co. 100 St. George St. Labels: Cap Sparton of Canada, Ltd. 32 Evergreen Ave. Labels: Col

Toronto, Ontario

Apex Records, Ltd. 670 Richmond St., W. Labels: Cor. Brk

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Richard Maltby

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Tucson, Arizona

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Cincinnati 22, Ohio

RECORDS MARK THE HITS!

RECORDS

*George Blakey 32 Evergreen Ave. Labels: Bel Canadian Music Sales 1261 Bay St. Labels: Old

Capitol Records of Canada, Ltd. 122 Adelaide St. Labels: Cap Mackay Record Distrs. 30 Duncan St. Labels: YP

Margas Distr. Agency 807 Yonge St. Labels: Bil, Ara, Arr Morris Dist. Co. 1580 Queen St. W. Labels: Fan, Sav, PJ, GTJ, Con

Phono-Vision Dist. Corp. 124 Dundas St. Labels: Kis Quality Records 380 Birchmont Road

Labels: M-G-M, FS, Der, Pal, Ess, Qua, WJ Gordon V. Thompson 902 Yonge St. Labels: Ron, Gav H. G. Young Sales Co. Labels: Pmu

Lachine, Quebec Compo Co., Ltd. 2377 Remembrance Labels: Cor, Brk

Montreal, Quebec

*Larry Bernier 1440 Bernard Ave., W. Apt. 16 Labels: Bel Biltmor Records Co. 2560 Mayfair Ave. Labels: Bil Canus Distr. Ltd. 63 Prince Arthur St., E. Labels: LA Capitol Records of Can-

ada, Ltd. 216 St. Paul St., W. Labels: Cap Elite Recording Co. of Canada 417 St. Peter St. Labels: Ced, Eco, Tic,

The London Gramophone Corp. of Canada, Ltd.

2123 St. Catherine St. Labels: YP *Floyd McGregor Pocket Books of Canada, Ltd. 330 Liege St., W.

Metrodisc, Inc. 5016 Sherbrooke St., W. Labels: Cor. Rod. Qua. M-G-M, Brk Musimart of Canada Pascal Bldg. 901 Bleury St. Labels: Dan

Sni-Don Sales Co. 455 Graig St., W. Labels: Suc. HR *Distributor Contact Man

TERRITORY OF HAWAII

Honolulu

Hawaiian Elec. Supply Co. 930 Clayton St. Labels: Dec Honolulu Paper Co., Ltd. 1105 Kapiolani Blvd. Labels: Col House of Music, Ltd. 2166 Kalakau Ave. Labels: YP Microphone Music 222 N. Beretonia St. Labels: Tic

Musical Distributors 156 Mokauea St. Labels: Cor, Lon, Brk Nylen Bros. & Co., Ltd. P. O. Box 2958 Labels: Cap Thayer Piano Co. P. O. Box 562

Labels: Win *Norman Wright c/o Henry M. Snyder & Co. 381 Young Bldg. Labels: Bel

Wahiawa, Oahu Wahiawa Electronic Service

Labels: Mon, WO

Tape Cartridge

Continued from page 17

place pre-recorded tape reels in the new package.

On the recording company level, nearly all the major manufacturers have shown interest in prerecorded tape but supposedly are waiting for more suitable playback

equipment. Altho farfetched, one of the advantages of the cartridge is seen in this light: it is entirely possible that a teen-ager can bring the cartridge into a record store, and for a price, plug it into a juke box-like contraption which would erase the music and record a completely new score in its place. However, many legal problems involving copyright use and royalties would have to be solved first.

Irving Rossman, president of Pentron, indicated he was going ahead with his plans to manufacture a recorder which will accommodate the new cartridge. He also indicated that he would eventually manufacture all three of the possible versions of this machine; a playback only, a recorder-playback, and an attachment which will play thru radio, TV or phonograph.

Many Uses Seen

The cartridge, in its present form, measures 1 by 3½ by 5 inches. The plug-in end will remain the same while the reel-end can be enlarged or decreased in size, according to the amount of playing time required.

Some of the immediate uses to which the new tape cartridge will be put include point-of-sale messages, and possibly background music. The unit, which actually is an outgrowth of the Audio-Vendor, has had some practical application in the point-of-sale field. In one case, the unit was installed inside an automatic washer. As the customer opened the door of the washer a switch turned on was pitched. The unit has also refrigerators, and many other

FOLK TALENT AND TUNES

Continued from page 137

same city, Bill Lowery has been Call' and 'When I Grow Too Old handed more air time at WLW-A, to Dream.' Getting requests in or local TVer. New program is a our Red River Round-Up from the children's show called "Uncle Bill's Island of Guam for Jimmie Cox's Magic Train," and is heard daily, new recording, 'This Orchid Re 12-1 p.m. . . . Two additional 15- minds Me of You.' Jim Reeves of minute segs of "Country Concert" has been skedded Monday thru Friday, 11:45 a.m.-12:30 p.m., on Mr. Cornhuskers (guest deejays WOAI, San Antonio. Aaron Allan recently on 'Round-Up' were E mans the turntables on these, as Hamilton, KRUS · Ruston, La. well as on the hour-and-a-half Tater Pete Hunter, KRCT, Bay "Country Concert" on Saturdays at town, Tex., and Sammy Lillibridge 7 p.m. Allan is also heard singing KFRO, Longview, Tex. Any dee and guitaring his own versions of c.&w. faves.

Pfc. Red Jones, formerly with KVET, Austin, Tex., and KTAE, Taylor, Tex., and now with the American Forces Network in Berlin, reports good mail response on his two country music shows, "Western Swing" and "Stickbuddy Jamboree." The word stickbuddy is the European equivalent for hillbilly. . . . Sonny Houston, still spinning 'em at WORC, Worcester, Mass., typewrites that Jim Reeves' recording of "The Wilder Your Heart Beats" is proving another "Bimbo" in the Worcester sector. In the "Making Believe" song race, Jimmy Work is running out in front, Sonny says.

Bob Edwards has resumed his country & western programs on WFBC and WFBC-TV, NBC outlet in Greenville, S. C., after winding up a two-year hitch with the Army. Bob became a symbol of good country music in the New Jersey Shore area via numerous personals during his long stay at Fort Monmouth, N. J. He was radio-TV director in the Public Information Office at the Army base and his show, "Fort Monmouth ba, Calif., held his second "A News," was aired thrice weekly nual Fat Women's Day" in Dinub over WRTV, Asbury Park, N. J. His music column, Rhythm Round-Up, is carried by five newspapers in New Jersey and one in the Mid-

Sheriff Norm Pringle, of CKDA, Victoria, B. C., writes: "The sta-tion has extended my weekly 'Island Barn Dance' to a nightly stint. I also still have my daily 'Sheriff's program and Sunday Western Hit Parade.' I have been getting good response with an idea I aired recently. I suggested that Slim Whitman make a Salute Album to Wilf interviews with the artists and lat Carter (Montana Slim) singing a group of his famous old songs of the 30's, such as 'Swiss Moonlight Lullaby, 'I Miss My Swiss' and 'Love-Knot in My Lariat.' in on Bob Billingaley at KVE Whitman admitted to me in an Austin, Tex., recently. . . . interview that it was Carter who Mack has added an hour to does today. I have written Whit- KWFT, Wichita Falls, Tex. Sho man about it but as yet no reply. which now programs four hot A plug in your column might help, each week, draws mail from Text Most requested records in this Oklahoma, Kansas, Arkansas, Neneck of the woods are Whitman's Mexico and Colorado. Mack's "I 'Cattle Call," Faron Young's 'If Six Jamboree," a one-hour You Ain't Lovin,' and Webb show, now has 12 acts. Lefty Fr Pierce's 'In the Jailhouse.' The c.&w. field should watch Tommy Regular artists are the Blue Sa Hunter, a young chap I started on Boys and Jackie, the Gillespie my show two years ago. He's cur- ters, Dixie Boy Jordan, Joe and rent at a New York night club and Arias, Larry Sterling and Eli is slated to make an appearance on Arthur Godfrey's 'Talent Scouts'

Bobby Dick has just started a new c.&w. show called "1040 North Little Bock, Ark. Jones Rancho" on WHO, Des Moines, fos that Shelby has the tune, ' and says he'd appreciate receiving Baby, Cry," out on the new Co records from both the major and label. . . Goldie Hill played minor labels. . . . "Here are my Westerner Club, Victoria, Tex. views on the subject of brass mov- cently, writes Willie Jones, ing into country & western music, KCFH, Cuero, Tex. Willie is as suggested recently by Cliff Rod- ager for Dotti Jones, who h gers, of WHKK," writes Charles new recording coming out (Chuck) Neer, deejay at WIAM, Sarg Records April 1, and has Williamston, N. C. "The few recently signed the Oniel Brot records in the c.&w. field using . . . Arlie Duff ("Y'a All Co brass will soon disappear. The fid- has joined the deejay staff dle and guitar will always produce KTRM, Beaumont, Tex., when the best country music. It seems to is doing two shows daily, me that more c.&w. sounds are Morning" and "Bottom of moving into the pop field than Trail." KTRM is the leading brass into the c.&w. circle." From KMAC, San Antonio,

Charlie Walker infos that Rex Allan the machine and a sales message drew the largest crowd at the recent rodeo there in the six-year been installed in new car displays, history of the show. Artists appearing in San Antonio recently 1:45 p.m. over WHGB, Harris and also on Walker's "Hillbilly Pa. . . . Denny Dever's Looking ahead, it is conceivable House Party" were Justin Tubb, Round-UP," heard over WO that the unit could be placed in- Goldie Hill, Charlene Arthur, Son- Canton, O., has been extend side of such location machines as ny James, Ray Price, Bill Grey, an hour and 45 minutes. Dev juke boxes, and various vending Lonzo and Oscar and Tommy War- fos that Fally Fowler's "Allmachines to periodically make a ren. . . . Balin'-Wire Bob Strack, Sing," will be held at the C pitch for the merchandise or music c.&w. spinner at KWKH, Shreve- (O.) Memorial Auditorium port, La., types "Slim Whitman 25.

It's an all-request seg. . . . In the has a double hit with his 'Cattle on another West Coast tour, to be gone several weeks. Some of the jay interested in being Mr. Com husker some Saturday, night, pleas contact me at KWKH."

Also writing from KWKH Shreveport, La., is Frank Page who reports that the "Louisian Hayride" is going on tour in April KWKH and the "Hayride" wi have charge of the Jimmie Rodger Memorial Day affair late in May according to Page.

Charlie Russell, formerly KCHS, Truth Or Consequence N. M., has picked up new deeja chores at KVFC, Cortez, Colo. . . Johnny Rion, KSTL, St. Louis, i forms that his hillbilly park wi be located at West Lake Park St. Louis, this year, with the oper ing set for May. Benny Marti cut one of Rion's tunes recently . . . From his turntable at WCO Coatesville, Pa., Wild Bill Price writes: "Thanks to Columbia f releasing old tunes by such artis as Acuff, Wilma Lee, etc. Als why aren't more fiddle and instri mentals sent to the deejays? I g loads of requests, but can't pla them 'cause I don't have them.'

Johnny Banks, of KRDU, Dim recently. Prizes were given to the 20 heaviest ladies present. Ent tainment was provided by He Henson, Dave Stogner, the Farm Boys, Smiley Maxedon and Smill Sammie and crew. . . . Eddie Des and Billy Walker guested wi Thom Hall at WKYW, Louisvill recently. . . . Roy Acuff, Kit Wells, Johnny and Jack, and Bem Martin played the Ottumwa, I Coliseum recently, notes Rale Wayne, folk twirler at KBOE, C kaloosa, Ia. Wayne tape-record played them on his "Mounta Music Time" show.

Three members of the hillbi group, the Five Strings, dropp McDaniel.

J. E. Brown and Shelby Cod recent visitors on Don Jones' tonseed Jones Show" on KX pendent station in the Beaut Port Arthur, Tex., area, acco to J. P. Richardson, count western jockey at the station

Linda Lou Stone's "W Serenade" is heard each de

Gapyrighted i

(Foreign rate, one year, \$20.00) Occupation

2160 Patterson St.

issue. Payment enclosed.

when answering ads . . . SAY YOU SAW IT IN THE BILLBOARD! Communications to 188 W. Randolph St., Chicago 1, Ill.

DITORIAL

Key Issue at MOA Meet: Copyright Legislation

Next week juke box operators will gather at the convention of the Music Operators of America in Chicago. Operators from all over the country will mix with manufacturers and distributors of juke boxes and operator supplies, with record manufacturers and music publishers, and with a few songwriters.

As in the case of all conventions in any industry, the people attending will discuss problems of all kinds; mix with their busi-

ness friends and take a look at all the equipment.

But there is one thing that will be quite different among those who attend this convention. The attendance this year will be far larger than ever before for only one reason: There is fear among all operators that the Kilgore bill in the Senate and/or a Thompson bill in the House will become the law of the land.

Let no one underestimate the fear which now permeates the juke box industry. Those who now accuse these men of merely protecting selfish interests should visit Chicago and talk to operators. What will they find?

We defy anyone to spend the week in Chicago, talking objectively to operators, without coming away with these impressions that The Billboard knows because of its long and close relationship with the juke box industry:

They are an average bunch of relatively small American businessmen-friendly, easy to talk to, eager to learn, ready to (Continued on page 148)

UKE OPERATOR POLL

No End to Artists, Tunes, Expansion

Continued from page 1

EP Buying Up

Within the past year, operators ave begun stepping up their pur-nases of EP's. The extent to hich they have is best illustrated v the fact that a year age EP perator purchases were negligible, nd that of operators polled this ear, over 21 per cent answered ey are using them.

While the big use of EP's has inversion to dime play, the fact at many are used at a nickel incates operators are aware of their due as play stimulators because their bargain appeal.

uch aware of this trend, are prooting it now with special operar EP packages, and, as anill be on hand at the Music Opators of America convention to less than two years. troduce special operator EP

ely on juke boxes. (Juke box from one-stops. oduction now is virtually 100 per ing in export.)

Background Music

Background music seems to er the biggest field of expansion the juke box operator, but at same time it is the one devel-

ZARK JUBILEE O SALUTE MOA

SPRINGFIELD, Mo., March 19.-Dedicated to the uke box operators of America, he entire program of Red oley's March 26 ABC coast o coast TV show, "Ozark ubilee," will salute the Music perators of America conven-

The show will spotlight the iew Seeburg phonograph, furished for the program by Dermiller Bros.' Amusement company, Columbia, Mo.

ended-play records used often as a popment which is undoubtedly the lling wedge to ease the switch to most long-range for the operators ime play, the growing use of 45's, as a group. However, a sizable tains 25 EP's, many of them one-number of operators are already time best sellers and holding enacreasing use of high-capacity, pioneering with taped and wired tries in the pop, country, polka and Marty Robbins. ulti-selection phonographs, closer music, besides juke box back- and mood-music categories. The ttention to good record program- ground units. A hefty 11 per cent operator price here will be \$17.40. EP package operators will purof operators surveyed answered they now have locations which use background music.

Of great significance to the future of the operator and the music industry is the fact that virtually every business location, every retail outlet-supermarkets, drugstores, barbershops, bakeries, banks, clinics-has now become a potential customer for music, besides industrial plants, office buildeen as a selling tool for operator ings and institutions. The expansion possibilities for the muse operator is therefore virtually un-

Background music for the operator is still very new. Interestingly, Record manufacturers, very of the operators polled currently using one or more forms of background music equipment, 22 per cent said they added the service sunced in The Billboard last within the last six months, and be called "Sing and "Dance" and eek, a number of manufacturers nearly 82 per cent indicated that they have had background music

Op Record Buying

The growing influence on opera-Another major trend-the switch tor record-buying habits of one-45's-which began just five years stops is another interesting trend. o, has not only equaled the In just three years the one-stop has les of 78's in that time but has climbed from accounting for 21 rpassed them, according to the per cent of operator buying to this erator poll. And within the next year when operators surveyed reveral years, it is expected that ported that almost half or 48 per s will be used almost exclu- cent of their record purchases are

Other significant facts turned up nt on 45's, the only exceptions by the poll on the juke box operator's record-buying habits are:

classical and semi-classical music, necessary. 26 per cent more country and western and 36 per cent fewer international tunes.

tors polled answered that they add at no extra cost-title strips for new records to their machines once disks of the operator's choice. He a week with over 66 per cent add- will receive these the following ing them every other week, con- week. trasted to last year's results which showed that 40 per cent added new records weekly.

records-instead of buying in per- strip-such as eye-appeal, lessening ord appears at the bottom. son or ordering by mail-compared of operator risk and the securing to over 16 per cent who reported of hits at the proper time.

MOA Executives Prepare Stage For 8th Annual MOA Meeting

erators of America, and a large break all past records.

Heading the agenda of things Johnny Maddox, the Hilltoppers, tion bulletin, outlining the annual day convention program.

number of executive members of Record artists continued to offer the association, arrived here today their support this week, with and Frank Sinatra are expected to to begin winding up the details of Hirsh de LaViez, entertainment confirm sometime next week. the eighth annual MOA conven- committee chairman, releasing the following list as confirmed:

to do will be to decide what topics Billy Vaughn, Mac Weisman, the on page 86 in the special MOA should be given how much time, Fontane Sisters and Pat Boone, all making last minute arrangements of Dot Records; Faron Young, of with exhibitors, setting up registra- Decca Records; Stuart Hamblen, of tion booths, preparing a conven- Capitol Records; Connee Boswell, tion bulletin, outlining the annual banquet, and completing other projects which make up the threemy Mara, of Coral Records; the Miller said that from the re-ports received at MOA headquar- Chandler, and Jack Pleis, all of

CHICAGO, March 19.-George | ters in Oakland, operator attend- | Label X, and Eddie Fontaine, A. Miller, president of Music Op- ance at this year's event would Frank Lester, Richard Maltby and Russ Arno.

Perry Como, Dorothy Collins

Editor's Note:

A complete list of exhibitors to be at the MOA convention appears section.

YOUTH AID

Jersey Ops Keep Constant Eye on P-R

NEWARK, N. J., March 19.-The Music Guild of New Jersey, an organization composed of virtually all of the State's juke box operators, keeps a constant eye open for opportunities to build better public relations.

So, when a recent article in The from its "Honor Roll of Hits" man, Rosemary Clooney, Percy Newark News linked "teen-age series, a line of one-time best-sell- Faith, etc. All are taken from the night clubs" and juke boxes, Sam ing ditties from the 1926-'45 era. label's "Hall of Fame" series. The Waldor, MGNJ president, wrote a The series was introduced last fall. second Columbia package will con- letter to the editor, in part as

"We strongly protest that in-Miller and others. Columbia's third ference and would like to point The second Victor package con- EP pack, a country and western out that juke boxes provide whole-(Continued on page 151)

Air UJA Fete

NEW YORK, March 19.-Coin machine leaders met Friday (18) at the headquarters of the Music Operators of New York to make plans for the industry's United Jewish Appeal dinner, honoring Joe Young, to be held at the Sheraton-Astor Hotel June 15.

Albert W. (Senator) Bodking was named chairman of the 50-man executive committee, each man of whom is pledged to raise \$500 for UJA. Members are Theodore Blatt, Frank Brehenny, Sam Bushnell, James Cagiano, Joseph O. Connors, Abe Green, Milton Green, Lou Hirsch, Irving Holzman, Morris Kahn, Murray Kaye, Marcus Klein, Harry Koeppel, Max Klein, Carl Neither Decca nor London have Pavesi, Seymour Pollak, Sam any present plans for introducing Kresberg, Abe Lipsky, W. D. Little-(Continued on page 154)

Juke Operator EP's From 60-80 Cents

Mercury Offers Singles Out of Package; Others Set Up Their Packs as a Unit

Continued from page 17

Operator price for this set will be tain sides by Andre Kostelanetz, follows: \$13.92, including federal tax, or Morton Gould, Liberace, Mitch "We about 691/2 cents per disk.

If the disks were purchased indi- chase, they will become entitled vidually in hard-cover sleeves the to a free bonus EP coupling juke total distributor levy would be perennials "Auld Lang Syne" and \$21.50. Artists include Eddie "Happy Birthday." \$21.50. Artists include Eddie Fisher, Perry Como, Dinah Shore, Mario Lanza, Eddy Arnold and the Henri Rene and Hugo Winterhalter orks, in addition to many others.

In both the Victor packages there will be included five complete sets of title strips, to accommodate operators of wall-box locations as well as single phonographs.

Columbia will offer three operator packs. Each will contain 10 EP's and carry an operator price Mary Ford. The third Capitol entag (from distributors) of \$7.70, including tax, or 77 cents per record.

One of the Columbia sets will will hold EP diskings by such artists as Sammy Kaye, Benny Good-

Haun Designs Title Service to

• Continued from page 17

That 59 per cent of operators country and western, and three polled are using more rhythm and rhythm and blues. The operator blues records now then they did can be supplied with as many last year, over 40 per cent fewer cards for each record as he finds

When the operator receives his weekly Pic-Strips, he will receive That just 29 per cent of opera- der form enabling him to order-

Gradual Conversion

Dal Haun figures that he will be able to convert his present sub-

oting more time and effort to it. more than 100 indie labels.

Gleason, Woody Herman and others. Another, called "Songs of Your Time," will include sides by Nat (King) Cole, Frank Sinatra, Dean Martin, and Les Paul and try is the "For Your Listening Pleasure" set, and will hold etch-

Regardless of which Columbia

Capitol's operator EP sets will

consist of 10 disks each. They will

sell at \$7.60 per set including tax,

or 76 cents per record. There will

One, tagged "America's Favorite Dance Bands," will hold waxings

by Ray Anthony, Billy May, Jackie

be three in all.

ings by Les Baxter, the Art Van Damme Quintet, Bobby Hackett and Gleason. Five complete sets of strips will be included in each

HIT PARADE EXTRA

special operator EP packages.

Disk Title Strips Sport Artist's Pic

PITTSBURGH, March 19.-| America's juke box players will soon be seeing the familiar faces of their favorite record artists staring at them from juke box selector

Star Title Strip Company, Inc., in the same package a special or- here has devised a new colored title strip with a head shot of the nation's top tunes. record artist covering about onethird of the card space, on the left-hand side. The card is outlined in red, the picture and printing in black and white.

The section of the card next to the picture contains the artist's That just over 8 per cent of the scribers to the new Pic-Strip serv- name centered between the titles operators polled report that they ice gradually, owing to the attrac- of the tunes, and the name of the wait for a salesman to call to buy tive features implicit in the new record company releasing the rec-

March 28-30.

It is understood that strips for all records will not be available . in the new design. Manufacturing costs will limit Pic-Strips production to labels for the new tunes that stand a better-than-average chance of landing among the

While juke box title strips have been issued in color, the idea of carrying pictures of recording artists on the strips has never be-

fore been tried.

When colored strips were first introduced on the nation's juke boxes, it was argued by some members of the industry that they jeopardized the earning power and appearance of phonographs, and The new type title strips, called that their use ought to be stopped Pic-Strips, will be unveiled to for the good of the music industry. they did last year, indicating that Haun already has more than music operators at the Music However, colored title strips gained operators, more conscious of the 1,000,000 cards in stock. These Operators of America convention ground rapidly and are now genimportance of programming, are cover not only major labels, but at the Morrison Hotel, Chicago, erally considered the more preferred of the two.

End 70-Year Habit; Methods Used to Bow Fulfills Common 10c Play Run Gamut

Music Operators Eliminate Opposition To Conversions Via Public Relations

By JIM WICKMAN

CHICAGO, March 19.—Whether accomplished via a planned advertising program or a sudden unannounced conversion, the result is always the same: Dime play increases gross juke box collections.

And with operating and overhead costs steadily climbing, music operators have been forced to turn to 10-cent play as a means of meeting costs.

Editor's Note: This is the second in a series of three articles dealing with the rise of dime play on the nation's juke boxes and the various methods used by music operators to eliminate opposition to 10-cent play conversions. The series is based upon reports received from music operators thruout the country.

Approximately 35 per cent of the country's music operators have some of their equipment converted to dime play, and each has gone sic Machine Operators of Richmond about introducing the change via a different method.

No two people react to a price increase in the same manner, especially when the increase is on something that has been price-stable for nearly 70 years.

Thus the juke box operator has

By AARON STERNFIELD

ern seaboard music operators are

no longer considering what will

happen if 10-cent juke box play

to be setting the pace in dime-play

altho not much more than 10 per

basis. Philadelphia and Baltimore

conversion process, altho play there

Other Areas

the Boston area have been con-

verted, but New England oper-

ators are in the process of launch-

ing a 10-cent play drive. New Jer-

toward the straight dime.

have adopted a positive attitude the area.

Only a handful of locations in

is still predominently 5 cents.

activity in New York has begun, dime play.

operating on 10 cents.

NEW YORK, March 19.-East-

ee Eastern Coast

At 10c Play by '56

Westchester Ops Set Pace With 75%

Conversion Rate; New York Makes Bid

Westchester County, a northern a dime, or if they prefer they may

conversion, with an estimated 75 started about four months ago, with

per cent of juke boxes in the area some communities in the county-

cent of the machines are on a dime play were surprised to discover that

sey operators have been experi- as readily as did "class" locations.

(tho still at the rate of 5 cents a converting teen-age locations, but

record) for two years, but they there aren't too many of those in

According to Malcolm Wein, conversions are effected, equip-

counsel of the Westchester Oper- ment is upgraded. Operators work

During the last month 10-cent Mount Vernon-almost wholly on

had his work cut out for him. He has not only to convince location owners that dime play is necessary, but also the public, whose nickels and dimes play the records on his machines.

In most cases, location owners needed only to be convinced that dime play meant more money for them. The public, however, was not so easily swung over. The one bright spot in an operator's plans for dime conversions is the fact that the public has been accustomed to price increases.

The methods used to condition the public for dime play thus far literally ran the gamut. Operators gently broke the 10-cent conversion news with spot commercials on radio and television, advertisements in newspapers, posters and placards in locations and by introducing EP's on their phono-

Typical, was the effective newspaper advertisement which the Muran last January in the Richmond News Leader. The headline of the ad read: "We Held Out as Long as We Could.'

The ad explained that Music Operators were fighting a losing battle, pointing out that the cost of

those locations which have con-

verted, with the average increase

EP Disks

Port Chester, White Plains and

Operators going over to dime

revenue did not, for the most part,

10 cents. A few scattered locations

had slight decreases for a week or

10 days, but then takes soared

Poorer Stops

dle-class bars and stops in neigh-

borhood taverns took to the dime

Another surprise was that mid-

In virtually all locations where

ahead of previous totals.

about 40 per cent.

(Continued on page 153)

Needs on Coast

By SAM ABBOTT

LOS ANGELES, March 19.-A trade association answers a need for juke box operators.

That has been the experience of Los Angeles operators who, after six attempts at forming an effective organization over a number of years, finally found their answer in becoming the Los Angeles division of the California Music Merchants' Association.

That operators do need trade associations and that they will work hard to get an effective one was illustrated by the Los Angeles

They were convinced that only a trade association would afford them the opportunity to discuss common problems, a means of helping them with a vital phase of their business, public relations; a means of being able to effectively fight unfair taxation or legislation.

Need Filled

Los Angeles operators feel their need has been answered in their affiliation with CMMA, that it has increased the stature of the local industry and has afforded better operator-location relations.

Al Cohn, Trico Music, summed up the member's feeling:

"It is something that we need. The fact that the operators joined other associations which did not work shows the desire of the group to work together. I believe this is my third association membership. We needed a good one and now we have it."

Membership and attendance is proof that the association has been successful. Already owners of nearly 70 per cent of the juke boxes in Los Angeles County are presented and the monthly meetings are attended by more than two-thirds of the membership.

Reason for Success

What is the reason for this success? The answer could be chiefly summed up in the organization of CMMA, headed by George A. Miller, also president

of the Music Operators of America. Before Los Angeles operators As in most other areas, West- invited Miller to include Los is adopted-their discussions now chester operators have been putting Angeles in CMMA, a trade group center primarily around how long from 20 to 25 per cent EP records and an independent union operated it will be before nickel play is the in converted boxes. Thus, music here. In addition a third group patrons can still get two tunes for called Co-Operative Music Operators was in existence. There were suburban area of New York, seems play singles at one play for a dime. no bylaws, officers or dues. At The conversion movement each session operators paid for

(Continued on page 151)

Omaha Ops Gear for 10c operators are also beginning the conversion process altho play there

OMAHA, March 19.-Music operators here were preparing this week for their scheduled city-wide switch to dime play April 1.

Howard N. Ellis, secretarytreasurer of the Nebraska Automatic Phonograph Operators' Association, reported that plans for local advertising programs to menting with a dime minimum Many operators are holding off on announce the conversion were under way and would be ready to roll before the end of the month.

The final details of the conversion plans were arranged at an association meeting last Saturday in the Hill Hotel.

BIGGEST SHOW Morrison Hotel Chicago Mar. 28-29-30 to the

EDITORIAL

Key Issue at MOA Meet: Copyright Legislation

• Continued from page 147

expand their investments if they can see a possible expansion of profits.

Like other businessmen, they are concerned about increasing costs, gripe about low profits, wish they could afford more new equipment to draw more customers.

The Kilgore bill? They believe it will leave them completely helpless to uncontrollable interests in costs and a sharply reduced value of their investment.

PERFORMANCE FEES

Performance fees? Operators don't understand all there is to know about the privileges of copyright (and neither do a whale of a lot of other people, including the members of The Billboard's staff). They are paying a fee which the law says is a "mechanical fee." Is there a difference? Operators don't want something that has a value for nothing. But what is the value of a song to an operator and how should that value be paid?

The Billboard's position is this: We believe the annual fight in the chambers of Congress is costing both sides of the controversy a lot of money-money that could and should be invested in building the music and juke box businesses and raising their

We believe that the growing bitterness of the battle is building an almost incurable breach between two vital segments of the business that is smothering growth and stifling further profits for everyone involved in it: Songwriters, juke box manufacturers, juke box operators, record manufacturers, recording artists, publishers.

And we believe that a fact-finding commission, operating without bias and free of the pressures of the opposing factions as well as Congress, could get to the complicated economic facts of the controversy.

NEED ECONOMIC FACTS

The facts we need then are the economic facts of the music industry, for we are certain that if a juke box operator knew he would pay for music in direct proportion to that music's worth to him, the difference between the juke box business and the songwriters and publishers would be quickly resolved.

What are the alternatives? Keep fighting to maintain the present law? This isn't the answer. It just doesn't seem right to deny a fellow that owns something or creates something the privilege of trying to see if it is worth money. Furthermore, even the most bitter juke box operator blushes at a law which implies he is not furnishing music for profit.

Support bills like the Kilgore bill which simply removes the present exemption? This is not the answer either. Congress has never thought so in the past. Why? Because even the present law is seemingly unfair to one group of people (in this case songwriters and publishers) to remove the exemption might very well be even more unfair to an even larger group of people (on this hand juke box operators).

SAFEGUARDS

A juke box has to have music. Not just any music, but currently popular music. There are only two sources that control 99 per cent of that kind of music . . . ASCAP (American) Society of Composers, Authors and Publishers) and BMI (Broadcast Music, Inc.). Is it fair to expose the juke box operator to what is in principle a virtual monopoly without spelling out guaranteed safeguards?

Obviously neither of these two alternatives holds the answer. In fact they are further arguments for fact finding. We feel Congress can best serve the interests of both groups and the public as well to empower the President to appoint a factfinding commission. Meanwhile, it should reject both the Kilgore and the Thompson exemption removal bills.

Only thru a fact-finding commission is it possible to approach the solution to the controversy and end the bitter fighting between two vital segments of the music business.

FROM JUKE BILL FRONT

3 Federal Groups To Draft Reports

Continued from page 18

to Representative Thompson yet | voiced a request for hearings as to whether he will call for views the Kilgore bill. Operators of a of the various federal agencies on operated machines and many the Thompson fact-finding bill.

likelihood that deliberations on Senate Judiciary Committee spo copyright legislation will take place man, "a majority" of the first on the Senate side where only munications in opposition to the Kilgore bill is under considera- bill are "worded uniformly." tion. Indications are that the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks, headed by Sen. Joseph P. O'Mahoney (D., Wyo.), will stage a hear- These have come from incliving ing on the Kilgore bill.

Interest in the copyright revision legislation is mounting to a high point on Capitol Hill, as evidenced by a heavy volume of letters, telegrams and post cards on the subject from various parts of the nation.

500 Communications

Nearly 500 communications expressing interest in the legislation ceived on the Senate side have been received on Capitol Hill, dealt solely with the Kilgore according to a Senate Judiciary On the House side, there has Committee spokesman. Four-fifths a trickle of correspondence, of the communications are in op- tically all of it dealing with position to the Kilgore bill. Practically all of the opponents have Billboard, March 5, 12, 19).

their employees have deluged Signs continue to point to the Hill with mail. According to

The Senate Judiciary Commi spokesman estimated that a 120 communications have been ceived in support of the Kilgore composers, widows of compos music publishers and others, a of whom identified themselve members of the American So of Composers, Authors and lishers, which for years has s headed legislation to end the box exemption.

All of the communications

ators' Guild, collections have in- on the principle that each new creased from 30 to 100 per cent on (Continued on page 153) Virginia, Central and Southern Distributors in West Virginia and Eastern Tennessee The Machine of Tomorrow TODAY! ROANOKE VENDING EXCHANGE, INC. 4930 W. Broad St., Richmond, Va. Tel. 6-4909 Branch office: Branch offices 63 Commonwealth Ave. 118 W. Washington St. Charleston, W. Va. (3-0311) Bristol, Va. (1344)

Communications to 188 W. Randolph St., Chicago 1, Ill.

Eppy Launches House Organ For Bulk Ops

NEW YORK, March 19.—Samuel Eppy & Company, Inc., this week launched a weekly mailing program of tips to bulk operators. It consists of a post-card format house organ, entitled Common Sense.

The latest Eppy charm is a musard seed pendant, designed primarily for adult trade. The idea origin is Biblical and was suggested by an incident related by Norman fincent Peale in "Power of Positive Thinking."

Eppy has turned out a new tharm a week for the last 10 weeks Tenco Names and is currently working on 15 new tems for the July convention of he National Association of Bulk P. S. Arnsten enders in Chicago.

New Series

The firm is also working on a eries of 56 gold-vacuum plated narms, jumbo size, and designed cclusively for capsule sales. The harms will come with key chains vr 5-cent vends.

Eppy said some of the new narms will come with hooks so ey may be worn as clothing ornaents. He added that the firm will nd out a regular mailing of sticks for point-of-purchase stimulants. These stickers will bear mesges like "Are You a Charm ver?" and "Trade and Swap" on e vending machines.

rink Canners Standards

NEW YORK, March 19. - The ently organized Soft Drink Cans' Association this week anmeed a set of standards for cans of carbonated beverages. Acling to Walter S. Mack, SDCA Cochrane Corporation, they are: . All flavors should conform to pany here. ular taste and should have the wing standard of brix (solids gallon): Root beer and orange, 11.5-13; grape, 11.8-13; cola, -11.3; ginger ale, 9-11; lemon lime, 9.5-11, and black cherry,

The following carbonation dards shall be observed: Root , 3-3.5 volumes; orange, 1-2.5 mes; grape, 1.5-3.5 volumes; 3.3-3.8 volumes; ginger ale, .75; lemon and lime, 3.3-4; cherry, 3-3.8, and club soda,

vs: To hold the carbonated venders primarily for its own ure of a minimum of 150 operation. is per square inch (the same cepted by bottle manufactur- coin machine industry, came to o have suitable linings so the New York in 1926 as a representants will be isolated from the tive of the old Mills Novelty iner, and to have a shelf-life Company. He is still with the less than four months.

rink industry expects to hit an l sales volume of \$600,000,- the Mills set-up, and still is, a ithin the next few years.

TINY CIG UNIT IN PRODUCTION

BEDFORD HEIGHTS, O., March 19.-A cigarette vender that will probably never go on location is currently being manufactured by Lester Products, Inc., here. The unit has a capacity of nearly 40-cigarettes, not packs-and doles them out one at a time upon insertion of a coin. It comes in two models, regular and oversize-the larger one is a foot tall and eight inches in diameter. The machine loads from the rear. The coin acceptance chute is extremely non - selective-it will accept anything from a penny to a quarter.

Eastern Mgr.

LINDEN, N. J., March 19.-Percy S. Arnsten this week was named Eastern regional manager for Tenco, Inc., David H. Hampton, director of vending sales, an-

He will be in charge of vending coffee sales in New England, New York, New Jersey, Pennsylvania, Ohio, West Virginia, Virginia, Maryland, Deleware and the District of Columbia.

Arnsten has been on the Tenco sales force since 1952. Prior to that he was president of the Da Costa Corporation, manufacturer of a coffee concentrate for the vending, food, candy and ice cream fields. He makes his home in Springfield, N. J.

Federal Adds Fig, Jelly Bars to Line

Maid Jelly Bars have been added to

Meeks to Sell Ops

Pencil, Paper Units

N. Y. Inventor Applies for Patent On Paper Currency Coin Changer

exchange. The unit can be in- designed the circuit system. corporated into a vending machine, giving the proper change, or it can terials, a hand model was built. work out financial arrangements stand alone as a coin changer.

and an electrical engineering stu- deposited, the green light went on. dent at Columbia University. Professor Lambert, of the Columbia

lumbia University automatic feed- culations. ing set-up operated by Beverage Bar.

Time Wasted

in making change for the students. had few refinements.

ent is currently pending on a coin- changer. Peterson utilized a photo- give the required change. He changing device which will accept electric principle for currency ac- added that the unit can be set to paper money and give silver in ceptance or rejection, and Lambert accept any denomination bill, but

With about \$35 worth of ma-Peterson, a former cadet at the was inserted, the red light would tested and for eventual production. United States Military Academy go on. When a genuine bill was

engineering school, aided Peterson working principles of the device in the development of the device. until the patent is actually granted. Peterson began working on the He explained, tho, that the com-paper currency changer last year position, thickness and inks on bona while he was manager of the Co- fide currency figure into the cal-

The first hand model was about 1 foot by 1.5 feet by 2.5 feet and weighed about 30 pounds. Peter-The equipment consisted of a son estimated that the materials five-unit Auto-Snak and four other cost for a production model should separate venders. A good portion be under \$75. The first hand of Peterson's time was taken up model did not have a cabinet and

Peterson figured there must be While the unit is designed to a better way to do it, and, with stand alone, Peterson said it could assistance from Professor Lambert, also be incorporated into the cabi-

NEW YORK, March 19.-A pat-1 began work on a paper currency net of most standard venders and the change would be all in silver.

Peterson's next step will be to The unit has a red light and a with a manufacturer for the build-The youthful inventor is Jack green light. When a spurious bill ing of a pilot model to be location

Peterson will not divulge the Philip Morris to **Bow Ad Plans** At NATD Show

NEW YORK, March 19.-New advertising and merchandising plans of Philip Morris & Company, Ltd., Inc., will be made public for the first time at the National Association of Tobacco Distributors convention at the Conrad Hilton Hotel, Chicago, Sunday thru Thursday (27-31).

The new advertising program will be based on the "Young America" theme. The PM booth will feature the new Marlboro and its crush-proof box, PM kings and regulars in snap-open packs, and . regular and king-size Parliaments.

Radio and television personal-ities sponsored by the firm will also be featured in the 400-squarefoot booth. The firm will sponsor a Young Executive Champagne Dinner Sunday (27) and a New England luncheon for the women the next day. The luncheon will include a fashion show and a new car exhibition.

Executive Roster

PM executives slated to make the trip from New York include Alfred E. Lyon, board chairman; (Continued on page 152)

Capitol Set on the same dimensions and a capacity of 176 bars. The new Smokemaster will come Balloon Vender

NEW YORK, March 19.-Capitol Projectors this week went into full production of its Balloon-O-Mat vender, with a schedule of 100 In addition to the standard and a week set, according to Sam Goldsmith, Capitol executive.

Goldsmith said that 100 units are now on location from New York are coppertone, bronze, gold, coral to Denver. Capitol is currently organizing a distributor set-up based

Goldsmith, with Leo Williams and Al Blendow, will attend the NATD and MOA shows in Chicago next week in an attempt to line up distributors.

The vender, with a capacity of Gibbs, sales manager, and Frank 600, lists for \$395. Goldsmith said DuGrenier Jr., Frank Perri and the coin mechanism on the produc-(Continued on page 152) tion model has been improved.

DuGrenier to Bow New Units at NATD

Sandwich and Pastry Venders Added To Line; Cig, Candy Machines Ready

Four new venders - cigarettes, convention. candy, sandwich and pastry units -will be exhibited by Arthur H. tributors in Chicago.

CLIFTON, N. J., March 19.- Two of them, the cigarette and candy machines, are improved ver-Two of them, the cigarette and with the size of the product. sions of venders the firm is cursident and head of the Cantrell the roster of vending products of rently manufacturing. The sandthe Federal Sweets & Biscuit Com- wich and pastry machines are being made by the firm for the first time.

HAVERHILL, Mass., March 19. Prices will be announced at the

The Sandwichmart is a fourcolumn unit which stands 61 inches DuGrenier, Inc., March 27-31 at high, 29 inches wide and 13% the annual convention of the Na- inches deep. There is no set cational Association of Tobacco Dis- pacity, and the shelves are adjustable, and the capacity will vary

Same Dimensions

The Pastrymat has the same dimensions, and like the sandwich vender, has adjustable shelves. The eight-column Candymart, too, has

in nine and 12-column versions, with dimensions the same as the other machines. Additional details will be announced at the conven-

grain finishes the firm has made available in the past five new cabinet colors have been added. They and metallic green. The firm is currently in production on all on territorial franchises. models, with first shipments scheduled in early April.

DuGrenier Delegation

The DuGrenier delegation at NATD will include Frank C. Du-Grenier, president; Richard E.

Y. Bulk Venders Mull cent Charm Decision

V YORK, March 19.-Mem- in Bronx Magistrate's Court involvsociation, at their Wednesa of city law.

eeling is that the decision,

the New York Bulk Vend- ing the legality of the all-charm unit. Only one was tried, the out-6) meeting at the Central come of the others pending on the Annex, evaluated the re- decision of the first. The the first scision of the Court of Su- case was lost, the reversing decison Session in regard to the all- of the Special Sessions court is exvender. The ruling, in ef- pected to result in the dropping of as that the vender is not in charges in the other eight cases.

Meeks, a 30-year veteran of the

firm-now Mills Industries-as a

No Appeal Seen

NEW YORK, March 19.-Hal | something that he could control R. Meeks Associates, operator and himself. Frank Guffin, a fellow manufacturer of pencif and note- Texan from Austin, had been book paper venders, has launched making a wooden loose-leaf paper a sales campaign to market its vender in early 1953. Meeks had The can-either flat top or equipment to diversified vending the unit made in a metal cabinet top-must be guaranteed by operators. For the last two years and began lining up school locaognized can manufacturer as the Meeks organization had made tions with a direct mail campaign.

Popular Demand

By the end of the year, Meeks had more than 100 locations. mostly elementary and high schools. During the course of the year, several locations asked Meeks (Continued on page 151)

Guggenheim Bows Police Whistle and couple of years ago he wanted Electric Shaver

NEW YORK, March 19,-Bob Guggenheim, head of Karl Guggenheim, Inc., announced this week that the local charm firm is currently in production on a police whistle which may be used in capsule vending or as a straight bulk

without a chain and in seven different color combinations. Immein production is an electric shaver, a miniature of a popular standard brand.

on, will form the basis of sattitude toward all-charm that no appeal will be made on the charm locations, the regular bulk wall of the entrance. These masses are used for dispensing product these machines are being used for at present—uniform packaged coffee.

The idea is spreading to other ages of small size.

Built-In Outside Venders Increase in Denmark

March 19.-The idea of imbedding the new Irma outlet there is a unit vending machines in outside walls of a chain of retail sandwich stores of entrances to grocery and other which has a four-unit Wittenborg stores is expanding and spreading vender built into the entrance wall into other fields.

a year ago by installing single units -12 compartments-of standard

COPENHAGEN, Denmark, firms, as within a few blocks of and a small grocery store that has The Irma Chain of self-service a small chocolate bar type of grocery stores-packaged items only vender - no compartments - built The whistle comes either with or |-started the idea a little more than | into the front wall for dispensing

Nothing but the operating units diate deliveries are scheduled. Also Wittenborg venders into the walls are necessary, which eliminates the of entrances to its newly built or cost of a heavy cabinet on rollers. modernized stores. Evidently the Also this method offers protection idea has been found practical, as from weather and tampering. No No Appeal Seen

The other cases were postponed supermarkets and large chains have firm early in March, a battery of can be developed which will be down by Judge Edward until Friday (18). Indications from been holding up well as capsule three units has been built into one even less costly and offer more

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CIGARETTE, CANDY and DRINK MACHINES! **ROWE CIGARETTE VENDORS** Imperial, 6 Cols., 180 Cap.\$ 85.00 Imperial, 8 Cols., 240 Cap. 90.00 Crusader, 8 Cols., 380 Cap. 145.00 DUGRENIER CHAMPION, 9-11 COLS., 420 CAP. 100.00 UNEEDA CIGARETTE VENDORS Model E, & Cols., 180 Cap. 75.00 Model E, 8 Cols., 240 Cap. 92.50 Model 500, 9 Cols., 350 Cap. 100.00

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SAY YOU SAW IT IN THE BILLBOARD!

MERCHANDISING TIPS

Film Details How To Vend More Candy

merchandising can increase vended late bars should be used. candy sales, but to do a proper job an operator must know his point stressed: All good retail stores products thoroly and his customers offer both standard advertised just as thoroly.

training movie called "Sell More too, in a vender to rouse customer Candy" put together by Vend- interest.

Film, Inc.

Offer the customer maximum

variety of candy types. or more often.

week per machine.

between columns, the customer is go in right-hand columns.

not being offered what he wants. enough. But when offering a second column, two different varieties



CHICAGO, March 19.—Planned and two different brands of choco-

An important merchandising products and high quality items, This is the subject of an industry and that both types are necessary

Another important merchandis-To give the candy vender a ing rule: Columns to the right of 'sales voice"-to merchandise its the machine sell most merchandise. product-the movie outlines three Thus, chocolate, being a high-deprinciples for the operator to fol- manded item, should be placed in left columns.

All variety, seasonal and highprofit brands should be placed in 2. Change at least one type of the right-hand columns. These candy in every machine every week attract initial customer attention. Candy sells better when customers 3. Change candy brands frequently—at least two brands a candies should be displayed with labels reading from top to bottom.

This arouses customer interest In venders where both dime and in what's new in the vender, brings nickel bars are vended (and 97 him back and advertises that fresh per cent of all operators using merchandise is constantly available. dime items sell both from the same One test of good merchandis- machine, according to the 1955 ing is to produce near-uniform Pulse of the Industry, published by sales of all products in a machine. Vend, magazine of automatic mer-If sales vary to a marked degree chandising) 10-cent items should

The film points out that penny Chocolate, the movie explains, bulk machines, vending peanuts is such an outstanding seller that and gum, offer the operator a plusoften a single column is not profit placed alongside candy venders.

Hershey Sales Up, But Earnings Dip

NEW YORK, March 19.-Tho 1954 sales rose more than \$9,000,-000 over the previous year, net income was down nearly \$3,000,000 for the Hershey Chocolate Corporation in the same period. P. A. Staples, chairman and president, at-tributed the decreased earnings to the increased cost of cocoa beans.

Net income in 1954 was \$7,090,-707, equal to \$2.75 a common share, compared with \$9,908,547 or \$3.92 a common share the prior

[] BULK VENDORS, ATTENTION!

Due to the High Price of Nuts, We Offer for Sale . . .

Boston Baked Beans, 30 lb.

BULK VENDORS

GET ON OUR MAILING LIST. MANY MORE SPECIALS TO FOLLOW.

WRITE FOR CATALOG OF NEW AND USED VENDORS & SPECIAL LIST NO. 10 OF MERCHANDISE, SUPPLIES, CHARMS AND ACCES-

1/3 Deposit, Balance C.O.D.

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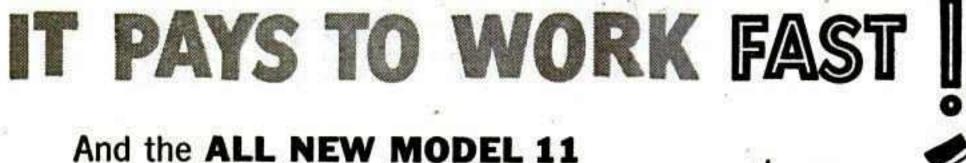


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VICTOR SAVES YOU S and time by automatically scalin sules. Also gives you better mds your dollar Your Victor dist, is command. World's largest manufe of capsules, charms and bulk v VICTOR VENDING CORP., Chicago



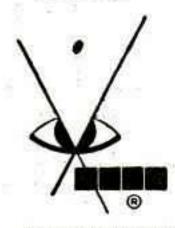
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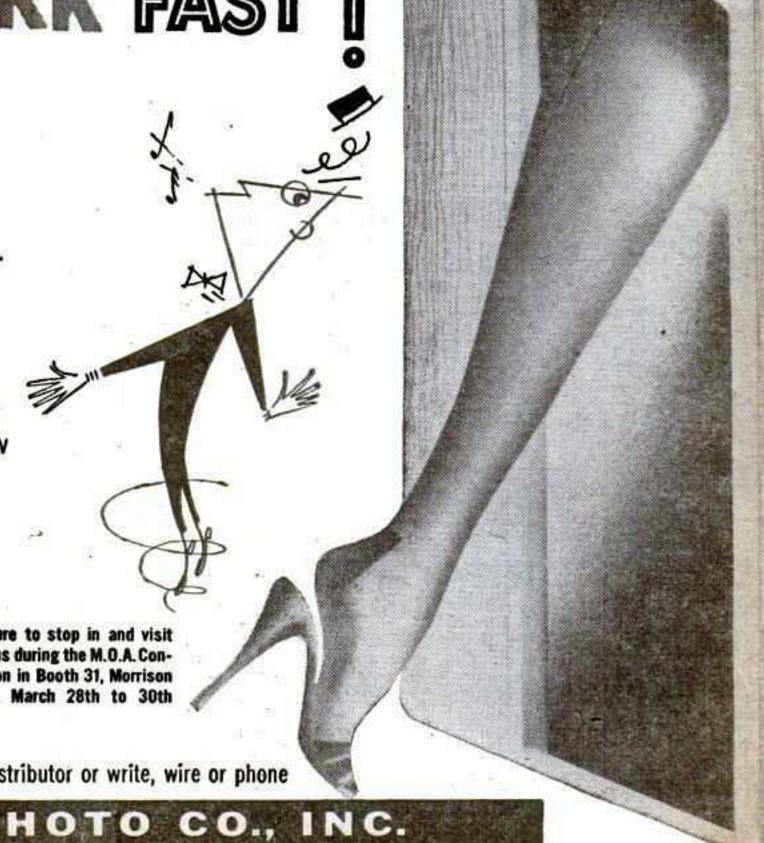


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IAL IS GLASS
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ale to assure curacy. ere is sturdiness construction more rable than is genally found in ales. Finish is ack crinkle. Carry-

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Vendor-In-stant changever to: Capule Vending, Rocket Charms, Ball Charms, Chicle Treets, 100-Count Ball Gum, \$12.50 each ess than 25

\$12.00 each 25 cases or more. al #1-4 5-Star Baby Grands ith 1000 filled Victor Cap-

ules ul =2-With 25 = 100 ct. Ball al #3—With 25# Chicle 57.50 Victor models available, f.o.b. poklyn. Time payment plan, trade-accepted. Write for our filled ctor capsule list.

ioneer Vending Service

ACQUAINTED WITH VICTOR'S and original charms for bulk and ule vending. Send \$1.00 for 20 samin copsules, prepaid, plus operaconfidential wholesale price list. OR VENDING CORPORATION 13 Grand Avenue, Chicago 39, Illinois

TO DAMON RUNYON CANCER FUND

VEND COIN BOX 'SPOTS' THIEF

LOS ANGELES, March 19.-A vending machine coin box thief was caught "redhanded" here after a series of baffling raids on the milk dispensing machine in an East Downey school.

When one raid after another went unsolved, Robert C. Peter, school principal, put a dash of silver nitrate into the coin box and asked his gym teacher to watch for purplish spots.

A 15-year-old boy student showed up with the spots and was turned over to sheriff's detectives. He was booked on burglary charges.

Tele-Trip Extends **Policy Coverage**

NEW YORK, March 19.-The Tele-Trip Policy Company, Inc., operator of insurance vending machines in 90 American and foreign airports, announced that its policies will soon be made available to passengers on helicopters, jet and turbo-prop aircraft on the scheduled airlines.

Scheduled helicopter service is now available here and in Europe, while turbo-prop and jet planes will soon be operated by the major airlines.

Nat'l Distribution For Krazy Korn

OAKLAND, Calif., March 19.-National distribution thru vending machines, stores and theaters is here for its Krazy Korn food product.

The snack item consists of toasted kernels of imported corn corn with a nutty flavor.

Prior to the expanded distribution project, the item was available thruout 10 Western States, Hawaii and Alaska.

Trade Group

Continued from page 148

their dinner. But Co-Operative Music, just a social club actually. grew because it did answer the to discuss common problems.

Members of the two groups formed the nucleus of the present association. They had met informally and were without officers for about 18 months before switching to the State group. A number of them are now serving as officers and on the board of directors of the Los Angeles division: Walter Hempel, president; Ben Korte, vicepresident. The other officials, some of whom were also in the Co-Operative group, are Irma Bryant, secretary; Cabe Orland, treasurer; Sam Ricklin, sergeant at arms, and Pete Pellegrino, chairman of the board.

One of the first moves Miller made after Los Angeles joined CMMA was to name a full-time business manager. Ben Chemers, a former Chicago operator, was named. A large share of the credit for the Los Angeles group's success in recruiting members belongs

to Chemers. And the Los Angeles division of the CMMA has big plans for the future-plans for growing even bigger because its members have learned the value of association membership.



Pencil and Paper Vender

Continued from page 149

vender to go with the paper unit. So Meeks hired a designer and had him make a pencil vender. Then he had the Durham Man-

ufacturing Company, Durham, Conn., make the machine for him under contract.

He also entered into a working

agreement with the Linton Pencil Company, Lewisberg, Tenn. It works like this: The school, order-The cost to the operator is \$2.85 a gross, leaving him a net of \$2.15 a gross.

500 Units

Meeks figures locations do a minimum of 15 gross a year, leavcurrently has more than 500 units school takes them with points. operating in 33 States.

vender itself is 13 inches high, 18 or country schools are considered inches wide and 5.5 inches deep. Weight is seven pounds and cabinet is green hammertone finish. Capacity is 300 pencils.

Meeks, of course, can't service on locations scattered thruout the nation. If a unit is out of order, it is compact and light enough to be mailed to the New York headquarters. A new vender is mailed the locations, and the old one is repaired in New York.

Low Enrollments

and began mailing them indis-criminately. While he got good a gross. results, he soon discovered that planned by Granny Goose Foods many of the inquiries came from schools whose enrollments were too low to warrant installations.

that a school have a minimum advertising. of 250-300 students before it be put on the mailing list. One exception is a school with an enrollment of 96, which for some

Youth Aid

Continued from page 147

some entertainment, and . . . the juke box permits the player to choose the music he wants to hear.

"The Music Guild of New need for operators meeting together Jersey, trade organization for the State's juke box operators, has donated juke boxes to the PAL Boys' Club, VA and other socially constructive organizations and

> of New Jersey, many of whom hended and was continuing his all records before programming had somewhat higher discipline them. No records with salacious requirements. or suggestive lyrics are placed in juke boxes.

"A check of PAL or other organizations will show that the juke box has aided their work. Groups that cannot afford to hire name bands or vocalists for their dances may still enjoy the best popular music played via the juke box. The juke box creates a pleasant atmosphere and keeps youngsters off the streets by providing selective entertainment.

"The Music Guild of New Jersey constantly receives requests for juke boxes from charitable organizations and other groups that offer social supervision and guidance. If anything, the juke box in an ice cream parlor encourages good behavior in teen-agers."

The letter appeared on the editorial page of the Wednesday (16) edition of The News.

Confectionery Sales Drop

Manufacturers' sales of confectionery, including chocolate products, dropped to \$84,542,000 in January, 15 per cent below December and 2 per cent lower than last January's total. Commerce Department figures revealed that sales by manufacturer-wholesalers at \$66,574,000 were 5 per cent higher than December, but 2 per cent below January, 1954. Manufacturerretailers estimated sales in January 1955 decreased 74 per cent from December, but rose 5 per cent from last January.

why the firm didn't have a pencil unexplained reason is a good location.

> Generally, small-town and rural areas are the easiest locations to get, while metropolitan areas and heavily populated States like New Jersey and Connecticut are the toughest.

> > Michigan Best

The reason is that pencils and paper are provided by the school systems in large cities and in ing thru Meeks, pays \$5 a gross certain States. Also the presence for pencils. The pencils are vended of a school bookstore hurts busiat 5 cents each, leaving a profit ness. Michigan is the best State of \$2.20 a gross for the location. for sales, and the Midwest and for sales, and the Midwest and

South are generally good areas. Meeks best stop is the Brooklyn Public Library, one of the few which is not on the premises of a public school. The pencils-No. 2 bonded-come either sharpened or ing a profit of about \$32. He unsharpened, altho virtually every

To date only 15 outside oper-Pencils ordered by the schools ators have Meeks pencil routes, come with school name and school with 13 in the South and two in colors at no extra cost. The the Pacific Northwest. Township the best locations because it is usually a long way to the nearest bookstores.

One Chore Less

Teachers usually welcome the pencil and paper venders as it relieves them of selling chores. Commissions invariably go to student funds, band trips or special activities.

The paper vender, slightly larger and heavier than the pencil vender, holds 288 loose-leaf notebook fills. When Meeks first started the The location pays \$10.80 a gross operation, he bought school lists and nets \$3.60 on a 10-cent vend.

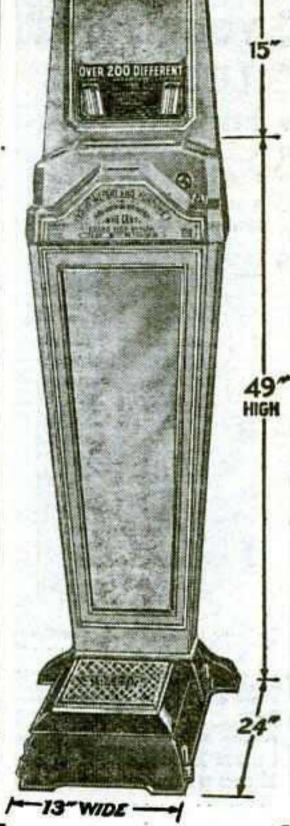
The pencil vender sells to operators for \$22.50 and the paper vender for \$29.50, both on orders of 50 or more. Meeks is currently Thus he found his mailing costs running a direct mail campaign too high and the number of poor to vending operators and plans to four times the size of domestic locations too great. Now he insists follow it up with trade paper

Opening Wedge

Meeks feels the paper and pencil units may be used by fullline operators as wedges to get in school locations and pave the way for other equipment. With 150,000 school locations in the nation, he feels this type installation has scarcely been developed.

Vandalism, of course, is always a problem in school locations. On one location, Meeks reported that one machine had been robbed four times in a short period, and the last time it was tossed down a flight of stairs and smashed to smithereens.

The teacher, however, reported that the situation was well in "Members of the Music Guild hand. The culprit had been appreare parents of teen-agers, screen education in an institution which



WEIGHT 165 LBS.

DOWN **Balance \$10 Monthly**

400 DE LUXE PENNY FORTUNE SCALE

NO SPRINGS

Invented and made only by

Manufacturing Company

Chicago 44, III. 4650 W. Fulton St. Est. 1889-Telephone: Columbus 1-2772 Cable Address: WATLINGITE, Chicago



ADVERTISERS know exactly what THE BILLBOARD

delivers because The Billboard is member of the



EXCLUSIVE DISTRIBUTORS WANTED

ideal vendor for PROMOTIONAL SELLING. A well-built 10¢ vendor dispensing an exclusive SMOKE-HOUSE COCKTAIL ALMOND. Close FACTORY SUPPORT and a strong factual SELLING KIT plus a FINE MACHINE offer a rare opportunity.

PROTECTED TERRITORY given to men who can produce and are experienced in selling through Business Opportunities.

Write fully, giving experience, references to

AMERICAN PRODUCTS CORP.



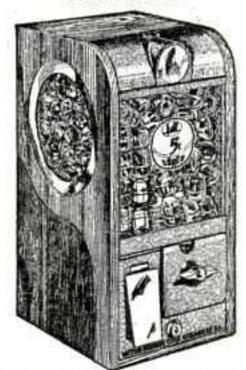
CONTRACTOR OF THE COURT

YOUR SUPER LOCATIONS

DESERVE THE FINEST

SUPER V

IS the Finest Capsule Vendor Obtainable and the Industry's Most Beautiful



Featuring the Greatest Earning Power Ever Built Into a Bulk Vender . . . at Ic, 5c or 10c Play.

Cabinet of two-tone solid cak-trimmed in chrome with glass panels. Smart, unique design . . . with eye-catching appeal for greater profits. Extra large capacity—350 capsules or 800 100-count ball gum. Packed and sold 4 to the case. Less than 25 cases. . \$61.80 per case

KEEP IN TOUCH

25 cases or more... 59.80 per case

With VICTOR for NEW and OUT-STANDING CHARMS for Bulk and Capsule Vending

The World Famous

That attractive ensemble—is finished in smooth, **Duranite** and chrome . . steel construction, precision built and amazingly durable. Equipped with the large glass globe. Packed and Sold 4 to the Case.

Loss than 25 cases \$50.00 per case of 4 < 25 or more cases \$48.00 per case of 4



'5-STAR' BABY GRAND

5 Vendors in One Instant Change-Over



Convertible Vendor

- Get Instant Change-Over to: * CAPSULE VENDING
- * ROCKET CHARMS
- * BALL GUM & CHARMS * CHICLE TREETS
- * 100-COUNT BALL CUM

IN 25 CASE LOTS

\$12.50 Ea. Case Lots. All Models Packed and Sold 4 to Case.

LESS THAN 25 CASES @ \$50.00

25 CASES OR MORE @ \$48.00

PER CASE. ALL PRICES F.O.B. CHICAGO.

Place Your Orders Now!

5701-13 W. Grand Ave., Chicago 39, III.

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 venders, only the single machine price is listed. Any price obviously depends on condition of the equipment, age, time on location, territory and other

	Issue of Mar. 19	Issue of Mar. 12	Issue of March 5	Issue o Feb. 26
D 1c BG	\$6.45	\$6.45	2	
Model Ball Gum No. 11 Mdse	5.95	5.95	\$ 6.45 5.95	\$6.45
Nut, 5c		3.73	3.43	5.95 7.50
ntam, 5c				5.95
Jr., 5c		6.95	6.95	6.95
schine	100.000	13.95	576550	
1c Bulk	6.50	6.50	6.50	6.50
5c Bulk		17.50	17.50	7.50 17.50
Cream Bar	125.00	- 125.00	125.00	125.00
Electric (8 col.)				175.00
Adams (4 col.), 1c		17.50	17.50	17.50
Champion (9 col.),	100.00	100.00	100.00	92.50 100.00
Champion (11 cot.)	100.00	100.00	100.00	100.00
Model W (9 col.).	125.00	125.00	125.00	125.00
Electric (8 col.)	115.00	115.00	115.00	115.00
Card Vendor, 1c	15.00	5.00	15.00	15.00
Candy		7.95		
gle Drink	110.00	110.00	110.00	110.00
ndors, 5c	145.00			7.50
en anticome de la company		4		
lectric (9 col.)		145.00	145.00	145.00
c & 5c Bulk	6.95	6.95	6.95	6.9
lc Bulk	6.50	6.50	6.50	5.95 6.5
c Bulk	6.50	6.50	6.50	6.5
col.)	40.00	17.50	17.50	17.5
ngle Drink	150.00	150.00	150.00	150.0
	72020-006		231146	STATE OF THE PERSON NAMED IN
918	115.00	115.00	115.00	115.0 70.0
	0 130.00	95.00 130.00	95.00 130.00	95.00 130.0
	0 145.00	110.00 145.00	110.00 145.00	110.00 145.0
tern 39, 1c	7.95	7.95	7.95	7.9
stern 33 Ball Gum	6.50	6.50	6.50	6.5
tern Deluxe f 5c	12.00	12.00	12.00	12.00(2
stem Model 39, 1c	2000		29570	7.5
stern 49, 5c		12.50	12.50	12.5
tandard, lc & 5c				7.5
n Sez Vendor		55.00	55.00	55.0
col.)	110.00	110.00	110.00	110.0
5c				7.5
e Cream Cup	125.00	125.00	125.00	125.0
andy Merchant	165.00	80	165.00	165.0
l.) rusader (8 col.)	145.00	145.00	145.00	145.0
plomat Electric	190/95000			35
ol.)	175.00	100	150.00	
operial (8 col.)	90.00 85.00	90.00 85.00	90.00 85.00	90.0 85.0
resident (8 col.) 130.0	0 155.00	130.00 155.00	130.00 155.00	130.00 155.0
resident (10 col.)	155.00	155.00	155.00	155.0
Cing Hot Nut, Sc		12.50	12.50	12.5
Cing, 1c		8.50	8.50	8.5
(ing 1c Ball Gum	7.45	7.45	7.45	7.4
ing 1c Mdse	7.45	7.45	7.45	7.4
Cing, 5c	7.45	7.45 8.50 10.00	7.45 8.50	7.45 8.5
ing Hunter	125.00	125.00	125.00	125.0
Candy (6 col.)	135.00	135.00	135.00	135.0
ends (3 sel.)	200.00	200.00	200.00	200.0
Model E (6 col.)	75.00	75.00	75.00	75.0
Model E (8 col.)	92.50	92.50	92.50	92.5
Model E (12 col.)	87.50	90.00	90.00	90.0
Model 500 (9 col.).	100.00	100.00	100.00	100.0
ak Model 500 ol.)	135.00	135.00	135.00	135.0
		52.50	52.50	52,5

Better Buys From "Better Buy Bitterman" Victor's "5-STAR" BABY GRAND CONVERTIBLE VENDOR Get Instant Change-Over to: * CAPSULE VENDING

* ROCKET CHARMS

* BALL GUM & CHARMS * CHICLE TREETS * 100-COUNT BALL GUM

TIME PAYMENTS

AVAILABLE

prices on Capsules, Charms, Ball Gum, Chicle Treets and all Vending needs.

IN 25 CASE LOTS

\$12.50 Ea. Case Lots. All Models Packed and Sold 4 to Case.

Write us for lowest

BERNARD K. BITTERMAN 4709 East 27th Street, Kansas City 27, Missouri

PATENT PENDING

UNFILLED CAPSULES

ASSORTED COLORS

-NO CEMENTING -A NEW **—EQUAL HALVES** -LOCKING CAPSULE WRITE FOR FREE SAMPLES

PYRAMID PRODUCTS, INC.

3967 EAST 93d STREET

CLEVELAND 5, OHIO

Bulk Venders

Continued from page 149

ther action will be taken on the other cases.

Nub of the city's argument was that the all-charm machine was the contention of an element of chance involving a thing of value. Basis of the defense's case was the element of chance was incidental, and that the size and shape of the varied charms determined the number and type of items vended.

Moe Mandell, Northwestern Distributors, told members that they could attend the April 2 regional meeting of the National Automatic Merchandising Association and view the organization's film, "At the Drop of a Coin."

Mandell, who is treasurer of the organization, will assume a temporary dual role as secretary-treasurer. Bob Guggenheim, Karl Guggenheim, Inc., current secretary, asked for a two-month leave of absence. He will resume his duties as treasurer at the May meeting.

Guggenheim said that while most operators will not rely on snap judgment when new machines are introduced, they will look at a new charm, decide whether or not they think it will sell and order accord-

He advised operators to field test charms before embarking on any large scale stocking program much in the same way they would location test a machine. He added that youngsters are unpredictable, and that few operators can outguess them on charm selection.

Mandell pointed out that while collections are off currently, the outlook for spring is promising. He explained that from December 15 to early April, the bulk vending business is usually in the doldrums, and that a sharp pick-up is expected in the next few weeks.

New association members at the meeting were Al Lipson, Sam Morrison and Jack Zurin. The next meeting is set for April 20.

DuGrenier

Continued from page 149

Donald Ordway from the main office.

District field managers making the show will include A. F. (Tony) Parina, West Coast; James H. Martin, Midwest; Coe Stone, Midsouth; Jessie Wellons, South; Harry Wyner, Midwest; Robert Kline, Central Eastern; Julius Levy, East; Charles M. Suessens, New England; Howard Baily, Western Canada, and Jean Coutu, Eastern

Philip Morris

Continued from page 149

Canada.

O. P. McComas, president; Joseph F. Cullman, 3d, executive vicepresident, and Harry Chesley Jr., George J. Henn, Ray Jones and George Weissman, all vicepresidents.

Also Joseph R. Cahn, military sales; John R. O'Connor, assistant to the sales vice-president; Charles Sanders, Parliament sales manager; William Kittleman, credit manager, and James Bowling, public relations.

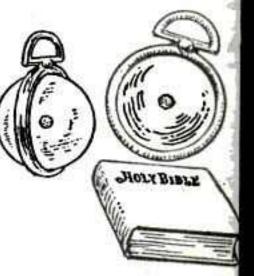
President Eisenhower has announced that an additional 51,000,-000 pounds of peanuts may be imported into the United States or withdrawn from warehouses to meet the requirement for peanuts in the current quota year ending June 30, 1955. Last year's domestic peanut crop was greatly reduced by drought.



"IF ye have faith, as a grain of

MUSTARD SEED"

GENUINE MUSTARD SEED JEWELED PENDANT CHARM



Gold Vacuum-Plated Rim, holding two clear crystal half-rounds, into which a Cenuine Mustard Seed affixed. Beautiful.

f.o.b. Jamaica, N. Y. Or: At Your Distribute per 1,000

Twenty (20) Advertising Labels for your machines with each 1,000.

This is a RELIGIOUS LUCKY POCKET PIECE. Will please parents and adult Will bring adult business to you machines. We prepared a "beautify sticker" for your machines to AD VERTISE this RELIGIOUS POCKET CHARM.

SAMUEL EPP

WARNING! TO ALL BULK OPERATORS

PAUL A. PRICE CO.

Is Now Developing And Will Soo Announce Several Sensational Ne Gimmicks And Charms.

> YOU CAN'T AFFORD TO MISS THESE ITEMS

WATCH OUR WEEKLY ADS Get 'Em When They Are New And Hot.

Drop us a Card, Get on o Mailing List

PAUL A. PRICE CO

55 Leonard St., New York

HOLY BIBLE



SENSATIONAL CAPSULE ITEM TRY THEM

WATCH HOW THEY SPARK UP YOUR SALES! Authentic Miniature BIBLE.

50-Page Reproduction OLD AND NEW TESTAMENT.

\$12.50 M contact Us Direct

Your Local Distributor STANDARD SPECIALTY COMPAN

5115 E. 14TH STREET OAKLAND 1, CALIF.



Salt & Pepper Shakers, Cap-

Top Hats With Earrings ... 17.00

CLEVELAND COIN

2025 Prospect Ave.



BEST GRADE for VENDORS

sk for ZALOOM'S

4 STAR JUMBOS

Perfect. The Finest and Fastest Selling Pistachios. Red, White or Natural.

DELICIOUSLY ROASTED and SALTED.

Packed 5-Lb. Moisture-Proof Bags. 12 5-Lb. Bags to Carton or 25-Lb. Bulk Cartons.

Insist on ZALOOM BRAND

for the finest quality.



for the name of our nearest disnot obtainable from your present

A. ZALOOM & CO., INC. erica's Original Masters in Roasting and Salling of Pistachio Muts Jay Street, New York 13, N. Y. BEekman 3-7646

successful charm item has been thenticated miniature of somekids have seen or had contact Here is a charm not to be gone lightly—an Electric Razor . . ure replica of a famous make Ve suggest displaying 50 of these in front of your vending ma-Merchandising in this way is catch the attention of the little There's no 5 o'clock shadow oubt with these razors—the end day will show more sales for

SILVER....\$16.00 per fhou. PLASTIC.... 10.50 per thou. your distributor or . . .

uggenheim

13 UNION SQUARE 3, N.Y. • AL. 5-8393

Philadelphia r Anywhere FILLED APSULES

nediate Delivery e for Lowest Prices

VICTOR'S **Baby Grand Deluxe** APSULE

/ENDOR

mediate Delivery EDCO SALES CO.

Market St., Philadelphia 3, Pa. Phone: LOcust 7-1448 VICTOR'S



TOPPER It BALL GUM

MACHINE, \$12.50 each, \$12.00 100 or more. VICTOR'S SUPER Y CAPSULE VENDOR

end. each in Terms available. ROY TORR LANSDOWNE, PA.

Eastern Coast

Continued from page 148

piece of equipment moves five other pieces, with five other stops getting improved boxes after the purchase of a new box is made.

A public relations effort by the Westchester Operators' Guild helped expedite the conversion process. Letters were given to operators for mailing to locations, or to serve as the basis for oral presentations, in explanation of the price hike.

Explain Benefits

In addition to explaining the obvious economic reasons-the cost of equipment, service now as compared with a few years ago, and for any one operator to pay, the way to get the reasons for dime the general increase in the cost of living-the letter explained the benefits which would accrue to the location as a result of 10-cent play.

looking and better performing a story covering dime play activity ruffled customers. equipment; that it offered hi-fi ex- on the Eastern Seaboard. The artended-play music, which, at three ticle shows clearly how operators version good will from within a plays for a quarter, gave the patron more music for his money than five singles for the same price, and that the location would box customer will not hesitate to stories and displays of EP promomake more money at 10-cent play.

boxes in Westchester County, an equivalent of two current records. estimated 90 per cent of which Operators, therefore, have pro- into dime play was that of New belong to WOG members.

Location Objections

The effort met only with scattered location resistance. When the felt the dime would drive cutom- tunes. ers away. Where the bar was by was on 10 cents, or about to looked this development. change, there was no objection.

In the five boroughs of New York, the conversion pattern takes another form. The city is going 10 cents on a block-by-block basis; it EP disks. Operators were given started in early March and it is a suggested list of EP records for still going strong.

As in Westchester, locations are upgraded, and about 20 to 25 per cent of the records are changed to EP's when the conversions are made, and, as in Westchester, it's three plays for 25 cents.

Nobody Knows

Nobody claims to know how long it will take before the city is on a solid 10-cent basis, but most guesses are that Gotham will be a dime town before 1956 rolls

New Jersey operators are studying dime play, but most are reluctant to make the move. Two years ago, a dime minimum experiment was started in Paterson, tho it was still six plays for a quarter. Two plays were given on the dime minimum.

Today, a few stops still operate on the 10-cent minimum, and a few others have been converted to straight 10-cent play, but very

Front Money

While many Jersey operators divided between a group of opera-feel that dime play is important, a tors, as was done in Canton, O., and lot of them feel that it is not No. 1 on the agenda. The Garden State competitive situation is rough, and D. C., disk jockey co-operation was several operators said they would obtained and deejays frequently want to see equitable commission arrangements and rigid front money agreements established before they tackled dime play.

The newly formed Eastern Massachusetts Operators' Association is anxious to get 10-cent play underway in New England. The organization has called in representatives of the Connecticut Music Operator's Association, where 10-cent play has been started, to discuss the most expedient methods of getting the move started. Currently, less than 1 per cent of Eastern Massachusetts locations have been converted.

The Philadelphia and Baltimore 5-cent play still predominates, but reports of 10-cent conversions are coming in. In both cities, operators seem to be making a concerted conversion effort.

Wide Range

Conversion rates on the Eastern Seaboard range from 75 per cent in Westchester County to less than 1 per cent in Boston. Yet there is little doubt that current figures will be meaningless by the year's

Operators have long realized that the economics of routes justify dime play. Now, it appears, they are doing something about it.

10-Cent Debut Methods Vary

Continued from page 148

since the end of World War II, their move to dime play. that accessories had gone up 300 | Promoting good will for dime in the same period.

THE BILLBOARD

phone call, a shoe shine, a streetcar of records, equipment, etc. fare, a cigar, an ice cream cone, a U. S. post card and other small live methods of promoting public common items which have doubled good will on-location was used by or tripled in price in the last 15 R. C. Blackburn, head of Redwood

actual cost to each of the 18 firms play across to the public was to co-operating was negligible.

dime play have ranged in design necessary. Equipped with ready It pointed out that 10-cent play from graphs to little four-line answers, Blackburn's locations enabled the location to get better poems. (Elsewhere on this page is quickly smoothed the feathers of

There are nearly 1,700 juke he knows that he can hear the graphs. of EP selections. With each dime, lections climbed considerably just the customer has a choice-he can by eliminating the nickel chutes. location owner did object, it was play one current popular tune or because a nearby bar was on a he can select an EP disk, equivalent nickel play and the tavern owner in playing time of two current

Neither juke box manufacturers itself, or where the nearby bar nor record companies have over-

The Rudolph Wurlitzer Company unveiled a new phonograph last month with the center portion of the selector panel equipped with programming on their phonographs. Wurlitzer distributors were instructed to aid operators wanting to switch to dime play thru the use of the longer playing disks.

Record manufacturers, too, are currently pushing EP disks to operators. In two weeks, these companies will present attractive EP package deals to music operators at the Music Operators of America convention at the Morrison Hotel

Another media used to soften the price increase of juke box music to the public has been the radio. Because radio stations devote more time to recorded music than any other type of show, and because they concentrate on a local area, it proved an ideal way for operators to inform the public of coming dime conversions and to give the reasons for the change. Additional advantages of radio commercials are that they work equally well in both large and small cities and that the cost of advertising is not too expensive, in that the costs can be tors, as was done in Canton, O., and Detroit within the past six months.

In some cities, like Washington, gave plugs favoring 10-cent play.

In towns or cities where the cost of newspaper or radio advertisements can not be split up between operators, because of lack of co-operation, or in areas where neither would be practical, operators have used on-location promotion. This does not mean, however, that operators who used one method refrained from using the other. Members of the Cleveland Phonograph Merchants' Association have used radio, newspapers, streetcar cards, location posters and juke



equipment had risen 200 per cent | box stickers to soften opposition to

per cent, and that salaries and play from within a location has wages had climbed 150 per cent been handled in various ways. The Crest Amusement Company, of Then followed 14 items, their Glendale, Calif., distributed leaf-1939 retail price and 1954 prices. lets in its locations explaining the Listed were a cup of coffee, a tele- need for dime play-higher cost

Probably one of the most effec-Music Company, Eureka, Calif. Altho the ad was too expensive Blackburn decided that the best convince location owners and loca-Other types of ads announcing tion employees that the change was

Other methods of promoting conhave used Extended Play records location have included posters, as a wedge to introduce dime play.) stickers on juke boxes, placards in Experience proved that a juke booths, reprints of newspaper drop a dime into a phonograph if tion inside the dome of phono-

Still another method of easing grammed their phonographs with Jersey operators who experimented anywhere from 25 to 40 per cent with two tunes for 10 cents. Col-

> Next Week: The third and final article on dime play will cover the various methods used by operators making conversions-stepping up equipment, converting block by block, etc. It will blueprint collection patterns immediately following conversions and three or four months later. It will also point out the types of locations most often converted first and also the reasons why some locations are still not converted.

MANDELL GUARANTEED **USED MACHINES**

N.W.	DeLux	4 3f es	5¢ Com	b	\$12.00
N.W.	#39 1	Porc.			7.95
N.W.	#33 1	Porc.	8.G		6.50
Maste	er le B	ulk Po	rc		6.50
Maste	or Se B	ulk Po	rc		6.50
Maste	or le &	Se Bu	lk Porc		6.95
Colur	nbus 1	e Bulk			6.50
Silve	r Kine	It B.G	or Me	50	7.45
Silve	r King	5e			7.45
Exhil	sit Pos	t Card	(Metal		15.00
Adva	nce at	te B	6		6.45
Adva	nce #1	1 Mdee			5.95

MERCHANDISE & SUPPLIES

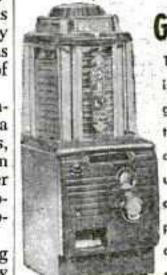
Pistachio Nuts, Jumbo Queen 9 Pistachio Nuts, Vendor's Mix Pistachio Nuts, Sheik Cashew Whole
Cashew Butts
Peanuts, Jumbo Spanish
Mixed Nuts
Almonds, 480 ct., 5 lbs., vac. pk.
Baby Chicks
kainbow Peanuts
Boston Baked Beans Jelly Beans
Licorice Lozenges
Leaflets (similar to M & M), 550 ct.
Assorted Fruit Charms, 100 ct.

1/3 Deposit, Balance C.O.D.

SALES AND SERVICE CO MOE MANDELL 446 W. 36th St., New York 18, N. Y. LOngacre 4-6467

GET YOUR SHARE OF THE BIG PROF

WITH THE FAMOUS PACKAGE



GUM VENDER This amazing vender is a sure bet for big gum profits. A rotating merchandise drum with five columns vends a total of 95 standard nickel packs. "Visidome" display top attracts

GUM VENDER You'll hit the jackpot with this tab vender. New "Quick Change"

merchandise drum cuts servicing time in half. Ten columns for wide selection and bigger capacity have doubled and even tripled sales.



through the famous Northwestern Jet. Vend ball gum, ball gum and charms, or capsules — 1¢, 5¢ or 10¢ play. Available in chrome for outstanding flash.

Wire, write or phone for complete details

THE NORTHWESTERN CORP.

235B East Armstrong Street, Morris, III.

GET ACQUAINTED WITH CHAMPION Send only \$1.00 for

CHAMPION Gum & Charm Vendor, Satisfaction Guaranteed. Free Charm price list. CHAMPION VENDORS SUPPLY San Antonio, Tex. 1119 E. Houston



MAKE MORE MONEY IN VENDING! Read The Billboard Every Week

For the biggest vending opportunity—for the latest prices on new and used vending equipment—for every bit of significent news in your industry.

Enter a Money-Saving Subscription Now!

Fill out this coupon and mail today.

Saves you more than 20% on newsstand price.

The Billboard, 2160 Patterson St., Cincinnati 22, Ohio Yes - Please send me The Billboard for one year at \$10. (Foreign rate, one year, \$20)

City State Zone State

Communications to 188 W. Randolph St., Chicago 1, Ill.

The said that

Mfrs. Ship 20 New Models This Year

Output High; New Ideas Bowed; Gun Games Popular; 5-Balls Try Dime

than 20 new coin machine models Manufacturing Company, Genco have been shipped to distributors | Manufacturing & Sales Company,

novelty games.

when 113 new models were in games in April, 1954. troduced in the 12-month period.

Significant among the number of games produced this year is the continuing popularity of the .22 rifle game which operates on

Coin Leaders Discuss Plans For UJA Fete

Continued from page 147

ford, Perry Lowengrub, Al Miniaci, Sanford J. Moore, J. P. Orleck, William Rabkin, Morris Rood and Lou Rosenberg.

Also Barney Schlang, Al Schesinger, Jack Semel, Al Simon, Dave Simon, Harry Siskind, Bob Slifer, Bally Bows Nathan Solow, Aaron Sternfield, Barney Tannenbaum, Isidore Usi-

S. Denver, Sidney H. Levine, Jack J. Mitnick, Mike Munves, Meyer C. Parkoff, Harry Rosen and Barney Sugerman. Sugerman is chairman New PISTO of the affair, and Nash Gordon is

ufacturers will donate equipment nounced this week the production to the drive, the purchase price to of Bull's-Eye, a new pistol game go to the fund. Window signs are designed especially for kiddies. also being prepared for local distributors.

Banner Completes New Parking Area

PHILADELPHIA, March 19.-The \$60,000 parking program a hit on each target. launched by the Banner Specialty Company here was completed this week with the blacktopping of an area to accommodate 35 cars, I. H. faloes, moose and mountain lions. Rothstein, company president, an-

According to Al Rodstein, vice-president, the 60-foot loading platform can handle eight trucks at one time. Banner purchased and tore down six old buildings at the rear of its property to create the player is automatically rated acparking area.

Banner customers were forced to man rating, 16-19 hits, a sharpcruise around for space or double shooter, and 20 hits, or a perfect park and risk tickets.

CHICAGO, March 19.-More direct electrical contact. Williams around the country since January 1.

Broken down, this includes 6 Exhibit Supply, have all, in that order, produced new rifle games this seven-year-old republic carries weight—solely coin-operated scales.

About 20 rifle game models of Thus far, this year is keeping this type have been shipped since pace with 1954's production rate, the initial appearance of these

Dime Play Move

A noteworthy trend developing this year is the move to dime play for five-ball pin games. Sam Stern, Williams executive vice-president, expects the majority of the firm's five-balls to run off the production lines this year equipped for dime play, if the necessary co-operation is received from operators and distributors thruout the country.

Alvin Gottlieb, D. Gottlieb & Company, announced this week that the firm's new line of multipleplayer five-balls would feature dime play. Duett, a two-player,

Two new coin machines now in production by Bally Manufacturing Company are aimed at the (Continued on page 157)

skin, Max Weiss and Jack Wilson. Bull S-Eye,

CHICAGO, March 19.-Bally Juke box and coin machine man- Manufacturing Company an-

> The unit requires 11/2 by 3 feet of floor space and has a step-up platform that permits junior marksmen

> The pistol is a "six-shooter" type, but the player gets 10 to 20 shots for a nickel. The game resets after 10 shots, if the player has scored

The 10 targets, reflected from the bottom of the cabinet onto the backglass, consist of bears, buf-The targets appear at two different range levels. When hit, each of the targets falls back and disap-

Automatic Rating

At the end of the game the cording to the number of hits he Before the new parking set-up, has made. Ten hits scores a marks-(Continued on page 157)

British Kiddie Rides Mostly Hand Built

STREATHAM, England, March | kiddies. The firm holds sole rights 19.-The majority of British kiddie for reproducing Muffin the Mule rides are built by hand.

Edwin Hall & Company, one of the principal British kiddie ride manufacturers, stated: "We have the company are Space Ship, Tug not the same large prospective Boat and Cowboy Horse. New our machines cannot be mass Industries Fair are a Helicopter built."

manufacturing kiddie rides for in stores. approximately 18 months. The firm also makes showmen's equip- first not so popular in England, ment, brightly painted and more but after the installation of music

The company's best money became an attraction. maker in England has been a ride maker in England has been a ride The company's rides are now called Muffin the Mule, which is in many of the main stores in an adaptation of an animal charac- London, and there is a waiting ter featured on a British television list requesting the rides, according tel Sherman, Chicago, March 28 show, a great favorite with English to the firm.

as a kiddie ride.

Chief Models

Other chief models produced by market as in America, therefore models to be shown at the British produced-they are mostly hand and a Trackless Railway Engine which can hold about 10 children, The Hall Company has been can pull trucks and could be used

The Cowboy Horse unit was at or less to individual requirements, in connection with the ride it

TRADE ABROAD

Coin Scales Sole Units In Israel

There is not a juke box, vending machine or coin amusement game in the land. The only coin units in the country are 60 scales operated by the Mishmar Halruit Company, which has been in business for more than 50 years.

Most of the models, of British and American manufacture, date back to the formation of the company. The two latest models are of pre-World War II make.

Importation of parts is forbidden, thus forcing the operator to replace parts from one machine to another. As a result, most scales are unrecognizable from the originals. All machines must be placed outside, (Continued on page 157)

five-ball set for dime play, was shipped to Gottlieb distributors N. Y. License Bd. Vetos Baseball; To Reconsider

NEW YORK, March 19.-Operators of the several hundred Williams baseball games in New York City got bad news from the Licensing Committee Friday (18).

A delegation from the Associated Amusement Machine Operators of New York, consisting of Lou Rosenberg, president; Ira Zucker, board member, and Ted Blatt, counsel, was told that the game, in its present form, could not be licensed.

However, the coin delegation was told it could resubmit the machine Monday (21). Objection was that the cumulative effect in scoring could make it adaptable as a gambling device. The unit to be resubmitted will have the cumulator elminated.

I. E. C. Steps Up Run on Monkey Climb

AURORA, Ill., March 19.-The Industrial Engineering Company announced this week it had leased additional floor space and was stepping up production on its new game, Monkey Climb.

John Randell, president of the firm, said that company representatives were giving operators demonstrations of the game in their home areas.

Industrial has been in the process of development and experimentation as well as field testing during the past year, and has had Monkey Climb in only limited production since the first of the year.

Game Features

Monkey Climb features lifelike monkeys twisting, turning and climbing up and down trees, attempting to beat an automatic 'Champ" monkey to the top. The monkeys climb or descend according to how skillfully the player operates a plunger, which in turn operates a ball in a moving track.

The game is designed especially for what Randell ealls "the higher class, previously unsecurable loca-

"Our whole thinking has been along these lines," Randell said. "Now it is starting to pay off as we are getting that type location."

The company plans to display the Monkey Climb unit at the Hothru March 30.

CHANGE SERVICE

Handy Nickels, Dime Up Takes, Good Will

ST. LOUIS, March 19.—One of nickels and dimes is rushed the swiftest methods of building him. This is true of any he good will with location owners and the night or day. retaining amusement game spots over a period of years, is high- ually diminish in every case, speed "change service," according man has found, as barte to Ted Wortman, head of Plaza restaurant owners and other Amusement Company here.

Plaza has built up one of Mis- nickels. Most location owner souri's largest amusement game found, grow a bit apologeti operations on the strength of continuously requesting 'extra service to the customer," and currently has spotted upward of 700 games thru the city and its rates heavily in the active suburbs. Included are all varieties schedule required for operat of amusement games, from shuffle string of amusement games bowlers and shuffleboard games the Plaza banner, is constant thru five-ball pin games and gen- tion. eral novelties.

Shortly after founding Plaza cation only for a maximum Amusement Company, Wortman resolved to see to it that no location owner would run out of nickels during the busy late evening, when, normally, play is at its removed and relocated wh height.

up a new location, he invited the haulage expense, but cert location owner to ask for all the far better over-all profit si nickels he could use from the serviceman or mechanic visiting the location and in addition, to take advantage of "change service."

Under the latter plan, any cooperating location owner, when he sees a paucity of nickels developing, needs only to dial the Plaza number, whereupon a supply of

TOLL-TV

Coin Video Idea Stirs Film Group

ATLANTA, March 19 .- A former president of the Theater Owners of America, Alfred Starr, of Nashville, told a group of 70 Georgia, Florida and Alabama theater owners here to fight coin-operated TV. He is chairman of the Toll- scores are registered on TV Committee which is opposing reels on the backglass. pay-as-you-see television.

Starr warned that if the Federal including roll-over button Communications Commission gives tacts, and ball-bumpers, but the nod to coin TV, it might put bonus score. This score the nation's theaters out of busi- by the player when he land ness quickly. He opined that if it in a large center bonus were sanctioned, it would lead to the hole is made when lig general toll-TV. Competition, he player gets 10 times the to said, would force all stations to cated on a row of lightadopt this system and bring an end bers below the hole. The to sponsored programs.

Coin-operated, or subscription Other game features TV, according to claims by their button-operated ball flippe backers, would let viewers see first- bottom of the playfield wh run films, sporting events, Broad- balls back up the play way musicals and other special added action. If the

Change service requests trained to lay in a supp service.

Another factor which W

Every game operates in predetermined on the basis experience. Even tho pr may look golden for leaving place for another month or proper date comes up. The Consequently, whenever he set sult is a bit more in the

Duette New Two-Player

CHICAGO, March 19.4 a new two-player five-ball was shipped to distribute week by D. Gottlieb & C

Duette is the second of of "new look" multiple-play ball games to be produced firm. The initial multiple Super Jumbo, which permi four players to compete game, was shipped late in

In the Duette game, each shoots a ball in turn and in

Score features on the bers range from 10 to 29.

(Continued on p

Cincy Council Kills Pin Ball Proposals

CINCINNATI, March 19.-The should await a final add City Council this week turned of the legality of pinb down a proposal to outlaw pinball added he was against games and defeated an ordinance them for economic reason to tighten licensing regulations which would have virtually banned would put out of ope

An ordinance by Vice Mayor were just able to get by Dorothy Dolbey to prohibit any help of pinball revenue. coin-operated machines that could be adapted for illegal use was would have virtually rejected by a 7-2 vote. A companion ordinance for repeal of banned games that co pinball licensing was also rejected, more than one coin per and finally, a compromise ordi-ball games, games that nance that would modify regula- building attachments or tions was defeated by a 5-4 vote. free games, and any equi

Mayor Carl W. Rich, law electrical or mechanic committee chairman, advised that ments that took away to no action be taken on pinball the player. licensing changes until after a final decision by the courts as to finding that city pinball legality of the games.

Await Court Ruling Councilman Al Jordan agreed with Mayor Rich that the council

Jordan said a ban on number of small busines

The compromise pinball operations. It we

A master commission 'gambling devices" w last week by the First Court of Appeals. The

(Continued on

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THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

AMUSEMENT GAMES

	Issue of	Issue of	Issue of	Issue of
	Mar. 19	Mar. 12	Mar. 5	Feb. 26
(United)	\$49.50 50.00 99.50	\$25.00 50.00	\$49.50 50.00	\$49.50 50.00
Star (Gottlieb)	325.00	99.50 325.00	99.50 325.00	99.50 375.00
ly & Navy		60.00	95.00(2)	96930000
entic City (Bally)	95.00 114.00 115.00(2)	95.00 110.00 115.00(2)	95.00 100.00 115.00(3)	95.00
2.0	125.00 130.00	125.00 130.00	125.00 130.00	115.00(2)
[S]			According to the second	125.00 130.00
eball, 6 player				
Chicago Coin)				395.00
Chicago Coin)	145.00 195.00	195.00	95.00 145.00	145.00 195.00
The state of the s		20	175.00 195.00	000.01
ketball (Genco) ketball, Two Player				200.00
Genco)	225.00 350.00	225.00	225.00 300.00	235.00 325.00
ch Club (Bally)	240.00 250.00	240.00	265.00 270.00	265.00 270.00
1	265.00 274.00	250.00(2)	275.00(5)	275.00(4)
	275.00(3) 285.00	260.00 265.00 275.00(4)	285.00	?85.00
	8012-00	285.00	V2222222222222	02501030103010301
sty (Bally)	205.00 210.00(2)	190.00 205.00 210.00	210.00 220.00 225.00(4)	210.00 220.00 225.00(4)
	215.00	215.00(2)	223.00.13	125.00(4)
Bop (Exhibit)	225.00(3) 84.50	225.00(2) 84.50	84.50	84.50
ro,	504.50	49.00	64.50	04.50
Ben Skies (United)	40 50	190.00 49.50	40.50	40.50
on (Williams)	49.50	69.50	49.50 69.50	49.50 69.50
ing Champ (Gottlieb)	59.50	59.50	59.50	59.50
et Lights (Bally) et Spot (Bally)	92.50	50.00 60.00 85.00	85.00	85.00
lo Bill (Gottlieb)	59.50	59.50	59.50	59.50
na (United)	165.00(2)	165.00(2)	165.00(2)	165.00 185.00
00 750 min 1 100	203.00127	185.00	185.00	
jon (Bally)ge Daze	20	79.50 24.00	79.50	79.50
Island (Bally)	75.00(3) 85.00	60.00 75.00(2)	55.00 75.00(3)	75.00(4) 80.00
Washington Colored Washington Colored Colored	95.00	80.00 85.00	80.00 95.00	85.00 95.00
(United)	150.00 175.00	95.00 150.00 175.00	150.00 175.00	150.00 175.00
	AMERICAN AND AND AND AND AND AND AND AND AND A			
Derby (Williams)	275.00	275.00 95.00	275.00	275.00
21	93579193	((148083)	150.00	ST-UZ-CHOPQUON VARIONOS POR FI
Baseball (Williams)	325.00	171	175.00 325.00	175.00 325.00
e Shuffle		59.50	59.50	59.50
Ranch (Bally)	265.00	265.00	185.00 275.00	275.00 285.00
reach todily)	295.00(4)	275.00(2)	295.00(3)	295.00(3)
177		295.00(3)		STATISTICS OF
Ball	50.00			
y	65.00 49.50	65.00 49.50	65.00 87.00 49.50	49.50
Genco)	59.50 75.00	59.50 75.00	59.50	59.50
Star (United) Jorsemen (Gottlieb)	99.50	79.50 99.50	79.50 99.50	50.00 79.50 99.50
(Williams)	59.50	59.50	59.50	79.50 99.50 59.50
(Bally)	135.00	135.00(2)	135.00	135.00
	150.00(3) 175.00(2)	150.00 165.00 175.00(2)	150.00(2) 155.00	150.00(2) 155.00
			175.00(2)	175.00(2)
Nugget	85.00 99.50	85.00 99.50	99.50	99.50
(Exhibit)	49.50	49.50	49.50	49.50
up (Bally) Pastures		59.50	59.50 170.00	59.50
Dolls		75.00	270.00	
Excellence source and source and the second		95.00	95.00	
P	315.00	235.00 315.00	275.00 315.00	245.00 275.00
(Halland)		205 00 225 00	295.00 315.00	315.00 295.00 350.00
(United)	355.00	295.00 325.00 355.00	355.00	355.00
er	75.00	75.00	75.00(2)	75.00(2)
Bally)	332.00 345.00(2)	325.00 335.00(2)	345.00 350.00(2)	345.00(2) 350.00(3)
	350.00	345.00(2)		HERETOERS
Run (Gottlieb)		350.00 49.50 109.50	109.50	109.50
ong		39.00	1777-1767	207.50
lics	300.00	285.00	300.00(2)	300.00(2)
1165	310.00(3)	300.00(3)	310.00 315.00	315.00(2)
	325.00	310.00(2) 315.00 325.00	325.00 335.00	325.00(2)
177		313.00 323.00		
pecials (Bally)	75.00	54.50	75.00 54.50	75.00 54.50
Jacks		50.00	34.30	34.30
deman (i		24.00		
(Chicago Coin)	89.50	24.00 89.50	89.50	89.50
at (Gottlieb)	79.50	29.00 75.00	75.00 79.50	75.00 79.50
	125.00	79.50 89.00	125.00 130.00	
United)	80.00	27,00	80.00	80.00
ne (Keeney)		35.00		35.00
ing (Williams)	59.50	59.50	59.50	59.50
• • • • • • • • • • • • • • • • • • • •		235.00		

E HAVE LOST OUR LEASE

t dispose of 100 of the best Arcade Pieces on the market April 25th. Can be inspected in operation at Queen ater Arcade, 1503 Elm St., Dallas, Texas.

for sale Two Complete Road Arcades. Full details ished on request.

Contact

ALBOX DISTRIBUTING CO.

Distributors Bally and Exhibit Products

MAIN STREET

Phone: Victor 1671

DALLAS 26, TEXAS

Maryland (Williams)	Issue of Mar. 19 69.50	Issue of Mar. 12 69.50	Issue of March 5 69.50	Issue of Feb. 26 69.50
Mexico (United)	345.00	345.00(2) 375.00(2)	325.00 345.00	295.00 345.00 345.00 375.00
Niagara		39.00	79.50	79.50
Nine Sisters	8004-800	95.00	125.00	590040
Oklahoma (United)	69.50	69.50	69.50	69.50
Palisades	115.00 124.00	90.00 115.00	95.00 115.00	95.00 115.00
Palm Springs (Bally)	125.60(4) 310.06(2) 325.00(3)	125.00(6) 285.00 310.00(4) 325.00(3)	125.00(3) 310.00 320.00 325.00(4)	125.00(3) 310.00 320.00 325.00(4)
Paradise (United)	49.50	49.50 24.00	49.50	49.50
Pennant Baseball (Williams). Pinch Hitter (United)	59.50	59.50	215.00 59.50	215.00 59.50
Pinky (Williams)	79.50	79.50	79.50 135.00	79.50
Poker FaceQuarterback (Williams)	135.00 75.00	75.00	75.00	75.00
Rio (United)	225.00 275.00	215.00 225.00	275.00	275.00
Rondeevoo (United)	49.50	275.00 49.50	49.50	49.50
Saddle & Turf (Evans)	*	295.00	175.00 275.00	175.00 295.00
Saddle & Turf, Club Model			295.00	
(Evans)	275.00 325.00 49.50 125.00	275.00 325.00 49.50	325.00 49.50	250.00 49.50
Screwball (Genco) Set Shot Basketball, 2 player	49.50	49.50	49.50 345.00	49.50 345.00
Shoot the Moon	50.00	777.00	175.00	175.00
Silver Skates Singapore Ski Way	450.00	54.00 450.00 135.00	475.00	475.00
Ski Way Slugfest South Pacific (Genco)	54.50	54.50	75.00 54.50	54.50
Special Entry (Bally)	ALCOHOLOGICA DE LINGUES	49.50 60.00 65.00(2)	49.50	49.50
Spot-Lite (Bally)	75.00 85 G0(2) 95.00 100.00	69.50 70.00 75.00 85.00(2) 95.00	55.00 60.00 65.00 70.00 75.00 90.00(2) 100.00	60.00 65.00 70.00 75.00 95.00(2) 100.00
Stars (United)	8 #	65.00 95.00	65.00	65.00
Summertime (United) Sunshine Park (Bally)	49.50		49.50 50.00	49.50 50.00
Super World Series (Williams)	2	95.00		
Surf Club (Bally)	350.00 365.00 375 ₂ 00(3)	335.00 350.00(3) 375.00(3)	350.00 370.00 375.00(3)	350.00 370.00 375.00(3) 385.00
Tahiti	69.50	175.00 195.00		
Tampico (United) Texas Leaguer (Keeney)	23,000	69.50 69.50	69.50 69.50	69.50 69.50
Three-of-a-Kind	18.50 175.00	18.50	18.50	18.50
Times Square	49.50	49.50	75.00 49.50	49.50
Tropics	149.50 175.00 225.00	175.00(3) 225.00 49.50	149.50 175.00 195.00 225.00 75.00	149.50 175.00 225.00
	405.00	515.00 525.00		E10.00 E2E.00
Varieties	495.00	55.00	525.00 550.00(2) 55.00	510.00 525.00 550.00 55.00
Yacht Club (Bally)	125.00(2)	125.00(2)	125.00	125.00
9 2	135.00 145.00 150.00 155.00	135.00(2) 145.00(2)	135.00(2) 145.00 150.00	135.00(2) 145.00 150.00
**	160.00 175.00	150.00 160.00 175.00	160.00(2) 175.00	160.00(2) 175.00
Zingo	65.00	65.00	65.00	65.00

Halley Leaves on Inspection Tour

NEW YORK, March 19.-William J. Halley, president of the P. Lorillard Company, left Monday (14) for Richmond, Va.; Danville, Va., and Greensboro, N. C., on a survey of the company's branch

This is the second leg of his 25th annual plant tour. He had also visited plants at Louisville and Lexington, Ky., this year. Halley will inspect the cigar plant at Richmond, the leaf plant at Danville and the plant under construction at Greensboro.

Paul Price Ready On Whistle Charm

NEW YORK, March 19.-The Paul A. Price Company this week went into production on its police whistle, with first shipments to go out soon after April 1.

The charms are designed for either 1-cent or capsule sales. Construction is interlocking tongue and groove. The item is available in a variety of colors.



FOR SALE

Skill-Pool, All-Star, Happy-Go-Lucky, Happy Days, Quartette, two Spot Bowlers, Four Horsemen, Triplets, Rose Bowl, Globe Trotter, Minstrel Man, Joker, Chinatown, two Hong Kongs, Four Corners, Whiz Kids, Twenty Grand, Dominae, waste of the control Dominoe; overhauled, cleaned and ready to go. \$40 each singly or \$25 each for the lot. Buy or trade for Rifle Gal-leries or Philadelphia Skee-Ball, FUNLAND, York Beach, Maine.

MARKET PLACE COIN MACHINE INDUSTRY The Matiegal Exchange for Coin Machine Persennel, Products, Services and Opportunities

B. S Ind.

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trations or cuts permitted. RATE: \$1.00 a line-\$14.00 per inch. CASH WITH ORDER

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Business Opportunities

COIN RADIOS AND TELEVISION—BUY direct from manufacturer and save; steel cabinet, modern design, coin rejector; write for prices and full story. Coin Radio & Television Corp., 190A Duane St., New York City York City.

FOR SALE AT DISTRIBUTORS' COST— Buckley's "Electronic Pointmakers," brand new, in original crates, never un-crated. Box M-115, c/o Billboard, Cincin-nati 22, Ohio.

FOR SALE OR RENT-GREYHOUND IN-door Baseball Game, Scientific Skeeballs. Star, 1510 Surf Ave., Coney Island, N. Y. ES. 2-9210, 2925. NEW COIN MACHINES—GILLETTE BLUE Blade, Tissues, Bail Point Pen, 10 or more, \$19.95. Write Standard Mig., Hubbard Woods, Ill.

VENDING MACHINES

Tissues, Sanitary Napkins, Cosmetics, Cigarette, Candy, etc. Simple, practical, low cost vending machines designed and produced for any purpose.

POLARIS MANUFACTURING CO. Peru, Illinois

Help Wanted

PROMOTIONAL FRANCHISE MEN—NEW exclusive name brand deal. Non-vending. Write to Box 31, St. Louis Park Branch, Minneapolis, Minn. ap9

WANTED — BINGO AND SHUFFLE ME-chanics; good pay and good working conditions. Persons must be sober and fur-nish reference. Write Box 733, The Bill-board, Chicago, Ill. my7

Parts, Supplies & Services

CLIP AND SAVE THIS AD! OPERATE Acorn Vendors? #10-66 center springs (usually 40¢ ea.); our price only 29¢ ea.; \$26 per 100 postpaid, Lay in a year's supply at this low price. Duo Distributing, 826 Elaine Rd., Columbus 13, Ohio.

COIN-OPERATED TIMERS—ELECTRONIC, automatic; no buttons to push or mechanical lever 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. ap9 DRESS UP YOUR WURLITZER 1915— Closing out Ambassador Kits, \$20 com-plete; Arches, only \$8.50. Few left. Box 13, Topeka, Kan.

FAST COIN WRAPPER—NEW PATENTED principle. Wrap your coins 3 to 5 times faster with Coin-Scoop Kit. No fumble. No tumble, Money back guarantee. Coin-Scoop, 100 wrappers, gauge, instructions, \$1.98 postpaid. Coin-Scoop, Eilicott City, Md. mh26

LEAF BRAND BALL GUM—28e; 200 LBS. or more prepaid; 8 Atlas Bantams, 5e merchandise. \$4; perfect; 50% deposit, balance c.o.d. Devices Novelty, 808 Milwaukee Ave., Chicago 22, III. SEeley 8-0333.

STAMP FOLDERS DIRECT FROM MANU-facturer; unlimited quantities, immediate delivery. Write for prices. Veedco Sales Co., 2124 Market St., Philadelphia 3, Pa. LOcust

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. POSTEI

.....................

Chicago 16, III. CIGARETTE MACHINES — DU GRENIER 7
col. S, \$45; 7 col. V, \$50; 9 col. W, \$55;
Rowe Imperial, 6 col., \$45; 8 col., \$50;
Uneedapak E, 6 col., \$45; 8 and 9 col., \$55;
Quarter operation, refinished, ready for location. One-third deposit required with order, balance c.o.d. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia, Pa. EVergreen 6-4244.

FOR SALE — TEN SUPER-VEND MA-chines, 3 selection, 1000 cup capacity, with coin changers, Excellent condition. Used only six months. Price, \$210. Write B. Studtmann, South Fifth St., Chesterton,

FOR SALE—USED PINBALLS OF ALL types and Free Play Consoles; Coney Island, \$35; Skipper Skill Game, like new, \$25; Wurlitzer 1015, \$50; AMI Model C, \$165. Both music in nice shape; will buy standard Draw Bells. Frank Guerrini, Burnham, Pa. mh26

POKERINO — COMPLETELY REFINISHED and rebuilt; fine condition, all new contacts. James Travis, Box 206, Millville, N. J. Talenhana 2057. I. Telephone 2057-J.

SKEE-BALL ALLEYS FOR SALE—4; GOOD condition; best offer. Jack Zakin, 150-47 75th Rd., Flushing 67, N. Y.

2 SANDWICH MACHINES. PRESHWAY refrigerated. \$200 ea. in good condition. Vendomatic. 1637 S. La Cienega Blvd., Los Angeles, Calif. ap2

50 1¢ AND 5¢ BULK VENDING MACHINES. Like new. \$6.50 each. 1/3 down, bal. c.o.d. Eddie's Wholesale Co., 400 Cotton-wood, Ellis, Kan.

300 VICTOR "V" REBUILT 1s BALL GUM & Charm vendors, glass globes, Sidmor wheels, \$8.50 each; one or all. Adair Co., 6900 Roosevelt, Oak Park, III.

Wanted to Buy *********************

CIGARETTE, CANDY AND OTHER VEND-ing machines; give full description and lowest prices. Box 673, The Billboard, Chi-cago 1, Ill KWIK KAFE CUBS. GIVE FULL DE-scription and price. Coffee-Break Serv-ice, 1637 S. La Cienega Bivd., Los Angeles, Calif. ap2 Calif.

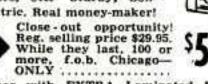
MACHINES WANTED — WE BUY ALL types of Vending Equipment and Counter Games. Write, describing machines and giving us your "Rock-Bottom" price. Rake, 609-C Spring Garden St., Philadelphia 23, ch

VICTOR TOPPERS WANTED—ANY QUAN-tity; give full details. Box M-116, c/o Billboard, Cincinnati 22, O. ap23 CIGARETTE MACHINES — REAL LOW prices DuGrenier 7 col.; Uneeda, 5 col.; Rowe, 8 col. quarter operation; candy machines, U Select It, 74 bar; DuGrenier, 72 bar, all machines \$25 each. Cookie machines, \$10 each. Harris Vend, 2717 N. Park Ave., Philadelphia, Pa.

COIN MACHINES

Selling Organizations Established Operators

Novel, attractive "IQ" vendor with napkin holders. Set up in cafes, taverns, diners, etc. Sturdy; nonelectric. Real money-maker!



Comes with EXTRA Laminated Front to convert, operate as Fortune Machine (in-stead of "IQ"). Tickets available - 500

> COPPERITE, INC. 74 W. Washington Sf. (Dept. 15) Chicago 2, III.

F. L. Mautz, K. & M. Co-Partner, Dead

SYRACUSE, March 19.-Frederick L. Mautz, one of the partners of the K. and M. Company, vending and amusement game firm here, is dead.

Business of the company is now being transacted from the residence of Charles Keppler, other partner in the firm. Keppler's address is 340 Roxford Road South, Syracuse.

> Admen of every kind Endorse The Billboard as a TOP SELLING FORCE

30 years ago

20 years ago

10 years ago

and now

Then and Now...the

World's Largest Distributors!

Throughout these years, many hundreds of

As then and now, Southern Automatic offers

splendid products of the

financial arrangements to suit

operators have been our friends.

We have to offer:

LOUISVILLE, KY.

LEXINGTON, KY.

the same co-operation to all operators.

top manufacturers

all operators' needs

To the best of our ability, we will continue

Our sincere best wishes to you all

SOUTHERN AUTOMATIC

MUSIC CO., Inc.

Distributors of

WE'RE BUYING HIGH!

*CALL ASCME—BE 5-6770
WE CARRY . . . A full line of all makes late Bingos and Shuffle

CALL ASCME—BE 5-6770 COMPLETELY SHOPPED-QUICK DELIVERY NOTICE-

LET'S HEAR FROM YOU!!!

*(ASCME)

KE BOXES

CINCINNATI, OHIO

INDIANAPOLIS, IND.

service at its best

to assist our operator friends.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES

ARCADE EQUIPMENT

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 venders, only the single machine price is listed. Any price obviously

	Issue of	Issue of	Issue of	1550e J
ABT Challenger	Mar. 19 \$20.00 75.00	Mar. 12 \$20.00 25.00	Mar. 5 \$20.00 25.00	Feb. 20 \$20.00 75.00
Art Show		75.00		49.50
Barrel Roll (Jennings)	(<u>22333</u>)	160806	1000000	512504T 125E
Baseball (Scientific) Basketball (Scientific)	79.50	79.50	79.50	75.00 79.50 75.00
Bat-a-Score (Evans) Bat-a-Score Sr	125.00 175.00	125.00 175.00	145.00 175.00	175.00 125.00
Best Hand	125.00 150.00	19.00 150.00	145.00 150.00	150.00
Big League (Williams) Big Top	395.00 395.00	395.00 475.00	395.00	395.00
Carnival Rifle Gallery		385.00	385.00	
(United) Carnival Gun (United)	364.50 395.00(2)	395.00(2)	395.00(2)	395.00
Chicken Sam (Seeburg)	99.50	99.50	99.50	99.50
Coon Gun (Seeburg) Coon Hunt (Seeburg)	179.50 235.00	295.00 235.00 250.00	250.00	235.00 250.00
Dale Gun (Exhibit)	50.00 65.00(2)	50.00 65.00	50.00(2) 65.00	39.00 65.00
Derby, 4 Player (Chi, Coin)	195.00	89.50 195.00	89.50 195.00	89.50 95.00 195.00
Drivemobile (Mutoscope) Duck Hunter	150.00 165.00 20.00	165.00	165.00	165.00
Flash Hockey (Coinex)	75.00	75.00	75.00	55.00 75.00
Flying Saucer (Mutoscope) Footease (Exhibit)	149.50	149.50	149.50	149.50 95.00
Goalee (Chicago Coin)	95.00 99.50	49.50 95.00	95.00 99.50	95.00 99.50
Gripper	100.00	99.50 19.00	100.00	
Gun Club		HONKO	110.00	
Heavy Hitter (Bally) Hi-Ball (Exhibit)	40.00 75.00	75.00	55.00 75.00	55.00 75.00(2
Hockey (Chicago Coin) Hockey Game (Exhibit)	75.00		50.00	1000001-1000
(Chicago Coin)	195.00	195.00	195.00(2)	
let Gun (Exhibit)	115.00 135.00	125.00(2)	125.00(2)	125.00(2
Jet Fighter (Williams)	145.00 285.00	135.00 145.00 285.00	145.00 285.00 295.00	145.00 285.00
lungle Gun (United)	295.00 365.00	295.00 350.00 365.00	295.00 365.00	275.00 295.00 365.00
Cicker & Catcher	49.50	49.50	49.50	49.50
Mercury Counter Gripper Metal Typer (Harvard)	20.00 150.00	20.00	20.00	20.00 275.00
Metal Typer (Standard)	275.00			195.00
Midget Skee Ball (Chicago Coin)	155.00		175.00	
light Fighter (Genco)	150.00		155.00	155.00
Pee Wee (Genco)	20.00	20.00	20.00	20.00
Photomatic (Mutoscope)	350.00 545.00(late)	545.00(late)	545.00(late) 595.00	545.00(late:
Pistol Pete (Chicago Coin)	65.00 99.50	65.00 99.50	65.00 99.50	65.00 95.00 99.50
Pitch 'Em & Bat 'Em			145.00	WX240
Ray Gun (Seeburg) Rifle Gallery (Genco)	75.00 325.00(4)	75.00 325.00(2)	75.00 325.00(2)	75.00 295.00 345.00
	335.00 345.00 350.00 365.00	345.00 350.00 365.00 375.00	345.00(2) 350.00 365.00	350.00 365.00(2
Round the World Trainer	375.00		375.00 345.00	375.00 375.00
Set Shot Basketball	345.00		151454570	353,500
Shocker (Acme) Shoot the Bear (Seeburg)	24.50 129.50	24.50 150.00(2)	24.50 125.00 129.50	24.50 150.00(2
	150.00(2) 175.00	160.00 175.00	150.00(2) 160.00 175.00	160.00
Shipman Art Show Shooting Gallery (Exhibit)	35.00 49.50 195.00(2)	49.50 195.00	49.50 195.00 255.00	225.00 265.00
	240.00 245.00(2)	250.00(2) 265.00	265.00 285.00(2)	285.00(2 365.00
- 3	275.00 285.00	285.00(2) 365.00	365.00	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,
Silver Bullets		95.00	95.00	10
Six Shooter (Exhibit)	95.00 125.00	95.00 100.00	95.00 100.00	85.00 95.00 100.00
Skee Ball (Genco)	150.00		ar)	175.00
Ski Ball (Genco)	20.00	195.00 20.00	20.00	20.00
ikill Pool	145.00	47.00 145.00	145.00	20.00
Sky Gunner (Genco)	135.00 150.00 195.00	125.00 135.00	135.00(2) 155.00 195.00	135.00 155.00
Team Cold (Exhibits	SOTORES	195.00		195.00
pace Gun (Exhibit) portland (Exhibit) tar Series (Williams)	95.00 125.00 325.00	125.00	125.00	150.00
Star Shooting Gallery	89.50	89.50	89.50	89.50
(Exhibit)	300.00 325.00	325.00(2)	325.00	235.00 325.00(2
Super Jet Fighter (Williams).	110.00	100.00	100.00 115.00	225.00
3-D Theater	115.00(2) 199.50	115.00(2) 199.50	199.50	99.00 100.00 115.00(2)
Three Way Gripper (Gottlieb)	20.00	18.50	18.50	199.50 18.50
(Mercury)				- 89.50
Jndersea Raider	125.00 395.00 495.00	125.00 495.00	125.00	125.00

BILLBOARD ---

495.00

345.00

20.00 39.50

495.00(2)

18.50

39.50

345.00

495.00(2)

39.00 39.50

345.00

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OPERATE 100% LEGAL

STANDARD METAL **TYPERS**

NEW & USED

High quality, straight discs, packed 100 to a roll. Complete line of parts.

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STANDARD METAL TYPER CO. 318 N. Western Chicago 22,

WELCOME, M. O. A.

WANT TO BUY! WILL PAY TOP \$ -CASH or TRADE

DAISY MAY - HAWAIIAN BEAUT -GREEN PASTURES-POKER FACE QUEEN OF HEARTS-HAPPY DAY - GUYS-DOLLS - GRAND SLAM FLYING HIGH-FOUR STARS-CO ONATION — CROSS ROADS — WIL WEST-GLOBE TROTTER-ALL-STA BASKETBALL.

WRITE-WIRE-PHONE!

- NATIONAL

Coin Machine Exchang 1411-13 Diversey Blvd.

Phone: BUckingham 1-6466



PREPAID-CASH WITH ORDE ACENTS WANTED!

CURRIER MFG. CO.



One that is thoroughly expe in shopping machines and t on location. Steady work able, competent, non-drinking Excellent working condition

SALARY \$150 PER Send references and work bad in first letter.

STREAMLINER 333 N. Michigan Chica Phone: RAndolph 6-087

14 22' Shuffleboards, 5 12' Shu Complete with scoring units Fourteen of these units are location. Price \$200.00 ca

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39.50

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LOBE TROTTER 4	0.00
OKER 5	0.00
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IADISON SQUARE GARDEN 3	5.00
	0.00
LD KING COLE 3	0.00
ALISADES 6	5.00
IN WHEEL 12	5.00
UINTETTE 8	5.00
GUNS	
XHIBIT SIX SHOOTER \$ 6	
XHIBIT SILVER BULLETS 4	0.00
	0.00

MS. SUPER JET FIGHTER 200.00 SCALES

BOWLERS HITED SUPER SHUF, ALLEY..\$ 85.00 HITED CLASSIC BOWLER 125.00 H. COIN KING BOWLER 225.00 CLOSEOUT

8000 PUNCH BOARDS 50¢ to \$2.00 each WRITE FOR LIST

hio Specialty Co., Inc WABASH 2465



ADY FOR LOCATIONS

Bally Beauties					\$195.00
Beach Club					240.00
Yacht Club					125.00
Dude Ranch					
Palm Springs .					
Also other Bir					

Deposit, Bal. C.O.D. or S/D.

ICKEY ANDERSON East 11th St. Erie, Penna. Phone 5-7549

20 New Models

Continued from page 154

kiddie field. Bull's Eye, new pistol game, is especially designed for the kiddies, with a step-up platferm to ease their aim. Hot-Rod, newly developed kiddie ride, is an approximate scale model of an old Ford auto, and moves in a gentle roll with the kiddie at the controls.

New Pin Games

United Manufacturing Company, with its production of Manhattan, new in-line pinball, has begun shipment of a new line of pinball games. Manhattan, according to United officials, has a new mechanism used for the first time by the firm. It is more compact, easier to service and has more simplified a d j u s t m e n t controls than previous United pinball mechanisms.

Among the new Arcade games shipping this year is Bing-O-Reno, a rolldown unit produced by the Scientific Machine Corporation, skill-type rolldown. Purpose is to line up five numbers-either horizontally, vertically or diagonallyin six tries. Max Levine, Scientific years before Bing-O-Reno can be for national coverage.

A new development in the shuffle game field this year is the Skill attachment unit, produced by Binks Industries. The unit is attachable to any drum-scoring shuffle bowler, adding up-to-date play features to older model games. Mel Binks, stay. More models of this type Binks president, reports operator will be introduced by the cominterest steadily rising for the attachment unit. Distribution of the units was at first concentrated on the Midwest, and is gradually spreading to other areas.

Thus far new game production seems to be running at an equal pace with 1954. Estimates show that well over 100,000 games were produced during 1954 by Chicago manufacturers alone, while 113 new models of pinball games, shuffle games, gun games, kiddie rides and novelty units were launched thruout the country.

This consisted of 30 pinball models, 30 shuffle bowling games, 15 gun games, 7 kiddie rides and 31 other novelty type gamesincluding baseball games, skeeballs, Arcade novelty games, and other types.

Cincy Council

Continued from page 154

now be argued March 29 before the Eighth District Court of Appeals, sitting in Clicinnati.

Salt Lake County Mulls Pin Licensing

SALT LAKE CITY-Pinball game operations in Salt Lake County were looking up here this week as the county attorney's office announced it was studying an ordinance which would license the games but place a strict control on their use.

The county is considering an ordinance similar to one now in operation in San Francisco. It licenses the games, but provides stringent penalties for their illegal operation. The County Commission is withholding action on the pinball question until it receives the county attorney's report.

An ordinance licensing the games was repealed by the commission last fall, and there is at present no county ordinance governing their operation. An ordinance drafted last month banning the possession of the games was not approved by the commission.

The San Francisco ordinance recognizes pinball games as amusement devices and licenses

them as such. While the Salt Lake County Commission is deliberating, Mayor Lothaire R. Rich of South Salt Lake said his community would persue a stand-pat policy on pinballs until the county takes new action. A ban on pinballs went into effect in South Salt Lake last January. This is reported the only spot in the county where pinballs are prohibited.

Trade Abroad

Continued from page 154

with the government getting a percentage of the gross.

Amusement machines are forbidden by law, and juke boxes cannot be operated because of the restrictions on record imports. It is vending machines because of price fluctuations, price control and the physical composition of currency.

Some coins are minted of iron and aluminum, with a small silver content. This raises a problem with standard slug rejection mechanisms using magnets. Aluminum coins are too light.

To compound the problems, coins of the same denomination are minted in different sizes. Coins are a 1/2, 5 and 10 piasters, with 10 piasters worth about 10.5 cents.

Duette Game

• Continued from page 154

New York. The game is a six-ball, either of two target units flanking the bonus hole, the bonus score is advanced three points. Three roll-over lanes at the top of the playfield also advance the bonus. president, said, however, that it would be a minimum of three 10 times their point value if hit years before Bing-O-Reno can be when lighted up, as are two ball manufactured in sufficient quantity kickers at the bottom of the play-

The Duette is available with twin coin chutes-10 cents and Tournament, shuffle bowling game three-for-quarter, the game being used for dime play.

According to Alvin Gottlieb, "The trend to multiple-player pin games has started, and is here to pany."

Bally Bull's-Eye

Continued from page 154

score, an expert. Hits are recorded on the front glass.

The pistol, operating on electrical contact, is of molded metal, pearl handled and swivel-mounted on a metal base.

Bull's-Eye is equipped with an A.B.T. coin rejector. The game weighs 160 pounds without the crate, and is 5 feet high, 36 inches deep and 1912 inches wide.

Bull's-Eye is decorated with a cowboy scene. The game is designed for kiddies from 4 years of age. Play runs from 5 to 15 seconds per game.

CHICAGO, March 19.-The boxes and cigarette vending mavirtually impossible to operate chines in unincorporated areas of the county.

Commissioner Chris A. Jensen, who live committee.

Cook County, III., Seeks first proposed that the county board urge the State Legislature to Game, Juke License Law grant the county this specific licensing power.

Commissioner John J. Duffy last State's attorney's office advised the week expressed an off-the-cuff Cook County Board this week that opinion that the county already legislation would be necessary to had this power. The question was license coin-operated games, juke then referred to the State's attorney.

Jensen said that he would discuss the proposed legislation The opinion was received by with the chairman of the legisla-

An Invitation to M.O.A. Visitors . . .

BINGO 5 BALLS

BALLY

Visit our new enlarged showrooms. See the largest display of games in Chicago! Enjoy the comforts of our famous "Koinmen's Koffee Room" and meet your fellow operators! See our display of operators' photos!

SHUFFLE GAMES

NEW Chicago Coin TRIPLE STRIKE ARROW BOWLER CRISS CROSS TARGET

FIRST-Conditioned UNITED-Match

	Diditto march
	MERCURY, D.L\$43
١	BANNER 31
ı	ACE 34
ı	TEAM, 10/25¢ 28
ı	LEADER 28
	IMPERIAL 95

UNITED-High Score

CHICAGO COIN

ĸ	FLASH
	STARLIGHT
	SUPER FRAME
	TRIPLE SCORE 1
	CROWN
	DOUBLE SCORE 1

KEENEY

CARNIVAL\$135
6 PLAYER, Jumbo Pins
with Formica 75
BIG LEAGUE GENCO

SHUFFLE MATCH POOL\$225 ★ SHUFFLE POOL 155

Exhibit MODEL 500

TARGET GUNS

Exhibit SPORTLAND Genco WILD WEST United BONUS GUN

JET GUN 115

SIX SHOOTER 95

COIN MACHINE

EXCHANGE

Dickens 2-0500

Joe Kline & Wally Finke

Keeney RANGER

COUNTER GAMES FIRST-Conditioned

Genco BIG TOP\$465 Exh. SPORTLAND .. 415 M & T ZIG ZAG DELUXE CARNIVAL 385 X (Bingo), Reg. \$79.50.\$29 BINK'S ZIPPER 35 KICKER & CATCHER. 49 RIFLE GALLERY ... 335 YOU SHOOT (Remington ,22 with live ammo) 345 **FIRST-Conditioned** SHOOTING GALLERY 245 ABT CHALLENGER .. \$25 BEST HAND 19 Gottlieb GRIPPER ... 19 COON HUNT 235 SHOOT THE BEAR .. 150

SPECIALS!

TURF, Club Mod. . . \$275
C.C. BAND BOX 155
Gen. SILVER CHEST. 95
DALE GUN RAY GUN 75 PISTOL PETE 45

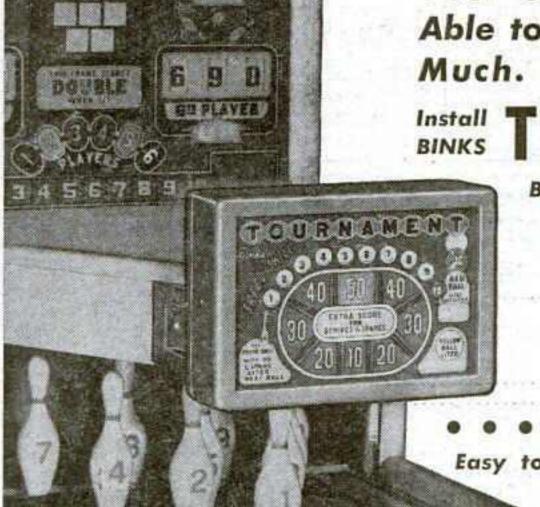
ARCADE

BRAND-NEW CLOSEOUTS FIRST—Conditioned

Chicago Coin GOALEE .. 95



BOWLING GAME OPERATORS!



A letter or postcard brings full details and

low cost investment. Write

BINKS INDUSTRIES

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Your Older Bowlers Are Able to EARN 10 TIMES as Much. Let Us Prove It!!

BINKS TOURNAMENT

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Start cashing in \$50.00 instead of \$5.00 per week in many of your spots with Binks SKILL TOURNAMENT attached to your old drum-type bowlers. Earn up to \$200.00 per week in class A locations. Has brand new exclusive scoring features,

Easy to Install-Not a Conversion!



ALSO BINKS NEW FLASH SKILL!



Some Choice **Territories** Open for Distributors

SPRING SPECIALS

COIN MACHINES

SHUFFLE GAMES

Keeney Century\$340	Un, League\$285	C.C. Gold Cup\$195
V 150	Un. Royal 225	C.C. Double Score 125
Keeney Carnival 135	Un. Classic 160	C.C. Crown 145
Keeney 10 Player . 125	Un. Olympic 140 Un. Clover 150	C.C. Star Lite 320
Un. Team 295	Un. Cascade 120	Gen. Shuffle Pool 145

BINGOS

HI-FI\$345	Dude Ranch	\$275
Surf Club 375	Beach Club	265
Ice Frolics 315	Yacht Club	140
Palm Springs 310	Coney Island	1 80

MISCELLANEOUS

Un. Carnival Rifle \$385 Seeburg Coon Hunt 250	I.
Gen. Shooting Gal. 325	ŀ
Seeburg Shoot the Bear	ı
Ex. Six Shooter 125	L

Ex. Jet Gun\$110 Telequiz, with film 100 Wurtitzer 1015 100 Wurlitzer 1100 175 AMI E-120 650

SPECIAL Bally Spot Life, \$69.50

PURVEYOR DISTRIBUTING COMPANY

4322-24 N. WESTERN AVE. CHICAGO 18, ILLINOIS PHONE: JUNIPER 8-1814

WANTED

Bingos and late Shuffle Games - trade or cash.

> 18 Ft. Rock-Ola Shuffleboard, \$149.50

SHUFFLEBOARD SUPPLIES

Shufflebd, Game
Wax, Case (12)..\$ 3.50
Pucks (Set of 8) ... 12.00
Fast Wax, Case (12) 4.50
Score Sheets, 10 Pads 7.50
Fluorescent Lights,
Pr. 22.58 Pr. 22.50 Used Rock-Ola Shufflebd. Lites. Pr. 12.50 Adjusters 18.50

GIVE TO DAMON RUNYON CANCER FUND

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and associations. Check the calendar week for new events scheduled in your area.

March 22-Western Massachusetts Music Guild, bi-weekly meeting, Ivy House, West Springfield, Mass.

March 27-31—National Association of Tobacco Distributors, annual convention, Conrad Hilton Hotel, Chicago.

March 28-30-Music Operators of America, annual convention, Morrison Hotel, Chicago.

April 2-Music Guild of New Jersey, 18th annual banquet

(site to be announced), Newark, N. J. April 4-United Music Operators of Michigan, monthly

meeting, Fort Wayne Hotel, Detroit.

April 12-Summit County Music Operators' Association, monthly meeting, Mayflower Hotel, Akron. April 13-Retail Amusement Association of Canton, O.,

monthly meeting, Massillon, O. April 17-Music Guild of New Jersey, 18th annual banquet, Elizabethan Room, Hotel Essex House, Newark, N. J.

April 18-Westchester Operators' Guild, Inc., monthly meeting, American Legion Hall, White Plains, N. Y. April 19-Los Angeles Division, California Music Merchants'

Association, monthly meeting, Hotel Gaylord, Los Angeles.

May 10.—Westchester Operators' Guild, fourth annual banquet, New Parkway Casino, Tuckahoe, N. Y.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

No. 1084. Composition Poodle w/shade. Colors: Black, white or

FOR SALE

Late Model Seeburgs Lafe Model Wurlitzer and Rock-Ola Wall Boxes Late Model Bally Bingos Seeburg Power Supplies **Rock-Ola Receivers** Guns

Tell us what you need and make us an offer.

TRI-STATE MUSIC CO.

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300 on location. Dayton and Cincinnati area. A REAL BUY. MUTUAL SERVICE COMPANY

BUY NOW DON'T WAIT NEWEST AND FASTEST MOVING LAMPS TODAY



No. 1085. Composition Figurine Lamp. Base 10"x5" with removable figurines. Fibre glass shade 9 inches. Overall height 11 inches. Colors: Red, black or chartreuse. Individually packed 6 to master carton. No less sold



No. 1083. Gondola. Polyplastic shade, composition base and removable figurines. Colors: Red, black or chartreuse. 15 inches tall, Individually boxed complete, 6 to master carton (no less sold). Weight 3 lbs.





No. 1075. Nubian Ash Tray Lamp. Fibre glass shade. Composition base. Height 151/2 inches. Colors: Red, black or chartreuse. Packed 3 female and 3 male to carton. No less sold. Weight 18 lbs. PER DOZ. \$35.20

No. 1090, Gondola Lamp, Fibre glass bullet shade. Composition base with removable figurines. 101/2 inches in height. Colors: Red, black or chartreuse. Individually boxed 6 to master carton. No less sold. Weight 30 lbs.

PER DOZEN \$41.60

1955 catalog ready for mailing about April 15. Write for your free copy now. State business in first letter. No catalog will be mailed without this information.



No. 1093. Composition Figurine Lamp. Removable figurines on composition base. Size of base 934"x434". Fibre glass shade, 734". Colors: Red, black or chartreuse. Ind. boxed 6 to carton; weight 18 lbs. No less

Plastic shade. Composi-tion base, 171/2 inches high. Colors: Red, black or chartreuse. Packed 3 female and 3 male to carton, No less sold. Weight 18 lbs.

No. 1076. Nubian Lamp.

PER DOZ. \$35.20 PER DOZEN \$32.00

1902 NO. THIRD ST., MILWAUKEE 12, WISCONSIN

SHAFFER SPECIALS

From Our New Illustrated Catalog

SEEBURG

M-100A	(78	r.p.m.)\$349.50
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MISCELLANEOUS

MUDEL	A		٠.		•							22	"	.50
DELITA DELITA DE	911111111	me	IEI	ш	I	II	III	III	III	m	121	HE		
	45000	신분	9		ĸ.		£		10					

WURLITZER

1500	(104 Sel.)			•	\$395.00
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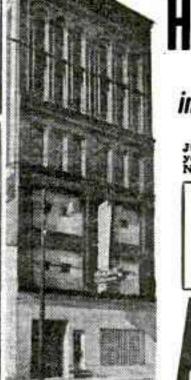
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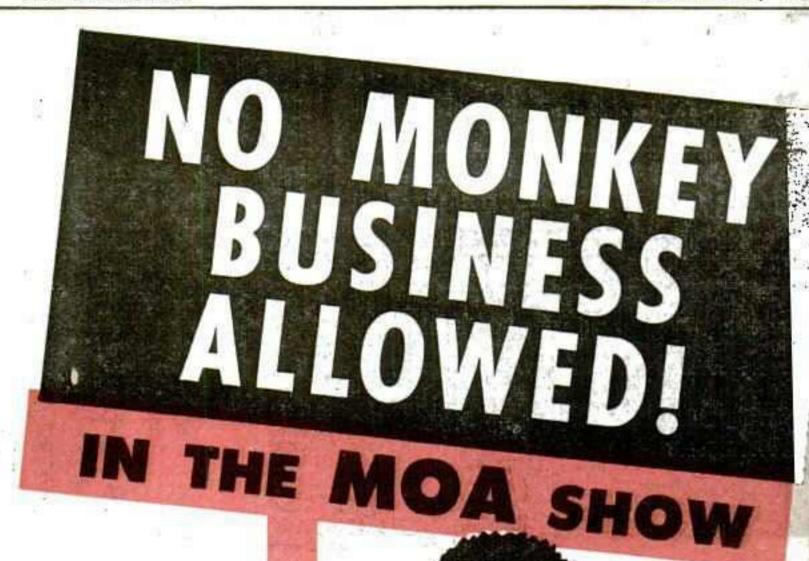
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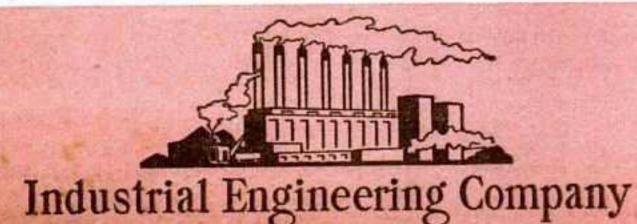
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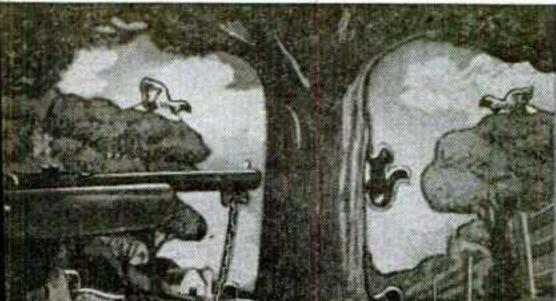
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